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Positive engagement of older people
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‘Putting it into practice’ A Beacon’s Perspective

Layla Richards

London Borough of Tower Hamlets



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TOWER HAMLETS

Rationale – the ‘why’

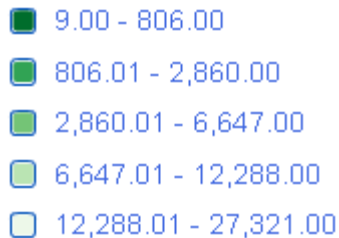
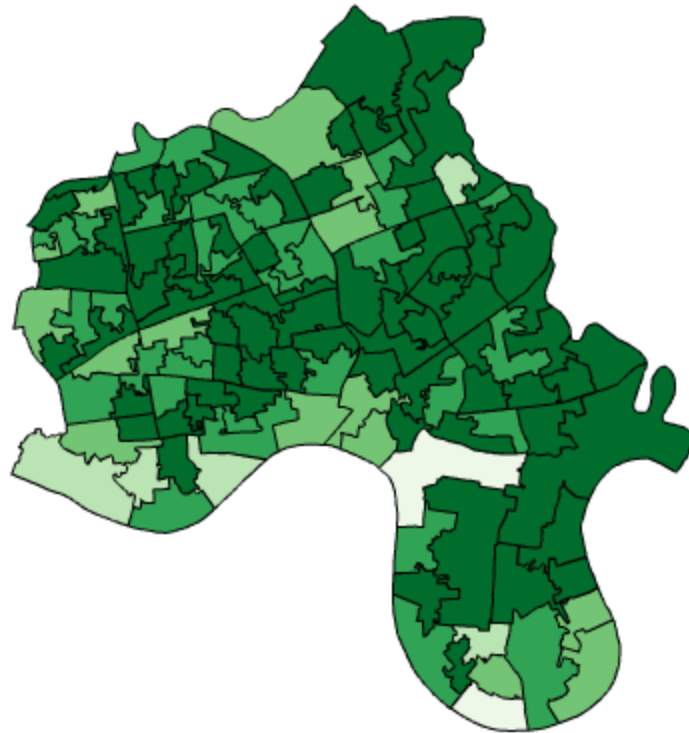
- 66% of children in Tower Hamlets live in families who earn less than 60% of the national median income
- 46.4% of children live in benefit dependent families
- Over 50% of children eligible for free school meals
- 18.5% of families live on an annual income of less than £15,000



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Rank of income deprivation affecting children (IDACI 2007)

- Almost $\frac{3}{4}$ of neighbourhoods in Tower Hamlets are within the 5% most deprived areas in the country
- Map highlights spread of deprivation across the borough with the eastern edge of the borough being particularly deprived



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Partners – the ‘who’

- Tower Hamlets Partnership, which includes:
 - Leader of the Council and Elected Members
 - Health partners
 - Economic partners
 - Job Centre Plus
 - Housing
 - Children and young people
 - Children and Families’ Trust
- NI116 owned by the Children and Families’ Trust



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Response – the ‘what’

- Community Plan 2020 priority; at the heart of ‘One Tower Hamlets’
- Cross-cutting priority in new Children and Young People’s Plan
- Partnership wide strategy to tackle child poverty; shared accountability for action plan
- Child Poverty Scrutiny Review



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Benefits - the 'so what'

Job brokerage service
being rolled out in
Children's Centres

669 more people into
work though the City
Strategy pilot (January
2008 – March 2009)

In three years NEETs have
reduced from 13.5% to
6.7%

Over 600 parents
received "Passport to
Learning" certificates in
2008/09

**Breaking the
cycle of poverty**

**Developing
pathways to
success**

Percentage achieving
5+ GCSEs A*-C
including E&M has
more than doubled
since 2000

873 ESOL learners in
the 2008/09 academic
year

**Mitigating the
effects of poverty**

2000 disadvantaged young
people get £40 per month to
spend on cultural and leisure
activities

Gap between those
eligible for free school
meals and their peers is
the lowest in the country



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What now?

<p>Removing barriers to work</p>	<ul style="list-style-type: none"> • “50 Up” programme in Children’s Centres • Financial incentives scheme for families in temporary accommodation
<p>Developing pathways to success</p>	<ul style="list-style-type: none"> • Extension of ESOL provision • Developing a comprehensive apprenticeship scheme and additional Diploma lines
<p>Breaking the cycle of poverty</p>	<ul style="list-style-type: none"> • Targeted learning programmes for each significant group of 14-18 learners at risk of becoming NEET • Roll out of Baby Family Intervention Programme
<p>Mitigating the effects the poverty</p>	<ul style="list-style-type: none"> • Establishing a new Benefits Service Take-up team • Provision of in-depth financial literacy training to parents



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Lessons Learned

- Strategic Framework helps to show partners where they fit
- Look at what you are already doing and what you could do differently
- Tackling child poverty can impact on so many outcomes



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Child Poverty Beacon Open Day: 25 November 2009

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