

Meeting: Haringey Children's Trust

Date: 17 December 2009

Report Title: Child Poverty Strategy One Year on Progress Update: 2008-09

Report of: Janette Karklins, Deputy Director School Standard, Haringey Council

Purpose

This report provides an update on the progress of the child poverty strategy.

Summary

Haringey's first ever child poverty strategy, adopted by the HSP in November 2008, is based around five key objectives that need to be met in order to achieve a substantial reduction in child poverty.

The key National Indicator 116: Proportion of children in poverty is based on an interim measure and is 36.4% as of April 2007. No further child poverty baseline data has been released by the Department for Work and Pensions and there is no indication as to when the interim measure will be updated.

We are refining the use of existing LAA indicators such as those on tackling worklessness and improving housing to ensure more data is available on households with children. This also applies to the various projects and initiatives under each of the five objectives of the strategy.

The delivery plan for 2010/11 is currently being refreshed by a multi agency working group. This group will also identify how we can better use our data and resources to refine and improve our methods for delivering on our objectives.

Legal/Financial Implications

The Head of Legal Services comments that the local authority is under a duty to improve the social and economic well being of young children in its area by reference to Section 1 of the Childcare Act 2006. Consideration of the report and its recommendations will assist the authority in carrying out this duty. Further, consideration of the report and its content will assist both the authority and the partner agencies within Haringey Children's Trust to comply with duties under the Children Act 2004 to improve the well being of children,

young people and their families.

It is anticipated that costs associated with refreshing the delivery plan will be contained within existing resources.

In practice the strategy, which aims to move towards closer joint planning and working across the council and with partner agencies in tackling child poverty, should increase value for money and direct resources in a more efficient and effective manner.

Services are required to have systems in place to measure the outcomes.

Recommendations

That the Children's Trust:

- Considers the update report and notes the current work to refresh the delivery plan for 2010/11.
- Recommends other work to tackle child poverty.

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Background

The Child Poverty strategy 2008-11, agreed by the HSP in November 2008, has been designed to deliver two of the Sustainable Community Strategy's (SCS) objectives:

- Economic vitality and prosperity shared by all
- Healthier people with a better quality of life

The strategy identifies five objectives that the HSP needs to meet in order to achieve a substantial reduction in child poverty:

- Objective 1: Addressing worklessness and increasing parental employment in sustainable jobs
- Objective 2: Maximising incomes through improving the delivery of benefits and tax credits
- Objective 3: Reducing educational attainment gaps for children in poverty
- Objective 4: Ensuring all Haringey children have decent and secure homes.
- Objective 5: Partners within the Haringey Strategic Partnership to take responsibility as corporate bodies for their employees in helping to reduce child poverty

Delivery of the strategy is key in meeting the LAA target on tackling child poverty (NI 116), as well as LAA targets around worklessness and improving educational attainment.

NI 116 - Proportion of children in poverty is based on an interim measure and is 36.4% as of April 2007. No further child poverty baseline data has been released by the Department for Work and Pensions and there is no indication as to when the interim measure will be updated.

Appendix 1 provides an update on key initiatives under each of the five objectives.

Use of Appendices

Appendix 1: Child poverty strategy review 2008-09.

CHILD POVERTY STRATEGY REVIEW 2008-2009

Introduction

The child poverty strategy 2008-11 has five objectives. This report gives an update on the key actions around each objective.

The delivery plan is currently being refreshed for 2010/11 by a multi agency working group. The process involves reviewing all projects/initiatives in the existing delivery plan and identifying: which are on-going; which have been completed; which have not been successful and which new projects/initiatives ought to be included. The group will also identify how we can better use our data and resources to refine and improve our methods for delivering on our objectives.

Objective 1: Addressing worklessness and increasing parental employment in sustainable jobs

- 1.1 **Families into Work:** 59 families are currently being supported in this project based in Northumberland Park. Of these families 39 have school age children and 12 have children at college. At the time of the writing of this report, the project had reported its first 15 job starts (11 full-time and 4 part-time) and will report sustained jobs later this year. Amongst these families, where the adults have commenced employment, there are 25 children. A Families into Work User Forum has been established and it met for the second time in November 2009. The forum is a form of consultation to enable us to gather and analyse the views of the people using the service to inform future plans for delivery.
- 1.2 **Haringey Guarantee (lone parents):** In 2008/09 20 lone parents were supported into sustained employment through the Haringey Guarantee. To date (from April 2007 to quarter 2, 2009/10), 62 lone parents have been supported into sustained employment against a target of 110 to be achieved by March 2010. The Economic Regeneration Team is investigating the possibility of capturing the information about the number of dependent children living with Haringey Guarantee participants.
- 1.3 **Marks and Starts:** This project was delivered in partnership with Gingerbread and involved 14 lone parents completing a 10 day work placement with Marks and Spencer across their stores in Marble Arch, Oxford Street and Wood Green. Three of these lone parents secured permanent employment with Marks and Spencer and the remaining lone parents continue to receive employment support through the Haringey Guarantee.
- 1.4 **Work Directions:** 4000 lone parents were initially mailed but only a very small number of people were helped into work through Work Directions

(WD), as a result of this initiative. 15 clients took up a referral to WD and no more than 5 were sustained into work. Therefore, it is felt that the initiative has had limited success. However, WD stated that their preferred approach was via employment events rather than targeted mailshots and so are keen to continue working with the Council to explore the possibility of an alternative approach.

- 1.5 **Job Centre Plus & Children's Centres:** 9 Children's Centres (CC) are supporting parents, particularly single parents, back into work through partnership work with Job Centre Plus (JCPlus) and other providers. The Centres currently delivering JCPlus services are Broadwater Farm; South Grove; Earlsmead; Noel Park; Bounds Green; Woodside; Campsbourne & Rowland Hill. These CC also provide general benefits advice to parents.

This partnership, praised by the Government's Child Poverty Unit, has seen more lone parent engaging with JCPlus advisors than when interviews took place at JCPlus offices. For example over 800 Lone Parents have received JCPlus support at Broadwater Farm CC since 2008.

- 1.6 **Improving Access to Psychological Therapies:** As a result of this initiative 62 people have come off benefits. Provisions have now been made to collect information about the number of children living with IAPT recipients and data will be available for future progress reports.
- 1.7 **Increasing young offenders' engagement in suitable education, employment and training:** The Youth Justice Board (YJB) sets 6 National Indicators for the Youth Offending Service (YOS). One of these is NI 45 – Engagement by young people in suitable full time (25 hours+ for under 16s) education, training or employment (ETE). This is measured at the end of the court order to which the young person is subject. The YJB measures the direction of travel, rather than setting a target.
- 1.8 The YOS ETE figure for 2008/9 confirmed by Youth Justice Board is 75.3% young people in suitable ETE at the end of their orders. This compares to 66.5% in 06/07 and 75.2% in 07/08. The rate is fairly static which is encouraging given the current economic climate. The 2008/09 figure equates to 78% (112 out of 143) of school age young people, and 73% (150 out of 205) post 16. The figures for 2009 are: April to June 2009 - under 16s: 85% (42 out of 49), post 16s: 62% (23 out of 37); July to September under 16s: 80% (16 out of 20) and post) 16s: 73% (39 out of 53).

- 1.9 **Increasing childcare provision:**

a) **Extended schools**

- I. There are currently 47 breakfast clubs in Haringey. 19 of them are funded through the Area Based Grant (ABG) and in the period April 09 – July 09, 726 children received support through the Breakfast Clubs funded by the ABG. The Council specifically targets its efforts to increase breakfast club provision in areas that are identified as being in most need. Until April 09 Breakfast Clubs were funded via two routes – the Children & Young People’s Service and the Chief Executive’s under the Corporate Voluntary Sector team. From July 09 these two routes have been merged to give us one delivery model. For this reason, like for like comparisons between periods is not yet possible. As the new delivery model moves into its second period, data will be used to draw these comparisons to enable us to monitor the progress we are making in increasing Breakfast Club provision.
 - II. 85% of our schools are delivering the Extended Schools Full Core Offer (10 out of 11 secondary schools and 100% of special schools).
 - III. Haringey will continue working to reach its target of 100% of schools delivering the Extended Services Full Core Offer by September 2010.
- b) **Care 2 Learn:** 2008/09 data shows that 62 applications have been successfully made to Care 2 Learn by teenage parents in Haringey to pay for child care support funds while they were studying. 42 of the applications have had their support agreed and 11 of those teenage parents have already had their learning objective met. However, 20 applications have since been withdrawn and the details of the teenage parents have now been given to the targeted Connexions Personal Advisor to identify the reasons for this and to support these particular teenage parents. An additional targeted Connexions Personal Advisor has now joined the teenage parents team to reduce NEETs and increase access to Care to Learn. Further outcome data on the remaining successful applications is not available as yet.

1.10 Teenage parents:

- a) Of 81 known teenage mothers, as referred via the Common Assessment Framework (CAF) since Jan 2007, 100% are supported through the joint Children's Centre and Support for Teenage Parents Programme. They all have a Connexions worker and are accessing programmes to support basic skills, childcare and child development, ESOL (English as an Additional Language) and healthy eating. They are also offered the September Guarantee, a guarantee to all young people who have reached the statutory school leaving age that they will receive an appropriate place in education or training by the end of September.
- b) Two Supporting Teenage Parent Roadshows events have been run at Rowland Hill CC and Campsbourne CC in 2009. These brought a ‘one stop shop’ to young parents. Service representation included Whittington Hospital’s Young Parents Midwifery Team, a

Safeguarding Midwife from North Middlesex Hospital, Children's Centres and Connexions. The first roadshow was attended by 35 young parents and the second by 24 young parents.

- c) A part time Teenage Father's Worker was appointed in Dec 2009 and is supporting 7 teenage fathers to access services.

Objective 2: Maximising incomes through improving the delivery of benefits and tax credits

2.1 A **programme of events** was run throughout 2008/09 aimed at encouraging people to receive advice on benefits and to encourage take-up including:

- a) **Publicity campaigns** in Haringey People, on JC Decaux advertising boards and street furniture.
- b) **Reaping the Benefits** which is a joint outreach, income maximisation and debt counselling project between Haringey Council Neighbourhood Management Service and Haringey Citizens Advice Bureaux. It has been running since February 2007 and delivers advice in the most deprived areas of Haringey targeting people who are not accessing quality money advice services. In 2008/09 the project assisted 406 new clients, of which 56% were families. In that year, the project achieved money gains for all clients of £717,619.54 in extra benefits or tax credits and managed £298,707.93 worth of personal debts. In the first 6 months of 2009/10, the project has advised and assisted 183 new clients of which 47% (86) are either single parents or couples with children. The project has achieved money gains of £369,468.04 and, £264,199.75 personal debt has been written off or deferred for all clients in this period. In addition 27 clients have been referred for employment advice.
- c) A **Claim It Event** was held in Wood Green library in the autumn of 2008. Altogether advice was provided to at least 500 customers. Of these it is believed that 200 (40%) were advised that they were entitled to claim extra benefits. Data about their family composition was not collected so it is difficult to measure the impact this will have on families. We will look to take details about family composition in any future campaign.
- d) Benefits & Local Taxation (BLT) have produced a leaflet advertising a "**Get in Touch not in Debt**" campaign this year. They plan to extend this to a lamppost banner campaign in the coming months. Customers are being encouraged to make contact with the Council Tax Service if they are having difficulty in paying their Council Tax, in order to promote Council Tax Benefit, Discounts and Exemptions. BLT have written to 528 council tax payers since 1st September 09 regarding making repayment arrangements, though it is unlikely that all of this is directly

attributable to the campaign. As BLT are dealing with primary liable Council Tax payers only it is also not possible to identify those with families, as the Council Tax Service is not required to collect data on other people in the household for the purpose of administering Council Tax.

- e) **Benefit take up in schools:** 12 schools in areas where deprivation was high but benefit uptake was low had volunteered in late 2008 to participate. 3 'cluster' campaigns were identified: the first based at William C Harvey for the Broadwater Farm campus (December 2008); one in late January 2009 based around Seven Sisters and another in February 2009 around Risley area. However the first campaign at William C Harvey was very poorly attended. As a result it was decided to develop information about benefits take up and surgeries in neutral locations that families were more comfortable visiting e.g. Children's Centres.
- 2.2 **Tax credit advice sessions:** Sessions have recently begun in some CC, e.g. Noel Park, offering advice and support around completing the forms. These sessions are open to both working and non working parents, encouraging them to apply for the credits.
- 2.3 BLT will use intelligence-based methods to more specifically target working housing benefit and/or council tax benefit claimants who appear not to be claiming **Child Tax Credit or Working Tax Credit** in the last quarter of 2009/10.
- 2.4 Work with **Haringey's Citizen's Advice Bureau** has continued:
- a) A **guide to all benefits** that can be claimed by families with children has been completed in consultation with Council departments and the DWP. The guide has been designed to be as simple and accessible as possible signposting parents for further information and help where applicable. The guide is waiting to go to print.
 - b) Haringey's Geographic Information Services (GIS) team has provided information on the **top 15 Super Output Areas in Haringey relating to income deprivation affecting children** in order that future initiatives can directly target those most in need with a view to leafleting actual streets within these areas. This work has been recognised as an example of good practice by the government's Take up Task Force in their report '*Take up the Challenge*'.

The additional CAB advice services that have been rolled out in Children's Centres have used the information compiled by the GIS Team as well as the broader Index of Multiple Deprivation (IMD) map of Child Poverty in order to choose the centres in the most deprived areas.

- c) Services are currently being provided in the following four **Children's Centres (CC)** in order to directly target families and provide advice and assistance on benefits: Campsbourne CC, Rowland Hill CC, Triangle CC, Welbourne CC. These have been promoted via attendance at events (including events for Teenage Parents and Baby Weighing Clinics), leaflets and newsletters. Over £45,000 has already been gained in extra benefits and Tax Credits for families and we expect this figure to rise as applications and appeals are decided. 94 families have been advised and/ or supported between April to October 2009 and 367 enquiries have been dealt with predominantly regarding benefits with the second highest category dealt with being debt which too can impact upon child poverty. These centres are in wards which contain seven of the 15 most deprived Super Output Areas (SOAs).
- d) There is the potential to **expand the scope and coverage of this project** to:
- I. Extend advice services to other CCs in other SOAs where child poverty levels are high. (There have already been requests for advice services at other CCs).
 - II. Increase targeting and promotion to increase take up including production of multi lingual publicity.
 - III. Increased use of data gained to monitor and evaluate outcomes, social policy issues and contribute to future child poverty strategies.
- e) **Benefits awareness sessions** will be organised in Children's Centres, or in community facilities, in the seven most deprived wards by the end of April 2010.

<p>Objective 3: Reducing educational attainment gaps for children in poverty</p>

- 3.1 **Early Years Foundation Stage:** The gap between the median Foundation Stage Profile score of all children locally and the mean score of the lowest achieving 20% has been reduced from 39% in 2007 to 35% in 2009. This is a good reduction but below the target of 33.4%.
- 3.2 **Key Stage 2:** The gap at Key Stage 2 combined English and maths between the attainment of pupils eligible for free school meals and pupils not eligible has narrowed considerably in 2009 from 23.5% in 2008 to 15.2% in 2009 (provisional figures). The reduction in the gap has mainly been achieved by a significant increase in the attainment of pupils eligible for FSM from 51% in 2008 to 59% in 2009 (provisional).
- 3.3 **GCSE:** The gap at GCSE (5 or more A*-C including English and Maths) between pupils eligible for free school meals and pupils not eligible for free school meals has reduced from 18% in 2008 to 13% in 2009

(provisional). In 2008, Haringey was significantly above the national gap which was 22%.

- 3.4 **NEET:** A culmination of initiatives has led to a reduction in NEETs year on year for the past three years bringing Haringey's overall figure down from 10.8% in October 2007 to 6.5% in October 2009. Examples of initiatives include:
- a) **Joint work across all partners on the 11-19 Forum.** Partners have developed strategies to address the needs of the most vulnerable through such actions as increasing the range of Level 1 provision, better targeting by ward, job brokerage schemes and employment training.
 - b) The **September Guarantee Voucher Scheme** which gave all school leavers who were NEET an individual package of activities, agreed with each young person, to equip them to progress towards a long term personal goal in mainstream education, training or employment.
 - c) Working with partners from the Youth Offending team, Leaving Care team, Housing and Job Centre Plus to **share data** and facilitate efficient tracking and monitoring young people's participation in employment, education and training.
 - d) **Two tracking assistants** have been employed to track young people who are either NEET or at risk of becoming NEET by phone, letter and home visits. This ensures that engagement with young people is sustained.
- 3.5 **Haringey Guarantee schools project:** 40 at risk students were identified in the academic year 2008/09. Confirmation still has to come from Northumberland Park School about the outcomes associated with these students.
- 3.6 **Free School Meals:** The percentage take up of FSM against those eligible for FSM in January 2009, stood at 90.9% overall - (81% at nursery, 94.3% at primary, 85.6% at secondary and 93.3% at special schools). Work is still needed to address actual take up against eligibility for FSM, although much progress has been made. Indeed, the uptake of FSM has risen in some schools where take up processes have shifted from the local authority to the schools. For example, Gladesmore School experienced a 21% increase in take up due to this change over. However, there is still much work to do and particular schools with high FSM eligibility and lower take up will be specifically targeted in the coming months. Other work to encourage take up has included:
- a) Specific targeting through the Educomms system to enable sustained communication with schools, particularly those with a high FSM population.

- b) Preparing a leaflet and poster aimed at encouraging take of FSM, and hope that this will improve numbers further.
- c) Conducting focus groups with parents via coffee mornings in schools such as Risley Primary, which has a high eligible FSM population. This will enable us to better understand persistent barriers to uptake.
- d) 8 Parent 'taster' sessions have either been held or planned. Parents attending the sessions have noted the quality and variety of lunch time menus, often commenting specifically upon the improvement in provision since they were in education. The sessions have resulted in an increase in take up. However, this is generally in paid meals and not specifically in free school meals, hence the need for the above planned marketing. The latest event was held at St Ann's Primary on 4th December 2009 to officially launch their new kitchen. A menu competition has been run and the winning menu was cooked on the day. Further tasters are to be planned in the New Year.
- e) Some schools have begun to offer Halal meat in the hope that this will increase take up within Muslim families. Effective and sensitive marketing will be important as other boroughs trialling this have experienced complaints from some groups who have felt alienated by the initiative. Focus groups have been planned with local Muslim community groups. How we progress with rolling this out and marketing will be influenced by feedback from the schools and community groups on effective delivery models.

Objective 4: Ensuring Haringey children have decent and secure homes

4.1 **Temporary Accommodation (TA):** There has been a 16% decrease, between October 2008 and October 2009, in the number of children living in TA.

Age	October 2008	October 2009
0 – 5 years	3041	2459
6 – 10 years	2062	1842
11 – 17 years	2264	1878
Total number of children 0–17 years	7367	6179

4.2 **Overcrowding:** An Overcrowding officer is now in post to co-ordinate activity on addressing overcrowding and under occupation. An Overcrowding and Under-occupation Strategy is due for completion by

the end of the financial year, this will link to the priorities of the Child Poverty Strategy.

4.3 A new Lettings Policy is being drafted and will be finalised in March 2010.

4.4 **Fuel Poverty:**

a) A multi-agency **Affordable Warmth Strategy**, developed by the Integrated Housing Board was launched on 2nd November 2009. A partnership implementation group has been established to lead on the delivery of the Strategy.

b) The **SAP (energy efficiency) ratings** of 7500 of the 15000 households in receipt of Council Tax Benefit and Housing Benefit were determined through conducting a postal survey in 2008. The remainder will be surveyed in late 2009. 414 completed returns were received which helped to calculate the SAP ratings of these properties, which are occupied by some of the most vulnerable residents of the borough. The number of households with children is unknown.

4.5 **Decent Homes programme:** There were 5714 non-decent homes at the end of Q1 (2009/10) equating to 34% of the total stock (16,358). It is forecast that by the end of Q4 the target of 30% (Homes for Haringey [HfH] Business Plan 2009-14) will be exceeded with 4605 non-decent homes out of a total holding of 16,343 homes (28%) Information for the number of households with children living in non-decent homes is currently unavailable.

Objective 5: Partners within the Haringey Strategic Partnership taking responsibility as corporate bodies for their employees in helping to reduce child poverty

5.1 **NHS Haringey** has in place a flexible working policy. In their last annual staff survey over 70% staff reported that they worked flexibly and we were in the top 20% of PCTs nationally for staff satisfaction with their employer's commitment to worklife balance. They also offer amongst other schemes:

- childcare vouchers and interest free loans for season tickets, bicycles and cars where required to carry out the job
- staff discounts via NHS Discounts
- run a number of seminars on managing personal finance provided by the Financial Services Authority (FSA).

5.2 **The Council's** staff benefits programme includes:

- child care vouchers - 116 staff are currently using the scheme
- flexible working
- free finance seminars "Making the Most of your Money" are run by the FSA are held regularly and are well attended. In the last 12 months, 8 seminars have been run and attended by 256 staff.

5.3 The **Metropolitan Police Service** offers:

- flexible working schemes
- child care vouchers
- Staff can subscribe to a number of reduced price insurances e.g. travel insurance, car insurance.

5.4 The **London Fire Brigade** tries to base staff local to their homes wherever possible. They also have:

- a range of flexible working options
- a child care voucher scheme
- a highly successful "bikes to work" scheme offering tax free opportunities for employees to purchase bicycles.

5.5 **HAVCO**

- has a flexible working policy for its staff.
- has commissioned the development of benchmark data of local Third Sector organisations. This project ends in January 2010 and it will enable future local planning across HSP partners to support the Third Sector, so workforce training could be planned for groups working with children, young people and their families.
- Through Haringey's Community Link Forum, HAVCO are also planning an event that enables the VCS to have a collective say on the support they need during the recession – groups that work across the children and young people and their families will also be present.

LAA targets & NI 116 Proportion of children in poverty

- 6.1 The current overarching measure of the scale of child poverty in Haringey is National Indicator (NI) 116 – Proportion of children in poverty. This indicator is meant to be based on the national measurement based on the proportion of children living in households where income is 60% below the median.
- 6.2 However, these data are not currently available for local authorities and at present an interim measure is being used based on the number of children living in a household where a key benefit (such as Job Seekers Allowance, Incapacity Benefit and Income Support) is drawn down. Based on this interim indicator Haringey has a target to reduce the child poverty rate by 5.9% by March 2011.
- 6.3 Unfortunately, data for the interim measure is only available up to April 2007, where the Haringey rate is 36.4%, and at present there is no indication as to when the official and/or interim measure will be updated.
- 6.4 We are refining the use of existing LAA indicators such as those on tackling worklessness and improving housing to ensure more data is available on households with children. This also applies to the various projects and initiatives under each of the five objectives of the strategy.