



Denbighshire's anti-poverty statement and action plan for 2009 to 2012



Winning anti-poverty logo by
Sophie Knowles of Ysgol Bodnant



1st July 2009 v17



© Denbighshire HSCWB Partnership

Contents	Page
1 Anti-poverty statement	3
2 Background to the 2009 to 2012 action plan	4
3 Current poverty lines and measures	5
4 Government action	7
5 Local response to national issues	7
6 Denbighshire's anti-poverty action plans	8
7 Useful plans, information and contacts	9
8 Contributors to the action plan	9
9 Action plan for reducing adult poverty	10
10 Action plan for reducing child poverty	14

The Plain English Campaign's Crystal Mark does not apply to the action plans from page 10 of this document.

1 Denbighshire's anti-poverty statement

We (Denbighshire County Council), in partnership with local organisations, will do everything we can to reduce poverty in Denbighshire.

We believe that you have a right to:

- **enough money to meet basic needs (such as food, housing, warmth and health care);**
- **equal access to all of our services;**
- **equal access to employment;**
- **be involved in your community; and**
- **a say in how we provide local resources and services.**

We realise that:

- **many of you don't have these rights;**
- **certain groups and communities are more affected by poverty than others; and**
- **you are not treated equally or are less involved in your local community if you don't have these rights.**

We aim to reduce poverty by:

- **asking for your views on anti-poverty action plans;**
- **promoting our anti-poverty plan;**
- **acting on the Welsh Assembly Government's 'A Fairer Future for our Children' plans; and**
- **carrying out major local anti-poverty actions each year.**

We will measure how far we have reduced poverty every three months by reporting the progress we have made with our action plan targets and results.

2 Background to the 2009 to 2012 action plan

This anti-poverty statement and action plan has grown over the past 12 years from a small local network to one which now has 111 contacts involving around 30 organisations. Our motivation to reduce poverty comes from:

- people who are living in or who have experienced poverty or do not feel involved in their community;
- staff and volunteers from a range of organisations who see the needless and damaging effects of poverty and suffering every week;
- research which shows that people living in poverty have poor health, more illness and more accidents;
- children who don't develop properly (physically or mentally) due to poverty;
- children who perform poorly at school and what this means for the local community and economy;
- the savings that result from preventing the worst effects of poverty, for example placing children in care or keeping young offenders in institutions;
- the high levels of poverty in the United Kingdom (the 5th largest and 12th richest economy in the world) where wealth has become more concentrated;
- the Children and Young People's Partnership, Healthy Denbighshire, Regeneration Improvement and Rhyl City Strategy plans to reduce poverty;
- the UK and Welsh Assembly Government (WAG) commitments to reduce levels of poverty for all groups, to get rid of child poverty and poverty that results from spending to keeping warm at home (fuel poverty).
- the effects of the current economic recession, such as rising unemployment, increases in personal debt and housing repossessions, on low-income households.

3 Current economic poverty lines and estimates

The following poverty estimates are taken from the Department for Work and Pension's yearly 'Households Below Average Income Surveys' which interviewed 23,121 households in Great Britain during 2007/2008. The relative **income poverty** line has been set by the European, UK and Welsh Assembly Governments **at 60% of a middle-of-the-range income after** taking away tax, National Insurance, council tax, work pension contributions, maintenance, child support, parental contributions to students away from home and student loan repayments. Households living on less than this level are in poverty. The Welsh Assembly Government uses the 60% income poverty line after taking away housing costs: rent, mortgage interest, water rates and buildings insurance. The weekly amounts for 2009/2010 are listed in the following table.

Household type	The weekly poverty line amounts for different households in 2009/2010
Single adult	118
Couple no children	203
Single adult and	
1 child under 14	159
2 children under 14	200
3 children under 14	241
4 children (3 under 14 + 1 over 14)	326
5 children (3 under 14 and 2 over 14)	411
Couple and	
1 child under 14	244
2 children under 14	285
3 children under 14	326
4 children (3 under 14 + 1 over 14)	411
5 children (3 under 14 and 2 over 14)	496
These figures are based on the Household Below Average Income figures for 2007/2008 plus the 1% per year increase used to up-rate them in previous years	

Child poverty

- Starting from 1999, United Kingdom and Welsh Assembly Government child poverty targets were to reduce child poverty by a quarter by 2004/2005, to reduce child poverty by half by 2010 and to bring child poverty to an end by 2020.
- During 2006/2007, the number of children in poverty in the United Kingdom went up by 100,000 to 2.9million. In 2007 the Institute of Fiscal Studies estimated that an extra £3.8billion each year would need to be spent on Child Tax Credits if the Government were to achieve its target of halving child poverty by 2010.
- During 2007/2008, the percentage of children living in Wales in relative income poverty was **32%**, which is around 205,000 children, or at least 5500 children in Denbighshire. In the late 1990's it was 36% (Monitoring Poverty and Social Exclusion in Wales - published 2007). Most of this fall has been among those in severe poverty (households living on less than 50% of the average median income).
- Severe poverty is defined as living below 50% of the UK median household income and not being able to afford basics such as going on school trips, having friends round for tea and household contents insurance. This affects **13%** (around 90,000 children). Two-thirds of severe poverty is caused by unemployment and one-third of children in severe poverty have a disabled parent (Children in Wales: an agenda for action (February 2008)).

Pensioner poverty

The number of pensioners living in poverty (after housing costs) increased in 2006/2007 for the first time since 1998, rising by 200,000 to 2.1 million people (19% of the population). Single pensioners have the highest risk of poverty; other high risk factors include older age and belonging to an ethnic minority.

Percentages and numbers	2004/5	2005/6	2006/7
Wales (UK) %	18% (18)%	20% (17%)	19% (19%)
Wales (UK) numbers	100,000 (1.9million)	110,000 (1.8million)	105,555 (2.1million)

Working-age poverty

In the UK the numbers of people of working age (16 to 65 years) and in poverty increased between 2006/7 and 2007/8. In Wales there were 360,000 people in working age poverty during 2006/2007. Adults who are disabled or have a disabled partner accounted for 3 in 10 of those in working age poverty. Adults with no educational qualification were around twice as likely to be in working age poverty.

Fuel poverty

Fuel poverty affects nearly **1 in 3 households (30%) in Wales**, more than in England (18%) and Scotland (29%), because Wales has more solid-walled houses and fewer people who can use mains gas supplies. Fuel poverty is when a household spends more than 10% of its income on fuel. Fuel poverty can damage people's health, leading to flu, heart disease, strokes and an estimated extra 20,000 to 50,000 avoidable winter deaths in the UK.

Welsh Index of Multiple Deprivation 2008 (WIMD 08).

The above national statistics are likely to underestimate the actual poverty levels in Denbighshire because parts of the county have the highest ratings for multiple deprivation (a combination of poor income, education, employment, housing and access to services) in Wales. According to the WIMD08, Denbighshire has three areas in the most deprived 10% of all the 1896 areas in Wales – Rhyl West (1st) Rhyl West 2 (4th) and Rhyl South West 2 (5th). Each of these small areas cover around 1500 people.

4 Government action on reducing poverty

The following are the main UK and Welsh Assembly Government policies for reducing poverty and can be read on the internet.

- **The UK Government's "Ending Child Poverty: Everybody's Business" (2008).**
- **Welsh Assembly Government's Child Poverty Strategy (2006), Implementation Plan (2005), Eradicating Child Poverty (2006), One Wales (2007)** all outline plans to reduce poverty in 3 areas: access to services, participation in decision making and income.

- **Ministerial statement (2008):** ending poverty and improving life opportunities as the top priority for the WAG Cabinet.
- **WAG Warmer Homes and Energy Conservation Act 2000** aims to reduce fuel poverty among vulnerable groups (for example, people with disabilities) by 2010 and end fuel poverty by 2018. A household is said to be in fuel poverty when it spends more than 10% of its income on fuel.
- **The Children Act 2004** keeps to the United Nations Convention on the rights of children in seven core aims, especially aim 7: 'children and young people should not be disadvantaged by poverty'.
- **WAG Consultation Paper (2008):** covering joint agreements, child poverty duty, free childcare places duty, Cymorth guidance.
- **Free breakfasts and swimming:** a WAG initiative to help improve the health and concentration levels of pupils, to help raise learning and achievement standards and to provide free swimming to children under 16 during school holidays.
- **Children and Families (Wales) Measure (2009):** Law for ending child poverty, childminding and day care for children, integrated family support teams, social work standards officers, play opportunities, taking part in Local Authority decisions.
- **WAG Child Poverty Guidance for Communities First Partnerships (2009)** which recognises the important role they have in reducing child poverty. This programme is a long-term strategy for improving the living conditions and prospects for people in the most disadvantaged communities in Wales.
- **Wales Financial Inclusion Strategy** (due summer 2009).

5 Local response to national issues

Anti-poverty Network's response to the child poverty part of the UK Government's consultation on welfare reform included the following suggestions.

- Work is not a way out of poverty for many people, such as some carers and single parents. These people need the same levels of "carer support" as people on low earnings and so need an increase in benefit levels to bring them above the 60% poverty line.
- In work, poverty is still a big problem – 43% of children in severe poverty are in families who do not claim out-of-work benefits such as Income Support, Job-seeker's Allowance or Incapacity Benefit. This shows that many children live in households which are living on very low wages, possibly unsupported by benefits or tax credits, with only 42 % of families in serious poverty claiming Child Tax Credit. The limits on claiming tax credits should be removed, tax credit payments should be reviewed every six months and there should be a major increase in the minimum wage.
- WAG should provide free healthy meals in schools (as in Scotland) and at free '9 to 5' holiday play schemes, or at least provide them free for children in families living in households on or below 70% of the average median net income (see 3 – current economic poverty lines).

6 Anti-poverty action plan

UK and Welsh Assembly governments have recently made it clear that their aims to reduce and end poverty cannot happen without the help of local partnerships and action plans. Denbighshire has been a leader on this in Wales, and the following action plan will be the third that our Anti-poverty Network has produced since 2003. This plan is based on two workshops held in July and October 2008 and on later consultations by email and in meetings.

The first part of the attached action plan, which focuses on reducing adult poverty, has 23 actions or projects linked to 5 themes.

- Healthy Denbighshire Plan's actions to reduce poverty.
- Housing initiatives, such as the Mortgage Rescue Scheme.
- Improved networking.
- Library and training initiatives.
- Generating income, reducing debt and improving energy efficiency.

The second part of the attached action plan, which focuses on reducing child poverty, has 26 actions or projects linked to 6 themes.

- Denbighshire's Children and Young People's Single Plan actions.
- The Welsh Assembly's national guidance for reducing child poverty.
- Networking and awareness.
- Curriculum and schools.
- Play, leisure and transport.
- Other benefit and tax credit take-up initiatives, for example, those focussed on our tenants.

The action plan is colour-coded. Parts of the action plan coloured in

- **white** show established projects or services which have a reduction in poverty as one of their main aims;
- **green** show new actions based on an analysis of people's needs;
- **pink** show new actions agreed to in principle but which need more work before they can help to reduce poverty.

Denbighshire Anti-poverty Network is open to anyone who wants to help reduce poverty. It will hold monitoring meetings every three months and will ask people with main responsibility in the action plan to report on the progress that has been made on the actions or projects they are responsible for. Our Anti-poverty and Welfare Rights Manager will collect these reports and speak to Denbighshire's main strategic partnerships: Children and Young Peoples Strategic Partnership, The Healthy Denbighshire Partnership and our Regeneration Improvement Board. **The attached action plan is a working document which will be updated and improved over the next three years**

For more information about this anti-poverty statement and action plan or the Denbighshire Anti-poverty Network, you should contact our Anti-poverty and Welfare Rights Manager by phoning 01824 712344 or by emailing rick.jonesabbas@denbighshire.gov.uk

7 Useful plans, information and contacts

Denbighshire's Children and Young People's Partnership: plans and local research into people's needs, including a more detailed analysis of poverty issues. <http://www.denbighshire.gov.uk>

Denbighshire's Health Social Care and Wellbeing Partnership and Plans
<http://www.healthydenbighshire.gov.uk>

Welsh Assembly Government's Child Poverty Plans
<http://new.wales.gov.uk/topics/childrenyoungpeople/childpoverty>

Statistical Directorate of the Welsh Assembly Government produces information on the Wales Index of Multiple Deprivation, Households Below Average Income data and Welsh Child poverty indicators
www.statswales.wales.gov.uk

'Child Poverty Solutions – Wales' is an anti-poverty toolkit. It's produced by Save the Children and the Welsh Local Government Association with WAG support <http://www.childpovertysolutions.org.uk>

Tackling Child Poverty in Wales: A good practice guide for schools 2006
www.endchildpovertyymru.org.uk

Children in Wales:	http://www.childreninwales.org.uk
Save the Children:	www.savethechildren.org.uk
Barnardos:	http://www.barnardos.org.uk/
NSPCC:	www.nspcc.org.uk
Child Poverty Action Group:	http://www.cpag.org.uk/

8 The following have contributed attached action plan.

Anti Poverty Network Cymru	Communities First South West Rhyl
Rhyl Adventure Playground	West Rhyl Community Company
Denbighshire Voluntary Services Council	N Wales Energy Advice Centre
Denbighshire Citizens Advice Bureau	Rhyl Benefits Advice Shop
Rhyl City Strategy	Rhyl Going Forward
Home Start	Save the Children
Barnardos	National Public Health Service
Caledfryn Credit Union	Denbighshire's Regeneration Board
Lead Officer Group for Health and Social Services	A number of people living on benefits
Children and Young People's Partnership	Older People's Strategy
Mike Durke - child poverty consultant and trainer from Town Hill, Swansea.	

From Denbighshire County Council:

Libraries Service
Revenues and Benefits Department
Environment Department's Information Officer
Community Services Manager
Commissioning Officer (Carers)
Transport Section
Director of Social Services and Housing

Healthy Denbighshire
Housing Services (Strategy)
Strategic Policy Unit
Rhyl Community Agency
Leisure Services
Department of Lifelong Learning
Anti-poverty and Welfare Rights Unit

9 Reducing Adult Poverty

	Themes or Objectives and Projects or Actions	1. Cost 2. Funding approved	3. Lead responsibility 4. Joint-working 5. Rural/Urban Impact 6. Equalities Impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
1	Healthy Denbighshire (HD) Plan: reducing poverty & improving social inclusion			
1.1	Work to reduce the level of poor health resulting from poverty (HD Action 1.1)	1. Nil 2. Existing services and projects.	3. 4. Anti-poverty network and Affordable Warmth Group. 5. Yes 6. Yes	7) 2008/11 8) Increase take up of more healthy school meals. Increase benefit and tax credit take up. 9) £6mper year benefit and tax credit take up. 10) Reducing poverty and improving health outcomes.
1.2	Raise awareness of poverty, improve local mapping and review progress on reducing poverty including fuel and financial poverty (HD Action 1.2)	Nil	3. DCC Anti-poverty and Welfare Rights Manager (WRM). 4. Anti-poverty network and Affordable Warmth Group.	7) 2009/12 8) Local Needs assessments, Welsh Index of Multiple Deprivation, DWP Household Below Average Income data.
1.3	Improve access to training and employment for disadvantaged groups (HD Action 1.6) Project 1.4.1. City Strategy 1.4.2. New bid under ESF, Priority 2 of the European Convergence Fund.	1) Match funding of approx. £1.5 m (existing resources) 2) Awaiting outcome of bid	3. City Strategy Manager (CSM)	7) 2009/13 8) Increase in training and employment for disadvantaged groups 9) 700 participants entering employment & 800 gaining qualifications over the four years with Convergence funding. 10) Reducing poverty levels through employment
1.4	Support the work of Communities First (HD Action 1.7)	1.Outcome fund bid of 250k for mobile advice unit 2.Bid currently being prepared	3) Community Services Manager and bid is being prepared by CF SW Rhyl 4) CF Partnership Board 5) Yes 6) Yes	7) Aim to have the bid approved during 2009 8) Not yet available 9) Easier access to advice on poverty related issues – specific targets not yet available 10) Reduction in poverty in Rhyl SW and other areas
1.5	Encourage all service providers to evidence “anti-poverty programme bending” of existing resources and “poverty proofing” of new projects in reports and business plans. (HD Action 1.8)		Denbighshire County Council’s Impact Assessment Tool, Healthy Denbighshire. Children and Young Peoples Partnership, regeneration Improvement Board and linked organisations.	

	Themes or Objectives and Projects or Actions	1. Cost 2. Funding approved	3. Lead responsibility 4. Joint-working 5. Rural/Urban Impact 6. Equalities Impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
2.	Housing Initiatives			
2.1	Mortgage Rescue Scheme To prevent families and disabled people losing their homes through repossession	£5 million available for Wales Applications.	3 & 4. Housing Strategy Officer and Cymdeithas Tai Clwyd	7. 2009/2011 8. 9. 2009/10 - 5 target (2 completed and 1 ongoing so far) 10. Reduced homelessness.
2.2	Affordable Housing To negotiate an element of affordable housing on all new sites	Affordable housing policy	Affordable Housing Officer	7, 8, 9) 2009/2010 - 26 affordable units . Completed - 31 in 2008/9 (target 26)
2.3	Houses in Multiple Occupation To implement the new mandatory licensing scheme in HMOs	1. Statutory duty	Housing Strategy Manager	Information relevant to anti-poverty will be produced (currently in relevant business plan)
2.4	North Wales Coastal Strategic Regeneration Area – plans in progress	1. Not decided. 2.Regeneration Area Funding approved	3. WAG Regeneration 4. Co-operation with, Rhyl Going Forward, DCC Housing, Pennaf and others 5. Urban	7. 2009-2015 8. To be determined 9. To be determined 10. To be determined
3	Networking			
3.1	Raise appropriate awareness – networking Schools, Colleges., Job Centres, Shelter, Play Groups, Drop-ins, One Stop shops	Nil	3. Anti-poverty Network.	2009/2012
3.2	Expand Ceri's family initiative throughout Denbighshire. Develop a method of signposting based upon the Ceri's family initiative e.g. leaflets distributed to all employees.	Existing funding	3. Healthy Denbighshire Manager	2009/2012
3.3	Migrant Worker information pack about the services provided by DCC in various languages and signposting migrant workers to partner organisations and other sources of information / support.	Existing funding	3. DCC Policy Officer (DD) 4, 5 & 6.Yes	7. Draft information pack to be completed by March 2009. Final version April 2009. 8. ? 9.? 10 ?

	Themes or Objectives and Projects or Actions	1. Cost 2. Funding approved	3. Lead responsibility 4. Joint-working 5. Rural/Urban Impact 6. Equalities Impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
4	Training and Library projects			
4.1	Skills development for frontline staff in all agencies. Through networking and training sessions (esp. Welfare Rights/ Financial Literacy/Fuel Poverty/SILP module).	1. Budget programme bending. 2. n/a	3. Affordable Warmth Group. Anti-poverty network. Anti-poverty and Welfare Rights Unit 4. With CAB 5. Yes 6. Yes	7) 2009/2012 8) Number of training session and participants 9) 6 training sessions and 90 participants. 10) Public who contact front line staff are better informed and able to access services and projects which reduce poverty.
4.2	Public sector bodies offering training/employment opportunities esp. for carers		3. Health and Social Care Workforce Development Group? Denbighshire Carers Strategy Group. Also to be pursued as part of European Convergence bid.	April 09.
4.3	Promote the Assembly's Free Entitlement Agenda for Libraries	No additional costs / funding involved.	3) Principal Librarian 4) 5) 6)	7) 8) borrow books for free; free use of internet and computers; free use of online information resources; friendly staff on hand to help; children are free from overdue charges and there are no charges for requesting books from within Wales 8) 9) 10)
4.4	Deliver Job Seeking Skills course at Rhyl Library: filling online application forms, using computers and searching the internet. This is in addition to Basic skills, IT and Second Chance courses at Rhyl Library.	1)	3) Llandrillo College. 4) Libraries Service and Jobcentre Plus	7) September onwards 8) 9) 10)
5	Income, Debts and Energy			
5.1	Increase the take up of all benefits and tax credits and represent people appeal tribunals. (Link to Carers Strategy including young carers in rural areas).	1. 2.DCC funding c. approx £500k pa	3. Anti-poverty and Welfare Rights Unit Manager, Benefit Advice Shop and Citizens Advice Bureau. 4. Denbighshire Advice Network.5. Yes 6. Yes	7. 2009 to 2012 8. Amount of benefits and tax credits claimed. 9. £7m per year 10. Reduced poverty, improved health and social inclusion.
5.2	Welfare rights assessments people who are charged for DDC Social Services (mainly older people, people	1. Three welfare rights advisers 2. Base Budget	3. Welfare Rights Unit 4. Yes with other Social Services teams.	7. Duration of the plan. 8. Benefit and Tax Credit gains. 9. £260k to £465k per year.

	Themes or Objectives and Projects or Actions	1. Cost 2. Funding approved	3. Lead responsibility 4. Joint-working 5. Rural/Urban Impact 6. Equalities Impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
	with learning, sensory or physical disabilities, or people with mental illness) and their carers.		5. Yes 6. Yes	10. Reduced poverty, improved health and social inclusion.
5.3	Welfare rights assessments for Council Tenants in financial difficulty and homeless applicants to DCC.	1. One Welfare rights assistant. 2. Existing housing funding	3. Welfare Rights Team. 4. With Housing Dept. 5. Yes. 6. Yes	7. 2009/2010 8. Income generation for individuals. 9. £388k extra income for 216 Households. 10. Reduced poverty, improved health and social inclusion.
5.3	Negotiate realistic payments on personal debts		3. Denbighshire Citizens Advice Bureau. 4. Denbighshire Advice Network, including Credit Unions 5. Yes. 6. Yes	7. 2009 to 2012 8. Amounts of debt negotiated 9. £15m for 1000 people. 10. Basic Income available for essential expenditure will reduce poverty and improve health and inclusion.
5.4	Fuel Poverty Action Plan containing 7 objectives and linked actions. Educate and encourage domestic householders to be more energy efficient in their home (HD Action 2.9)	1. Yes 2. Some NPFS for training. Warm Wales?	3. Social Inclusion and Voluntary Sector Manager 4. Wide range of groups. 5. Yes	7. 2008 to 2011. 8. All actions measured and reviewed at quarterly Affordable warmth Group meetings. 9. 10. Fewer cold related illness and winter "excess"
5.5	Aspire to Denbighshire County Council charging policies which promote access to services received by disadvantaged people	1. 2. Programme bending.	3. CSM	2009 to 2012 Review existing policies e.g. flat rate charges for removing unwanted furniture. Actively promote use of discretionary schemes e.g. free swimming for older people e.g. by using
5.6	Caledfryn Credit Union Offering Basic Bank accounts. Encourage members to save. Provide loans to members at a fair and reasonable rate of Interest. Christmas savings accounts.	Grant funded Authorised and regulated by the by the FSA. FSA - 213713	Open to anyone who Lives or works in Denbighshire South of the A55.	
5.7	Medical Reports and Certificates to be provided free by medical professionals for people needing them for Benefit claims, review or appeals.	1) 2) Existing funds	3. Anti-poverty and Welfare Rights Manager. 4. Denbighshire Advice Network.	7) 2009/2012. 8 and 9) No advice agency reporting charges. 10) People not required to use their benefits secure their basic entitlements.

10 Reducing Child Poverty

	Themes or Objectives (6) and Projects or Actions (27)	1. Cost 2. Funding approved	3. Lead Responsibility 4. Joint-working 5. Rural & Urban Impact 6. Equalities impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
1.	Children and Young Peoples Partnership Actions (CHYPP)			
1.1	Increase the take up of all in and out of work benefits and tax credits including those eligible for free school meals (CHYPP 7.1.1)	1. 2.DCC funding approx £500k pa	3. Anti-poverty and Welfare Rights Unit, Benefit Advice Shop and Citizens Advice Bureau. 4. Denbighshire Advice Network. 5. Yes 6. Yes	7. 2009/2012 8. Amount of benefits and tax credits claimed. 9. £7m per year 10. Improved health educational attainment and employment opportunities
1.2.	Increase the take-up of free school meals and reduce the barriers which limit take up. (CHYPP 7.1.2)	1. Resources, staff, advertising. 2. WAG contribution	3. HB/CTB Department 4. Engagement with schools, Voluntary Organisations, Other Associated DCC Department. 5. Yes 6.	7. 2009/2012 8. An increased level of F.S.M take-up 9. 10. Improved health and more money for schools.
1.3.	Flying Start in Denbighshire 2009 – 2011 'To be inclusive and focused, striving to create a multidisciplinary Flying Start team promoting early intervention and integrated services that will make a decisive difference to the life chances of 450 children 0-4 and their families in the Flying Start target school catchment areas of Gwaenynog in Denbigh, Christchurch and Emmanuel in Rhyl.	1) Cost Revenue 2009/10 806,058: 2010/11 887,337 Capital 2009/10 109,548 20010 /11 109,548 2) WAG Funding approved	3) Lead Responsibility Flying Start Coordinator and Senior Education Office responsible for the initiative. 5) Rural / Urban Impact The index of multiple deprivation and free school meal eligibility information were used to determine the catchment areas of Gwaenynog in Denbigh and West and South West Rhyl. 6) Equalities Impact One of the key achievements of the programme to date has been its success in engaging with some of the harder to reach families that have not traditionally engaged with services. This has been achieved through a combination of referrals, home visits, and going with families when they attend groups or settings for the first time.	Management of the Flying Start programme. The Children & Young People's Strategic Partnership and the EYDCP / Early Entitlement Working Group oversee the programme, receiving reports from the relevant Senior Education Officer and the Flying Start Coordinator. The delivery of Flying Start entitlements in Denbighshire is through Service Level Agreements with providers. The Implementation Plan agreed by the Steering Group provides details of aims, roles and responsibilities to deliver the multi-agency programme. 7) Time Span Until 2011 8) Measurements <i>One of the challenges for the programme is to ensure that a high proportion of the families with greatest needs in the area are reached. It will be critical in setting out a plan that partnerships -demonstrate how they will engage with these families, and the Assembly Government will give particular attention to this in assessing plans.</i> WAG Guidance 2008 9) Targets Agreed with providers in the SLA usually indicating reach of the service through numbers and percentages of take up. 10) Outcomes The evidence suggests the following as the key measurable outcomes for children which Flying Start must target: <ul style="list-style-type: none"> • Language, cognitive, social and emotional development • Physical health • Early identification of high needs

	Themes or Objectives (6) and Projects or Actions (27)	1. Cost 2. Funding approved	3. Lead Responsibility 4. Joint-working 5. Rural & Urban Impact 6. Equalities impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
1.4	<p>Targeted Welfare Rights Assessments at those in severe poverty (CHYPP 7.1.3) Especially in rural areas and for young carers.</p> <p>Targeted Welfare Rights Assessments at those in severe poverty in the community first area (CHYPP 7.1.3)</p>	<p>1. One WR Adviser 2. "Program bend" base budget.</p>	<p>3. Anti-poverty and Welfare Rights Unit. 4. Work with Education Social Workers and Social Services & Housing, Integrated Family centre (Oaktree) and Carers Groups. 5. Dual Impact. 6. Yes</p>	<p>7. 2009/2012. 8. Increased benefit and tax credit take up. 9. £250k additional tax credit and benefits gains per year for up to 200 families. 10. Reduced poverty, Improved health educational attainment and employment opportunities</p>
1.5.	Benefits and Tax Credit advice to people who have contact with Cymorth funded projects. (CHYP 7.1.3)	<p>1. £42,000 2. Cymorth approved</p>	<p>3. Rhyl Benefits Advice Shop (Nick Scott) 4. With Cymorth funded projects. 5. 6.</p>	<p>7 Monitored at monthly team meetings. 8. Use of database and daily statistical collection. 9. 2009/10: £300k to 325k for 350 to 375 people. 2010/11: £375k to £400k for 375 to 400 to 425 people 10. Quarterly reports on support guidance and understanding.</p>
1.6.	Deliver multi agency schemes to support parents on low incomes into work (CHYPP 7.2.) Link to Carers Strategy including young carers in rural areas.	<p>1. 2. Yes</p>	<p>1. City Strategy Manager? 2. 3. 4. 5 & 6</p>	<p>7. 8. 9. 10.</p>
2	National Law and Guidance			
2.1	Help implement UK Governments legislation to remove 50% of children from poverty by 2010 (HD Action 1.4)	<p>1. 2. No</p>	<p>3. UK and Welsh Assembly government.</p>	<p>4. HD and CHYP + Local child poverty action plans (see below)_ 7) by 2010</p>
2.2	Implement the WAG's Child Poverty measure and Child Poverty Implementation Plan for "child poverty proofing" of new and "programme bending" of existing services and projects.		<p>1. CHYP Managers 3. DCC and Cymorth commissioning.</p>	

	Themes or Objectives (6) and Projects or Actions (27)	1. Cost 2. Funding approved	3. Lead Responsibility 4. Joint-working 5. Rural & Urban Impact 6. Equalities impact	7. Time span 8. Measurements 9. Targets 10. Outcomes
2.3	Anti-poverty – not just about benefits. Link to Welsh Assembly’s Child Poverty Plan for reducing income, service and participation poverty.	nil	Anti-poverty Network with HD and CHYPSP	7. 2009 2012
2.4.	Consider experience of WAG’s and Save the Children’s good practice pilots and WLGA website child poverty tool-kit.	nil	Anti-poverty Network with HD and CHYPSP	7. 2009 2012
3	Networking and Awareness			
3.1	Identify key points for referrals and awareness training for staff to cascade information. Flying Start, Not in Education Employment or Training (NEET) Youth Offenders Teams, young carers.	nil	One stop shops, libraries, first contact teams, customer liaison teams, cluster meeting and Community Focused Schools. 14-19 Network and Careers Wales	8. % of young people who become NEET 9. 10. Establish a base for the NEET team at Careers Wales NW, Rhyl. Establish key personnel roles in Careers Wales, Learning Coach Team Establish key programmes for those young people who are or are in danger of becoming NEET.
3.2	Targeting lone parents through attractive community based activities and through partners.	nil	Communities First, Home Start, Integrated Centre, Health Visitors.	
4.	Curriculum and Schools			
4.1	Financial Literacy Project. Supporting people and Young people to learn about managing money and life skills	1. £15,000 2. Yes Cymorth	3. Denbighshire CAB 4. CAB and other relevant agencies and community groups esp. Benefits Advice Shop.	5. Yes with a focus on the rural South 6. Equal Opportunities integral 7. 2 years from 2009. 8. Attendance at training sessions 9. 150 families and 10 training sessions 10. Improved access to financial services + reduced debt.
4.2	Find non-stigmatising ways to subsidise the cost of trips, activities and essential equipment.	Flying start fund trips for Playgroups. Language and Play. Tegan in the summer holiday.	3. Life Long Learning	Playgroup trips and Language and Play trips during school term time. For Pre-school children. Summer events run by Tegan Toy Library: Play sessions at Eirianfa. Dates for these sessions will be <ul style="list-style-type: none"> • Tuesday 21st July 10.00 - 11.30a.m • Tuesday 4th August 10.00 - 13.00a.m • Tuesday 18th August 10.00 - 11.30a.m

4.3	Consider the need for and financial impact of choosing a particular school uniform, especially in primary schools.	Detail to follow	3. Life Long Learning	Anti-poverty network and children's Information Service to consider how to progress this.
4.4	<p>Consider adopting an educational programme designed to help disadvantaged children catch up with their peers Link to Carers Strategy, especially young carers in rural areas.</p> <p>“Catch up Scheme” to improve literacy and numeracy for 14-16 year olds.</p> <p>Basic Skills Cymru</p>	<p>2) RAISE Grant £149500 2009/10</p> <p>2) Basic Skills Intervention Grants 2008-2010</p>	<p>Catch Up Scheme</p> <p>3) Life Long Learning. 14 to 19 network.</p> <p>4) Senior School Improvement Officer (TJ). 14 to 19 Network coordinator (JG) 14 to 19 Network consists of schools, LA, colleges, Careers Wales etc.</p> <p>5) Network covers all areas of the County.</p> <p>Basic Skills Cymru</p> <p>3. Lifelong Learning /Literacy Adviser & SIGs Coordinator</p> <p>4.WAG- Basic Skills Cymru</p> <p>5. Programmes for Literacy and Numeracy available in rural and urban schools</p> <p>6. Available programmes enable pupils to catch up with peer group.</p>	<p>Catch Up Scheme</p> <p>Engaging parent focus on increasing parental involvement and enhancing home school links for disadvantaged and vulnerable children. The 14-19 Network has arranged and delivered training for staff in partner institutions in the 'Catch Up' scheme to improve Literacy and Numeracy through interventions for 14-16 year olds.</p> <p>Basic Skills Cymru</p> <p>7) Funding confirmed until March 2010</p> <p>8) Improvements in Reading Ages and/or maths ages (details available on request)</p> <p>9) For at least 90% of pupils to catch up with peers</p> <p>10) Average reading age maths gains of 15-17 months in 8 month period</p>
4.5	<p>Facilitate Homework Clubs at Schools</p> <p>Proposal from Clybiau Plant Cymru Kids' Clubs</p>	<p>1) Part time Development Officer</p> <p>2) Childcare element of the Community Focused Schools Grant (to be confirmed)</p>	<p>3. Life Long Learning</p> <p>4)</p> <p>5)</p> <p>6)</p>	<p>7)</p> <p>8) & 9)</p> <ul style="list-style-type: none"> •Develop after school and holiday childcare clubs to bridge gaps in provision •To work with partners to consider how school based provision can be sustained in the long term through cluster arrangements, particularly in rural areas •To give ongoing support towards the sustainability of existing out of school clubs in Denbighshire geared towards the community focused schools ethos. <p>10)</p>
4.6	<p>Provide informal drop-in sessions for parents and toddlers on the school premises</p>	<p>Funding from Flying Start</p>	<p>3. Life Long Learning</p>	<p>Language and play sessions operate on school premises and in the Integrated Children Centres in Denbigh and Rhyl.</p> <p>TWF and MYM also provide informal drop – in sessions on school premises. (details available from those organisations)</p>

4.7	Develop home-school agreements which have been negotiated rather than imposed		3. Life Long Learning	Schools develop Home School Agreements with parents. Head teachers could provide details.
4.8	Involve parents at an early stage with attendance or behaviour problems	<ul style="list-style-type: none"> •Flying Start funding •Cymorth funding 	<p>3) Life Long Learning Behaviour Support Service (Sheila Breeze)and Educational Psychology Service (Michael Duke) for work undertaken with school aged children.</p> <p>Wayne Wheatley Education Social Work will have information regarding working with parents regarding attendance in schools.</p>	<p>Flying Start has funded and run Parenting courses for parents of pre-school children and professionals working with Pre-school children.</p> <p>Flying Start has funded and run Parenting courses for parents of pre-school children and professionals working with Pre-school children.</p> <p>There is close monitoring of attendance in schools through the school systems and the ESW service.</p> <p>Early intervention for attendance is put into place if a child's attendance drops below 80% in both primary and secondary school. Parents would be involved in meetings and strategies to improve their child's attendance and there is a continuum of support matched to the child's needs. If there are emotional difficulties preventing attendance, then alternative provision is available to re-build a pupils confidence in school and parents would be part of this process.</p> <p>Involving parents at an early stage to do with behaviour occurs through the school's own systems for sanctions and interventions and parents would be invited in to discuss behaviour concerns. If problems persist then parents would be invited to give permission for support for their child from a behaviour specialist provided by the LA. In more complex cases, parents would be involved in multi-agency support for their child.</p> <p>The Behaviour Support Service provides training for parents in managing challenging behaviour for pupils of both primary and secondary age.</p>
4.9	Improving the qualifications of school leavers.		<p>3) 14-19 Network</p> <p>4) 14-19 Network consists of schools, LA, colleges, FE providers etc</p> <p>5) Network covers all local areas</p>	<p>Detail to follow from Julian Molloy and Sarah Ellis KS3 and KS4</p> <p>8. % of young people offered the full local area curriculum</p> <p>9. 28 subjects including 5 vocational options offered in 2009</p> <p>30 subjects including 5 vocational options offered in 2010</p> <p>10. Reduction in the number</p> <p>The 14 to 19 Network has widened the curriculum on offer for all 14-16 pupils through partners. All schools are in Tier A of the WAG delivery programme for the Learning and Skills Measure 2009, and offer at least 28 subjects at 14 including at least 5 vocational courses from at least 3 of the domains of learning. We are expecting to see the first impact upon KS4 results in 2009 with more students following more appropriate courses such as the BTEC Level 2 certificate and Diploma route. There will be further improvements in 2010 when students on these new courses reach their final assessments.</p> <p>The Network is also working to improve progression so that students who achieve entry and Level 1 qualifications can progress to achieve at Level 2 beyond 16.</p>

5	Play, Leisure and Transport			
5.1	Ensure that a wide range of open access and out of school play opportunities are available throughout the County (After-School Clubs, Wrap-around, Open Access play).	2. Cymorth	3. Play subgroup of the PLE Group. 5 & 6. Yes	7. From 2009 8, 9, 10. Detail to follow from Cymorth performance information.
5.2	Targeted free access to sport and leisure activities.	1. Local Authority partnership agreements 2. Core Funding	4. Local Authority Partnership Agreements Team. Leisure SMT	From 2009-2012 Decrease in the number of inactive children and young people. Number of Leisure Cards issued. Increase in number of visits per 1000 head population. Increase in the number of participations per child 4 to 6 by 2011.
5.3.	Pilot free healthy meals at free holiday play schemes with a view to rolling this out across Denbighshire.	2. Cymorth small grants?	3. The two main Cymorth play providers in the North and south of Denbighshire. 4. Play sub group of PLE	7. 2009 8. Number of meals taken 9. 10. Improved health inclusion and cooking skills.
5.4	Reinstate the cheaper travel scheme for young people aged 16 to 18	1.DCC funding (as yet undetermined) 2. None	3. Section Manager Passenger Transport. 4. Possible admin shared with Flintshire 5. Both 6. Biased towards young people	7. 2009/10 start 8. No. of beneficiaries. 9. Percentage of beneficiaries when compared to general population 10. Reduces barriers to work, education, training and leisure
6.	Other New Services or Campaigns			
6.1	Campaign for free school meals for all children and young people living in families on less then 70% of the average median wage.	WAG funding	CHYP and Anti-poverty network	7. 2009 8.Increase take up of school meals 9. 10. Improved health