

# Developing Effective Whole-area Child Poverty Strategy Findings from the Research Review

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# Review Focus

Three key questions:

- What factors facilitate the development and implementation of a whole-area child-poverty strategy?
- How might the development and implementation of a whole-area strategy best be monitored and assessed?
- What key elements ought to be included in whole-area strategy in order for it to be effective?

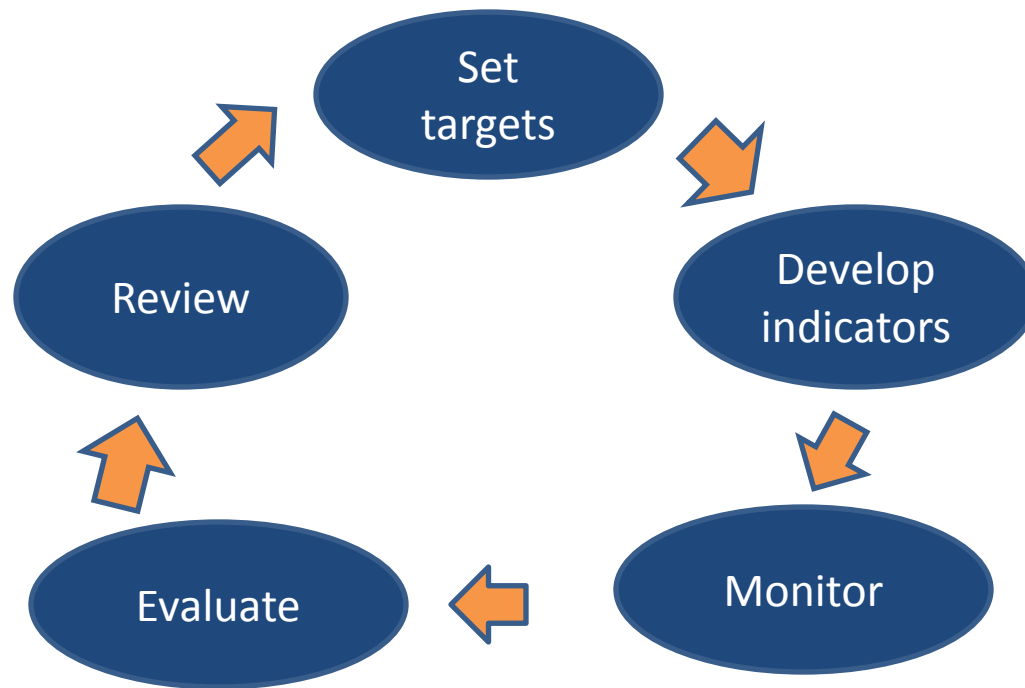
# What facilitates strategy development and implementation?

The need for:

- Effective multi-agency partnerships
- All sector participation
- Participation of children, young people and families
- Income maximisation strategies

# What are the best strategies for monitoring and assessing the strategy?

Desired **OUTCOMES** for children and families should be the driver for any monitoring and assessment strategy.



# Case-study example - multi-agency working

# Enfield's "One large Intervention" (OLI)

Source: London Child Poverty Commission (2007) Tackling Worklessness and Child Poverty in London, pp.35 - 38

## BUT... THE CHALLENGE!

Spending constraints  
Budget pooling

## JOINT FUNDING

NRF & LA funding  
ESP - additional streams  
- alignment of streams  
- mainstream funds for local priorities

LOCAL AREA  
AGREEMENT  
(LAA)  
"The Mechanism"

## MEASURING SUCCESS

Outcomes and targets – PIs  
Commitment to monitoring PIs  
Need for local focus  
Enfield Observatory

## JOINT WORKING

Although ESP committed to joined up approach, more challenges than solutions  
ESP and Metropolitan Police (MPS)

# Case-study example – engaging young people

# Hendon Anti-poverty Strategy, Sunderland

## Profile

Hendon is in the East end of Sunderland and features multiple poverty indicators. Hendon was a Barnardo's Anti-poverty Strategy pilot area and became operational in 1996.

## Pilot focus:

*'Encouraging young people's **participation** in sports and community life'*

Source: Traynor, T. and Davidson, D. (2001) Challenging Disadvantage: The final evaluation of Barnardo's anti-poverty strategy, pp.21-23

# Hendon Anti-poverty Strategy, Sunderland

## Example of achievements:

Groups of young people came together to answer the key question:

*'How can we build a positive community in Hendon East End that is safe and exciting for young people?'*

- Around 40 young people conducted an online consultation of approximately 400 11-16 year olds in the local area
- Results were presented to the City Council and other interested parties
- Pilot worker mediated between young people and council officials at council meetings
- Plans were made to install new sports facilities in the area.

*'This exercise was an empowering exercise for those who were involved, and also increased young people's representation and participation in local issues'.*

# Case–study example – income maximisation strategy

# Income Maximisation Services in Halton

Source: TFC (2008) Child Poverty Toolkit, pp 71 - 73

## IMPACT

Financial results  
Parent satisfaction  
Skills development  
Case study

## ACCESS

Referral by:  
Front-line health workers  
Children's centre staff  
Voluntary organisations

Children's  
Centres/CAB  
Contract

## SERVICE FOCUS

Holistic advice  
Specialist employment law service  
Preventative focus  
Representation service

## FAST-TRACK SERVICE

3 hours after referral  
Named advisor  
Home visit  
Online referral system

# Income Maximisation Services in Halton

A couple with seven children, one of which is severely disabled, was living in rented accommodation. The father had left his job to care for his wife who was suffering from severe mental health problems.

Through CAB intervention, the family now receives additional benefits of **£19,877 p.a** and disability benefits for the child totalling **£3,354**. CAB also helped the family to manage £21,200 of debts.

# Differentiated strategy – rural poverty

# Differentiated strategies

The literature identified strategies being used to support the following groups or individuals:

- Lone parents
- The homeless
- Black and ethnic minority groups
- Traveller groups
- Families with disabled children
- Offending families/those at risk of housing eviction
- NEET groups
- Pregnant teenagers and young mothers
- Children in care/care leavers
- Childhood obesity

# Contact us!

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# Thank you