



Caerphilly County Borough Council

Anti-Poverty Strategy

“Overcoming poverty is not a gesture of charity, it is an act of justice.
Like Slavery and Apartheid, poverty is not natural.
It is man-made and it can be overcome and
eradicated by the actions of human beings.
Sometimes it falls on a generation to be great.
YOU can be that great generation.
Let your greatness blossom.”

Nelson Mandela

A greener place to live, work and visit
Man gwyrdach i fyw, gweithio ac ymweld



Introduction

Poverty harms people's prospects and damages their long term future. It also places a burden on public resources and service. It is in all our interests to tackle poverty.

Caerphilly Council has a long track record of tackling poverty through a range of core services as well as the four Welsh Government funded programmes, Communities First, Flying Start, Families First and Supporting People. As a landlord we provide good quality homes and work hard to support our tenants and we are building upon this with our Welsh Housing Quality Standard improvement programme. We also work actively with our partners to tackle this priority as reflected in our single integrated plan, Caerphilly Delivers.

This Anti Poverty Strategy clearly states Caerphilly Council's commitment to tackling poverty. It confirms the priority that we give to this issue. It also brings together the broad body of activity that we have in place to mitigate the impacts of poverty, to support people out of poverty, and to prevent poverty.

We need a comprehensive approach to tackling poverty and we realise that we cannot address poverty on our own, but we wish to set out our commitment to playing our part:

Caerphilly Council is committed to ensuring its residents are able to live fulfilled lives and are not prevented from enjoying an acceptable standard of living due to economic, social or cultural disadvantage.

In their publication "A UK Without Poverty" the Joseph Rowntree Foundation (JRF) define poverty as: When a person's resources are not enough to meet their basic needs. This includes the need to be part of society, by being able to participate in common customs and activities - like buying a birthday present for your partner or sending your child on a school trip.

JRF go on to state that interventions that either increase the resources available to households or reduce the costs of meeting their needs will help to reduce poverty.

Recognising that the experience of poverty is dynamic, and differs at different stages of life, JRF propose that thought must be given to policies that have an impact now, those that are investments in the future and those that provide insurance against future events. This can be summed up as four Ps:

This can be summed up as four P's:

Prospects: Policies concerned with improving the life chances of individuals and their families, so people are able to escape poverty in a sustainable way.

Pockets: Policies concerned with boosting households' resources now – primarily by increasing their income – so they are better able to meet their needs.

Places: Where people live shapes their lives, affecting their job prospects and access to essential goods and services and affordable housing.

Prevention: Almost anyone can experience poverty during their lifetime, so policies that insure against sliding into poverty are important.

4Ps

Our Aims

Caerphilly Council is committed to ensuring its residents are able to live fulfilled lives, regardless of who they are as an individual, and are not prevented from enjoying an acceptable standard of living due to economic, social or cultural disadvantage.

1

Prospects

Caerphilly residents are able to develop employment skills, find work and progress within employment.

2

Pockets

Caerphilly residents are able to improve their income levels.

3

Places

Caerphilly residents are able to enjoy a high level of well-being in safe and sustainable housing and communities.

4

Prevention

Caerphilly residents who are affected or at risk of being affected by poverty have the skills and knowledge to improve their lives and achieve their potential.

What we want to achieve

1 Prospects

1. Working age people on low incomes are helped to develop skills, achieve qualifications (formal and informal), progress to employment and progress within employment.
2. Young people are provided with key employability skills, access to accredited training and support to secure sustainable employment.
3. Caerphilly residents are supported to improve prospects for employment through the provision of community education and employment programmes.
4. Flying Start Programme will be expanded to 25 areas to support child development and parental aspirations.

2 Pockets

1. Caerphilly residents are provided with information, advice and assistance on a range of social welfare issues to enable them to increase household income, manage debt and develop skills to improve their financial capability.
2. Caerphilly residents are supported to reduce the impacts of rising fuel costs.
3. Quality, accessible and affordable childcare provision is promoted to enable families to improve their income through accessing education, learning and employment.
4. Through working in partnership with local employers increase local employment opportunities and identify ways to increase employees incomes.
5. Ensure that all pupils eligible for Free School Meals are in receipt of their entitlement.

3 Places

1. Caerphilly Residents are able to live in homes that are affordable, warm and secure without the fear of homelessness.
2. Raise levels of healthy life expectancy across the borough and encourage residents to take responsibility for their own and their families health and well-being and make use of the opportunities and support available.
3. Working in partnership with families, parents and schools to increase participation and support the development of parenting skills.

4 Prevention

1. Identify and support vulnerable residents and families to reduce the impacts of poverty through the provision of targeted support.
2. Caerphilly residents are supported to manage the changes to welfare reform and prepared for the introduction of Universal Credit.
3. Improve pupil performance in all key stages through supporting and challenging schools to ensure that all pupils meet challenging targets set for them.
4. Reduce the levels of smoking and obesity.

1 Prospects

1. Working age people on low income are helped to develop skills, obtain qualifications (formal and informal) progress to employment and progress within employment.

How we will achieve it	How will we know
Advice, support and training will be provided to help individuals gain the skills, qualifications and experience necessary to secure employment.	<p>Number of people supported by Communities First and Families First to gain an employment related qualification (eg First aid in the workplace, food hygiene).</p> <p>Number of people referred to employment support by Council Tenancy Support Officers and WHQS staff.</p> <p>Number of people supported through Bridges into Work (2), into employment.</p>
Caerphilly Council will provide access to IT equipment and basic IT courses in community venues for individuals who are digitally excluded to gain essential skills that may assist in securing employment.	<p>Number of people supported by Communities First to gain Basic IT skills.</p> <p>Number of adults supported by Get Caerphilly Online and Families First who gain IT accreditation.</p>

2. Young people are provided with key employability skills, access to accredited training and support to secure sustainable employment.

How we will achieve it	How will we know
Young People (aged 16-24) who are not in employment, education or training are supported to access opportunities which help them to succeed in life.	<p>Number of young people supported by Communities First who gain an Employment related qualification (eg First Aid in the workplace, food hygiene).</p> <p>Number of young people supported by Communities First to secure a Jobs Growth Wales Employment Opportunity.</p>

3. Caerphilly residents are supported to improve prospects for employment through the provision of community education and employment programmes.

How we will achieve it	How will we know
Adult Community Learning will provide a range of interventions and support to help people improve skills and progress towards employment.	<p>Number of people gaining qualifications through Working Skills for Adults.</p> <p>Number of people achieving Basic Skills qualifications through Adult Community Learning.</p>
Working in partnership (Families First, Communities First, JCP, Basic Skills Unit and Coleg Y Cymoedd) a range of learning-based support will be provided to develop basic skills in literacy, numeracy and work related skills.	<p>Percentage of parents and families with low or no basic skills.</p> <p>Number of individuals engaged in basic skills community programmes.</p>

4. Flying Start Programme will be expanded to 25 areas to support child development and parental aspirations.

Services will be delivered across all identified 25 areas offering families with children aged 0-3years Enhanced Health Visiting, Early Language Development, Parenting Programmes and Family Support, and funded Childcare places.	<p>Number of children accessing the Flying Start programme.</p> <p>Percentage of 2 year olds reaching or exceeding their developmental milestones through the Schedule of Growing Skills (SOGS) assessment.</p> <p>Percentage of 3 year olds reaching or exceeding their developmental milestones through the Schedule of Growing Skills (SOGS) assessment.</p>
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2 Pockets

1. Caerphilly residents are provided with information, advice and assistance on a range of social welfare issues to enable them to increase household income, manage debt and develop skills to improve their financial capability.

How we will achieve it	How will we know
Services will be commissioned that will assist residents to increase income, reduce debt, provide skills to manage finances and deal with short term crisis.	<p>Number of council tenants referred and supported for money and debt advice as a direct result of face to face support on the impact of welfare reform.</p> <p>Number of other residents referred to commissioned debt support services.</p> <p>Number of people supported to access the benefits they are entitled to.</p> <p>Value of financial savings generated for tenants/residents as a direct result of support.</p>
Healthy Start Scheme providing vouchers for free fruit and vegetables will be promoted to increase uptake.	Number of Healthy Start Scheme vouchers issued.

2. Caerphilly residents are supported to reduce the impacts of rising fuel costs.

How we will achieve it	How will we know
Energy efficiency measures are undertaken on properties through the WHQS and ARBED schemes and households are provided with specialist impartial energy use advice.	<p>Number of council tenants visited and provided with advice regarding energy saving measures and energy use.</p> <p>Number of tenants whose homes have been adapted as part of the WHQS works to meet their specific needs in accordance with Part 7.</p> <p>Number of homes benefiting from energy improvement measures under the Energy Companies Obligation (ECO), ARBED or similar government initiatives.</p> <p>Number applying to NEST scheme in private rented and owner occupier sector.</p> <p>Number of properties with improved energy efficiency levels through the WHQS improvements.</p>
Caerphilly Council will actively promote and support the use of collective community energy purchase schemes to benefit social and private sector households.	Number of residents registered to Cyd Cymru.

3. Quality, accessible and affordable childcare provision is promoted to enable families to improve their income through accessing education, learning and employment.

How we will achieve it	How will we know
Provision of childcare through the assisted places scheme, supporting family outcomes and sustainability of childcare provision.	<p>Number of children accessing places through Flying Start Childcare and the Assisted Places Scheme.</p> <p>Number of childcare settings offering contracted places in the borough.</p>

2

Pockets

4. Through working in partnership with local employers increase local employment opportunities and identify ways to increase employees incomes.

How we will achieve it	How will we know
The Living Wage is promoted to businesses throughout the borough.	Businesses committing to the living wage.
Appropriate Council contracts to contain community benefit clauses such as targeted recruitment and training to create opportunities for local people.	Number of job created through WHQS targeted recruitment and training schemes.
Support the development of existing and new businesses.	Number of jobs created Number of jobs safeguarded.

5. Ensure that all pupils eligible for Free School Meals are in receipt of their entitlement.

How we will achieve it	How will we know
Promote the take up of Free School Meals.	Percentage of eligible pupils taking up the opportunity to access Free School Meals.

3 Places

1. Caerphilly residents are able to live in homes that are affordable, warm and secure without the fear of homelessness

How we will achieve it	How will we know
Residents are supported to live independently in their own homes.	Number of residents supported by Supporting People, tenancy support officers and Welsh Housing Quality Standard (WHQS) officers to live independently. Number of council homes adapted to comply with Part 7 of WHQS.
Existing council housing will be refurbished and future housing planned to meet the needs of the citizens of the county.	Number of properties refurbished to WHQS. Carbon savings achieved on council housing stock via insulation schemes.
We will engage with private sector housing to provide advice and guidance to landlords and advice and assistance to tenants to maintain or access affordable housing in the PRS.	Number of landlords and letting agents accredited. Number of PRS tenants supported to access or maintain existing tenancies.

2. Raise levels of healthy life expectancy across the borough and encourage residents to take responsibility for their own and their families health and well-being and make use of the opportunities and support available.

How we will achieve it	How will we know
A range of community based programmes will be provided to encourage healthy lifestyles.	Number of residents participating in Communities First, Flying Start and Families First healthy living programmes (eg Foodwise, Post and Pre Natal support package, mental health promotion, HENRY). SF-36 Mental Component Summary Score (Welsh Health Survey).

3. Working in partnership with families, parents and schools to increase participation and support the development of parenting skills.

How we will achieve it	How will we know
Co-ordinate the provision of and access to Parenting Programmes to improve parenting skills.	Number of parents attending Families First and Flying Start Parenting Programmes. Percentage of parents reporting they understand their child's needs better.
Communities First, in partnership with the Parent Network, will work with selected Secondary Schools to support families to overcome barriers and engage in their child's education.	



Prevention

1. Identify and support vulnerable residents and families to reduce the impacts of poverty through the provision of targeted support.

How we will achieve it	How will we know
Through structured training and awareness sessions Caerphilly Council staff are able to signpost and refer residents to appropriate advice and support across a range of service areas and partners.	Corporate training statistics.
Through Supporting Family Change project (Families First and ISCAN (Integrated Service for Children with Additional Needs)) facilitate and deliver “joined-up” and coordinated services for individuals and families who need multi-agency support over and above universal services.	Number of families in receipt of Supporting Family Change support. Percentage of families who feel that Supporting Family Change has made a positive difference to them on case closure.
Provide children and young people with access to educational or learning opportunities in non-formal and formal settings that contribute to reducing risk taking, anti-social behaviour and low level offending.	Number of young people achieving accredited outcomes through the Youth Service.
Provide targeted support to engage, build confidence and raise the aspirations of families who require more intensive support at a preventative level.	Number of families accessing universal services Number of families engaged in outreach and flexible group sessions.

2. Caerphilly residents are supported to manage the changes to welfare reform and prepared for the introduction of Universal Credit.

How we will achieve it	How will we know
CCBC website is kept up to date and promoted as an information resource for both staff and residents.	Number of ‘hits’ on selected pages.
Residents are visited in their own homes and provided with advice and support with the changes.	Number of residents visited by Supporting People and Tenancy Support Officers. Percentage of council tenants satisfied with the visit.

3. Improve pupil performance in all key stages through supporting and challenging schools to ensure that all pupils meet challenging targets set for them.

How we will achieve it	How will we know
Improve Key Stage 2, 3 and 4 results through supporting and challenging schools to ensure that all young people achieve the expected level at the end of each Key Stage.	Number / Percentage of children achieving Foundation Phase Indicator at of the Foundation Phase. Number /Percentage of children achieving Core Subject Indicator at Key Stage 2. Number /Percentage of children achieving Core Subject Indicator at Key Stage 3. Number /Percentage of young people achieving Level 2+ Threshold (5 GCSE’s A* - C, including English/Welsh and Maths).

4

Prevention

3. Improve pupil performance in all key stages through supporting and challenging schools to ensure that all pupils meet challenging targets set for them.

How we will achieve it	How will we know
<p>Improve the performance of those pupils in receipt of Free School Meals against pupils who are not eligible for Free School Meals.</p>	<p>Percentage of pupils eligible for free school meals (FSM) who achieve the Foundation Phase Indicator (in teacher assessments) compared to pupils who are not eligible for free school meals.</p> <p>Number / Percentage of pupils eligible for FSMs who achieve the Core Subject Indicator at Key Stage2 (KS2), compared to pupils who are not eligible for free school meals.</p> <p>Number / Percentage of pupils eligible for FSMs who achieve the Core Subject Indicator at Key Stage3 (KS3), compared to pupils who are not eligible for free school meals.</p> <p>Number / Percentage of pupils eligible for FSMs who achieve the Level 2+ Threshold (5 GCSE's A* - C, including English/ Welsh and Maths), compared to pupils who are not eligible for free school meals.</p>
<p>Target key schools to improve attendance, reduce disengagement, improve social skills and reduce exclusions.</p>	<p>Number of young people with improved academic performance.</p> <p>Number of young people with increased attendance.</p> <p>Percentage of primary school attendance.</p> <p>Percentage of secondary school attendance.</p>

4. Reduce the levels of smoking and obesity.

How we will achieve it	How will we know
<p>Smoking: Provide education in schools on the benefits of not smoking.</p> <p>Increase uptake of smoking cessation services.</p> <p>Train staff in brief intervention techniques for smoking.</p> <p>Obesity: Promote healthy eating and physical activity.</p>	<p>Percentage of adults who reported being a current smoker (Welsh Health Survey).</p> <p>Percentage of adults reporting eating 5 or more portions of fruit or vegetables per day (Welsh Health Survey).</p> <p>Percentage of adults reported being active on 5 or more days in the past week (Welsh Health Survey).</p>