

Child Poverty Action Plan – October 2014 – October 2015

Strategy Theme	Action	How	By Who
Mitigating the effects of poverty (short term)	<p>Ensure all frontline staff are aware of the effects of poverty on families and what they can do to tackle it</p> <p>Increase families' money management skills</p>	<p>Roll out child poverty awareness training for staff working with children and families</p> <p>Disseminate and promote money management training tools across services via Locality Management Groups Ensure staff across services effectively signpost to specialist debt and money management advice where needed</p> <p>Churches to develop capacity to provide money management training for families.</p>	<p>Early Years and Early Intervention Service</p> <p>District councils, voluntary sector, schools, churches, Nottinghamshire County Council</p>

Strategy Theme	Action	How	By Who
	Ensure that families at risk of homelessness are effectively supported	Provide and maintain a high quality housing options service and council tax support scheme Ensure staff across services effectively signpost families to these services	

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Moving out of poverty (medium term)	Increase families' income through tackling fuel poverty	Promote the development of bulk buying energy schemes for communities	Nottinghamshire County Council and district councils
	Championing the Living Wage with wider employers	<p>Countywide publicity campaign highlighting the benefits of being a living wage employer</p> <p>Encouraging commissioned services to pay the Living Wage and discouraging the use of zero hours contracts</p> <p>Engaging with employers via D2N2/Sheffield City</p>	Nottinghamshire County Council and district councils, voluntary sector, churches
	Challenging the aggressive marketing and promotion of payday lending companies	<p>Restrict access to payday lending websites on public computers</p> <p>Explore how planning policy may be used to restrict the creation of "shop front" premises in town centres</p>	Nottinghamshire County Council and commissioned partners, district councils, voluntary sector

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	<p>Supporting the further development of credit unions as a source of affordable banking for families</p> <p>Support access to Jobcentre Plus and wider employment support to enable unemployed parents to move into work</p>	<p>All services to actively promote credit unions via publicity materials and signposting Services to promote the use of credit unions to their staff</p> <p>Memorandum of Agreement between Children’s Centres and Job Centre Plus to be signed and implemented Explore the development of Community Transport models to remove barriers to travelling to work</p>	<p>Nottinghamshire County Council, commissioned partners, health, voluntary sector</p> <p>Nottinghamshire County Council, district councils, commissioned partners</p>
Preventing poor children from becoming poor adults (long term)	Establishing Locality Management Groups as the key engine of delivery of child poverty work in districts	<p>Locality Management Groups to build links with Food Banks and to support their local co-ordination Locality Management groups to map and maintain information about services that</p>	<p>Nottinghamshire County Council, district councils, health, schools, voluntary sector, churches. District councils, Nottinghamshire County Council, health</p>

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	<p>Support children's access to high quality early education</p> <p>Working collaboratively with schools around further developing effective family support</p>	<p>may support poor families</p> <p>Locality Management Groups to build their own evidence base around what works in tackling child poverty through partnerships with universities</p> <p>All services to actively promote the access to early education offer to eligible families</p> <p>Children's Centres to pro-actively use data to identify and engage with eligible families</p> <p>Explore and develop models of wider support for school family support staff</p>	<p>Nottinghamshire County Council and commissioned partners, health, schools, district councils</p> <p>Nottinghamshire County Council schools and commissioned partners</p>

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Cross-cutting	<p>Establish a Nottinghamshire Child Poverty Commission to develop and share good practice, gather evidence of what works, influence key partners and maintain a high profile for child poverty issues</p> <p>Re-establish a regional child poverty network</p> <p>Produce a quarterly newsletter informing staff and the public of progress on the action plan and what is being done to tackle child poverty</p>		<p>Child Poverty Reference Group</p> <p>Nottinghamshire County Council</p> <p>Early Years and Early Intervention</p>