

Wirral Plan 2017-18 Q3 - Pledge Overview Report

Improving Life Chances Strategy

Overview from Lead Cabinet Member

The Improving Life Chances (ILC) Steering Group has continued to work to tackle child poverty collectively in Wirral and build on the positive initiatives established in the community pilot areas.

The annual Improving Life Chances Event was held in October, the event was well attended and provided the opportunity for the community pilot areas to share good practice and network following the session. One of the key messages highlighted during the session was the huge amount of support that volunteers are providing within their communities. Following the event, we have learnt of one of the attending organisations putting the learning into practice and establishing a social supermarket within their community.

A further session was held for a wide range of community agencies on Universal Credit and the support that is available locally for families, including key messages that they need to share with families that they are working with, such as ensuring that they apply for free school meals that are entitled to them, applying for council tax rebate and take up of budgeting advice and advance loan when required.

The Community Connectors continue to provide support in the community. Anecdotal feedback is that they are seeing a lot of families in crisis with little food or in financial hardship due to benefits being delayed or stopped. They supported a number of families over the Christmas period and referred over 100 people into the Christmas hamper scheme as well as supporting the delivery of hampers. They also referred and signposted a number of individuals into different Christmas meals and activities. As a consequence of this activity they are going to be working more closely with the foodbanks. They have also made strong links with schools, particularly Bidston Village Primary which has resulted in referrals being made from the school, and a playground drop in to promote the service was held in November.

The Improving Life Chances community pilots are currently being evaluated to inform developments going forward. Interviews have been taking place with key organisations, volunteers and the members of the community and will be presented in February for discussion at the next steering group.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	Year End 2017-18	Trend (See Key)	Comment
The Proportion of children in low income families	Annual Lower is better	21.5% Aug 2013	England: 19.9% (Aug 2014) North West: 22.6% (Aug 2014)	23.3%					n/a	The latest update available is a snapshot as at 31st August 2014. This was published in September 2016 due to a two year time lag. Further updates will be reported when they become available.
Increase the employment rate in Wirral	Quarterly Higher is better	66.7 2014- 15	England: 74.7 (Oct 16 - Sept 17) North West: 72.6 (Oct 16 - Sept 17)	69.7	70.8	71.3	71.2		Better	Performance, as reported via National Survey Data, has decreased by 1% since the last quarter. However, North West and national figures show a trend of improvement.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2016-17	2017-18 Q1	2017-18 Q2	2017-18 Q3	Year End 2017-18	Trend	Comment
Percentage of smoke free pledges that are still active with those people who have been smoke free for 6 months in Community Pilot areas	Quarterly Higher is better	n/a							n/a	This will start to be reported in Q4 for the first time.
Take up of the 2-2½ year Health Visitor child development reviews in the Community Pilot areas	Quarterly Higher is better	65.6% Q1 2015-16	Wirral: 76.7% (2016-17)	70.5%	84.0%	83.1%			n/a	Quarter 2 2017/18 latest figure available. Performance has been improving steadily over the last 12 months although the latest quarter has shown a slight decrease in performance (Q1 84%), but this is higher than the performance overall in Wirral for this review.
Increase number of organisations signed up to Wirral Credit Union	Annual Higher is better			21				1	Worse	We have had 1 new organisation sign up for our payroll deduction scheme, Age UK Wirral. We have 2 more in the pipeline for the beginning of the year, Homestart and Autism Together.

Priority 01: Overarching actions:

Action	Lead Agency	Status Current Period	Timescale	Status	Progress (Outcome / Impact)
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To organise an annual Improving Life Chances/Child Poverty conference to raise awareness of issues affecting local families, highlight local services and celebrate achievements and to further develop opportunities for joint actions	Wirral Council	Green	Jun 2016 - Oct 2017	Completed	The second annual Life Chances/Child Poverty conference was held in October and attended by a range of organisations. Each pilot area presented on their activities, achievements and challenges. These included: <ul style="list-style-type: none"> • Cookery clubs/Education and wellbeing courses/foodbanks • Increased partnership working • Improved community engagement It provided the opportunity for the sharing good practice and each area learning from the more developed areas. The presentations were followed by a networking session. Just one example following the event has been a local voluntary sector organisation trialling a social supermarket similar to one of the community pilots.
To target specified agencies to complete the child poverty awareness training	Wirral Council	Amber	Apr 2017 - Mar 2020	In Progress	Uptake of the e-learning training continues to be limited, feedback from some agencies have suggested that condensed training at team meetings would be more appropriate, this is currently being explored. Face to face child poverty awareness training continues to be delivered, although this is limited at present it has evaluated well. The popularity of the additional session provided in q3 on Universal Credit and available local support further demonstrates the preference for face to face sessions. Following this session a resource pack was developed for councillors and other key stakeholders.
To monitor the impact of Community Pilots	Wirral Council	Green	Apr 2017 - Mar 2018	In Progress	160 Christmas KIND luxury hampers were delivered to families in crisis in the Seacombe community area before Christmas 2017. 200 hampers were delivered to families in crisis in Beechwood. The hampers included information about local services and initiatives. The North end community pilot delivered Christmas community bingo and a Christmas grotto at Gautby Road Play and Community Centre for local residents including food provision. In December 2017, Lifelong Learning delivered Christmas table decoration sessions in Seacombe, Beechwood (14 people) and Bidston Rise delivering to a minimum of 12 residents at each session and exploring if they wanted further training in different areas like maths and English etc. North end ILC community pilot has developed youth sessions to be delivered outdoors in Bidston Rise once a week to prevent ASB. The Gautby Road team are working with Beechwood to develop outreach services for young people in Beechwood. Bidston Rise team also distributed holiday food from 'Our House' to local community. They have also started up a new community bingo. The Sal's Shoes project continues and shoes from all the pilot areas will be collected and taken to Sal's Shoes HQ in January 2018. The ILC annual event took place in October 2017 at the Beechwood Little centre and celebrated the work of the individual ILC pilot projects. Beechwood ILC had their own awards celebration of the great work going on in their areas.
Co-ordinate and support volunteering groups in each Community Pilot area	Community Action Wirral	Green	Apr 2015 - Mar 2018	In Progress	The ILC community pilots are planning and working with CAW to develop volunteer session in community pilot areas to encourage volunteering in the local projects. The sessions will take place in Q4.
Reduce smoking in Community Pilot areas	ABL	Green	Apr 2017 - Mar 2018	In Progress	A drop in smoking cessation clinic (for anyone) will commence at Seacombe Children's Centre week commencing 8th January 2018 and staff will be trained to deliver brief advice and intervention training around second hand smoke during this month. ABL's specialist pregnancy adviser will be available one day a week at the Children's Centre. A similar offer is currently being negotiated with St James' Children's Centre. This needs to take into consideration the current, and very busy, smoking cessation clinic delivered at Birkenhead Medical Centre to avoid duplication. Beechwood: there are a number of smoking cessation clinics that are in close proximity to the estate and that are used by Beechwood residents. An offer has been made to work with local residents to identify the demand for a smoking cessation clinic on the estate.

Priority 02: Supporting parents into sustainable employment

Action	Lead Agency	Status Current Period	Timescale	Status	Progress (Outcome / Impact)
Provide employment and training courses at children's centres and appropriate settings in the Community Pilot areas	Department for Work and Pensions	Green	Apr 2016 - Mar 2018	In Progress	We are unable to utilise children's centres for training courses due to availability of rooms at children's centres. DWP community outreach workers are however delivering services from children's centres including Ganneys Meadow, Pensby and Bromborough sites where we deliver group information session and drop ins. We are also delivering from Women's Refugee, Magenta Living, Wirral Ways to Recovery, and Phoenix Futures. We plan to expand services to New Beginnings, New Ferry social enterprise, and are in discussions for outreach services and the delivery of "Get Smart" and basic IT Training courses from site.
Promote affordable childcare opportunities in Community Pilots to enable parents to return to work	Wirral Council	Amber	Apr 2015 - Mar 2018	In Progress	Discussions took place with Job Centre Plus to support courses with crèche by Early Childhood Service, it wasn't required this term. Work is ongoing to increase the uptake of the 2 year old offer.

Priority 03: Improve life chances for children and young people

Action	Lead Agency	Status Current Period	Timescale	Status	Progress (Outcome / Impact)
Work with Health Visitors to maximise the impact of Healthy Child Programme in Community Pilot areas	Wirral Community Trust	Amber	Apr 2015 - Mar 2018	In Progress	A targeted piece of work is underway in the Community Pilot areas around the 2 year review, the data from the 2 year old registrations in these areas is being used to target specific nurseries and offer a wider range of opportunities for the review. Increased visibility of the 0-19 service staff within settings and children's centre is also generating an increase in the uptake of the two year review and shared outcomes around Welcom screening to be more joined up to remove duplication of work.
To increase take up of breakfast clubs/holiday provision in Community Pilot areas	Wirral Council	Green	Apr 2017 - Mar 2018	In Progress	Beechwood Little Centre has set up its food hub and is offering a discounted super market and community café. The Beechwood Little Centre is working with the play scheme to deliver holiday food from the Centre. Gautby Road Play and Community Centre continues to offer a food hub with discounted supermarket in Q3, and has worked with the play scheme to deliver holiday food. The Seacombe Project has got together the main agencies delivering ILC services across Seacombe in Q3 and delivered breakfast bags to the community from the children's centre and will discuss how they can secure funds for holiday food across the next year. Beechwood and Seacombe volunteers worked together to raise funding to buy 2 pallets of food from His Church to be delivered to Seacombe in December for their social supermarket along with Fareshare food, to enable large bags of food to be given to the elderly and single people in need at Christmas. Surplus supermarket goods were delivered on Christmas eve including fresh turkeys from M&S to Seacombe families by volunteer from the Council, Community Spirit and local residents.

Priority 04: Supporting families to become financially resilient

Action	Lead Agency	Status Current Period	Timescale	Status	Progress (Outcome / Impact)
To target staff who have direct contact with the public to raise awareness of debt and financial advice in Community Pilot areas	Citizen Advice Bureau	Amber	Jul 2016 - Mar 2018	In Progress	First training session complete, second training session planned for February 2018
Increase uptake of Wirral Credit Union among partner organisations and the wider community	Citizen Advice Bureau	Amber	Jul 2016 - Mar 2018	In Progress	Age UK Wirral are now signed up as partners and 3 other partners are considering signing up. Wirral Credit Union have signed up 130 new members in the last 6 months. A Citizens Advice client Credit Union awareness day planned for February 2018

Priority 05: Tackling the immediate effects of poverty

Action	Lead Agency	Status Current Period	Timescale	Status	Progress (Outcome / Impact)
Implement a neighbourhood approach to tackle food poverty in Community Pilot areas	Wirral Council	Green	Apr 2016 - Mar 2018	In Progress	Each of the three pilot areas continues to run a social super market from their community centres throughout Q3. They offer discounted food secured from surplus food providers FareShare, His Church and shops. Beechwood and Seacombe ILC pilot areas have also provided 200 and 160 Christmas hampers respectively to families in crisis. St James Centre provided a range of Christmas activities and offered food as part of the activities including youth sessions. The Beechwood Little Centre has opened its community café and expanded food supermarket.
Ensure the selective licensing scheme connects to the work of the Improving Life Chances pilots	Wirral Council	Amber	Sep 2017 - Mar 2020	In Progress	Approval for the existing scheme was granted in December and consultation on the rollout to the additional areas is currently underway.

Report Key

Trend - Performance is shown as Better, Same or Worse compared with the last reporting period

Target - Where targets apply, these are shown as either Blue, Green, Amber, Red based on the agreed tolerance range for individual measures.

Action - These are shown as either:

- Green (on track to deliver on time)
- Amber (off track but action being taken to deliver on time)
- Red (off track and won't deliver on time)

