

The Action Plan 2009-11

This action plan has involved carrying out a gap analysis to establish what is already taking place and how well it is working. It contains new activity and adds to the existing mainstream activity. It covers the period until March 2011, and will be reviewed every two years to take into account developments and progress against the targets, which are synchronized with the LAA reporting cycle.

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
Reduce the number of children living in workless households	1.1 Expand WorkNet outreach services <ul style="list-style-type: none"> • expand WorkNet outreach services and establish a presence in all 14 Children's Centres. • begin service delivery and refer parents to: information and advice; in-work financial support, mentoring and coaching; better-off in work calculations; customised vocational skills development; debt counselling; financial support; housing advice; job preparation; and language support and training. • complete an evaluation of the Worknet Service, and use the lessons to inform service improvement. 	<p>Assistant Director of Development, Sustainable Communities</p> <p>Assistant Director of Development</p> <p>Assistant Director of Development</p>	<p>March 2009</p> <p>March 2009</p> <p>April 2009</p>
	1.2 Support women back to work <ul style="list-style-type: none"> • review and build on the targeted outreach work underway at school gates to support women back into work. • explore options to deliver ESOL classes on school premises to make access simpler. • support ESOL lesson beneficiaries to plan further conversation classes. 	<p>Assistant Director of Development,</p> <p>Head of CLASS, CLASS Community Education</p> <p>Assistant Director of Development, Sustainable Communities</p>	<p>From January 2009</p> <p>March 2009</p> <p>September 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
<p>Reduce incidence of in-work poverty</p>	<p>2.1 Developing staff skills</p> <ul style="list-style-type: none"> • conduct a diagnostic assessment of staff skills levels as part of signing up to the Government's Skills Pledge. • develop an action plan detailing priority low-skilled staff and the training on offer. • insert a clause in our contracts with TUPE contractors to encourage them to include a commitment to enable staff to train to level 2 through Train to Gain. 	<p>Head of Human Resources, People, Policy and Resources Head of Human Resources Head of Procurement</p>	<p>January 2009 April 2009 June 2009</p>
<p>Getting young people off to the best possible start in their education</p> <ul style="list-style-type: none"> - raise aspirations and close the educational attainment gap whilst raising standards for all 	<p>3.1 Joining up children's services</p> <ul style="list-style-type: none"> • establish the joint visiting team of a benefits officer and specialist family support advisor to families of three, four and five year olds due to join the five primary schools with highest FSM and low educational attainment. The pilot will adopt a family-centred, multi-disciplinary approach and support routes out of poverty. • set up a parents advisory group. • deliver the first round of visits to families. • deliver intensive support and personalised packages to 100 families at greater risk due to a combination of poverty-related factors with a focus on parental engagement in early learning. 	<p>Head of Education for Communities, Education for Communities Head of Education for Communities Head of Education for Communities Head of Education for Communities</p>	<p>March 2009 July 2009 May 2009 March 2010</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<p>3.2 Improve access to information</p> <ul style="list-style-type: none"> • develop an information pack on Children's Centre services and the other services available to families in the borough. • use the births registration service to disseminate information to families on relevant services and support. 	<p>Head of Education for Communities Head of Education for Communities</p>	<p>May 2009 August 2009</p>
	<p>3.3 Raising aspirations</p> <ul style="list-style-type: none"> • increase the numbers of pupils from disadvantaged communities going onto higher education through expanding the existing Aim Higher programme. • identify and remove barriers and target advice and information towards parents and pupils about internships and higher education opportunities. • target the programme at year five and six pupils, and extend the present Aim Higher work to year seven and eight in secondary schools through workshops. • set up the programme • begin delivery • evaluate the programme • monitor the increase in the numbers of UCAS applications • monitor the increase in take-up of places at higher education institutions • assess the numbers of students who complete their higher education courses 	<p>Head of Education for Communities</p> <p>Director, VTES Director, VTES Director, VTES Director, VTES Director, VTES Director, VTES</p>	<p>April 2009 June 2009 October 2011 February 2011 October 2011 June 2014/15</p>
	<p>3.4 Improve access to IT</p> <ul style="list-style-type: none"> • develop criteria for targeting the Council's recycled computers to community venues to help support children from low income families. 	<p>Head of Information and Customer Service, (ICS)</p>	<p>February 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<ul style="list-style-type: none"> • write to target groups to ask about interest in receiving a personal computer. • distribute computers to community venues including after schools clubs, supplementary schools, libraries and young people's charities. 	<p>Head of Information and Customer Service, (ICS)</p> <p>Director, Maxitech</p>	<p>February 2009</p> <p>March 2009</p>
	<p>3.5 Promote school meals take-up across Waltham Forest</p> <ul style="list-style-type: none"> • set up the pilot national Schools Food Trust (SFT) campaign • prepare to set up a school meals campaign for after the SFT trial • deliver the SFT campaign • evaluate the SFT campaign, and mainstream the learning from this. • deliver Waltham Forest's School Meals campaign. 	<p>Head of Corporate Communications, Corporate Communications</p> <p>Head of Corporate Communications</p> <p>Head of Corporate Communications</p> <p>Head of Corporate Communications</p>	<p>January 2009</p> <p>August 2009</p> <p>April 2009</p> <p>May 2009</p> <p>May 2009</p>
Reduce housing related poverty	<p>4.1 Help families to deal with personal debt</p> <ul style="list-style-type: none"> • deliver information about 'smarter' access to financial products, bank accounts and mortgage advice, through delivering publicity and marketing the Credit Union services from the Walthamstow, Waltham Forest Direct (WFD) offices. • deliver Credit Union outreach sessions through WFD, and sign up new members. • carry out a feasibility study of the options to move the Credit Union into bigger and centrally based offices. 	<p>Assistant Director of Development</p> <p>Director, Credit Union</p> <p>Assistant Director of Development</p>	<p>January 2009</p> <p>May 2009</p>
	<p>4.2 Prevent the negative impact of housing development</p> <ul style="list-style-type: none"> • carry out a school place, leisure, transport and health provision 'Impact Assessment' for any development of over 10 homes.²² 	<p>Assistant Director of Development</p>	<p>February 2009</p>

Priority Outcomes	Actions / Milestones	Lead Officer / Agency	Deadline for completion
	<p>4.3 Improve access to homework clubs</p> <ul style="list-style-type: none"> • identify three areas with a high degree of overcrowded households. • pilot additional homework clubs for two years. 	<p>Executive Director, Children's Services Head of Housing</p>	<p>January, 2009 January, 2010</p>
	<p>4.4 Improve housing</p> <ul style="list-style-type: none"> • procure the services of a Home Improvement Agency to provide a full range of Home Improvement services to disabled and vulnerable owner-occupiers. This will include providing information on grants and loans to carry out maintenance and improvements.²² 	<p>Executive Director, Adults and Social Care</p>	<p>March 2010</p>
<p>Work closely with partners to tackle the causes and effects of child poverty</p>	<p>5.1 Develop a joint understanding of poverty</p> <ul style="list-style-type: none"> • assist the Council and its partners to understand poverty, which is a common factor in social care work. This work will be in the context of the resilience framework. • plan three consultation focus groups with children in care, including: <ul style="list-style-type: none"> i unaccompanied asylum seekers who are not in further education and are coming to an end of their time being supported by Social Services ii care leavers - British born, 18 and over years old iii accommodated 13-14 year olds 	<p>Head of Policy, Partnerships and Research</p>	<p>April 2009</p>
	<p>5.2 Reduce the financial burden on families</p> <ul style="list-style-type: none"> • explore the options to assist residents to spread the cost of Council Tax payments over 12 months instead of the current 10 months. 	<p>Director of Finance</p>	<p>April 2009</p>
	<p>5.3 Increase school meal take up</p> <ul style="list-style-type: none"> • lobby central Government to secure support to subsidise primary school meals. 	<p>Head of Policy, Partnerships and Research</p>	<p>Ongoing</p>

Schedule A: Mainstream Activity 2009-11

	Activity	Lead agency
1	Establishing a network of single points of access for all residents in Waltham Forest. This will enable extended and improved access to employment and skills support and improve inter-agency and cross departmental working.	LBWF Sustainable Communities
2	<p>Worknet Partnership coordinating services across all Worknet providers, Children's Centres and other partners to complement mainstream Jobcentre Plus and Learning Skills Council services to target child poverty.</p> <p>Evaluating and mainstreaming the positive lessons from the Registered Social Landlords pilot programme focussing on low income families.</p> <p>Developing a New Deal for Families programme as part of the City Strategy Pilot for low income working families giving additional support to maximise family incomes.</p>	LBWF Sustainable Communities
3	New Deal Lone Parent advisors and other Jobcentre Plus advisors working with Worknet Outreach Services as part of the Single Points of Access approach to help target extra support to families.	Jobcentre Plus
4	<p>Developing the WorkNet core offer through a casework approach to provide personalised support</p> <p>Neighbourhood Managers, Advice Outreach and Housing Management identifying and delivering holistic support services through the Single Points of Access Work Package. This will cover: financial management, benefits advice, training, childcare advice, condition management, individual career and aspiration development.</p>	LBWF Sustainable Communities
5	<p>Developing targeted outreach to engage families that are most at risk of experiencing child poverty through:</p> <ul style="list-style-type: none"> • developing and extending a volunteering programme with Forest Recycling Project to improve the work experience offer locally • coordinating all employment and training opportunities, including end use, arising from Section 106 planning gains. 	LBWF Sustainable Communities
6	Developing the Meganexus system to track clients and the success of initiatives. Share the monitoring system between service providers and Jobcentre Plus.	Worknet Partnership
7	Canvassing vacancies that are available and suitable for parents as part of the Local Employment Partnership.	Jobcentre Plus
8	Worknet and Jobcentre Plus advisors working together to deliver awareness events for lone parents before they move onto Job Seekers Allowance.	Jobcentre Plus

	Activity	Lead agency
9	Raising awareness about the changes in benefits through the Multi Lingual Advice Services consortium and the Citizens Advice Bureau.	LBWF Sustainable Communities
10	Promoting and subsidising affordable childcare for lone parents before they start work as part of the New Deal for Lone Parents.	Jobcentre Plus
11	Learning and Skills Council focussing on ESOL, and delivering more ESOL classes and intermediate qualifications.	WF Learning and Skills Council
12	Providing targeted support in language training and confidence building.	LBWF CLASS Community Education
13	CLASS working with the Learning and Skills Council, to identify external funding opportunities to increase ESOL provision.	LBWF CLASS Community Education
14	Developing the sub regional approach and targets through the five boroughs Multi Area Agreement, to address worklessness and child poverty.	LBWF Sustainable Communities
15	Commencing the delivery of Flexible New Deal that will provide individualised support for people claiming benefits for over 12 months	LBWF Sustainable Communities
16	Establishing Learning and Skills Council funded 'Skills for Jobs' programmes (focus on hard-to-reach groups) and link to Local Employment Partnerships.	WF Learning and Skills Council
17	Establishing European Social Fund funded programmes to help adults into work.	WF Learning and Skills Council
18	Using the Family Learning Impact Fund to run courses for adults and children together in numeracy and literacy.	WF Learning and Skills Council
19	Increasing the take up of Direct Payments to families with disabled children, to enable them to put into place appropriate support packages to allow them to get back into work or training.	LBWF Children and Families
20	Offering Better Off In Work Calculations to support families to access information, and if necessary promote take-up of in-work benefits, especially housing benefit and tax credits, working through the borough's major employers.	Jobcentre Plus
21	Promoting the take up of in-work benefits such as Tax credits and Housing Benefit.	Citizens Advice Bureau

	Activity	Lead agency
22	Researching the effectiveness of the Jobcentre Plus ERA Pilot to keep people in work, and scope the options for developing a similar programme within WorkNet.	LBWF Sustainable Communities
23	Targeting Early Years 'Make a Big Difference Programme' to the 10 schools with the highest numbers of pupils from the 20% Super Output Areas and lowest attainment.	LBWF Education for Communities
24	Developing an outreach model through Children's Centres based on best practice models targeting the most disadvantaged, hard to reach families and young fathers, in partnership with Health Services.	LBWF Education for Communities
25	Monitoring the take up of Children's Centre services by income group, age and ethnicity.	LBWF Education for Communities
26	Developing relationships with large out of borough employers and prestigious universities, to identify opportunities to inspire young people.	VTES
27	Children's Centres identifying 'children in need' to benefit from the DCSF pilot for the Free Early Education Grants for 2 year olds.	LBWF Education for Communities
28	Developing a targeted campaign to market and increase the take up of Free Early Education Grants for three and four year olds among poor families.	LBWF Education for Communities
29	Developing a scheme to help families reduce their outgoings through more cost effective shopping habits and learning to cook on a budget.	VTES
30	Extending the childcare affordability project within Children's Centres.	LBWF Education for Communities
31	Developing options to enable low income families to take up childcare spaces.	LBWF Education for Communities
32	Increasing the quality of the Health Visitors programme and use this as a gateway for the provision of other support services.	NHS Waltham Forest
33	Running a pilot programme to include skills for life - to improve educational and career aspirations of young mothers.	WF Learning and Skills Council
34	Working with a range of youth organisations and promote the youth offer to young people in schools.	LBWF Education for Communities

	Activity	Lead agency
35	Developing a programme to help young people identify and understand how their early life choices in education and training choices affect their career and wealth progression later on in life.	VTES
36	Identifying the options for increasing the levels of investment in rent deposit schemes for homeless/potentially homeless households with children who would prefer to live in the privately rented sector.	LBWF Housing and Neighbourhoods
37	Enhancing the homelessness prevention and housing options service, including tackling repossessions and promoting the private rented sector and shared ownership.	LBWF Housing and Neighbourhoods
38	Developing an action plan to improve the heating options for housing that fails to meet the decent homes standard.	LBWF Housing and Neighbourhoods
39	Increasing take-up of home thermal efficiency grants amongst low income families.	LBWF Housing and Neighbourhoods
40	Expanding the programme of 'target hardening' measures to low income families to mitigate against the risk of burglaries.	LBWF Housing and Neighbourhoods
41	Ensuring our LDF reflects that 50% of all housing provided in the borough should be affordable and that all new homes should reflect minimum space standards. ²²	LBWF Housing and Planning
42	Participating in London wide and local best practice networks.	LBWF Policy, Partnerships and Research
43	Developing a campaign to extend the parent support offer for the first 12 months to 18 months with a tapering of benefits.	Worknet Partnership
44	Campaigning to improve Government benefits administration to: <ul style="list-style-type: none"> • reduce excess delays in processing applications for Child Benefit and Child Tax Credits • introduce fairer ways of recovering Child Tax Credit overpayments 	Bureau Manager, Citizens Advice Bureau
45	Building child poverty into sustainability assessments	LBWF Policy, Partnerships and Research

Contribution to partnership priorities

Which LAA indicators are supported by this plan?	
Ref.	NI Description
NI 72	Achievement of 78+ points at the Early Years Foundation Stage with at least six points in each of the scales in Personal, Social and Emotional Development (PSED) and Communications, Language and Literacy (CLL)
NI 92	Narrowing the gap between the lowest achieving 20% in the early Years Foundation Stage Profile and the rest
NI 116	Proportion of children in poverty
NI 161	Number of Level 1 qualifications in literacy (including ESOL) achieved
NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 2 or higher
NI 187	Tackling fuel poverty (percentage of people receiving income based benefits living in homes with a low energy efficiency rating)

Which SCS commitments are supported by this plan?	
Ref.	Commitment Title
	Create wealth and opportunity for residents; provide children and young people with the skills and confidence to achieve their ambitions and compete in the global economy
	Create wealth and opportunity for residents: achieve full employment

Child poverty targets

Priority	LAA Indicator Ref.	Indicator Description	Baseline	Improvement Targets			Lead Agency
			2007-08	2008-09	2009-10	2010-11	
Reduce the number of children living in workless households	NI 116	Proportion of children in poverty	30.6% (April 07)	29.8% (April 09)	28.1% (April 10)	25.5% (April 11)	Waltham Forest Council
	N/A	Number of individuals benefiting from the Single Points of Access, and moving into work and training.	N/A	2000	To be agreed in 2008-09	To be agreed in 2008-09	Waltham Forest Council
Reduce incidence of in work poverty	NI 161	Number of Level 1 qualifications in literacy (including ESOL) achieved	540	546	564	586	Learning and Skills Council
	NI 163	Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 2 or higher	60.0% (2006)	60.3% (2007)	60.9% (2008)	61.5% (2009)	Learning and Skills Council

Priority	LAA Indicator Ref.	Indicator Description	Baseline	Improvement Targets			Lead Agency
				2008-09	2009-10	2010-11	
Getting young people off to the best possible start in life - raise aspirations and close the educational attainment gap whilst raising standards for all.	NI 92	Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest	40.9% (2007)	34.0% (2009)	Target set on an annual basis	Target set on an annual basis	Waltham Forest Council
	NI 72	Achievement of at least 78 points across the Early Years Foundation Stage with at least six points in each of the scales in PSED and CLL	35.0% (2007)	39.2% (2009)	Target set on an annual basis	Target set on an annual basis	Waltham Forest Council
	NI 187	Tackling fuel poverty (percentage of people receiving income-based benefits living in homes with a low energy efficiency rating)	N/A - this is a new indicator	To be agreed once 2008/09 data is available	To be agreed once data is available	To be agreed once data is available	Waltham Forest Council
Improving the effectiveness of service providers to address the causes and effects of child poverty.	N/A	Consult with children and young people effected by child poverty to help inform service planning	N/A	3 focus groups	To be agreed if appropriate	To be agreed if appropriate	Waltham Forest Council

References

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- 6 Child Poverty in London: Income and Labour Market Indicators: DMAG Briefing 2006/19, Greater London Assembly, 2006. <http://www.london.gov.uk/gla/publications/factsandfigures/factsfigures/poverty.js>
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