

ACTIONS PROPOSED TO IMPROVE PERFORMANCE

	ACTION	DATE	RESP. OFFICER	EXPECTED OUTCOME & IMPACT	6 MONTH UPDATE/STATUS
IN THE NEXT THREE MONTHS	Member seminar to take place on child poverty	April 2012	Joyce Thacker	Raise member awareness of the child poverty agenda and its impacts.	Completed - Member seminar took place in April 2012
	Re-launch the Early Help Strategy - one of the strategic objectives identified in the strategy is 'to mitigate the effects of child poverty (including health inequalities) by supporting families to fulfil their potential.'	Spring 2012	Joyce Thacker	Mitigate the effects of child poverty (including health inequalities) by supporting families to fulfil their potential.' If the strategy is successful it will have long term impacts on rates of poverty in the borough.	Completed - Early Help strategy launched 27th April 2012. The redesigned Contact, Advice and Referral Team (CART), launched on 2nd April 2012, is ensuring children and families get quick and appropriate access to support.
	Provide targeted support for our most vulnerable groups, including EU migrants and new arrivals, through the development and implementation of the child poverty measures detailed in the EU migration action plan.	May 2012	Jo Lees	<p>Improved language skills to provide increased employment opportunities through ESOL classes</p> <p>Erskine Road project to be replicated at Ferham Children's Centre</p> <p>Increased number of EU Migrants receiving free school meals.</p> <p>Number of EU Migrants on programmes through delivery of education programmes with Job Centre Plus to enhance employment prospects.</p>	<p>Completed - Weekly "pre-ESOL" classes have been delivered at Ferham Children's Centre and the Unity Centre since October 2011. These programmes are tailored to those unable to cope with the structured learning programmes delivered by RCAT and Dearne Valley.</p> <p>Completed - Erskine Road project for early learning has been taking place one day a week for over 12 months and has now been expanded to include benefits advice and recycling of household goods and clothing. The project is now being replicated at Ferham Children's Centre.</p> <p>A parent group is also in place at Ferham Children's Centre, targeting vulnerable groups, including new arrivals and EU migrant families.</p> <p>Our data currently shows that 49% of new arrival / EU migrant children are receiving free school meals.</p> <p>Jobcentre Plus - Negotiations are currently ongoing to deliver CV development completions with EU migrants to enable them</p>

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				to meet job seekers' allowance eligibility. Performance data is currently being collated to evidence take up of provision.
Continue working with other Directorates, partners and sub regionally to better measure child poverty in Rotherham through the development of local data.	Summer 2012	Ann Hawke	Common practice across the region on how to assess Child Poverty	Work is ongoing, in conjunction with regional partners and the government's child poverty unit, to develop appropriate measures, including a wider range of relevant indicators.
Support pathway is being developed for Children's Centres. Early Years and Children's Centres co-ordinating Adult and Family Learning package for children's centre delivery with both RMBC colleagues and external PVI training providers.	April 2012	Aileen Chambers	To support parents achieve economic wellbeing.	This action is being incorporated into Rotherham's successful bid to be a Children's Improvement Board Early Years Demonstrator site to share good practice and learning at a local, regional and national level. This will enable us to learn from other local authorities whilst developing the Rotherham pathway.
Produce a briefing on the impact the changes in benefits will have on levels of deprivation in Rotherham.	Spring	Rotherham LSP		Completed - Paper produced and submitted to the LSP Board on 29th March 2012. Estimated that £28m will be lost to the Rotherham Economy by 2015. Disproportionate impact in most deprived areas, which have a higher concentration of benefit claimants and low income families. Significant work continues on welfare reform, analysing the impact, raising awareness and supporting those affected.
We will process housing and council tax benefits/free school meals claims and Rothercard applications in an efficient and timely manner. 1) Average number of days taken to process HB/CTB New Claims and Change events (Changes of Circumstances)	Ongoing	Benefits Service	Number of families claiming the correct benefits is increased	1) Target not met - at qtr 4 (year end) the average number of days taken to process HB/CTB new claims and change events was 12.62 days, slightly worse than the 12 day target. 2&3) On Target - 100% of Rothercard applications (both postal and on the spot) were dealt with within time.

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	<p>2) % of Rothercard applications (on the spot) issued the same day (on provision of the correct documentation from the customer).</p> <p>3) % of Rothercard applications (mail) dealt within 14 days</p> <p>4) % of New Benefit Claims decided within 14 days of receipt of all necessary information</p>				<p>4) On target - in relation to new benefit claims decided within 14 days of receipt of all necessary information being provided, performance has increased on last year's performance to 93.74%.</p>
IN THE NEXT TWELVE MONTHS	Rotherham will implement a Government initiated programme to turnaround 700+ of its most troubled families. This work will commence in Rotherham's eleven most deprived neighbourhoods.	Ongoing	Jenny Lingrell	Work to be initiated with 244 families in 2012/13, 366 in 2013/14 and 120 in 2014/15 - expected outcomes and impact to be determined when cohort agreed	<ul style="list-style-type: none"> - Troubled Families Coordinator is in post; - Cohort of families for Year 1 has been identified (244) - Cohort of families for Year 2 (365) to be identified by April '13 - <i>Families for change</i> coordinators will begin to manage engagement with families from Dec '12 - Delivery plan agreed by partners
	Provide income maximization, housing/tenancy advice and money advice services to ensure people can budget and manage their priority needs.	Ongoing	VAR		Financial capability training / advice provided by VCS organisations as part of broader advice provision relating to debt, benefits and financial inclusion
	Early Years Pupil Premium – Free Nursery Provision	Ongoing	Aileen Chambers		<p>Take-up of early education for 3 and 4 year olds has increased by 3.6% on the summer 2011 position.</p> <p>In addition, a total of 404 two year olds are currently taking up an early education place.</p>
	"Work Programme" initiative with Serco and A4E and EOS Works Limited contractor for the DWP ESF funded Support for Families with Multiple Problems project	Ongoing	Simeon Leach / Warren Carratt		<p>Local provision of employment support advice to families with multiple problems delivered by Wiseability. Referrals are being made from children's centres; housing and benefits teams to begin making referrals in Dec '12.</p> <p>Additional referrals will be made in response to the benefits cap, implementation of family common assessment framework and families</p>

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					for change provision.
	Adult Learning – LEP working with businesses to identify training needs				A skills hub is being developed for Sheffield city region as part of the <i>city deal</i> with government. This will involve brokers working with businesses to understand their skills needs and connect them with appropriate training providers.
	Workforce Development – Encourage use of the Children’s Workforce Development Council Training in Rotherham		Warren Carratt		Child poverty and financial sustainability are being factored into the suite of learning and development interventions planned to support the delivery of the <i>early help</i> operational work.
	Improve access to affordable credit for facilities to reduce the use of costly and illegal lenders.	Ongoing	VAR	Provision low cost loans and savings facilities to 600 families Provision of PAT Tested goods and furniture to 50 families	Work to promote credit unions as an alternative to high cost “doorstep” lenders is ongoing as part of the welfare response work.
LONGER TERM	Provide support and advice on fuel poverty and provision of advice to all children’s centres.	Ongoing	Citizen's Advice Bureau	Increased income for all households including one or more children	Leaflets explaining the changes to benefits and providing contact details for advice and support have been provided to all children’s centres. A bid to the DECC’s new fuel poverty fund is in the early stages of development and Rotherham has a new warmer homes strategy, which will build on work carried out through the affordable warmth strategy and the joint RMBC/NHSR Warm Homes project.
	More co-ordinated targeted approach to addressing hotspots and clear consistent messages around child poverty.	Ongoing	All partners		Work being developed in the borough’s 11 most deprived areas will use relevant data to identify child poverty “hotspots” and take appropriate action, making links with <i>families for change</i> and other programmes as required.