

Leicester Child Poverty Commission

Recommendations



January 2013

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Foreword



Alison Garnham
Chief Executive,
Child Poverty Action Group

More than 26,000 Leicester children – over a third of those in the city – are growing up in poverty.

The evidence is absolutely clear that these children face greater disadvantages and fewer opportunities in childhood and in later life.

They are more likely to die at birth or in infancy than children born into richer families. They are more likely to be left behind in education. By the age of three, poorer children are estimated to be, on average, nine months behind children from more wealthy backgrounds. They are almost twice as likely to live in bad housing.

Children in poverty also miss out on experiences that most of us regard as normal and just part of growing up. They don't go on school trips; can't invite friends round for tea; and can't afford a one-week holiday away from home.

Yet, despite all the evidence of the impact of poverty, and the searing experiences of the 1980s and 1990s when child poverty more than doubled, the poorest families have been the hardest hit by the government's tax and benefit decisions. The Institute for Fiscal Studies projects child poverty to rise, as a result of these decisions, by 400,000 by 2015 and 800,000 by 2020.

A hugely damaging child poverty crisis is looming.

Central government cuts to social security, to advice services and to local government funding – many of which have still to be implemented – mean that the next few years are likely to be years of genuine hardship for many Leicester families.

This is why Child Poverty Action Group was delighted to be asked to participate in the Leicester Child Poverty Commission. We see it as an opportunity to help families and children in the city but also to apply what we learn into our wider national work.

City Mayor Sir Peter Soulsby and Deputy City Mayor Rory Palmer deserve real credit for recognising and prioritising action on child poverty in these tough times and for taking this commitment forward in such an inclusive and accountable manner by establishing the Child Poverty Commission.

I witnessed for myself the passion and determination of the city's public services, voluntary groups and business community for fighting child poverty at the hugely successful child poverty conference in May. It was from that event many of the wide-ranging recommendations in this report originate.

The recommendations are not just for the Mayor and Leicester City Council but also for national government, stakeholder groups in the city and for the Commission itself.

I am especially pleased the Commission regards the publication of its recommendations as the start of the next phase, not the end, of its work.

These recommendations must serve as a spur and framework for action so that all children in Leicester have decent childhoods and no child is denied the opportunities in life others take for granted.

Introduction



Rory Palmer
Deputy City Mayor and
Chair of the Leicester
Child Poverty Commission

In public policy there is no shortage of statistics. Data is presented to policy makers and decision makers at all levels each and every day. This busy flow of statistics sometimes hides the real impact of what particular figures and trends are actually telling us.

This is not the case with child poverty figures. In my view child poverty figures are always compelling and do not fail to articulate a very real impact. In Leicester, figures tell us that over 26,000 children and young people are growing up in poverty. This figure should cause alarm and concern, and it should motivate action.

This Child Poverty Commission was established in June 2011 following the election of Leicester's city mayor Peter Soulsby. This report is the result of our work since then, including a major one day conference held in May 2012 bringing together people from all sectors with an interest in tackling child poverty. Our report sets out recommendations on local service delivery, the policy of local and central government, the work of voluntary organisations and the role of the private sector, business and employers.

We want to see these recommendations implemented because we believe that they will contribute positively to wider endeavours aimed at reducing child poverty.

This report is of course published at a time when public sector budgets are under significant pressure. Household budgets are also being squeezed and more and more families are struggling to make ends meet. This is before the full impact of further changes are realised, including the introduction of Universal Credit and localised council tax discount. These changes will present even more challenges to those concerned with reducing levels of poverty.

Over the course of the coming months the commission will track the implementation of our recommendations and will make further suggestions for policy change. We aim to publish a further report before May 2014 assessing the impact on families in Leicester of the public spending cuts, welfare benefit changes and the wider socio-economic situation.

It is predicted that child poverty will increase. Statistics will tell this story as it emerges. It is the very real human story behind those statistics that is the real cost to society and will continue to drive the work of the Leicester Child Poverty Commission and all those who are committed to reducing and eradicating poverty in our city and beyond.

I would like to thank the members of the commission, the staff who have supported us in our work and all those who have contributed to our discussions and work.

Combating child poverty in Leicester

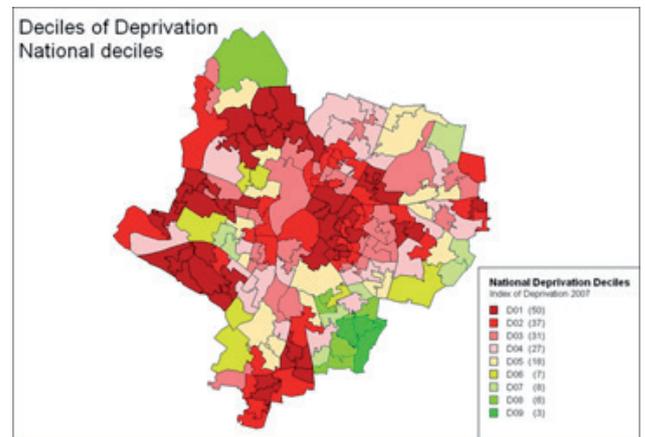
The Child Poverty Act 2010 places duties upon Leicester City Council and named partners to:

- Co-operate to put in place arrangements to reduce, and mitigate the effects of child poverty in their area;
- Prepare and publish a local child poverty needs assessment evidencing an understanding of child poverty drivers in their local area and the characteristics of those living in poverty; and
- Prepare a joint child poverty strategy setting out measures that the local authority and each named partner propose to take to reduce, and mitigate the effects of child poverty in their area.

The city council child poverty needs assessment was published in 2010 and is an integral part of the Children's Trust Children's Joint Strategic Needs Assessment. This child poverty needs assessment can be found at:

www.leicester.gov.uk/childpovertycommission

The duty to co-operate currently extends to the police, probation service, transport authorities, PCT, Strategic Health Authority and Job Centre Plus. The third sector, housing sector, schools and colleges and employers and business organisations are not under a duty to co-operate but the Child Poverty Commission looks to all local partners to join with us in this endeavour and this is reflected in the Commission's recommendations that follow. The City Council is asked to place these at the heart of its Child Poverty Strategy.



This map shows national deprivation deciles in Leicester prior to the implementation of the new Act and shows how deprivation matches the national position in 10% bandings. Essentially the deeper the red the deeper the privation.

Although this map is based upon data from 2007 – the pattern remains broadly the same.

As stated above children and their families living within the deepest red areas are disadvantaged for a wide variety of cumulative reasons, including lack of employment, low earnings and health concerns. Our task as a Commission and active partnership is to create opportunities for positive change within ever diminishing resources, strengthen individuals and communities, improve children's outcomes and improve life chances for all families.

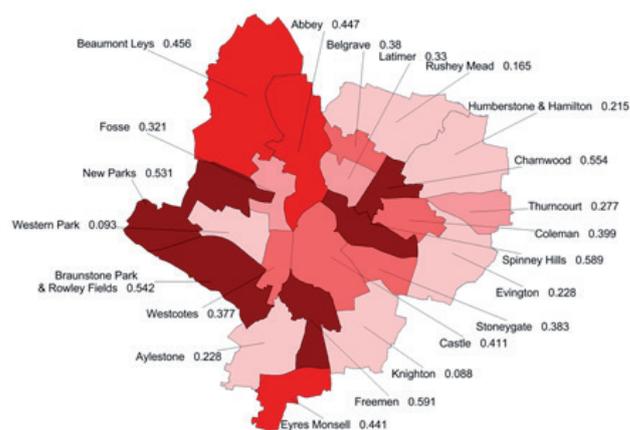
To bring about change for children and their families it will be necessary to bring about change at a citywide and locality level. To do this we will need to think widely about the levers and drivers for change and where data and experience tells us that the challenges are greatest.

The national Income Deprivation Affecting Children Index (IDACI) is an index of average income deprivation experienced by children and young people at a very local Super Output Area – one of the lowest enumeration units possible. The latest IDACI was produced in 2010 and ultimately reflects a range of factors:

- Income Deprivation
- Employment Deprivation
- Health Deprivation and Disability issues
- Education, Skills and Training Deprivation
- Barriers to Housing and services
- Quality of Living Environment both indoor and outside
- Crime rates

Each area has an IDACI score that indicates what proportion of children and young people are estimated to live in an income deprived household. The higher the score, the greater the proportion of children and young people affected by income deprivation. A score of 0.5, for example, indicates that 50% of children and young people in the area are affected by income deprivation. The national average figure for comparative purposes is 0.21.

The following map shows the most up to date IDACI score for each of the city's 22 wards and children resident in Leicester at the start of December 2012.



The pale shading denotes least deprivation, and the progressively darker shading denotes progressively more deprivation.

As stated above the national average figure for comparative purposes is 0.21.

This map was developed from the national IDACI (2010) and includes all of the city's resident 0-19 year-olds who are included in the City Council's children's services ONE data system. This map therefore reflects the context within which just under 52,000 children and young people are living today.

This Index already informs Leicester City Council's School Funding Formula and the calculation and distribution of funds targeted specifically to address deprivation issues – this reality should inform the implementation of the Recommendations contained within this Report.

Following the recent introduction of the Pupil Premium, additional funding has become available to City schools to meet the needs of pupils who are or have been in receipt of free school meals over the last 6 years, who are looked after or the children of armed forces personnel. In 2011/12 this additional targeted funding equates to £9.4m.

The proportion of children living in wards eligible for this Pupil Premium compared to the average IDACA score for children living in the ward is set out below and presents another challenge – addressing income thresholds alone, whilst key, is not sufficient.

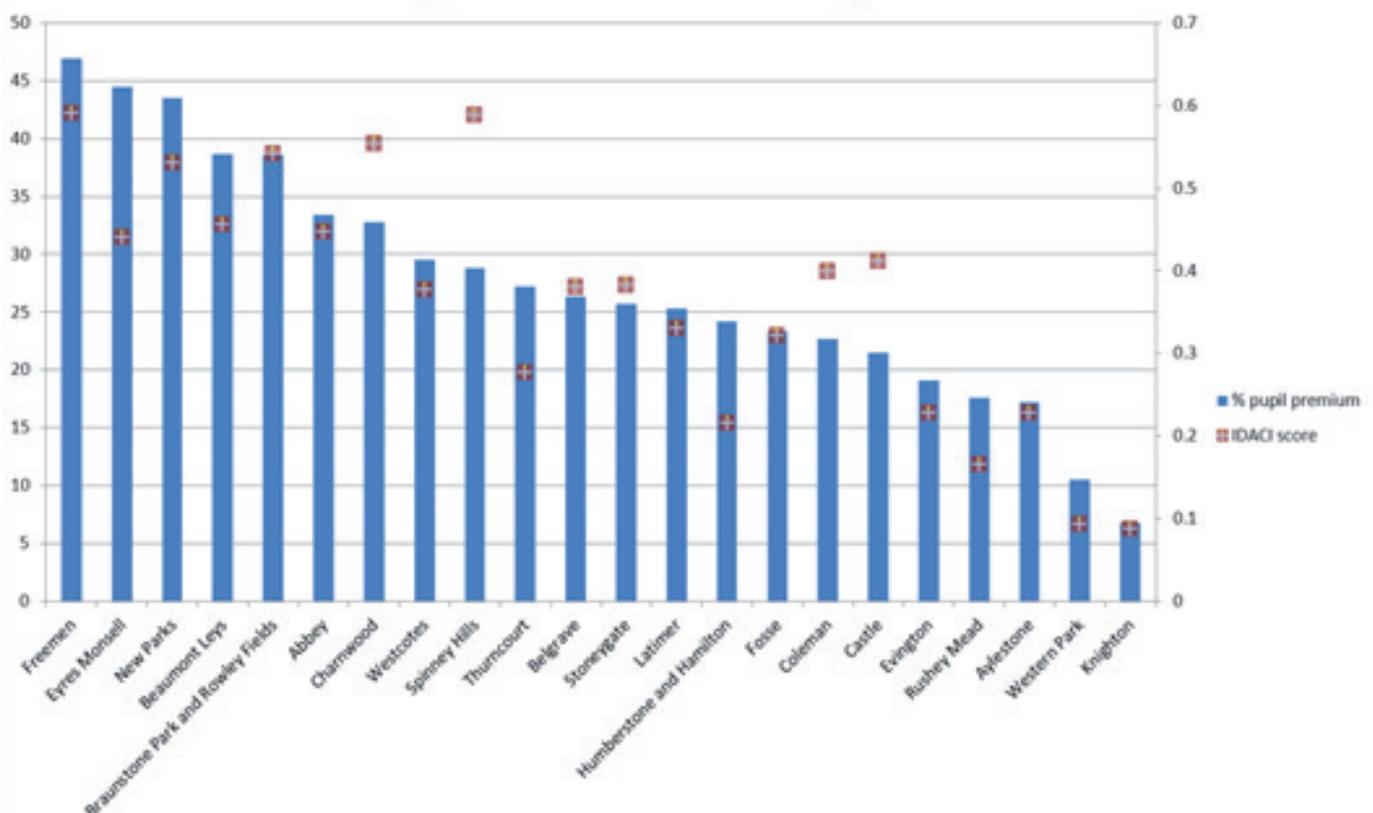
Child Poverty measures and strategies must address the wide range of underlying factors that contribute to deprivation, benefit entitlement, and reduced life chances.

Child poverty presents in all wards across Leicester however it is more prevalent and persistent in some areas than others. This tells us that our strategies too need to be varied, flexible and be community focused. These conclusions are reflected in the recommendations contained within this document.

The Child Poverty Commission calls on all partners and readers to join with us in tackling child poverty throughout Leicester.

We also hope our recommendations and policy solutions will be of interest and practical use in other towns and cities.

Proportion of children living in ward eligible for Pupil Premium compared to average IDACA score for children living in the ward



Recommendations of the Leicester Child Poverty Commission

The commission's recommendations are set out in five categories:

1. Early years, schools and education
2. Income, personal finance and housing
3. Health and wellbeing
4. Economy, work and transport
5. Policy and governance

However, the commission is clear in its view that to tackle child poverty interventions are required which are fully joined-up. This includes at local government and central government levels. The commission is also of the view that efforts are needed which make the best use of limited resources, which avoid duplication and which see partnership working across all sectors; the public sector, the voluntary and community sector and the private sector.

Whilst these recommendations are presented in five categories there are many interconnections between recommendations and their categories. The commission will encourage action in delivering the recommendations on this basis of integration and interconnectivity.

Early years, schools and education

1. Recognising the challenge of significant and sustained government funding cuts Leicester City Council should continue to do all it can to maintain a network of Children's Centres.
2. Children's Centres will ensure they have effective systems in place to identify and target 2, 3 and 4 year olds vulnerable to poor outcomes in order to promote and support the take up of Nursery Education; this will include targeted activity to promote the benefits of nursery education in areas of low take-up.
3. Schools should be encouraged to provide Breakfast Clubs to support healthy eating, school punctuality and social and emotional development. The local authority should work to secure the necessary funding and resources, including from private sponsors and benefactors, to enable a network of Breakfast Clubs to be maintained.
4. Leicester City Council should provide annual guidance to school governing bodies and head teachers on the use of Pupil Premium funding with the aim of ensuring this money is used to benefit the most vulnerable children and young people. In addition to annual guidance, Leicester City Council should develop a voluntary concordat with schools on the use of Pupil Premium Funding, with the specific objective of reducing child and family poverty.
5. The city council and those other organisations working with families newly arrived in Leicester should place a particular emphasis on child poverty and ensure the needs of children newly arrived in the city are properly met.
6. Leicester City Council should explore the feasibility of introducing automatic city library membership for children starting nursery education in the city.
7. Leicester City Council's Core Offer of services for 0-19 year olds and associated commissioning plans should prioritise resource at the most vulnerable children and should demonstrate a clear commitment to tackling child poverty.
8. To promote and deliver the benefits of school meals and maximise Pupil Premium income to schools, an annual campaign should take place encouraging the take up of free school meals, including a week where every child in the city can try a school meal for free.
9. Leicester Child Poverty Commission and Leicester City Council should campaign jointly to have school meal nutritional standards apply equally in academies as they do in local authority schools.
10. Where academies open in the city, Leicester Child Poverty Commission and Leicester City Council should aim to reach a voluntary agreement with the academy sponsor on the application of school meal nutritional standards.

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11. Recognising the importance of play in childhood development, Leicester City Council should make sure every child has good access to a safe play space or play equipment in their local community.
 12. Schools should be encouraged to continue to provide free milk (discounted milk) to 5-7 year olds, particularly those schools in the areas of highest deprivation.
 13. Leicester City Council should consider ways to improve home – school liaison including the development of the Family Support Officer role.
 14. Leicester City Council should advance its work to develop a Gold Standard Youth Service across the city, meeting the needs and aspirations of young people.

Income, personal finance and housing

15. Leicester City Council should introduce a Living Wage of £7.45 for its lowest paid staff and encourage other employers in the public and private sectors to do this as well.
16. Leicester City Council will continue to work with trade unions and other agencies to tackle exploitative pay and ensure the enforcement of the minimum wage.
17. Leicester City Council should work with a social enterprise or other provider to pilot the provision of packed lunches to replace free school meals during school holidays in a target area of the city.
18. In response to the growing demand for emergency food aid, Leicester City Council should work with partners, including Fare Share, to provide citywide co-ordination of food banks with an agreed local referral framework.
19. Household budget planning and financial literacy support should be available at least once a year in every part of the city. Leicester City Council should work with partner organisations to ensure this is delivered.
20. Money advice courses should be provided on a targeted basis to families and communities through Leicester City Council Children's Centres.
21. Leicester City Council should monitor closely the number of payday loan providers operating in the city and support efforts to limit the number of high street loan providers in the city.
22. A satellite base should be offered in every ward/community in a Leicester City Council building for use, when requested, by local credit unions to provide convenient access to responsible financial products.
23. Leicester City Council should change its policy for council tax to be payable over twelve months instead of ten months.
24. Leicester City Council should include information about financial advice and family budget planning in council tax notices and bills which are sent out.
25. In responding to changes to council tax benefit and the introduction of localised Council Tax Discount, Leicester City Council should ensure full Equalities Impact Assessments are completed. The City Council and other agencies should continually monitor the impact of the changes and make representations to Government on negative impacts of these changes on households in the city.
26. The Government should re-consider planned changes to housing benefit and the localisation of council tax discount, and Ministers should report to Parliament specifically on the child poverty impact of these changes.
27. Leicester City Council should ensure a good range of accessible community advice services are delivered and commissioned across the city, to ensure access for people to financial, debt, welfare and legal advice.

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28. Leicester's Children's Centres should ensure that they are working in a fully integrated way with Welfare Rights to support family access to advice and support. Children's Centre staff should make family income and access to relevant benefits a core consideration in their work with families.
 29. Leicester City Council should continue and develop its work to improve the quality of housing in the private rented sector. This should include continued work with landlords to ensure safe and quality accommodation across the sector. This should include work to improve insulation and ventilation, and tackling damp and pest problems in homes.
 30. Leicester City Council should work with landlords and other agencies to develop longer term tenancies in the private rented sector to provide greater security and help families make stable homes.
 31. Working with partners, Leicester City Council should ensure a good range of school holiday activities for children across the city which are affordable and where possible free of charge
 32. Leicester City Council should continue to find ways to offer subsidised or free of charge leisure activities for children and young people to ease financial pressure on families during school holidays, building on the success of free swimming for under-16s.
 33. The Home Energy Team at Leicester City Council should explore the development of a free service available in communities to ensure people are accessing the cheapest available domestic energy tariff.
 34. As part of efforts to reduce fuel poverty, Leicester City Council should use all influence it has to encourage energy companies to provide fairer tariffs, including the removal of penalisation in tariffs for those who use paper billing.
 35. Leicester Child Poverty Commission and the City Council should give their full backing to calls to remove unfair energy billing for those using pre-payment meters.
 36. Leicester Child Poverty Commission and Leicester City Council should lead a campaign for the Government to make available capital monies to support the building of new social housing.
 37. With partner organisations, Leicester City Council should work to ensure a citywide low cost loan/lease service for important domestic goods including white goods, cookers and beds as an alternative to current high interest market place provision.
 38. Leicester City Council should work to secure all possible funding to improve energy efficiency of homes in the private and social sectors.

Health and wellbeing

39. Child poverty should be a strategic priority for each individual commissioning organisation represented on Leicester's Health and Wellbeing Board.
40. Leicester City Council, Leicester City Clinical Commissioning Group and the NHS Commissioning Board Local Area Team should be asked to publish an annual poverty impact statement.
41. Recognising the health and financial impacts of smoking, all relevant agencies should continue to implement targeted tobacco control and smoking cessation initiatives in the city, including the continued promotion of smoke-free households.
42. Leicester City Health and Wellbeing Board and the NHS Commissioning Board should aim to ensure every child is registered at a GP practice; an annual campaign should be considered involving Children's Centres and schools.
43. The Health & Wellbeing Board, the NHS Commissioning Board and other partners should work actively to promote oral health ensuring access and take up of preventative dental care for all children across the city.
44. Leicester City Council should pilot the provision of free fruit for children in local schools, libraries and leisure centres.
45. Leicester City Council should continue to support 'grow and eat' schemes to encourage local food growing and healthy eating.

Economy, work and transport

46. The city mayor, Leicester City Council and the Leicester and Leicestershire Local Enterprise Partnership should continue to develop and deliver clear and ambitious plans for local economic growth and job creation.
47. Leicester's Children's Centres should work closely with key partners such as Job Centre Plus to promote an understanding of how families can maximise their income, promote access to adult learning, support parents move into employment and support access to affordable childcare.
48. To support access to employment and effective referral pathways for training and skills development, Leicester City Council should ensure a full and active partnership between Job Centre Plus, the Leicester Adult Skills & Learning Service (LASALS), the Leicester to Work Programme and Work Programme providers.
49. Work should continue through city libraries, community centres and schools to promote access to computers and the internet to tackle digital exclusion.
50. Children's Centres should continue to develop effective volunteer programmes that offer opportunities for parents to develop skills and confidence that will help support them into training and employment.
51. A programme should be developed to provide practical business advice and assistance to child care providers, who are often self-employed or sole traders. The Chamber of Commerce should be asked to assist with this.
52. Leicester Child Poverty Commission should convene a summit with the 25 leading employers in the area to discuss the role of employers and businesses in reducing child and family poverty.
53. Public sector procurement strategies in the area should be geared towards supporting local businesses and creating jobs in the area.
54. Public transport operators should be actively encouraged to provide fares which are affordable. Leicester City Council should use all powers available and seek new powers to ensure public transport is affordable and effective in the city.

Policy and governance

55. The Leicester Child Poverty Commission should be tasked with producing a child poverty analysis of Leicester City Council's annual budget, and this should be reported to the City Mayor.
56. The Leicester Child Poverty Commission should report annually on progress against these recommendations, and should publish revised recommendations and actions each year.
57. Every school should have a member of teaching staff and a member of the governing body nominated as Child Poverty and Life Chances co-ordinator. Leicester City Council should pilot this approach in four city schools over the next year.
58. All relevant Leicester City Council frontline staff should complete an annual awareness and empowerment session on child poverty and family poverty to encourage, educate staff and embed an authority-wide 'think poverty' approach across the delivery of all services.
59. Leicester Child Poverty Commission should organise in partnership an annual event for local voluntary and community sector organisations working to reduce child poverty.
60. City of Leicester Governors Association (COLGA) should be encouraged to organise an annual event for school governors, in partnership with Leicester Child Poverty Commission, to discuss the role of governors in reducing child poverty.
61. Leicester Child Poverty Commission should develop relationships with the local faith communities and specifically faith organisations working to reduce child poverty in the city.
62. Leicester City Council should actively consider child poverty as an important consideration in the preparation of Equality Impact Assessments and the publication of an annual Poverty Impact Statement should be explored.
63. The overall and social impact of public spending cuts in Leicester should be continually analysed and Leicester Child Poverty Commission and Leicester City Council should make representations to Government on a regular basis setting out the local impact of these cuts. Specifically the Leicester Child Poverty Commission should monitor the impact of the introduction of Universal Credit from October 2013 and the introduction of the localised council tax discount scheme.
64. Child poverty initiatives should always be based on a thorough understanding of data at a relevant geographic level. Relevant data should be shared across organisations to support policy development, resource allocation and impact monitoring.
65. The Local Government Association (LGA) should organise an annual event to bring together councillors and local authority officers to share best practice and experience in developing child poverty reduction measures.
66. The independent Child Poverty and Social Mobility Commission, chaired by Alan Milburn, should seek evidence from local authorities about the impact of public spending cuts and the impact on local efforts to reduce child poverty.

About the Leicester Child Poverty Commission

Members of the Leicester Child Poverty Commission:

All members of the commission were appointed in advance of the commission's first meeting on 3 October 2011, unless otherwise stated.

Cllr. Rory Palmer, Deputy City Mayor (chair)

Professor Mandy Ashton, Pro Vice-Chancellor and Dean of Faculty of Health & Life Sciences, De Montfort University

Jon Ashworth, Member of Parliament for Leicester South

Cllr. Vi Dempster, Assistant Mayor; Executive Lead for Children, Young People & Schools

Rachel Dickinson, Strategic Director for Children's Services, Leicester City Council

Dr. Katherine Duffy, European Anti-Poverty Network

Imran Hussain, Head of Policy, Rights & Advocacy, Child Poverty Action Group

Kevan Lyles, Chief Executive, Voluntary Action Leicestershire*

Martin Traynor, Chief Executive, Leicestershire Chamber of Commerce*

Deb Watson, Director of Public Health, Leicester City Council/ NHS Leicester City*

**Appointed to the commission, September 2012*

Trevor Pringle, Director, Young Peoples Services at Leicester City Council is lead advisor to the commission.

The Leicester Child Poverty Commission has met formally on the following dates:

3 October 2011

5 December 2011

12 March 2012

23 April 2012

9 July 2012

17 September 2012

30 November 2012

The commission held its first Leicester Child Poverty Conference on 25 May 2012, attended by over 200 delegates.

Members of the Leicester Child Poverty Commission



Councillor Rory Palmer

Deputy City Mayor,
Leicester City Council

Rory Palmer is Deputy City Mayor of Leicester.

He was appointed as deputy to the city's first directly elected executive mayor, Peter Soulsby, in May 2011.

As Deputy City Mayor, Rory has responsibility for health and wellbeing. He chairs Leicester's Health and Wellbeing Board.

The city mayor asked Rory to set up and chair the Leicester Child Poverty Commission as part of a wider strategy to address poverty and inequality in the city.

Rory was first elected as a city councillor in 2007 and continues to represent Eyres Monsell. He has previously been cabinet member for adult social care and for transport.

Rory is a member of Labour's National Policy Forum and worked for Labour Members of Parliament and for ippr north, part of the Institute for Public Policy Research. Rory graduated from the University of York with an honours degree in Social Policy.

He currently serves as a governor at Regent Sixth Form College in Leicester.



Councillor Vi Dempster

Assistant City Mayor &
Cabinet Lead for Children,
Young People & Schools,
Leicester City Council

Councillor Dempster was born in Glasgow in 1953 and raised in Clydebank, a town most rated for shipbuilding. She attended the local grammar school and in 1971, moved to Edinburgh to attend Moray House College where she trained for 3 years and qualified as a social worker in 1974. She then worked as a childcare social worker in Leicester until 2005.

Councillor Dempster was elected as the Labour Councillor for Beaumont Leys ward in 2005. She was the Lead Member for Children and Young People from May 2007 until May 2011 and was then re-elected by the Beaumont Leys ward in May 2011 and the elected Mayor, Sir Peter Soulsby, appointed her to his Cabinet shortly after.

Cllr Dempster has been involved in local education matters for many years and was, for a time, Chair of Governors at New College. She is currently a Governor at Barleycroft school and an active member of COLGA.

Councillor Dempster chairs the Leicester City Council Corporate Parenting Forum, and has worked tirelessly with young people to ensure their views are heard and inform decision making across the Council.



Imran Hussain

Head of Policy, Rights & Advocacy
Child Poverty Action Group



Jon Ashworth

Member of Parliament for
Leicester South

Child Poverty Action Group is the UK's leading charity campaigning to end child poverty in the UK and a better deal for low-income families and children. Imran Hussain has been its Head of Policy, Rights & Advocacy since December 2009 and is responsible for its influencing work, its expert advice line and its widely-used guides on welfare benefits and tax credits.

Imran has also worked on a wide range of issues affecting families and children in his previous roles at the Prison Reform Trust, Breakthrough Breast Cancer and the Refugee Council.

Jonathan Ashworth, known as Jon, was elected as MP for Leicester South on 5 May 2011.

Jon was born in Salford and grew up in North Manchester. He went to his local Comprehensive School and is the only one of his family to go to University – Durham – where he studied politics and philosophy.

Previous to his election to Parliament, Jon worked in the Treasury and 10 Downing Street for Gordon Brown. He most recently worked for Ed Miliband.

Jon has had a long standing interest in child poverty since his days working for Gordon Brown in the Treasury.



Mandy Ashton

Pro Vice-Chancellor/Dean
Faculty of Health and Life Sciences
De Montfort University



Rachel Dickinson

Strategic Director Children
Leicester City Council

Mandy Ashton is the newly appointed pro vice-chancellor and Dean of the Faculty of Health and Life Sciences at De Montfort University, Leicester. Mandy comes from the NHS where she worked for 31 years in acute hospitals, regional and commissioning services within England. Nursing is her professional background and she has leadership experience in Labrador and Uganda. She is a Florence Nightingale Leadership Scholar. Mandy is passionate about making a difference to peoples' lives particularly those who are vulnerable or excluded.

Rachel Dickinson joined Leicester City Council as Strategic Director, Children in June 2009. She brought with her over 20 year's experience of working within children's services.

A social worker by profession, she has worked in a range of settings during her career. As a senior manager, Rachel has led a number of partnerships including; Area Child Protection Committee; Local Safeguarding Children Board; Child and Adolescent Mental Health Services Partnership.

In 2004-2005 she led the work in Derby on behalf of the Local Strategic Partnership to build their Children's Trust arrangements.



Dr Katherine Duffy

Katherine worked full time as a principal lecturer in economics and as Academic Head of Work Based Learning in De Montfort University Business School, Leicester. Her research interests are in poverty and social exclusion especially in the context of European social policy.

Katherine has worked for twenty years in a wide range of poverty and social exclusion projects both in the UK and across Europe. She has worked with the European Commission and the Council of Europe, for example in the 1990s as UK programme evaluator for the European Commission “Poverty 3” programme of area-based projects and as research Director of the Council of Europe pan-European Human Dignity and Social Exclusion initiative. Katherine has also acted as a research evaluator on social exclusion for the European Commission’s Framework programme and for the UK Economic and Social Research Council.



Martin Traynor OBE, FIH, MIoD

Group Chief Executive,
Leicestershire Chamber of
Commerce

Martin has extensive experience in the hospitality industry having worked in hotel management for 22 years. Having served as the President of Loughborough Chamber of Trade, he became the President of the Leicestershire Chamber of Commerce in 1999, which led, two years later in 2001, to his current role as the Chamber’s Group Chief Executive.

Martin’s role with the Leicestershire Chamber means that he works closely with the Leicestershire business community representing their views to local, regional and national Government.

Over the past 18 years, Martin has been actively involved in a number of key regeneration projects in both Leicester and Leicestershire. In 1995, he chaired the Loughborough Partnership, which secured funding for the town’s regeneration. In 2002, when the Regional Development Agency agreed to set up Sub-Regional Strategic Partnerships, Martin worked with the local authorities to establish the Leicester Shire Economic Partnership, where he has served as both Deputy Chairman and Chairman.

From 2003 – 2009, Martin served as Chair of the East Midlands Regional Assembly’s Scrutiny Board, which was the body that had the statutory responsibility for scrutinising the work of the Regional Development Agency, emda.

In the 2007, Martin was awarded an OBE in the Queen’s New Years Honours for ‘services to business and the community of the East Midlands’.

In May 2012, Martin was appointed to the Government’s Regulatory Policy Committee, an advisory non-departmental public body sponsored by the Department for Business, Innovation and Skills.



Kevan Lyles

Chief Executive,
Voluntary Action Leicestershire

Kevan has lived in Leicester for 27 years and worked for voluntary groups in the city and county for 22 years. He is currently the Chief Executive of Voluntary Action Leicestershire (VAL), an agency that provides support to individuals wishing to volunteer, enabling communities to influence local policy and provide support to voluntary and community groups across the City and County.

Kevan has been involved in multi agency partnerships in the City and County for many years, and is currently a voluntary sector member of the Leicester Partnership, Leicestershire Together, VCS Representative on the City Children's Trust, VCS City Strategy Group and on the Leadership Group for the Multi Area Agreement.



Deb Watson

Director of Public Health
and Health Improvement,
Leicester City and Interim
Strategic Director of
Adult Social Care

Deb was appointed as Director of Public Health and Health Improvement in Leicester City in April 2008. This post is a joint appointment between the NHS and the City Council. Prior to 2008, Deb had been Assistant Director of Public Health in Leicester since 2004 and had previously held a range of senior NHS and partnership posts including Leicestershire's HIV Prevention Co-ordinator, Assistant Director of Leicester's Health Action Zone and Project Director for Leicester's LIFT Programme. Since September 2011, Deb has also been the Interim Strategic Director of Adult Social Care for Leicester City Council.

Throughout her varied career, Deb's keenest interest and greatest commitment has always been to preventative work, particularly work to address the social and economic root causes of ill-health and health inequalities. She holds a Masters in Public Health is registered with the UK Public Health Register and is a Fellow of the Faculty of Public Health.



Trevor Pringle

Lead Advisor to the
Commission,
Director, Young Peoples
Services, Leicester City Council

Dr Trevor Pringle joined Leicester City Council in 1997 and currently works within the Education and Children's Services Department as Director, Young Peoples Services. This Division delivers a wide range of operational and strategic support services including early prevention and family support activities, admissions & school organisational planning, youth services, youth offending services and provision of information advice and guidance to young people. The Division also undertakes a wide range of planning and commissioning activities related to these areas.

Trevor has worked in education and children's services for over 25 years in Luton, Inner London and Leicester. Trevor has many year's experience of serving as a school governor in primary and secondary schools and of working with a wide range of community groups.

A graduate of Edinburgh University and Loughborough Universities Trevor is also a former Director of Leicester YMCA. As a parent himself, member of the Education and Childrens Services Department Management Team, and adviser to the City Child Poverty Commission he is keen to implement shared strategies that will make a lasting and positive difference to children's lives, their families and our communities throughout the City.

Acknowledgements and thanks

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Our logo

The Leicester Child Poverty Commission is designed by Damini Patel, a student at Regent College, Leicester. Design and graphics students were commissioned in a competition to design our logo. Three designs were shortlisted. Damini's winning design, showing a the face of a child silhouetted as an outline map of the city of Leicester, and designs by Katerina Truskovska and Reza Faraji.

Leicester Child Poverty Commission

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