



2009-2010
Preventing and tackling child poverty

The Newcastle Story: overview of our strategic approach to tackling child poverty

John Collings

**Acting Executive Director of Children's Services
Newcastle City Council**





One third of our children (or 19,000) live in the 10% most deprived areas nationally (IMD 2007)



5.3% (3,100) of our children live in the 1% most deprived areas in England

30% or 15,000+ of our children live in out of work families



10,000 children live with lone parents who are out of work



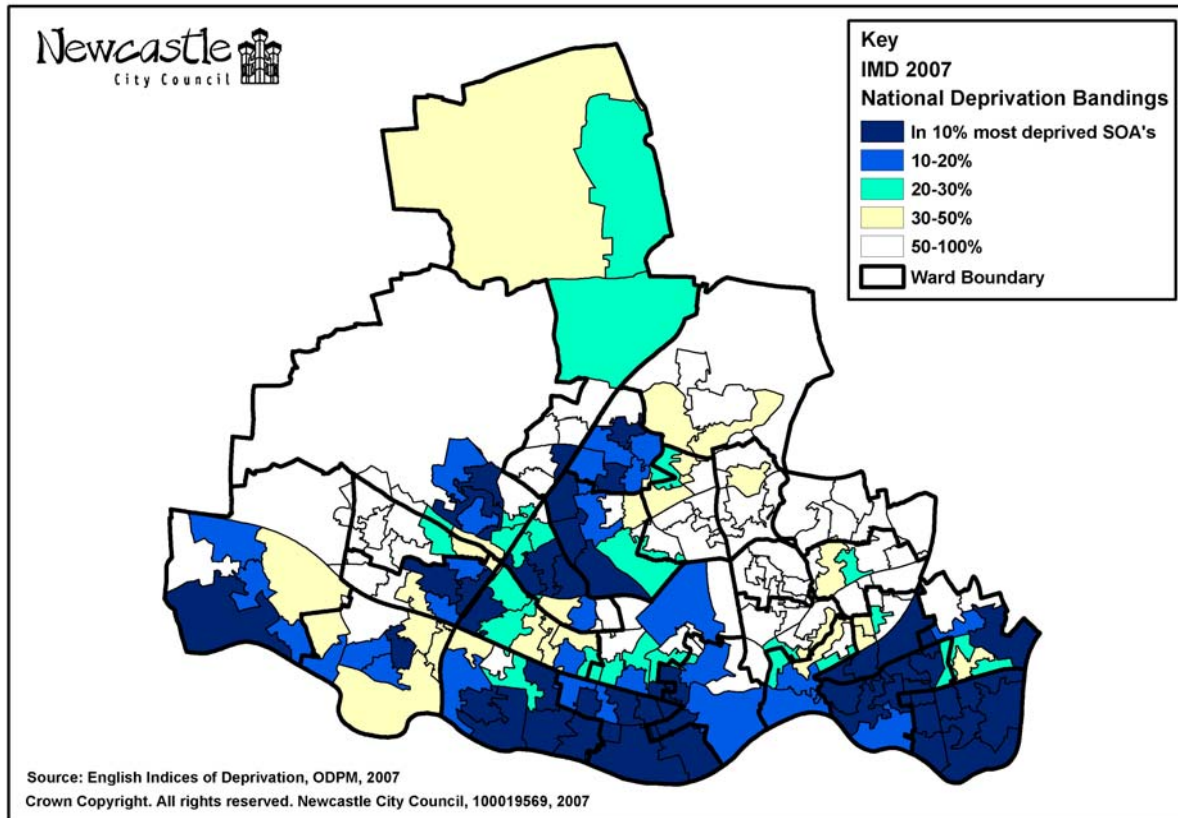
..... approximately 20% of all children living in Newcastle

19.4% of FSM pupils attained 5 GCSE's (with English & Maths) compared to 43.1% of non FSM pupils (2008)



25% of children are registered for FSMs

Neighbourhood analysis



Partners

- Newcastle Partnership (LSP)
- Newcastle City Council
- Statutory service providers (JCP, LSC)
- Your Homes Newcastle (ALMO)
- Voluntary and Community Sector
- Children and Young People
- Parents and Carers

Strategic approach

- Led from the top – Director of Children’s Services and Director of Policy
- Everybody’s business - driven by City Council and Newcastle Partnership (LSP)
- Real partnerships – holistic approach
- Targeted resources - focus on vulnerable groups and most deprived areas through neighbourhood data and Area Based Grants and Working Neighbourhoods funding
- Strong performance management

Our strategy

- 1. Increasing employment through Newcastle Futures**
- 2. Financial wellbeing of families**
- 3. Regenerating communities**
- 4. Support to families**
- 5. Attainment and aspiration of children and their parents**
- 6. Addressing health inequalities**

Positive outcomes for families

Employment and skills



Newcastle Futures reached 1,559 lone parents and supported 949 into work (2007-2009) and most are still in work after 13 weeks.

The project also worked with 425 parents and 142 are now in work.

Positive outcomes for families

Employment and skills



The percentage of 16 to 18 year olds who are NEET has decreased from 15% in 2003 to 8.5% in 2008/09

Positive outcomes for families

Financial Wellbeing of families



Welfare Rights made £10 million+ in benefit gains and arrears for 8,000 people in 2008/9

£1.1 million in annualised benefits and arrears for Quids for Kids in 2009

Specific BME project gained £477,000 in Child Benefit and Child Tax Credit in 2007/08

Positive outcomes for families

Regenerating Communities



Area based regeneration in place across the city

Working Neighbourhoods Fund targeting communities with the greatest need

Newcastle Warm Zone reduced fuel bills by more than £3 million/annum

Positive outcomes for families

Support to families

FIPs resulting in greater parental confidence and improved school attendance

Barnardos engages young dads with basic skills, parenting etc

Positive outcomes for families

Attainment and aspirations



Pupils from the 10% most deprived areas are making better than expected progress between 11 and 16 as measured at key stage 2

At one primary school 397 parents and carers (over 3 years) have enrolled in Family Learning on 770 courses

Positive outcomes for families

Addressing health inequalities



24,000 children have accessed free sports and leisure activities through the FUSION programme

Lean East participants are now making healthier lifestyle choices

Lessons Learned

- Prioritise child poverty in your Sustainable Community Strategy and LAA to make child poverty everybody's business
- Have champions at the highest levels
- Bring 'economic partners' together with children's services and make workless families a priority in employment plans to target WNF
- Involve parents and communities
- Local data analysis