

Anti Poverty Strategy: 2010

March 2010



Oldham
Partnership

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The development of this strategy was informed by extensive research with local residents. Quotes from the research are included throughout the strategy.

The lead member for this strategy is Councillor Jackie Stanton who will be responsible for overseeing the implementation of the strategy.

1. Our pledge

We, the Oldham Partnership, are fully committed to working together to do everything we can to reduce poverty, in all its forms, within Oldham.

The partnership approach is important because:

- poverty exists in different forms throughout Oldham
- all partners have a contribution to make to tackling poverty
- better communication between individual organisations can deliver better outcomes for those affected by poverty
- information, resources and best practice can be shared across the partnership, bringing greater consistency and effectiveness in our approach to tackling poverty

We realise that:

- poverty can affect anyone at any stage of life
- certain groups and communities across Oldham are more affected by poverty than others
- as a resident of Oldham, everyone has the right to fair access and opportunities, no matter what the starting point is

We will ensure that all work undertaken by partners is assessed for its impact on those who may be affected by poverty, to ensure that everyone has fair access to our services.



2. Why an anti-poverty strategy?

Our Challenge

"If it was just the two of us I wouldn't mind struggling, but I've got two young children and they get half what their friends get. They've never had a holiday apart from going to Blackpool to my brother for a week because he lives there."

On the 2007 Indices of Deprivation (ID) Oldham was ranked as the 42nd most deprived local authority area in England, one position worse than its ranking of 43rd in 2004.

Low income has been identified as a particular problem in Oldham, with Oldham's relative position deteriorating by nine places, between 2004 and 2007, to a ranking of 39th most deprived. Nearly one quarter (23.1%) of Oldham residents lived in income deprived households according to the ID 2007, compared with less than one fifth (18.1%) in 2004. Rates of income deprivation vary across Oldham, and are as high as 60% in one ward.

"I don't have a tea, I make the kids their tea then I won't have anything until like 8 o'clock and it will just be toast."

Income deprivation disproportionately affects children and older people. The proportion of children experiencing income deprivation increased from just over one quarter (26.9%) in 2004 to nearly one third (31.6%) in 2007, with rates over 60% in two wards. The proportion of people aged 60 and over experiencing income deprivation increased from around one fifth (19.4%) in 2004 to nearly one quarter (23.7%) in 2007, with rates over 50% in one ward.

Around one in eleven working age Oldham residents are claiming Incapacity Benefit. Over the last year unemployment has increased by around 50% across Oldham and has more than doubled, from already high levels, in some wards.

"It [unemployment] has made me depressed, really depressed, because all you want to do is go out and work. It makes you depressed."

House price increases and the recession have exacerbated some of these issues and further highlighted the need to address low income and poverty in a concerted and comprehensive way.

"In every which way it's holding me back [current housing situation] in everything, in career, future in anything. I can't think of a future".

Fuel poverty affects an estimated 6.39% of Oldham households (2007), higher than the England-wide proportion (5.5%). In some parts of Oldham, fuel poverty rates are much higher, rising above 10% of all households in large parts of Werneth and St. Mary's. Households are defined as being in fuel poverty if they must spend more than 10% of their income on household fuel use in order to heat their accommodation satisfactorily.¹

Fuel poverty is made worse because those living in the poorest households often have to pay more for fuel than those living in more affluent households, as residents in low-income households are:

- more likely to have to use pre-paid gas and electricity meters which are charged at a higher rate
- less likely to have easy access to the internet, which offers many of the cheapest available energy tariffs.

In Oldham, for example, local survey evidence shows that 49% of households with an income of less than £7,540 a year had pre-payment meters for their gas or electricity (or both), compared with just 7% of households with an income of £26,000 or more.

Local research on low income, work and poverty in Oldham found that some low-income residents "appeared to face a choice between accessing a cheaper tariff in the knowledge that direct debit payments are likely to be missed, or using pre-pay meters which are more expensive on a unit costs basis, but provide a way of regulating spending of fuel."

¹ "A household is defined as being in fuel poverty if, in order to maintain a satisfactory heating regime, it needs to spend more than 10% of its income on all household fuel use."

“Most of the time you have to go on pre-pay meters and then they charge you more for that. You’re trying to make your money so you’re robbing Peter to pay Paul and they charge an extra 6% because you’ve got this meter. It’s ridiculous. You can’t go on a direct debit. What if you can’t meet the direct debit? Then the banks will charge you £20 for missing that. It’s a joke.”

National research undertaken by Save the Children and the Family Welfare Association found that in 2007, customers on pre-payment meters paid on average £145 more a year for energy than those paying by direct debit. This phenomenon – where people living in poverty have to pay more for basic services than more affluent people – is known as the ‘poverty premium.’

Anti Poverty research

Recognising the challenges of poverty in Oldham the Oldham Partnership Strategic Research Working Group (OPSRWG) commissioned the Centre for Local Economic Strategies (CLES) to carry out research into the causes and consequences of low income, poverty and worklessness in Oldham and making appropriate recommendations for solutions and preventative measures.

Discussions with Oldham residents about their experiences were the key focus of the research. Some of the quotes from local people captured in the research are included throughout the document.

The CLES research findings were published in October 2009 and a copy is available at: www.oldham.gov.uk.

National drivers

Nationally the Government is also committed to eradicating poverty and is underpinning this with legislative changes. We will update the strategy in line with new legislation as appropriate. This includes:

The Child Poverty Bill

In 1999 the Government made a pledge to eradicate child poverty in the UK by 2020. They are renewing this commitment through the creation of the Child Poverty Bill. The Bill is due to be given Royal Assent in Spring 2010.

The Bill proposes that all local authorities in England prepare a cross-partnership local child poverty strategy that will be delivered through the LSP. The strategy would be informed by an “understanding of needs” that would be established through a strategic needs assessment. The strategy would be required to be published by the spring of 2011 and would link to the Sustainable Communities Strategy and other key plans. The Bill also proposes to introduce a duty on local authorities and partners to ensure that child poverty is taken into account at all stages of strategic decision making.

The Equalities Bill

The Equalities Bill proposes a new, broader definition of equality than has been the case previously. The new definition is “An equal society protects and promotes equal, real freedom and opportunity to live in the way people value and would choose, so that everyone can flourish. An equal society recognises people’s different needs, situations and goals, and removes the barriers that limit what people can do and be.”

The Bill proposes to introduce a new equality strand covering socio-economic equality. This would include those affected by poverty.

3. The purpose of the strategy

“You can’t go on days out with your family and stuff because you’ve got no money to get anywhere on the bus.”

Our anti-poverty strategy is a partnership document and people from a variety of organisations across Oldham have contributed to its development.

The purpose of this document is to clearly state our commitment to tackling poverty within Oldham. It also sets out how we intend to do that.

We recognise that local people may be affected by poverty for a range of reasons, including:

- Worklessness – accessibility of suitable jobs
- Worklessness – benefits trap discouraging take up of jobs
- Poor educational attainment and skills
- Lack of suitable, good quality housing
- Poor access to services and advice
- Poor access to, or lack of, local amenities

Oldham’s anti-poverty strategy:

- outlines how we will work together to tackle poverty in Oldham
- introduces our key anti-poverty priorities
- provides agreed action plans for our key priorities
- identifies key indicators against which we can measure progress
- has strong links to partnership strategies and plans
- will raise strategic awareness of poverty and link to the strategies and plans of each organisation within Oldham Partnership

As partners we deliver a huge range of services and support aimed at tackling poverty. This strategy does not seek capture all this work. Instead it identifies new and additional activity with a focus on:

- financial inclusion
- improving employment, education and skills
- improving access to services and amenities
- co-ordinating services locally

We will measure and report our progress against the action plans and targets within this strategy annually. We will refresh the strategy once every two years.

4. Our definition of poverty

“The gas, I’m in so much debt, I don’t even pay my gas anymore. I just get the letters, the letters come through the post and I see it says British Gas...Now I don’t even open them.”

In order for us to be able to recognise the issues relating to poverty, it is important that we have a clear definition of poverty that clarifies what we mean. We have adopted the following definition for our anti-poverty strategy.

“Individuals, families and groups in Oldham can be said to be in poverty when they lack the resources to obtain the types of diet, participate in the activities and have the living conditions and amenities which are customary, or at least widely encouraged and approved, in the societies in which they belong.” - *Professor Peter Townsend, sociologist and co-founder of the Child Poverty Action Group (CPAG)*

We chose this definition for two main reasons:

- Firstly, it recognises that poverty is about more than income. This complements our own experience and values as individual organisations. Poverty can be present in areas such as diet, amenities (such as access to services), living standards and opportunities (such as employment and learning).
- Secondly, it recognises that poverty can affect people regardless of individual situation. An important prerequisite for us to successfully tackle poverty is this recognition that poverty can affect everyone in Oldham.

We have embraced the breadth of the definition within our four key priorities and action plans.

5. Our priorities for tackling poverty

Our key priorities have been informed and developed by the cross-partnership steering group set up to oversee the development of our anti-poverty strategy.

In Oldham our key priorities are:

1. Financial inclusion, including:
 - Extending and developing financial support and advice schemes
 - Financial mentoring
 - Lobbying for change
2. Improving education, employment and skills, including:
 - Raising educational achievement amongst young people
 - Reducing the number of our young people not in education, employment or training (NEET)
 - Extending Passport to Employment scheme
 - Working Neighbourhoods pilot
 - Effective co-working between services
3. Improving access to services and amenities, including:
 - Developing an information bank for frontline staff
 - Awareness raising programme within partner organisations
 - Establish a network to assist 'seldom heard' groups
4. Co-ordinating services locally:
 - Co-locating services
 - Maximising use of community buildings
 - Sharing best practice

The action plans are at section 7 of this document. They set out the additional actions we will take to address these priorities. They do not attempt to capture all the existing services partners deliver which are aimed at tackling poverty. Instead they identify the actions we will take which are either new or an extension of existing provision.

What are we already doing?

Our anti poverty strategy shows the commitment of all partners to tackle these issues. We recognise the enormous amount of work and activity already underway in Oldham to eradicate poverty.

As part of the development of this strategy we undertook a mapping exercise to highlight what solutions and interventions were already in place to tackle poverty in Oldham. Some of these activities are listed below:

- Citizens Advice Bureau (CAB) sessions held within Access Oldham – due to demand the CAB surgery has been increased to three times a week.
- Benefits take up with Credit Crunch Campaign, digital switchover and the benefit bus.
- The Housing Bond Scheme to provide a guarantee of rental deposit to those who are at risk of being made homeless, enabling them to access private rented accommodation. The initial service was set up to provide approximately 30 bonds per year and is currently dealing with 150+ per year.
- Court desk service to represent households facing repossession or eviction at Oldham Court. The service, commissioned by Oldham Council Housing and provided by Oldham Law Centre and the CAB, has a 90% success rate in suspending proceedings to enable solutions to be identified.
- Children's Centre Core Offer, Job Centre Plus and Highway to Opportunities providing commissioned education, training and employment services, advice and information.
- Early Years Foundation Stage (2 year-old core offer) – provides an offer of 10 hours per week learning support for the 15% most disadvantaged two year old children in Oldham, plus a home based support package.
- Highway 2 Opportunities (H2O) initiatives such as Highway to Higher Education, Adults Career Service and Learndirect provision.

This is not an exhaustive list but highlights some of the work currently being undertaken by partners to tackle some of the issues around poverty.

Much of our existing provision is concerned with local agencies' delivering support to citizens. Therefore many of the 'additional' actions identified in this strategy are focussed on how we empower people to access help and support independently.

Shaping our priorities

Following the initial mapping of anti poverty work in Oldham we carried out the second stage of the exercise which asked:

- 1) What is already working particularly well that we might need more of?
- 2) Are there existing areas of work which we could join-up more effectively?
- 3) Are there any particular priority areas, gaps or issues we should prioritize addressing?

The results of this exercise highlighted the four areas that form our priorities. There is also a range of work contained within the borough's Sustainable Community Strategy (SCS) and the Council's Corporate Plan that works to achieve better outcomes for those in poverty. The anti-poverty strategy has strong links to and complements both these key documents.

The SCS is organised around three themes: Economic Prosperity, Safe and Strong Communities and Health and Wellbeing. The four corporate plan objectives are: a confident place, a university town, an address of choice, services of choice.

A copy of the Sustainable Community Strategy can be found at:
<http://www.oldhampartnership.org.uk/>

A copy of Oldham Council's Corporate Plan can be found at:
http://www.oldham.gov.uk/council/corporate_plan2010.htm

6. Measuring outcomes

"We couldn't afford a childminder. If I had gone to work fulltime it wouldn't have been worth it."

A strong principle of our strategy is around 'action' and 'doing something', rather than just recording intentions and doing nothing. So, how are we going to be able to tell whether what we are doing is making a difference?

It is necessary for us to measure outcomes in order to chart and report our progress. However, the difference that successful delivery of these plans will make to the lives of people and families who are living in poverty cannot always be measured numerically. There are direct improvements to quality of life to be taken into account, as well as an increase in the number of positive opportunities on offer for people of all ages caught up in poverty.

"Well, baby, she's always got a cough. Well, anything you get with damp, all sorts of health problems. It could lead to asthma. It could lead to anything, couldn't it? You're just dragging money hand over fist for nothing."

Nevertheless it is important that we track our performance in delivering these outcomes. We will report our performance against the priorities in our action plans.

There are numerous national and local indicators within our Local Area Agreement (LAA) that measure outcomes relating to poverty. Rather than report on all of these, we have selected a basket of indicators reflecting the breadth of our priorities. They are:

- NI 75: Achievement of five or more A*-C grades at GCSE or equivalent, including English and Maths
- NI 81/82: Inequality gap in the achievement of a level 2/ 3 qualification by the age of 19
- NI 85: Increase post 16 participation in physical sciences
- NI 91: Participation of 17 years olds in education or training

- NI 106: Young people from low income backgrounds progressing to higher education
- NI110: Young people's participation in positive activities
- NI 116: Proportion of children in poverty
- NI 117: Reduce the number of 16 – 18 years old who are not in education, employment or training (NEET)
- NI 151: Overall employment rate
- NI 152 Working age people on out of work benefits
- NI 166: Average earnings of employees in the area
- NI 180: Changes in housing benefit / council tax benefit entitlements within the year
- NI181: Time taken to process housing benefit / council tax benefit new claims and change events

Narrowing the gap

In addition to these borough-wide indicators we also need to look at narrowing the gap that exists between different areas within the borough. The work taking place under the 'Co-ordinating our services locally' priority is an example of where we are hoping to make a significant impact on narrowing the gap.

7 Action Plans

- 1. Financial inclusion**
- 2. Improving education, employment and skills**
- 3. Improving access to services and amenities**
- 4. Co-ordinating services locally**

DISCLAIMER

Our action plans do not attempt to capture all the services partners deliver which are aimed at tackling poverty.

Instead they identify work we will do which is either new or an extension of existing provision.

Priority One – Financial inclusion

WHY? - Our mapping exercise highlighted financial understanding and awareness as a gap in current activities taking place to tackle poverty. By giving people skills to manage their finances we hope to help them avoid poverty traps, such as doorstep loans and other forms of credit agreements. In addition we recognised that in some of the poorest areas it is difficult to access free cash machines and access to other banking services is limited. Additionally, access to good quality basic banking services is sometimes limited which has led us to include measures to explore working with high-street banks to provide this service.

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
1. Financial Inclusion	<p>1.1 Work towards establishing partnerships with key financial institutions. This will work to enable:</p> <ul style="list-style-type: none"> • Provision of basic bank accounts and other basic banking services • Provision of free cash machines, particularly in the poorest wards / areas • Quick and easy access to financial advice, either on referral or request 	March 2011	Ben Spinks and June Smith (Oldham Council) and Alison Vaughan , Oldham Partnership	Better access to mainstream financial banking and advice services. This will reduce reliance on doorstep lending and increase the number of people able to manage their finances effectively
	<p>1.2 Further develop financial advice and support services, by:</p> <p>1.2.1 Developing a series of ‘anti-poverty’ workshops in key areas to deliver targeted advice and support, inc. accessing freecycle</p>	Funded for 12 months	Jennifer Wright , Oldham Council	People accessing key help and support services easily
	<p>1.2.2 Investigating how other schemes that copy doorstep lenders and ‘knock on doors’ to provide support and advice in key areas have worked and could be adapted for Oldham</p>	June 2010	Johnathan Yates , Oldham CAB	Reduction in doorstep lending
	<p>1.2.3 Investigating the possibility of targeting people who have been discharged from prison to ensure they receive the necessary financial support on release that may also prevent them from reoffending</p>	End of April 2010	Amanda Cawdron , Oldham Council	Lower levels of re-offending
	<p>1.2.4 Extending the housing bondsman scheme</p>	March 2011	Bryonie Shaw , Oldham Council	Better access to quality homes
	<p>1.2.5 Developing a package of advice and guidance on income maximisation, including all-benefits calculator</p>	June 2010	Johnathan Yates , Oldham CAB and Jenni Barker , Oldham Council	Fewer people finding themselves in a situation of poverty

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
1. Financial Inclusion cont...	1.3 Continue to develop and support the benefit take-up work. Actions include: 1.3.1 Establish a link on the Oldham Partnership website to the benefits calculator for all income related benefits, on the Council's website 1.3.2 Using data and information to target the benefit bus and credit crunch bus on areas of greatest need	April 2010 Ongoing	Karen McCrackle , Oldham Partnership Support Team Susan Kirkham and Amanda Cawdron , Oldham Council	Increase effectiveness of benefit take-up campaigns and enable people to access all the benefit they are entitled to
	1.4 Remain involved in, and then roll out, the approach developed in the AGMA Customer Insights project	Initial project June 2010	Susan Kirkham and Amanda Cawdron , Oldham Council	Make more use of research and intelligence and social media to effectively target, and thereby increase service and benefit take-up
	1.5 Work with partners to promote our good practice and identify to central government the key blockages we experience in tackling low income, poverty and worklessness, including: <ul style="list-style-type: none"> • Benefits trap • Poverty premium • Fuel poverty issues • Access to crisis loans Initial work will include profiling Oldham's work as a case study in a CLES publication / lobbying document	March 2011 Publication date TBC	Ben Spinks , Oldham Council	This will help bring about the changes in national policy needed to ease key blockages that contribute to low income, poverty and worklessness
	1.6 Continue to work with partners to take practical steps to address fuel poverty locally and report findings of the low carbon AGMA pilot within St Mary's to support the affordable warmth agenda across the Borough. We will explore options to promote the use of ethical energy suppliers that provide energy at the same unit costs for both pre-pay and direct debit customers	Dates to be confirmed when Affordable Warmth Strategy is agreed	Angela Carr , Oldham Council	Levels of fuel poverty will be reduced
	1.7 Commission legal and advice services accessible to those in poverty, which complement those funded through the Legal Services Commission	March 2011	Bruce Penhale, Natalie Downs and Carl Bell , Oldham Council	People have access to legal and advice services around issues affecting their lives such as debt, benefits, housing, immigration and asylum and employment

Priority Two – Improving education, employment and skills

WHY? - We felt it was important to recognise the vital contribution that education and employment make in avoiding and alleviating poverty. The Council's commitment to its "University Town" corporate objective and the Economic Prosperity strand of the Sustainable Community Strategy show long term commitment from partners to provide high quality education and employment opportunities.

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
2. Improving employment, education and skills	2.1 Continue to raise educational achievement amongst young people, with a specific focus on: <ul style="list-style-type: none"> increasing the percentage of our 15–16 year olds achieving five or more A*–C grades at GCSE or equivalent (including English and Maths) to 51% (09/10 target) increasing post 16 participation in physical sciences (A level Physics, Chemistry or Maths) to 73 (Physics 10/11 target), 172 (Chemistry 10/11 target), 190 (Maths 10/11 target) increasing achievement of a level 2 and 3 qualification by the age of 19 to 14.4% (Level 2 ,10/11 target) and 66% (Level 3, 09/10 target) 	March 2011	Chris Hill , Oldham Council	Skills for employment are improved
	2.2 Continue to reduce the number of our young people not in education, employment or training (NEET) to 5.7% (10/11 target)	Ongoing	Tim Mitchell , Positive Steps Oldham	Participation age in learning is raised (2013 Raising Participation Age Target)
	2.3 Extend the successful Passport to Employment model which has operated well in the private sector, to public sector agencies in the Oldham Partnership	March 2011	Michelle Carr , Oldham Council Assistance will be required from other partner agencies	The public sector will develop and adopt improved recruitment models, which will reduce many of the barriers faced by those furthest from the jobs market, and enable more people from deprived communities to get jobs
	Develop and deliver the Working Neighbourhoods Team pilot, to include: <ul style="list-style-type: none"> Community facing services Delivery of training for front line staff to help them identify skills and/or employment issues in clients Delivery of vocationally focused training 	March 2011	Michele Carr and Colette Kelly , Oldham Council Assistance will be required from other partner agencies	The Working Neighbourhoods Teams will use existing front line services to identify clients with skills and/employment support needs. Clients will be signposted, and encouraged to develop their own individual learner plan

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
2. Cont...	2.5 Encourage service providers in Oldham to work more effectively to co-ordinate and provide tailored support to those who use multiple services.. This will include the roll out of Protenus, the local skills and employment Client Management Information Service.	March 2011	Alison Wells , Oldham Council Assistance will be required from other partner agencies	This will increase penetration into areas which have had low levels of engagement with training and employment support service providers The use of CMIS software such as Protenus is vital if we are to provide bespoke, client specific employment support and training. This will lead to more effective and efficient service delivery followed by greatly improved outcomes for the client

Priority three – Improving access to services and amenities

WHY? - One of the main reasons for developing an anti-poverty strategy was to co-ordinate and share information on a wider basis. During feedback sessions on the CLES research, the majority of service providers and partners said that they were unaware of what activities and services others provided. Additionally we felt it was important to raise the awareness of poverty amongst employees in partner organisations, to ensure that they understand the contribution they can make to tackling poverty in Oldham.

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
3. Improving access to services and amenities	<p>3.1 Co-ordination and use of our current information banks, both internally with employees in partner organisations, as well as externally with members of the public. Current information banks include:</p> <ul style="list-style-type: none"> • www.gooldham.com (Passport for...website) • www.ouoldham.info (information about range of issues for all) • www.wherecanifind.net (information for older people) • www.oldhaminfo.org (Where is my nearest? And sharing information about local services, research and statistics) 	Ongoing	<p>Aaron Atkinson, Oldham Council</p> <p>Assistance from other partners to be identified as and when needed</p>	With access to a wider range of information about what is happening in Oldham it will increase the number of people accessing the correct services. It will also increase awareness amongst frontline staff as to what help is currently available from other organisations
	<p>3.2 Raise awareness within partner organisations of the anti- poverty dimension to their work. Actions include:</p> <p>3.2.1 Build awareness raising of poverty issues into Council induction programme</p> <p>3.2.2 Distribute the strategy and information throughout partner organisations</p> <p>3.2.3 Review funding availability to develop and issue signposting cards to employees of partner organisations – to create ‘ambassadors’ for tackling poverty</p> <p>3.2.4 Investigating the possibility of creating a member champion for anti-poverty</p> <p>3.2.5 Build into values / ethos of Council</p> <p>3.2.6 Ensure that the Equality Impact Assessments are amended to include impact on those in poverty</p> <p>3.2.7 Attending each of the Council’s directorate management team (DMT) meetings to raise awareness of the anti-poverty strategy</p> <p>3.2.8 Add a ‘poverty implications’ section into the Council report templates</p>	July 2010	Ben Spinks , Oldham Council	Bring poverty–related issues into the consciousness of strategic decision makers to ensure that the impact of service decisions on those in poverty is proactively considered
		April 2010	Karen McCrackle , Oldham Partnership	
		March 2011	Alison Vaughan to oversee distribution by OP Support Team	
		March 2011	Ben Spinks , Oldham Council	
		Ongoing	Robert Cragg , Oldham Council	
		On relaunch, following Equalities Act	Fakrul Choudhury , Oldham Council, Alison Vaughan , Oldham Partnership	
		Sept 2010	Ben Spinks , Oldham Council	
		April 2010	Ben Spinks , Oldham Council	

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
3. Cont...	3.3 Identify and support informal networks / groups to reach some of the 'seldom heard' groups. Ensure they are included in signposting, co-ordinating and communicating activities <ul style="list-style-type: none"> • Participatory appraisal • Use VCFP to identify other access routes to these groups 	To be factored into work programme from April onwards	Cath Cook, VAO	This would enable us to reach groups who are not captured by 'mainstream' service providers
	3.4 Track progress of Lottery Bid to increase availability and affordability of local food	Update at June 2010	Emma Hanam, Oldham Community Health (PCT)	Positive health benefits, benefit local economy and release income to be spent on other essential goods and services

Priority four – Co-ordinating services locally

WHY? - One of the initial aims of the anti-poverty strategy was to develop a pilot scheme in one or two areas which could trial new ways of delivering services. We have taken the opportunity to build this work into an emerging geographical pilot to ensure consistency in delivery and to maximise impact.

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
4. Co-ordinating services locally	4.1 Target East Oldham for co-ordinated delivery of services (Coldhurst, St Marys and Chadderton)	End of June 2010	Colette Kelly, Oldham Council	Agreement of all governance and leadership groups e.g. Children's Trust
	4.2 Co locate service providers where possible (options around Stoneleigh and Chadderton Wellbeing Centre)	End of June 2010 (Stoneleigh) Chadderton Completed	Colette Kelly, Oldham Council	Local people will find all major services in one place within an area Better communication between services within an area resulting in better outcomes
	4.3 Utilise school sites, community centres and Children's Centres to provide a broader range of services in communities	Ongoing	Michael Jameson, Oldham Council	Range of community hubs identified and developed
	4.4 Build in regular, periodic updates bringing staff from different partners together to discuss and refresh Target community advice through outreach	2 per year beginning July 2010	Colette Kelly, Oldham Council	Common understanding and commitment to locality working Greater resident satisfaction with the neighbourhood Staff updated and collective working re-inforced
	4.5 Locality and district plans will be developed and held locally. Reporting will go back up to District Partnerships	Annual Plan Quarterly review	Colette Kelly / Michael Jameson, Oldham Council	Service user feedback reporting Services will better suit local needs
	4.6 Jointly performance manage agreed outcomes with partners	End of Sept 2010	Colette Kelly, Oldham Council	Joint performance framework agreed

Key Priority	We will	Complete by	Lead Officer / Organisation	Outcome
4. Cont...	4.7 Review and disseminate learning from pilot	Feb 2011	Colette Kelly , Oldham Council	Report and dissemination event. Community champion's communication network enhanced
	4.8 Establish, develop and deliver 7 key engagement points for children under 5. Spanning from pre-birth to 5 in the St Mary's [1st Phase] and Coldhurst [2nd Phase] wards <ul style="list-style-type: none"> • Development of the Basic Checklist [pre-CAF] as standard Universal Practice • Focusing on what individual parents have identified • Co-ordination of partner agencies, will work in different ways and in harmony, in order to make a difference for those families 	Initial implementation of the pilot St Mary's ward June 2010 Ongoing to March 2011	Maria Greenwood , Oldham Council Margaret Rostron , Oldham Council The Pilot is reliant on the commitment of a Multi-Agency approach, the pilot steering group includes members from Oldham PCT, Pennine Acute NHS Hospital Trust and Oldham Council	At key engagement points professionals will initiate personal contact and engage with every parent in Oldham through the completion of the basic checklist. The checklist (which will be owned by each parent) will outline the adult's stated needs and aspirations for themselves, children and their family. The completed checklist links directly to a range of locally accessible universal and specialist services all working together to support the parent relating to the five Every Child Matters outcomes. The Children's Centre will act as the key conduit for this programme, offering a non-threatening route to pathways of activity and targeted interventions that directly support the parent to meet their own stated objectives for their children and families.

8 Reviewing the strategy

How will it be reviewed?

The action plans will be reviewed annually a progress report will be given to the Oldham Partnership Executive Board. Our progress will be measured against the outcomes that we have set against each priority and also the indicators identified in section 6.

We will:

- report on progress of actions
- identify any barriers that may be preventing progress
- adjust the action plans where needed to help overcome any problems with delivery of the outcomes

The key priorities will be refreshed as appropriate. The action plans will be updated in the light of new national requirements e.g. those laid out in the Child Poverty Bill.

We will refresh the anti-poverty strategy once every two years.

9 Links to more information

This contains a list of people and organisations that may be able to provide support and advice to those affected by poverty.

- Child Poverty Action Group (CPAG)
Web: <http://www.cpag.org.uk/>
Telephone: 020 7837 7979
- Joseph Rowntree Foundation
Web: <http://www.jrf.org.uk/>
Telephone: (0)1904 629241
- Citizens Advice Bureau
1-2 Ascroft Court
Peter Street
OLDHAM
Greater Manchester
OL1 1HP
Web: www.oldhamcab.org.uk
Telephone: 0161 628 7288
- Oldham Credit Union
9 Albion Street
Town Centre
Oldham
OL1 3BG
Web: <http://www.oldhamcreditunion.co.uk>
Telephone: 0161 678 7245
- First Choice Homes Oldham
1 Media Square
Phoenix Street
Oldham
OL1 1AN
Web: http://www.oldham.gov.uk/fcho_home.htm
Tel: 0161 770 6699
- Access Oldham
Oldham Council
Civic Centre
West Street
Oldham
OL1 1UG
Tel: 0161 770 3000
Web: <http://www.oldham.gov.uk/living/access-oldham.htm>
E-mail: contact@oldham.gov.uk
- Positive Steps Oldham
Media Place
80 Union Street
Oldham
OL1 1DJ
Tel: 0161 621 9400
Typetalk: 18001 0161 621 9400
Email: info@positivestepsoldham.org.uk
Web: <http://www.positivestepsoldham.org.uk/index.cfm>
- Highway to Opportunities (H2O)
Brunswick House
Union Street
Oldham
OL1 1DE
Tel: 0161 621 9200
Type talk: 18001 0161 621 9200
Email: h2o@positivestepsoldham.org.uk
Web: <http://www.h-2-o.org.uk/index.cfm>
- Groundwork Oldham and Rochdale
The Environment Centre
Shaw Road
Oldham
OL1 4AW
Tel: 0161 624 1444
Web: www.gwor.co.uk

Services include: skills for life, worklessness, employability, english and maths tutors, volunteering, obtaining work experience, tutor for dyslexia

- Job Centre Plus
Tweedale House
75 Union Street
Oldham
Lancashire
United Kingdom
OL1 1LH
Benefit Line: 0800 055 6688
Looking for work: 0845 6060 234
Web: <http://www.jobcentreplus.gov.uk/>
- Age Concern Oldham
10 Church Lane
OLDHAM
OL1 3AN
Tel: 0161 633 0213
Web: <http://www.oldham-ageconcern.co.uk>
Email: oldham.ageconcern@btclick.com
- Energy Savings Trust
Tel: 0800 512 012
Web: <http://www.energysavingtrust.org.uk/Help-support/Local-energy-saving-advice>
- Save the Children
1 St John's Lane
London EC1M 4AR
United Kingdom
Tel: 020 7012 6400
Web: <http://www.savethechildren.org.uk/en/index.htm>
- Family Welfare Association (Family Action)
Family Action Central Office
501-505 Kingsland Road
London
E8 4AU
Tel: 020 7254 6251
Web: <http://www.family-action.org.uk/>
- National Energy Action
St Andrew's House
90-92 Pilgrim Street
Newcastle upon Tyne
NE1 6SG
Tel: 0191 261 5677
Web: <http://www.nea.org.uk>
- Shaw Trust
Shaw Trust Enquiries
Fox Talbot House
Greenways Business Park
Bellinger Close
Chippenham
Wiltshire
SN15 1BN
Telephone: 01225 716300
Minicom: 08457 697288
Web: <http://www.shaw-trust.org.uk/home>
- The Guinness Trust
Bower House Unit 1
Stable Street
Chadderton
Oldham
OL9 7LH
Tel: 0845 605 9000
Web: <http://www.guinnesspartnership.com/living/>

10 Glossary

Below is a glossary of words and phrases used within this document:

Abbreviation	Term	Description
CAB	Citizens Advice Bureau	The Citizens Advice service helps people resolve their legal, money and other problems by providing free information and advice, and by influencing policy makers.
CLES	Centre for Local Economic Strategies	CLES is an independent think-doing organisation, with charitable status, involved in regeneration, local economic development and local governance. They undertake a range of activities including policy research, production of publications, training, an information and briefing service and events
	Corporate Plan	The corporate plan is a key council document which sets out the priorities and key actions which will help the council achieve its ambitions for the borough
H2O	Highway to Opportunities	A service providing careers-based information, advice and guidance and offering a range of fully-supported Skills for Life courses through Learndirect.
ID	Indices of Deprivation	The 2007 Indices of Deprivation for England (ID2007) are the latest in a series of indicators produced by the Government to measure deprivation at a local level. This combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England.
	Incapacity Benefit	This benefit is for people of working age who cannot work because of illness or disability and who are not entitled to Statutory Sick Pay, or Statutory Sick Pay has run out.
LAA	Local Area Agreement	Local Area Agreements (LAAs) set out the priorities for a local area agreed between central government and a local area (the

		local authority and Local Strategic Partnership) and other key partners at the local level.
LSP	Local Strategic Partnership	Local Strategic Partnerships unite each area's major players from the public, private, community and voluntary sectors to work together for the benefit of the whole community to drive forward change.
NEET	Not in employment, education or training	This is a government classification for people not in employment, education and training
OPSRWG	Oldham Partnership Strategic Research Working Group	This group coordinates cross-cutting, strategic research and information across Oldham to provide a solid, comprehensive evidence base for strategic decision making, resource allocation and service planning
PCT	Primary Care Trust	PCTs decide what health services a local community needs, and they are responsible for providing them.
	Poverty premium	This is where people living in poverty have to pay more for basic services than more affluent people
	Protenus	Software enabling provision of bespoke, client specific employment support and training
PSO	Positive Steps Oldham	An independent sector company providing an integrated range of services, including Connexions, Oldham Youth Offending Service and Oldham Drugs and Alcohol Action Team.
SCS	Sustainable Community Strategy	This is a long-term vision and strategy for the area to tackle local needs
VAO	Voluntary Action Oldham	The main capacity building development agency for Voluntary and Community groups throughout Oldham
VCFP	Voluntary, Community and Faith Partnership	The representative body for our sector, providing representation on many of the panels and partnerships across the Borough

For further information or to request a copy in an alternative format, please contact the Community Policy Team at Oldham Council
Tel: 0161 770 1373
Email: jennifer.barker@oldham.gov.uk
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