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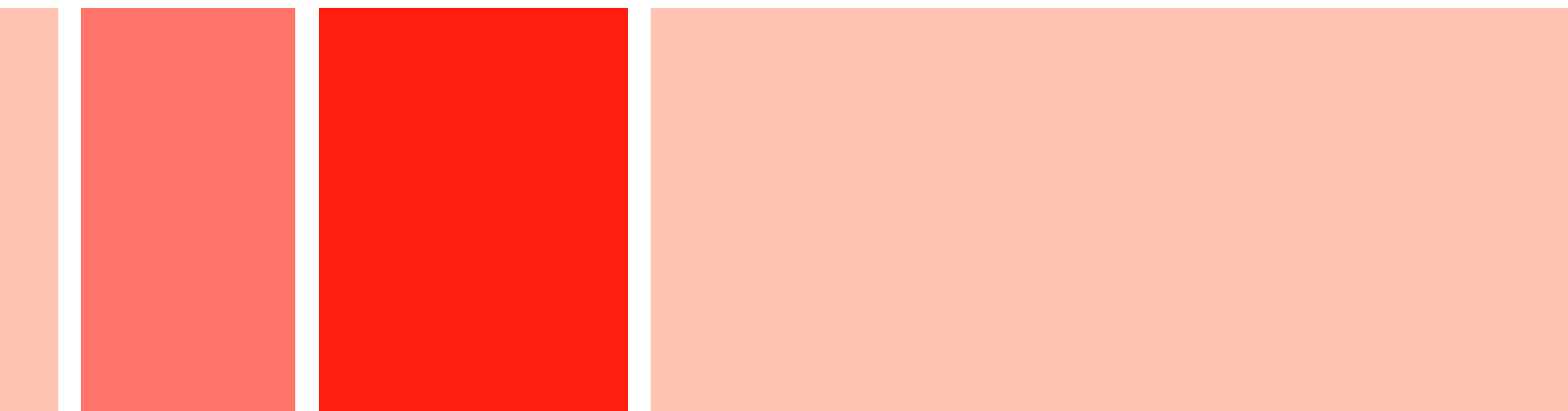
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Evaluation of the effects of Child Poverty Solutions Wales



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Arad Research

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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1 Introduction to the evaluation

- 1.1 Arad Research was commissioned to carry out an evaluation of the effects of the Child Poverty Solutions Wales Project since 2010. This report presents the findings of the evaluation.

Background to Child Poverty Solutions

- 1.2 Child Poverty Solutions Wales is hosted by Save the Children with support from the Welsh Government. It is tasked with supporting the broad range of public authorities in Wales charged with a duty under the Children and Families (Wales) Measure 2010 to tackle child poverty.

Policy Context

- 1.3 The Welsh Government, through the 2010 Children and Families (Wales) Measure and the associated Welsh Government Child Poverty Strategy, has stated its commitment to tackling child poverty in Wales. The Measure places a duty on the named Welsh authorities (listed in Figure 1) to produce a child poverty strategy and to demonstrate how they intend to improve the life chances of children and young people experiencing poverty and deprivation. The Measure details 13 broad aims which reflect back to the United Nations Convention on the Rights of the Child. The Measure specifies that the public authorities have a commitment to delivering against one or more of the broad aims¹.
- 1.4 Guidance² was issued by the Welsh Government to the Welsh authorities which names Child Poverty Solutions Wales as a key resource for them.

¹ The 13 broad aims are set out in Annex 3.

² Welsh Assembly Government (2011) Tackling Child Poverty: Guidance and Regulations for Welsh Authorities
<http://wales.gov.uk/docs/caecd/publications/110513tacklingen.pdf>

Figure 1: Child poverty strategies published by authorities named in the Measure

Welsh authority named in the Measure	Child Poverty Strategy published in 2012
<p>A Local Health Board:</p> <p>Abertawe Bro Morgannwg University</p> <p>Aneurin Bevan Betsi Cadwaladr University Cardiff and Vale University Cwm Taf Hywel Dda</p> <p>Powys Teaching Health Board</p>	<p>Discharged³; the Health Board have also worked jointly with Public Health Wales on their Strategy.</p> <p>Discharged</p> <p>Discharged</p> <p>Strategy published</p> <p>Discharged</p> <p>Discharged through their membership of three CYPP³</p> <p>Discharged</p>
<p>A Welsh Fire and Rescue Authority:</p> <p>Mid and West Wales Fire and Rescue Service</p> <p>North Wales Fire and Rescue Service</p> <p>South Wales Fire and Rescue Service</p>	<p>Strategy published</p> <p>Discharged</p> <p>Strategy published</p>
<p>A National Park Authority in Wales:</p> <p>Brecon Beacons</p> <p>Pembrokeshire Coast</p> <p>Snowdonia</p>	<p>Strategy published</p> <p>Strategy published</p> <p>Strategy published</p>
<p>The Countryside Council for Wales</p>	<p>Strategy published</p>
<p>The Higher Education Funding Council for Wales</p>	<p>Strategy published</p>
<p>The Public Health Wales National Health Service Trust</p>	<p>Strategy published</p>
<p>National Museum Wales</p>	<p>Strategy published</p>
<p>The Arts Council of Wales</p>	<p>Strategy published</p>
<p>The National Library of Wales</p>	<p>Strategy published</p>
<p>The Sports Council for Wales</p>	<p>Strategy published</p>
<p>Local authority</p>	<p>Child Poverty Strategy published in 2011</p>
<p>All 22 local authorities prepared child poverty strategies and in the main incorporated them into their Children and Young People's Plans 2011-2014.</p>	<p>Strategies published</p>

³ Section 5 of the Children and Families (Wales) Measure 2010, states that if the Welsh Authority has entered into an arrangement under Section 25 of the Children Act 2004 (c. 31) with each local authority area it covers [in practice, if it is a member of the Children and Young People's Partnership (CYPP)], then the duty to publish its own strategy is discharged. However, they can still choose to produce their own strategy. See also 3.18.

Child Poverty Solutions Wales 2007-2010

1.5 Originally a partnership between Save the Children, the Welsh Local Government Association (WLGA) and the Welsh Assembly Government, the Project supported local authorities to prioritise and mainstream child poverty during its first phase. Save the Children was originally funded for three years in 2007 by the then Welsh Assembly Government to establish Child Poverty Solutions Wales and the project operated at two levels:

- At a national level, the project developed a Child Poverty toolkit available as a dynamic web-based resource for authorities and partners, containing a range of tools, resources and advice.
- At the local level, the project assisted two local authority pilot sites (Gwynedd and Rhondda Cynon Taf) to develop practical measures to reduce child poverty at a local authority level and disseminate this learning as exemplars of building local capacity to tackle child poverty.

Child Poverty Solutions Wales 2010-2013

1.6 Responding to demands from across the Welsh public sector, the Child Poverty Solutions Wales (referred to in this report also as CPSW or the Project) contract was extended in 2010 for a further three years. With one full-time member of staff based in Cardiff, the project principally supports Welsh authorities in preparing child poverty strategies to meet their new duties under the 2010 Measure.

Aim, scope and objectives of the evaluation

1.7 The aims of this evaluation, as set out by the Welsh Government, were to:

- Assess the extent to which CPSW has delivered each of the project's goals (set out below).

Figure 2: Child Poverty Solutions Wales' Goals

- Extend and develop its current work, through a dedicated project co-ordinator, to reflect the changing policy context in Wales and the UK, the introduction of the Children and Families (Wales) Measure 2010, and the latest evidence available on tackling child poverty and improving outcomes for low-income families.
- Maintain and enhance the existing website resource – to ensure it remains available, updated and relevant to the needs of the Welsh authorities cited in the 2010 Measure.
- Provide support to Welsh authorities in meeting their anticipated new duties under the 2010 Measure – for example by continuing to network with Welsh authorities across Wales to develop training courses to raise their awareness of how to address child poverty.
- Continue to work with Welsh authorities, in anticipation of the new duties under the proposed Measure, to raise awareness of their responsibilities for addressing child poverty. This is to be combined with capacity-building work and the development of training materials and courses for Welsh authorities.
- Promote Child Poverty Solutions Wales to new audiences, to further support the sharing of best practice in tackling child poverty (and refining the support offered in specialist service areas such as education, health and Communities First).

Source: Invitation to tender document

- Assess how effective CPSW has been in providing support to local authorities and the other Welsh authorities named in the Children and Families (Wales) Measure 2010, as they developed their new child poverty strategies.
- Explore the effectiveness of different types of support (e.g. the online tool, one-to-one meetings, training sessions, workshops) provided by CPSW and the extent to which this help and advice has strengthened specific child poverty strategies.
- Explore the different types of support and advice provided by CPSW and the extent to which this is likely to meet the future needs and requirements of the Welsh local authorities and public bodies as they deliver their new child poverty strategies.
- Explore the extent to which the Welsh Government's contract provides value for money.
- Explore the role of the steering group which has overseen the CPSW project since 2010.

1.8 The remaining chapters address each of these points in turn. Short case studies are also included in the report to illustrate ways in which the support has been delivered from the perspective of the authorities.

Overview of methodology

1.9 This evaluation report, undertaken as the Project's contract period was coming to an end, provides evidence to the Welsh Government on the effectiveness of the Project.

1.10 Following the guidelines in the original invitation to tender and a subsequent Project inception meeting, the methodology for undertaking the evaluation was based on a combination of desk research and fieldwork which included the following key tasks:

- Desk-based review of the grant award letter, steering group minutes, quarterly progress reports, evaluations of the 2007-10 Project and other Project documentation to outline progress and working practices.
- Desk-based review of authorities' child poverty strategies.
- Interviews with the Project co-ordinator.
- Interviews with all the Welsh authorities who went on to prepare a strategy as well as a small number of local authorities.
 - The questions sought to gather views on the use of the Project's services and perceptions of the value and impact of these services.
- Interviews with partner organisations (e.g. Wales Council for Voluntary Action, Welsh Local Government Association, Children in Wales – see full list in Annex 1).

Acknowledgements

1.11 We would like to place on record our thanks to all those who contributed their time and effort to this evaluation of Child Poverty Solutions Wales. All contributions – both written submissions and contributions during interviews with the evaluation team – were greatly appreciated and

provided the team with a substantial body of evidence and information upon which to base this report and its findings.

2 Effectiveness of different types of support

- 2.1 This chapter focuses on the effectiveness of different types of support provided by CPSW and the extent to which this help and advice has strengthened individual child poverty strategies.
- 2.2 The fieldwork revealed several strands to the support and the remainder of this section describes these and goes on to review the key success factors and the challenges that remain.

Individual contact

- 2.3 The support available from CPSW is described in the guidance for Welsh authorities⁴:
- ‘Face-to-face work with public bodies in the form of awareness-raising, child poverty training and action planning delivered in partnership with the WLGA’.
 - ‘The Child Poverty Solutions website, www.childpovertysolutions.org.uk/ which has been designed to complement the face-to-face work and make navigation through a wide range of child poverty-related material as simple as possible for all public bodies’.
- 2.4 The guidance document does not provide much detail about how to prepare a child poverty strategy in practice, and consultees noted that ‘it was difficult to know where to start’. As such the offer of support from Child Poverty Solutions Wales was particularly welcome by the authorities, as they had many questions not addressed by the guidance. Many of these questions related to sourcing evidence (‘how robust does it need to be?’; ‘where can we get data broken down to different geographical levels?’; ‘is this data available from the Welsh Government?’ etc.) but there were also more conceptual questions as to how far the individual authorities’ strategies should reach (‘should we

⁴ Welsh Assembly Government (May 2011) *Tackling Child Poverty: Guidance and Regulations for Welsh Authorities*.

include the activities of partners who deliver on our behalf?'; 'what about activities carried out jointly?'; 'should we embed in existing strategies?' etc).

2.5 Most, although not all, of the authorities were aware of the Measure before contact from the Welsh Government or the Project, but there was a range of starting points in terms of background knowledge of the topic upon embarking on preparing a strategy. Some authorities had social inclusion or equalities action plans and other strategic documents that pre-date the 2010 Measure, which included an element of tackling child poverty. In many cases the first meetings took place between the authority, the Project and an official from the Welsh Government, which worked well as they offered an opportunity to share early ideas and collectively agree some priorities.

2.6 Contact with a single named individual was valued, as authorities receive 'several email alerts on different topics, so it is great to have a named individual and face-to-face contact'. The role of the co-ordinator in challenging and promoting new ways of thinking about child poverty was valued by some interviewees. On a more practical level, several respondents noted that it was useful to have an external person to prompt and remind them of the work on the strategy in the face of other work pressures:

'He [the co-ordinator] did challenge us; this was very useful as it shaped our thinking further'.

'[CPSW's] role was to ask 'are you doing enough?'.

Source of evidence

2.7 The message from the authorities is that the access to a wide range of background literature and supporting evidence saved them time, helped 'standardise' their approach and created a 'more level playing field' in terms of access to sources.

Website and on-line tools

- 2.8 The web presence at www.childpovertysolutions.org.uk is the public face of the support and there is evidence that it has been well received and viewed as 'a very useful and valuable resource'. Interviewees liked the breakdown according to sectors, found the site easy to navigate and trusted the content. It serves as a 'knowledge bank' and is a valuable depository of the most relevant documents relating to child poverty: 'if there's a new document I know I can find it there'. All interviewees liked the idea of a topic-specific 'one-stop-shop'.
- 2.9 The site has a member's area and has built up a membership of 68 registered public sector workers since November 2011.
- 2.10 There is evidence, however, that the site is not used by all authorities and that others admitted to 'not returning to the site' after the initial period. Particular issues reported to the evaluation team as possible reasons for this were:
- That the site is not always kept up-to-date and there are occasional missing links, although interviewees acknowledged that maintaining such a large site was a time-consuming task.
 - Clearer links to Welsh Government web pages and to Welsh Government statistical sources would have been welcomed.
 - An opportunity missed in assuring a greater buy-in and direct contributions from the authorities; for example in encouraging authorities to take ownership of writing some sections of the website.
 - The published strategies had not yet appeared or been linked to the website at the time of writing.
 - Although much material of relevance to the authorities has been available from the outset on the Project's website, the website for this phase was not launched until November 2011. The visitor numbers for the site's previous incarnation peaked during May 2011 around the time the Welsh Government issued its guidance document and again an opportunity was possibly missed in

coinciding issuing guidance with new material appearing on the Project site.

National Museum Wales

Called on several elements of CPSW support

The Museum took advantage of attending events, individual contact and the website.

Events:

- The Museum hosted the first event and the Strategy team came across several policy items and concepts for the first time, including Results Based Accountability (RBA⁵), Index of Multiple Deprivation and the Right of the Child Measure.

Individual contact:

- 'Informed advice' over the telephone on preparing the strategy feedback on draft versions of the strategy. Part of an iterative process with feedback from Museum staff and CPSW moving the draft forwards.
- Networking – CPSW introduced the Museum to other partners and organisations (which then led to meetings held independently of CPSW) and to other events (e.g. the Cardiff Eurochild conference which they then attended).
- Joint meetings with CPSW and the Welsh Government.
- The contact with CPSW acted as a catalyst for a different way of working.

Website

- The team sourced information on a range of topics from the website.

Events

2.11 The opportunity to attend events on child poverty was valued by all public bodies. The content of the events themselves were also praised, with many positive comments received on the feedback forms and in evaluation interviews. In addition, there was evidence that the events had been especially useful as a networking opportunity and a

⁵ RBA is a way of embedding outcome-based decision-making into planning, delivery and accountability – more details at <http://www.childpovertysolutions.org.uk/english/rba>.

springboard for further collaboration and links, and interviewees unanimously valued the opportunity to network with others 'who were in the same boat'.

2.12 A minority of interviewees were more critical of these events, citing that insufficient notice was given and that the events failed to fully address the differing needs of the authorities. One item in one event drew particularly strong criticism from several authorities. The final event for all authorities was held in the run-up to the consultation and publication period and the Project arranged for a group of young people to review and comment on the draft strategies. It is apparent that the delegates had not been informed in advance that this would take place and in one case this meant that the 'dry, internal' document was put forward for discussion rather than a young people-friendly version. Some interviewees reported feeling frustrated by this session and questioned its usefulness: 'the children's immediate reactions to our series of operational steps did not contribute anything to our process'. It was described by one interviewee as 'little more than a game or a show' and as an activity that had not been pitched correctly and which took place too late in the day to be of value in drafting the strategies.

2.13 It should be noted that some interviewees welcomed the input and enjoyed the session, explaining that 'we'd never have the time or resources for anything that detailed ourselves'. Only two of the authorities consulted had gathered feedback from young people independently of the event however. The other authorities either did not believe that consulting young people was appropriate for a strategic document designed mainly for an internal audience or cited a lack of time: 'We couldn't do it properly in the time but we'll have a group in place for the future'.

Delivering training

2.14 The Project delivered training on child poverty to a range of public bodies and others during this phase. During 2010/2011 seven such

formal training workshops were held for 279 participants, and 10 workshops delivered to almost 500 participants in 2011/12.

Newport Children and Young People's Partnership – received support early 2010

The local authority officer contacted Child Poverty Solutions for support with moving forward with child poverty, and for advice on how to draw together information for the new plan from a wide range of partners.

CPSW enabled the local authority officer to organise a half day event on child poverty for some 60 staff and elected members in February 2010. Without the support, the officer would have tried to organise an event herself but would have taken far longer and she would have had to bring people in to help.

During the event, the CPSW co-ordinator 'could put our issues in the context of Wales and reassure us that other local authorities also had problems'. It was an 'excellent day' with the output was 'a good kick start' for the 2011-2014 plan.

A main output of the day was raised awareness, as councillors previously did not understand what child poverty meant or how it was relevant to their portfolio. Having the CPSW co-ordinator present as 'a neutral facilitator' was influential in raising awareness of the topic. Furthermore, child poverty was previously in a 'silo', seen as somebody else's responsibility, but after the session the delegates came to understand that it went across the board and the topic then reached the agendas of a wider range of local authority departments. The co-ordinator was also able to explain and stress the importance of the Measure and how to go forward locally.

Support in making the case to colleagues

2.15 Most of the authorities reported challenges in making the case to colleagues that child poverty was relevant to their roles in the authority. Protests from senior colleagues that 'child poverty is nothing to do with us' were reported to be widespread and the material and messages supplied by the Project were useful in changing these views. Following this, several authorities have since gone on to include commitments to training and awareness-raising for staff in their strategies.

Support in drafting child poverty strategies

- 2.16 The process of drafting the individual child poverty strategies has been described as an iterative and two-way process, with discussions between the authority staff and the CPSW co-ordinator. Comments fed back to authorities on draft copies of strategy documents were particularly welcome and 'in the early days especially it was good to check things', and gain initial thoughts about the content. The correspondence regarding the draft strategies took place mainly by email and telephone and in some cases extended to comments on several drafts. It would appear therefore that the ability and willingness of the CPSW co-ordinator to offer feedback on early draft versions of the strategy documents produced by authorities, provided the confidence and additional information needed to continue towards producing a final version.
- 2.17 One authority described how they needed a contextualised section for the strategy in order to gain the approval of various committees. CPSW's contribution to drafting this section was considered to be extremely valuable and the co-ordinator was able to provide most of the material required for this section.
- 2.18 In drafting and preparing the strategies, interviewees admitted that the completed strategies remained works in progress and that:
- 'This strategy is all about "setting our stall" and getting our partners on board. We'll be more ambitious next time.'
- 2.19 It was reported to the evaluation team that the project helpfully conveyed the message that the strategies did not have to get everything right or contain everything this first time.

Help in understanding child poverty

- 2.20 A real achievement of CPSW is that in a number of cases, interviewees outlined that they have been encouraged to think about, and engage with, further research on the topic of child poverty. It is evident that the

support has enabled authorities to gain a much broader and accurate understanding of child poverty, and to understand that it encompasses more than just income poverty. This understanding was gleaned mainly through one-to-one discussions with the CPSW co-ordinator, through events and training. As discussed above, the Project has helped a large proportion of interviewees convince colleagues that issues regarding tackling child poverty are relevant to them. With this greater understanding comes a greater awareness of gaps and areas that remain unaddressed by the individual authorities – ‘we’re not 100% there but we’re on a journey’. There was evidence too that the contact with Child Poverty Solutions enabled the authorities to learn more about broader issues relating to children and young people and poverty:

‘It was the first time I had heard of the Rights of the Child Measure, RBA, Index of Multiple Deprivation – this was all new stuff for us.’

2.21 The CPSW co-ordinator’s knowledge and access to information on child poverty appears to have been a key strength of the project and many of those interviewed would have welcomed more opportunities to access more of this.

3 Effectiveness in providing support

3.1 This chapter focuses on how effective CPSW has been in providing support to local authorities and the other Welsh authorities named in the Children and Families (Wales) Measure 2010, as they developed their new child poverty strategies.

Administration

3.2 Activities were based around three separate strands, namely:

- Direct support to Welsh authorities – face-to-face, telephone and email contact, and events.
- Project website – a bilingual website with text and video on defining child poverty, policy and strategy guidance specific to different sectors, a library of evidence and background reading, information on indicators and RBA.
- General awareness-raising and evidence-gathering on child poverty.

3.3 Save the Children appointed a project co-ordinator to carry out these tasks, with additional office support provided by Save the Children. The work of the Project was also supported by a steering group which is explored further in Chapter 6.

3.4 The Project maintained close links with the Welsh Government sponsor team and the consistency of messages from both parties was commented on by the authorities - 'the synergy with Welsh Government is key' as it gave the authorities confidence that whatever they would be advised to prepare, would satisfy the requirements of both sides. Arrangements were put in place to monitor and review activities delivered, with the co-ordinator providing a regular progress report to the Welsh Government. These reports were mainly qualitative accounts of activities undertaken, much of it feeding into this evaluation.

Commentary on administration arrangements

- 3.5 Overall, the staffing structure appears to be effectively undertaking its role of delivering support based on the feedback received from those consulted, however the evaluation consultations also revealed some strengths and weaknesses relating to the administration arrangements.
- 3.6 **Approachable** - One aspect of the support stood out as being particularly strong – the approachability of the co-ordinator. The “approachableness” of the Project was commented upon in almost every interview conducted as part of this evaluation. The CPSW co-ordinator was viewed as knowledgeable and able to help with most issues, or to signpost to other sources of information or help. Again, the fact that the co-ordinator was well-informed and knowledgeable about alternative sources of information or help was appreciated. The downside to this is an expectation that the Project will be able to provide advice and support on everything.
- 3.7 **Some perceptions of lack of specialism/capacity issues** - Concerns were raised by a minority of consultees relating to Child Poverty Solutions’ lack of detailed understanding of their particular organisation or sector. Some were also of the opinion that the website was not as up-to-date as it could be (see section 3.29). Nevertheless, there was an acknowledgement by all consultees that it was impossible for one individual to be an expert on all the authorities’ activities. Indeed, the Child Poverty Solutions model of working is one of avoiding specialist subject-specific advice but, rather, leaving that up to the authorities themselves.
- 3.8 **Instability and issues over the longer term** – It was considered that the effective future planning of delivering support is hampered by uncertainties about future funding. The service will not continue without grant funding but to date no decision has been made. This evaluation report provides evidence to inform that decision, but it is already approaching a critical time for either exit planning or forward planning.

Effectiveness of the Support Delivered

- 3.9 This section outlines the evaluation findings relating to the effectiveness of various strands of the support provided by the Project (see sections 2.3-2.21 for an overview of the support areas).
- 3.10 It should be noted at this stage that significant credit has been given to those involved in the CPSW delivery – notably the Child Poverty Solutions co-ordinator at Save the Children. The co-ordinator was almost universally praised by partners for the enthusiasm and clarity he brought to the subject of child poverty, whilst working under the capacity pressures we have described. This evaluation concludes that without the strong drive and the dynamism displayed, it is unlikely that the range of activities carried out during the funding period could have been delivered as well as they were.
- 3.11 Interviewees generally believed that the support programme was very effective and well delivered. The events (conferences and workshops) were generally positively received, with most participants appreciating the opportunity to network with other partnerships. A minority of interviewees were more critical of these events (see 2.12).
- 3.12 Evidence from authorities suggests that most were aware of being named in the Measure before being contacted by Child Poverty Solutions. There is also evidence however that the authorities were not well-informed about the topic of child poverty.
- 3.13 In general, the authorities were not able to draw on other support.
- 3.14 Consultees were unanimous in their praise for the nature, pitch and approachability of the support service. The support enabled them to make a case to sceptical colleagues, to better understand child poverty, to save time in sourcing material for their strategies, to network in events, and all of this led to more thoroughly thought through strategies.

Achievements

Better understanding of child poverty

- 3.15 Thus far, evidence has clearly indicated that Child Poverty Solutions succeeds in being neutral and supportive. Interviews revealed high levels of satisfaction with the quality of the individual support, the website and events. We also note that the role of the Project has evolved and that it has taken on board a greater role in terms of acting as the go-to expert on child poverty beyond the Welsh authorities. One key question that remains is, what has this achieved?
- 3.16 Views expressed during interviews indicated strongly that Child Poverty Solutions has resulted in greater levels of interest in, and awareness of, child poverty. One individual summarised the impact that the Project has made to the authority in question, by saying that the information provided has helped move the organisation from a position of lack of awareness to one of being a child poverty ambassador for their sector, and 'we now know what child poverty actually means'. There is evidence too that a wider range of staff are involved in the internal discussions about child poverty and that Child Poverty Solutions' messages have been widely disseminated within authorities.
- 3.17 One tangible outcome is that more child poverty strategies were actually produced. A Welsh authority can discharge its duty if it is a member of the Children and Young People's Partnership of each local authority area it covers. However, they can still choose to produce their own strategy if they wish and a couple of authorities have been convinced to do so by the project co-ordinator. Interestingly, the view was that 'we're now better off having our own strategy'. Several interviewees noted that their strategies were 'better thought through' and more relevant and robust due to the involvement of Child Poverty Solutions.

Snowdonia National Park

The link with CPSW led to the production of a specific Strategy for Snowdonia National Park

The officer reported that it was somewhat confusing at the start whether they should be producing a stand-alone Child Poverty Strategy for a single National Park which was to be separate from their existing social inclusion action plans or whether they could include child poverty within a wider pan-Wales National Parks Authority Strategy. They were encouraged by the CPSW to produce a separate stand-alone Strategy. This is reported as 'now it's an advantage'. Without the influence of CPSW the Park would not have produced its own Strategy as it involved more work, but they now feel that it is an advantage as it has meant that there was more ownership of the child poverty issue by Snowdonia National Park. Furthermore, a separate Strategy meant that it could be more local and tailored to take account of the different issues that are at play in different parts of Wales.

Support

The officer valued being able to attend an event, mostly describing the event as 'beneficial' and a 'little push' towards completing the Strategy and prioritising it within a very busy schedule.

They didn't 'use the website enough' but as the Park overlaps substantially with Gwynedd Council – which had prepared its own Child Poverty Strategy as part of its Children and Young People's Plan the previous year - they could easily obtain much of the relevant data from partners in the Council.

The Strategy

The Strategy has been welcomed and is part of a shift in attitudes. Where previously the attitude was 'we're a national park, what can we do', now there's a greater understanding of the wider concept of poverty, to include the poverty of opportunities.

Preparing the Strategy has led to establishing new working relationships and rekindling old ones with delivery partners – for example the relationship between the Park and Barnardo's has strengthened and they are working together on projects in Blaenau Ffestiniog; rethink how they distribute grants; refocus the promotion of grants.

Help authorities save time

3.18 A number of respondents attempted to explain the impact of the support by describing where the authority would have been without Child Poverty Solutions. It was argued that far more time would have been spent by authority staff in preparing the strategies and searching for materials

themselves. One interviewee outlined that 'without Child Poverty Solutions it would have taken us longer to reach our goals'. One interviewee contrasted the experience of receiving support from the CPSW to that of trying to find out about Communities First some 10 years ago:

'I struggled back then. I spent a long time trying to find out more, trying to make contacts and it was a very inefficient way of working. It was profoundly depressing and time-wasting actually. This has been much more helpful and energizing process with lots of spin-offs like partnership working'.

These efficiency gains relate in part to the added value that the Project has provided to the authorities supported (see also Chapter 5).

Establishing new partnerships and new ways of working

3.19 The events (and to a lesser extent the individual contact) that authorities have received has, according to interviewees, brought about new partnerships. These partnerships haven't been confined to links directly related to tackling child poverty but have spilled over to other aspects of service delivery. This is particularly the case with authorities which deliver similar types of projects or deliver to a similar client group. Following the initial introductions, meetings have been held independently of the co-ordinator and continue to take place.

3.20 Save the Children and the individual authorities have a track record of working with a range of partners, but the networking enabled by the Child Poverty Solutions events strengthened those links. Qualitative evidence collected during the course of the evaluation indicated that Child Poverty Solutions was able to strengthen these links by:

- Promoting the theme of child poverty among a number of health professionals (who were not directly involved in preparing a Child Poverty Strategy); the project also drew on the fact that there was an

emphasis on achieving child poverty targets for the first time in the NHS Wales Annual Quality Framework⁶.

- Contributing to efforts to raise awareness of child poverty in the education sector.
- Providing authorities with opportunities to network and share experiences and provide them with a range of resources drawn from a range of Welsh and UK sources.

3.21 Child Poverty Solutions were perceived as acting as a catalyst for new ways of working, new projects and new ideas. Some authorities furthermore believed that they had gone on to become child poverty ambassadors themselves, providing briefings on the topic to their sector. Child Poverty Solutions is only one of the influences here but, nevertheless, it was reported to the evaluation team that the ‘enthusiasm [for tackling child poverty] is infectious’. One authority assisted by the Project had been motivated to host a conference linked to child poverty and, although this might have happened without the support, they felt that the discussions with Child Poverty Solutions ‘had certainly given us an impetus’.

3.22 Not all authorities had changed course because of Child Poverty Solutions. A couple of authorities were confident in their knowledge of the subject and did not feel the need to draw fully on the support of the Project: they believe that their strategies would be much the same without the existence of Child Poverty Solutions. A minority of authorities also viewed the exercise of producing a strategy as ‘something we had to do’, and could not be described as fully engaging with tackling child poverty, despite the support.

3.23 The Project has established itself as a trusted source of information and support for the authorities. Increasingly, other organisations not named in the Measure are approaching Child Poverty Solutions for information. This reflects both the degree of appetite for information about the topic and the high regard for the Project’s materials.

⁶ <http://www.wales.nhs.uk/sites3/Documents/490/Final%20AQF%202011-12%20%2024%2001%2011.pdf>

Indirect impacts

3.24 Examples of further impacts were revealed during the fieldwork, however it is difficult to disentangle the impact of the support from the impact of being named in the 2010 Measure. The fieldwork revealed that, for example, there are new activities such as:

- more projects taking place - one of the National Parks cited new outdoor exercise projects organised jointly with new Communities First partners, while the National Museum extended and re-focused an existing participatory project for young people;
- a greater awareness of, and interest in, child poverty;
- seeing parts of their existing work programmes through the lens of tackling child poverty – for example child poverty becoming a stronger factor in designing and awarding grant schemes;
- more systematic engagement of disadvantaged groups;
- child poverty featuring more often on agendas, and internal briefing papers on the topic being produced;
- in-house and commissioned research briefs have been revised to ensure they address child poverty; and
- a source of examples of how public bodies can and do tackle child poverty is now available.

3.25 However, these activities are in large part due to the Measure and the obligation placed upon authorities to prepare a Child Poverty Strategy. As such, they cannot be related exclusively to the support provided by CPSW. Several of the authorities noted that they had become aware of the raised profile of child poverty in the run-up to the 2010 Measure and had already decided that exploring how they could address child poverty was a politically astute move. It is therefore impossible to ascertain what, if any, influence CPSW has had on these observed changes.

Success factors and difficulties

3.26 The Project met the needs of the Welsh authorities to a great extent.

The evaluation considers that the following factors played a key part in the Project's success:

- The Project is based on a clear and simple premise – the idea that all authorities named in the Measure should be supported. This, in turn, promoted a sense of fairness and that information and resources were equally available to all authorities.
- To an extent, the support was customised to reflect the needs of individual organisations (for example, two seminars were convened specifically for a health audience and the website was divided into sector-specific sections).
- To a large extent both Save the Children and the Welsh Government promoted the same messages, helped by early joint meetings.
- Reminders and prompts were given to the individuals and organisations to encourage them to prepare the strategies by the deadline.
- The Project challenged authorities to think more broadly about child poverty in a wider social policy context. This in turn enabled them to appreciate how child poverty relates to their activities, which they could then reflect within their child poverty strategies.
- Stakeholders agreed that the website was visually strong. Those interviewed were of the opinion that the materials and branding on the site gave an impression of neutrality. This was considered important as it gave them confidence that it was not aimed at pushing any agendas that any individual organisation may wish to promote. The wealth of resources and background material available was also considered to be a key strength.

3.27 Interviewees were of the opinion that they wouldn't get the same depth of understanding from Government officials. The contact was described as being 'convenient', 'never a ton of bricks on the other side of the line'.

The positive encouragement was appreciated and was perceived to be a better way of working than 'being asked by a civil servant how the Strategy was progressing' (see also 2.19). It would appear, therefore, that the CPSW adopted an approach of support and persuasion as opposed to enforcement to encourage authorities to produce their strategies. This was welcomed by those interviewed and appears to have been effective in ensuring that authorities produce the required strategies.

3.28 Finally, the model of having a neutral, non-Government one-stop-shop for all things related to the topic of child poverty was considered to be effective by stakeholders and there is evidence of a continued demand for the support. Those interviewed perceived that an individual employed by a host organisation could bring a broader awareness and expertise on child poverty; there was also a perception that it would be more difficult to contact individuals for support if it were provided directly from the Welsh Government. There were also some who were of the opinion that support from the Welsh Government would somehow be linked to wider agendas such as the availability of future funding for individual authorities. The perceived ease of access and neutrality of the CPSW was therefore welcomed by many. It was considered essential that the source of the advice and support was approachable, had specialist topic knowledge and was unbiased.

3.29 Although the support was wholeheartedly welcomed by the authorities, some concerns were raised by a minority of stakeholders about aspects of the delivery. Some of these concerns are outlined below:

- **Lacking in detailed understanding of the authorities** – Concerns were raised by some authorities that the CPSW had only a superficial understanding of the nature of their services and that this limited the extent to which the Project could offer specific support. While stakeholders believed that the co-ordinator was clearly very knowledgeable about the issues relating to child poverty, the link to different aspects of the authorities' work was not always made. Stakeholders acknowledged, however, that placing the emphasis on

offering support to a very broad range of organisations and the various contexts in which they operate, was a big remit for one individual to take on.

- **Cardiff-centric support** - Some of those consulted reported that the Project offered very little support through the Welsh-medium. Although the website is bilingual, the service itself was not a bilingual one and did not offer any option to correspond or discuss matters in Welsh. Some of the authorities based in the rest of Wales viewed the service as being Cardiff-centric, with a tendency, in their opinion, for too many events to take place in the capital.
- **Website not fully maintained** – Interviewees noted that the website was not always fully up-to-date and contained a few missing links. They believed that this was due to time pressures on the project co-ordinator. The absence of links to the published strategies in particular should be addressed as a matter of priority, as failure to do so is likely to give the impression that the service is dated and/or out of touch with current developments. This in turn could undermine confidence in the site's content. Some also noted that they would welcome more good practice examples on the site, as they would 'find it useful to see how others have tackled capturing evidence, making the advocacy case and funding'.
- **Missed partnership opportunities** – Some stakeholders were of the view that more could have been done to encourage authorities to link strategies or merge aspects of their strategies. Several of the authorities work with the same client groups, deliver similar projects, address the same broad aims (see Annex 2) and face similar challenges in recording outcomes. As such, combining or linking strategies could add considerable strength and focus to specific issues and themes included.
- **Lack of clarity regarding next steps and monitoring** – Some stakeholders expressed surprise that they had not received any response or feedback from Welsh Government following the

publication of their strategies. Some were of the opinion that too much emphasis had been placed on developing a strategy and not enough on continuing the momentum created by their publication.

- There is an **appetite for even more resources** - Authorities would welcome more materials, especially guides on how to introduce child poverty to sceptical colleagues, ready-to-download presentations and briefing papers, material for new staff induction packs and briefing notes translating key concepts such as RBA into simple lay terms.

4 Future needs

- 4.1 This chapter focuses on the different types of support and advice provided by Child Poverty Solutions, and the extent to which this is likely to meet the future needs and requirements of the Welsh local authorities and public bodies as they deliver their new child poverty strategies.

Ongoing support

- 4.2 The support from the Project continues although the deadline for completing the child poverty strategies has passed. The work of putting authorities in touch with other projects and resources continues on an ongoing basis, as does updating the website. CPSW's current work is also focused on advising Local Service Boards and responding to ad hoc queries from the authorities.
- 4.3 The key message from interviewees is that their main support needs for the future will be guidance on monitoring and evaluating their achievements against the commitments set out in their strategies. In terms of current monitoring arrangements, evidence ranged from good practice (e.g. quarterly reports to line manager on the strategy, RBA score cards, embedding measurements into the authority business planning cycle) to no practice ('we'll think about monitoring in 2014'). Authorities explained that there was no guidance issued from the Welsh Government with regards to tracking achievements against the goals set out in the strategies nor linking back to national goals and that they would be seeking advice from CPSW on these issues.
- 4.4 Some interviewees reported that they had struggled with identifying outcomes and did not have systems in place to assess them - 'we have a picture [of a baseline] but it's not a very robust one. We won't have a robust one because of cost'. Furthermore, applying an RBA approach was not fully understood by all, and there was little understanding of how

the authority's outcomes should be linked to those at a national, Welsh Government level.

Future needs

4.5 The overwhelming message from the authorities is that there is still a need for child poverty-focused support. Many of the challenges outlined, such as making the case to colleagues or sourcing evidence, remain. A series of particular challenges were outlined:

- new staff - there will always be staff turnover and a need to educate new staff members or new board members about child poverty;
- changes in organisations' governance (the specific example here is a new single body which will bring together the functions of the Countryside Council for Wales, the Environment Agency Wales, and the Forestry Commission Wales);
- changes to the policy landscape (support in keeping abreast of changes such as the move to single integrated plans, making links with Families First and changes to Communities First);
- ongoing requirements for advice on monitoring and RBA advice;
- establishing the fit with the broader tackling poverty agenda, and the concerns that a broader focus on poverty might dilute the focus on child poverty; and
- dealing with budget cuts and the challenge of maintaining the current activities relating to child poverty let alone increase them.

5 Value for money

5.1 This chapter focuses on the extent to which the Welsh Government's contract provides value for money. The available data and the nature of the Project only allows a limited study of value for money, however some observations can be made on effectiveness, efficiency and economy which together influence the value for money achieved.

Funding for Child Poverty Solutions Wales

5.2 The Minister for Social Justice and Local Government allocated a grant of £187,014 over three years to Save the Children for core funding for the period 1 April 2010 to 31 March 2013. Annex 2 provides a detailed breakdown of the projected overall costs of £238,066, illustrating the different aspects included in the project, including co-ordinator costs and the creation and maintenance of the website. Additional funding was provided as in-kind costs by Save the Children and, for the first year, the WLGA and the Partnership Support Unit. Expenditure has been in line with proposed costs.

Effectiveness

5.3 As set out in Chapter 3, Child Poverty Solutions has clearly been effective in meeting the objectives set. The high levels of satisfaction with the support provided has translated into a fuller understanding of child poverty in all its complexity; with more Child Poverty Strategies produced; time savings for the authorities; and the brokering of new partnerships by Child Poverty Solutions.

Efficiency

5.4 The nominal 'cost per beneficiary' therefore covers far more than the number of organisations recorded at events or the number of meetings held, and it is clear that the Project cannot be measured purely on this

financial basis. The real value of Child Poverty Solutions Wales will lie in the sustainability of the new projects and the enthusiasm generated; and in the increased interest and awareness of child poverty.

- 5.5 The Project can access a grant of £187,014 over three years. If the cost effectiveness of the programme is assessed in the very crude terms of cost per strategy published, then this would be £5,343; or if assessed as cost per participant receiving child poverty training this would range from £125 in 2010/11 to £219 in 2011/12 (based on the number of workshop participants reported in section 2.14). However, the Project involved far more than delivering training or publishing strategies. The nominal 'cost per beneficiary' therefore covers more than the numbers recorded here, such as being able to access a wider range of background materials and the time saved in not sourcing such materials by the authorities themselves; increased awareness of child poverty issues by many more staff members than those directly attending events, new partnerships established and new ways of working trialled. It is clear that the scheme cannot be measured purely on this financial basis.

Economy

- 5.6 It has been beyond the scope of this study to investigate detailed expenditure, but there is evidence to demonstrate that efforts were made to minimise costs through using authorities' buildings as venues for events and through co-delivering with a range of partners.
- 5.7 Child Poverty Solutions has clearly been effective in meeting all objectives set and the support met the needs of the public bodies. The administration structure was appropriate, although more use could have been made of the steering group (see Chapter 6). In judging effectiveness and value for money, however, a range of other factors need to be included.
- **Wider awareness of child poverty.** The cost effectiveness cannot be measured solely by numbers attending a Child Poverty Solutions event, or the number of strategies produced. A greater number of staff members in the authorities will have received material and

messages filtered by colleagues than would have attended events. There is evidence that authorities are sharing the key messages with partners in their sector (in particular their grant recipients) and in some cases expect their partner organisations to follow their lead and set out their own commitments to tackling child poverty in due course. Facilitation and support has also been delivered to organisations not named in the Measure, for example the Mentrau Iaith Welsh Language initiative and the early years sector.

- **Test the model of working.** The Child Poverty Solutions Project was building on lessons learnt from the 2007-2010 delivery period and the 2010-2013 funding presented an opportunity to run a project dedicated to supporting Welsh authorities. In the process, there were opportunities for testing and trialling how to tailor messages to suit a variety of sectors; to better understand which modes of communication suit the topic and the authorities; and to further develop the 'hooks' to convince sceptical staff members that tackling child poverty is their business.
- **Making child poverty literature available to a wider audience.** Value for money needs to take into account the opportunities to transfer ideas and lessons not only among the Welsh authorities but also to partners' activities. The Project website is a significant resource which will continue to be of value to the Welsh authorities and many other organisations in the future, especially as the Project and the authorities grow the strategic network of contacts liaising on child poverty.

5.8 It has not been possible to compare the costs of running the Project to similar projects elsewhere. Although advice on the theme of child poverty was provided by C4EO⁷ to English local authorities for the period 2008-2011 the costs of providing the child poverty element (one of nine themes funded to a total of £9 million over three years) cannot be disaggregated and is also quite a different scale and nature of operation. Interviewees from among the Welsh authorities did in general believe

⁷ <http://www.c4eo.org.uk/themes/poverty/default.aspx?themeid=7&accesstypeid=1>

that the Project has offered good value for money and believed that it was a model that the Welsh Government could consider for other topics and in other policy areas. The real value of Child Poverty Solutions of course will lie in the delivery of actions to tackling child poverty delivered by the authorities it has supported over the coming years.

Countryside Council for Wales

Unpack the advantages of the support

The officer from the Countryside Council for Wales identified the advantages to them of having support available from Child Poverty Solutions. She explained that having someone external was useful on several counts:

- It was beneficial for the authority to have an external individual to 'insist' on meeting - the officer believes that if she had convened and facilitated the meeting, there would have been a 'load of excuses', due to colleagues' busy schedules and a perception that the topic was marginal – 'it wasn't so easy for everybody to understand why we were embarking on a strategy'. With an external facilitator on the other hand, there was an element of courtesy in agreeing to attend.
- Useful to receive the **general background** to child poverty as 'it was new to us all'. She welcomed in particular the facts and figures presented and understanding the rationale behind the broad aims and the link with UNCRC.
- Receiving examples of how other authorities had approached tackling child poverty was a spur to move forward within the authority.
- It was useful to have an individual there to 'challenge' the authority on its actions and on the draft.

It was useful too to have an individual in place to 'prod' and remind – it would have otherwise been difficult to set aside enough time to complete the task.

6 Role and effectiveness of the steering group

- 6.1 The work of the project was supported by a steering group, drawn from the wider public and voluntary sectors, including the Welsh Government. The focus was on designing and establishing the Project and by the time of the evaluation fieldwork the group was no longer meeting.

- 6.2 The steering group met every two months or so between April 2010 and June 2011. The meetings were chaired by a senior staff member from Save the Children. The Terms of Reference set out that the core members were to include representatives of Action for Children, Barnardo's Cymru, Children in Wales, End Child Poverty Network, National Energy Action, Public Health Wales, Save the Children, the Welsh Local Government Association and its Partnership Support Unit and the Welsh Assembly Government Child Poverty Unit.
- 6.3 The steering group adopted its Terms of Reference in July 2010, which set out its purpose as being to 'advise on the development and strategic direction of this major new programme of work, supporting new elements and changes to the programme as it rolls out'.
- 6.4 The Terms of Reference notes the role of steering group members as:
- To monitor and review the programme as it progresses including the budget.
 - To comment and add to materials that are circulated and presented.
 - To seek opportunities to strengthen and enhance the programme and give additional ideas.
 - To promote the Project within the relevant sectors and areas of expertise.
 - To be a source of expert advice and support for the Project co-ordinator as required.
 - To attend regular meetings on an 8-12 week basis.
 - To participate fully in partnership working and Project-relevant information-sharing among key stakeholders.
 - To ensure that the steering group maintains an appropriate and active membership.
 - To ensure that all key strategic and steering group membership decisions are made in partnership with the membership.

- 6.5 Monitoring and reviewing the programme was a key activity for the group and discussions on the work-plan featured regularly in the agenda and minutes. There is no record in the minutes of discussions on budgets.
- 6.6 The minutes further record discussions about how to influence the agenda in the education and health sectors and making links to Families First in addition to more practical details on how to deliver conferences and plan the support to public bodies. No public bodies sat on the steering group, however. The minutes also record an appeal to the steering group to contribute capacity, and although steering group members helped drive the link with the health sector, the contribution from other areas does not seem to have been as strong.

7 Conclusions

7.1 This section begins by outlining some of the broad conclusions from the review process then focuses on each of the Project's goals.

General conclusions

7.2 It is clear that the model of having a dedicated body responsible for promoting and supporting the development of child poverty strategies is widely appreciated and valued. The evaluation team considers that the involvement of CPSW brought a different dynamic to the process of compiling these strategies.

7.3 The extent to which the co-ordinator made himself available to authorities has clearly been a key strength of the Project. This, accompanied by the co-ordinator's approachable manner and obvious knowledge of the subject area, encouraged agencies to draw on the support available. This would appear to have led to the production of more strategies and for those strategies to have considered the implications of tackling child poverty in more detail. However, these qualities also appear to have led to greater demands and expectations being placed on the support, adding additional strain on the resources available.

7.4 Interviewees expressed support for the continuation of the Project. Those who contributed to this evaluation see a continued need and role for the Project in promoting and supporting child poverty among authorities, and also potentially in a wider range of settings. One interviewee summarised the views of many in saying 'don't think about cutting it, we've only just started to think about child poverty!'

7.5 Many consider that Child Poverty Solutions is now entering a new phase and that the type of support delivered needs to be re-appraised and adapted. It is felt that there should be a shift towards greater support in monitoring and review, especially in how to use Results Based

Accountability. Furthermore, the challenge in maintaining a focus on child poverty in the face of financial pressures and in the face of the shift in the Welsh Government's approach to include child poverty in a wider action plan which includes adults, is a particular concern for many authorities.

Conclusions in relation to Child Poverty Solutions' goals

- 7.6 Returning to the Project's Goals in turn (see Figure 2 in Chapter 1), the Project achieved what it was tasked to do:
- 7.7 **Extend and develop its current work, through a dedicated project co-ordinator, to reflect the changing policy context in Wales and the UK, the introduction of the Children and Families (Wales) Measure 2010, and the latest evidence available on tackling child poverty and improving outcomes for low-income families.** A co-ordinator was in post since the Project's start in April 2010. Contacts were made and offers of support extended to all public bodies, and the public bodies were confident that they had been able to access the latest evidence via CPSW.
- 7.8 **Maintain and enhance the existing website resource – to ensure it remains available, updated and relevant to the needs of the Welsh authorities cited in the 2010 Measure.** A new website was launched in November 2011. The website is trusted, wide-ranging and visually appealing. However several public bodies reported a low use of the site and there were minor complaints of material not appearing on the site or of missing links. Comments were received about how the site could become a more useful resource with the greater two-way involvement of authorities.
- 7.9 **Provide support to Welsh authorities in meeting their anticipated new duties under the 2010 Measure – for example by continuing to network with Welsh authorities across Wales to develop training courses to raise their awareness of how to address child poverty and continue to work with Welsh authorities, in anticipation of the**

new duties under the proposed Measure, to raise awareness of their responsibilities for addressing child poverty. This is to be combined with capacity-building work and the development of training materials and courses for Welsh authorities. These strands of work were the most resourced during the Project and CPSW responded to authorities' particular needs and requests. The support was valued by those individuals tasked with preparing child poverty strategies. Individual meetings were an opportunity to discuss specific aspects in depth and were particularly useful in making the links to available evidence. The support provided under this strand of work underlines how responsive and accessible the Project has been.

7.10 The events were seen by many as the most important aspect of the Project, and were a valued opportunity to network. Interviewees provided some suggestions as to how such events could be even more useful in the future.

7.11 Capacity-building work was undertaken through individual meetings by telephone and email. Resources and materials were provided directly and via the website, the self-assessment tool on the website and through events. All aspects of the support were generally well received and valued by the authorities.

7.12 Increasing the awareness of child poverty among staff involves a significant cultural change for many authorities. The review found that individuals charged with preparing the child poverty strategy, were faced with having to make the case internally in the authority. In this regard, the discussions with the co-ordinator and the materials provided during the events, were of practical use in helping authority staff members make the link between child poverty and the authorities' work.

7.13 In terms of future capacity-building work, there are disparities in how monitoring and evaluation is tackled by authorities and an appetite for further support on the topic.

7.14 **Promote Child Poverty Solutions Wales to new audiences, to further support the sharing of best practice in tackling child**

poverty (and refining the support offered in specialist service areas such as education, health and Communities First). The model of a focused non-government and neutral source of support, information and events was well received and is increasingly called upon as a source of evidence and advice from a broader range of organisations. The Project established itself as a trusted source of information and support for local authorities and the Welsh authorities and this was a platform to link with other areas such as education and health. Training opportunities have been delivered during specific health sector events.

7.15 Increasingly, other organisations not named in the Measure are approaching Child Poverty Solutions for information. This reflects both the degree of appetite for information about the topic and the high regard placed on the Project's materials.

Activities beyond the stated goals

7.16 The evaluation considers that the current organisation and structure of the Child Poverty Solutions Project has been effective. The management of the Project by the Welsh Government, previous work undertaken by the 2007-2010 Project and the early support of the steering group, ensured that the Project started on a firm footing and could draw on the knowledge and experience of a range of key partners. Based on the views expressed by authority interviewees, the Project has made a significant difference to levels of awareness and to the profile of child poverty. When one considers that the Project comprises only one co-ordinator, it is fair to say that it has punched above its weight and this is in no small part due to the enthusiasm and commitment of the co-ordinator and Save the Children.

7.17 While the current structure does indeed function effectively, the grant funding comes to an end in March 2013. Two issues should be taken into account when planning the future delivery of support on the topic of child poverty: the Welsh Government has expressed its commitment to tackling both child poverty and tackling poverty, and there remains an

appetite for information and guidance on the topic from Welsh authorities and other organisations.

7.18 Some authorities do not appear geared up to monitoring and undertaking ongoing reviews of the commitments set out in their published strategies and as such there is a danger that the momentum created in preparing the strategies will be lost. There is widespread confusion about what and how to monitor and how their authority outcomes link to the national picture. Changes to the policy landscape (e.g. the move to Single Integrated Plans, changes to Communities First, Welsh Government shift to include child poverty in a wider action plan more focused on inter-generational poverty) also contributed to confusion about their place within the agenda. There was also a perception there had been a loss of focus at a local authority level, with the child poverty topic suffering from no longer being a political priority. Interviewees were keen to ensure that this loss of momentum and 'dilution' of the priority did not take place among public bodies.

7.19 Finally, a key success factor for Child Poverty Solutions has been the enthusiasm of the co-ordinator and the topic expertise and network of contacts of the host organisation. There are benefits in ensuring that these networks and contacts, as well as materials and learning, are not lost in the move forward to the next phase of activity to support the reduction of child poverty.

Annex 1: Consultations

Aneurin Bevan Health Board	Ian	Fido
Arts Council of Wales	Sian	Thomas
Arts Council of Wales	Diane	Hebb
Blaenau Gwent CYPP	Phil	Diamond
Brecon Beacons National Park Authority	Clare	Parsons
Ceredigion County Council/SWW Families First Consortium	Geraldine	Murphy (SG)
Children in Wales	Sean	O'Neill (SG)
Child Poverty Solutions Wales	Ross	Chamberlain (SG)
ContinYou Cymru	Pam	Boyd
Countryside Council for Wales	Elinor	Gwynn
Higher Education Funding Council for Wales	Jane	Johns
Hywel Dda Health Board	Anna	Bird
MAWW Fire and Rescue Service	Bethan	Gill
National Energy Action Cymru	Helen	Roach (SG)
National Library of Wales	Pedr	ap Llwyd
National Museum Wales	Ceri	Black
National Museum Wales	Judith	Ingram
Newport Children and Young People's Partnership	Ann	Culverwell
Pembrokeshire Coast National Park Authority	Tom	Moses
Pembrokeshire Gypsy and Traveller Education Service, Pembrokeshire County Council	Bev	Stephens
Public Health Wales	Eryl	Powell (SG)
Snowdonia National Park Authority	Carys	Dafydd
Sport Wales	Simon	Jones
SW Fire and Rescue Service	Desmond	Mason
Wales Council for Voluntary Action	Megan	Evans
Welsh Government	Beverly	Morgan
Welsh Government	Sue	Ashcroft (SG)
Welsh Local Government Association	Emily	Warren (SG) (email correspondence)

SG: Steering group member

Annex 2: Grant allocation

Figure A1: Child Poverty Solutions, breakdown of costs

Item	Year 1	Contribution From WAG	Year 2	Contribution From WAG	Year 3	Contribution From WAG
Full-time Project Co-ordinator	39,200	39,200	40,376	40,376	41,587	41,587
Training development resource	10,000	10,000	10,300	10,300	10,609	10,609
Project staff development/training	500	500	515	515	530	530
Travel	2,000	2,000	2,060	2,060	2,122	2,122
Stationery/consumables	200	200	206	206	212	212
Rent and office costs (£3,500 per full-time post)	3,500		3,605		3,713	
Website designer costs, including enhancement work and translation of new material	2,400	2,400	2,472	2,472	2,546	2,546
Other translation costs	2,500	2,500	2,575	2,575	2,652	2,652
Publicity/Meeting/Event costs	500	500	515	515	530	530
SCF support (Management, Policy, Media in-kind)	9,000		9,270		9,548	
Recruitment	1,000	1,000	0	0	0	0
Year 3 Evaluation Costs	0	0	0	0	10,000	
<i>Subtotal</i>	<i>70,800</i>	<i>58,300</i>	<i>71,894</i>	<i>59,019</i>	<i>84,051</i> <i>84,049</i>	<i>60,790</i> <i>60,788</i>
Management support/indirect costs recovery at 6% of grant		2,915		2,951		3,039
Annual running costs	70,800	61,215	71,894	61,970	84,051 84,049	63,829 63,827
WLGA costs (In-kind staff costs)	2,400					
PSU costs (In-kind: see Appendix 2)	8,921					
Total first year costs	82,121		71,894		84,051 84,049	

Contribution from the Assembly Government each year ?Is it Welsh Assembly Government or Welsh Government	Year 1	Year 2	Year 3
	61,215	61,970	63,829

Total running costs	226,745
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Total overall project costs	238,066
Total grant requested from donor over 3 years	187,014

Annex 3: Broad Aims

In the *Children and Families (Wales) Measure 2010*, Welsh Ministers have identified three strategic objectives for the first Child Poverty Strategy for Wales which cut across all of its broad aims. These are to:

1. Reduce the number of families living in workless households.
2. Improve the skill level of parents and young people in low income families so that they can secure well paid employment.
3. Reduce the inequalities that exist in the health, education and economic outcomes for children living in poverty, by improving the outcomes of the poorest.

A further 13 broad aims provide the framework for the Child Poverty Strategy. The Welsh authorities were asked to have a commitment to delivering against one or more of the 13 broad aims, and the table below sets out which of the broad aims each of the authorities addressed.

Figure A2: The 13 Broad Aims of the Children and Families (Wales) Measure 2010

13 Broad Aims	Cardiff and Vale University Health Board ⁸	Mid and West Wales Fire and Rescue Service	South Wales Fire and Rescue Service	Brecon Beacons	Pembrokeshire Coast	Snowdonia	The Countryside Council for Wales.	The Higher Education Funding Council for Wales	Public Health Wales	National Museum Wales ⁹	The Arts Council of Wales	The National Library of Wales ¹⁰	The Sports Council for Wales.
(a) to increase income for households including one or more children with a view to ensuring that, so far as reasonably practicable, there are no households in the relevant income group;													
(b) ensuring that, so far as reasonably practicable, children living in households in the relevant income group are not materially deprived;													
(c) to promote and facilitate paid employment for parents of children;							✓						✓

⁸ Reported as being completed, but the Strategy could not be viewed by the evaluation team.

⁹ The National Museum Wales' Strategy (<http://www.museumwales.ac.uk/en/3603/>) does not refer directly to the broad aims, but rather links to the third of the Welsh Government Child Poverty objective, 'reducing inequalities in health, education and economic outcomes of children and families by improving the outcomes of the poorest.

¹⁰ The National Library of Wales' Strategy (<http://www.llgc.org.uk/fileadmin/documents/pdf/Child%20Poverty%20FINAL.pdf>) does not refer directly to the broad aims, however the text implies that the proposed actions and intended actions would link primarily with aim (j) and to a lesser extent, aims (d), (e), (k) and (l).

(d) to provide parents of children with the skills necessary for paid employment;							✓	✓					✓
(e) to reduce inequalities in educational attainment between children;							✓	✓					✓
(f) to support parenting of children;		✓	✓				✓						
(g) to reduce inequalities in health between children and between parents of children (so far as necessary to ensure the well-being of their children);							✓ key		✓ key				✓
(h) to ensure that all children grow up in decent housing;				✓	✓	✓							
(i) to ensure that all children grow up in safe and cohesive communities;		✓	✓				✓ key						✓
(j) to reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children);				✓	✓	✓	✓ key				✓		✓ (main focus)
(k) to help young persons participate effectively in education and training;							✓ key	✓ key					✓
(l) to help young persons take advantage of opportunities for employment;							✓ key						✓
(m) to help young persons participate effectively and responsibly in the life of their communities.		✓	✓				✓						✓