



# Child Poverty Strategic Plan 2011

Version 1.0 (Document lead – Sian Davies)

Document History	
v0.2 – 01/04/11	First draft produced by SD with support from AC re needs assessment
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Trafford CYPS brings together council and health services to improve outcomes for children, young people, their families and schools.

# CONTENTS

1	Introduction.....	3
2	Definition of Poverty .....	3
3	National Drivers for Change .....	3
4	National Vision.....	4
5	National Context.....	4
6	Greater Manchester context .....	6
7	Local context .....	7
8	Needs Assessment.....	9
8.i	Needs Assessment Findings:.....	9
9	Reducing Child poverty in Trafford - a joined-up approach .....	11
9.i	Strategies, needs assessments and Plans: .....	11
9.ii	Locality based Partnerships .....	13
10	PRIORITIES and Planned Investments: .....	15
10.i	LSO 001A, 001C, 001E, 001D - Old Trafford North East: .....	17
10.ii	LSO 017E, 017B – Partington South.....	19
10.iii	019E – Race Course West.....	23
10.iv	LSO 011C – The Meadows Estate .....	26
10.v	LDO 019E, 018C Sale Moor South : .....	28
11	Conclusion and Key Actions 2011 / 12 .....	29
11.i	Recommendations .....	29

## **1 INTRODUCTION**

This strategic plan (CSP) intends to provide a shared understanding of the issues faced by children and their families who are living in poverty in Trafford. It is recognised that by tackling child poverty the cycle of poorer life chances of generation after generation can be broken, enabling children and young people to experience a brighter and more prosperous future where they can participate and reach their potential alongside their peers.

This document is based upon and influenced by a number of key drivers for change, and has the primary objective of preventing poor children from becoming poor adults. Alongside this plan is a comprehensive needs assessment which highlights the Wards, localities and more specifically the super output areas (SOAs) where our most disadvantaged families live. The needs assessment highlights the barriers currently preventing these families from moving out of poverty.

## **2 DEFINITION OF POVERTY**

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, participate in the activities and 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.<sup>1</sup>

## **3 NATIONAL DRIVERS FOR CHANGE**

Child poverty in the United Kingdom remains worse than in most other European countries. A child in the UK still has nearly twice as much chance of living in a household with relatively low income than a generation ago.<sup>2</sup>

In June 2010 the Prime Minister commissioned Frank Field MP to undertake a comprehensive review of child poverty in the UK. The resulting report<sup>3</sup> outlines the key drivers of life chances identified as necessary at given stages in a young person's life to enable them to progress and reach their potential. Specifically the report identified that: there is much more beyond just improving short-term family incomes in determining the life chances of poor children. A healthy pregnancy, positive but authoritative parenting, high quality childcare, a positive approach to learning at home and an improvement in parents' qualifications together, can transform children's life chances. A child growing up in a family with these attributes, even if the family is poor, has every chance of succeeding in life.

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<sup>1</sup> P Townsend(1979) *Poverty in the United Kingdom*

<sup>2</sup> Joseph Rowntree Foundation (2010)

<sup>3</sup> Frank Fields (2010) *The Foundation Years: preventing poor children becoming poor adults*

## 4 NATIONAL VISION

The Child Poverty Bill was introduced to parliament in June 2009 and gained Royal Assent in March 2010. Its purpose is “to enshrine in law the government’s commitment to end child poverty by 2020”. In doing so, it sets a number of targets to be addressed nationally and places a mandate on local authorities to address strategically the issue of child poverty across their respective partnerships.

## 5 NATIONAL CONTEXT

National Indicator 116 is defined as the proportion of children in families in receipt of out of work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60% of median income. This indicator combines administrative data from DWP and HMRC and is published annually to LSOA level.

NI116 is the national indicator which relates to child poverty. This indicator was last updated in 2008 where Trafford was significantly below the national average of children growing-up in poverty in a local authority area. In 2008 Trafford’s score was 15.7% against a national percentage of 21.6%, this score is for children aged under 16 years.

5. i Part 1 of the Child Poverty Act sets four UK wide targets to be met by 2020, based upon the proportion of children living in:

- Relative low income –The target is to have fewer than 10% of children living in families receiving less than 60% of the median equivalised net household income by 2020.
- Combined low income and material deprivation – The target is to have fewer than 5% of children living in households receiving less than 70% of the median equivalised net household income AND experiencing material deprivation (the measure of which is not defined in the act).
- Absolute low income –The target is to have fewer than 5% of children living in households whose equivalised net income is less than the adjusted base amount (i.e. the median equivalised net income, adjusted to take into account fluctuations in the cost of living) by 2020.
- Persistent Poverty –The target for this indicator is to be formally set in regulation by 2015.

5. ii In addition to the future establishing of targets, the act places a statutory requirement upon local authorities to do the following:

1. Carry out a local child poverty needs assessment to identify the characteristics, needs and issues of local areas and residents; and
2. Prepare a joint local child poverty strategy setting out the contribution that each partner will make and address the issues raised in the needs assessment.

## 6 GREATER MANCHESTER CONTEXT

The Association of Greater Manchester Authorities (AGMA) is an amalgamation of the ten local authorities of Greater Manchester. AGMA is working in partnership with a wide range of organisations, including private, public and voluntary. In April 2011 AGMA will become a Combined Authority (CA). The Combined Authority will work closely with the Local Enterprise Partnership (LEP) which is designed to support business and local authorities to expand the local private sector, tackle major barriers to growth and develop shared strategies to increase job creation.<sup>4</sup>

In April 2009 Manchester and Leeds City Regions were selected by government to be the two pilot city regions. The aim of the pilot is for local authorities to drive economic growth and contribute to sustainable development and tackle the drivers of poverty.

The key priorities for the city region pilot are to:

1. Radically improve the early years experience for hard to reach to groups particularly in the most deprived areas.
2. Increase the proportion of highly skilled people in the city region.
3. Improve life chances in the most deprived areas by investing in lifelong skills development and other forms of support so that people can compete in the modern labour market and by incentivising integration across agencies.
4. Significantly improve transport connectivity into and within the city region.
5. Improve the housing market, creating quality places to meet the needs of a competitive city region.
6. Total Place.

Partington is Trafford's City Region Pilot area.

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<sup>4</sup> <http://www.agma.gov.uk/> (Accessed 01/04/11)

## 7 LOCAL CONTEXT

### 7. i Trafford Children and Young Peoples Service (CYPS)

Trafford CYPS is jointly governed and managed by Trafford Council, Trafford Hospital Trust and NHS Trafford. The CYPS has responsibility for all the main education (including schools), health and social care services for the 53,000 children and young people living in the borough.

CYPS aims to improve quality of life outcomes through bringing different agencies and services together to provide a more 'joined up' service for children, young people and their families. To achieve this CYPS commissions and provides a wide range of integrated services. More details about CYPS can be found at <http://www.cyps.org.uk/>.

The Child Poverty Needs Assessment and Strategy for Trafford has been led by the Joint Commissioning Unit within the Children and Young People's Service. The work has involved engaging key partners within CYPS and the wider partnership. This strategy sits within the wider Children and Young People's Strategy.

### 7. ii Trafford Children and Young People's Strategy 2011 – 14

The Children and Young People's Strategy is a statement of intent for Trafford's Children's Trust Partnership, outlining a number of commitments made to improve outcomes for children and young people in the borough. It sets out the vision for children and young people in Trafford until 2014 in terms of four key themes:

- Health and wellbeing;
- Closing the gap for vulnerable groups;
- Closing the gap for localities;
- Preparing children and young people in Trafford to achieve in adulthood.

Within the plan, each of these priorities links clearly to a set of pledges outlining how the partnership intends to make things better in Trafford. In terms of delivery, each priority area feeds into a practitioner group, responsible for developing and managing a strategy to address the key issues. Trafford's Child Poverty Strategy will be encompassed within the delivery mechanisms for **Closing the Gap for Localities**.

The majority of the set pledges that the Closing the Gap for Localities group are responsible for link directly with the key drives of poverty. These are:

- Make better use of existing data and expertise to identify and target communities in need within Trafford
- Work as a partnership, avoiding duplication and using local resources effectively
- Ensure services in key localities are accessible and respond to the needs of their local population, focusing on early intervention as a key principle of prevention
- Work within communities and schools to enable older children and young adults to enjoy the benefits of good physical health

- Encourage parents to provide the best start in life for their families and promote mutual support in communities
- Develop mechanisms for involving local communities in the design and delivery of key services
- Engage local families, children, young people and community groups in monitoring and evaluating services. This work will build on existing mechanisms where possible
- Engage existing community initiatives and draw upon community resources in order to develop sustainability and local skills
- Safeguard young people from becoming victims of crime in their communities
- Ensure people feel safe in their communities and reduce the fear of crime by working in partnership to reduce antisocial behaviour and offending by young people

## **8 NEEDS ASSESSMENT**

An essential element of the commissioning process is to ensure the current and emerging needs of the local population are effectively and robustly assessed, in order to inform wide ranging and service specific commissioning strategies and plans.

The Child Poverty Needs Assessment, which sits alongside this strategy, has identified and analysed the specific drivers that contribute to a child living in poverty. Additionally an analysis of the localities and areas within these localities, where the majority of our poorest families live, has been made.

The purpose of the Child Poverty Needs Assessment is to establish a comprehensive picture of poverty in Trafford. This picture will determine the necessary collaborative approaches required to move families out of poverty and prevent poor children from becoming poor adults. The needs assessment utilises the Income Deprivation Affecting Children Index (IDACI), which is a supplementary subset of the Indices of Multiple Deprivation and is a measure of the percentage of children (under 16) in each Super Output Area (SOA) that are classed as income deprived (i.e., in receipt of income support, income - based Jobseeker's Allowance, Working Families' Tax Credit or Disabled Person's Tax Credit below a given threshold). This dataset is a mechanism for assessing poverty at a Super Output Area (SOA). This is important as many wards in Trafford are moderately affluent with 'pockets' of acute poverty, when considering the ward as a whole these 'pockets' are often overlooked.

### ***Recommendations:***

In some areas it has been difficult to obtain data at a level lower than ward. This has been problematic and has made some levels of analysis impossible. It is therefore necessary to build a more effective mechanism for ongoing collation of data to inform future needs assessments. It is intended that this will sit within a standard framework and approach that outlines the joint responsibilities for its ongoing implementation.

### **8.i Needs Assessment Findings:**

#### **A) National Research**

Extensive research into child poverty has identified that children and young people living in poverty are more likely to experience poorer outcomes throughout their lives. They are more likely to become teenage parents; achieve less than their peers at school; be NEET (not in Education, Employment or Training) and generally have poorer health outcomes. It is recognised that by tackling child poverty, the cycle of poor life chances of generation after generation can be broken, enabling children and young people to participate and reach their potential alongside their peers

## **B) Trafford areas of acute poverty (IDACI information)**

The Child Poverty needs assessment has used the Income Affecting Children Index and compared the 2004 and 2007 by national rank to identify areas of acute child poverty. The overall picture of child poverty in Trafford is generally one of escalation at the more affluent end of the deprivation spectrum, coupled with general stasis at the more deprived end. The needs assessment has identified the lower super output areas experiencing acute child poverty are:

Old Trafford North East  
Partington South  
Race Course Estate West  
Stretford Meadows Estate  
Sale Moor South

### ***Recommendations:***

Although planning is often focused on the whole locality it is important to ensure families in the LSOA's are specifically targeted with initiatives and support to address access to services particularly access to skills and training, childcare and returning to work.

## **9 REDUCING CHILD POVERTY IN TRAFFORD - A JOINED-UP APPROACH**

### **9.i Strategies, needs assessments and Plans:**

Across the Local Authority, Health economy, the CYPS and the voluntary sector there are many plans, needs assessments and strategies that are aiming to tackle the causes of child poverty. Where possible such needs assessments and plans have been utilised and included in this work. These include:

- Trafford's Maternity and Child Health Strategy
- Trafford's 14-19 Strategy
- Economic Assessment Strategy
- Childcare Sufficiency survey
- Joint Strategic Needs Assessment
- Ward Profiles
- The Trafford Partnership

Additionally there is work taking place in CYPS that includes partners from across all sectors; two specific areas are the Transformation Programme and the Multi Agency Family Support Teams. Although the programmes have not been established to focus directly on child poverty, however their work will have a direct outcome for CYPS in poverty in Trafford. Combating and eliminating the causal factors through planned programmes of work with our most in need families is the main driver for this work. The two projects are:

#### **A) The CYPS Transformation Programme:**

The CYPS Transformation programme aims to make children and young people's services efficient in order to improve outcomes for children, young people and their families. There are a number of projects linked to the programme. 5 of the projects are about total service redesign. These projects are:

1/ Integrated Working Delivery Models: this model is about ensuring that the time spent with families is used in the most effective way. This includes developing and further evaluating time limited and evidence based interventions that are appropriate to the level of need for families and that the workforce are skilled in assertive outreach models which promote resilience and independence within families

2/ Referrals and Eligibility Criteria: this project strand is about looking at the various referral methods and eligibility criteria across the CYPS. This aims to streamline processes and move toward a common method of referral, along with revising forms to ensure they meet Equality Act 2010 requirements for monitoring purposes. Eligibility Criteria are being developed for services provided under a "Public Health" remit to formalise arrangements for funding under Section 75 of the Health Act.

3/ Performance and systems: This sub-project of the IWDM Project is aimed at ensuring systems are effective in supporting the work of the Children and Young People's Service, through reducing duplication of effort, and improving access to information. Existing systems are being streamlined, consolidated, or improved, as appropriate. Improved performance management functions will allow for better understanding of need, outcomes and effectiveness.

4/ Project CLIC - Customer Led Insight for CAF (CLIC)

This project sits within the Total Place programme. The Trafford Partnership is working with Rochdale, Wigan and Oldham on this project. The aim is to use 'customer insight techniques' to better understand how to engage with families with young children, particularly in the most deprived areas, so we more effectively target support and intervention to improve their life chances. Initial work will focus on 12 families with children 0-5 in Partington and also involve staff and service users to analyse and redesign the current CAF form and implementation process

5/ The Personalisation Project: this approach is about increasing positive outcomes by enabling families' to have greater control over what services they receive. This can be done in many different ways and includes such things as the budget holding lead professional and individual budgets.

### **B) Multi Agency Family Support Teams (MAFST)**

In order to respond to the identified needs of children, young people and families across the Borough the Children and Young People's Service have created a Family Engagement Service Model. Within this model there are three Multi-Agency Family Support Teams (MAFT's) based in the West, South and North areas of the borough. These teams bring together children and young peoples services from across health and local authority to identify necessary actions that will be effective in helping to improve the quality of life of children and young people in the Borough. The MAFST's also work closely with voluntary agencies in their geographical area.

## 9.ii Locality based Partnerships

The Local Government Improvement and Development department identifies the value of partnership working between councils and other local agencies as the key to providing cost effective public services that help to meet the complex range of needs and problems that exist in our most deprived areas. The child poverty priority areas (as identified through the IDACI) have community based partnerships ordinarily including a mixture of statutory, private, voluntary staff and local residents. These partnerships have come together to support local people in identifying local need. All areas have created a vision for the local area with key actions aimed at realising that vision.

Below are lists of partnerships based in Trafford's most deprived areas:

### **A) Partington City Region Pilot**

In 2009 the ten district councils of Greater Manchester were awarded City Region Pilot status. The aim of the pilot is to identify and where possible act on local issues such as public transport, skills, housing, and regeneration. In Trafford the nominated area for the City region pilot is Partington. Services from across health, local authority, the CYPS, the voluntary sector and local schools have come together to consult with and work alongside local people to effect change that will significantly impact upon local poverty. The prime aspiration of the pilot is to make Partington: *a better place to live and work and to ensure the community is involved in the area's development by having their say.*

### **B) Sale Moor Community Partnership (SMCP)**

SMPC is a community focused charity led by volunteers which focuses on the needs of the area. SMCP works closely with statutory and other voluntary services such as GMP, Trafford Housing Trust and the youth service. SMCP aims to consult with local people to identify need and together with partners deliver service to address this need.

### **C) Master Plan for Old Trafford**

Trafford Housing Trust and Trafford Council have prepared a master-plan for the Old Trafford area, which runs alongside plans by Trafford Housing Trust to bring all its housing up to a decent standard by 2010.

The aim of the master-plan is to address the issues in the area that have been recognised as problems for the Community. The goal is to create long-lasting and safe communities with quality housing, an excellent environment, better access to training and employment and improved facilities.

### **D) Sale West and Ashton Partnership (SWAP)**

This is a multi agency partnership of committed professional workers from statutory agencies, along with local volunteers, churches, schools and councillors, who are all working together to improve the quality of life for the residents of the Sale West Estates. The Healthy Places Healthy Lives project is working with local people to target the social determinants of damaging alcohol consumption.

### **E) The Meadows Estate Tenants and Residents Group**

This group is supported by Trafford council and Trafford Housing Trust and supports local residents to identify issues and potential solutions. Although the group is reasonably well established there are currently no action plans for this area.

### **Stretford Town Centre Partnership**

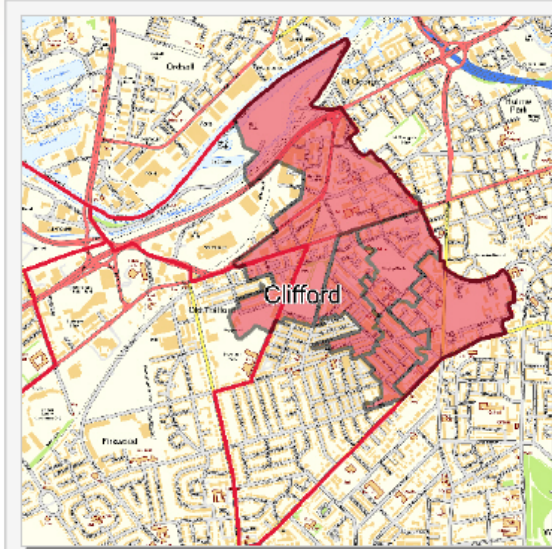
Across the A56 from The Meadows Estate sits Stretford Mall. The Stretford Town Centre Partnership are a not-for-profit organisation working to ensure improvements to the town centre/Mall are made to support its growth, vitality and development. The partnership represents key stakeholders from local businesses, major retailers, leisure services, property developers, academic institutions, community groups and Trafford Council. Although this partnership does not have a focus of development with the Meadows Estate, regeneration plans for the Mall will create opportunity for the residents of this estate.

## **10 PRIORITIES AND PLANNED INVESTMENTS:**

Needs assessments have recently been completed in each of the identified child poverty priority areas. These assessments have been undertaken by the local partnership and have included thorough consultations with local people to ascertain their views on local issues including: worklessness, opportunities, local facilities and priorities.

# Child Poverty Priority Area Profile

## Old Trafford North East



### Key Facts

Multi Agency Area:	North
Ward:	Clifford
Component LSOAs* with rank (x/138):	Trafford 001A (2) Trafford 001C (3) Trafford 001E (4) Trafford 001D (5)
Local Community Partnership Name:	Old Trafford Partnership

Old Trafford North East is a cluster of four LSOAs located primarily in Clifford Ward. In terms of child poverty, these areas occupy ranks 2-5 of the worst performing of Trafford's 138 LSOAs. Given the size of the cluster and the levels of child poverty concerned, this area has been ranked the number one priority for Trafford.

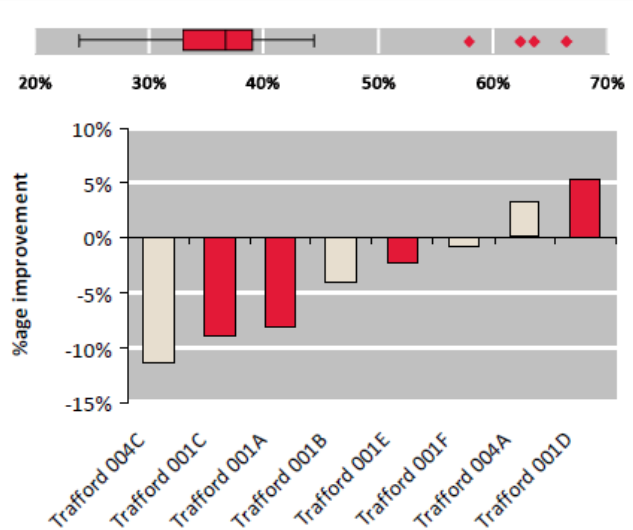
Old Trafford Partnership's document, *the Masterplan*, contains a needs assessment and local strategy for the community area containing Old Trafford North East.

### Ward-level IDACI Analysis

The Index of deprivation affecting children (the IDACI) is a subset of the national indices of multiple deprivation. A score has been calculated for each LSOA based around the percentage of children living below the poverty threshold in the area.

The purpose of ward-level analysis is to show child poverty in Trafford's priority areas in the context of neighbouring LSOAs in the ward. The upper chart to the right shows the range of IDACI scores for all 8 LSOAs in Clifford. The 4 LSOAs that comprise the priority area are plotted as individual red dots, whereas the remaining 4 LSOAs are plotted as a box-and-whisker showing the range (the "whiskers") the inter-quartile range (the "box") and the median IDACI score (a black vertical line).

The lower chart shows the change in IDACI scores between 2004 and 2007 for each LSOA. A positive score represents an improvement, a negative score represents deterioration. Priority LSOAs are shown in red.



### Key Local Issues (taken from available data and local needs assessments)

Old Trafford Partnership have identified the following local issues in relation to child poverty for the Old Trafford North East child poverty priority area:

- High levels of unemployment
- Identified need for assistance with skills, training and access to jobs.
- High levels of childhood obesity
- High levels of families in receipt of free school meals
- Poor life expectancy and overall population health

\* Lower Super Output Areas. i.e., a geographic area consisting of approx 1,500 people, generated automatically following the 2001 census. Trafford contains 138 LSOAs in total; England and Wales contains a total of 34,378 LSOAs

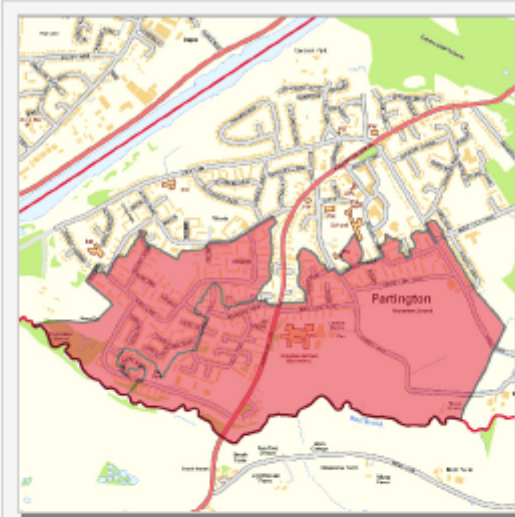
**10.i LSO 001A, 001C, 001E, 001D - Old Trafford North East:**

The table below places locally identified action (taken from the Old Trafford Master Plan) against the key local issues identified through needs assessments that relate to child poverty

<b>OLD TRAFFORD</b>			
<b>Key Local Issues</b>	<b>Locally Identified Action</b>	<b>Lead Organisation/Plan</b>	<b>Supported by</b>
High levels of unemployment	Create jobs for local people	Old Trafford 'master-plan'	Closing the Gap for Localities Group
Assistance with skills, training and access to jobs	Expand initiatives to assist with skills, training and access to jobs	Old Trafford 'master-plan'	Closing the Gap for Localities Group
Families in receipt of free school meals	Subsidies for childcare and particularly sectional provision to allow parents to access training and other activities.	Old Trafford 'master-plan'	Closing the Gap for Localities Group
Poor life expectancy and overall population health  High levels of childhood obesity	Bringing services together onto a single site, possibly as part of a GP hub and placed in a high profile location	Old Trafford 'master-plan'	Health and wellbeing thematic group

# Child Poverty Priority Area Profile

## Partington South



### Key Facts

Multi Agency Area:	West
Ward:	Bucklow St Martins
Component LSOAs* with rank (x/138):	Trafford 017E (1) Trafford 017B (6)
Local Community Partnership Name:	Partington City Region Pilot

**Partington South** is a cluster of 2 LSOAs occupying the southern part of Partington Village in Bucklow St Martins ward. Trafford LSOA 017E is ranked as the overall worst of Trafford's 138 LSOAs and 146th worst of the 34,378 LSOAs nationally in terms of child poverty. Trafford 017B is ranked 6th worst in Trafford.

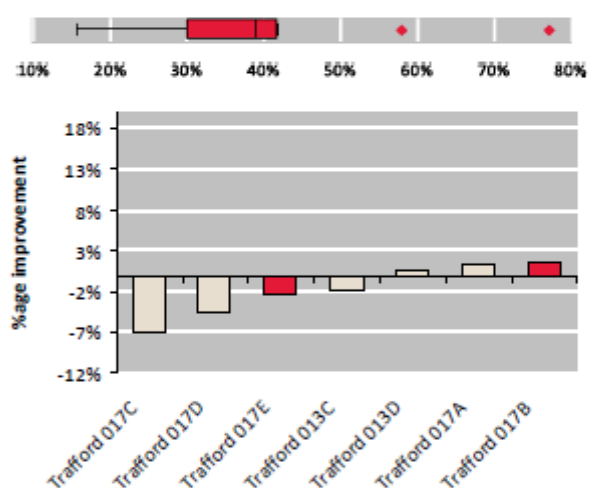
**Partington City Region Pilot** is a multi-agency project consisting of partners from health, the local authority, CYPS, the voluntary sector schools and other agencies to effect change in the Partington area. The project is led by local needs assessment and consultation and is coordinated through a comprehensive action plan delivered by the community partnership.

### Ward-level IDACI Analysis

The Index of deprivation affecting children (the IDACI) is a subset of the national indices of multiple deprivation. A score has been calculated for each LSOA based around the percentage of children living below the poverty threshold in the area.

The purpose of ward-level analysis is to show child poverty in Trafford's priority areas in the context of neighbouring LSOAs in the ward. The upper chart to the right shows the range of IDACI scores for all 7 LSOAs in Bucklow. The 2 LSOAs that comprise the priority area are plotted as individual red dots, whereas the remaining 5 LSOAs are plotted as a box-and-whisker showing the range (the "whiskers") the inter-quartile range (the "box") and the median IDACI score (a black vertical line).

The lower chart shows the change in IDACI scores between 2004 and 2007 for each LSOA. A positive score represents an improvement, a negative score represents deterioration. Priority LSOAs are shown in red.



### Key Local Issues (taken from available data and local needs assessments)

Old Trafford Partnership have identified the following local issues in relation to child poverty for the Partington South child poverty priority area:

- A need for enhanced public transport service including additional buses
- High levels of teenage conceptions
- High levels of unemployment and lack of opportunity
- Below average educational attainment and a large number of NEET 16 – 18 year olds
- High levels of childhood obesity
- High proportion of social housing
- Increase in cancer, respiratory, heart disease, stroke and liver disease

\* Lower Super Output Areas. i.e. a geographic area consisting of approx 1,500 people, generated automatically following the 2001 census. Trafford contains 138 LSOAs in total; England and Wales contains a total of 34,378 LSOAs

## 10.ii LSO 017E, 017B – Partington South

The table below places locally identified action (taken from the City Region Pilot Work) against the key local issues identified through needs assessments that relate to child poverty. All plans relate to Partington as a locality and include the two lower super output areas of Partington South.

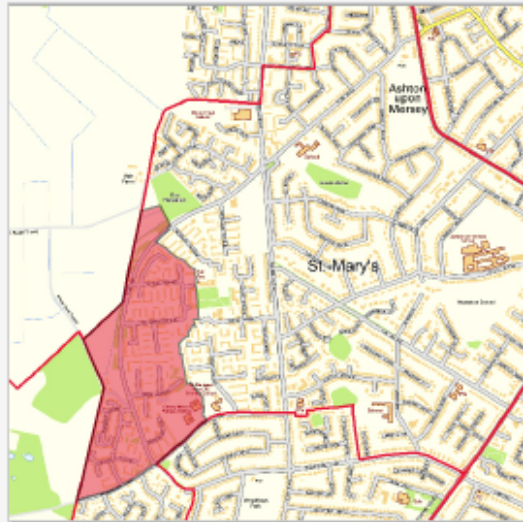
<b>Partington / Partington South</b>			
<b>Key Local Issues</b>	<b>Identified Action</b>	<b>Lead Organisation/Plan</b>	<b>Supported by</b>
Poor life expectancy and overall population health	To improve engagement with hard to reach families. To improve outcomes for families – especially around health	City Region Pilot	Health and wellbeing thematic group
High levels of childhood obesity	Safety in the home information available for parents	City Region Pilot	
Increase in cancer, respiratory, heart disease, stroke and liver disease			
Below the national and Trafford average for attainment at key stage 2	Inform parents and carers about activities available in their area including information about the range of services offered by Children's Centres	City Region Pilot	Closing the Gap for Localities Group
	Provide parents with information about the types of childcare available and the benefits of early education	City Region Pilot	Closing the Gap for Localities Group

<b>Partington / Partington South</b>			
<b>Key Local Issues</b>	<b>Identified Action</b>	<b>Lead Organisation/Plan</b>	<b>Supported by</b>
High levels of unemployment  High number of NEET 16 – 18 year olds  Lack of local employment opportunities	Create opportunities for parents to understand the types of childcare available and the benefits for the child and for the parents who may return to work	City Region Pilot	Closing the Gap for Localities Group  Closing
Identified need for assistance with skills, training and access to jobs	Provide parents with information about returning back to work and flexible working regarding childcare	City Region Pilot	Closing the Gap for Localities Group
High levels of families in receipt of free school meals	Dedicated Job Centre Plus adviser to support lone parents to return to work	City Region Pilot	Closing the Gap for Localities Group
High levels of teenage conceptions	Create information for young parents to access courses to gain skills for life long learning	City Region Pilot	Closing the Gap for Localities Group
	Lone parents in receipt of benefits living in M31 postcode area – targeted by and resisted with Job Centre Plus in Stretford	City Region Pilot	Closing the Gap for Localities Group
	Provide information for parents about financial support and tax credits. Early education funding for 2/3 year old children.	City Region Pilot	Closing the Gap for Localities Group
	Help fathers learn new skills	City Region Pilot	Closing the Gap for Localities Group

<b>Partington / Partington South</b>			
Key Local Issues	Identified Action	Lead Organisation/Plan	Supported by
A need for enhanced public transport service including additional buses			
High number of NEET 16 – 18 year olds  High levels of teenage conceptions	Provided the ‘tools’ to help the parents look towards the future and improve outcomes for themselves and their family	City Region Pilot	Closing the Gap for Localities Group

# Child Poverty Priority Area Profile

## Racecourse West



### Key Facts

Multi Agency Area:	South
Ward:	St Mary's
Component LSOAs* with rank (x/138):	Trafford 019E (7)
Local Community Partnership Name:	Sale West and Ashton Partnership

Racecourse West comprises a single LSOA located in St Mary's ward and forms the westerly part of an area known locally as the Racecourse Estate. Trafford 019E is ranked as the 7th worst LSOA in Trafford in terms of child poverty and the Racecourse West area is Trafford's third priority area (after Old Trafford North East and Partington South).

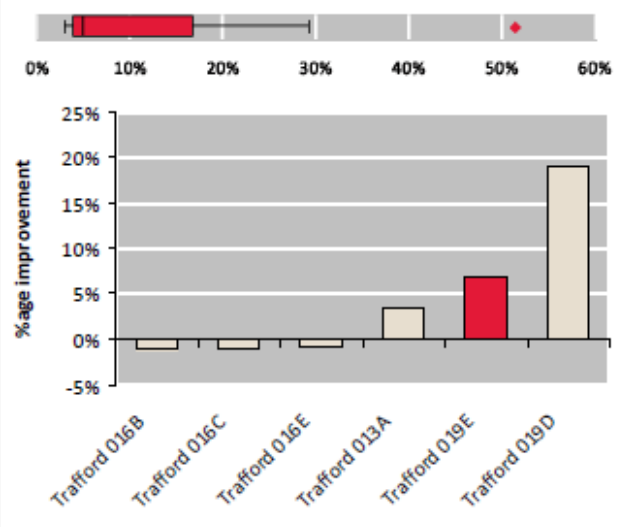
Sale West and Ashton Partnership (SWAP) covers 4 LSOAs across 3 wards, including the Racecourse West area. They have completed a needs assessment and strategy for the local community area.

### Ward-level IDACI Analysis

The Index of deprivation affecting children (the IDACI) is a subset of the national indices of multiple deprivation. A score has been calculated for each LSOA based around the percentage of children living below the poverty threshold in the area.

The purpose of ward-level analysis is to show child poverty in Trafford's priority areas in the context of neighbouring LSOAs in the ward. The upper chart to the right shows the range of IDACI scores for all 6 LSOAs in St Mary's. The LSOA that comprises the priority area is plotted as an individual red dot, whereas the remaining 5 LSOAs are plotted as a box-and-whisker showing the range (the "whiskers") the inter-quartile range (the "box") and the median IDACI score (a black vertical line).

The lower chart shows the change in IDACI scores between 2004 and 2007 for each LSOA. A positive score represents an improvement, a negative score represents deterioration. Priority LSOAs are shown in red.



### Key Local Issues (taken from available data and local needs assessments)

Sale West and Ashton Partnership have identified the following local issues in relation to child poverty for the Racecourse West child poverty priority area:

- Higher than average adult alcohol misuse
- High unemployment
- High levels of teenage conceptions
- High levels of domestic violence
- Limited supply of social Housing
- Public Transport - lack of accessible public transport
- High levels of families in receipt of free school meals

\* Lower Super Output Areas. i.e. a geographic area consisting of approx 1,500 people, generated automatically following the 2001 census. Trafford contains 138 LSOAs in total; England and Wales contains a total of 34,378 LSOAs

### 10.iii 019E – Racecourse West

The table below brings together the key local issues relating to poverty (Identified by the S.W.A.P.) set against the action identified through action plans. The Plans cover the whole of Sale West or the Racecourse Estate. These plans cover the lower super output areas of Race Course West.

Actions:

Sale West / Racecourse West			
Key Local Issues	Identified Action	Lead Organisation/Plan	Supported by
Higher than average adult alcohol misuse	Build on the assets which are already available on the estates	S.W.A.P	Closing the Gap for Localities Group
Teenage conceptions	Form a strong network with all key local partners, using all buildings/assets to the full (GP surgeries, schools, community centre, youth centre, Ascot House, pubs etc) to ensure good access to activities and services for local people	S.W.A.P	Closing the Gap for Localities Group
High levels of domestic violence			
Limited supply of social Housing			
	Expand numbers of local community activities	S.W.A.P	Closing the Gap for Localities Group
High unemployment	Help the 'whole person', with all their physical, psychological, spiritual and financial needs, understanding them within their family context	S.W.A.P	Closing the Gap for Localities Group
High levels of families in receipt of free school meals			
High levels of hospital admissions relating to alcohol harm in Trafford.	Develop a sustainable system for reducing alcohol admissions to A&E, by taking a social determinants	S.W.A.P	

	approach to alcohol and wider health inequalities		
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# Child Poverty Priority Area Profile

## Stretford Meadows



### Key Facts

Multi Agency Area: North  
 Ward: Stretford  
 Component LSOAs\* with rank (x/138): Trafford 011C (8)  
 Local Community Partnership Names:  
 Meadows Estate Tennants and Residents Group  
 Stretford Town Centre Partnership

Stretford Meadows comprises of an LSOA that stretches across the easterly portion of Stretford ward, covering part of the south west area of Longford Ward. The area is bounded to the west by Chester road and covers an area known as the Meadows Estate.

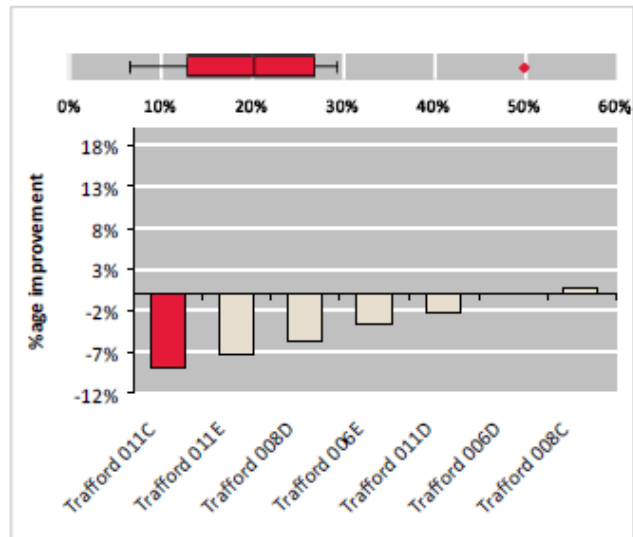
The Meadows Estate Tennants and Residents Group represents people from the Meadows Estate area and the Stretford Town Centre Partnership works in Stretford town centre, with a focus on regeneration. As of April 2011, no strategy or needs assessment has been identified that covers these local partnerships.

### Index of Deprivation Affecting Children

The Index of deprivation affecting children (the IDACI) is a subset of the national indices of multiple deprivation. A score has been calculated for each LSOA based around the percentage of children living below the poverty threshold in the area.

The purpose of ward-level analysis is to show child poverty in Trafford's priority areas in the context of neighbouring LSOAs in the ward. The upper chart to the right shows the range of IDACI scores for all 7 LSOAs in Stretford. The LSOA that comprises the priority area is plotted as an individual red dot, whereas the remaining 6 LSOAs are plotted as a box-and-whisker showing the range (the "whiskers") the inter-quartile range (the "box") and the median IDACI score (a black vertical line).

The lower chart shows the change in IDACI scores between 2004 and 2007 for each LSOA. A positive score represents an improvement, a negative score represents deterioration. Priority LSOAs are shown in red.



### Key Local Issues (taken from available data and local needs assessments)

As yet, no local needs assessment or action plan has been identified for this area

\* Lower Super Output Areas, i.e., a geographic area consisting of approx 1,500 people, generated automatically following the 2001 census. Trafford contains 138 LSOAs in total; England and Wales contains a total of 34,378 LSOAs

#### 10.iv LSO 011C – The Meadows Estate

The table below brings together the key local issues relating to poverty (Identified by the Stretford Town Centre Partnership) set against the action identified through ward and IDACI information.

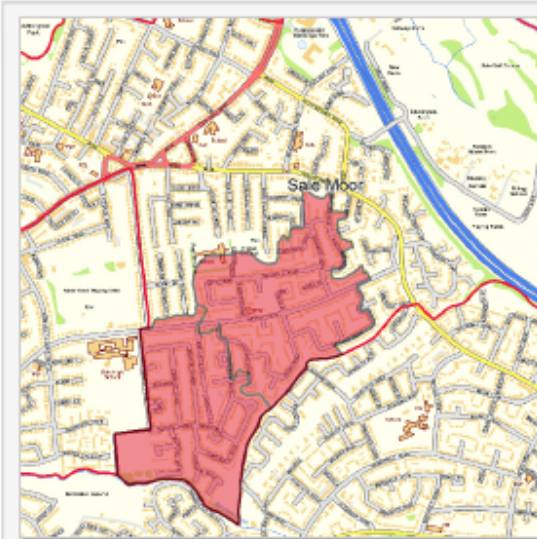
Currently there are no plans addressing health issues faced by residents within the Meadows Estate. Stretford's plans appear to be based around the regeneration of the centre/Mall. Although this in turn will create additional employment for local people it does not address the additional drivers of poverty. It is necessary for the CYPS through the Localities Group to engage with The Meadows Estate Tenants and Residents Group

#### Actions

<b>Stretford / The Meadows Estate</b>			
<b>Key Local Issues</b>	<b>Identified Action</b>	<b>Lead Organisation/Plan</b>	<b>Supported by</b>
High levels of unemployment	Ensuring that Stretford is recognised as a town centre in its own right	Stretford Town Centre Partnership	Closing the Gap for Localities Group
	Enhancing the retail and services mix within the town centre	Stretford Town Centre Partnership	Closing the Gap for Localities Group
Poorer than average health outcomes especially Increase in cancer, respiratory, heart disease, stroke and liver disease	To be determined	The Meadows Estate Tenants and Residents Group	Health and wellbeing thematic group

# Child Poverty Priority Area Profile

## Sale Moor South



### Key Facts

Multi Agency Area: South  
 Ward: Sale Moor  
 Component LSOAs\* with rank (x/138): Trafford 018E(9)  
 Trafford 018C (10)

Local Community Partnership Name:  
 Sale Moor Community Partnership

Sale Moor South is a cluster of 2 LSOAs located in the Sale Moor ward. Although neither LSOA quite makes the threshold for inclusion based upon IDACI 2007 score, a reasonable argument can be made that the area of acute child poverty actually straddles both areas and there is thus justification for inclusion as a priority area.

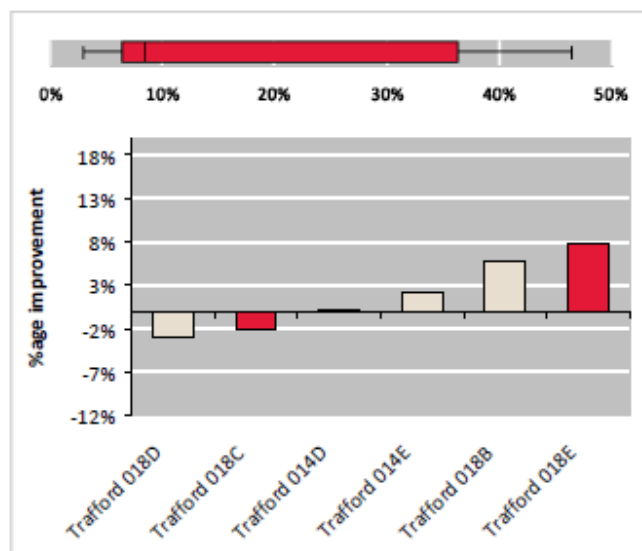
Sale Moor Community Partnership (SMCP) covers the Sale Moor area of Trafford. They have completed an area needs assessment and follow a partnership strategy for delivery.

### Index of Deprivation Affecting Children

The Index of deprivation affecting children (the IDACI) is a subset of the national indices of multiple deprivation. A score has been calculated for each LSOA based around the percentage of children living below the poverty threshold in the area.

The purpose of ward-level analysis is to show child poverty in Trafford's priority areas in the context of neighbouring LSOAs in the ward. The upper chart to the right shows the range of IDACI scores for all 6 LSOAs in Sale Moor. As no individual LSOAs in Sale Moor passed the inclusion threshold, all 6 LSOAs are plotted as a box-and-whisker showing the range (the "whiskers") the inter-quartile range (the "box") and the median IDACI score (a black vertical line).

The lower chart shows the change in IDACI scores between 2004 and 2007 for each LSOA. A positive score represents an improvement, a negative score represents deterioration. Priority LSOAs are shown in red.



### Key Local Issues (taken from available data and local needs assessments)

Sale Moor Community Partnership have identified the following local issues in relation to child poverty for the Sale Moor South child poverty priority area:

- High levels of families in receipt of free school meals
- Increase in cancer, respiratory, heart disease, stroke and liver disease
- Future sustainability of Centre Point and the Learning Centre, as they have now merged
- Health Improvement for residents
- Increasing levels of social housing

\* Lower Super Output Areas. i.e., a geographic area consisting of approx 1,500 people, generated automatically following the 2001 census. Trafford contains 138 LSOAs in total; England and Wales contains a total of 34,378 LSOAs

**10.v LDO 019E, 018C Sale Moor South :**

The table below brings together the key local issues relating to poverty (Identified by the Sale Moor Partnership) set against the action identified through action plans. The identified actions cover the whole of the Sale Moor area including the LSOA.

<b>Sale Moor</b>			
<b>Key Local Issues</b>	<b>Identified Action</b>	<b>Lead Organisation/Plan</b>	<b>Supported by</b>
High levels of families in receipt of free school meals	Employment Training advice and support particularly for young adults	Sale Moor Community Partnership	Closing the Gap for Localities Group
Sustainability of local community centres	Access to local apprenticeships / job related training	Sale Moor Community Partnership	Closing the Gap for Localities Group
High levels of free school meals	Activities for children during school holidays and after school clubs	Sale Moor Community Partnership	
Health Improvement for residents	To be determined	Sale Moor Community Partnership	Health and wellbeing thematic group
Increase in Social Housing	To be determined	Sale Moor Community Partnership	

***Recommendations:***

Although plans have been agreed alongside local people there is no consistency across localities to ensure levels of engagement and involvement of local people alongside monitoring and evaluation are delivered at a required level.

## **11 CONCLUSION AND KEY ACTIONS 2011 / 12**

This strategy aims to give a concise overview of dedicated work taking place to support our most deprived families to move out of poverty. The Child Poverty needs assessment has drawn upon national and local data which identifies the wards and Lower super output areas within Trafford where poverty is most concentrated. This strategy has brought together the key themes identified through needs assessments with local area plans. These plans are the result of local area assessments undertaken by local partnerships alongside local residents. Although robust work based on need is taking place to support families currently living in acute poverty in Trafford, there is a need for coordination and consistency across localities. The City Region Pilot / Total Place project in Partington is a well structured ambitious plan. By bringing the learning (successful and not) from such initiatives to one specific group, innovative projects can influence work taking place in other localities.

To address the lack of consistency across localities this strategy recommends: developing mechanisms to share learning, better data collection and robust monitoring and evaluation. This approach aims to strengthen current good practice across the borough thus enabling children living in Trafford's pockets of deprivation and poverty to have better life chances alongside their peers. Additionally lower super output areas such as the Meadows Estate in Stretford (who currently have no action plans to address local needs/poverty) will benefit from access to 'what works' in similar localities enabling comprehensive plans based upon need to be delivered.

This strategy recommends the Closing the Gap for Localities Group should be charged with the development of the listed recommendations to enable consistency of approach and the dissemination of learning across localities, address gaps in local action plans and ensure adequate support is given to new projects.

### **11.i Recommendations**

- Create an effective mechanism for ongoing collation of data to ensure the Child Poverty Needs Assessment is kept up to date:

Data relating to child poverty is regularly released both nationally and through updated local needs assessments. A mechanism for the collection and inclusion of this data needs to be devised. This will keep the Child Poverty needs assessment up to date and will enable this assessment to continue to be the overarching information document for child poverty.

- Robust and consistent monitoring and evaluation of local projects by the Localities Group:

This document has identified a variety of approaches and plans to address child poverty and associated issues in Trafford's areas of acute child poverty. A lack of consistency with monitoring and evaluating these projects however prevents a robust analysis of success. This strategy recommends the Localities group agree a mechanism for monitoring and evaluating locality based work.

- Outcomes from community based projects (based upon robust monitoring) to be considered by the Localities Group:

Through an analysis of outcomes, good practice and lessons learned can be shared across localities. This will enable work taking place in one locality to impact upon another thus enabling localities with reduced budgets to benefit from innovative projects taking place in areas with greater funding. An analysis of outcomes alongside robust monitoring should enable the localities group to determine any impact initiatives had had upon the lower super output areas listed in this strategy. Additionally this information will support the local authority and health in future target setting and prevent duplication of service delivery.

- CYPS to formally link and support local community groups and partnerships to enable local people to have greater choice and control over the way funds are allocated and spent in line with the personalisation and community budgets agendas:

As greater information is gained through monitoring and analysis of outcomes CYPS will be able to better establish the need for additional support to lower super output areas from the multi agency family support teams.

- A representative from each local partnership and Area Services to attend Closing the Gap for Localities Group Meetings:

In order to ensure all local information is captured and to enable better sharing of success across all localities it is necessary to have a representative from each of the area partnerships and a representative from Area Services to engage with the localities group. This can be achieved by representatives either directly attending locality group meetings or by creating a wider virtual network to overseeing child poverty and the aligned issues.