



## Well-being Objective 5

Start Well/Live Well - Tackle poverty by doing all we can to prevent it, help people into work & improve the lives of those living in poverty

### How will we do this?

### Our detailed delivery plan and to achieve this objective

(Lemon highlight means that this is not the Action or Measure's main objective).

Ref	Actions and Measures	Date/Target
<b>A</b>	<b>Preventing Poverty</b>	
<b>1</b>	We will implement the re-commissioned Families First (FF) programme (0-25yrs) incorporating the changes in response to Welsh Government Guidance, in delivering early intervention support services for disadvantaged children, young people and families across the county. Utilising the opportunity for Flexible Funding in line with the Children and Communities Grant. <i>(Action also included in Objective 1)</i>	March 2020
<b>2</b>	We will continue to develop the <b>Flying Start</b> programme, promoting early intervention for disadvantaged families with children (0-3) living in specific deprived communities, ensuring good multi agency support to families across the spectrum of need by developing clear pathways with internal and external partners. <b>MF5-82.</b> <i>(Action also in Well-being Objectives 1 and 2)</i>	March 2020
<b>3</b>	We will continue to assess options, and trial new technology to Council homes to better understand the potential for helping tenants to reduce their energy bills, improve the comfort of their homes and reduce carbon emissions to levels set by Welsh Government. <i>(Action also in Well-being Objective 11)</i>	March 2020
<b>4</b>	We shall deliver the Swansea Bay City Deal programme to develop 'Homes as Power Stations' to help generate sustainable and affordable homes and address fuel poverty for our residents. <b>MF5 46</b> <i>(Action also in Well-being Objective 7)</i>	March 2021
<b>5</b>	We shall implement key actions in our new Homelessness Strategy to ensure vulnerable residents are supported appropriately to include: <ul style="list-style-type: none"> <li>• New models of affordable single people accommodation</li> <li>• Remodelling the provision of temporary accommodation and supported accommodation</li> <li>• Exploring whether a 'Housing First' approach can be developed to support those with the most complex needs</li> </ul> <b>MF5-50</b> <i>(Action also in Well-being Objective 7)</i>	March 2020
<b>6</b>	We will continue to extend and refine the Team Around the Family (TAF) approach across the county for 0-25 year olds. We will continue to implement the threshold document to help inform families and other agencies, and ensure people are getting the right help at the right time. In particular we will focus our resource on developing TAF in Schools work. <i>(Action also in Well-being Objective 1)</i>	March 2020
<b>7</b>	We will continue to work towards addressing the childcare gaps identified in our most recent Childcare Sufficiency Assessment (2017-2022) in order to ensure that the Local Authority fulfils its statutory childcare sufficiency duty, and local parents/carers are supported to balance their working and caring responsibilities. <i>(Action also in Well-being Objective 1)</i>	March 2020

Ref	Actions and Measures	Date/Target
8	We will continue to work towards addressing the gaps identified in our most recent Play Sufficiency Assessment (2016-2019) in order to ensure that local children and young people have access to wide and varied play opportunities and experiences including the potential of utilising school grounds, outside of teaching hours <i>(Action also in Well-being Objectives 1 &amp; 2)</i>	March 2020
9	We will increase the average Caped 9 points score of Year 11 pupils who are eligible for Free School Meals <i>(Also in Well-being Objective 3) (4.1.2.4)</i> <i>(2018/19 Result - 308.1 - 16/17 Academic Year)</i>	308.5
	<i>See Non Free School Meals results in Well-being Objective 3</i>	
10	We shall increase the percentage of households successfully prevented from becoming homeless <i>(PAM/012)</i> <i>(2018/19 Result - 60.5%)</i>	62%
<b>B</b>	<b>Helping people into work</b>	
1	We will support all Council tenants through Welfare Reform changes and deliver a Universal Credit action plan to maximise income and develop new training and employment opportunities. <i>MF5-49 (Action also in Well-being Objective 7)</i>	March 2021
2	We will reduce the % of Year 11 leavers Not in Education, Employment or Training (NEETs) <i>(PAM/009)</i> <i>(2018/19 Result - 1.8 %)</i>	1.5%
3	We will reduce the % of Year 13 leavers Not in Education, Employment or Training (NEETs) <i>(5.1.0.2)</i> <i>(2018/19 Result - 4.9%)</i>	3.8%
4	We shall increase the number of adults that feel more positive with improved confidence about seeking work after receiving <b>employability support</b> through Communities 4 Work and Communities 4 Work Plus Programmes. <i>(EconD/020)</i> <i>(Also in Well-being Objective 11)</i> <i>(2018/19 Result - 100%)</i>	100%
5	We shall ensure that a high number of residents feel more confident in using a computer and gaining IT skills after receiving <b>digital inclusion support</b> through Communities 4 Work and Communities 4 Work Plus Programmes. <i>(EconD/021)</i> <i>(Also in Well-being Objective 11)</i> <i>(2018/19 Result - 100%)</i>	100%
6	We shall aim for a high number of <b>accredited qualifications</b> achieved by residents attending Employment related courses within the Communities 4 Work and Communities 4 Work Plus Programmes. <i>(EconD/022)</i> <i>(2018/19 Result - 402)</i>	120
<b>C</b>	<b>Improving the lives of those living in poverty</b>	
1	We will use findings from the extensive community engagement programme in Tyisha to develop a Masterplan for the Community which addresses issues of poverty in the area.	March 2020
2	We will work with the third sector and other stakeholders to develop the range of support services provided in the County across a number of service areas as well as further developing volunteering opportunities within the County. <i>MF5-80</i> <i>(Also in Well-being Objective 11)</i>	March 2020
3	We will develop the Hwb model and its new purpose in Llanelli, Ammanford and Carmarthen, making front line support services more accessible to residents <i>MF5-83</i> <i>(Also in Well-being Objective 6)</i>	March 2020
4	We will promote financial literacy and protect vulnerable people from financial fraud through the Financial Exploitation Safeguarding Scheme (FESS) and develop further partnership arrangements in respect to financial exploitation <i>(Also in Well-being Objectives 9 &amp; 11)</i>	March 2020
5	We will deliver our Toy and Wellbeing Hamper Appeal to those children and families identified to us as requiring some support.	March 2020

Ref	Actions and Measures	Date/Target
6	We will introduce a financial management support and advice service which will include access to affordable loans for staff who require it. <i>(Also in Well-being Objectives 15)</i>	March 2020
7	We will retain the reduced average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2) <i>(2018/19 Result- 22.55 days)</i>	22.5 days
8	We will retain the low average number of days taken to process notifications of changes of circumstances in Housing/Council Tax Benefit claims (6.6.1.3) <i>(2018/19 Result - 4.26 days)</i>	5.5 days
9	We will retain the high % of recently calculated Housing/Council Tax Benefit claims that have been calculated accurately based on a sample check (6.6.1.9) <i>(2018/19 Result - 94.9%)</i>	95%
10	We shall continue to implement the School Holiday Enrichment (Holiday Hunger) Programme (SHEP), supporting families and children during school vacations to cook healthy meals, particularly aimed at pupils eligible for Free School Meals. <i>(Also in Well-being Objective 2)</i>	March 2020

Success Measures
<b>Households Living in Poverty</b> <i>(CACI's 'PayCheck' Data)</i>
<b>Educational attainment - Average Caped 9 points score</b> (Year 11 pupils) <b>who are eligible for Free School Meals</b> <i>(ref 4.1.2.4) (NWBI)</i> <i>(Pupils best 9 results including English/Welsh, Mathematics–Numeracy, Mathematics and Science)</i>
<b>Households successfully prevented from becoming homeless</b> <i>(PAM/012)</i> <i>(National Well-being Indicator)</i>
<b>Households in material deprivation</b> <i>(National Well-being Indicator)</i>
<b>Adults that are able to keeping up with bills without any difficulties</b> <i>(National Survey for Wales)</i>