

Appendix 2



Improving the Life Chances of Children, Young People and Families Action Plan 1st April 2020 – 31st March 2022

This action plan is part of the Nottinghamshire Child Poverty Strategy and is performance managed and developed by the Nottinghamshire Life Chances for Children and Families Partnership. The plan focuses on improving life chances and social mobility with a particular focus on tackling child poverty in Nottinghamshire.

This action plan has been informed by the Child Poverty and Life Chances JSNA 2016 (updated 2021) which can be found here:

<http://www.nottinghamshireinsight.org.uk/themes/child-poverty/>

For more information for professionals please go to <http://www.nottinghamshire.gov.uk/care/childrens-social-care/nottinghamshire-childrens-trust/child-poverty>

Information for children, young people and families is available at: www.nottshelpyourself.org.uk/

Expected Outcome	Aims (what do we want to achieve?)	Objectives (How)	Lead (By Who)	Deadline (By When)	Measure of success
1. Children and Families are effectively supported during the Covid-19 Pandemic in relation to poverty	To understand the impact of Covid restrictions to reduce the negative impact of Covid 19 on children and families.	<ul style="list-style-type: none">• To keep abreast of national/ local data and research reports circulating these where appropriate.• To act on the recommendations made in data and research reports to help improve outcomes for families during Covid.• To work together to enable families to continue to access services digitally, over the phone or face to face where safe to do so.• Support, promote and champion schemes and projects which help children and families during Covid e.g. food insecurity support,	Early Childhood Services	Bi-annual review	<ul style="list-style-type: none">• No. of families supported by Covid Winter Grant and the Covid Local Support Grant.• No. of families supported by the Covid Winter Grant Scheme to pay for utility bills• No. of children/young people supported by Holiday Activities and Food Scheme (HAF). <p>Delivery of targeted parenting programmes, 1-2-1 family support</p>

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		educational support, digital access, fuel poverty etc. <ul style="list-style-type: none"> To continue to actively target and engage vulnerable families during Covid. 			and review of referrals during lock down restrictions and recovery. Supporting Families Outcome targets achieved.
2. Children and Families experience fewer negative outcomes from the effects of poverty	Improve the life chances of children and families by working in partnership to reduce levels of child poverty and reduce the impact of poverty.	<ul style="list-style-type: none"> Continue to facilitate the Life Chances for Children and Families Strategic Partnership group. Develop, implement and review the Life Chances Action Plan across the partnership. Actively target and direct resources to localities and community groups with higher rates of child poverty. Assist local organisations to understand and raise awareness of work to improve life chances and reduce child poverty Support the Health and Wellbeing Board to progress activity to fulfil the priority of giving children the Best Start in life. 	Early Childhood Services, NCC All partners NCC Early Childhood Services & Public Health	Review annually	Engagement of all key partners through the Life Chances Partnership. Numbers of children in low income families decline in Notts, including reductions in each district and in the top 10 target census wards. Inequalities are reduced across localities, evidenced through data in relation to children in low income families' data and other outcomes. Launch of the Best Start Partnership with engagement from necessary range of multi-agency partners, including at sub-groups.
	Workers recognise the importance of tackling child poverty in improving outcomes for families and sharing information about 'what works'.	<ul style="list-style-type: none"> Update and publicise the Child Poverty webpages on the NCC website to ensure most recent data and information is included. Promote the findings of the Child Poverty JSNA on Notts Insight so workers are aware of range of information available and recommendations agreed. 	NCC Early Childhood Services	annually	Page reviewed and refreshed No of views increases, including a spike after promotion (source Google Analytics).

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					identified additional collection points developed Feedback from recipients
	To improve the quality and quantity of private sector rented housing for those in housing need, reducing the need for temporary accommodation used by families.	<ul style="list-style-type: none"> To champion the needs of children and families at District Homelessness Groups. To undertake a survey to collate the activities and interventions offered by all District Councils to improve the quality and quantity of housing for families in need. 	District & Borough Councils	Measured annually	Statutory Homelessness and households in temporary accommodation (Public Health Outcomes Framework 1.5ii)
3. Families and Children are able to move out of poverty	To increase uptake of funded childcare provision to and support parents into work.	<ul style="list-style-type: none"> Remove the barrier of the cost of childcare for working parents with 3 and 4 year olds by continuing to promote the extended offer of 30 hours per week term time only. Promote the funded entitlement to increase take up of early education for 2 year olds from low income families to support parents to consider employment, raise aspirations and improve outcomes for children. Promote the Care to Learn programme for young parents in education/training aged under 20 at start of course. Run social media campaigns across multiple channels to encourage families back into formal childcare provision, following the relaxation of Covid-19 lockdown. Through the Childcare Sufficiency Audit identify any gaps in provision at a local level, due to closures linked to Covid-19 and address where feasible. 	NCC Early Childhood Services	Reviewed termly	<p>Increased take up rates across all districts of 3 and 4 year olds from working households claiming their 30 hours funded childcare entitlements.</p> <p>Increased take up of early education entitlements by 2 year olds from low income families.</p> <p>Create a Care to Learn webpage and review the number of hits following promotion.</p> <p>Review trends for take up following social media campaigns.</p>

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	To provide opportunities for parents to be job ready, by improving skills, confidence and aspirations for their families.	<ul style="list-style-type: none"> Continued delivery of the Building Better Opportunities (BBO) 'Towards Work' programme. Continued delivery of District/Borough Council Job Clubs and local Employment and Skills Provider Groups Promotion of DWP work coaches and the DWP direct referable programmes (Work and Health Programme and Jobs, Entry, Targeted Support Children's Centre Service volunteering programmes will be successfully delivered to support parents to be ready for work. Continued upskilling of practitioners from Troubled Families Employment Advisors across workforce. 	<p>NCC Economic Development</p> <p>District & Borough Councils</p> <p>DWP</p> <p>Early Childhood Services</p> <p>Supporting Families</p>	Reviewed annually	<p>Increased employment rates</p> <p>Evaluation of DWP Work Coaches.</p> <p>Children's Centre Service reports progress re. work readiness outcomes are achieved.</p> <p>Supporting Families Programme outcomes are achieved.</p>
	More parents into sustained employment.	<ul style="list-style-type: none"> Family Support provision, confidence building and work preparation input through NCC Family Service and NCC Children's Centre Service (CCS), in partnership with DWP and WNC moves parents towards employment. Local organisations promote volunteering to parents, low income families and care leavers Embedded promotion and referral routes into Building Better Opportunities – Towards Work and Money Sorted in D2N2 programmes in place with NCC FS and NCC CCS. 	<p>Supporting Families</p> <p>All</p> <p>DWP, Chamber of Commerce, & NCC Economic Development</p>	Reviewed annually	<p>Successful Supporting Families claims indicate parents in employment.</p> <p>No. of active Children's Centre Service volunteers.</p> <p>No. of active Family Service Volunteers</p> <p>No. of hits on the NHY Work and Volunteering pages www.nottshelpyourself.org.uk/apprenticeships www.nottshelpyourself.org.uk/workandvolunteering</p>

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		<ul style="list-style-type: none"> Develop, update and actively promote the 'Work and Volunteering tile' on the Notts Help Yourself website. Continued upskilling of practitioners from Troubled Families Employment Advisors across workforce. 	Building Better Opportunities Stakeholder Manager and DWP		
	Working across agencies to consider the effectiveness of work programmes in helping those furthest away from the labour market back into work, in particular adults with mental health difficulties	<ul style="list-style-type: none"> Active promotion of schemes to support parents with mental health problems into work 'health and work programme' IAPT EA's, 'Recovery College' Towards Work, Money Sorted and Futures Positive (Notts Help Yourself) Update and review of programmes such as <i>CCS Opening Doors to Employment /Confidence and BBO</i> Active promotion of the Disability Confidence scheme to support employers 	NCC Economic Development & Chamber of Commerce, Building Better Opportunities (BBO) Broxtowe Borough Council DWP	Reviewed annually	Gap in the employment rate between those with a long- term condition / mental health and the overall employment rate (Public Health Outcomes Framework 1.08i, 1.08ii, 1.08iii)
	Increase families' money management skills and build financial resilience for children and families in poverty.	<ul style="list-style-type: none"> Raise awareness of money management tools and information through Building Better Opportunities Money Sorted programmes. Organisations signpost families and support them to access online benefit eligibility checkers, money management tools and advice services. Local partners are aware of and using money management tools in their settings. 	Building Better Opportunities Stakeholder Manager, Chamber of Commerce	Reviewed annually	Increased use of money management tools and resources. More families report increased confidence in money management

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		<ul style="list-style-type: none"> Consider and (if required) develop a county wide financial resilience group to share good practice across the county. 			
	Support families reliant on welfare to navigate the system	<ul style="list-style-type: none"> Digital Access Points across Nottinghamshire are promoted, supporting families to apply for Universal Credit and childcare online. Alternative arrangements to be explored during Covid in relation to shared points and infection control. TFEA Workshops to key agencies (Children's Social Care, Family Service, Children's Centre Service) keep partners up to date. Financial advisors support families to access benefits CAB Help to Claim Scheme through CAB supports families. 	<p>DWP & Borough/ District Councils, CAB, Building Better Opportunities stakeholder manager</p> <p>CAB</p>	Reviewed annually	<p>Digital Access points are mapped and promoted.</p> <p>No. of families supported to obtain correct benefits by DWP Supporting Families staff.</p>
	Increase families' income and improve outcomes through tackling fuel poverty.	<ul style="list-style-type: none"> Develop and circulate information to ensure services are aware of programmes to support families affected by fuel poverty and refer routinely, as part of whole family working. Successful delivery of the Big Difference Scheme Promotion and delivery of the CAB Energy intervention and Nottinghamshire Energy Partnership (NEP) 'Save and Switch' campaigns 	<p>NCC District Councils; Nottinghams hire Energy Partnership (NEP), CAB NEP</p> <p>Nottingham Energy Partnership</p>	Reviewed annually.	<p>Staff are aware of relevant schemes and refer families accordingly.</p> <p>Fuel Poverty levels decline across Nottinghamshire (measured annually).</p> <p>No. of Notts residents with children, referred and supported through Affordable Warmth programme</p>

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		<ul style="list-style-type: none"> Successful delivery of fuel and water payments through the Covid-19 Winter Grant Scheme 			Number of households accessing support through the Covid Winter Grant Scheme
	Support families' income and improve outcomes through tackling food insecurity	<ul style="list-style-type: none"> Active promotion of social eating, food banks, Food clubs, Fair Share schemes, holiday kitchens etc across the county by services working with families. Support the work of the Food Insecurity Strategic Group, including interventions due to Covid-19 in priority areas of disadvantage. Produce briefing note for multi-agency staff on Food Insecurity and local support systems. Contribute to the ongoing work of the Childhood Obesity Trailblazer Programme (COTP)– including development and evaluation of the FOOD Clubs/school meals initiative at pilot CCS sites, the Food for Life programme and the development of a community of practice across all early years providers. Raise awareness of and embed the Healthy Start programme to raise awareness amongst families and professionals. 	<p>NCC Public Health and all Life Chances partners</p> <p>Early Childhood Services</p> <p>Public Health and Early Childhood Services</p>	Reviewed annually.	<p>No. of FOOD Clubs developed in Notts (part of COTP)</p> <p>No. of families becoming members of FOOD Clubs.</p> <p>No. of families signed up for Healthy Start vouchers and vitamins</p> <p>No. of Healthy Start vitamins distributed increases from Dec 2020 baseline.</p>
4. The Cycle of Poverty is broken as children are	To improve educational outcomes for our poorest children and close the attainment gap for children eligible for Free School Meals and their peers	<ul style="list-style-type: none"> Successful implementation of 'Improving Educational Opportunities for All' Strategy with an enhanced focus on partnership working with all stakeholders, including businesses and parents. 	NCC School Improvement	Autumn Term annually	<p>Attainment levels increase across all Key Stages (Early Years Foundation Stage, Key Stages 1-5).</p> <p>Attainment gap reduces across all key stages.</p>

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prevented from becoming poor adults		<ul style="list-style-type: none"> Encourage and increase take up of Free School Meals, by supporting low income parents to assess their eligibility and register, through the work undertaken by the Schools Co-ordinators and others. 	NCC School Admissions and NCC School Catering Service	Termly	FSM Claimant trends.
	Have a collaborative approach to support young people (16-18 years) to not become not in education, training or employment (NEET) and Not Known, maximising opportunities.	<ul style="list-style-type: none"> Better awareness and understanding of range of opportunities and programmes, including promotion of careers fairs and work programmes. Target interventions to priority groups within this cohort, e.g. Care Leavers, teenage parents ensuring all relevant services engage. Targeted work by the Family Service and Futures to support young people into education, training or employment. Collaborative work with Schools, the Family Service and Nottinghamshire Futures to capture data, including destination info and target localities and target groups least likely to be in education, training or employment. Increase provision and take up of apprenticeships and other employment programmes, such as KickStart announced as part of the Job Support schemes. Increase in employers from public, private and voluntary sector offering apprenticeships and kickstart placements 	<p>BBO Stakeholder Manager</p> <p>Family Service and Futures</p> <p>Building Better Opportunities Stakeholder Manager/ DWP</p>	Annual data analysis/ review	<p>Reduced number of target groups (namely looked after children and care leavers and teenage mothers) who are not in education, training or employment.</p> <p>Increase number of young people in education, training or employment that are 'not known' by Futures.</p> <p>Improved outcomes for Troubled Families.</p> <p>Number of young people in Nottinghamshire in apprenticeships.</p> <p>Number of young people in KickStart placements in the area</p>

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	Consider how to effectively support couple relationships and identify successful models for achieving this.	<ul style="list-style-type: none"> Successfully deliver Reducing Parental Conflict (RPC) training, raising awareness and upskilling the workforce to deliver interventions including EPEC Being A Parent Together, Reducing Parental Conflict, Me, You & Baby Too etc Promote online resources across all channels that support parents to consider the impact of conflict on their children and help them modify their behaviour, including development of specific RPC domain on NHY Parent/Carer Zone. 	NCC Family Service and Early Childhood Services	Annually	<ul style="list-style-type: none"> No. of staff trained as Train the Trainers No. of staff trained from across the children's workforce No. of programmes delivered Feedback from parents <p>Development of 'Relationships Really Matter' tile on NHY – launch Spring 2021</p> <p>No. of hits to NHY Relationships Really Matter tile (launch Spring 2021).</p>

This action plan complements and has interdependencies with the following plans and strategy

- Nottinghamshire County Council – Council Plan
- District/ Borough Council plans
- Nottinghamshire SEND Strategy and SEND Local Offer
- Nottinghamshire 'Improving Educational Opportunities for All' Strategy
- Nottinghamshire Early Years Improvement Plan
- Nottinghamshire Best Start Strategy 2021-2025
- Nottinghamshire Early Help Strategy 2021-2025
- Nottinghamshire Health and Well Being Strategy
- Nottinghamshire Care Leaver Local Offer
- Nottinghamshire Violence Reduction Unit
- [Nottinghamshire Employment and Health Strategy](#)
- Nottinghamshire Looked After Children and Care Leavers Strategy