

# TACKLING POVERTY IN READING

## Tackling Poverty in Reading Priorities for Action and Pledges

### Best Start in Life

#### Priorities for Action

1. Working together in partnership especially with Reading's schools to provide enrichment opportunities for all children.
2. Recruitment of musical volunteers who have energy and passion to generate an interest in rhyme and communication to support the poorest children to learn from an early age
3. More resources to do home-visiting to improve the learning environment of the poorest children.

#### Lead Partnership: LSP Best Start in Life

#### Pledges

Help to volunteers to run early years music sessions.	Nicky Jerrome	
Continuing partnership working, signposting services, community engagement & supporting our residents. Out of the box thinking to engage with those residents who need the most support, but don't ask for it.	Kim Jakubiszyn	Southern Housing Group
To break the cycle of domestic abuse through facilitating therapeutic groups for children who have experienced domestic abuse.	Kathryn Warner	PACT
Making a proposal about the importance of getting volunteers to support early learning of rhyme.	Grant Evans	ABC to Reading, Boys Brigade, Christ Church Woodley
Visiting 3 families in Reading who are living in poverty for a couple of hours a week, helping the parents to address their complex problems and support them in encouraging their children's educational opportunities.	Jackie Oversby	Home Start Reading
Continuing to work with partners such as New Directions, Children Centres, schools and local community at SITE to give hope, opportunity and aspirations to local families.	Debs Edwards	Councillor
Talking to Parent and Toddler Group Network about capacity building around music and rhyme times volunteers	Ben Cross	RCVYS

## Affordable Credit

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Money management education for parents and schoolchildren*</li> <li>2. Increase advertising for alternatives offering affordable credit</li> <li>3. Increase visibility of credit unions, e.g. in town centre</li> </ol>		
<b>Lead Partner: Community Savings and Loans Berkshire</b>		
<b>Links:</b> *Advice Services Partnership		
<b>Pledges</b>		
Telling my friends and family about affordable credit and using my social media to spread the word and to teach my children about finance.	Sarah Hacker	RBC Councillor
Raising greater awareness in our community of Christians Against Poverty's free money education courses for adults, students and youth.	Suzanna Mitchell	Christians Against Poverty
Publicise the Credit Union as a source of loans.	Ricky Duveen	
Continuing to work as a councillor with credit unions in Reading to make them viable, visible and effective.	Richard Davies	RBC

## Affording Basic Needs

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Improved communication of what agencies are providing with a new signposting directory*</li> <li>2. Run training sessions for agencies to come together (Reading Voluntary Action)</li> <li>3. Draught proofing and insulating homes and providing funding to do so</li> </ol>		
<b>Lead Partnership: Tackling Poverty Delivery Partnership</b>		
<b>Links:</b> *Advice Services Partnership		
<b>Pledges</b>		
Convening a meeting of local trusts and funders to help ensure funding which tackles poverty in Reading is focused and groups with initiatives that tackle poverty are aware of funding sources available. (And can maximise funding available to those initiatives).	Andrew Middleton	Berkshire Community Foundation
Affirming the commitment of the Charity's Trustees to maximise the value of the Charity's resources for the benefit of the people in need with the Charity's area of operation.	Colin Cairns, Chairman of Trustees	Tilehurst Poor's Land Charity
1. Inviting trusts which are local to Reading to meet and agree: -strategic coverage of rising issues in Reading - deadlines staggered so charities can apply throughout the year. 2. To send my MTF staff to RVA's signposting session.	Lorraine Briffit	Mustard Tree Foundation & The St. Laurence Churchlands Trust
Ensuring that all our staff and volunteers are aware of the other agencies in Reading who our clients could access with regards to the poverty situation.	Nicola Bell	The Rahab Project
Helping make residents aware of service available, so they know what support is out there.	Ruth Martin	Catalyst Housing

Lobbying and encouraging the Council to rid our community of the blight of 'payday loan providers' from our town.	Tony Cowling	Frontline Debt Advice
Making it easier for individuals and agencies to approach the charity for grants.	Giles Winter	Tilehurst Poor's Land Charity
Helping those in fuel poverty to draught proof their homes. Specifically 30 last winter and 50 this winter.	Tony Cowling	Draught Busters
To run a second food bank in Reading	Salim Yakub	Private individual

## Health and Well-being

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Health and wellbeing - to more effectively work together across sectors</li> <li>2. To promote closer working between agencies*</li> <li>3. To improve access to information on health services e.g. homeless*</li> </ol>		
<b>Lead Partnership:</b>		
<b>Links:</b> *Advice Services Partnership		
<b>Pledges</b>		
Working with CCG's voluntary sector colleagues and RBC to focus on the three key priorities as determined by the Health and Wellbeing group.	David Harper	Reading CAB
Improve early intervention access to mental health assistance or counselling, to under represented groups e.g. ethnic minorities.	K Thresher	No.5/ BHFT
Making it easier for to register with GPs	Rod Smith	North and West Reading CCG
Providing health and wellbeing through growing food and having access to horticultural therapy. Nutrition, exercise, breaking down barriers, providing services so people can learn to grown veg in their garden and through a community growing project.	Sara Kopp	Sara's Gardens

## Advice on Tax credits and benefits

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Develop capacity for support and training for people on claiming</li> <li>2. Provide venues and facilities</li> <li>3. Co-ordinate the approach</li> <li>4. Design a template for claiming</li> </ol>		
<b>Lead Partnership: Advice Services Partnership</b>		
<b>Pledges</b>		
Supporting/helping coordinated local capacity building to assist claimants.	Mark Walker	RBC
Tool Pack Help	Maureen McSevney	Hexham Residents
Working with elderly ethnic minority residents to make sure they get their entitlements (especially in Katesgrove.)	Rose Williams	Councillor RBC

## Tackling in work poverty

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Scheme for promoting ethical employer awards</li> <li>2. Contractors paying the living wage</li> <li>3. Focus on hospitality industry to explore why they use zero hour contracts</li> </ol>		
<b>Lead Partner: Reading UK CIC</b>		
Working in my job to encourage the living wage and to end zero-hours contracts and phoney self-employment/ Carrying on my advice work. Helping more people do return to work benefit checks and forcing my volunteers to do it.	Kevin Jackson	Unison
Championing the positive decision of employers and boycotting the negative by rallying those in my influence. Using social media to spread awareness and support for local movement.	Lynn Mann	Communicare
At work at RBC: Support Council Tenants that I work with by continuing to provide training, support and confidence to them. In UNISON: campaign locally and nationally for the living wage.	Rowan Constantinou-Stygal	Hamble Court
Presenting a regular radio programme on developments in 'Tackling Poverty in Reading', including interview with employers, politicians and working class people locally and nationally.	Antoinette Earl	RBC
Investigate setting up an ethical award scheme for businesses. Work with CIPD to raise awareness of local labour market and understanding of flexible working.	Eddie Winship	Blast Radio
	Clare Wright	Connect Reading

## Disabled People

<b>Priorities for Action</b>		
<ol style="list-style-type: none"> <li>1. Finding ways of improving images of disabled people locally</li> <li>2. Help and encouragement to claim 'benefits' people are entitled to<sup>*^</sup></li> <li>3. Breakdown barriers to employment and volunteering.</li> </ol>		
<b>Lead Partnership:</b>		
<b>Links:</b> *Advice Services Partnership; ^Universal Credit delivery partnership (Tackling Poverty Delivery Group)		
<b>Pledges</b>		
Use the next meeting of the Access and Disabilities Working Group (in Disability History Month) as an open forum to allow disabled people to talk of their experience.	Pete Ruhemann	RBC
Making disability a far lesser taboo in regarding to poverty and raising the aspirations in all aspects of the employment spectrum.	Chukuemeka Obiorah	Field Network Social Enterprise Co.
Learning how to help disabled and sick people fill in benefit application forms.	Merry Cross	Berks DPAC
Engaging employers in employing, providing work placements, traineeship, for people with a disability.	Nigel Horton Baker	Reading UK CIC

1. Finding ways of improving images of disabled people locally. 2. help and encouragement to claim benefits people are entitled to (welfare/entitlement) 3. Breakdown barriers to employment and volunteering. 4. Achievement of what disabled people have done is sport and achieved.	J Dem
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## Tackling Poverty in a multicultural community

<b>Priorities for Action</b>		
1. Pooling knowledge of best practice 2. Empowering volunteers from ethnic minorities* 3. Linking skills and language and training*		
<b>Lead Partnership: Alliance for Cohesion and Race Equality</b>		
<b>Links:</b> *LSP Productive Pathways group		
<b>Pledges</b>		
Joining a follow up group on tackling poverty in a multicultural community.	Jan David	RCAB
Joining a follow up group on tackling poverty in a multicultural community.	Sarah del Tufo	Reading Community Learning Centre
	Krishna Neupane	Nepalese Community Association
Trying to find the people in our area who need the most help and match them to services if they exist or try to create a service if not. To try to create a friendlier more inclusive community and remove barriers and isolation so people can be helped.	Abby Knowles	Katesgrove Residents Association
Hold consultation events with community organisations, individuals or focus groups as a means of following up the debate	Victor Koroma	Acre

## Older People

<b>Priorities for Action</b>		
1. Awareness - a community newspaper developed by the community* 2. Fuel poverty awareness campaign based on a fuel allowance amnesty^ 3. Healthy eating - using lunch clubs to improve the social experience**		
<b>Lead Partnership:</b>		
<b>Links:</b> *Advice Services Partnership; ^Universal Credit delivery partnership (Tackling Poverty Delivery Group); **Health and Well-being		
<b>Pledges</b>		

## Support into Work

### Priorities for Action

1. Providing volunteering and support for volunteers
2. Provide holistic linked up support mechanisms
3. Training to build skills and help for applying for jobs\*

### Lead Partnership: LSP Productive Pathways group

Links: \*Reading UK CIC

### Pledges

Offering 12 free places a year on Level 2 food safety course for NEETs only	Pol Exeter	RBC
Sharing accreditation toolkits for up to 24 year olds. Sharing training tool kits to use with young people or adults that can be accredited.	Tina Heaford	RBC Youth Service
Focusing on poverty as part of preaching and prayer to highlight the needs of people in poverty and their right to equal respect, and to counteract myths about the 'undeserving' poor. Campaigning for more generous between rich and poor both through voluntary giving and taxation/benefits.	Robert Dimmick	Third Order of the Society of St Francis
Work with local business to provide training, advice and problem solving in learning disability and autism.	Leslie Macdonald	Reading Mencap
Identifying volunteering opportunities in my service & share current best practice with learning volunteers.	Barry Wren	RBC- New Directions
Exploring work experience opportunities with local employers for women being supported at/by Alana House.	Natausha Van Vliet	PACT/ Alana House
Working with local businesses to 'upskill' current employees.		Reading UK CIC
Working to join up the job club that Andy Dickens is running with the other parts of the picture in Reading.	Alan Magness	Reading BC
Provide support to graduates who find themselves unemployed after university. Support- Showing graduates more volunteering opps.-Provide help in CV writing interview skills etc.	Katy Ashford	Reading Student Union
I will assist where possible to do mock interviews.	Paul Lyden	Early Community Centre
Continuing to support young people in to work via mentoring and work experience.	Rachel Green	Starting Point Reading/ The Mustard Tree Foundation