

TACKLING POVERTY IN READING

Tackling Poverty in Reading:
Strategy Document 2014



Reading
Borough Council
Working better with you

Tackling Poverty Strategy - 2014

Improving Life Chances

Child Poverty in Reading:

Outcome: Our young people have the best start in life

Actions: Broaden the skills and resources of a wide range of partners to better support families to encourage younger children to develop their communication skills.

Increase attendance at 2 year Health Reviews in Reading to ensure that more families can access the support they need.

Raise awareness of a range of services for families amongst all sectors, and understanding how they can work more effectively together.

Support schools to further improve their standards when they need help

Income Maximisation

Advice on Tax Credits & Benefits

Outcome: residents are supported and encouraged to claim the benefits they're entitled to

Actions: Develop capacity for support and training for people on claiming. (RAN)

Benefits Take up Campaign to encourage residents to claim benefits they may be missing out on. This will focus on Older People, In Work Poor and Disabled (RBC)

Establish a Digital Inclusion Action Plan to ensure that residents are not left behind in the move to digital service delivery (RBC)

Sustainable Communities – Improving Quality of Life

Affording Basic Needs

Outcome: Partners will work together to support the basic needs of residents.

Actions: Improve communication of what agencies are doing with a new signposting directory (Tackling Poverty Delivery Partnership)

Run training sessions for agencies to come together (RVA)

Supporting the Governments fuel poverty strategy by draught proofing and insulating homes and providing funding to do so. (RBC)

Continuation of Financial Crisis Support Scheme to March 2016 (RBC)

Affordable Credit

Outcome: Money management education to children & parents. Increased credit union visibility.

Actions: Work with our partner, Community Savings and Loans Berkshire to provide money management education for parents and school children

Increase visibility of credit unions. (RBC)

Continue to work with Stop the Loan Sharks to protect our residents from illegal lenders. (RBC)

Increasing Employability / Addressing low income

Support Into Work

Outcome: Our residents supported in developing a desirable skill set and helped into finding suitable employment.

Actions: Provide opportunities & support for volunteers (LSP Productive Pathways Group)

Provide holistic linked up support mechanisms to get young people into employment (Reading UK CIC, City Deal)

Training to build skills & help for applying for jobs

Build on successful schemes offered by partners such as New Directions and SITE which provide targeted interventions for specific groups with lone parents who face barriers to employment. (UK CIC, City Deal)

Empower volunteers from ethnic minorities (LSP)

Addressing in work poverty

Outcome: Reading Employers committed to the Living Wage Campaign.

Residents are empowered to choose alternatives to zero hours contracts.

Actions: Encourage & support employers to achieve Living wage accreditation (Reading UK CIC)

Work with the Living Wage Foundation to review all our contracts as part of the drive towards accreditation (RBC)

Educating residents on the alternatives and benefits of contract hour employment. (UK CIC)

1. Foreword

Never has there been a more important time for a strategy to tackle poverty. The economic recession, cost of living and welfare reform has changed the world we live in.

Never has there been a more important time to challenge the negative perception about poverty and people in receipt of benefits. The British Social Attitudes Survey, September 2013 documented that the last three decades has seen a dramatic decline in support for welfare benefits for disadvantaged groups and yet it could be any one of us, or our families.

Indeed when Reading Borough Council took over responsibility Financial Crisis Support, previously provided by the Government we were led to believe it was only used by young men who couldn't manage their budgets. Our statistics show that half the people who need the scheme are families, the main reason for their crisis is delay of benefits payments and they need help with basics such as food, fuel and white goods.

Welfare reforms, reducing public sector expenditure and the slow economic recovery are creating increasing hardship for many of our residents, including some of the most vulnerable. The Local Government Association estimates that as a result of welfare reforms, households claiming benefit in Reading will see their income drop by £1,665 a year. Many of those affected are people who are in work but have incomes that cannot meet the rising costs of living. 1 in 5 children are deemed to be living in poverty in Reading.

We are seeing the impact of this on local people. For example, calls to Reading Citizens Advice Bureau (CAB) have almost doubled since June 2012. Reading Community Welfare Rights Unit, reports that during the same period the number of people attending the open door drop in sessions has doubled and food parcel referrals by Readifood have increased by 400%. The vast majority of people seeking advice are families who are really struggling to survive.

Whilst we cannot change government policy or macro-economic conditions, it is important that we seek to provide the best possible, coherent, local response in order to support Reading's residents. This includes providing more opportunities for local people to benefit from what remains a strong local economy with good prospects for growth; using what resources we do have available to gain maximum impact; and working together in partnership.

In November 2013 we held a conference 'Tackling Poverty in Reading' to initiate the development of a new strategy to tackle poverty and to identify key practical actions we can take together with our partners and the community. This is the new strategy and action plan.

2. Context

It has long been recognised that poverty is a significant issue for Reading, impacting negatively on the quality of life of many of its residents. The impacts of poverty are pernicious with effects going far beyond material well-being. Over and above struggling to pay for essentials such as food, clothes and fuel, poverty has a hugely detrimental effect on longer term outcomes across generations. Higher levels of poverty are strongly correlated with poorer health, lower educational achievement, worklessness, higher crime rates, more children in the social care system and a host of other negative outcomes.

Under the Child Poverty Act 2010, local authorities and named partner authorities have a statutory duty to co-operate to reduce and mitigate the impacts of child poverty in their area (these named partner authorities include health, the police, youth offending teams, probation and Jobcentre Plus); to prepare and publish a local child poverty needs assessment and prepare a joint child poverty strategy for the local area.

The national Child Poverty Strategy focuses on 4 key areas:

1. Life Chances - breaking the cycle.
2. Those who can't work - income maximisation.
3. Employability / Low Income - up-skilling and support.
4. Sustainable Communities - improving quality of life in more deprived neighbourhoods.

Tackling poverty is not only an issue for Council and named statutory partners to address. The voluntary, community and faith sectors stand at the front line tackling poverty and businesses and employers have a huge part to play in the employment, skills and training routes out of poverty. Tackling poverty is truly everyone's business.

In 2011 the Reading Local Strategic Partnership (LSP) adopted a new Sustainable Community Strategy based around an agreed vision for Reading in 2030. This Strategy identified breaking the cycle of poverty, skills for all and building capable communities as key 'Levers for Change' to address inequality and create the conditions for the longer-term socio-economic success of the town.

Breaking the cycle of poverty concentrates on 'the best start in life', particularly focusing on families with young children in 4 key areas:

- Obesity/Healthy Lifestyle
- Parental Substance Misuse
- Home Learning Environment
- Early Language and Communication

With the responsibility for Public Health now transferred to local authorities, there is a valuable opportunity to address the relationship between health and poverty in partnership with the local NHS.

The Joint Strategic Needs Analysis (jsna.reading.gov.uk) as well as the Health and Wellbeing Strategy outline in detail Reading's response to health inequality. Reading's Public Health responsibilities include:

- Health promotion and enabling people to make healthier lifestyle choices (such as improving personal fitness, reducing weight or stopping smoking).
- The prevention of ill-health and protecting people from disease and illness (for example through immunisation)
- Working to tackle health inequalities for people on high and low levels of income

Skills for all focuses, primarily, on helping young people (16 - 24 yrs) to progress into meaningful education, employment or training. The 'Productive Pathways' group brings together many of the key partners in the area who provide a range of services and support to this age group - Department for Work & Pensions , Reading College, Reading UK CIC, Reading Voluntary Action, Adviza, A4E, Connect Reading etc. Through this group, and the links to a far wider range of agencies, a concerted effort is being made to join up, increase and make visible all the information and support that is available, but not always easily accessible, to young people. A practical outcome of this is a new website - ElevateMe, launched in March 2014 - which has had extensive input from a range of user groups in its development, to put all this information directly in the hands of young people and their advisers for the first time. The website is fully functional and visible on all mobile devices (phones, tablets etc.). ElevateMe is funded largely through O2's Local Government Futures Fund and can be viewed on this link: www.elevateme.org.uk . We will be embedding ownership and further development of ElevateMe as part of the Berkshire .

Capable communities is a major effort to empower local communities and improve the sense of grassroots ownership of local projects by:

- strengthening local leadership and unlocking the hidden potential for leadership within Reading's communities;
- improved networking and collaboration between existing community organisations
- strengthening the quality of resources available to community groups.

A major resource in delivering this is the Reading Community Enterprise Programme. The scheme provides training, mentoring and grants for leaders (existing and potential) who can demonstrate they have the vision to plan and execute worthwhile projects. Additionally, as part of a centrally-funded programme, Reading has, from April 2014, four paid community organisers on 1-year placements, with a possible extension. These injections of funding and resources for community projects are expected to provide a real boost to the quality and volume of grassroots activity throughout the coming year and beyond.

What Poverty Looks Like in Reading

"Individuals, families and groups in the population can be said to be in poverty when they lack the resources to obtain the type of diet, participation in the activities and they have the living conditions and the amenities which are customary, or at least widely encouraged or approved in the societies to which they belong.

Their resources are so seriously below those commanded by the average family that they are in effect excluded from the ordinary living patterns, customs, and activities." Townsend

We have carried out an analysis of poverty in Reading (Appendix 1). The key facts are:

- Reading's economy is buoyant but there is a growing differential in wealth and across geographies
- Low unemployment levels mask high costs of living and low wages for many. National research shows that out-of-work benefits fall far short of what is needed for a minimum acceptable standard of living but also that families working full time on the minimum wage also fall significantly short of meeting their needs.
- In 2012/13, the debts of clients coming to Reading CAB and Reading Welfare Rights Unit totalled £2,245,231
- JSA claimants rate for over 50 is higher than both the South East and UK
- Reading has a significant number of NEETs at 6.3%
- Child poverty is above average in Reading.
- 30% of Reading Pupils eligible for pupil premium. That is the highest in Berkshire where the average is 20%. The gap in attainment at GCSE level for those pupils eligible for pupil premium is 28.5 % points.
- The cost of child poverty in Reading is calculated to be £85m pa in cost of services (e.g. NHS and schools), lost tax receipts, cost of benefits and loss of earnings (CPAG 2013)
- The highest numbers of children in relative poverty are in areas of South Reading and the Amersham Road area, with a number also around the Oxford Road area.
- Almost three quarters of children in poverty live in lone parent families, higher than both the national and regional figures.
- The level of teenage pregnancy is significantly worse than the England average

- A higher proportion of Mixed race and Black children are eligible for free school meals
- Homelessness figures have risen sharply and are increasing
- Reading has a higher degree of overcrowding than both the South east or England
- 9.8% of households in Reading are living in fuel poverty. While energy efficiency levels in Reading have improved since 2006, fuel poverty has increased, primarily related to increases in energy tariffs and the economic circumstances of households affected.
- Fuel poverty is linked with excess winter deaths in older people. The excess winter deaths ratio in Reading is currently one of the highest in the country. .
- The proportion of deprived people aged 65 and over is well above the average for South East.
- The starkest statistic is that life expectancy is 9.2 years lower for men and 6.3years lower for women in the most deprived areas of Reading than in the least deprived areas.

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3. Vision

‘ Narrowing the gap - creating opportunities so that more people have security, employment, improved health and the chance to thrive’

4. Strategic Aims

This Strategy sets out the challenge Reading faces in tackling poverty, and provides a framework for the action which the Council its partners and the wider community will take in seeking to address poverty and its consequences more effectively.

The strategy has 4 aims, taken from the national Child Poverty Strategy which provides a useful framework:-

1. Improving Life Chances - breaking the cycle.
2. Supporting those who can't work / on low incomes - income maximisation.
3. Increasing Employability / Addressing Low Income - up-skilling and employment support.
4. Creating Sustainable Communities - improving quality of life in our more deprived communities.

This strategy does not seek to catalogue and pull together all existing activity already carried out as part of the core business of the Council and its partners, which contributes towards alleviating poverty. Rather, it sets out the priorities for action that the Council and its partners have identified are things we can pool our resources on locally to make a difference.

5. Working Principles

Whilst we cannot change government policy or macro-economic conditions, it is important that we seek to provide the best possible, coherent, local response in order to support Reading's residents. We will work together in partnership to:

- Challenge the growing negative perception about poverty and people in receipt of benefits;
- Provide more opportunities for local people to benefit from what remains a strong local economy with good prospects for growth
- Identify and make the best use of the resources that are available
- Achieve maximum impact from the areas we can influence

6. Priorities for Action

Our priorities for action have been identified through our Tackling Poverty in Reading conference in November 2013 and develop the strategic aims through key themes:

1. Best start in life
2. Advice on Tax credits and Entitlements
3. Support into Work
4. In work poverty
5. Affordable Credit
6. Affording Basic Needs

1. Child Poverty in Reading: Best Start in Life

Across Reading's wards, the level of child poverty differs greatly - from 1.3% in Mapledurham through to 33.7% of all children in Church ward. In addition, 74.1% of children who belong to lone parent families in Reading live in poverty.

One of the clearest indicators for a child in poverty is a family not in employment or an underemployed family. By working to ensure that people are supported in to work, and that underemployment is effectively addressed, we can help to ensure that children are lifted out of the cycle.

Children living in income-deprived families are prone to significantly worse health outcomes, both during childhood and later in life. The impact of unemployment on physical and mental health for example, and the links to a higher risk of depression, and increased morbidity are well documented. Poor parental health combined with financial hardship has an inevitable flow-on effect on the wellbeing of children. Deprivation can influence behavioural choices that are known to impact on the health of adults and children such as breastfeeding, eating habits and participation in sports and exercise.

Reading is a multicultural community and one of the most diverse authorities in the South East. Children from ethnic minorities face a particularly high risk of growing up in poverty. Risks of poverty are highest for Bangladeshi, Pakistani and Black Africans, but are also above average for Caribbean, Indian and Chinese people.

We also know that there is a significant reduction in the life chances of children who cannot adequately speak and communicate with others by the age of 5. There is also a high number of children in Reading are not attending 2 year old Health Reviews, resulting in more than half of Reading's children not having health and development issues beginning to be addressed at an early stage, especially around healthy eating.

Alongside the work of partners, initiatives such as the Pupil Premium, Troubled Families and City Deal present opportunities to draw down money from central government to break the cycle of poverty.

Because of these particular initiatives being aimed at children of school age, and the cross-cutting work being carried out across many partners to support families,

this strategy focuses our efforts on some particular pieces of work with families of children under the age of 5, to enable them to have the best start in life.

Actions:

Early Language and Communication (LSP)

1. Broaden the skills and resources of a wide range of partners to better support families to encourage younger children to develop their communication skills.
2. Increase attendance at 2 year Health Reviews in Reading to ensure that more families can access the support they need.
3. Raise awareness of a range of services for families amongst all sectors, and understanding how they can work more effectively together.
4. Support schools to further improve their standards when they need help (RBC)

What will this look like in Reading?

1. Children and young people in Reading will be supported to achieve the best start in life.
2. More young people will attend health reviews, with health problems addressed early.
3. Schools will be supported to deliver the best results for Reading's young people and children.

How will we measure it? (Key Measure)

1. Attendance at 2 year Health Reviews in Reading from 45-50% to 60%.
2. Early Years Foundation Stage outcomes data
3. Schools rated 'good' or 'outstanding' by Ofsted

2. Advice and Support

We know that a number of Reading residents are missing out on benefits they are entitled to. Analysis shows that as many as 6,500 residents of pensionable age may not be claiming support they are eligible for as a result of living in poverty. This is of particular importance in Reading where the proportion of older people who are deprived is well above the average figure for the South East. Many old people are not aware of the benefits available to them while others may be aware but reluctant to claim.

Under recent welfare changes an estimated 18,665 people in Reading will lose £1,665 a year¹. Those hit hardest are the disabled, in work poor and older people. In addition, many services used by our most vulnerable residents are now being moved online. Residents may be left even more confused by the implementation of Universal Credit in Reading which the Government intends to introduce by 2016 and which will have an online interface.

Nationally, a third of all disabled adults aged 25 to retirement are living in low income - around one and a half million people. This low-income rate is around double that for non-disabled adults and, unlike that for children and pensioners, is higher than a decade ago². The number of people living in Reading with a limiting long term illness is in line with the national average but the distribution of people living with a disability that limits them a lot is unevenly distributed among wards, with some wards having double the proportion of residents with a long term limiting illness.

Recent welfare reform and the introduction of Personal Independence Payments (PIP) are of concern for those who are disabled and impacted by benefits changes and 73% of those seeking advice from Reading Community Welfare Rights Unit are disabled.

Actions:

1. Develop capacity for support and training for people on claiming. (RAN)
2. Benefits Take Up Campaign to encourage residents to claim benefits they may be missing out on. This will focus on Older People, In Work Poor and Disabled (RBC)
3. Establish a Digital Inclusion Action Plan to ensure that residents are not left behind in the move to digital service delivery (RBC)
4. Shared advice surgeries in deprived areas (RAN)
5. Virtual information points in community areas (RAN)

What will this look like in Reading?

¹ Local Impacts of Welfare Reform: Impact model, LGA, Sept 2013
<http://www.local.gov.uk/documents/10180/11531/Impact+modelling+tool/572bb1d3-2be3-43e5-8ca3-4075b25f192c>

² The Poverty Institute

1. Residents will be supported in seeking comprehensive advice on the benefits they're entitled to.
2. Residents will be supported in using the internet to access the services and advice they need.

And how will we measure it?

1. An increase in the skills training delivered to staff handling claims advice
2. Impact figures from CAB & Reading Community Welfare Rights Unit
3. 100% of Reading Services account for the digitally excluded in their service delivery.

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3. Support into Work

The evidence is clear that the root causes of families being in poverty are worklessness or low earnings.

According to the Child Poverty Action Group, it costs a minimum of £148,000 in total - around £160 per week - to bring up a child to age 18 and meet the child's minimum needs.

The minimum necessary cost rose by 4% in 2013, while the minimum wage rose by 1.8%; average earnings by 1.5%; benefits for families and children by just 1%, and child benefit did not rise at all.

Although the numbers of children in relative poverty have fallen recently, those in absolute poverty increased by more than 275,000 in 2011/12³. Since 2010 there has been a dramatic 15 per cent decline in the number of children in workless households but a big rise in the proportion of poor children who are in families where someone is in work. Two-thirds of poor children are now in working households.

Actions:

1. Provide volunteering and support for volunteers (Elevate Reading Partnership)
2. Provide holistic linked up support mechanisms to get young people into employment (Reading UK CIC, Elevate Reading Partnership)
3. Training to build skills & help for applying for jobs (UK CIC will report on activities delivered at The Elevate Reading hub, delivery partners include Adviza, Job Centre Plus, New Directions and RVA)
4. Build on successful schemes already being offered by partners such as New Directions and SITE which provide targeted interventions for specific groups with lone parents who face particular barriers to employment. (Reading UK CIC, Elevate Reading Partnership)
5. Empower volunteers from ethnic minorities (Reading UK CIC, Adviza)

What will this look like in Reading?

1. The active volunteer community in Reading will be supported to continue to deliver the valuable skills they contribute across the community.
2. Our young people will be supported into employment
3. Our residents will be supported in developing a desirable skill set and helped into finding suitable employment
4. We will have an active and empowered ethnic minority volunteer community

And how will we measure it?

1. JSA Claimant Count
2. RVA Registered volunteers
3. The Elevate Reading outcomes

³ State of Nation Report, Social Mobility and Child Poverty in Great Britain, 2013

4. Tackling In Work Poverty

While employment figures show signs of promise and recovery, and there are positive indicators to suggest that the worst of the recession may be over, these figures mask an emerging increase in those facing in work poverty. We know that nationally two thirds of children living in poverty are part of in work households.

Increasingly, employment may be unstable or insufficient with the use of zero hours contracts or part time contracts ever more frequent - particularly in the hospitality and retail industries. While Reading wages are above the national average, Reading also has a high cost of living in line with the South East. While unemployment is down wage levels remain depressed.

Actions:

1. Encourage Employers to join the Living Wage Campaign (Reading UK CIC)
2. Continue to work towards "Living Wage Accreditation - investigate options available in relation to pursuing 'Living Wage Accreditation' (RBC)
3. Work with the Living Wage Foundation to review all our contracts as part of the drive towards accreditation (RBC)
4. Educating residents on the alternatives and benefits of contract hour employment.(Reading UK CIC)

What will this look like in Reading?

1. Employers are encouraged and supported to use an ethical approach to employment.
2. Residents understand the options available to them and the alternatives to zero hour employment.

How will we measure success?

1. Establishment of awards and number of employers signed up
2. RBC employees paid the living wage

5. Affordable Credit

A lack of affordable credit will continue to fuel the fire of payday loans as well as loan sharks which present significant challenges and dangers to those already in poverty. Recent analysis indicates that interest of £25 on every £100 borrowed by payday lenders is certainly not uncommon. Reading Borough Council has already banned payday loan companies from advertising on Council property and facilities but there is more to be done. Often those who are most vulnerable are unable to see an alternative solution. As well as alternatives to payday loans, there is a need to provide practical and accessible advice on budgeting and managing finances to both adults and children in order to effectively break the cycle of poverty. Increasingly, Residents coming to partners for advice present with a number of priority debts and complex cases.

Actions:

1. Work with our partner, Community Savings and Loans Berkshire to provide money management education for parents and school children
2. Increase advertising for alternatives offering affordable credit. (RBC)
3. Increase visibility of credit unions through a centrally located shop front. (CSLB)
4. Continue to work with Stop the Loan Sharks to protect our residents from illegal lenders. (RBC)

What will this look like in Reading?

1. Our young people will be equipped with the knowledge and skills to effectively manage money which will contribute towards breaking the cycle of poverty
2. Our parents will be supported with the skills they need to effectively manage the household budget and protected from illegal lenders.
3. Credit Unions will be a visible and viable alternative for those tempted in to borrowing from loan sharks and high interest pay day lenders.

How will we measure this?

1. Number of schools participating in training (out of possible 17) & percentage of pupils regularly saving with BCSL

6. Affording Basic Needs

National figures indicate a significant rise in homelessness over the last two years and we know that in Reading, homelessness has increased over the past year.

Those who don't find themselves homeless may be coping with substandard living conditions. Research by The Children's Society indicates that over half of all children in the UK who say they are in poverty are living in homes that are too cold and a quarter live in damp or mould-ridden conditions. In Reading, non-decency is particularly evident in the private rented sector as evidenced in the most recent homes survey.

The latest Central Government Fuel Poverty Strategy places a particular emphasis on addressing fuel poverty by improving the energy efficiency of homes which may lack basic insulation and energy saving measures, pushing up energy bills and increasing the amount of household expenditure spent on fuel. In Reading, the Winter Watch scheme works to support those living in fuel poverty.

Food poverty also continues to be a cause for concern in Reading with 486 food parcels issued by the Financial Crisis Support Scheme. Furthermore, recent evidence from Reading Community Welfare Rights shows more people presenting with debts arising from meeting their basic needs such as food, energy and housing costs.

Actions:

1. Improve the communication of what agencies are doing with a new signposting directory (Tackling Poverty Delivery Partnership)
2. Run training sessions for agencies to come together (RVA)
3. Supporting the Governments fuel poverty strategy by draught proofing and insulating homes and providing funding to do so as well as continuing to provide grants to bring homes to a decent standard. (RBC)
4. Continuation of Financial Crisis Support Scheme to March 2016 (RBC)

What will this look like in Reading?

1. Our residents will have a clear understanding of where to turn to when in need of support
2. Partners in Reading will work together in order to support the basic needs of residents
3. Reading will offer support to those residents who are fuel poor through the winter watch scheme.

How will we measure it?

1. Output figures for Winter Watch.
2. Financial Crisis Support Scheme Output figures

Governance

The Tackling Poverty Delivery partnership oversees and monitors the development of the strategy and action plan.

The Partnership is chaired by the Leader of Reading Borough Council.

Membership of the Tackling Poverty Delivery Partnership includes the lead partners on the strategy:

- Reading Advice Network
- Berkshire Community Savings and Loans
- Elevate Reading partnership
- LSP Breaking the Cycle of Poverty group
- Reading UK CIC
- Acre (Alliance for Cohesion and Racial Equality)
- Health and Wellbeing Board (Berkshire Healthcare NHS Foundation Trust, Reading CCGs)

The Partnership meets on a quarterly basis to review economic and poverty data and monitor the progress of the action plan.

Tackling Poverty Strategy: Action Plan

Aim	Theme	Actions	Key Measures
Improving Life Chances - breaking the cycle			
	Child Poverty in Reading: Best Start in Life	<p>Early Language and Communication (LSP)</p> <ol style="list-style-type: none"> 1. Broaden the skills and resources of a wide range of partners to better support families to encourage younger children to develop their communication skills. 2. Increase attendance at 2 year Health Reviews in Reading to ensure that more families can access the support they need. <p>Healthy Start in Life (LSP)</p> <ol style="list-style-type: none"> 3. Raise awareness of a range of services for families amongst all sectors, and understanding how they can work more effectively together. <p>Education (RBC)</p> <ol style="list-style-type: none"> 4. Support schools to further improve their standards when they need help 	<ol style="list-style-type: none"> 1. Attendance at 2 year Health Reviews in Reading from 45-50% to 60%. 2. Early Years Foundation Stage outcomes data 3. Reading's FSM, Pupil Premium, looked after children and BME pupils exceed national average measures for Early Years, Key stage 2 and Key stage 4.
Supporting those who can't work or are on low incomes - income maximisation			
	Advice on Tax Credits & Benefits	<ol style="list-style-type: none"> 1. Develop capacity for support and training for people on claiming. (RAN) 2. Benefits Take up Campaign to encourage residents to claim benefits they may be missing out on. This will focus on Older People, In Work Poor and Disabled (RBC) 3. Establish a Digital Inclusion Action Plan to ensure that residents are not left behind in the move to digital service delivery (RBC) 4. Recruitment of volunteer peer mentors 5. Common Referral Process 6. Establish a local advice forum 7. Shared advice surgeries in deprived areas 8. Virtual information points in community areas 	<ol style="list-style-type: none"> 1. An increase in the skills training delivered to staff handling claims advice 2. Impact figures from CAB 3. 100% of Reading Services account for the digitally excluded in their service delivery. 4. Number of peer mentors in deprived areas 5. Number of advice surgeries in deprived areas 6. Usage of virtual information points in selected community locations
Increasing Employability / Addressing low income - up-skilling and employment support			

Aim	Theme	Actions	Key Measures																																	
	Support Into Work	<ol style="list-style-type: none"> 1. Provide opportunities & support for volunteers (Elevate Reading Partnership) 2. Provide holistic linked up support mechanisms to get young people into employment (Reading UK CIC, Elevate Reading) 3. Training to build skills & help for applying for jobs (UK CIC will report on activities delivered at The Elevate Reading hub, delivery partners include Adviza, Job Centre Plus, New Directions and RVA) 4. Build on successful schemes already being offered by partners such as New Directions and SITE which provide targeted interventions for specific groups with lone parents who face particular barriers to employment. (UK CIC, Elevate Reading) 5. Empower volunteers from ethnic minorities (UK CIC, Adviza) 	<ol style="list-style-type: none"> 1. RVA Registered volunteers 2. JSA Claimant Count 3. JSA 16-24 claimant count 4. Elevate Partnership to achieve the following: +Targets 16-24age <table border="1" data-bbox="1563 497 1917 911"> <thead> <tr> <th></th> <th>TVB</th> <th>Reading</th> </tr> </thead> <tbody> <tr> <td>Engage young people</td> <td>4500</td> <td>750</td> </tr> <tr> <td>Young people into jobs > 6 months</td> <td>1300*</td> <td>216*</td> </tr> <tr> <td>don't reclaim within 9m</td> <td>800</td> <td>133</td> </tr> <tr> <td>Apprenticeships</td> <td>300*</td> <td>50*</td> </tr> <tr> <td>Work experience Traineeships</td> <td>1500*</td> <td>250*</td> </tr> <tr> <td>Increased Earnings</td> <td>450</td> <td>75</td> </tr> <tr> <td>Youth Contract wage incentives</td> <td>800</td> <td>133</td> </tr> <tr> <td>Reducing Job churn</td> <td>150</td> <td>25</td> </tr> <tr> <td>Loan Parents *</td> <td>200</td> <td>33</td> </tr> <tr> <td>Employers Supported</td> <td>3100*</td> <td>516*</td> </tr> </tbody> </table>		TVB	Reading	Engage young people	4500	750	Young people into jobs > 6 months	1300*	216*	don't reclaim within 9m	800	133	Apprenticeships	300*	50*	Work experience Traineeships	1500*	250*	Increased Earnings	450	75	Youth Contract wage incentives	800	133	Reducing Job churn	150	25	Loan Parents *	200	33	Employers Supported	3100*	516*
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Loan Parents *	200	33																																		
Employers Supported	3100*	516*																																		
	Addressing in work poverty	<ol style="list-style-type: none"> 1. Promote and encourage employers in Reading to sign up to the living wage campaign (Reading UK CIC) 2. Continue to work towards “Living Wage Accreditation - investigate options available in relation to pursuing ‘Living Wage Accreditation’ (RBC) 3. Work with the Living Wage Foundation to review all our contracts as part of the drive towards accreditation (RBC) 4. Educating residents on the alternatives and benefits of contract hour employment. (Reading UK CIC) 	<ol style="list-style-type: none"> 1. Number of employers signed up to the Living Wage Campaign 2. RBC employees paid the living wage 																																	

Aim	Theme	Actions	Key Measures
Creating Sustainable Communities - improving quality of life in our deprived communities			
	Affordable Credit	<ol style="list-style-type: none"> 1. Work with our partner, Community Savings and Loans Berkshire to provide money management education for parents and school children 2. Increase advertising for alternatives offering affordable credit. (RBC) 3. Increase visibility of credit unions through a centrally located front office. (RBC) 4. Continue to work with Stop the Loan Sharks to protect our residents from illegal lenders. (RBC) 	<ol style="list-style-type: none"> 1. Number of schools receiving training (out of possible 17). Percentage of pupils regularly Saving with BCSL 2. Continuing STLS protocol
	Affording Basic Needs	<ol style="list-style-type: none"> 1. Improve the communication of what agencies are doing with a new signposting directory (Tackling Poverty Delivery Partnership) 2. Run training sessions for agencies to come together (RVA) 3. Supporting the Governments fuel poverty strategy by draught proofing and insulating homes and providing funding to do so as well as continuing to provide grants to bring homes to a decent standard.(RBC) 4. Continuation of Financial Crisis Support Scheme to March 2016 (RBC) 	<ol style="list-style-type: none"> 1. Output figures for Winter Watch. 2. Financial Crisis Support Scheme Output figures