

Tackling Disadvantage in Kent



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Vision for Kent 2011-2021 – What difference will tackling disadvantage make?

“For Kent to be a county of opportunity, where aspiration rather than dependency is supported and quality of life is high for everyone”

For disadvantaged areas:

- A measurable ***reduction in the gap*** in a range of quality of life outcomes, for example:
 - Narrowing the education and skills gap
 - Reducing health inequalities
 - Access to a choice of quality housing for all etc...

For disadvantaged groups:

- An ***improvement in outcomes*** for those who need most help, for example:
 - Looked after children and children living in poverty
 - Families experiencing intergenerational worklessness
 - Young adults who are NEET etc...



Vision for Kent 2011-2021 – What are the priorities for tackling disadvantage?

- Integrate health and social care more effectively
- Improve mental and emotional health
- Improve safeguarding
- A healthy start in life for every child
- Prevent youth disengagement
- Focus towards preventative services
- Build homes and communities that people want to live in
- Regenerate deprived areas
- Make sure that disadvantage is not exacerbated by poor access to services and opportunities
- Reduce dependency on benefits



Consultation Draft June 2011

2011 - 2021



Visit www.kentforum.org.uk for more details on the consultation and to respond
Consultation ends 22 August 2011

What is already being done to tackle disadvantage?

- Partnerships
 - Kent Children's Trust arrangements
 - Kent Safeguarding Boards for adults and children
 - Kent Drug and Alcohol Action Team, etc...
- Strategies
 - Children and Young People's Plan
 - Kent Public Health Strategy
 - Kent and Medway Housing Strategy, etc...
- Interventions and approaches – working together
 - Community Based Budgets
 - SILK (Social Innovation Lab Kent)
 - Margate Task Force
 - A new family poverty strategy lead by AB2?



Are we seeing enough improvement? Need for a new driving force

- Compared to other areas, in Kent we have:
 - More deprived families on low income with poor employment prospects and a heavy reliance on welfare... compared to the rest of the South East
 - Fewer looked after children and children receiving free school meals achieving 5 A*-C GCSEs...compared to the rest of England

And 8 out of 12 Districts rank higher in the Indices of Deprivation in 2010 than they did in 2007

- Kent needs a new driving force to tackle disadvantage holistically

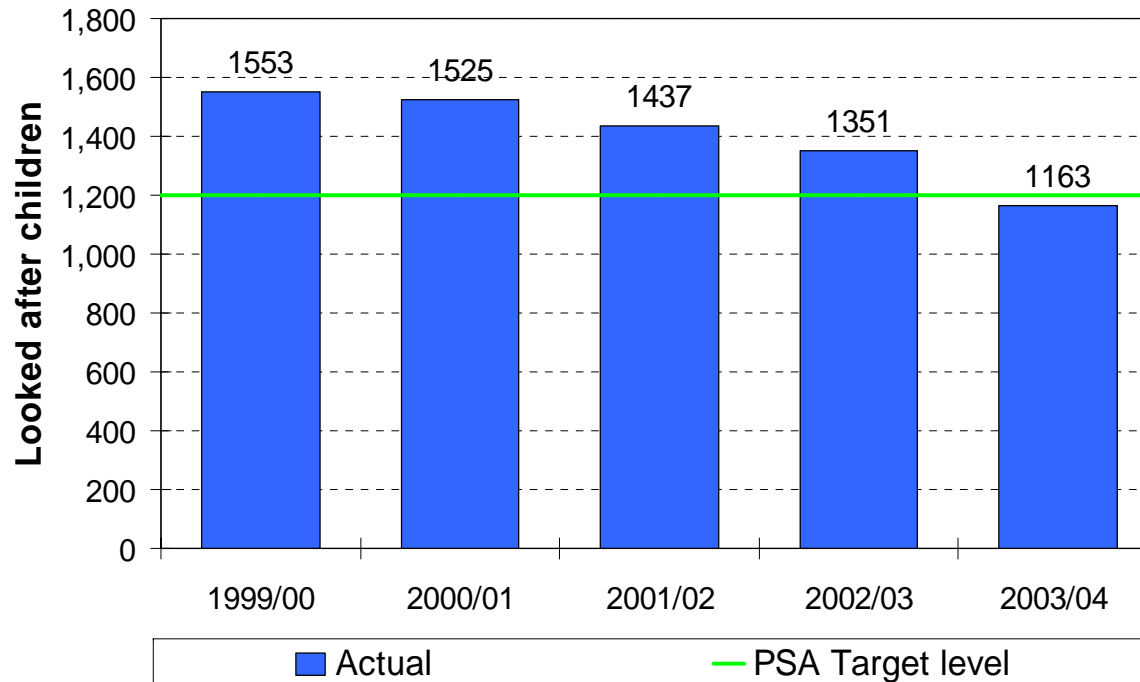


What approach will Ambition Board 2 take to tackle disadvantage?

- **Target-driven?**

Driving performance by setting improvement targets to tackle disadvantage and monitoring, analysing and acting on the results.

For example: driving performance in reducing the number of children in care in Kent through a target-driven approach – PSA 2001-2004:



But also learning the lessons from previous target-driven approaches

What approach will Ambition Board 2 take to tackle disadvantage?

- **Initiative-driven?**

Driving performance through initiatives and projects to tackle disadvantage. Facilitating them, analysing their impact and disseminating good practice.

For example: Community Based Budgets – first pilot areas

- A ***Family Intervention approach***, targeting very specific areas of need for the most disadvantaged families
- A sustained programme of improvement that is ***enforcement focused***
- ***Bringing together the agencies*** that provide services to these families - drug treatment services, policing, children's social care, employment etc, and ***changing the way they work*** with each other and with the families

Learning from and building on these initiatives.

- **Or a combination of target- and initiative-driven?**

