

**Child & Family Poverty Strategy 2011-13
Progress Report of the Executive Director of Children's Services**

1. Background

1.1 The 2010 Child Poverty Act placed a duty on the Council and its Partners to reduce child poverty in its area. The Sunderland Partnership and the Child Poverty Board have established a standard framework where its Partners can work together through a joint Child Poverty Strategy. Sunderland has established a 3-phased approach and the first stage was completed with a strategy which went out for consultation in the summer of 2010, which was considered by the North Area Committee.

2. Current Position

2.1 The Child Poverty Act also required Sunderland undertake a Child Poverty Needs Assessment for the City. This was carried out in the Autumn of 2010 which provided a baseline for all Partners to work from.

2.2 A number of key reports were have recently been published which have influenced Sunderland's Policies in tackling child and family poverty, including the Marmot Report on Health Inequalities, Graham Allen Report on Early Intervention and Frank Fields Report on Child Poverty.

2.3 The Sunderland Partnership and Child Poverty Board agreed to revise the Sunderland Child Poverty Strategy in order to take account of the outcome of the consultation, the Child Poverty Needs Assessment and these major policy reports.

2.4 The overarching priority for Sunderland is **to make Child & Family Poverty everybody's business through adopting an approach to 'child and family poverty proof' strategic plans of all Partners as routine practice.** The second priority is **to develop integrated neighbourhood models of service to re-target and deliver early years and early intervention.**

2.5 The Sunderland Child & Family Poverty Strategy Phase 2 (2011-13) and the Child Poverty Needs Assessment was approved by Cabinet on 1st December 2010 and can be accessed on www.sunderland.gov.uk/childpoverty

3. Developing the Neighbourhood Model

3.1 A development event for all Partners was held in November 2010, which identified Sunderland's key priorities and the targeted approach to tackling Child and Family Poverty. A key outcome of this event was the focus on Early Years and on Early Intervention and the

development of a family model to tackle Child and Family Poverty in a neighbourhood.

3.2 A Task & Finish Group of the Child Poverty Board has been set up to pilot the development and implementation of a focussed, targeted approach to service delivery in a neighbourhood area of Southwick.

The project will:

- Identify a target neighbourhood area in Southwick.
- Engage with individuals and community groups in Southwick in developing new ways of using published data to support them as a community
- Identify current inputs from a wide range of partners.
- Explore ways that service delivery can be improved for the target families.
- Measure the outcomes.
- Seek to mainstream the new way of working.

4. Next Steps

4.1 The Sunderland Partnership and Partners will be working to produce a Child & Family Poverty Action Plan which will accompany the Strategy on how we intend to move forward the 2 priorities detailed above.

4.2 It is important to ensure that the North Area Committee is engaged in the pilot neighbourhood project and in the development of the Action Plan to reflect the Committee's priorities. The views of the Committee are sought on the best means of doing this.

5. Recommendations

5.1 The Area Committee is asked to note the progress of the Sunderland Child & Family Poverty Strategy 2011-13 and to consider how Members can be engaged in the action planning and neighbourhood modelling.