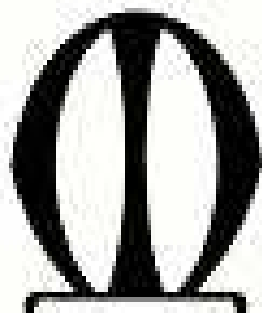


Melton's Anti Poverty Strategy 2012 - 2015

Reducing the number of children and families in poverty in Melton by 2015.

We and our partners are determined to reduce poverty, improve the social and economic circumstances for families, provide the right support and service and ensure we are building a better community for the future.



Melton
Borough
Council

Melton Mowbray's Anti Poverty Strategy. 2012 – 2015

Melton Mowbray's Anti Poverty Strategy will provide the strategic direction to reduce the number of children and families in poverty in Melton Mowbray by 2015.

The values for the basis of this strategy are taken from our Sustainable Community Strategy which focuses on enhancing the quality of life for everyone in the Borough of Melton by that concentrating on three aims:

- Rejuvenate Melton Mowbray Town Centre.
- Integrate the priority needs of the Borough with the services offered by our partners to better meet our customer's needs.
- Develop our approach to supporting and developing young people incorporating relevant education and skills in the Borough.

This strategy has been developed through various reports and interviews (appendix 1) and as part of the Melton Corporate Plan 2011-2015 and the key priorities and this strategy falls into the following key areas:

- **People;** identifying and supporting those most in need
- **Place;** providing a better place to live, work and visit
- **Well run council;** offering the best service for the best value for money.

With regards to these areas the priorities for the Anti Poverty Strategy are to:

- **Reduce** the number of children and families in a workless environment
- **Improve** learning opportunities and aspiration in children and adults through education, training and skills development to decrease the education attainment gap.
- **Provide** basic needs to the most vulnerable and poorest of children and families in the Borough.
- **Ensure** vulnerable children and families have access to improving services in the Borough



Reduce the number of children and families in a workless environment

Melton Borough Council and its partners have a responsibility to ensure that there is the support, opportunity and direction to help and encourage families into work.

We shall achieve this by;

Develop and expand apprenticeships, back to work schemes for young and older adults;

- Encourage businesses to take on individuals into their work force to train and support them.
- Build on the back to work programs for those on benefits for 6months plus.
- Improve young people's work opportunities working with colleges/schools and community development hubs.
- Maximise the opportunities for apprenticeships for major Council contracts and projects.
- Promote and support the business enterprise and the Say Yes projects.

Address the barriers for those who are not in work and most vulnerable;

- Support and encourage developing confidence through volunteering opportunities.
- Improving individual or families financial circumstances through making sure they are receiving the correct benefits.
- Support most in need individuals to develop their skills, support with applications, CV writing, literacy and numeracy through learning centres.

Regeneration of the Borough in order to encourage a wide selection of businesses and skills;

- New businesses work in partnership to take up a percentage of local employment in the area and to promote economic growth to increase the level of skills in the community.
- Develop better infrastructure and maintain the most effective schemes already in place to encourage the growth of businesses.
- Supporting the Business Improvement District Board business plan.
- Developing a town centre master plan with clear deliverable actions/projects.

Improve learning opportunities and aspirations in children and adults through education, training and skill development to decrease the education attainment gap.

As part of any review we must look at the current schemes and try and establish their successes and failures, building on those successful existing schemes and viewing creating a work ready community that impact on the social and economic value of the area.

We shall achieve this by;

Increase the number of support and training for children and young adults outside of school;

- Promote and support after school clubs, additional education in specific subjects i.e. literacy and numeracy.
- Increase confidence through mentoring schemes, volunteering, and improving opportunities for young people to have a voice and input into local decision making.
- Develop schemes which encourage life skills, such as money management and independent living.

Maximise the opportunities within Council to expand and create apprenticeships;

- Increase the apprenticeship through contracts such as Repairs and Waste at the Council.
- Source funding and promote it to various community groups to encourage skill development.

Develop better parenting schemes;

- Schools to encourage the parents to be involved with the school and well being and development of their child.
- Support Parent Prospect Groups.
- Promote and expand services delivered from Children Centres.



Provide basic needs to the most vulnerable and poorest of children and families in the Borough

Those children and families most in need require a multitude of support from all agencies to increase the level of health and housing in the most deprived communities.

This will be achieved by:

Meeting the supply of adequate housing for families to live in;

- Minimising the use of bed and breakfast accommodation and seek a permanent solution to homelessness.
- Address the number of households living in temporary accommodation through prevention solutions.
- Aim to increase the provision of suitable Supported Housing.
- Helping vulnerable individuals to achieve secure housing and maintaining their tenancy to reduce the risk of homelessness.
- Sustain decent homes and improve the standard of homes in the private sector.

Safer environment for children and families;

- Support the Family Intervention Project in assisting our most vulnerable families maintain tenancies and reduce their exposure to social exclusion and homelessness.
- Tackle the Anti Social Behaviour and the causes.
- Design and maintain open spaces and play areas to create safe environments.

Increase the health of children;

- Increase education on diet and nutrition. Free school meals to those more deprived children (Pupil prime).
- Encourage and promote the increase of participation in leisure and culture.
- Explore ways of communicating key messages on decreasing smoking and drug abuse in children and young adults.
- Reduce teenage pregnancy through further development of sex education in schools.
- Children and families are encouraged and know where to access the health care important to them.



Ensure vulnerable children and families have access to improving services in the Borough.

Improving the way in which children, young adults and families find out about services, use them and inform Melton Borough Council and other agencies what can be done to development them.

We shall achieve this by;

Develop and encourage a partnership or a connection with all agencies to coordinate services for the most vulnerable families and children in the borough;

- Develop and agree information sharing protocols with internal and external services.
- Maximise the opportunities from services delivered from Parkside.
- Support and encourage multi agency groups targeted to support vulnerable individuals & families.

Improved services through customer insight and accessibility;

- Develop a 'customer friendly' website that allows easy navigation.
- Promote channel shift for services that allows self serve.
- Understanding our customers through profiles, journey mapping etc to identify customer needs and the services they use.
- Maintain effective consultation with our customers to continual service improvements.

Regenerate our priority neighbourhoods;

- Empower communities to influence what new developments and regeneration improvements are needed.
- Make each neighbourhood a decent place to live and a place where people can prosper.
- Develop neighbourhoods through involvement and engagement creating a stronger community.

