



Achieving for Children

Child Poverty Strategy for Richmond upon Thames 2014-17



Providing children's services for
the **Royal Borough of Kingston** and
the **London Borough of Richmond**

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Achieving for Children

Achieving for Children is a community interest company created by the Royal Borough of Kingston upon Thames and the London Borough of Richmond upon Thames to provide their children's services. Achieving for Children provides services in the following areas:

- **Early Help:** Early Help services provide targeted help and support to children and families in need at the earliest stage, so that concerns do not escalate to an extent where they require higher-level and more costly specialist support. Early Help brings together services that strengthen families, engage young people in positive activities, develop emotional health and wellbeing, and prevent youth crime and anti-social behaviour.
- **Social Care:** Specialist social care services provide support to children and young people in need of help and protection. Our services include statutory assessment and care planning for children at risk of significant harm, provision for looked-after children and those leaving care, as well as fostering and adoption services.
- **Education:** Education services start with planning sufficient school places and managing school admissions. Our services include advising on curriculum development and school leadership as well as providing support and challenge for school improvement and effectiveness.
- **SEN and Disabilities:** In partnership with local healthcare providers, we deliver an integrated support service for children with disabilities and their families that bring together health, social care and educational support. Our services include help for children with special educational needs, educational psychology, community nursing, therapies and emotional health and wellbeing provision.
- **Improvement:** The Standards and Improvement service is responsible for creating the business intelligence necessary to ensure compliance with statutory requirements, provide assurance on the quality and effectiveness of services, and drive continual improvement. The service also provides independent safeguarding functions such as child protection conferencing and reviewing for looked-after children, as well as management support to the Local Safeguarding Children Boards.
- **Finance and Resources:** Responsibility for the financial health of Achieving for Children rests with the Finance and Resources service. They lead on financial planning and all aspects of accountancy management including budget monitoring and reporting. This includes accountability for the management and distribution of funding to schools. The service is also responsible for financial governance and statutory

reporting through the Company Secretary role and for the school building development programme

This Child Poverty Strategy has been developed by Achieving for Children, on behalf of the London Borough of Richmond upon Thames. Achieving for Children will be responsible for leading on the implementation of the strategy on behalf of the Council.

Introduction to Child Poverty

3.5 million children in the United Kingdom, currently live in poverty. This equates to a third of all children, whilst 1.6 million children are living in severe poverty.¹ Child poverty, its causes and its consequences, has a detrimental impact upon life chances and is at the heart of inequality. Therefore, reducing child poverty is a priority for everyone involved in improving outcomes for children. The Child Poverty Act 2010 placed a legal obligation on all Local Authorities and their delivery partners to cooperate in the bid to reduce and mitigate the effects of child poverty; to conduct a local needs assessment and produce a child poverty strategy. By 2020, the Government aims to reduce the number of children living in households with:

- Relative low incomes to less than 10%;
- Combined low income and material deprivation to less than 5%; and
- Absolute low income to less than 5%.

Richmond upon Thames is a prosperous, safe and healthy borough, where many families enjoy an excellent quality of life. It has exceptional local amenities, including outstanding schools, beautiful parks and open spaces, renowned sporting venues, internationally important heritage sites, and a vibrant arts and cultural scene. There are no wards classified as deprived in the borough, but behind this picture of success there are real challenges.

There are pockets of relative deprivation primarily in Ham, Heathfield, Castelnau, Mortlake and Hampton North and within these pockets, there are children living in poverty. The outcomes for the children and families living in these areas fall short in comparison to the rest of the borough. Achieving for Children and key partners are committed to tackling this and maintain the clear vision of the Children and Young People's Plan 2013-17: "to target those children and young people most in need of support, so that every child in every part of our borough has the chance to reach their full potential." This is reaffirmed in the commitment to "ensure families are supported to reduce the impact of poverty."

In order to fulfil its legal obligations, to improve understanding of child poverty and to develop a robust approach to addressing the issue in the borough, a Child Poverty Needs Assessment was undertaken by the Council in 2011. The Needs Assessment brought together a range of data and information including findings from a consultation exercise involving children, young people and their families who have been affected by poverty. This influenced the 2011-2014

¹ Barnardo's, *Child poverty statistics and facts*, <
http://www.barnardos.org.uk/what_we_do/our_work/child_poverty/child_poverty_what_is_poverty/child_poverty_statistics_facts.htm > [accessed 20/08/14]

Child Poverty Strategy which set out the actions that would be taken to tackle child poverty in the borough. It was agreed that the previous strategy would be reviewed and refreshed in 2014. This new Child Poverty Strategy, which covers the three year period from 2014 to 2017:

- defines child poverty and how it is measured;
- establishes the local and national picture;
- reviews the activities undertaken as part of the 2011-2014 strategy; and
- outlines the approach to reducing Child Poverty over the next three years.

What is child poverty?

There is no unanimously accepted definition of poverty but how poverty is defined is important. Contemporary definitions of poverty no longer focus on those with a lack of physical necessities but have expanded to include those that affect the standard of living. As such, the European Commission's 2004 Joint Report on Social Inclusion definition of poverty is:

*"People are said to be living in poverty if their income and resources are so inadequate as to preclude them from having a standard of living considered acceptable in the society in which they live. Because of their poverty they may experience multiple disadvantages through unemployment, low income, poor housing, inadequate health care, barriers to lifelong learning, culture, sport and recreation. They are often excluded and marginalised from participating in activities (economic, social and cultural) that are the norm for other people and their access to fundamental rights may be restricted."*²

This definition defines relative poverty and acknowledges that poverty is not solely dependent on income but also encompasses the inability of people living in poverty to engage in ordinary living patterns, customs and activities.

What is the impact of child poverty?

Experiencing poverty in your childhood can be highly damaging, as it can affect all aspects of a child's life from economic and material disadvantages, to having a detrimental impact on their health and their education, through to the personal and concealed aspects of poverty associated with shame, sadness and the fear of marginalisation and stigma.

The effects of child poverty are also unceasing and felt well into adult life. As adults, those who experienced child poverty are more likely to suffer ill-health, be unemployed or homeless.

² European Commission, *Joint Report on Social Inclusion*, 2009

They are also increasingly likely to abuse drugs or alcohol, commit an offence, and be involved in abusive relationships.

Additionally, child poverty costs the rest of society, both financially and socially. As growing up in poverty has a negative impact upon a child's education, those who experience child poverty are increasingly likely to finish their schooling with fewer qualifications, which will affect their employment opportunities and in turn their ability to financially support themselves and contribute to society.

Once in poverty, children often stay in poverty well into adult life, and if they have children, this cycle is likely to continue.

Measuring child poverty

Child poverty is assessed using different methods by various organisations but the most commonly accepted measure in the United Kingdom and EU is the relative measure of child poverty. Child poverty is calculated nationally using net household income, after removing Council Tax, Income Tax and National Insurance. People are considered to be in relative poverty if their income is less than 60% of the median income. It is a relative measure of the difference between the poorest and the middle sections of the population, rather than the poorest and the richest.

Central Government also measures absolute poverty which is defined at the number of people whose income is less than 60% of the median income in 2010/11, adjusted each year for inflation.

Other key sources of data on poverty are the local HM Revenue and Customs (HMRC) child poverty rates and the Department of Work and Pensions (DWP) number of children living in workless households, which are defined as households where at least one parent or guardian is receiving an out-of-work benefit. Due to variances in the datasets, the local HMRC child poverty rates are not wholly compatible with the national 'headline measure' of child poverty, but nevertheless this data does give a good indication of the local picture.

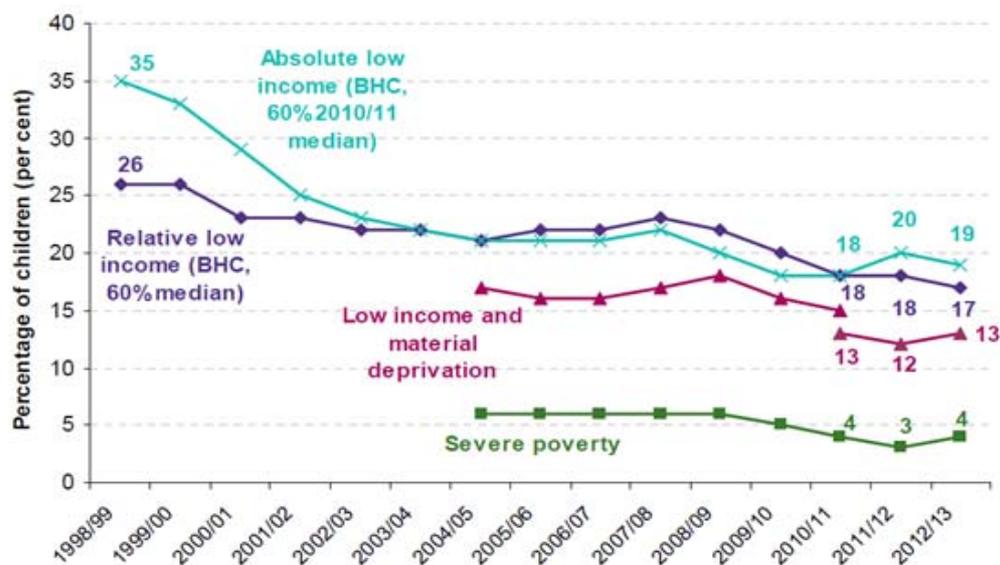
Key Findings

National Picture

The statistics included in the government's Households Below Average Income publication provides the absolute national measure of relative child poverty, as established in the Child Poverty Act 2010.

Children, main measures, 1998/99 to 2012/13, UK

Source: Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-13*, July 2014, p. 43



The recent national figures indicate that the proportion of children in relative low income households (before housing costs) during 2012-2013 fell by 1% to 17%. Whilst the percentage of children in absolute income before housing costs fell to 19% for 2012/13, after increasing from 18% to 20% between 2010/11 to 2011/12. Low income and material deprivation, and severe poverty, increased slightly, returning to 2010/11 levels of 13% and 4% respectively.³ The number of children in relative low income households after housing costs, increased by 100,000 between 2011/12 and 2012/13 but this is statistically insignificant, with the percentage of children in relative low income households after housing costs remaining the same as the previous year at 27%. However, the proportion of children in absolute low income households after housing costs increased by 200,000 children to 31%.⁴

³ Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-13*, July 2014, p. 44, < <https://www.gov.uk/government/collections/households-below-average-income-hbai-2> > [accessed 10/07/14]

⁴ Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-13*, July 2014, p. 47

Combined low income and material deprivation increased by 1% to 13% in 2012/2013 and severe poverty increased to 4%, returning to 2010/11 levels.⁵

Percentage of children in low-income groups by economic status of the family, 2012/13, UK
Source: Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-13*, July 2014, p. 48



Poverty in Richmond upon Thames

The data available indicates that there are low levels of child poverty in Richmond upon Thames, with approximately 7.9% (3,010) of children living in poverty in the borough in 2012, and 7% (2,730) in 2013.⁶ This data is from the local child poverty proxy measure, but this strategy acknowledges that there are other indicators which may show different levels of child poverty and they are referenced in the strategy below.

The statistics below are indicative of the low levels of Child Poverty in the borough:

- According to the 2010 English Indices of Deprivation, Richmond is the least deprived borough in London and one of the least deprived boroughs nationally;
- According to the most recent statistics (from 2010), over 80% of Richmond residents are less deprived than the national average;
- It is one of the least ethnically diverse boroughs in London;
- It is one of the safest borough in London;
- It is the healthiest borough in London;

⁵ Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-13*, July 2014, p. 47

⁶ Department for Work and Pension, *Local child poverty proxy measure 2012 and 2013*, 30 September 2014, <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/359328/children-in-out-of-work-benefit-households-may-2012-and-may-2013.xls> [accessed 02/10/14]

- It is below the national average for childhood obesity;
- It has one of the lowest levels of teenage pregnancy nationally;
- Between 2009-2011, it had the highest incidence rate of malignant melanoma in London- a disease which is inversely associated with deprivation;
- In 2013-2014, Richmond had the 9th lowest numbers accepted as being homeless and in priority need out of the 33 London Boroughs but the rate of statutory homelessness is higher than the England average;
- Babies born in the borough are likely to have a relatively good start in life;
- There is high quality childcare provision;
- In 2013, excluding the City of London which has one school, Richmond had the highest number of pupils from local authority primary schools achieving Level 4+ in all of reading, writing and maths when compared to other London Boroughs;
- In 2013, the percentage of pupils from local authority secondary schools in Richmond achieved 5+ A*-C GCSEs or equivalent including English and maths, was higher than the national average;
- As of January 2013, Free School Meal (FSM) eligibility in the borough is lower than the national and regional average;
- In 2013-2014, Richmond had high numbers of economically active residents (82.5%) when compared to the British average (77.4%);
- In 2013-2014, Richmond had the lowest unemployment rate (4.5%) in London and was below the London and national average; and
- It has a lower level of benefit claimants than both the London and national average.

The local child poverty proxy measure

The drivers and causes of child poverty are multifaceted and complex. Parents may struggle to obtain employment because of a dearth in skills or opportunities, poor health or disability. Child poverty is not limited to families who are not working however, as working families are also at risk of poverty. One way in which child poverty is measured on a local level is through estimating the proportion of children living in families in receipt of out-of-work benefits; the local child proxy poverty measure. The out-of-work benefits are Income Support, Jobseekers Allowance, Incapacity Benefit/ Sever Disablement Allowance, Pension Credit and Employment Support Allowance. The proportion of children in poverty is estimated by using the out-of-work data and Office of National statistics mid-year population estimates.

As of May 2013, nationally, there were 2.38 million children living in a household which received out of work benefits. However, the number of adults receiving out of work benefits is below average across all wards in Richmond.⁷

Number of children aged 0-18 living in households that claimed in Richmond upon Thames: ⁸	May 2012	May 2013
All Out-of-work Benefit Claimant	3,370	3,080
Income Support	2,050	1,520
Jobseeker's Allowance	570	650
Employment and Support Allowance	560	780
Incapacity Benefit or Severe Disablement Allowance	410	180
Pension Credit Claimant	70	60

The above table highlights that whilst there have been slight increases in the number of children living in households claiming Jobseeker's Allowance or Employment and Support Allowance, the number of children living in all out of work benefit households has decreased. The increase in households claiming Job Seekers Allowance or Employment Support Allowance could be attributed to changes made to the assessment of Incapacity Benefit, which resulted in Incapacity Benefit claimants being converted to Employment Support Allowance.

Children in Low-Income Families Local Measure

The Children in Low-Income Families Local Measure, was previously known as the Revised Local Child Poverty Measure or National Indicator 116. It is calculated using data on benefits and tax credits from the Department of Work and Pensions and HM Revenue and Customs.

Under the Child Poverty Act 2010, a child is in relative poverty if they live in a household with an income of less than 60% of the national median income, and the Children in Low- Income Families Local Measure details the number of children living in families in receipt of out-of-work benefits or in receipt of tax credits where their reported income is less than 60 per cent of the median income. Therefore, it provides a broad proxy for relative low-income child poverty as detailed in the Child Poverty Act 2010 and enables local-level analysis, unlike the Households Below Average Income which depicts the national situation.

⁷ London's Poverty Profile, *Out-of-work benefits by ward*, < <http://www.londonspovetryprofile.org.uk/indicators/topics/receiving-non-work-benefits/working-age-out-of-work-benefits-by-ward/> > [accessed 10/07/14]

⁸ Department for Work and Pensions, *Children in out-of-work benefit households statistics: 31 May 2013*, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/318579/ccla_2013.xls [accessed 08/07/14]

Families in Richmond upon Thames claiming out of work benefits or tax credits⁹

	Snapshot of August 2009 (published September 2011)		Snapshot of August 2010 (published June 2013)		Snapshot of August 2011 (published February 2014)	
	Under 16	All Children (all dependent children under the age of 20)	Under 16	All Children (all dependent children under the age of 20)	Under 16	All Children (all dependent children under the age of 20)
Children in IS/JSA families	2,995	3,425	2,865	3,300	2,685	3,055
Children in families receiving WTC and CTC, and income <60% median income	310	400	235	330	245	335
Children in families receiving CTC only, and income <60% median income	610	700	565	665	580	680
Children in families in receipt of CTC (<60% median income) or IS/JSA	3,910	4,525	3,670	4,290	3,510	4,065
Children in Child benefit families	n/a	n/a	n/a	n/a	35,195	40,065
% of children in low income families	11.4%	11.5	10.5	10.7	10	10.2

Furthermore, the data relating to Richmond shows that, in 2011, at 10% of children under 16 and 10.2% for all children, Richmond is below the national average of 20.1% of children living in low income families.¹⁰ Furthermore, according to the 2011 snapshot, Richmond had the lowest percentage of children living in low income families out of all the London boroughs (see table below).

⁹ HM Revenue & Customs *Children in Low-Income Families Local Measure*, <
<http://webarchive.nationalarchives.gov.uk/+http://www.hmrc.gov.uk/statistics/child-poverty-stats.htm> > [accessed 02/07/14]

¹⁰ HM Revenue & Customs *Children in Low-Income Families Local Measure*, February 2014, <
<http://webarchive.nationalarchives.gov.uk/20140206164127/http://www.hmrc.gov.uk/statistics/child-poverty/local-authority.xls> > [accessed 02/07/14]

Local Authority ¹¹	% of children in low income families (all children)
Richmond upon Thames	10.2%
Kingston upon Thames	13.8%
City of London	14.3%
Sutton	16.0%
Bromley	16.7%
Merton	17.7%
Bexley	18.9%
Havering	18.9%
Harrow	19.9%
Barnet	20.1%
Hillingdon	22.0%
Wandsworth	22.1%
Redbridge	23.4%
Hounslow	24.4%
Croydon	24.6%
Kensington and Chelsea	24.8%
Ealing	25.1%
Brent	28.8%
Waltham Forest	28.9%
Greenwich	29.2%
Hammersmith and Fulham	29.7%
Lewisham	30.3%
Southwark	30.8%
Lambeth	31.8%
Haringey	31.9%
Enfield	32.5%
Newham	33.4%
Barking and Dagenham	33.6%
Camden	33.6%
Hackney	35.6%
Westminster	36.7%
Islington	39.1%
Tower Hamlets	46.1%

¹¹ HM Revenue & Customs *Children in Low-Income Families Local Measure*, February 2014, <
<http://webarchive.nationalarchives.gov.uk/20140206164127/http://www.hmrc.gov.uk/statistics/child-poverty/local-authority.xls> > [
accessed 02/07/14]

However, the borough wide data conceals the differences that exist at ward level. The table below uses data from the HMRC Children in Low-Income Families Local Measure published in February 2014, of the number of children in each ward, living in families which are classified as having a low income as of August 2011.¹ The data reveals that Heathfield, Hampton North, Whitton and Ham, Petersham and Richmond Riverside having a significantly higher percentage of children living in low income families than the rest of the borough. Additionally, whilst the percentage of all children and children under 16 living in low-income families in Hampton North and Heathfield is lower than the London averages of 26.5% of children under 16 residing in low income families and 26.7% of all children, they are slightly higher than the national average of 20.6% for children under 16 and 20.1% of all children.

Wards	Children in IS/JSA families		Children in families receiving WTC and CTC, and income <60% median income		Children in families receiving CTC only, and income <60% median income		Children in families in receipt of CTC (<60% median income) or IS/JSA		Children in Child Benefit families		% of Children in low-income families	
	Under 16	All Children (0-18 years)	Under 16	All Children (0-18 years)	Under 16	All Children	Under 16	All Children (0-18 years)	Under 16	All Children	Under 16	All Children (0-18 years)
Barnes	140	175	5	10	30	35	175	220	1905	2220	9.2%	9.9%
East Sheen	65	70	5	10	30	35	100	115	2105	2395	4.7%	4.8%
Fulwell and Hampton Hill	110	120	10	20	25	30	150	170	2,080	2,380	7.1%	7.2%
Ham, Petersham and Richmond Riverside	220	260	20	20	45	55	285	340	1,805	2,035	15.8%	16.7%
Hampton	145	160	10	15	35	35	190	215	1,910	2,255	10.0%	9.4%
Hampton North	300	330	20	25	50	60	370	420	1,760	2,055	21.0%	20.4%
Hampton Wick	135	150	10	10	45	50	185	210	1,955	2,235	9.6%	9.3%
Heathfield	355	400	60	80	60	70	475	550	2,105	2,475	22.6%	22.2%

Wards	Children in IS/JSA families		Children in families receiving WTC and CTC, and income <60% median income		Children in families receiving CTC only, and income <60% median income		Children in families in receipt of CTC (<60% median income) or IS/JSA		Children in Child Benefit families		% of Children in low-income families	
	Under 16	All Children (0-18 years)	Under 16	All Children (0-18 years)	Under 16	All Children	Under 16	All Children (0-18 years)	Under 16	All Children	Under 16	All Children (0-18 years)
Kew	140	160	20	25	20	20	180	210	2,050	2,335	8.7%	9.0%
Mortlake and Barnes Common	210	235	5	15	30	35	245	280	2,190	2,400	11.2%	11.8%
North Richmond	150	175	15	20	30	40	195	235	1,870	2,115	10.5%	11.1%
St Margarets and North Twickenham	90	95	5	5	35	40	125	140	2,310	2,590	5.5%	5.5%
South Richmond	70	80	5	5	25	30	100	115	1,540	1,740	6.4%	6.6%
South Twickenham	55	60	-	5	10	10	65	75	1,800	2,025	3.7%	3.8%
Teddington	90	100	5	5	15	20	110	125	1,925	2,170	5.8%	5.7%
Twickenham Riverside	75	85	5	5	20	20	100	115	1,705	1,870	5.9%	6.2%
West Twickenham	180	200	15	25	35	40	225	265	2,330	2,610	9.7%	10.2%
Whitton	160	195	25	30	40	50	225	270	1,860	2,160	12.1%	12.6%

In October 2014, the Child Poverty Action Group released new figures on the levels of child poverty in the United Kingdom for the period October- December 2013. According to their data, 15.9% of children are living in poverty before housing costs are deducted, whilst 25.1% are living in poverty after housing costs have been subtracted. Housing costs include: rent (gross of housing benefit); water rates, community water charges and council water charges; mortgage interest payments; structural insurance premiums for own occupiers; and ground rents and service charges.¹²

The Child Poverty Action Group place Richmond upon Thames as the London Borough with the lowest levels of children living in poverty, after housing costs, with 15% of children living poverty after housing costs in Richmond, which is lower than the national average.¹³ The Child Poverty Action Group also released local level data. Whilst, the figures in the table below vary slightly from those produced by the HMRC as they measure different indicators, they also highlight that there are small pockets of deprivation within wards in the Borough, namely Ham, Petersham and Richmond Riverside, Hampton North, Heathfield and Whitton.

Wards	Percentage of children in poverty (before housing costs) ¹⁴	Percentage of children in poverty (after housing costs) ¹⁵
Barnes	7.97%	12.99%
East Sheen	6.05%	9.83%
Fulwell and Hampton Hill	7.29%	11.83%
Ham, Petersham and Richmond Riverside	13.68%	21.79%
Hampton	8.23%	13.36%
Hampton North	15.76%	24.99%
Hampton Wick	9.32%	15.01%
Heathfield	20.24%	31.17%
Kew	7.39%	12.06%
Mortlake and Barnes Common	8.71%	14.20%
North Richmond	10.18%	16.39%
St Margarets and North Twickenham	5.90%	9.63%
South Richmond	6.92%	11.24%

¹² Department for Work & Pensions, *Households Below Average Income: An analysis of the income distribution 1994/95-2012-* 13, July 2014, p. 139

¹³ End Child Poverty, Child Poverty Map of the UK, October 2014, http://www.endchildpoverty.org.uk/images/ecp/Report_on_child_poverty_map_2014.pdf [accessed 17/11/14], p.1, p.10

¹⁴ End Child Poverty, *Why End Child Poverty: Poverty in your area*, < http://www.endchildpoverty.org.uk/images/ecp/London_LA%20and%20ward%20data.xlsx > [accessed 02/11/14]

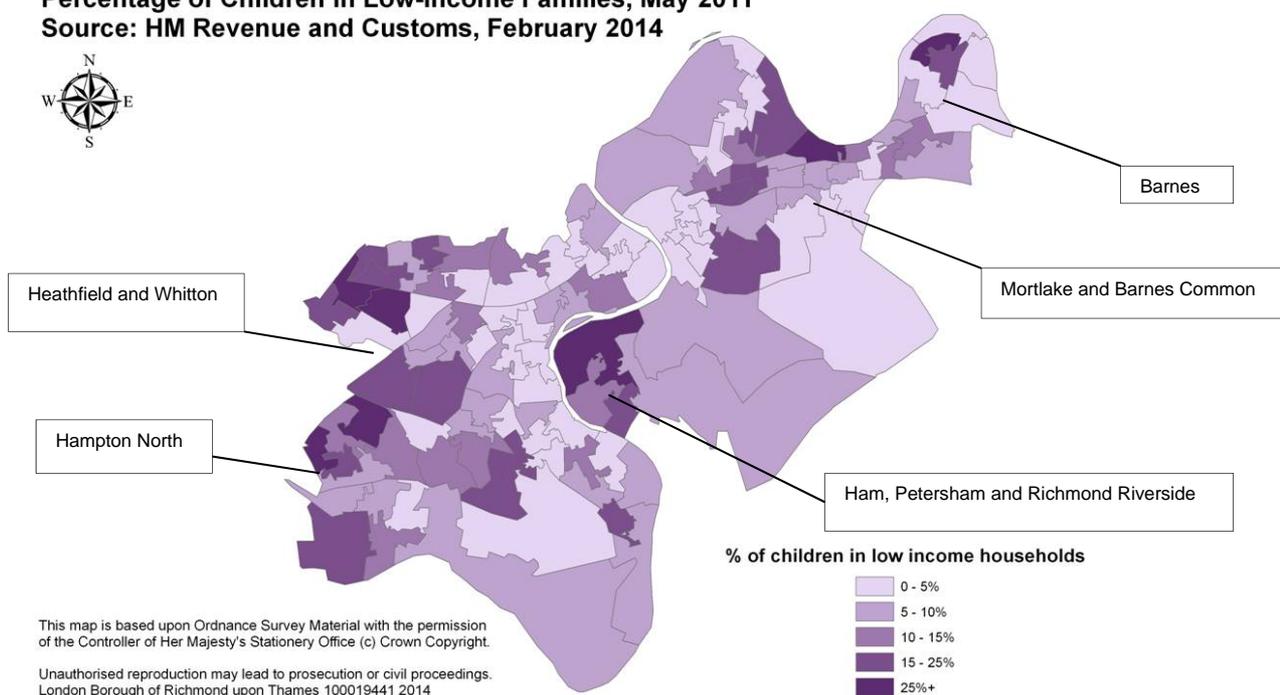
¹⁵ End Child Poverty, *Why End Child Poverty: Poverty in your area*, < http://www.endchildpoverty.org.uk/images/ecp/London_LA%20and%20ward%20data.xlsx > [accessed 02/11/14]

South Twickenham	2.99%	4.95%
Teddington	4.62%	7.63%
Twickenham Riverside	5.10%	8.39%
West Twickenham	9.11%	14.73%
Whitton	12.59%	19.99%
Borough average	9.21%	14.88%

Lower layer Super Output Areas (LSOAs)

Data is also available for small zones called Lower layer Super Output Areas (LSOAs).

Percentage of Children in Low-Income Families, May 2011
Source: HM Revenue and Customs, February 2014



As the map above shows, the majority of wards have 0-10% of children living in low-income families, which is below the London average of 26.7%. However, there are seven Lower Layer Super Output Areas (LSOAs) in Richmond upon Thames, where more than 25% of children are considered to be living in low-income families. There are a further seven LSOAs where the proportion of children living in a low income family is higher than the national average of 20.6%. These areas are co-terminus with areas of high social housing.¹⁶

¹⁶ HM Revenue & Customs *Children in Low-Income Families Local Measure*, February 2014, < <http://webarchive.nationalarchives.gov.uk/20140206164129/http://www.hmrc.gov.uk/statistics/child-poverty/wards.xls> > [accessed 02/07/14]

Related programmes of work in Richmond upon Thames

Strengthening Families Programme

As part of national Government's Troubled Families initiative, the Strengthening Families Programme works to turn around the lives of families in the borough who have been identified as most 'at risk', to bring stability, improve school attendance, reduce crime and anti-social behaviour and improve work opportunities, as well as reducing any negative impacts on their community. Often the families requiring additional support are also suffering from financial hardships or difficulties, as one of the criteria used to identify a 'troubled family' is that an adult is on Out-of-Work Benefits, which is also used to identify children living in poverty. The aim is to break the repetitive cycle of disadvantage that children from troubled families often find themselves in. The programme involves a combination of multi- agency intensive support with focused challenge, whole family assessment, ongoing planning and review and follow up and post-intervention support.

Richmond upon Thames has been given a target of working with 190 families. As of May 2014, Richmond Council had identified 180 families to work with, and of these 180 families:

- 160 families had been worked with, which is 89% of the families identified;
- 107 families had met the crime, anti-social behaviour and education measures in which:
 - Each child in the family has had fewer than 3 fixed exclusions and less than 15% of unauthorised absences in the last 3 school terms;
 - A 60% reduction in anti-social behaviour across the family in the last 6 months; and
 - Offending rates by all minors in the family reduced by at least a third in the last 6 months;
- 34 families had achieved continuous employment;
- 63 families had achieved the progress to work outcome (one adult in the family has either volunteered for the Work Programme or has been attached to the European Social Fund provision in the last 6 months)¹⁷; and
- 120 families were considered to be 'turned around'.

Welfare Reforms

A key national policy is the reformation of the welfare system and it is predicted that these changes will impact upon those at risk of living in poverty. The Council has established a

¹⁷ Department for Communities and Local Government, *The Troubled families programme: Financial framework for the Troubled Families programme's payment-by-results scheme for local authorities*, March 2012, p.9, < <https://www.gov.uk/government/publications/troubled-families-programme-progress-information> > [accessed 12/08/14]

Welfare Reform Stakeholder Group, consisting of representatives from local charities and housing associations, to supervise the impact of the Welfare reforms on Richmond residents.

Between 90 households in Richmond have had their housing benefit capped since the introduction of the benefit cap in April 2013 to May 2014. The DWP defines a household as one or two adults living together and any dependent children who live with them. According to recent DWP statistics 84 children live in households which have seen their Housing Benefit capped as part of the welfare reforms.¹⁸

As the reforms have only recently been implemented in Richmond, the Welfare Reform Stakeholder Group is still assessing the full impact of the welfare reforms on local residents, with Achieving for Children contributing to their reviews. The Group will continue to monitor the situation, and continue to gather the necessary data to assist with the development of strategies to mitigate any negative outcomes.

¹⁸ Department for Work and Pensions, *Benefit cap: number of household capped, data to May 2014*, <
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/341736/benefit-cap-may-2014-v2-17.00-060814.xlsx> [accessed 11/08/14]

Child Poverty Strategy 2011-2014 Review

The Child Poverty Strategy 2011-2014 outlined Richmond upon Thames' strategic approach to reducing child poverty over a three year period. Detailed below are the priority areas that arose from the Child Poverty Needs Assessment and were addressed in the Child Poverty Strategy. It sets out what the Council intended to do and what has been achieved.

1. Ensuring services are commissioned to meet those most in need, focused on those areas that demonstrate many of the key characteristics of child poverty.

Benefit	Actions taken
<ul style="list-style-type: none"> • Enabling access to a range of high quality and joined protective and preventative services in their local area • Ensuring all children with additional needs are identified early, referred to appropriate services, and monitored through effective information sharing between agencies and professionals through the establishment of a Single Point of Access 	<ul style="list-style-type: none"> • The Family and Wellbeing Service was created from existing resources to provide support for children, young people and families who require more support than provided by universal services. • Five service delivery areas, known as Locality Teams, have been established in the borough, in order to provide more localised children and family services. In Richmond, multi-agency working has been embedded through the locality model, making it easier to share information, knowledge and expertise when identifying and providing early help to children, young people and their families. Multi-agency working brings together practitioners and professionals from different sectors to provide an integrated way of delivering services that support children, young people and their families. • The Common Assessment Framework (CAF) process has been embedded so that it is widely used across the borough to identify and support children and young people's needs where a co-ordinated multi-agency intervention is required. The CAF is a four-step process whereby practitioners can recognise a child's or young person's needs

early, assess those needs holistically, deliver services collaboratively and review progress. As a result;

- 291 Common Assessments were initiated; between April 2013 and March 2014;
 - 326 CAFs were ongoing at 30 June 2014;
 - 1392 CAFs had closed by 30 June 2014 (since 2008);
 - Children and young people have been using the 'Distance Travelled Tool' to scale their identified needs and measure how they perceive they are progressing. Distance travelled information for those aged 0-4s, shows that families have perceived improvements in all areas following the CAF intervention;
 - Distance Travelled information for the 5-11s shows that families have perceived improvements in all areas following the CAF intervention, although less change was perceived in *Physical development* and *Basic care, safety & protection* aspects; and
 - Distance Travelled information for the 12-19s shows that families have perceived improvements in all areas following the CAF intervention.
- The Ofsted inspection of Heathfield Children's Centre in February 2012 noted that "multi-agency work with families through the Common Assessment Framework is highly effective and shows at least good and sometimes excellent outcomes with vulnerable families, for example, in the prevention of family breakdown."
 - CAF training has been provided to all housing

officers and resettlement workers to ensure young people experiencing homelessness are provided with a suitable range of housing and support.

- The Step Up/Step Down process between Targeted Services and Children's Social Care was formalised and reviewed. This means that the CAF process is being used to support children, young people and families in and out of social care interventions, and as a result, a better service experience is being provided through more effective support. During the first quarter of 2014-15, there was a slight decrease in the number of step-ups and step-downs to and from statutory services.
- Services for children experiencing emotional and behavioural issues are offered to schools by a team of Primary Mental Health Workers, and there are clear pathways and referral mechanisms in place for those children who require higher-level support for mental health issues. To improve the timeliness of referrals to the Child and Adolescent Mental Health Services (CAMHS), and to reduce waiting times for an initial appointment, we are in the process of placing specialist mental health advice into the Single Point of Access.
- As part of the Government's Troubled Families Initiative, the Strengthening Families team had worked with 180 families as of May 2014, 120 families had been 'turned around'.
- A specialist worker was placed in the Targeted Youth Support team to ensure homeless young people are offered dedicated access to information, advice and guidance, positive activities and sexual

health and substance misuse support. The Targeted Youth Support team is a multi-agency service that works with young people aged 11-18 and their families. The team works alongside partners and other agencies to provide assessment, targeted intervention and prevention work. For more information on the worked of the Targeted Youth Support team and Family Support team, please see Annex A.

- A number of need assessments such as child poverty, short breaks, young carers, mental health and risky behaviour, were completed which have contributed to informing the commissioning of services in line with need.
- Borough-wide commissioning has been established to deliver preventative services, and alongside this, local services for families have been arranged in localities, supported by multi-agency teams which cover a range of services including primary mental health.

2. Ensuring there are sufficient education, employment and training opportunities available for parents and carers, and that opportunities that are available are effectively publicised.

Benefit	Actions taken
<ul style="list-style-type: none"> Parents can access high quality childcare to allow them to work or undertake training or education 	<ul style="list-style-type: none"> The Parenting Support Strategy has been established and implemented to assist parents and carers in providing high quality care to their children. One of the main programmes of support, outlined in the strategy, is the 'Triple P' programme aimed at parents of children from birth to 16, with mild to serious concerns about their child's behaviour. The programme supports improved child behaviour, improved parenting practices and competency and improved parent wellbeing. The Triple P Teen parenting programme has been specifically designed for parents of 13 to 16 year olds. These programmes have a strong theory base that has been evaluated as highly effective and has been given 'four stars' by the national Parenting Programme Evaluation Tool. The aim is to offer 135 places across the two boroughs each term. Other programmes include: <ul style="list-style-type: none"> Family Links Nurturing Programme: for parents of children from birth to 16 with concerns about attachment and bonding; Incredible Years: for parents of three to six year olds, particularly for families who may be at risk of breakdown, with concerns about their child's behaviour; Early Bird and Early Bird Plus: for parents of children from birth to eight to better understand autism and find ways to communicate and cope with problem behaviours; and

- Cygnet: for parents of children from seven to 18 to better understand autism and develop practical strategies.
- A range of nationally accredited parenting courses have been delivered across the borough to support parents and carers to support the wellbeing of their children. For example, Home-Start centres in Richmond offer support to families through term-time weekly Family Groups and home-visiting service. Home start help support local families with ill health; post-natal depression; disabilities; bereavement; relationship difficulties; lone parenting and coping with several pre-school children.
- The [Primary School Expansion Strategy](#) has been implemented to ensure there are sufficient school places at primary level:
 - The Council has enabled a total of 3,563 permanent school places since its ten-year school expansion strategy was put in place in 2010; and
 - A total of 92 % of children were offered a place at one of their preferred schools in 2013, 91% 2012 and 89% in 2011.¹⁹
- Over 200 free nursery education places were provided for two, three and four year olds in the borough, including vulnerable two year olds. In 2012, there were 2.6 children aged under eight per childcare place, which is below the London average of 4.4 and National average of 3.9.²⁰
- A [Childcare Sufficient Assessment](#) (CSA) was conducted, which identified gaps in the provision of

¹⁹ London Borough of Richmond upon Thames, *Primary school expansions*, <
http://www.richmond.gov.uk/consultation_on_primary_school_expansions > [accessed 12/08/14]

²⁰ London's Poverty Profile, *Childcare availability by borough*, <
<http://www.londonpovertyprofile.org.uk/indicators/Childcare%20availability.xls> > [accessed 11/08/14]

childcare. The Early Years and Childcare Service produced an [action plan](#) to address the results of the CSA:

- For example, the main constraint appeared to be affordability, with the average hourly fee above the London and England average. 60% of all respondents selected 'tend to disagree' or 'strongly disagree' that childcare in Richmond was affordable. It was the most popular improvement suggestion for those both those who use and do not use childcare; and
- Whilst the local authority and its partners could have little direct impact on the price of childcare, it was agreed that the local authority could more effectively promote the full range of financial support available. They did this by:
 - ensuring the information on the Council's website was up to date;
 - distributing a flyer to parents/carers who contacted the Family Information Service;
 - distributing a flyer to childcare providers to pass onto their customers; and
 - working with employers to encourage them to offer childcare vouchers.
- Information, advice and guidance to parents both centrally and locally through the Council's website, the Single Point of Access (SPA) and Children's Centres. The Ofsted inspection of Heathfield Children's Centre in February 2012 noted that "parents have good information, advice and guidance for continuing in learning, good signposting to relevant services and good access to accredited courses."
- A brokerage service has been offered to vulnerable families to ensure they are able to access high quality

childcare through the Family Information Service. The target number of two year olds for 2013-2014 was 223 and 95% of two year olds were placed. For 2014-2015, the target number of two year olds is 377 and we have currently placed 66% of the target.

- Children's Centres also provide a range of education classes for adults. For example, classes to enable adults to earn a diploma in Social Care and for parents and carers with English As a Second Language are available. Additionally, the Citizens Trust provides parent with employment advice and support on CV writing, job applications and interview skills.
- Reed In Partnerships, an employment agency, has been delivering the Work Programme on behalf of the Council since 2011. The Work Programme is central Government's leading employment programme to help Job Seekers Allowance and Employment and Support Allowance claimants find sustainable employment. They conduct a robust assessment of participants, to understand the support needed to find viable employment. They also prepare the clients for work by providing support such as skills training or work experience. Finally, they provide in-support work, identifying and resolving any issues in order to help the client remain in work. They receive a payment for every person who achieves a sustained job outcome. This is defined as continuous or cumulative spells in employment for either 13 weeks or 26 weeks, dependent on the benefit they were claiming.²¹ Between the launch of the initiative in 2011 and June

²¹ Reed In Partnerships, *The Work Programme: Delivering the Work Programme for London*, April 2011, pp.3-10 <<http://www.reedinpartnership.co.uk/media/72524/london%20west%20briefing.pdf>> [accessed 12/08/14]; Department for Work and Pensions, *Work Programme Official Statistics: Background Information Note*, June 2014, pp.7-10 <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/321394/work-programme-official-statistics-background-information-note.pdf> [accessed 12/08/14]

2014, Reed In Partnerships has helped 270 customers achieve a job outcome.²²

- Reed In Partnership have also been working with families with a history of intergenerational worklessness, as part of the Troubled Families Initiative. As of May 2014, 34 families had achieved continuous employment; and 63 families had achieved the progress to work outcome.

²² Department for Work and Pensions, *The percentage of referrals to the Work Programme that could achieve a job outcome*, September 2014, < https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/355933/wp-referrals-who-could-achieve-job-outcome.xls > [accessed 18/09/14]

3. Ensuring information about free or affordable activities for children and young people is readily available and effectively publicised

Benefit	Actions taken
<ul style="list-style-type: none"> • Parents and carers provide high quality support to their children to support their wellbeing • All parents and carers are supported to help their children develop and learn through the early years • The needs of households where the child or parent has a disability are being met 	<ul style="list-style-type: none"> • A Children’s Centre has been established in each locality in the borough which offer a range of services to families including adult education, child and family health services, and specialist services such as speech and language therapy. For example, the Citizen’s Advice Bureau have drop in sessions at Heathfields Children’s Centres, where they are able to provide advice on topics such as benefits and debt management. • Information on the activities on offer at the borough’s Children Centres is made available on Richmond Council’s website; with the timetable of activities published online and in the Centres. The Family Information Service is also able to disseminate this information. • Attendance at Children’s Centres in the borough has increased and they continue to be accessible to those groups most in need, with a high number of registrations from areas of relative deprivation and almost a third of new registrations from Black and Minority Ethnic groups. • The Ofsted inspection of the Norman Jackson Children’s Centre in March 2012 noted that “many parents and carers comment very positively about how the centre has impacted successfully on their family and their own lives. For example, one mother wrote, “I don’t know what I would have done without the centre. Staff are always friendly and helpful.” Another wrote, “I was so glad to find this place and

believe that these services are essential.”

- Parenting support and advice is provided through locality based training and web information parenting courses are available.
- Parent Forums have been established in Children’s Centres to organise and enrich activities and events through feedback from families that attend.
- The Windham Croft Centre has been developed as a centre of excellence for children with disabilities. The Disabled Children’s Team is housed in the Windham Croft Centre and provides advice, assistance and support to families with a disabled child. Also based here is the Short Break Care Team which recruits and supports carers and befrienders to provide short breaks for disabled children and their families. After school clubs, weekend clubs and holiday play schemes for disabled children of all ages are also offered. Various health professionals, including occupational therapists, speech therapists, physiotherapists and health visitors are also available.

4. Ensuring that financial information about benefits and entitlements is readily available and those organisations that can offer financial support are effectively publicised

Benefit	Actions taken
<ul style="list-style-type: none"> • All young people are provided with high quality information, advice and guidance and supported to find learning pathways which successfully engage them in post-16 education and training • Reduced inequality in achievement post-16 between higher and lower income groups • Harder to reach young people receive advice and support to succeed in education and training post-16 • Ensuring advice and guidance that is available to those in poverty is sufficiently promoted and publicised (from Housing Services) 	<ul style="list-style-type: none"> • Schools and colleges have been supported to take on the responsibility for delivering careers advice. Work is on-going to produce an ‘Opportunities’ booklet, which would provide information on qualifications, entry level learning, foundation learning and apprenticeships for both boroughs. This is to be supplemented by a smartphone app, which will include details of training and employment opportunities in the borough. • The Youth Scrutiny Panel have recently scrutinised the delivery of careers advice in school, producing a series of recommendations on how Achieving for Children can support schools to improve the service. The implementation of these recommendations is being monitored by the Youth Council. These recommendations include: <ul style="list-style-type: none"> ○ Peer research training should be funded for a group of young people to enable them to design and deliver a peer research project, to identify the reasons for young people being at risk of becoming not in education, employment or training (NEET) and finding solutions to decrease the number of NEETs in Richmond. As a result of this, a peer research project on NEET is currently being conducted, led by the Youth Engagement Lead and the Head of 14-19 Commissioning; ○ A document outlining best practice in careers guidance should be produced and circulated to schools’ senior management and school councils; and ○ Support should be given to schools to organise a

borough wide event focusing specifically on opportunities for training and employment, with training with businesses and training providers being invited to talk with students who are not intending on continuing into further education.

- The Integrated Youth Support Services curriculum was established to increase participation in out of school curriculum activities and increase provision of support to the most vulnerable 16 plus young people.
 - 608 young people, aged over 16, have accessed this service in 2013-2014.
- Nine new sixth forms were opened in the borough- Waldegrave, Christ's, Grey Court, Orleans Park, Teddington Academy, Twickenham Academy, Hampton Academy, Richmond Park Academy and St Richard Reynolds.
- The 'Where to now' booklet was produced to promote 14-19 courses on offer to young people.
- A choice of apprenticeship and work-based learning opportunities are available for school leavers, including the Council's own Way to Work scheme:
 - Since 2011, 158 apprentices have started the Way to Work scheme.
- Richmond Citizens Advice Bureau has undertaken a series of initiatives across the Borough to ensure parents can access good quality financial education, debt management and advice to combat child poverty. The following activities have been undertaken:
 - A weekly outreach advice (available by appointment) in Heathfields run by an experienced adviser;

- A one-off money management training session looking at utility bills in Heathfields Children's Centre (attended by five parents);
- Three sets of courses for parents in Hampton & Hampton Hill locality. The first two were each five-week courses;
- Two one-off drop-in advice sessions in Heathfields, run alongside the stay and play parent and toddler sessions to allow those who want a more informal approach to attend;
- Two stay and play drop in session for parents in Ham;
- A series of money advice sessions for parents (classroom based with crèche support) in Mortlake Children's Centre. The sessions revolved around improving parents' sense of financial inclusion, managing debts and bills, identifying issues for potential one-to-one follow up meetings and giving practical daily living tips; and
- Throughout 2013/14 Housing Services have worked with the main Registered Providers in the Borough via the Financial Inclusion Forum to promote work and training events.

5. Reducing the gap between FSM and non- FSM pupils.

Benefits	Actions taken
<ul style="list-style-type: none"> The gap in attainment between those eligible for free schools meals and those not eligible is reduced 	<ul style="list-style-type: none"> Local schools regularly inform parents about FSM and have run several campaigns in order to improve take up.²³ Professionals share practice and understanding of successful strategies of supporting pupils eligible for FSM. All school produce statements on how they have used the Pupil Premium to support FSM pupils, and the Council regularly challenges schools to ensure effective implementation of the grant. Close collaboration with head teachers, through the Council's School Improvement Partner programme, has enabled those involved to maintain attention on the achievement of students eligible for FSM and thereby supportively challenge schools to improve outcomes. As a result, in 2012 75% of eligible FSM pupils attained Level 4+ in English and mathematics at Key Stage 2.²⁴ The attainment gap has been reduced by 13% between those eligible for FSM and those not eligible at Key Stage 2 over the past three years.²⁵ The attainment gap has been reduced by 7.2% between those eligible for FSM and those not eligible at

²³ Tom Ambrose and Natalie Gill, *Free school meal uptake gives Richmond Council food for thought*, 13 January 2014, < http://www.yourlocalguardian.co.uk/news/10928709.Free_school_meal_uptake_gives_council_food_for_thought/ > [accessed 01/09/14]

²⁴ Ofsted, *Local authority attainment data for pupils eligible for free school meals in 2012*, June 2013, < <http://www.ofsted.gov.uk/resources/local-authority-attainment-data-for-pupils-eligible-for-free-school-meals-2012> > [accessed 11/08/14]

²⁵ Richmond upon Thames Children and Young People's Trust, *Review of the Children and Young People's Plan: Tackling Inequality, creating opportunity 2009-2013*, 2013, p. 14, < <http://www.richmond.gov.uk/final-review-of-cypp-2009-13.pdf> > [accessed 01/07/14]

	<p>Key Stage 4 over the past three years.²⁶</p> <ul style="list-style-type: none">• Children in our primary schools achieve better in their Key Stage 2 tests than both the London and England averages, and in our secondary schools the percentage of pupils achieving at least five A* to C grades at GCSE including English and mathematics has increased.
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²⁶ Richmond upon Thames Children and Young People's Trust, *Review of the Children and Young People's Plan: Tackling Inequality, creating opportunity 2009-2013*, 2013, p. 14

Current Services

In addition to the actions that have been achieved as a result of the Child Poverty Strategy 2011-14, Achieving for Children and its partners currently offer a range of services aimed at helping those families who are most likely to be in poverty. This includes:

- **Access Information Service**- a new information website funded by Richmond Council to provide advice and assistance on a range of issues to support families who care for children or young people with a disability.

- **Children's Centres**- Children's Centre provision in each of the localities delivered through a partnership between Achieving for Children, schools, the Clinical Commissioning Group, Richmond Housing Partnership, the Metropolitan Police, the voluntary and community sector, the private sector and local families. The Children's Centres offer a range of services for families who may be in poverty including:
 - **Adult education and learning**- classes are run by Richmond Adult Community College for adults wanting to earn a diploma in Social Care and for parents and carers with English as an Additional Language who would like to improve their English;
 - **Citizens Advice Bureau drop-in sessions**- for information, guidance and advice on a range of issues from debt to legal advice and more;
 - **Domestic Violence counselling and support**- ASCENT/EACH provide domestic abuse counselling, The Domestic Violence Intervention Project has established a confidential free weekly workshop support group for women and a domestic violence worker is available to offer advice and support;
 - **Healthy eating and cooking courses for parents**- a five week course for parents with their two to five year olds, which promotes healthy eating and food awareness;
 - **Home-Start Family Group**- this group offers parents, carers and children a safe, nurturing and creative environment that will foster child development, communication and confidence through playing, exploring and experimenting. Every sessions also includes story time, singing and a weekly creative activity;
 - **Kingston Hospital Midwives**- led by midwives from Kingston Hospital;
 - **Lunch Club**- A group for parents and carers aged 25 and under to meet for lunch and get advice, support and information on parenting, employment, education and much more;

- **Outreach-** an outreach worker is available to support families with children under the age of 5 years to engage with the children’s centre. Parents and carers are supported in this through one-to-one support, group work and activities.
 - **Parenting programmes-** Family links is a ten week parenting programme run by family support workers and children and family worker;
 - **Relate Family Counselling-** confidential, free counselling support for families with a range of concerns and issues;
 - **Specialist support-** Sparkle Time is for parents concerned about their child’s language, concentration, behaviour or physical skills, whilst Communic8 Triage sessions are run by a speech and language therapist;
 - **Well Child Clinic-** this clinic is run by the local health visiting team and conduct routine growth monitoring of the child and assessment of mother’s emotional wellbeing;
 - **West Middlesex Hospital Breastfeeding Support-** led by maternity support visitors;
 - **West Middlesex Hospital Maternity Support-** post natal appointments led by maternity support workers from West Middlesex Hospital;
 - **Work and Learning Advice-** the Citizens Trust provides advice and support on CV writing, job applications and interview skills to help parents and carers become ‘work ready’ and gain employment. They work with local employers, colleges and training providers and match the right person to the right job to increase the opportunities for success in finding permanent employment; and
 - **Young Parents Group-** for new parents up to the age of 25, it provides an opportunity to make friends, learn new skills and have fun with their children.
- **Family Information Service-** provide impartial advice and guidance to parents and carers to help with childcare costs, childcare brokerage service particularly for children aged two or three who are considered vulnerable, disability support, signposting to charitable organisations who may offer assistance, financial information, parenting support, and signposting to information for new parents or lone parents.
 - **Family Support Service-** work with the most high risk and vulnerable families in Richmond Borough. Family Support Workers support families with children 0 to 18 years old who have multiple and complex issues including domestic violence, and parental drug and alcohol and mental health problems. This involves developing a team around the family to make sure the needs of the family are addressed.

- **Financial Inclusion Task Group**- made up of Citizens Advice Bureau, the Money Advice Service, Thamesbank Credit Union and the four largest housing associations in the borough- Richmond Housing Partnership, Richmond Churches, Thames Valley and London and the Quadrant, who work together to tackle financial exclusion.
- **Pupil and Student Finance Service**-offer advice and guidance including travel awards for 16-19 year olds in schools and colleges; home to school travel grants; and entitlements to free school meals.
- **Registered Housing Providers in Richmond Borough**- many Housing Associations operating within the borough have a number of ongoing initiatives aimed at alleviating poverty:
 - Notting Hill Housing run a not-for-profit scheme: The Construction Training Initiative (CTI). CTI is an on-site work training scheme for college students studying for craft/building NVQ qualifications, which aims to help the trainees' secure permanent employment at the end of their training;
 - Various Housing Associations including Richmond Housing Partnership and Network, Catalyst and Thames Valley Housing, work alongside Richmond College and Barnes College to sponsor a number of local development schemes open to students.²⁷ There is a commitment from Richmond Council to promote the use of contractors who participate in this scheme;
 - Richmond Housing Partnership (RHP) aim to help 500 residents into work or job related training over the next 5 years;
 - RHP also host an annual ONE Event to help their tenants secure employment or training. The event is free, and provides residents with the opportunity to speak to local and national employers in person, received advice from employment and business experts on how to develop their CV, improve their interview skills and apply for jobs available on the day; and
 - RHP administers the 'Urban Academy' which is a social inclusion coaching programme for young people aged 7-21 years old. It offers young people the chance to improve their skills and confidence through various activities. The scheme also offers work experience, coaching badges, qualifications, volunteering opportunities and paid employment to those aged fifteen and over.²⁸

²⁷ London Borough of Richmond upon Thames, *Housing strategy 2013-17*, pp.62-63, < http://www.richmond.gov.uk/housing_strategy_13_17.pdf > [accessed 10/08/14]

²⁸ London Borough of Richmond upon Thames, *Housing strategy 2013-17*, p.63

- **Richmond Citizens Advice Bureau-** offering free and impartial advice on a range of issues including benefits, debt, education, employment, housing and tax.
- **Richmond Foodbank-** a foodbank has been established in Richmond that supplies emergency food for local people in crisis. Food is donated through supermarket collections, where the public are asked to buy an extra item with their shop which is then donated to the foodbank, or from businesses churches, schools or individuals. Care professionals such as doctors, health visitors, social workers, Citizens Advice Bureau staff, welfare officers, the Police and Probation Officers, identify people in crisis and issue them with a foodbank voucher. Foodbank clients then bring their voucher to a foodbank centre where it can be exchanged for three days supply of emergency food. Volunteers meet clients over a cup of tea or free hot meal and are able to signpost people to agencies who are able to provide support to solve longer-term problems. More information can be found here: <http://richmond.foodbank.org.uk/>.
- **Richmond Homestart-** support vulnerable children in the borough by offering outreach services through volunteers giving regular support, friendship and practical help to families under stress in their own homes, helping to prevent family crisis and breakdown.
- **Richmond Jobcentre Plus-** offer advice, information and help to prepare for, find and stay in work. Information about benefits and other financial matters is also provided.
- **Single Point of Access (SPA) -** acts as a single gateway for all incoming contacts into Richmond Borough's children's services, providing telephone and web-based support to professionals, children, young people and parents. The SPA acts as a central information hub which coordinates information from a range of sources on children with additional needs, as well as offering signposting to universal provision.
- **Targeted Youth Support Team-** multi-agency service that works with young people aged 11-18 and their families, including those who may be experiencing poverty. The team works alongside Adolescent Mental Health Services, housing, secondary schools, social services, the Youth Offending Service, Youth Services and other agencies to provide assessment, targeted intervention and prevention work. The team work with young people who: are at risk of becoming 'looked after' by the local authority; are at risk of becoming involved in criminal or anti-social behaviour; are at risk of school exclusion; or require information, advice and guidance relating to education, employment and training.

- **Targeted Youth Support Futures Service-** ensuring young people receive the support they require with regards to employment, education and training. The TYS Futures Service links with providers such as Way to Work, the Youth Enquiry Service, Youth Services, and local colleges and training providers to supply information and support to young people age 16-19 who are at risk of or are not in employment, education or training.

- **Thamesbank Credit Union-** helps to address financial exclusion by offering saving accounts without the risk of savings being lost and providing affordable credit to people living and working in the London Boroughs of Hounslow and Richmond.

- **West Thames College-** organise 'Project Search', a supported employment initiative for young people with learning disabilities. It combines work- experience at GlaxoSmithKline or the Hilton at Heathrow Airport with college and is targeted at independent, young people aged between 17 and 24. Students have sessions with a tutor and job-coach and work in a variety of roles.

- **Young Carers support-** a range of support is available to young carers via Richmond Council's website. This includes:
 - a Carers Directory which sets out a list of organisations that offer support to young carers;
 - a link to Richmond Carers Centre, a local charity who provide support to unpaid adult and young carers. This includes free and confidential advice, information and support to any carer living in or caring for someone living in Richmond;
 - a link to the Young Carers Net- an online support service where young carers can find other young people in a similar position to chat with in a safe environment; and
 - The Young Carers Service- run by Richmond Carers Centre provides: information and advice; young carers activities and support groups; activities and group trips during the school holidays; one to one support for young carers; and the referral of young carers and their families to other carer support agencies.

Strategic approach to tackling child poverty in Richmond Borough from 2014-17

Statistics presented in this document and the Child Poverty Needs Assessment from 2011 highlight that child poverty in Richmond Borough, when compared to both London and national averages, is low. As demonstrated, we have embarked on a range of activities which provide support to vulnerable families who may be experiencing poverty. However, there is still work to do and areas where improvement is needed. Therefore, work to reduce child poverty has been incorporated into all work streams across Achieving for Children.

The focus of this strategy is to target the current level of early help services at those families most in need. Nationally, evidence suggests that despite high levels of service provision, disadvantaged families have difficulty accessing them.²⁹ This is backed up by anecdotal evidence locally. Additionally, the Richmond Child Poverty Needs Assessment 2011 demonstrated that there is a need to better publicise the support available to families.

The following actions align with the commitments set out in the Achieving for Children Business Plan 2014-2017, which sets out Achieving for Children's priorities:

1. Ensure the effectiveness of early help services for vulnerable children		
Action		Lead
1.1	Embed the Team around the Child model across early help and statutory children's social care services to improve the journey of the child across service boundaries.	Associate Director for Early Help
1.2	Enhance the existing Troubled Families initiative to better meet the needs of vulnerable and complex families and to respond to revised Government priorities.	Associate Director for Early Help
1.3	Improve the quality and impact of the targeted services provided to children and families from Children's Centres. ³⁰	Associate Director for Early Help
1.4	Families are able to access support to help get back into employment, education or training. ³¹	Associate Director for Early Help

²⁹ Phillips D, Telfer C, Scott G, *Hopes and expectations: How families living in severe poverty engage with anti-poverty services*, 2011, Edinburgh: Save the Children

³⁰ This action has been taken from the Richmond upon Thames Children and Young People's plan 2013-2017, < <http://www.richmond.gov.uk/cypp2013-2017.pdf> > [accessed 01/09/14]

Why have these actions been chosen?

Using evidence-based early intervention approaches to break the cycle of deprivation and improve outcomes for vulnerable children and their families, have been suggested by numerous independent reviews commissioned by the Government since 2010.³² Based upon the findings of these reviews, Achieving for Children's Early Help Strategy (2014) is grounded in the belief that early intervention is always preferable to the intrusive interventions that are necessary when family issues have been allowed to escalate. In line with the strategy's aims, Achieving for Children will embed a new Team around the Child model across both early help and children's social care services in both boroughs. As a result, children who are involved with, or receive services from both early help and social care service experience a clearer and more coordinated journey through the system and consistent relationships with the professionals that support them.

Furthermore, an important finding from the child poverty pilots that were completed during 2012 was that services should be tailored to the individual need. The Supporting Parents pilot trialled different approaches to multi-agency provision and revealed that a co-ordinated approach using a variety of services, had more success in improving outcomes than using a limited set of services. Who delivered the service was irrelevant; rather providing a variety of reactive and tailored services was paramount to success.³³

International research indicates that the countries with the low child poverty rates are those with high numbers of parents who work, as well as low in work poverty.³⁴ Current Government initiatives focus on incentivising employment, assisting families in finding working and increasing earnings, as seen in the welfare reform programme, the Troubled Families programme and the recent consultation on their child poverty strategy. For example, one of the criteria for identifying a 'troubled family' is that an adult is on out-of-work benefits, which is also used to identify children living in poverty.³⁵

Margaret Lochrie, the Director of Capacity (a research, training and consultancy organisation) argues that helping parents find employment is vitally important when tackling child poverty

³¹ This action has been taken from the Richmond upon Thames Children and Young People's plan 2013-2017, < <http://www.richmond.gov.uk/cypp2013-2017.pdf> > [accessed 01/09/14]

³² These reviews include: Dame Clare Tickell's (2011) Review of the Early Years Foundation Stage; the Frank Field MP (2010) Review of Child Poverty and Life Chances; the Graham Allen MP (2011) Review of Early Intervention; and Professor Eileen Munro's (2011) Review of Child Protection.

³³ Department for Work and Pensions, *Helping Families Thrive: Lessons learned from the Child Poverty Pilot Programme*, 2012, p.9

³⁴ Fauth B, Renton Z, Solomon E, *Tackling child poverty and promoting children's well-being: lessons from abroad*, 2013, London: National Children's Bureau

³⁵ HM Government, *Consultation on the Child Poverty Strategy*, February 2014, < https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/285387/Cm_8782_Child_Poverty_Strategy_Consultation_Print.pdf > [accessed 11/08/14]

and that parents value the opportunities made available to them at Children’s Centres to improve their skills which could assist in finding work.³⁶ The importance of Children’s Centres in alleviating poverty is further compounded by evidence from the child poverty pilots conducted in local authorities from 2009 to 2011, which suggests that existing services, especially Children’s Centres, are particularly effective in targeting families in need of assistance. For example, the Work-Focused Services pilot used Children’s Centres as a venue to host sessions with Jobcentre Plus staff, as they were well frequented and trusted by low-income families with young children. The pilot found that Children’s Centres provided flexibility and staff were able to establish a constant presence, through attaching themselves to existing events.³⁷

Whilst unemployment levels in Richmond are relatively low, consultation with families as part of the Child Poverty Needs Assessment 2011 identified that education, employment and training for parents and carers was an issue to be addressed.

2. Support high educational achievement in schools		
Action		Lead
2.1	Ensure a higher percentage of children in the most deprived areas achieve a good level of development in the Early Years Foundation Stage.	Director of Education Services
2.2	Roll out universal Free School Meals and increase the take-up to enable schools to access a higher level of pupil premium funding and improve pupil attainment.	Director of Education Services
2.3	Young people are provided with information, advice and guidance to find learning pathways into post-16 education and training. ³⁸	Director of Education Services

Why have these actions been chosen?

Multiple Governments have stated a commitment to improving children and young people’s attainment, on the premise that educational outcomes play an important role in shaping children’s later life chances, such as their income.³⁹ A lack of qualifications and skills can

³⁶ Children, Schools and Families Select Committee, *Sure Start Children’s Centres: The purpose of Children’s Centres and their services*, 15 March 2010, < <http://www.publications.parliament.uk/pa/cm200910/cmselect/cmchilsch/130/13007.htm#note34> > [accessed 11/08/14]

³⁷ Department for Work and Pensions, *Helping Families Thrive: Lessons learned from the Child Poverty Pilot Programme*, 2012, p.6, < https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/214408/Child_poverty_pilots.pdf > [accessed 21/08/14]

³⁸ This action has been taken from the Richmond upon Thames Children and Young People’s plan 2013-2017, < <http://www.richmond.gov.uk/cypp2013-2017.pdf> > [accessed 01/09/14]

³⁹ Joseph Rowntree Foundation, *The role of aspirations, attitudes, and behaviour in closing the educational attainment gap*, April 2012, p.3 < <http://www.jrf.org.uk/publications/aspirations-attitudes-educational-attainment-roundup> > [accessed 10/08/14]

make it very difficult to find secure, well-paid employment. Therefore, improving educational outcomes is important to breaking the cycle of poverty.⁴⁰ Furthermore, educational achievement can have a positive effect on other aspects of a children or young person's life, including their health and the school can play an important role in assisting children, their families, and the community.⁴¹ So much so, through the Children and Families Act 2014, central Government has placed a duty on all state-funded schools in England to supply pupils from reception to year two with a free school lunch.

School attainment in Richmond is high compared to other local authority areas. In 2014, Richmond had the highest percentage of pupils achieving level 5 or above in Key Stage 2 reading, writing and mathematics tests.⁴² In addition, the attainment gap between those entitled for FSM and those who ineligible at Key Stage 2, has decreased by 13% over the past three years. Similarly, the attainment gap at Key Stage 4, between those qualified to received FSM and their peers, has shrunk by 7.2% over the past three years. However, despite these successes, gaps in attainment continue exist between some children and their peers, particularly pupils who live in low-income families and those eligible for the Pupil Premium Grant.

In 2012/13, just 28% of children achieved a good level of development in the Early Years Foundation Stage in the 30% most deprived communities in Richmond, compared to an outer London average of 49%. The picture improves slightly at Key Stage 2. In 2012/13, the gap in attainment between pupils eligible for the Pupil Premium Grant and their peers was 10% in Richmond, compared to an outer London average of 11%. By Key Stage 4, 29% of young people eligible for the Pupil Premium Grant in Richmond obtained five or more good GCSE grades including English and mathematics, compared to an outer London average of 22%, which highlights a widening gap in attainment.

Additionally, there are low levels of FSM take up, which means schools are not accessing a higher level of pupil premium funding. In Richmond, the take-up of the Pupil Premium Grant was the third lowest in London for 2012-2013.⁴³ Collaboration with schools is needed, to improve take up of the grant so that they have additional resources to reduce attainment gaps.

⁴⁰ End Child Poverty, *Child Poverty and Education*, August 2007, p.2 < <http://www.endchildpoverty.org.uk/files/h3107ChildPovertyandEducationbriefing.pdf> > [accessed 12/08/14]

⁴¹ Marmot, M, *Fair Society, Healthy lives. The Marmot Review: Strategic Review of Health Inequalities in England post-2010* , 2010, p. 105, p.110, < <http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review> > [accessed 20/08/14]

⁴² Department for Education, *National Curriculum Assessments at Key Stage 2 in England, 2014 (provisional)*, August 2014 < https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/347657/SFR30_2014_LA_Tables.xls > [accessed 10/07/14]

⁴³ Department for Education, *State-funded primary and secondary, maintained special schools, special academies, pupil referral units, alternative number of pupils eligible for the Pupil Premium in 2013-2014*, December 2013, <

3. Ensure sufficient school and childcare places		
Action		Lead
3.1	Respond to increased eligibility and secure sufficient childcare places for disadvantaged two year olds in line with statutory requirements and continue to secure high levels of take up of the offer in 2014/15.	Director of Education Services
3.2	Extend the choice of post-16 education provision for young people with SEND at Strathmore School by September 2016 and at Clarendon School by September 2018.	Director of Education Services

Why have these actions been chosen?

As highlighted above, good educational outcomes can have a beneficial impact on other areas of children's lives. But, in order to achieve a good education, children and young people need to be able to access school places of exceptional quality. Achieving for Children, on behalf of Richmond Council, is committed to securing sufficient, high quality school and childcare places for children and young people in their local communities. However, additional school places will be required, at both primary and secondary levels, to meet the forecasted demand given that the mid-year population estimates for those aged 0-18 has increased by 8% between 2013 and 2009.

There is a particular need for post-16 education for young people with special educational needs and disabilities. In Richmond, children aged 16 and over with special educational needs currently have to leave their special school to attend college or other post-16 SEN provision outside the borough.

Furthermore, as part of the Government's drive to reform early education and improve the life chances of disadvantaged children, vulnerable two year olds are entitled to 15 hours of free early education and three to four year olds are entitled to 570 hours of free early education or childcare a year. The offer is aimed at supporting children to improve social and cognitive outcomes so that, by the age of five, they are as ready as their peers to excel at school. Currently, the take up of free childcare for vulnerable two year olds is below the anticipated level. Ensuring that those eligible for free childcare are able access it will in turn allow parents to return to employment. Moreover, as of September 2014, the eligibility criteria was

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/265322/National_LA_and_PC_final_1314.xls >
[accessed 10/07/14]

broadened to include children of working families on low incomes and children with special educational needs and disabilities or in receipt of disability living allowance. As a result the number of eligible children will rise by 69% (from 223 to 337 children). Securing sufficient places and sustaining the current high levels of take-up will be a significant challenge.

4. Support young people in their transition to adulthood and employment		
Action		Lead
4.1	Roll out a programme of preventative work for those at risk of becoming NEET including supporting schools to provide careers support to 16 to 19 years old with a focus on vocational opportunities.	Director of Education Services
4.2	Ensure there is sufficient apprenticeship and training provision in place for young people wishing to follow this pathway when the participation age is raised to 18 in 2015.	Director of Education Services
4.3	Establish an evidence-based programme to provide care leavers with the skills required for successful independent living and employment.	Director of Education Services
4.4	Agree specific Education, Employment and Training pathways into adulthood for young people with special educational needs and learning difficulties.	Director of Education Services

Why have these actions been chosen?

Improving the opportunities for young people aged 16 to 18 to participate in education, employment or training is a Government priority, as indicated by recent legislation requiring young people to continue in education or training until the end of the academic year in which they turn 17 and, from 2015, until their eighteenth birthday. Youth unemployment is also continuing to grow nationally and, therefore, it is essential that we focus on addressing the numbers of young people who are not in education, employment or training (NEET).

Furthermore, research has shown that young people who have grown up in low income households are more likely than their peers who have not grown up in poverty, to be unemployed, work in low or unskilled jobs and be poorly paid in adult life. Therefore, it is important to continue to provide services that mitigate this, by providing children in poverty with the skills and opportunities needed to succeed in later life.

The data for the end of 2013, (which is the average of the data for November 2013, December 2013 and January 2014) reveals that Richmond had one of the highest percentages of young people who were NEET in London (6.5%) and was above locally set targets. The percentage of young people whose participation status is unknown was more than 50% above the England average of 9.2%. However, as the status of a high proportion of young people is unknown, the percentage of young people who are not in education, employment or training may have been higher or lower than the figure recorded (6.5%).⁴⁴ Nevertheless, reducing the number of young people who are NEET remains a priority for Achieving for Children, with a peer research project established to examine the issue of young people not in education, employment or training in depth.⁴⁵

5. Implement the national Special Educational Needs and Disabilities reforms		
Action		Lead
5.1	Publish a local offer outlining services for children and young people with SEND so that families understand support available in our area and can have a greater say over their own support by 30 November 2014.	Associate Director for Special Educational Needs and Disabilities
5.2	Make the function of personal budgets available for parents who request them by 1 September 2014 so that children, young people and their families have more of a role in determining the services that they access.	Associate Director for Special Educational Needs and Disabilities
5.3	Develop a fully integrated service for children and young people with disabilities in Richmond upon Thames that brings together health and social care services to mirror current provision in Kingston upon Thames.	Associate Director for Special Educational Needs and Disabilities

Why have these actions been chosen?

Whilst these actions are to be implemented as part of the national reforms on Special Educational Needs and Disabilities, evidence suggests that there is a link between poverty and disability. According to Department for Work and Pensions Research, almost a quarter of all children considered to be living in poverty have a disabled parent (DWP 2006) and further

⁴⁴ Department for Education, *NEET data by local authority*, May 2014, < <https://www.gov.uk/government/publications/neet-data-by-local-authority-2012-16-to-18-year-olds-not-in-education-employment-or-training> > [accessed 08/07/14]

⁴⁵ London Borough of Richmond upon Thames Youth Scrutiny Task Group, *Final Report*, March 2014, p.8

evidence suggests that almost 55% of disabled children live on or near the recognised poverty thresholds.⁴⁶

The risk of poverty is increased by disability. In cases where parents became disabled during the year the poverty rate was 23% compared to 17% for those experiencing no change in health. Data also shows that having a disabled family member increased the risk of poverty for those in work families; however a lower risk of poverty for non-working families with disabled family members.

Information from the 2011 Child Poverty Needs Assessment showed that of the 4,530 disability living allowance claimants living in the borough 395 lived in Heathfield, 375 lived in Hampton North and 295 lived in West Twickenham. Of the DLA claimants aged under 16 (disabled children), the highest counts were evident in Hampton North (50), Heathfield (50), West Twickenham (45) and Whitton (45). This data suggests at least some level of correlation between disability claimants and the areas of deprivation within the borough.

6. Providing young people with access to suitable accommodation		
Action		Lead
6.1	To gain insight into potential for upstream homelessness prevention work by expanding the monitoring of characteristics of homeless 16 and 17 year olds. ⁴⁷	Young Persons' Housing Officer
6.2	Expand the emergency accommodation offer for 16 and 17 year olds, through remodelling the 4 bed emergency short term supported accommodation unit for young people (male 16/17 year olds) and to duplicate this service at another site for female young people aged 16/17. ⁴⁸	Head of Housing Operations
6.3	To respond to the raising of school leaving ages to 18 in 2014/2015 through monitoring the impacts of this change on young people experiencing	Head of Housing Operations

⁴⁶ Department for Work and Pensions, *Health, disability, caring and employment*, 2007, p.43 < http://www.pfrc.bris.ac.uk/completed_research/Reports/DWPHealthDisabilityCaring_FullReport.pdf > [accessed 08/07/14]

⁴⁷ This action has been taken from the London Borough of Richmond upon Thames Homelessness Strategy 2012-2016- Action Plan for 2014/2015 (Year Three), action 5, p. 1

⁴⁸ This action has been taken from the London Borough of Richmond upon Thames Homelessness Strategy 2012-2016- Action Plan for 2014/2015 (Year Three), action 6, p. 1

	homelessness and the relevant responses by colleges and schools. ⁴⁹	
6.4	To ensure that partnership working between Housing and Children's services continues to deliver a good service through monitoring joint working practices between Housing Options and AfC. ⁵⁰	Head of Housing Operations and Head of Family Support
6.5	Invest in an extensions programme for overcrowded households in housing association properties. This funding will help build additional bedrooms for overcrowded families with children. ⁵¹	Head of Housing Operations; Head of Housing Policy and Planning
6.6	To deliver the Affordable Housing Programme 2011-15 and support subsequent GLA funding bids where they meet local priorities. ⁵²	Housing Policy & Planning Manager & Housing Development Manager
6.7	Build new housing to Lifetime Homes and 10% to wheelchair standards, in order to improve inclusive access for all. ⁵³	Head of Housing Operations; Head of Housing Policy and Planning

Why has this action been chosen?

According to Shelter, 1 in 7 children are growing up homeless or in bad housing, with 1.6 million Children in Britain living in accommodation that is temporary, over-crowded or dilapidated.⁵⁴ Furthermore, Households living in poverty with children are more likely to live in properties with serious disrepair issues, at 17.6% of households compared to 12.3% for all households.⁵⁵

Living in bad housing can also have a detrimental impact on a child's health, education and social interactions. Research conducted by NetCen Social Research suggested that income-poor children often live in poor housing and that they also are likely to have a long term health

⁴⁹ This action has been taken from the London Borough of Richmond upon Thames Homelessness Strategy 2012-2016- Action Plan for 2014/2015 (Year Three), action 7, p. 1

⁵⁰ This action has been taken from the London Borough of Richmond upon Thames Homelessness Strategy 2012-2016- Action Plan for 2014/2015 (Year Three), action 8, p. 1

⁵¹ London Borough of Richmond upon Thames, *Housing strategy 2013-17*, p.48

⁵² This action has been taken from the London Borough of Richmond upon Thames Homelessness Strategy 2012-2016- Action Plan for 2014/2015 (Year Three), action 18, p. 2

⁵³ This action has been taken from London Borough of Richmond upon Thames Homelessness Strategy 2012-2016, p.11, < http://www.richmond.gov.uk/homelessness_strategy_2012-16.pdf > [accessed 10/08/14]

⁵⁴ Shelter, *Child Poverty and Housing*, October 2007, p.1 < http://england.shelter.org.uk/_data/assets/pdf_file/0004/114853/Child_Poverty_and_Housing.pdf > [accessed 19/08/14];

Shelter, *Supporting families and children*, < http://england.shelter.org.uk/campaigns/why_we_campaign/supporting_families_and_children > [accessed 19/08/14]

⁵⁵ Department for Communities and Local Government, *English Housing Survey: Housing stock report 2008*, October 2010, p. 138 < https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6703/1750754.pdf > [accessed 12/8/14]

problem or disability and be unhappy with their health; to be bullied; be anxious about being robbed or mugged; to be displeased with being suspended or excluded from school; to lack a quiet space in which they can complete their homework; and to feel unhappy about their family.⁵⁶

A report published by Shelter, reported that children living in bad housing are twice as likely to suffer from poor health as their peers; children in overcrowded or unsuitable housing are a third more likely to have respiratory problems such as asthma and bronchitis; and children living in poor accommodation are twice as likely than their peers to leave school without any GCSEs.⁵⁷

In the past, Richmond Borough has had a high percentage of homelessness acceptances from those aged 16 and 17 years old, which was higher than the sub regional average. In 2010/11 23.1% of homeless acceptances were from 16 and 17 year olds. Through effective joint working involving Adult Housing Services, Targeted Youth Support, Youth Offending Services and Child and Adolescent Mental Health Services, this reduced to 14.1% in 2011/12 and 8.9% in 2012/13. Furthermore, the number of statutory homelessness acceptance among young people (16/17 year olds) in the borough fell from 39 in 2010/11 to 32 in 2011/12 to 26 in 2012/13. However, considering the pervasive effects poor housing can have on children living in poverty, it is important to continue to work to maintain this improvement.

⁵⁶ NatCen, *Child Poverty in Britain: Headline findings from NatCen's latest research*, May 2013, p. 3, p.22, <
http://www.natcen.ac.uk/media/21283/natcen-child-poverty-briefing_may-2013.doc > [accessed 19/08/14]

⁵⁷ Shelter, *Child Poverty and Housing*, October 2007, p.2

Monitoring progress and performance

The Strategy and Programmes Team in Achieving for Children will take responsibility for leading on the delivery, monitoring and review of the strategy. Actions will be monitored through the business planning process, which has been established by Achieving for Children.

The business planning process has been designed to measure the success of the programmes and projects undertaken by Achieving for Children. A progress tracker is updated every quarter, and every programme has a balance scorecard attached to it which contains the performance indicator success measures, which are used to assess the progress of the programme.

The strategy will be refreshed in three years, but will remain a 'live' document and can be revised as context and needs change. Actions may be added, removed or amended as required.

Equality Implications

The 2011 Child Poverty Needs Assessment showed that there are specific groups of individuals that are more likely to be affected by poverty and therefore are considered 'at risk'. These groups include: lone parents, workless families, families with a part-time worker, large families, families with a disabled adult, teenage parents, gypsy/ Roma/ traveller families, children who have suffered from neglect and harm, carers, children from minority ethnic groups, and migrants and asylum seekers.

This strategy aims to have a positive impact on these groups by delivering targeted services with a focus on effective early help services including helping parents into education, employment and training; improving educational attainment; ensuring sufficient school and childcare places; supporting young people in their transition to adulthood and employment; implementing the SEND Reforms; and providing young people with access to suitable accommodation.

An Equality Assessment has been completed for the strategy, which includes detailed data relating to the protected characteristics of those groups who are more likely to experience poverty in Richmond. It will be published on the Achieving for Children website.

Links to other Richmond Borough policies and strategies

This strategy should be viewed alongside other policies, strategies, and projects within Achieving for Children and Richmond Council that aim to improve the lives of families who may be living in poverty. This includes:

- **Early Help Strategy**- underpinned by the principle that early intervention is always more desirable than the high cost and intrusive interventions needed when issues have been allowed to escalate. The strategy will be used to shape the work of the Prevention and Early Help team over the next few years.
- [Homelessness Strategy](#)- establishes the Council's plans to tackle homelessness in Richmond upon Thames until 2016. It has five areas of focus, which are: homelessness prevention and advising on the range of housing opportunities; homelessness and the housing market; homelessness and vulnerable groups; preventing rough sleeping and addressing the needs of rough sleepers; and providing appropriate accommodation for homeless households.
- [Housing Strategy](#)- sets out the borough's housing plans and key challenges facing Richmond upon Thames up until 2017. The strategy focuses on five key themes: good quality homes; supporting residents: delivering affordable homes; supporting residents: choice, standards and quality for renters; and the connectivity of housing to people and place: housing contributions to health, wellbeing and the economy.
- **Parenting Strategy**- sets out the priorities for 2014-15 and how Achieving for Children will support parents who want and need parenting help so that they and their children can achieve the best possible outcomes.
- [Richmond Child and Adolescent Mental Health Service \(CAMHS\)](#) - provide assessment and treatment to referred children and adolescents up to the age of 18. Those children who are referred to CAMHS often come from families that demonstrate the key characteristics of child poverty.
- [Risky Behaviour Programme](#)- focuses on reducing risky behaviour by children and young people such as drinking alcohol, taking drugs, having sex early or with many partners, or gambling. These are often caused by the lack of protective factors such as positive role models, good parenting and high self-esteem. Those children who display

risky behaviour often come from families that demonstrate the key characteristics of child poverty.

- **Uplift programme**- rejuvenates the five of the most deprived areas in the borough in Barnes, Ham, Hampton North, Mortlake and Whitton. Funding is being provided to improve the local areas for residents, thereby improving the environment in which they live. The Council has invested £800,000 in Uplift projects to date.
- **Welfare Reform Programme-** as the national welfare reforms are implemented across the country, the Council has established a Welfare Reform Stakeholder Group, consisting of representatives from local charities and housing associations, to supervise the impact of the Welfare reforms on Richmond residents.

Annex A: Success Stories

Targeted Youth Support

What situation were the family in/ experiencing?

Families have been experiencing a variety of problems including:

- Debt;
- Low income;
- On benefits or experiencing a benefit delay;
- Single parent families with no support from partner; and
- Housing issues.

What support was provided to them?

Families have been supported through referrals to charities for household goods (beds, wardrobes, and white goods), fuel bills, holidays and short breaks. Emergency payments were made in the form of food bank vouchers, Sainsbury's vouchers, or cash in special circumstances.

Families who meet the criteria for the 'Troubled families' programme are also entitled to £500 to be spent on a specific need. Young people have also been provided with travel warrants and oyster top-ups to enable them to attend employment and training. Additionally, families and individuals have received assistance completing the applications for benefits they are entitled to.

What difference has it made?

Young people and families have felt extremely supported when provided with basic needs. This has improved their engagement with services and enabled them to manage the current difficulties they are facing.

Family Support Service

The Family Support team works with children aged 0 to 11 years, alongside partners such as schools and children's centres to deliver a wide range of interventions. The family support team workers co-ordinate regular 'team around the child' meetings with the child, their families and the other professionals to ensure that the child's and family's needs are continuously met by the agencies involved.

What situation were the family in/ experiencing?

Family 1 is formed by mum X and her three children: A is 11 years old, B is five years old and C is three years old. The family is White British. All children are in education. The family was a stepped down case from the Initial Response Team due to concerns in regards to substance abuse, domestic violence, volatile relationship between the parents and an inability to establish constant contact between the children and the father. B has Autism Spectrum Disorder and has a statement of special educational needs.

X is looking after the children on her own; she is not working at the moment, but has been studying and is going to attend an access course from September. X finds it hard to manage financially as she is in receipt of benefits and also has difficulties meeting the children's basic needs, such as: uniforms, shoes, nappies, bed linen, furniture items (beds, mattress) etc. Additionally, the washing machine broke and they family cannot afford to buy a new one. This is especially distressing as child B needs clean bedding every day because they are bedwetting during the night.

What support was provided to them?

The Family Support Team completed a Common Assessment Framework, assessed the needs and goals of the family, and had Team around the Child meetings with other professionals, such as the school and a health visitor.

The Family Support Worker has applied for financial support from the voluntary sector and obtained a crisis grant from Richmond Parish Lands Charity to purchase school uniforms and shoes. They also applied for another grant, from a different charity, in order to replace the washing machine.

X was also referred for Parenting Programme in order to gain knowledge and understanding in how to manage B's challenging behaviour at home.

What difference has it made?

X was relieved that the children will be able to be ready to return to school in September and is pleased that she is able to receive financial support to purchase a washing machine.

Furthermore, X is happy that she is able to attend a parenting course which will support her in gaining new skills and understanding in regards to Autism Spectrum Disorder and how to manage B's difficult behaviour.

Family Support Service

What situation were the family in/ experiencing?

Family two is formed by mother, A, civil partner, B and three children: X is ten years old, Y is nine years old and Z is five years old. The case was stepped down from the Child Protection team. Mother A has been receipt of benefits through her partner B, who was in employment and in receipt of benefits. However, B had to give up her job due to the fact that the company re-located and B was unable to travel this far. B found new employment, but the employer redrew the job offer. The family found themselves in a difficult situation with no income, except for the Child Benefit that they were receiving for the three children.

B sought support from the Job Centre and was informed that due to the fact that she voluntary left her post, she was not entitled to receive JSA or any other benefits.

What support was provided to them?

The Family Support Team completed a Common Assessment Framework. The family was supported with Sainsbury s' vouchers, food bank vouchers, a Family Support Worker also applied for crisis loan from the local charity in order for them to manage financially for a short period of time. They were also advised to apply for a hardship loan from the Job Centre.

What difference has it made?

This difficult and stressful situation has empowered the parents to attend a job club at the local library, where they have updated their CVs and applied for jobs.

Both parents are going to start working from September and this will have a beneficial impact on their financial situation and it will improve their living standard.