

SOME EXAMPLES OF REPORT CARDS

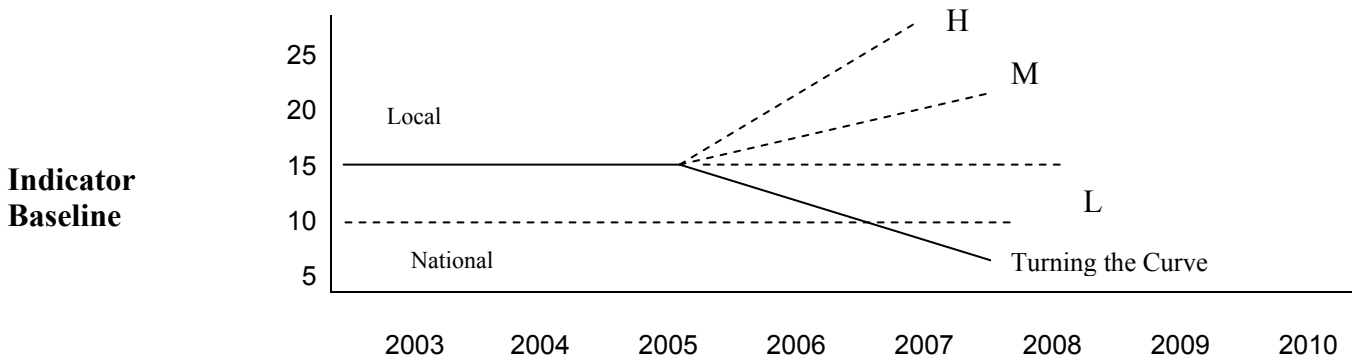
**DEVELOPED WITHIN THE WORKSHOPS
AT 3RD NOVEMBER OBA EVENT
IN LEICESTER**

WITH MARK FRIEDMAN

PINK LA

Outcome:

Increase economic well-being



Story – 3 main points

1. Economic downturn and impact on local economy.
2. Reduction in apprenticeship schemes which is increasing NEET.
3. Significant unemployment (historical) due to closure of major industry.

Research

Demographic profile; HE//FE programmes/ no's staff in old service industry; numbers of unskilled workers better localised, geographical data.

Partners

FE/HE; new business; regeneration; national government; schools; health; children's centres; council; voluntary sector; LSC; Connexions.

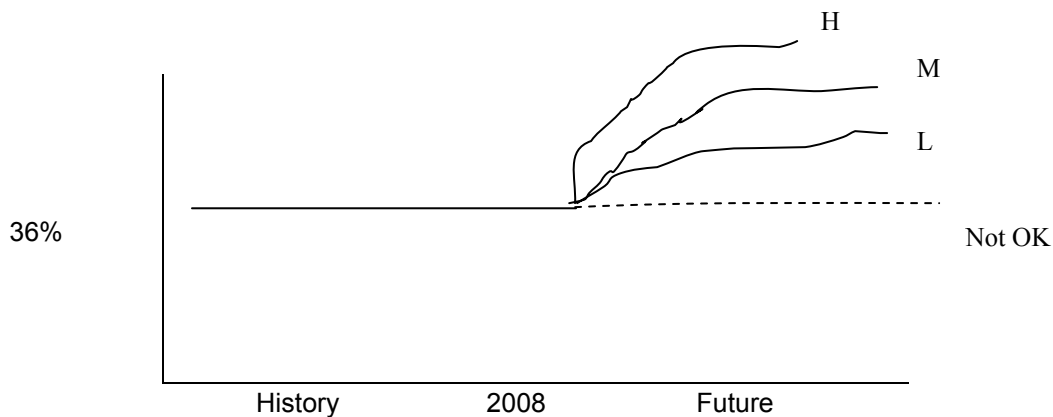
What works?

1. More accessible information on skills; benefits; voluntary opportunities and apprenticeship scheme.
2. Work with unemployed adults to take through skills agenda confidence to employment.
3. Increase participation in sports/leisure and recreation.
4. Social enterprise scheme to turn around failing industry.

Outcome:

Health inequalities – reduction. (Be healthy.)

Indicator Baseline – increase breastfeeding rates – 6 – 8 weeks.



Story behind the baseline

- Class
- Culture
- Evidence base
- Peer support schemes
- Social marketing
- Age of mother
- Education – society/schools

Partners

- Children's Trust
- PCT – contracts with providers
- Women and families
- Communities
- Children's centres
- Primary care – health visitors
- Peer supporters
- Youth Service

What works

- Peer supporters
- Baby Friendly Accreditation
- “Voucher” scheme to support (low cost).

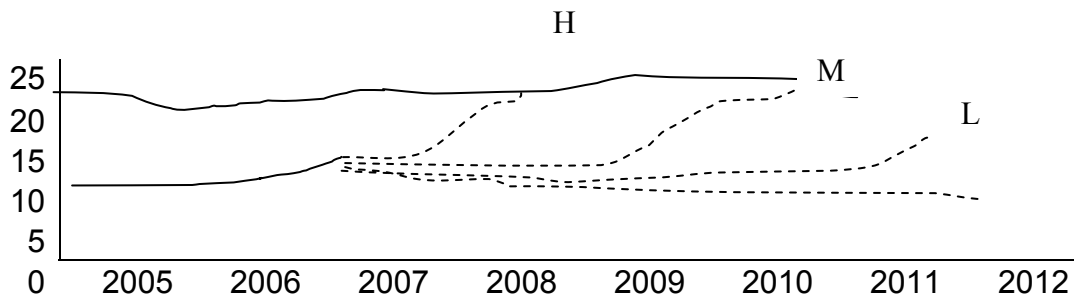
Off the wall

- ‘Sun’ (newspaper page 3) currently portraying breasts as “fun not food” – change to Breasts – “food – as well as fun!”

Outcome

Economic wellbeing improved for families

Indicator – increased take up of Working Tax Credit by lower paid families in Luton



Story behind the baseline

- Benefit system – too complex, confusing.
- Multi-ethnic and diverse community –
 - Different understanding
 - Fear of Government agencies
 - Knowledge base
 - Language and literacy
- Communication
 - Accessible
 - Language
 - Literacy
- Limitations of partners
 - Job Centre Plus
 - Schools
 - Health Centres
 - Children's Centres
- Unregistered childcare

What works

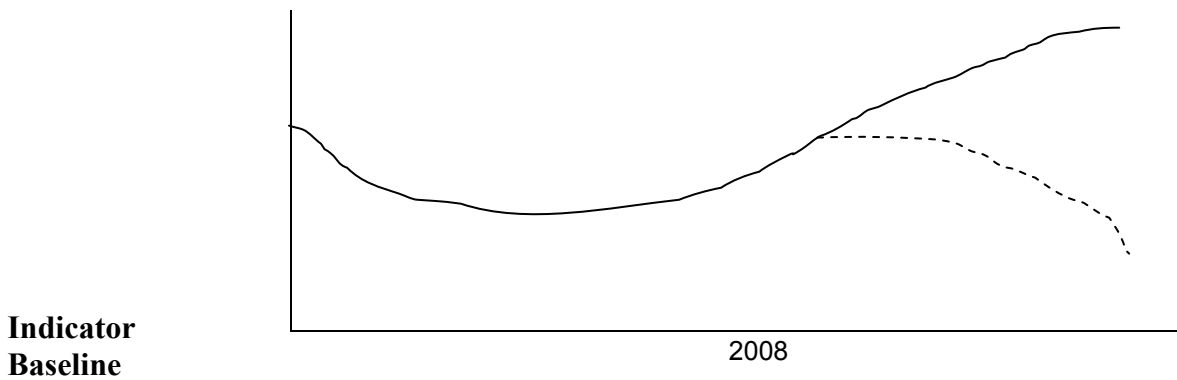
- Good relationships with partners.*
- Community Champions*
- Targeting families – family workers.*
- CFIS

Three best ideas

- Revolutionise benefit system
- Free childcare
- Raise income tax to 50%+

Outcome:

Economic wellbeing



Story behind the baseline

- Low paid work/low skilled work.
- Complex benefits system/lose FSM.
- Culture of low aspiration.
- Low pay employers don't tolerate problems.
- Welfare to work v emotional wellbeing – tensions in policy

Partners

JCP – schools – parents – employers – LAs – Government policy.

Three best ideas – what works

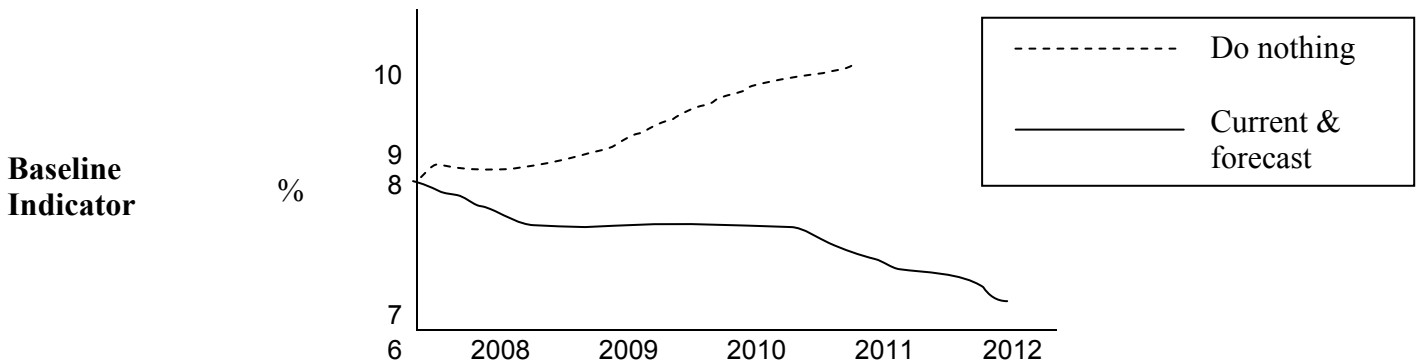
1. Employment Support Adviser – beyond initial support.
2. Simplify benefit system/FI's system
3. Parenting proof policies in schools (low cost – no cost)

Off the wall idea

2 tier system for childcare

Outcome

Improve economic wellbeing for Canklow community – NEETs in Canklow



* Downward trend will in part be due to stay on at school policy but negative impact on culture and attendance.

Story so far

- Cycles of worklessness – multi-generational poverty.
- Poor community engagement.
- Stigma.
- Poor ‘employability’ perception.
- Poor access to childcare.
- High rate of teenage mums.
- New housing has divided the community.

What it will take and partners

- Industry sponsorship of neighbourhood.
- Community ownership.
- Intensive troubleshooting programmes (Hull and Newcastle Research and local successes).
- Young Chamber.
- Police Cadets.
- Positive community images – strapline for marketing “Canklow cares”.
- Council ‘lead by example’ employment scheme.

Three best ideas

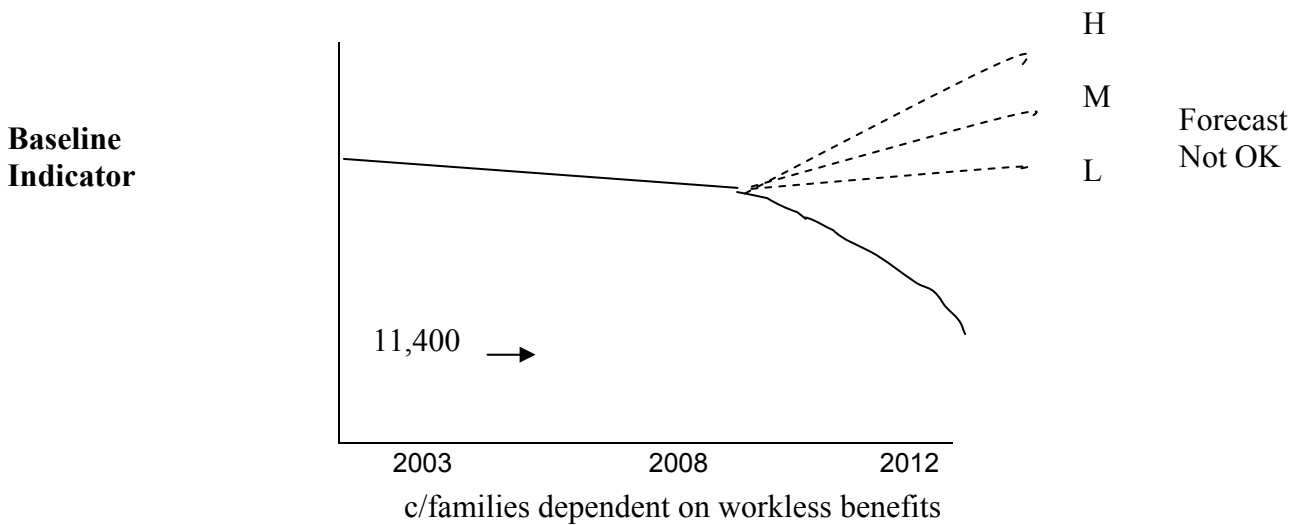
1. Employability sponsorship.
2. 10 most challenging Y10/Y11 NEETS intensive programme.
3. Use school as community focus to bring old and new housing neighbourhoods together – ‘People like me’ raise aspirations.

No cost/low cost

Repeat today’s group 4 times per year.

Outcome

All Derby children to achieve economic wellbeing.



Story so far

- Slow reduction since 2003 – unsure why
- Given economic climate anticipate increase
 - Intergenerational, lack of aspiration
 - Negative view of services eg schools, professionals judging
 - Health an equalities
 - Matching of skills to jobs available.
 - Childcare availability/cost/perceptions
 - Lack of support services e.g. disabled parent, self employed etc

Partners – from Children’s Trust, including CYP, parents.

Three ideas

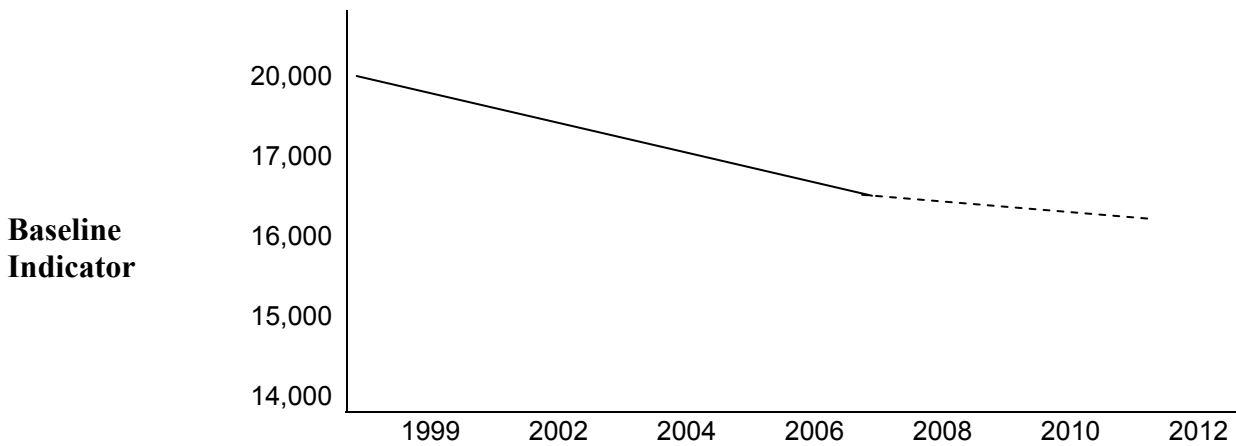
1. Data sharing/mapping.
2. Job Centre Plus SLA with CC
3. Voluntary/community sector acting as brokers with families/services.

No cost/low cost – off the wall

VCS parents/carers having lead for poverty along with resources.

Outcome

Economic wellbeing in Sefton



Story of baseline

- Skills, job opportunities
- Pockets of deprivation
- Illnesses, GP
- Housing

Partners

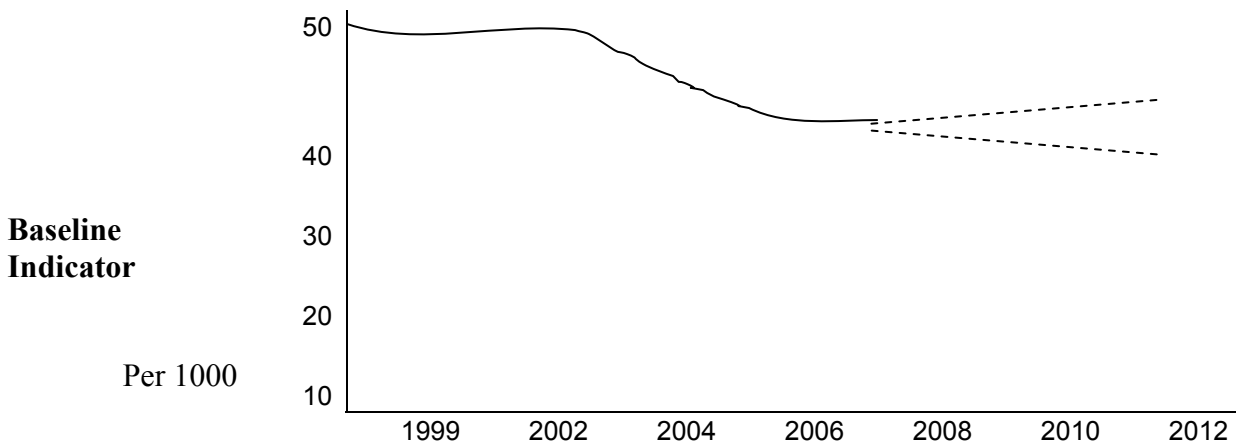
- Parents
- Teachers
- Children
- Police
- Voluntary sector
- Schools
- Job Centre Plus
- PCT

Three ideas

1. Pride in area (in bloom) and (wages not benefits).
2. Training for children's centres, health visitors
3. Extended schools in particular/dedicated schools.

Outcome

Reduce rates of under 18 pregnancies in Nottinghamshire



Story behind baseline

- Low aspirations
- NEET
- Rates increasing in some localities
- Drugs and alcohol
- Poor access to services
- Female dominated services

Partners

LA, District councils PCT, school, faith community, parents, young people, children's centres.

Three ideas

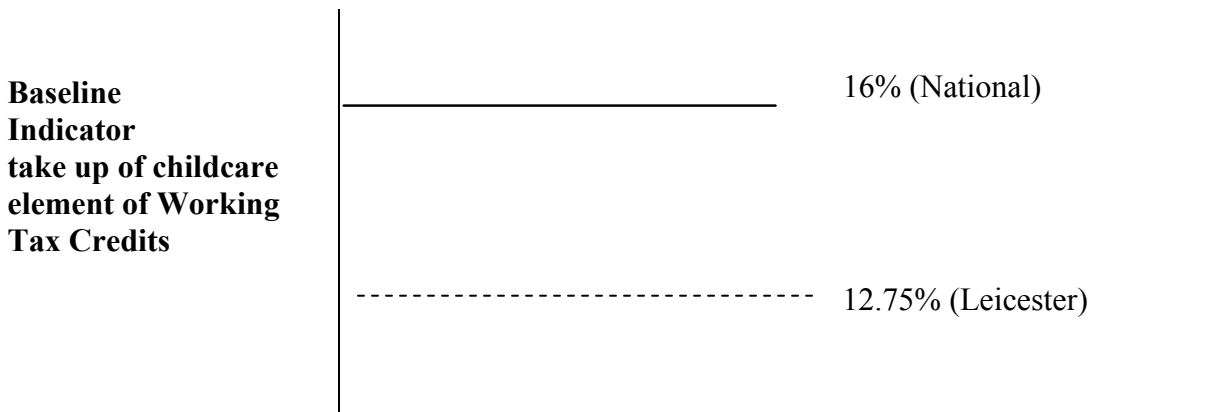
1. Learn from and roll out 'Ashfield' project.
2. Opening hours of Family Planning Clinics and link to better youth organisation (including targeting boys)
3. Establish conception rates by schools and engage better with governors and Diocesan Board.

Off the wall

Get children's centres involved to present 20% 2nd programming.

Outcome

Economic wellbeing of children living in low paid working households.



Story behind baseline

- Higher proportion of small employers.
- Childcare element bad public image and complex benefit.
- Lack of use of formal childcare.
- Cultural barriers to work.

Partners

- 2yr olds
- Parents
- Job Centre Plus
- Children's Services/Centres
- Housing Associations
- Employers

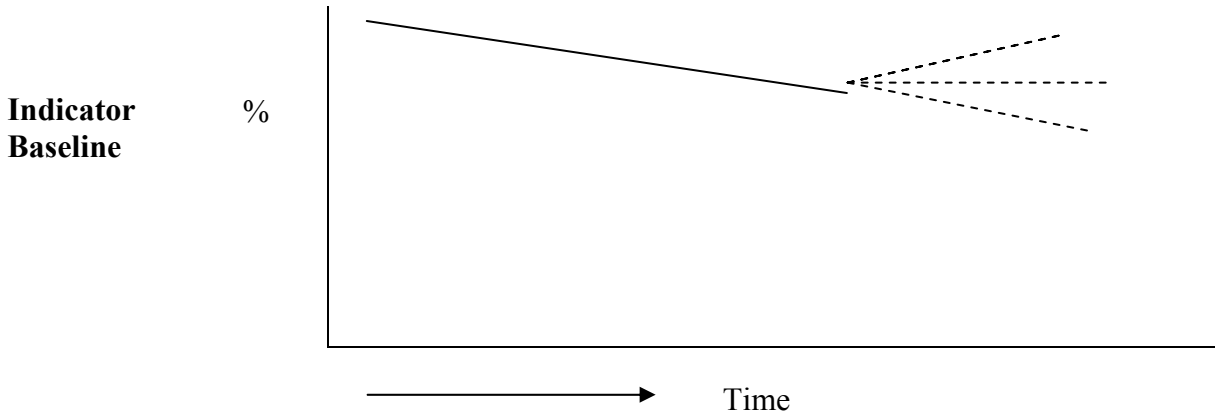
Three best ideas

1. Move to supply side funding (off the wall).
2. Upskill all existing outreach workers
3. Continuing to work with adults into work
4. Credit union delivered through children's centres.

Outcome

Improve economic wellbeing

Indicator: % working age people on out of work benefits.



Story behind the baseline

- Low aspirations
- Intergenerational worklessness
- Poor health outcomes
- Unskilled/low skilled workforce
- Low levels of educational attainment
- Childcare accessibility issues

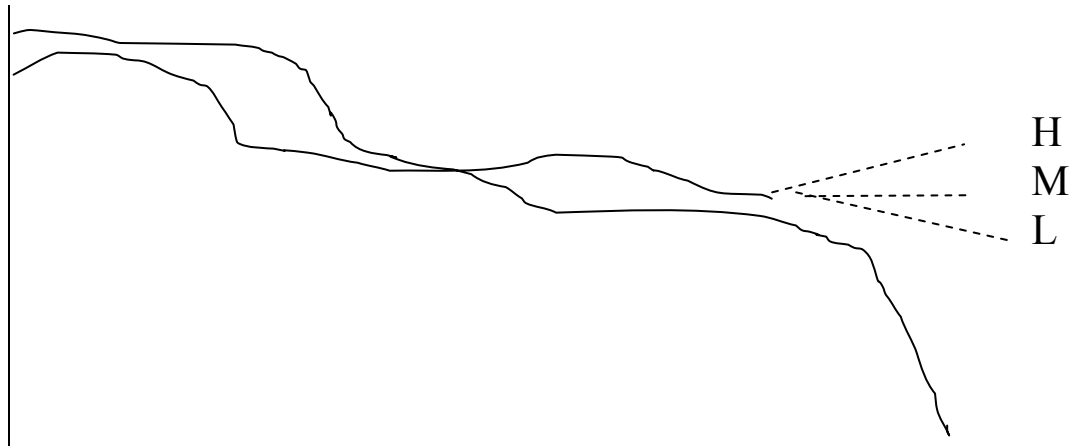
Three best ideas

1. Health/employment key workers. Single point of contact – no wrong door for accessing services.
2. Recruitment of local role models to raise aspirations and promote benefits of employment (low cost)
3. Training and skills development delivered in accessible way eg in local communities, schools etc.

Outcome

Achieve Economic Wellbeing.

Indicator Baseline: Narrowing gap between % of children in workless household in Stoke vs National.



Story so far

- Decline in manufacturing
- Skills gaps and potentially growing
- High NEET and teenage pregnancy

Research:

- What percentage are young parents?
- Any gender split?
- Future opportunities in city?
- Local business- depicts poor attitudes to flexible working.

Partners

- (Extended) schools
- Connexions
- Job Centre Plus
- Health
- Police
- Children's Centres
- Employers
- Children and parents
- Inspirational leaders/volunteers.

What works

- Volunteering for those far from labour market (employers)
- Targeting key groups with MA responsibility.

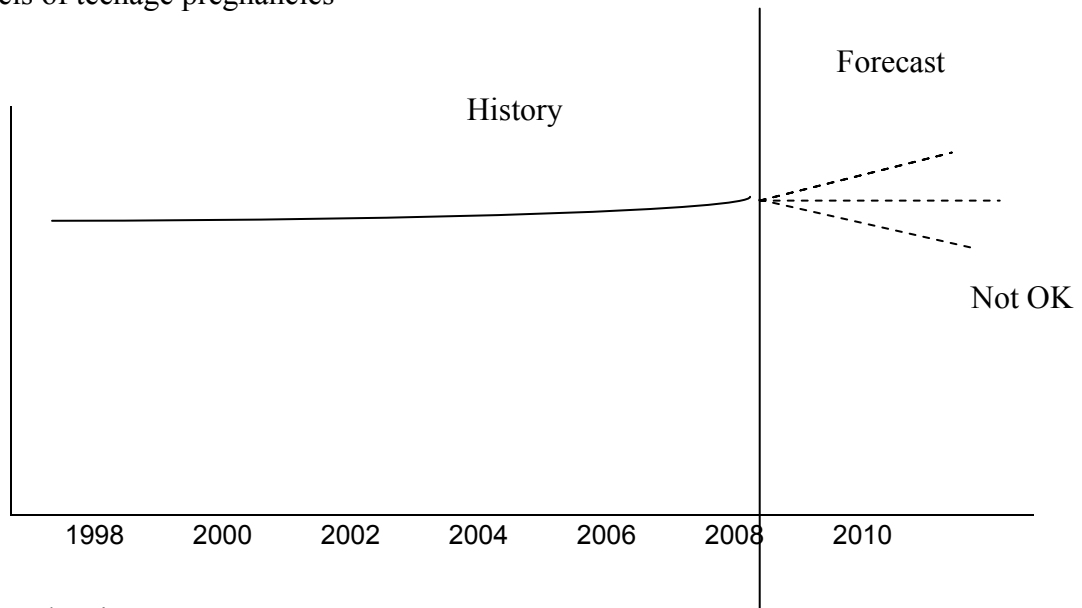
Off the wall

- Make IB people do public service volunteering.

Outcome

Achieve economic wellbeing

Indicators: levels of teenage pregnancies



Levels of teenage abortions.

Levels of underage alcohol use.

Story so far

- High level of alcohol use among teenagers.
- Contraception available – is it in the right places?
- Attitudes –
 - To life opportunities
 - To use of contraception
 - To STDs

Partners

Young people

Parents

Teachers

health visitors

private providers.

Three best ideas

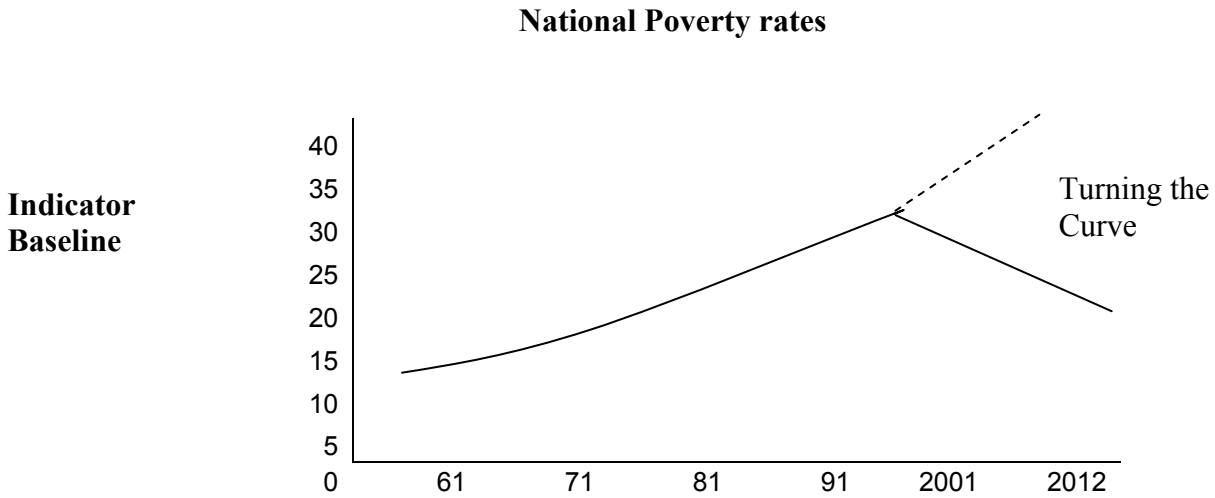
1. Work with local shopkeepers on alcohol sales, condom distribution, where children and young people go.
2. Life skills teaching in schools.
3. Sex education via e.g. sports clubs.

Off the wall

Make cars available for children and young people to use with free condoms in.

Outcome

For all children to enjoy economic wellbeing



Story behind the baseline

- High house prices – shortage of cheap housing
- Consumerism and celebrityism – high
- Migrant workers – low pay, lack of training, language
- How much is the gap widening between the rich and poor.

Partners

- Schools
- Health
- Job Centre Plus
- Colleges
- Benefits agencies

Three best ideas

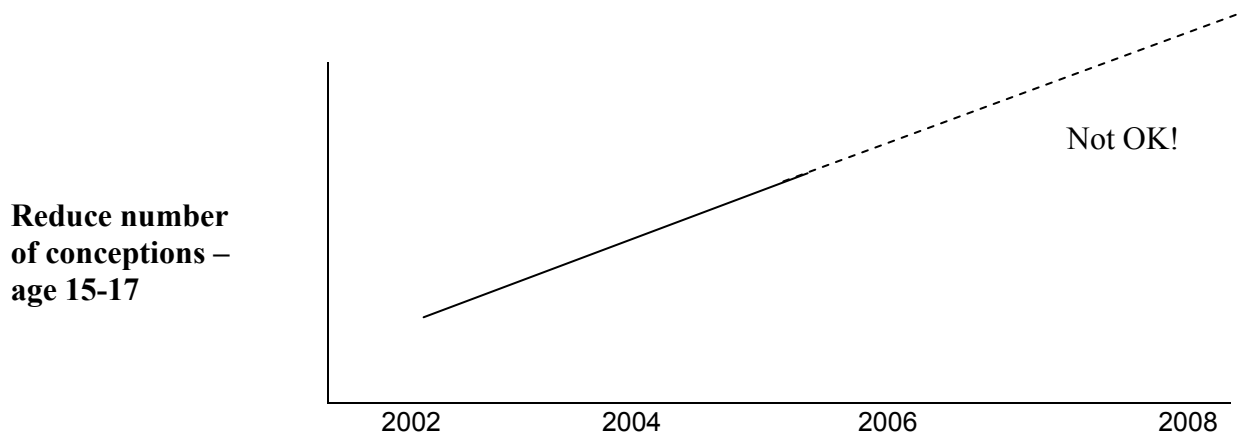
1. Having role models etc for children to heighten aspirations
2. Skills training into jobs and getting better jobs
3. Everyone could be mentor.

Off the wall

Shut down OK magazine and children's advertising.

Outcome

Achieve Economic Wellbeing



Story so far

- Low education aspiration
- High unemployment
- No recreation activities
- High drugs/alcohol misuse
- No youth provision

Partners

- GP
- Boy/Girl 17
- Shop keeper
- Barnardo's

Three best ideas

1. Dolls for boys
2. Peer mentoring
3. Work with shopkeepers

Milltown (north) – St. Joseph’s Ward

Outcome

Reduce number and % age of children in ward living in deprived households.

Baseline

50% of children and increasing.

Best ideas

- Improve household incomes and reduce household costs (the Poverty Premium) by:
 - Increased employment
 - Better paid employment – increased skills
 - Increased take up of benefits and allowances.
- Work with younger generation.
- Reduce barriers to part time employment – public sector.
- Increase local (ward) community delivery of benefits.
- Key workers with parents and families.
- Differentiate family/community needs.
- Subsidise return to employment (benefit)
- Transport
- Direct payment