

Local Success

London Borough of Barking and
Dagenham

Gill Wilson



social care
institute for excellence



What did we do?

- Strategic borough-wide Child Poverty Board. Effective partnership working across departments.
- Wide range of services available within walking distance of every resident in the borough through children's centres.
- Person centred design proposal that will support workless women into sustainable work, by supporting them to navigate the system.
- Effective marketing and communication strategies designed to engage families experiencing poverty and encourage take up of services.
- Website for both parents and providers www.lbbd.gov.uk/childpoverty
- Financial checklist & a tool for providers to signpost - used alongside CAF
- Progress passport.

Why did we do it?

- 45,020 children in B&D.
- 38% (17,220) are living in workless households.
- 21% (9,470) are living in households that are claiming the highest rate of working tax credit.
- 59% (26,690) of children known to be living in low income families.
- HMRC pilot area to increase the uptake of working tax credit.
- figures above may be higher many are not claiming the tax credits they are eligible for.

*Source: Centre for Social and Economic Inclusion (2009)
HM Revenue and Customs (2006/2007)*

What difference is it making?



- Children's centre services focusing on child poverty
- Raising the skills of front line staff in the area of Information, Advice and Guidance to level 3 to aid effective signposting.
- Pilot the worklessness project in Village Ward in September which targets low-skilled, hard to reach women who require extensive outreach and support.