



Bridgend Tackling Poverty Priorities 2016-17

1.0 Introduction

This document sets out the ambitions of the four main Welsh Government tackling poverty programmes (Communities First, Families First, Flying Start and Supporting People), delivered by the Council and its partners, to take positive steps to address the pressures felt by low income households in Bridgend. It confirms the priority we will give to tackling poverty and brings together a range of activities in place to mitigate the impact of poverty, to raise aspirations, to support people out of poverty and to prevent poverty.

The document also acknowledges the policy and financial challenges faced by Local Authorities and that partnership working and actions at a community level will be critical. We therefore intend to continue to work in a collaborative way, making the best use of local resources and assets to help communities and alleviate the impact of poverty.

The Joseph Rowntree Foundation's definition of poverty is "when a person's resources are not enough to meet their basic needs, including social participation"¹. "Poverty results in poorer educational, health and behavioural outcomes for individuals. Poverty imposes enormous costs on society from lower economic productivity, reduced social cohesion and increased demands on public services such as health care and children's services"².

In June 2015 the National Assembly for Wales Communities, Equality and Local Government Committee published an "Inquiry into Poverty in Wales: Poverty and Equality" which found that more than one in five people live in poverty in Wales. Since the early 2000s, the level of poverty in Wales has been static and Wales is currently behind only London (28%) and on par with the West Midlands, with 23% of the population living in poverty³.

In direct response to several Local Authorities requests to look at how the Communities and Tackling Poverty Programmes could be simplified and aligned, Welsh Government have established a project to determine how the four Programmes could be simplified, streamlined and where possible integrated in 2016-17. The Council and its partners has a track record for tackling poverty through a range of core services as well as specific Welsh Government funded programmes including; Communities First, Families First, Flying Start and Supporting People. This document aims to set out the current objectives and activities within these programmes and develop overarching themes to maximise the impact in tackling poverty within the County Borough and fulfilling the requirements of the Welsh Government alignment objectives.

¹ <https://www.jrf.org.uk/report/definition-poverty>

² <http://gov.wales/docs/dsjlg/publications/socialjustice/120625tackpovplanen.pdf>

³

<http://www.senedd.assembly.wales/documents/s41378/Report%20on%20Poverty%20in%20Wales%20Poverty%20and%20Inequality,%20June%202015%20-%20Conclusions%20and%20recommendations.pdf>

2.0 Links to national and local plans and strategies

In relation to tackling poverty, the Welsh Government's aim, as outlined in its 'Programme for Government' is "reducing poverty, especially persistent poverty amongst our poorest people and communities and reducing the likelihood that people will become poor."⁴

The Government is committed to continuing and evolving the National Community Cohesion Delivery Plan of which one of the seven outcome areas is tackling poverty, especially for people with protected characteristics. The outcome considers the impacts of the four main Programmes on those with protected characteristics, recognising that certain groups are more at risk of living in low income households and poorer outcomes. The Government aims to achieve this outcome by scoping existing data in order to assess how those most at risk of living in poverty are being supported to achieve better outcomes. Supporting staff, sharing information and good practice and involving relevant staff in planning is also of importance.

There are a number of legislative, national and local plans and strategies that inform the work of the Programmes, including:

National

- The National Housing Strategy for Wales: Improving Lives and Communities: Homes in Wales 2010
- Housing (Wales) Act 2014
- Social Services and Well-being (Wales) Act 2014
- Well-being of Future Generations (Wales) Act 2015
- National Community Cohesion Delivery Plan 2014-2016
- Child Poverty Act (2010)

Local

- Bridgend County Together Single Integrated Plan 2013-18
- Strategic Equality Plan 2012-15
- Corporate Plan 2016-20

3.0 Links to corporate priorities

The Council's 2016-20 Corporate Plan sets out three priorities:–

- Supporting a successful economy;
- Helping people to be more self-reliant; and
- Smarter use of resources.

⁴ Programme for Government 2011-2016

The Plan recognises the challenges of a reducing budget and a growing demand for services, and reflects a clear and simple vision for the Council which is to always act as:

“One council working together to improve lives”

The Programmes support the priorities within the Corporate Plan 2016-20, particularly priority two “Helping people to be more self-reliant” by taking early steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. The opportunity to joint commission services across the four programmes will also demonstrate a commitment to priority three “smarter use of resources”.

4.0 Local and national data

The data set both locally and nationally is vast however for the purposes of this document the data is an amalgamation of the priorities of the four existing Programmes, for which applications/plans have already been submitted to Welsh Government and approved based upon the data requirements of the existing Programmes.

The key UK government measure of poverty in the UK is when a household income is below 60% of the national median. This is known as “relative income poverty” because the poverty moves in line with the median from year to year.

For Communities First the Welsh Index of Multiple Deprivation (WIMD) is the main source of data / evidence that drives and defines the activities of the Programme and which areas are identified as areas of deprivation. The WIMD 2014 identified two wards (three Lower Super Output Areas) in the County Borough that rank within the top 100 most deprived wards in Wales. The most deprived Lower Super Output Area in Bridgend identified was Caerau in the Llynfi Valley (the fifth most deprived Lower Super Output Area (LSOA's) in Wales). The Welsh Index of Multiple Deprivation is currently made up of eight separate domains (or types) of deprivation: income; employment; health; education; access to services; community safety; physical environment and housing. Each domain is compiled from a range of different indicators. Bridgend has 88 LSOA's, of these 10% were ranked as the most deprived 10% in Wales.

Gap analysis and needs mapping data inform the priorities for the Supporting People Programme which then informs the development of the local and regional commissioning plans. Captured in the gap analysis and needs mapping data (mapped by types of vulnerable client groups) is homelessness data, support needs and any secondary support needs of individuals requiring support and the level of support that is needed. Key stakeholders contribute to the plans, including professionals in Health, Social Care and Housing as well as Supporting People

providers and service users to ensure the needs assessment is robust and comprehensive.

A very broad range of national data including e.g., the number of low income families gaining and progressing within employment, the number of children achieving the desired outcomes at key education stages (Foundation, KS2 & KS4), the percentage of children who have been immunised, are not overweight or obese, numbers of households with children that become homeless or where domestic abuse is a parenting factor are all data sources used to evidence, shape and determine the activities commissioned through Families First.

Educational attainment is a key factor in preventing and reducing poverty. Improving skills and educational attainment remains an important part of the Council's Corporate Plan and contributes to its priority of "supporting a successful economy". The Corporate Plan particularly highlights the commitment to close the gap in educational attainment between pupils eligible for free school meals and those who are not.

5.0 The four existing Programmes

There are currently four main programmes grant funded by Welsh Government designed to contribute to tackling poverty in the County Borough. Each of these has their own eligibility criteria and restrictions by which they must operate. These are:

5.1 Communities First Programme

The Welsh Government funded Communities First programme aims to reduce poverty by improving education and skills, health and employment opportunities. In selected postcode within three cluster areas throughout Bridgend County Borough, teams work with residents, community organisations, businesses and other key agencies to narrow the education, skills, economic and health gaps between our most deprived and more affluent areas. The programme was originally launched in 2001. It was founded on the principle that poverty and disadvantage are created by a complex number of factors including poor educational achievement, poor housing and environments, substance misuse, local job markets and stigma and perceptions about people and places.

The Delivery Model for Bridgend has been re-shaped to move to a thematic structure without affecting the geography of the Cluster model. Teams continue to focus on specific cluster areas but support the delivery of a single plan by working jointly and flexibly across the 3 areas of Upper, Mid and Lower to maximise delivery and use resources efficiently. The Cluster areas are shown in Appendix 1. Welsh Government has directed that the Communities First programme moves to an employability focused programme with activities expected to support hard to reach individuals to become more employable.

The model continues to have Communities First funded staff placed with other teams and programmes to ensure greater alignment with Families First and Flying Start and close working with other teams such as Adult Community Learning.

Joint working with the Supporting People Programme is also continuing. Activities also complement the aims and objectives of the Social Services and Well Being Act and, in addition to the programmes community focus, plays a strategic role in working with partner organisations to support the aims and objectives of the Future Generations Bill.

Community involvement and a community focussed approach is a fundamental requirement of the programme and activities are wide ranging and determined by the needs expressed by communities. The programme works to a Single Delivery Plan which identifies targets and performance measures. Identified outcomes of the programme include –

- providing basic and key skills support to adults, families and specific projects for schools,
- supporting the public health agenda,
- activities linked to employment and prosperity,
- accredited learning and skills activities to increase qualifications and training.

Communities for Work (C4W) is a Welsh Government programme which aims to tackle poverty through the provision of intense employment mentoring support. This is a European funded programme which will be fully integrated into the work of the Communities First cluster areas in Wales to complement the work that is already being undertaken. The programme is funded up to 2018 with a possibility of a further extension until 2020, however this is not yet confirmed. The project will work closely with DWP (Department of Work and Pensions) and local job centres to provide employment mentoring support to adults and young people with the intention of reducing the number of 16-24 year olds who are NEET (Not in employment, education or training) and increasing the employability of economically inactive and long term unemployed adults who have complex barriers to employment. The project is scheduled to start in the autumn of 2016.

5.2 Families First Programme

The Welsh Government funded Families First programme, seeks to engage local authorities in developing effective multi-agency support services. The clear emphasis is on early intervention and prevention for families, particularly those experiencing poverty (Social, Physical, Emotional, Cultural, Learning or Economic).

Welsh Government considers Families First to be an important driver to achieving:

- a reduction in the number of families living in workless households;

- the desired improvement in the skills of parents, carers and young people living in low-income households, enabling them to gain well-paid employment;
- a reduction in the inequalities that exist in health, education and economic outcomes for children and families, improving the outcomes of the poorest by supporting families to achieve better outcomes for children.

Bridgend's Families First county-wide programme has a particular focus on children, young people and families living in or are in danger of experiencing poverty. At the heart of Families First is the development of a whole family approach built around integrated services, providing holistic support to children, young people and families. Families First aims to drive improvements to family support, its design and delivery, and in so doing, reduce the numbers of families requiring more intensive and costly interventions.

The intended outcomes of the Families First programme for children and young people and families are:

- i. working age people in low income families gain, and progress within, employment;
- ii. children, young people and families, in or at risk of poverty, achieve their potential;
- iii. children, young people and families are healthy and enjoy wellbeing;
- iv. families are confident, nurturing, safe and resilient.

The emphasis in 2016-17 will continue to be around holistic family assessment, meeting the unmet needs in a timely fashion and offering bespoke time-limited packages of support that is tailored to the family and which leads to greater empowerment and independence.

The JAFF (Joint Assessment Family Framework) /TAF (Team Around the Family) early help structure and process forms the backbone to Bridgend's Families First Programme, promoting, facilitating and co-ordinating multi-agency support for families with children having unmet needs. The aim is to resolve or to swiftly reduce the level of need; helping the family gain greater independence and preventing the necessity to access higher level and costly support.

In addition to or in support of the TAF, whichever is deemed appropriate an eligible family can access single agency support such as, parenting courses; advice and guidance on managing the affect a child's disability has on the family; practical support to help access employment, education or training; plus many other much needed family support services. Welsh Government cut Bridgend's Families First grant funding for 2016/17 by 11.7%, consequently, Bridgend allocated the £223,118 from its core budget to fund the shortfall. These monies were used to support and safeguard the Early Help (JAFF/TAF) structure.

The focus remains on the whole (holistic) family assessment in an attempt to identify the root cause of the family's problems. Its aim will be to meet needs in a timely

fashion by offering 'individually tailored' packages of support in a co-ordinated and time limited fashion that leads to families feeling empowered and having greater independence, in line with the requirements of the Social Services and Wellbeing Act.

The authority continues to use and develop its new Early Help model consisting of a single point access and process that was introduced in April 2015, to accept referrals from all services and families (including self-referral). Alongside Early Help, a new JAFF (Joint Assessment Family Framework) process was developed to ensure each referral follows the right path by identifying the unmet needs of the family, ensuring a family's engagement with the relevant service is appropriate, adequate and timely.

The new Early Help JAFF (Joint Assessment Family Framework) /TAF (Team Around the Family) process is based upon a threshold of need model and an approach to assessing children, young people and their families, which is based around the principles of a common assessment framework.

5.3 Flying Start Programme

The Flying Start programme is a Welsh Government funded initiative that aims to which aims to support families with children under 4 years of age in some of the most deprived areas of Bridgend and provide families with better opportunities for their children. The programme ensures that children across the county have the opportunity to develop, play and learn in readiness for school.

The Authority's Flying Start Programme has the following key programme strands:

- Health
- Childcare
- Parenting
- Early Language Development

The Flying Start programme in Bridgend is part of the Early Help- Integrated Working and Family Support services within the borough. All teams work in an effective team around the family manner to offer early identification and community based integrated support.

5.3.1 Health

The FS Health programme is led by the appointed FS Health Visitor who works in each community within the integrated FS team and is based in many instances in the co-located office alongside the range of services and the FS childcare. The FS HV team offer, alongside the intensive support for families, groups such as weaning groups and Baby Massage.

Within the health team there are also FS Early Years Advisors (EYA's /Nursery Nurses) who support a range of support packages and groups; these range from

behaviour support, potty club, weaning, and sleep support to groups and programmes such as the Hello Baby programme. The FS programme in Bridgend offers Potty Club in each community supported by the Health EYA'S and is a support package to support parent understanding around the complexities of toilet training with an eye on school readiness. This programme is supported by a range of suitable resources and is both referral and drop in by nature.

There is a Counselling Psychologist within the FS team who supports parents following professional referral. Support to parents covers a range of issues many related to crisis or early life difficulties such as parenting experiences from their own childhood.

There is an extensive Midwifery team within the FS programme in Bridgend. The Flying Start Midwives delivering an intensive midwifery support to all FS parents and can offer FS parents the EYA delivered Hello Baby programme.

The FS Midwifery Team offer relaxation and Bumps to Babies Groups in the FS communities; these groups offer a range of advice support and social opportunities to develop links to support services and to enable parents to begin to develop, peer support relationships within the community. Breastfeeding support is key within FS with the whole team committed to the "Babies First Gift" approach.

Parent and Toddler groups in the FS communities are supported by the parenting team professionals, however team members from the LAP/SaLT/HV/EYA attend and contribute to this offer.

5.3.2 Childcare

Flying Start offers all eligible FS children funded childcare from the term following their second birthday to the end of the term in which they are three. The offer is for up to 12.5 hours per week for 39 weeks per year (the academic term period).

The childcare entitlement is achieved through a number of provisions. There are 11 stand-alone Flying Start childcare settings operating in Bridgend; however places are also purchased at agreed local (mixed economy) childcare settings for Flying Start children.

The childcare provision in the original Flying Start areas of Afon y Felin, Betws and Caerau is delivered in partnership with Action for Children. Settings are at: Dechrau n Deg Lon y Parc, FS Blaenllynfi, FS Caerau Primary, FS Plasnewydd, FS Betws, FS Sarn, FS Brackla, FS Blackmill, FS Lewistown, FS Afon y felin with places also available at settings in Corneli, Wildmill, Cefn Glas and Garth.

Welsh Language Childcare is available across FS in partnership with Mudiad Meithrin settings. FS Childcare is supported by the FS Childcare Co-ordinator and the FS Advisory Teacher.

The Local authority settings are Flying Start stand-alone settings and the agreed private/mixed economy settings are those where places are purchased.

5.2.3 Parenting and Family Support

The delivery of Family Support Nurture groups is available to all FS families. The FS team also delivers one to one sessions in the home. Access to FS family support and groups are available via both self and professional referral. Programmes offered by the FS team include Incredible Years, the Nurture Programme, Triple P and Healthy Child (WG developed programme). All family support groups are supported by crèche facilities and are warm friendly opportunities to share and meet other parents in the community. The Family Support Team also provides support for FS parents across a range of issues, including housing issues, budgeting, debt etc.

5.2.4 Early Language Development

This support is provided by a highly professional team led by Speech and Language Therapists (SaLT). Language and Play is a core feature of the Bridgend FS programme with opportunities for all children and their families to engage. The SaLT team have implemented a comprehensive, support screening and intervention programme for all 2-3 year olds attending Flying Start childcare settings. The team offer a range of groups for parents such as Talk to Your Baby and Tweenie LAP. Extensive training for FS staff is a core part of the service which ensures the speech and language of FS children is a key area for development during their time in the programme.

5.2.5 Transition

FS Bridgend has developed an effective transition policy which reflects the ethos that emotional well-being is essential in terms of learning. The core purpose of managing transitions effectively is to ensure that all Flying Start children and their parents will experience practical and emotional support through all transition stages to with a particular focus on Foundation Phase nursery provision.

The Flying Start areas are shown in Appendix 1.

5.4 Supporting People Programme

Supporting People is a Welsh Government funded programme for delivering housing related support services to vulnerable people aged 16 years and upwards who live in the community. It funds housing related support for a range of supported accommodation for vulnerable people to provide a better quality of life and help them to live independently. It includes funding for schemes such as hostels, refuges, temporary accommodation and for groups such as young people, the homeless and ex-offenders. It also funds the housing related support within group homes and retirement/sheltered accommodation for older people and people with learning

disabilities. Other support can be for people in their own homes, such as floating support.

The aims of the Programme are:

- Helping vulnerable people live as independently as possible.
- Providing people with the help they need to live in their own homes, hostels, sheltered housing or in other specialist housing.
- Preventing problems or providing help as early as possible in order to reduce demand on other services such as health and social services.
- Providing housing related support to complement the personal or medical care that some people need.
- Putting people at the heart of the programme.
- Ensuring high quality services, which are delivered as efficiently and effectively as possible through joint working between organisations that plan and fund services and those that provide services
- Providing support based on need.
- Promoting equality and reducing inequalities.

Housing-related support is provided to help vulnerable people develop or maintain the skills and confidence necessary to live as independently as possible. It has housing, and preventing homelessness or people living in inappropriate institutional settings, at its core. Support can be offered to anyone eligible, regardless of their tenure.

The principles of housing-related support are to:

- Support the user to access, maintain and manage accommodation by assisting them to develop or maintain the necessary skills and confidence to live as independently as possible.
- Prevent the need to move to more dependent forms of accommodation.
- Prevent homelessness.
- Provide support to people who are presently, or have a history of, living unsettled patterns of life that may have contributed to chaotic patterns of behaviour.

People eligible for services must be over 16. Provision of housing-related support services will be based on identified or assessed needs; this assessment must be flexible and person centred. The Programme allows for innovation, e.g. consideration of developments within housing, support and social care. It is accepted by the Welsh Government that the services which go together to create 'housing-related support' are broad and wide ranging.

6.0 Themes

The following themes are reflected in one or more of the four main programmes and are key to tackling poverty. There may be other projects / services that the Council

and its partners deliver under these themes however they are not reflected in this 2016/17 Tackling Poverty Priorities document:

6.1 Childcare

The Families First provision within this theme deliver help for parents and carers with children age 3 or under wanting to use registered childcare to assist them in returning to work, attending training or for young parents in statutory education. In addition, parents can access childcare support in order to relieve stress on the family or where a delay in the developmental needs of a child have been identified. The projects / services work towards the national outcomes of helping working age people in low income families gain and progress within employment, encouraging children and young people in / or at risk of poverty to achieve their potential, are healthy and enjoy wellbeing and that families are confident, nurturing, resilient and safe.

The childcare team are in the process of making strong links with PACE, the new European funded programme, in a collective approach to removing the barriers parents and carers face with childcare when seeking education, employment or training.

6.2 Community Involvement & Engagement

The Community Involvement Plan is a fundamental part of the Communities First programme and is a key requirement by Welsh Government. The plan is submitted to Welsh Government each year and identifies the actions and proposals of each of the Communities First cluster teams to engage, involve and ensure participation of all communities within the Communities First programme but especially the 'hard to reach'. Key information on all activities and expenditure relating to the plan is submitted to Welsh Government as part of the monitoring arrangements. Activities support the key programme priorities and include consultation events, celebration and social development opportunities, a Summer Programme of activities for families during school holidays as well as an Annual Conference and Cluster Forum which form part of the governance arrangements for the programme.

6.3 Disability

The projects / services within this theme provide professional advice, support and guidance on managing the affects disabilities have on families. They work directly with families to develop coping mechanisms and build confidence. They aim to develop greater family resilience and independence by adopting a more flexible family centred approach, i.e. growing the ability to cope wherever possible, without the need to access costly specialist support services, to help children and young people with a disability develop their potential through a series of planned workshops and activities. The projects / services work towards the national outcomes of helping

children and young people in or at risk of poverty achieve their potential, are healthy and enjoy wellbeing and that families are confident, nurturing, resilient and safe.

6.4 Domestic Abuse

The projects / services provide support to victims of domestic abuse through a number of models of support including refuge accommodation, floating support, temporary move-on accommodation and a one-stop-shop. A child counselling service is also provided to help children deal with related issues.

6.5 Family Support

The Early Help Team within Integrated Working and Family Support provide a wide range of family support services through a coordinated JAFF (Joint Assessment Family Framework) /TAF (Team Around the Family) approach. Family support services are co-located through a hub based model of delivery offering services such as Family Support Workers, Family Engagement Officers, Lead Workers, Education Welfare Officers. The co-location of these services offers the opportunity for better partnership working, sharing of information, raising awareness of service provision, which ultimately improves service delivery for children, young people and families. Children and families access support through a 'one referral route' and 'whole family assessment' process offering packages of support that are coordinated and time limited, leading to families feeling empowered and self sustainable. The Early Help process ensures families access the right support at the right time, which reduces the risk of duplication and maximises resources.

Other projects involved in delivering family support provide services such as practical home management which includes offering advice and guidance to develop routines in the home and support families who are experiencing or are at risk of domestic abuse. The projects / services deliver a restorative approach to conflict resolution within families, communities and school settings. They also provide practical support for young carers, tailored to suit the needs of each individual carer and their family. The projects / services work towards the national outcomes of helping working age people in low income families gain and progress within employment, encourage children and young people in or at risk of poverty achieve their potential, are healthy and enjoy wellbeing and are confident, resilient and safe.

Each individual project along with the statutory and other commissioned Families First single agency support services, intrinsically form the Team Around the Family, as and when required.

6.6 Health

The projects / services within this theme deliver targeted activities that support the public health agenda such as physical activity, healthy eating, risky behaviour e.g. smoking, sexual health and alcohol etc. The projects / services provide housing related support to vulnerable people to assist them to maximise their independence

and general wellbeing.. There is a Counselling Psychologist within the FS team who supports parents following professional referral. Support to parents covers a range of issues many related to crisis or early life difficulties such as parenting experiences from their own childhood.

6.7 Homelessness

The projects / services within this theme provide support for vulnerable individuals who are homeless or at risk of being made homeless. The support of staff is focused on providing people with the confidence and skills needed to sustain independent living. The projects / services aim, where possible, to maximise early intervention opportunities to ensure accommodation is sustained.

6.8 Learning

The projects / services within this theme provide individual and family learning, support and mental wellbeing. They support families to be engaged in their children's education and support children to ensure they do not fall behind their peers. They provide; targeted and specialist provision of appropriate language and play services which promote the early development of speech, language and communication for both child and parents; lifelong learning opportunities to acquire qualifications and take part in employability and skills based courses; advice, practical assistance with skills development and ongoing support to achieve goals. There is also specific support aimed at young people between the ages of 11-16 to address issues such as behaviour, anger management, confidence and basic skills. Additionally, Learning Sets form a key element of the Families First programme. Learning Sets are one of a range of development tools which can be used to share best practice, learn new ways of working, share experiences, help with problem solving and grow the skills of staff involved in service delivery.

The support for Early Language Development in Flying Start is provided by a highly professional team led by Speech and Language Therapists (SaLT). Language and Play is a core feature of the Bridgend FS programme with opportunities for all children and their families to engage. The SaLT team have implemented a comprehensive, support screening and intervention programme for all 2-3 year olds attending Flying Start childcare settings. The team offer a range of groups for parents such as Talk to Your Baby and Tweenie LAP. Extensive training for FS staff is a core part of the service which ensures the speech and language of FS children is a key area for development during their time in the programme, this good practice is also embedded across wider LA mainstream services. Further to this there are clear and effective transition arrangements from Flying Start into schools which ensure the introduction of the Foundation Phase approach and assessment for Flying Start children moves with the child into the more formal setting of a nursery class.

6.8.1 BCBC Basic Skills Team

Bridgend has a strategic approach to providing basic skills support across the LA. With the Basic Skills co-ordinator managing a range of Flying Start, Families First and Communities First (working with specific schools) Language and Play (LAP) officers.

The Basic Skills Team is committed to promoting family engagement and encouraging schools and settings to run Family engagement programmes accordingly. The Basic Skills team deliver quality training to school staff on a termly basis, closely monitoring programme delivery and facilitating good practice events to ensure consistent high quality provision. The Basic Skills Team will continue to set challenging targets for participation and learning, and will work to refine and develop practice.

6.8.2 Families First Team

The FF officers deliver a variety of age-stage appropriate group sessions, following a referral from Health Visitors, Speech and language Therapists (SaLT) and Family Support Workers.

The pre-school LAP programme follows a similar structure as the school based LAP programmes. This allows a smooth transition into the LAP provision in the Foundation Phase where families choose to remain engaged.

In addition to the group based sessions, the FF LAP team offer one-to-one LAP sessions within the community hubs. All sessions are carefully planned depending on the needs of the individual to ensure the highest level of effective support.

The FF team have developed a 'Learn Together' booklet that provides evidence of the distance travelled, following the initial assessment with each family. The booklet provides opportunities for parents/carers to record events and milestones achieved during the programme. The Learn Together booklet has been adopted by other partner providers within Families First.

6.8.3 Communities First Team

The Communities First team provides a range of support for learning and skills development for children, families and individuals. CF Basic and Key Skills Officers provide bespoke literacy and numeracy interventions to schools in Cluster areas in specific schools in target postcode areas. Additionally, a Numbers Count Project is active in some Communities First Schools which identify pupils who require additional numeracy support and provide dedicated interventions to raise their level of understanding of numeracy. Working closely with Adult Community Learning the Communities First Bridgend Employment and Skills Project (BESP) provides bespoke basic skills support for adult individuals seeking to become more work ready

Lifelong Learning Officers act as brokers to provide opportunities within communities for learning and training opportunities, most of which are employment related. Through engagement with communities, local needs are identified and opportunities are developed to provide appropriate and relevant taster sessions, non-accredited confidence building sessions progressing to accredited training opportunities with the aim of supporting individuals to increase their qualifications to become more work ready.

6.9 Older People

These projects / services are exclusively commissioned through sheltered housing schemes throughout the County Borough. A new service is being commissioned, in line with the Aylward recommendations whereby support is provided to older people in the community based on need rather than tenure.

6.10 Parenting

The projects / services within this theme deliver one to one and group parenting support sessions, including support for young people displaying challenging, risky and / or offending behaviour. They provide formal parenting support which may take place in groups or one to one in the family home. Parenting support focusses on positive outcomes for children, working with the parent to reduce risk, strengthen parenting capacity, develop and build resilience and sustain positive change. Within Flying Start the delivery of Family Support Nurture groups is available to all FS families. The FS team also delivers one to one sessions in the home. Access to FS family support and groups are available via both self and professional referral. Programmes offered by the FS team include Incredible Years, the Nurture Programme, Triple P and Healthy Child (WG developed programme). All family support groups are supported by crèche facilities and are warm friendly opportunities to share and meet other parents in the community. The Family Support Team also provides support for FS parents across a range of issues, including housing issues, budgeting, debt etc.

Dad's Worker working specifically with fathers and their children through an evidenced based parenting programme to improve and develop skills as a parent. Focus on reducing risk and increasing the protective factors associated with resilience. Assist family members to gain or re-gain positive control over their own lives.

6.11 Physical / Emotional / Wellbeing Support

The projects / services within this theme aim to help improve levels of physical and emotional health and wellbeing of children, young people and families. Areas of support include health and diet, substance and alcohol misuse, sexual health, child sexual exploitation and child and youth counselling through both one to one and group support. In addition, a broad range of activities are delivered which aim to

overcome personal barriers such as lack of confidence or low aspirations. There is a Counselling Psychologist within the FS team who supports parents following professional referral. Support to parents covers a range of issues many related to crisis or early life difficulties such as parenting experiences from their own childhood.

6.12 Prosperity

The projects / services within this theme deliver basic skills support for individuals, employment related accredited learning and targeted and personalised advice in respect of debt, welfare benefits and household money management. They provide employment skills, confidence building, advice, support and development through bespoke pre-employment related courses working with local job centres. They provide digital inclusion advice and support to mitigate the effects of a lack of, or poor understanding of Information, Communication and Technology (ICT) including use of the internet for online services. They also provide opportunities to attend a variety of work placements and work with local businesses and partners to link participants with volunteering which delivers confidence to seek work related opportunities.

6.13 Young People

Recently commissioned services for young people include accommodation-based support for 16/17 year olds, accommodation-based support for 18-21 year olds, crisis intervention to sustain young people in their accommodation, step down accommodation as their support needs decrease and an intervention worker to prevent young people being made homeless. A Dad's Worker is also employed to work specifically with fathers and their children to deliver 1:1 or group support to improve and develop their skills as a parent.

The Communities for Work Programme includes mentoring support for young people between the ages of 16 – 24 to support them into work with the intention of reducing the number of NEETS (not in employment education or training). Other support for this age range is available through the general Communities First Programme and includes access to learning and employment activities

Activities are also provided in Communities First areas through family support, family engagement and specific literacy and numeracy schemes for schools as well as health and learning related opportunities during the summer programme events.

7.0 Key Data

An exercise was undertaken to gather information on the extent of project / services each of the Programmes facilitate to tackle poverty. The exercise identified 71 projects / services currently being delivered across the county borough, providing services to over 11,489 individuals/families.

The Figures below represent the main findings from the evaluation of the Matrix of projects/services provided under the Four Programmes.

Figure 1 shows the number and percentage of projects / services by theme.

Figure 1

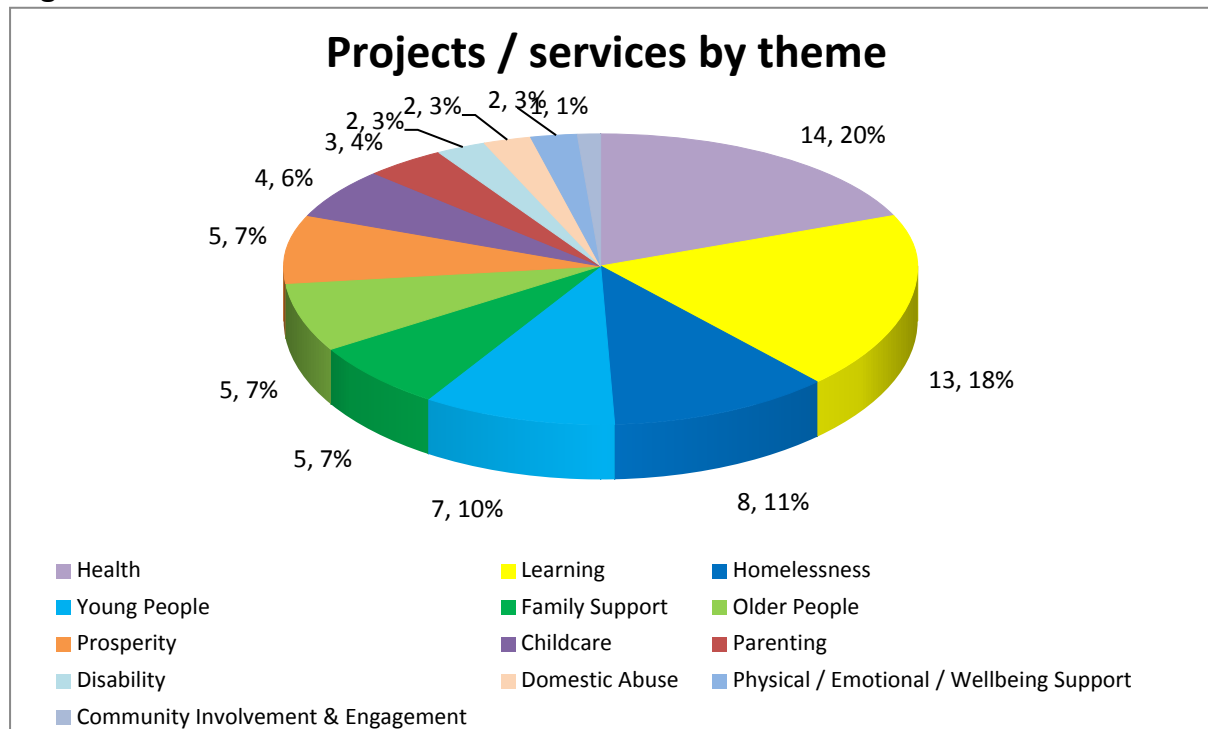


Figure 2 shows the annual delivery cost for each theme. It can be seen that the “health” theme accounts for 33% of the total spend. Interestingly the “learning” theme accounts for 18% of projects / services delivered but only 9% of the grand total value is allocated to this theme.

Figure 2

Theme	Sum of Total Project / Service value per annum (delivery cost)	% of Grand Total
Health	£4,198,719.64	33%
Childcare	£1,723,229.00	14%
Homelessness	£1,325,241.36	11%
Learning	£1,168,148.00	9%
Central Team	£1,093,128.00	9%
Young People	£764,910.00	6%
Family Support	£467,939.00	4%
Parenting	£337,319.00	3%
Prosperity	£321,888.00	3%
Domestic Abuse	£320,390.00	3%
Physical / Emotional / Wellbeing Support	£245,859.00	2%
Older People	£234,165.00	2%
Community Involvement & Engagement	£177,813.00	1%
Disability	£164,500.00	1%
Grand Total (Grant Funded)	£12,543,249.00	
Bridgend Council Core Funding	£223,188.00	
Grant Total (Grant funded & Core Funded)	£12,766,437.00	

Figure 3 shows the annual delivery cost for each Programme. It can be seen that the Supporting People Programme accounts for almost half (46%) of the total grant allocation.

Figure 3

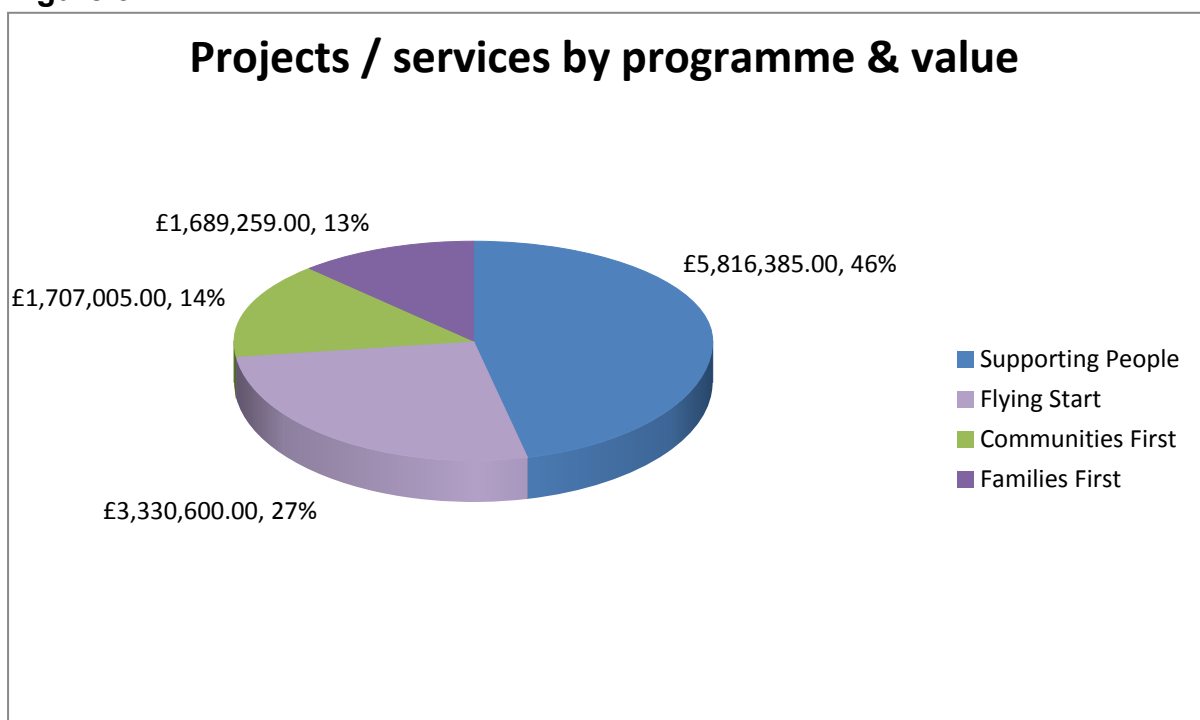


Figure 4a and 4b show the projects / services by delivery. The categories of delivery are as follows;

- **Commissioned – External Provider** whereby the project / service is delivered by a provider that is not part of the Local Authority
- **Commissioned – Internal Provider** whereby the project / service is delivered by the Local Authority
- **Commissioned – External Provider / Sub Partners** whereby the project / service is delivered by a provider that is not part of the Local Authority but the provider has sub-contracted the service
- **Internal** whereby the project / service is delivered by the Local Authority but not commissioned
- **Programme** whereby the project / service is delivered directly by staff employed within the Programme itself by the Local Authority
- **Purchased – External Provider** whereby the project / service is delivered by a provider that is not part of the Local Authority but there is no requirement to commission, or a project / service can only be provided by a statutory partner e.g. Health

Figure 4a demonstrates that commissioned services provided by an external provider account for the majority (51%). Interestingly, 20% of projects / services are delivered internally by the Local Authority.

Figure 4b shows that 36 (50%) commissioned projects / services are delivered by an external provider. Overall, 51 (72%) of the 71 projects / services are commissioned.

Figure 4a

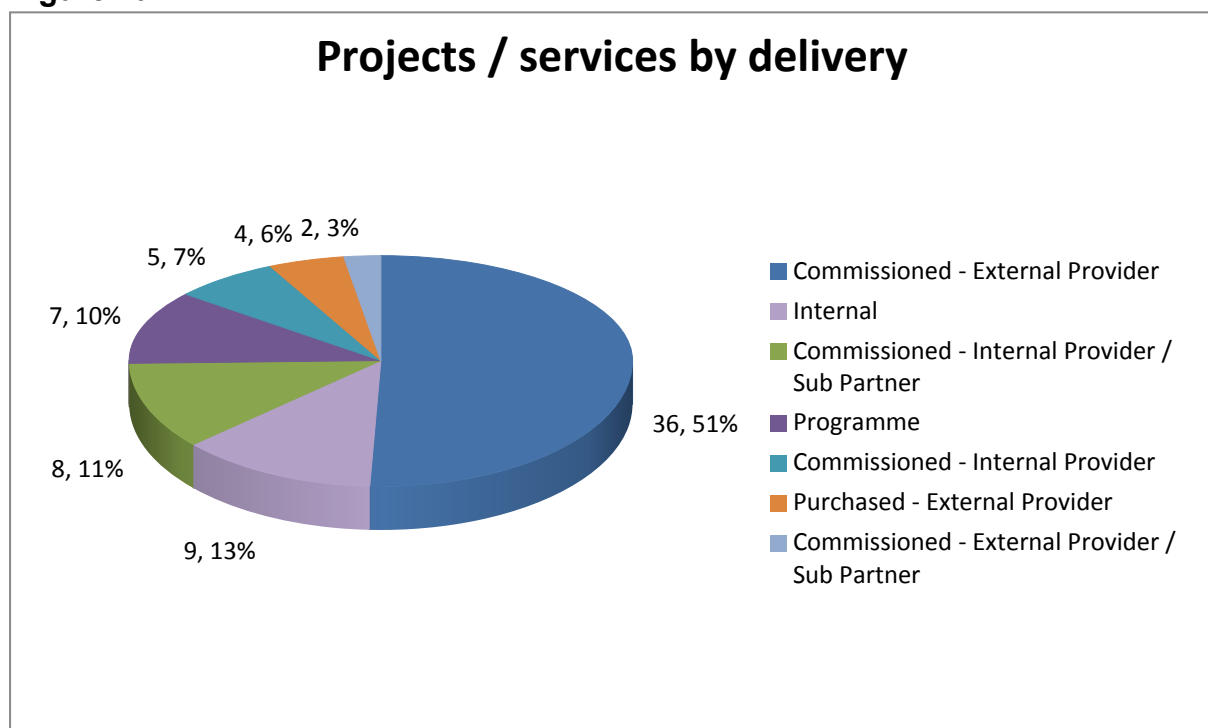


Figure 4b

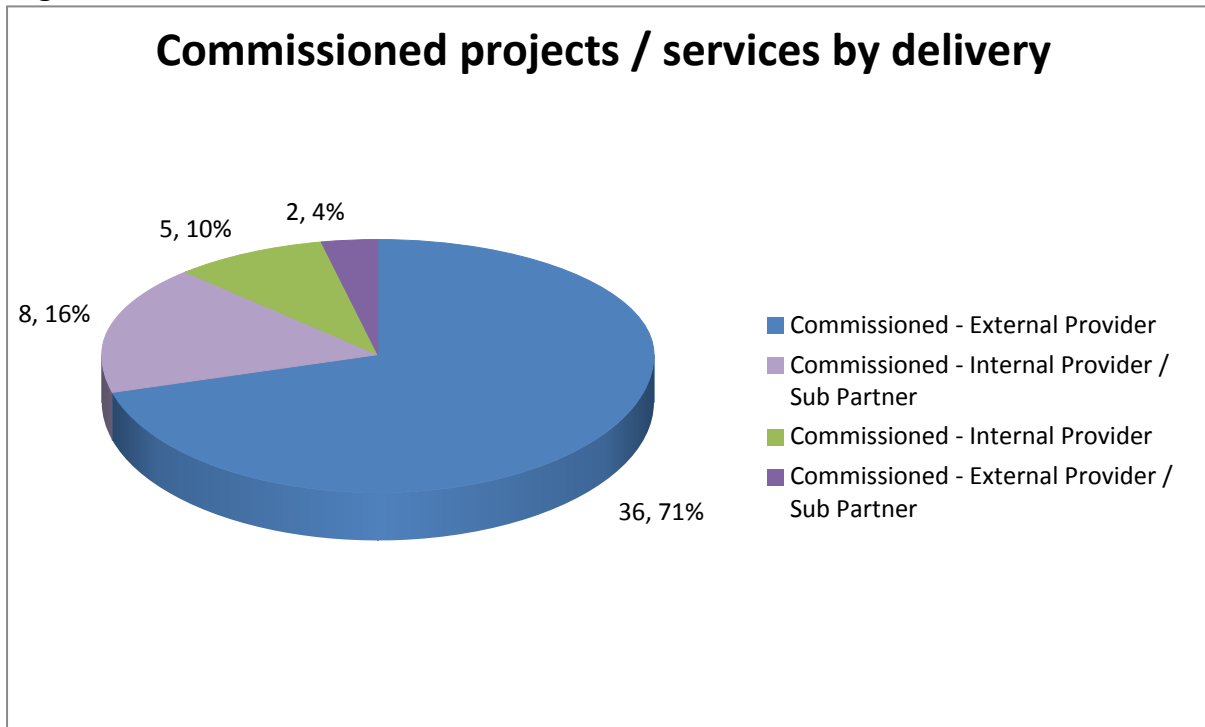


Figure 4c shows that 46% of the total grant allocation is delivered by externally commissioned providers. 59% (£6,762,751.10) of the total grant allocation (excluding the cost of the central teams) is allocated to commissioned projects / services.

Figure 4c

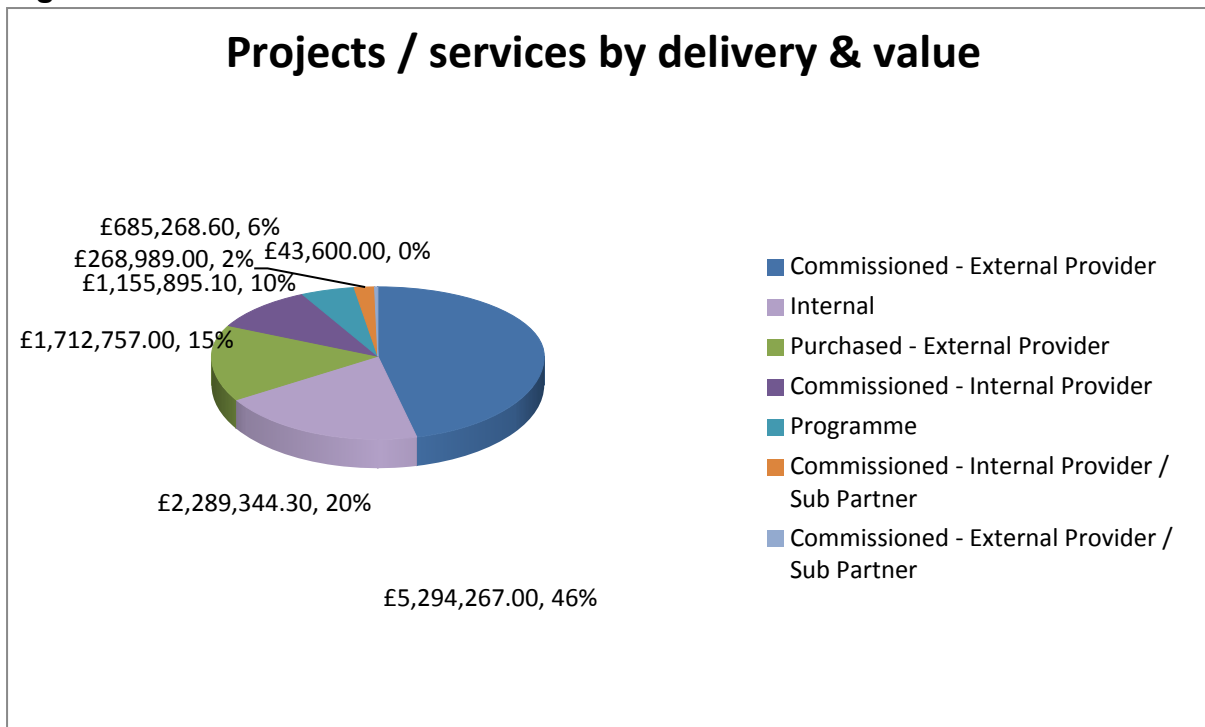


Figure 4d show the number of commissioned projects / services by theme.

Figure 4d

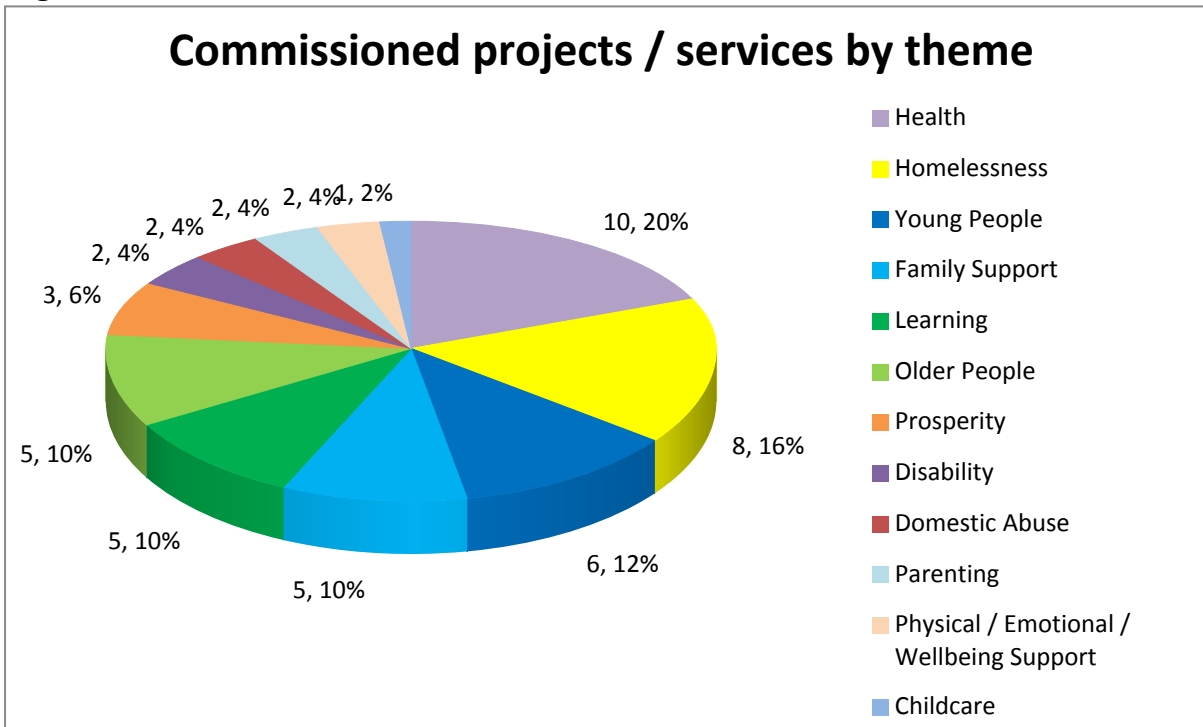
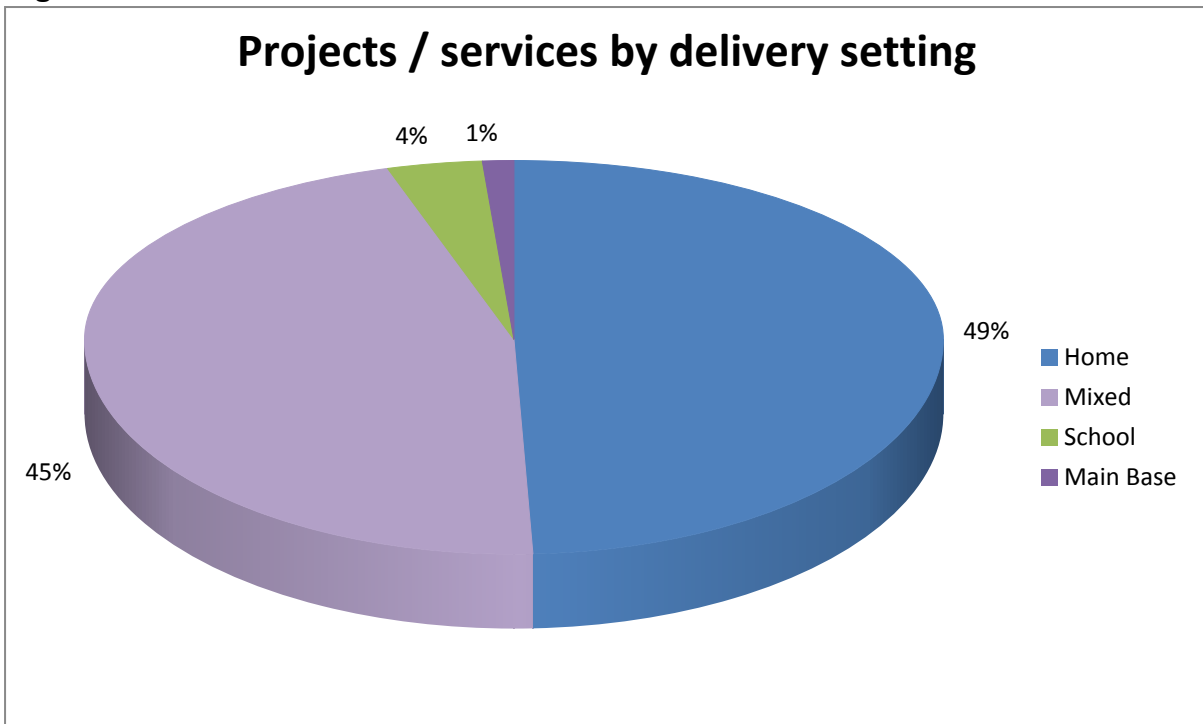


Figure 5 further shows that a slightly higher percentage of projects / services are delivered in the service users' homes (49%). However, this is predominantly Supporting People projects / services (housing related support) and includes supported temporary accommodation. There is only 1 project / service delivered from the main base which is delivered by Communities First and is the Basic and Key Skills Co-Ordinator that delivers the service via the telephone from the Civic Offices.

Figure 5



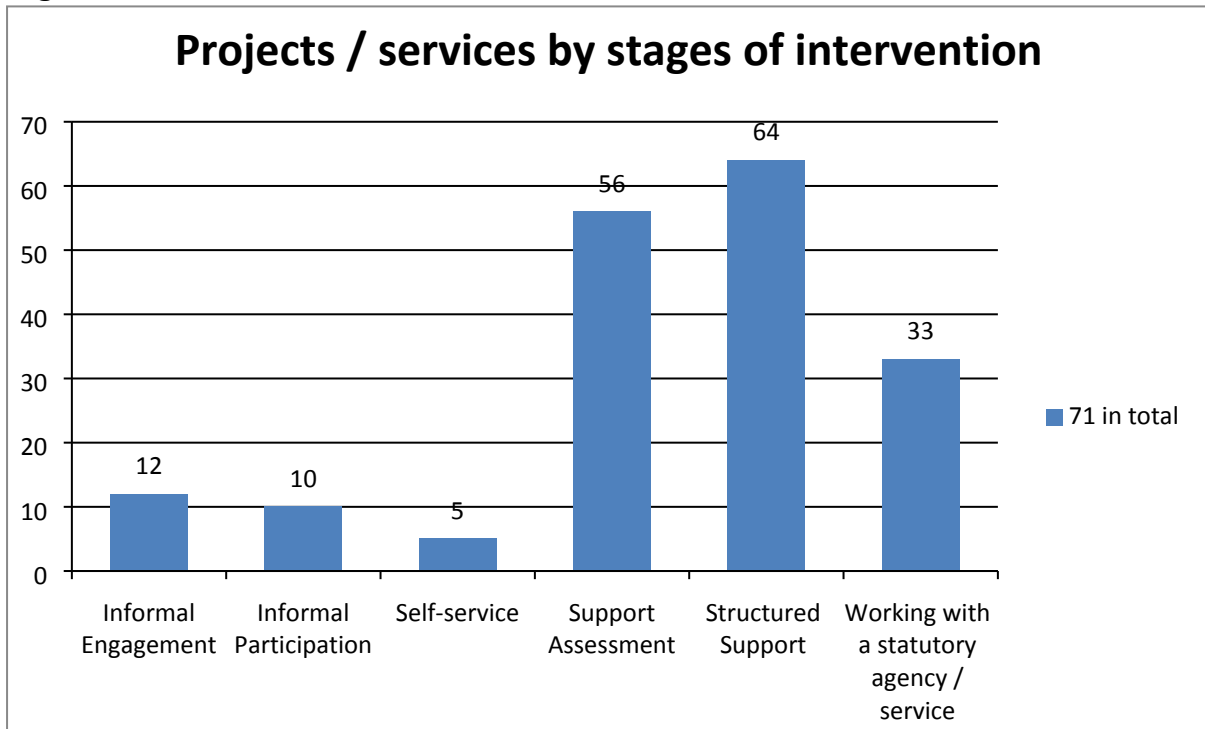
The document identifies six stages of intervention which are as follows:

- **Informal Engagement** – General community and individual involvement that is not prescribed and people choose to take part e.g. where a person chooses to attend a forum or receive information that is provided to them.
- **Informal Participation** – Individual involvement and take up of a planned activity by choice. There is no obligation to attend and no on-going support requirement; limited assessment of needs.
- **Self-service** – Drop-in advice and assistance targeted towards a specific need in order to avoid further intervention. Non-casework based and no formal referral or assessment.
- **Support Assessment** – Through a referral mechanism including self-referral; an assessment is undertaken to identify needs and advice / signposting provided.
- **Structured Support** – Through a referral mechanism including self-referral; case work based where an assessment is undertaken to identify eligibility / needs and services are provided accordingly.
- **Working with a statutory agency / service** – Working with another agency / service where they are fulfilling their legal requirement to intervene and take action e.g. children in need or providing care.

Figure 6 and Figure 7 demonstrate that a small percentage (12%) of projects / services provide informal engagement and informal participation. This confirms that the vast majority of support (85%) is provided through a referral mechanism including self-referral and an assessment is undertaken to identify needs and advice / signposting provided, often with case work to identify eligibility / needs and services provided accordingly (support assessment and structured support).

It can be seen that in terms of potential gaps in delivery, informal engagement and informal participation are significantly underrepresented. Furthermore, self-service projects / services could also be increased to prevent needs escalating into more structured support.

Figure 6



Programme	Informal Engagement	Informal Participation	Self-service	Support Assessment	Structured Support	Working with a statutory agency / service	Total Number of Projects / Services Delivered
Communities First	12	10	3	6	7	3	13
Families First			2	16	16	16	17
Flying Start					7	7	7
Supporting People				34	34	7	34
Grand Total	12	10	5	56	64	33	71

Figure 7

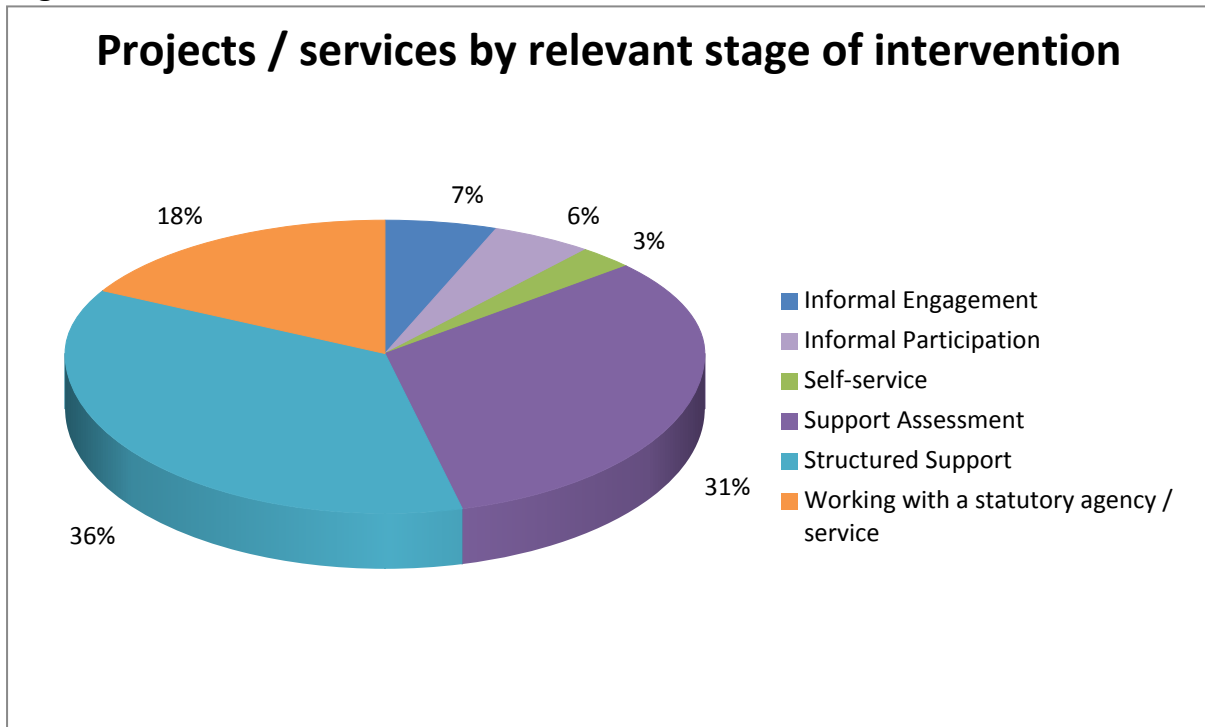


Figure 8 to 10 confirm how the projects / services contribute to the Council's corporate priorities as contained within the Corporate Plan 2016-20. It can be seen that 100% of the projects / services contribute to the priority "helping people to be more self-reliant".

Figure 8

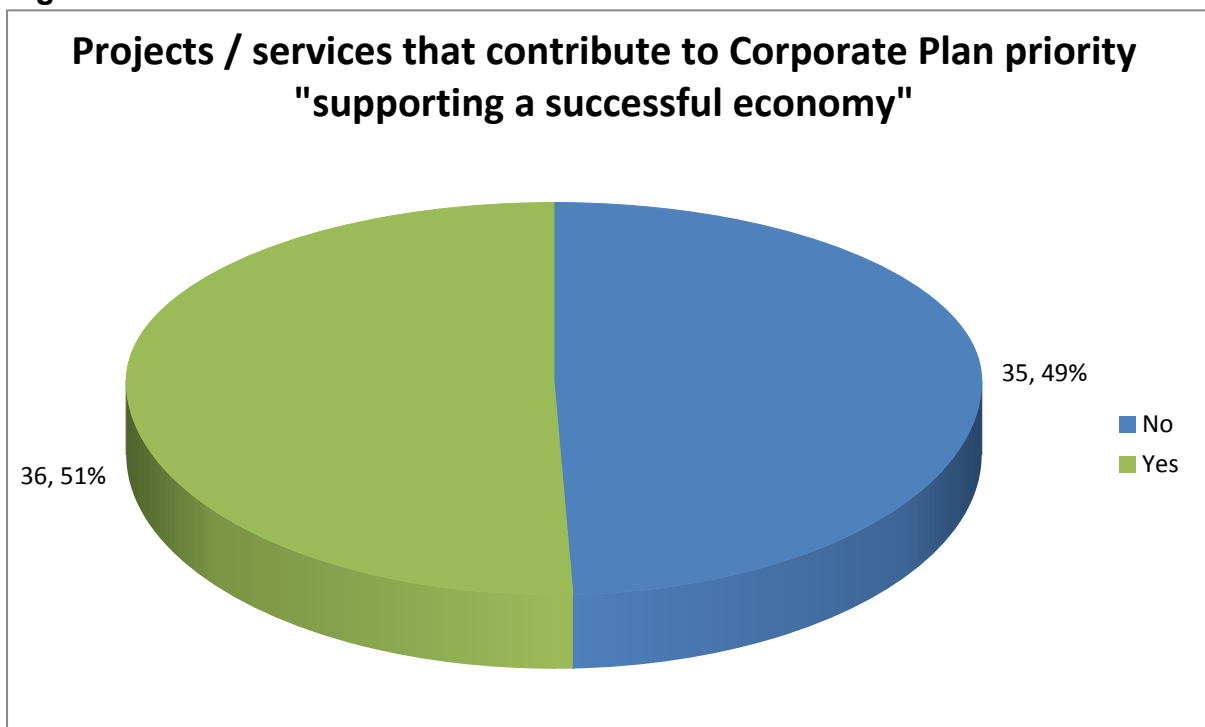


Figure 9

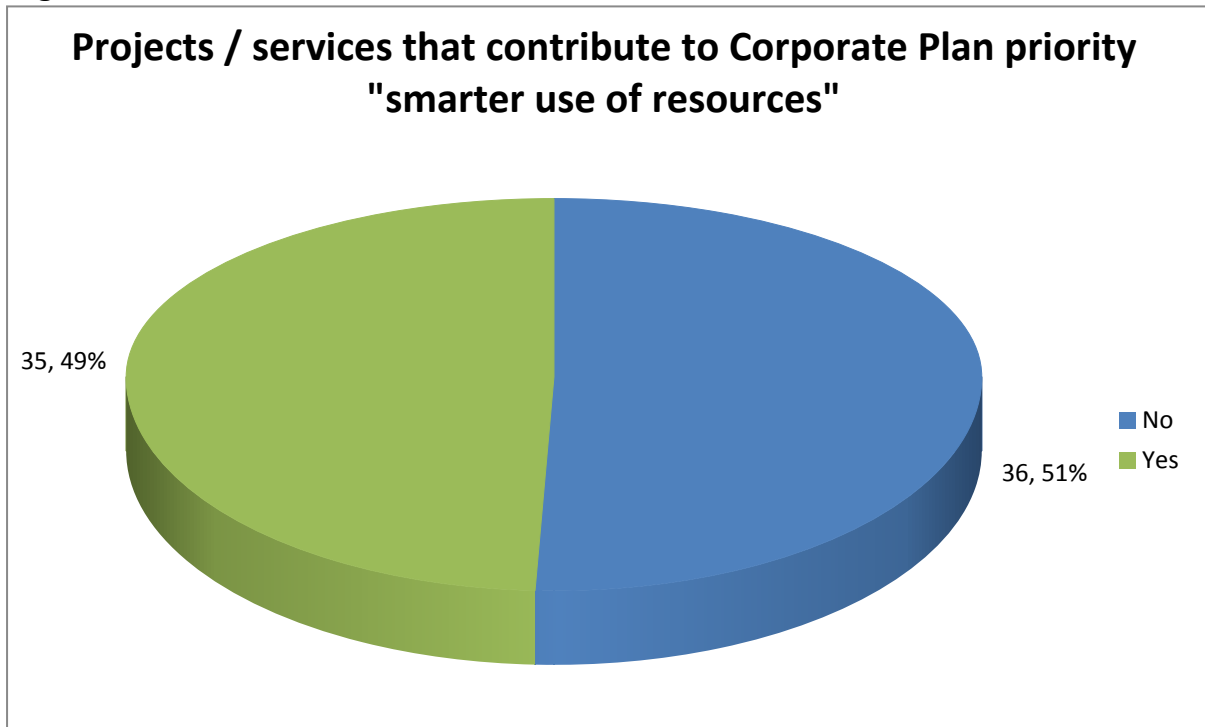


Figure 10

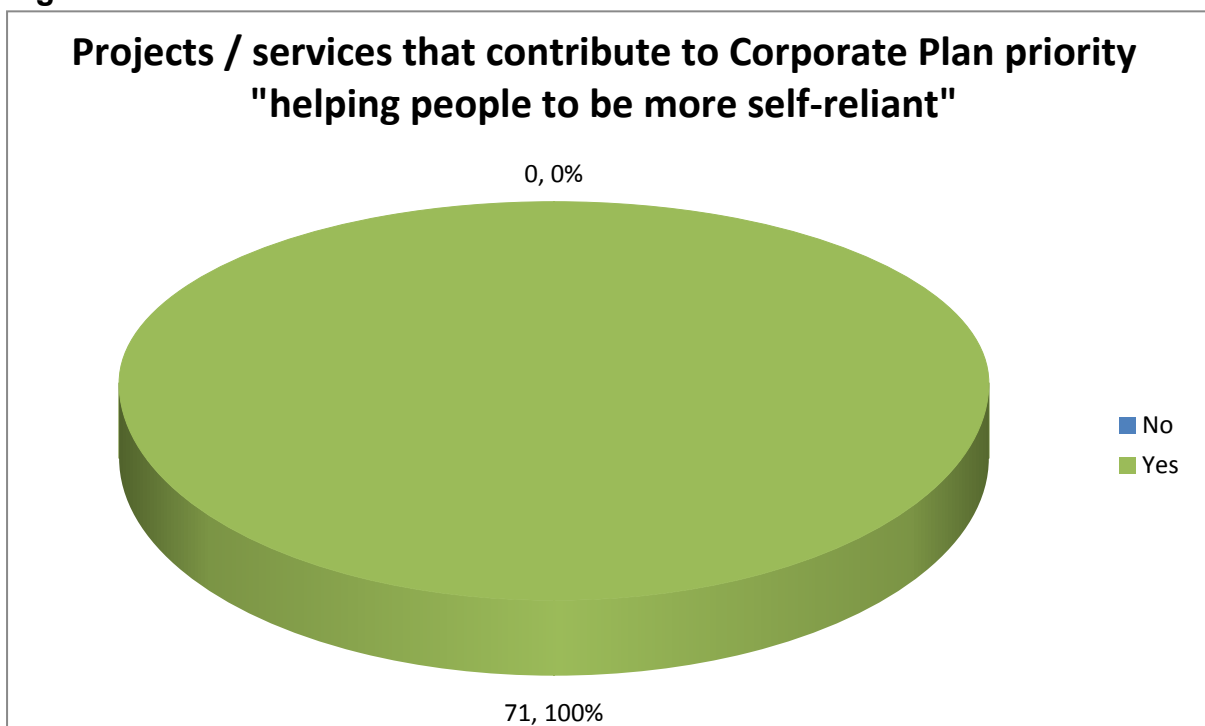


Figure 11 shows that all elements of wellbeing as contained within the Social Service & Wellbeing (Wales) Act 2014 are contributed towards by one or more of the tackling poverty projects / services.

Figure 11

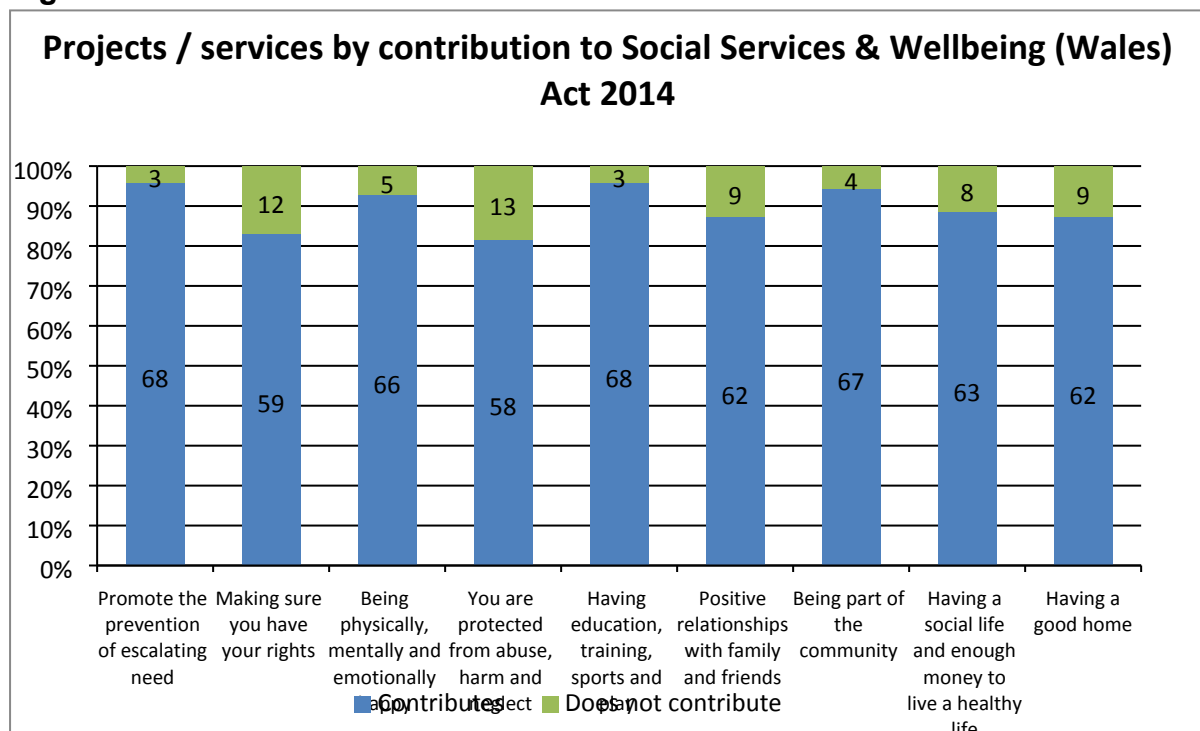
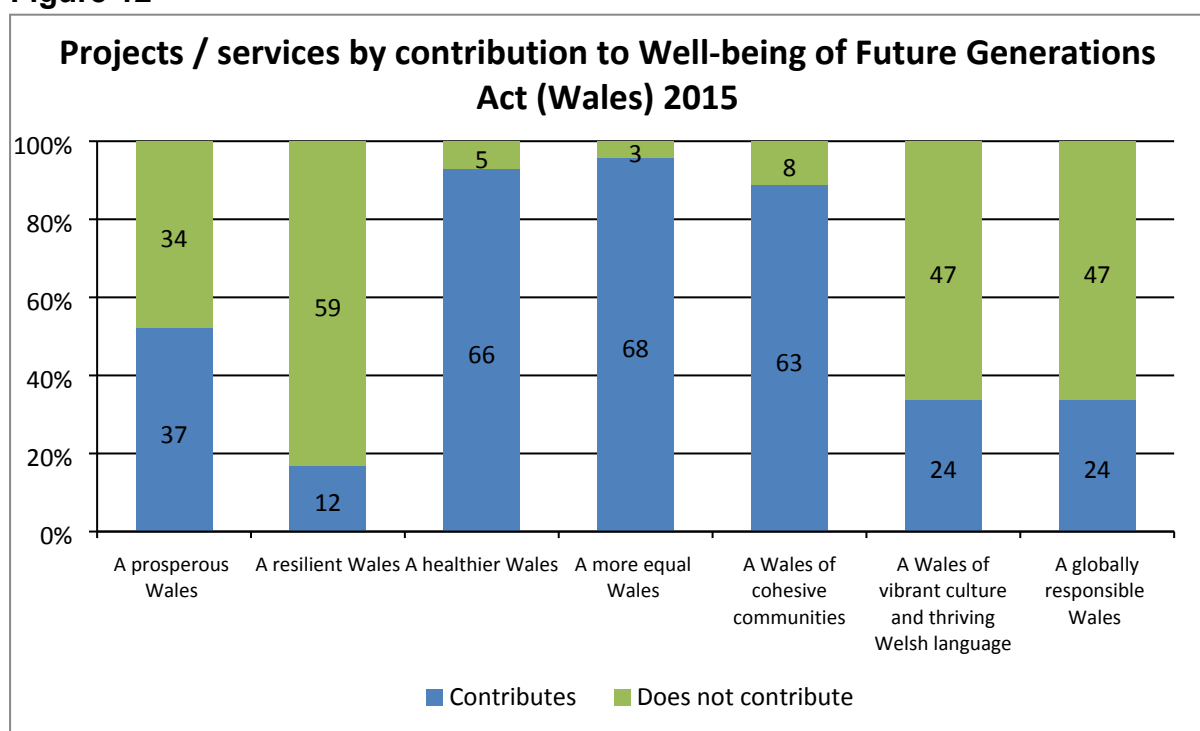


Figure 12 shows that the following goals contained within the Well-being of Future Generations Act (Wales) 2015 are significantly contributed towards by the tackling poverty projects / services; a healthier Wales; a more equal Wales and; a Wales of cohesive communities, which is expected from the tackling poverty programmes. A summary of the goals can be found in Appendix 2.

Figure 12



8.0 Priorities of the four Programmes

The Welsh Government outlined three key objectives in the Tackling Poverty Action Plan 2012-2016. These are:

- “To prevent poverty, especially through investment in giving children the best possible start in life. From conception through to early adulthood, our aim will be to reduce inequality at the earliest possible stage and break the link between socio-economic disadvantage, educational under achievement and the impaired life chances that flow from these;
- Recognising that the best route out of poverty is through employment, we will continue to help people to improve their skills and enhance the relevance of their qualifications. We will also remove other barriers to employment – from practical barriers such as the accessibility of transport and buildings to less tangible barriers such as poverty of aspiration - helping people to move on to and up the employment ladder;
- At the same time, we will increase action to mitigate the impact of poverty here and now. We recognise that for more and more people, even being in work will not guarantee that they can escape poverty. We can act to improve the quality of life of these communities, families and individuals”⁵.

Each of the four main programmes has their own existing priorities for action which contribute to the Welsh Government’s Tackling Poverty Action Plan. These are as follows:

Communities First	Families First	Supporting People	Flying Start
Prosperity	Family Learning & Engagement	People who are homeless or at risk of being made homeless	Health
Learning	Parenting Support	Women experiencing domestic abuse	Childcare
Health	Childcare Support	People with mental health issues	Parenting
	Family Support (Includes JAFF/TAF)	People with complex/co-occurring needs	Early Language Development
	Physical Emotional Wellbeing Support	Young people	

⁵ Welsh Government Tackling Poverty Action Plan 2012-2016

	Disability	Older people	
		Support for people with dementia and their carers	
		People with an offending history	
		People with substance misuse issues	

The following strategic priorities for 2016/17 have been identified by the Tackling Poverty Planning Group and Stakeholders at the Tackling Poverty Conference held in July 2016:

- Responding to local need for early intervention and prevention through the JAFF/TAFF arrangements
- Responding to Welfare Reform
- Counselling and wellbeing services
- Delivering Communities First projects outside of the Communities First areas
- Helping people be more self-reliant
- Pre-intervention – informal early help support and engagement
- Training, engagement and sharing best practice amongst staff, partners and stakeholders
- Identifying opportunities for joint commissioning

9.0 Delivering & Monitoring the Priorities

For 2016/17 the key achievable priorities will be delivered as per each Programme’s implementation plan as approved by Welsh Government. Progress in delivering the priorities will be reported to the Tackling Poverty Planning Group. The Planning Group will be responsible for:

- i. Governance arrangements;
- ii. Identifying the key priorities for 2016/17;
- iii. Agreeing 5% virement requests between Programmes, in line with the priorities set out within this document, to be submitted to Welsh Government for approval; and
- iv. Developing and agreeing a Tackling Poverty Strategy for 2017/18 which will be reported to Cabinet and PSB.

Specific activities will be managed and monitored at service level.

10.0 Early Indications for the Programmes for 2017/18

Under the new administration, tackling poverty is the shared responsibility of every Cabinet Secretary and Minister. The Cabinet Secretary for Communities and Children leads on Welfare Reform and on the Child Poverty Strategy, coordinating work across government to deliver its objectives.

Addressing poverty and inequality and creating an economy which delivers for families and children continues to be a priority. Across the Welsh Government, all Cabinet Secretaries and Ministers are refreshing their approach to ensure we are focusing on the root causes of poverty. Departments are working together to identify ways we can do yet more to give children the best possible start in life and promote prosperity and well-being.

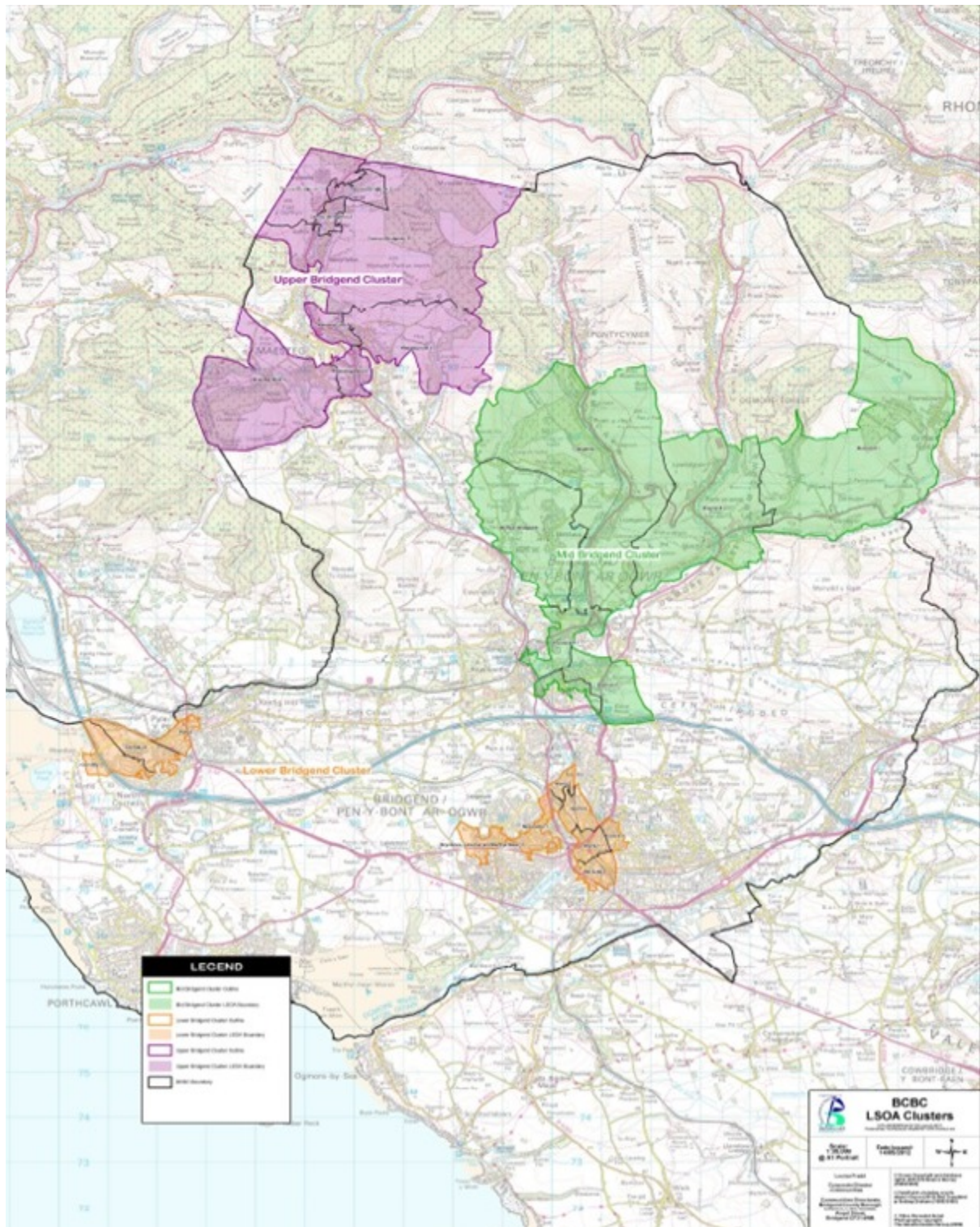
Improving outcomes in the early years and increasing employability have been identified as key priorities for tackling poverty. These priorities have been identified by reviewing what the evidence tells us about where we can have most impact in terms of improving the outcomes of low income households. These priorities also reflect the levers we have available in Wales to tackle poverty and reduce inequalities.

Future development will be informed by the assessments being carried out under the Social Services and Well-being (Wales) Act 2014 and the Well-being of Future Generations Act (Wales) 2015. It will also be dependent on Welsh Government guidance for the four Programmes being available. Welsh Government Officers from the Communities First Team have confirmed that Employability continues to be a Priority for the Minister and the Programme; for Supporting People Grant, Homelessness Prevention continues to be the focus and Priority; and for Families First the Cabinet Secretary has considered advice on the future of the Families First programme and has come to the following decision:

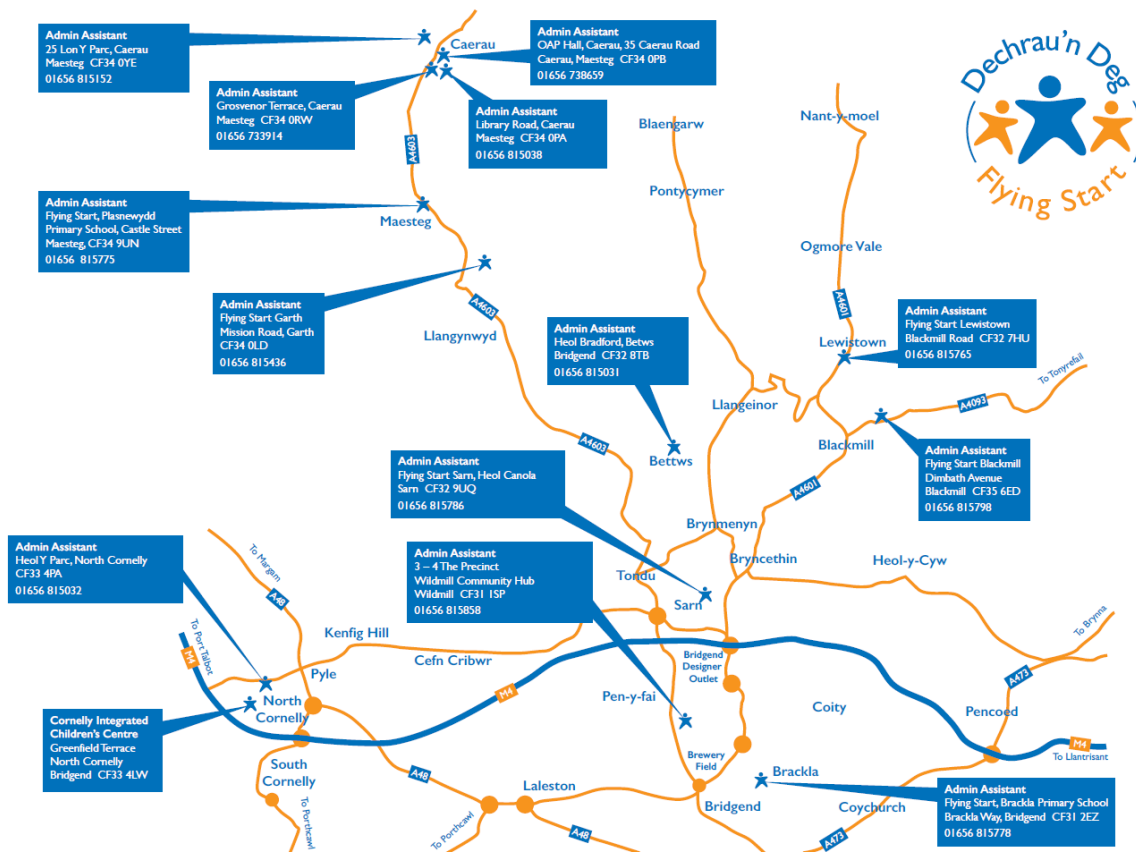
- The key elements of the JAF, TAFF and disability focus will remain unchanged, with £3 million per year ring-fenced funding for disability-related services being retained.
- The focus of the strategic projects commissioned through the programme will be narrowed to concentrate on the delivery of parenting support and support for young people.
- There will be a transitional period of at least six months from 1 April 2017 before these new arrangements are rolled out nationally.

Appendix 1

Communities First Cluster Areas



Flying Start Areas



Appendix 2

Well-being of Future Generations Act (Wales) 2015

A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.