



London Borough of Richmond upon Thames  
Child Poverty Needs Assessment  
2011

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## Introduction

In the United Kingdom today, there are 3.8 million children living in poverty.<sup>1</sup> This equates to almost a third of all children. Child poverty, its causes and its consequences, reduces life chances and is at the heart of inequality. Tackling child poverty is therefore important to everyone concerned with improving outcomes for children. The Child Poverty Act 2010 placed a legal obligation on all Local Authorities and their delivery partners to cooperate in the bid to reduce and mitigate the effects of child poverty; to conduct a local needs assessment and produce a child poverty strategy. The coalition Government remains “committed to ending child poverty by 2020” and the duties of the Child Poverty Act 2010 remain.

The London Borough of Richmond upon Thames is a prosperous borough, with many families enjoying a very high standard of living. It has outstanding local amenities- including many parks, commons and village greens, renowned sporting venues, national historical and world heritage sites and a vibrant locality for arts and culture. It is also rated as one of the safest boroughs in London.

However, behind this picture of success there are real challenges. There are pockets of relative deprivation and within these pockets, there are children living in poverty. The Council and key partners are committed to tackling this and maintain the single, clear ambition of the Children and Young People’s Plan: “to ensure that all children and young people in Richmond upon Thames, whatever their background, lead safe, happy and healthy lives with opportunities to learn, develop and fulfil their potential”. This is reflected in the commitment in the Children and Young People’s Plan to “support all children, young people and their families to prosper, and reduce the impact of poverty”.

This needs assessment provides the evidence and context for developing Richmond Borough’s strategic approach to tackling child poverty. It gives a greater understanding of the distribution and drivers of child poverty in the borough and where possible, how it varies. It provides a deeper understanding of the characteristics of families with children living in poverty in the area and where they are situated. The data and evidence presented in the needs assessment enables exploration and analysis of the needs of children living in poverty in the borough with the specific purpose of identifying key priorities and actions that can be addressed through the development of a child poverty strategy and action plan.

The needs assessment is based around the four child poverty building blocks, as set out in the Government’s National Child Poverty Strategy. These are: Place; Family and Life Chances; Employment and Skills; and Financial Support.

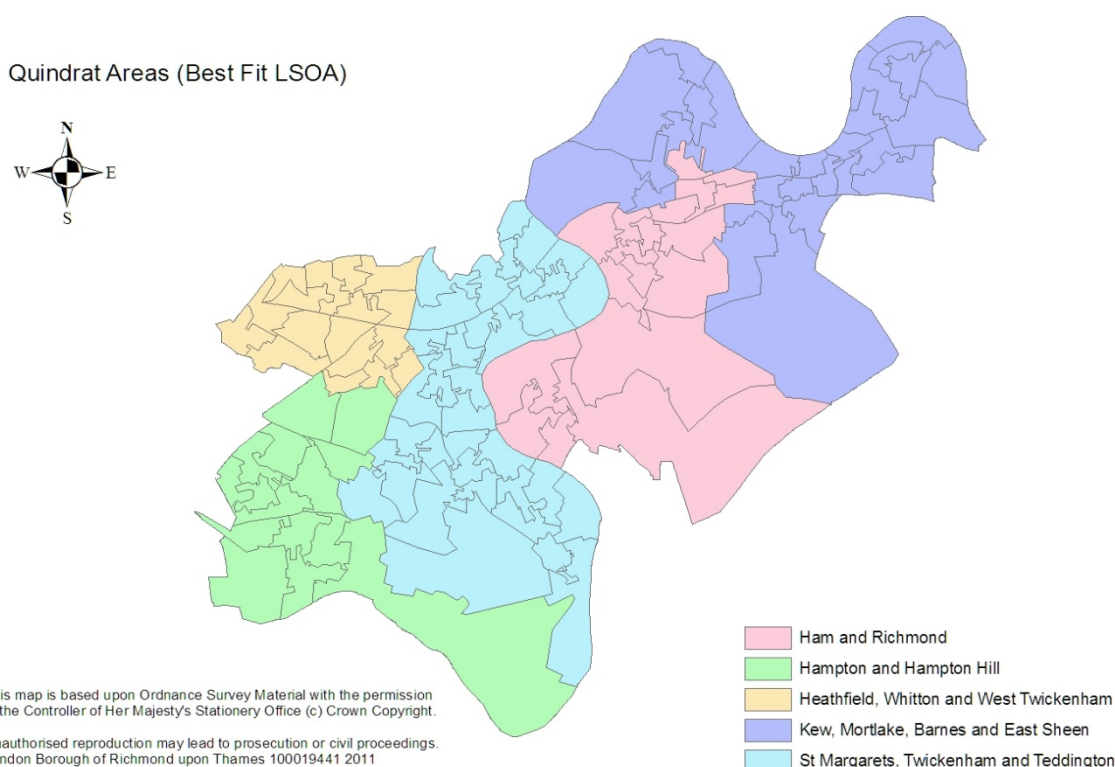
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<sup>1</sup> Barnados Website, 2011

## Data context- area based analysis

This document will analyse data at a number of geographic levels to illustrate how child poverty affects local populations. This will include analysis at a borough level and Ward level, as well as a more detailed analysis at a Lower Layer Super Output Area (LSOA)<sup>2</sup> level. LSOAs are specific areas that have a minimum population of 1000 with an overall mean of 1,500 individuals. Analysing data at an LSOA level allows targeted intervention in specific areas i.e. you can identify areas of higher unemployment that might require more support from Jobcentre Plus or large numbers of older people who may require a specific type of service. There are 32,482 LSOAs in England and in Richmond Borough there are 114.

In order to facilitate an area based analysis, some of the LSOAs have been grouped together to form a 'best-fit' Quindrat group within the Borough. A Quindrat is a service delivery area that contains a network of primary schools, at least one secondary school and at least one children's centre and which provides a focus for developing more localised children and family services. There are five Quindrats in Richmond Borough as depicted on the map below. These are; Ham and Richmond, Hampton and Hampton Hill, Heathfield, Whitton and West Twickenham, Kew, Mortlake, Barnes and East Sheen and St Margarets, Twickenham and Teddington.



## What is child poverty?

There is no single, universally accepted standard definition of poverty. Modern definitions of poverty have moved away from conceptions based on a lack of physical necessities towards broader measures that affect the standard of living. As such, the European Union's working definition of poverty is:

*"People are said to be living in poverty if their income and resources are so inadequate as to preclude them from having a standard of living considered acceptable in the society in which they live. Because of their poverty they may experience multiple disadvantages through unemployment, low income, poor housing, inadequate health care, barriers to lifelong learning, culture, sport and recreation. They are often excluded and marginalised from participating in activities (economic, social and cultural) that are the norm for other people and their access to fundamental rights may be restricted."*<sup>3</sup>

This definition recognises that poverty is not just about income but about the effective exclusion of people living in poverty from ordinary living patterns, customs and activities.

## What is the impact of child poverty?

The experience of poverty in childhood can be highly damaging and the effects of poverty are both pervasive and disruptive. Poverty permeates every part of a child's life from economic and material disadvantages, to impacting negatively on their health and their education, through to the personal and more hidden aspects of poverty associated with shame, sadness and the fear of difference and stigma.

There are also significant long term effects of children being brought up in poverty. As adults, they are more likely to suffer ill-health, be unemployed or homeless. They are more likely to become involved in offending, drug or alcohol abuse and more likely to be involved in abusive relationships. Once in poverty, children often stay in poverty well into adult life.

Furthermore, child poverty costs us all, both financially and socially. Children who grow up poor are more likely to leave school without qualifications, have lower employment chances, thus restricting their ability to get a good job and financially contribute to society.

## How is child poverty measured and what is the level of child poverty in Richmond upon Thames?

Child Poverty is measured in a variety of ways by a number of different bodies. Two of the most widely recognised measures currently available are:

- The proportion of children living in families in receipt of out of work benefits (May 2010) (Local child poverty proxy measure); and
- The proportion of children in poverty (Formally National Performance Indicator 116)

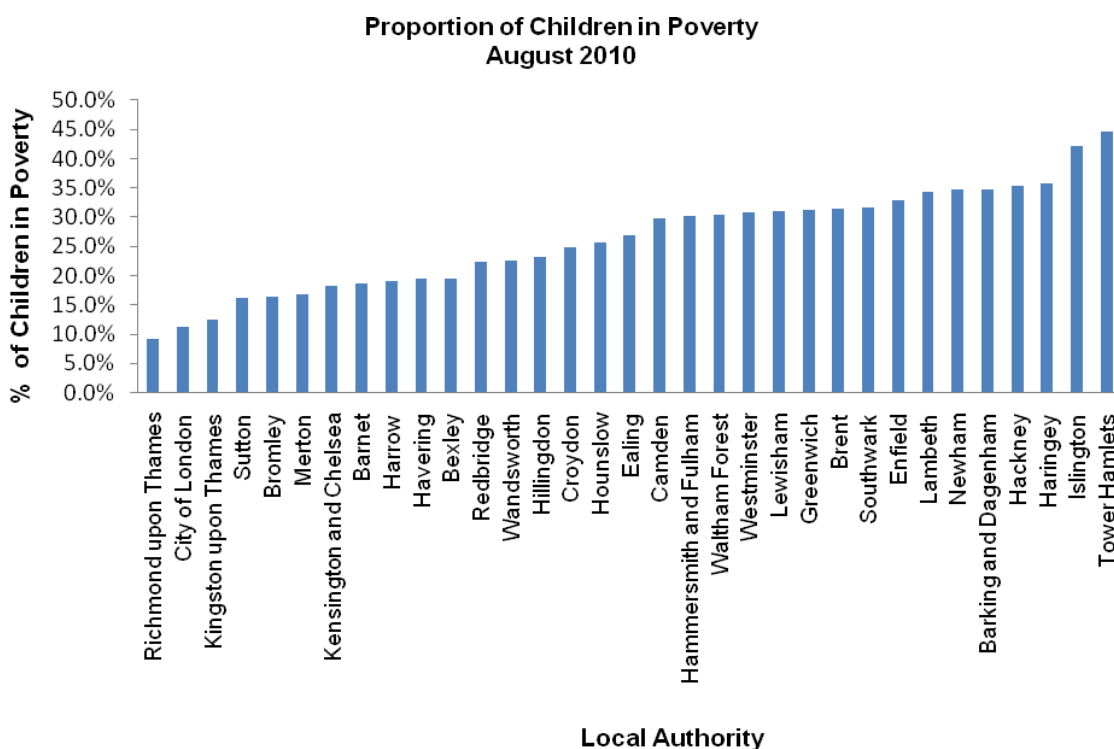
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<sup>3</sup> European Commission, Joint Report on Social Inclusion, 2009

## The proportion of children living in families in receipt of out of work benefits

This measure of poverty is calculated by counting the numbers of children living in households where at least one parent or guardian claimed one or more out of work benefits<sup>4</sup>, the local child poverty proxy measure 2010 estimates that there are 3500 children aged 0 to 15 living in poverty in Richmond upon Thames. This equates to 9.2% of the estimated population from the ONS mid year estimates 2010<sup>5</sup>.

At regional level Richmond upon Thames has the lowest proportion of children in workless households with Tower Hamlets having the highest proportion at 44.6% or 21,030 children. Comparatively Kingston upon Thames, a neighbouring borough and statistical neighbour<sup>6</sup> has a rate of 12.6% (3,850 children). Richmond has the fourth lowest instance of child poverty according to this methodology behind Rutland (6.2% and 450 children), Wokingham (6.7% and 2,140 children) and Windsor and Maidenhead (8.7% and 2,560). Buckinghamshire (9,910 children) and Surrey (21,200 children) follow Richmond with 9.7% of children living in workless households. The 2010 figures show very little change in the numbers of children living in poverty locally from the 2009 figures- 3850 children in 2010 compared to 3500 in 2009. However during this time, the proportion of children has reduced from 9.5% to 9.2%.



## The proportion of children in poverty

This measure is the revised child poverty measure formerly known as National Performance Indicator 116. This indicator produced by HM Revenue and Customs (HMRC) calculates child poverty using the proportion of children living in families in receipt of out of work (means-tested) benefits or in receipt of tax credits where their reported income is less than

<sup>4</sup> Job Seeker's Allowance, Income Support, Employment and Support Allowance, Incapacity Benefit/Severe Disablement Allowance, or Pension Credit

<sup>5</sup> [www.statistics.gov.uk/statbase/Product.asp?vlnk=15106](http://www.statistics.gov.uk/statbase/Product.asp?vlnk=15106)

<sup>6</sup> [www.education.gov.uk/rsgateway/DB/STA/t000712/index.shtml](http://www.education.gov.uk/rsgateway/DB/STA/t000712/index.shtml)

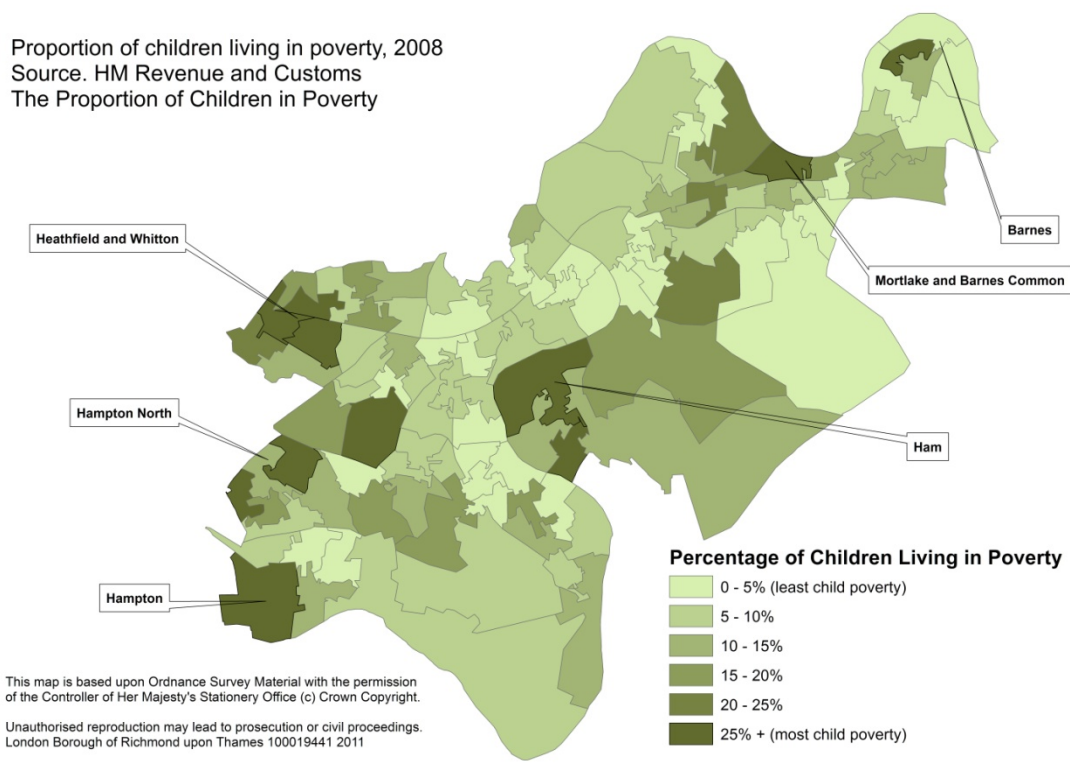


60 per cent of the median income, divided by the total number of children in the area. The latest available data for this indicator relates to 2008 with the 2009 estimates due for release in autumn 2011.

According to the HMRC an average of 20.9% (2,331,975) of all children in England are living in 'poverty'. In comparison, in London, some 30.8% (534,095) of children are classed as living in 'poverty'.

At a local authority level Richmond upon Thames has one of the lowest instances of child poverty with an estimated 11.5% (4,345) of resident children living in families with an income below 60% of the median. In common with Measure A, this indicator shows Richmond Borough as having the lowest level of poverty regionally and one of the lowest levels nationally.

The borough wide data however masks the acute differences that exist within the London Borough of Richmond upon Thames and as shown on the map below. Analysing the data at a LSOA level has identified that there are 15 areas within the Borough which have above the national average levels of child poverty (20.9%) and six areas that have above the regional (London) level of child poverty (30.8%). These areas are co-terminus with areas of high social housing.



Research<sup>7</sup> indicates that there are specific groups of individuals that are more likely to be affected by poverty and are therefore considered 'at risk'. These groups include children in care, teenage mothers, single parents, specific ethnic minority groups and parents or children with disabilities. These groups will be considered in the body of this document.

<sup>7</sup> [http://www.savethechildren.org.uk/en/docs/Severe\\_Child\\_Poverty\\_Nationally\\_And\\_Locally\\_February2011\(1\).pdf](http://www.savethechildren.org.uk/en/docs/Severe_Child_Poverty_Nationally_And_Locally_February2011(1).pdf)

## Summary of key findings

The needs assessment has found that child poverty in the London Borough of Richmond upon Thames is the lowest of all the London Boroughs and one of the lowest nationally- the proportion of children in poverty in the borough is between 9.2% and 11.5% depending on which measure is used. This compares to a London average of 20.9% and a national average of 30.8%. The statistics below, which are often used to demonstrate child poverty, illustrate this:

- It is the least deprived borough in London and one of the least deprived boroughs nationally;
- It is one of the least ethnically diverse boroughs in London;
- It is the second safest borough in London;
- It has the 10<sup>th</sup> lowest homeless acceptances out of the 33 London Boroughs- nationally however London has higher levels of homelessness than the rest of the country;
- Babies born in the borough are likely to have a relatively good start in life;
- There is high quality childcare provision;
- There is good achievement in schools when compared to London averages and nationally;
- Free School Meal (FSM) eligibility in the borough is lower than the national average;
- It is one of the healthiest boroughs in the country;
- It has one of the lowest levels of childhood obesity in the country;
- It has one of the lowest levels of teenage pregnancy nationally;
- It has high numbers of economically active residents when compared to the national average;
- The unemployment rate is low when compared to both the London and national average;
- It has one of the lowest levels of youth unemployment nationally; and
- It has a lower level of benefit claimants than both the London and national average.

However, despite overall child poverty levels in the borough being low, there are still pockets where child poverty levels are high. In fact, depending on which measure of child poverty is used<sup>8</sup>, there are between 3,500 and 4,435 children who are considered to be living in poverty in Richmond Borough.

The needs assessment has identified nine LSOAs within the borough that have high levels of child poverty and that demonstrate many of the key characteristics associated with child poverty. These areas are set out in the top half of the table below. As a comparison, an example of one of the least deprived areas in the borough is included at the bottom of the table:

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<sup>8</sup> Detailed descriptions of the poverty measures can be found in the Child Poverty Needs Assessment



Quindrat	Percentage of children in poverty	Level of deprivation (percentile rank of IDACI <sup>9</sup> lower more deprived)	No. of children	No. of families	No. of Lone parents claiming Income Support- Nov 2010	No. of Lone parents claiming Job Seekers Allowance- April 2011	No. of children eligible for FSM
<b>Areas with high levels of child poverty and many of the key characteristics associated with child poverty</b>							
Ham and Richmond (1 LSOA)	40%	13.8%	400	230	40	63	31.5%
Hampton and Hampton Hill (4 LSOAs)	26.1%	28.1%	410	225	20	30	16.7%
	27.3%	22.2%	420	245	30	20	23.4%
	42.1%	9.3%	325	190	35	39	29.2%
	25.5%	26.6%	380	220	25	33	23.4%
Heathfield, Whitton and West Twickenham (2 LSOAs)	34.6%	23.8%	415	235	20	32	23.9%
	43.7%	9.6%	520	300	50	50	32.1%
Kew, Mortlake, Barnes and East Sheen (2 LSOAs)	33.8%	20.7%	325	190	15	38	32.4%
	33.1%	21.9%	380	215	25	36	26.8%
<b>One of the least deprived areas in the borough</b>							
Kew, Mortlake, Barnes and East Sheen	0%	99.6%	465	235	0	7	0.6%

As shown above, all of the LSOAs with high levels of child poverty demonstrate similar characteristics that are associated with child poverty such as:

- Falling within the 30% most deprived areas nationally;
- High numbers of lone parents;
- High numbers of benefit claimants;
- High numbers of borough pupils eligible for FSM;
- A high concentration of social housing;
- Increasing number of enquiries to the Citizens Advice Bureau about topics such as benefits, debt and housing; and
- Two of the areas also have a higher than borough average of non-white ethnic groups.

<sup>9</sup> A detailed description of the IDACI can be found in the London Borough of Richmond upon Thames Child Poverty Needs Assessment 2011-12

This means that although child poverty is not a significant issue in the borough as a whole, it is extremely significant to specific areas in Richmond upon Thames and therefore is essential that action is taken to address it.

## Place

**“The communities that families live in and the services and infrastructure that surround them, influence families’ prospects of moving into and progressing in work, breaking intergenerational cycles of poverty, and improving children’s life chances.<sup>10</sup>”**

**Poverty and place are often inextricably linked: growing up in a poor community can impact negatively and it is within the areas of deprivation that children in poverty are most likely found.**

**This building block focuses on data and evidence relating to population profile, deprivation, ethnicity, crime and housing.**

### Summary of key findings

- There are approximately 23,325 children and 39,920 families in the borough.
- The borough is one of the least deprived nationally and the least deprived in London-ranked 286 out of 326 local authority districts.
- However, within the borough there are pockets of deprivation and according to the IDACI, there are nine LSOAs that fall within the 30% most deprived areas nationally and three of those LSOAs are within the 20% most deprived areas nationally.
- The borough is diverse when compared nationally but one of the least ethnically diverse London Boroughs. Heathfield, Whitton and West Twickenham quindrat is the most diverse quindrat.
- The most diverse quindrants in the borough correlate with the most deprived areas in the borough.
- The London Borough of Richmond is the second safest borough in London and crime is generally low.
- The borough has the 10<sup>th</sup> lowest homeless acceptances out of the 33 London Boroughs-nationally however London has higher levels of homelessness than the rest of the country.
- House prices in the borough are high and the majority of properties are owner occupied. There is a large private rented sector with a large market for young professionals.
- Richmond Borough has the 2<sup>nd</sup> lowest levels of social housing in Greater London<sup>11</sup>.
- Those families living in social housing are more likely to suffer from financial exclusion.
- Areas of social housing correlate with areas of deprivation and areas of child poverty.

### Population profile of Richmond upon Thames<sup>12</sup>

The London Borough of Richmond upon Thames covers an area of 5,095 hectares (14,591 acres) in south west London and is the only London Borough spanning both sides of the River Thames, with river frontage of 21 ½ miles. The main town centre is Richmond and there are four district centres at Twickenham, Teddington, East Sheen and Whitton.

Richmond upon Thames has a population of 189,000 according to the revised mid-year estimates for 2008; 51% (96,390) females and 49% (92,610) males.

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<sup>10</sup> HM Government: A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families' Lives, April 2011

<sup>11</sup> Greater London Authority estimate, 2009

<sup>12</sup> Information in following paragraphs from Richmond Council Borough Profile, 2010

According to the Office for National Statistics (ONS) revised mid-year estimates for 2008 there are some differences between the population of Richmond upon Thames and that of the country as a whole. There is a greater proportion of people aged 0-9 years in Richmond Borough (13.0% / 25,470) and a smaller population aged 10-24 (15.2% / 28,728). There are also more people of a working age, with 59.4% (112,266) of the population aged 25-64. The proportion of those aged 65-84 (10.3% / 19,476) is slightly lower than that of Outer London (11.2%) and lower than that of the country as a whole (14.0%). However the number of people aged over 85 (1.3% / 2,457) is very similar to the national picture (1.5%).

With child benefit take up of between 96-99% the numbers of children receiving child benefit acts as a proxy indicator for the number of children living in the Borough. HM Revenue and Customs data shows that at 31 August 2010 there were 23,325 families receiving child benefit payments in Richmond Borough comprising 39,920 children.

At a Quindrat level, the highest proportion of child benefit take-up in the St Margaret's Twickenham and Teddington quindrat, making up 32.1% (12,810) of children. Kew, Mortlake, Barnes and East Sheen has the second highest number of children in receipt of child benefit accounting for 24.6% (9,825) of recipients. Heathfield, Whitton and West Twickenham (15.8% / 6,295), Hampton and Hampton Hill (13.7% / 5,480) and Ham and Richmond (13.8% / 5,510) make up the remainder of children in receipt of child benefit.

Quindrat	All families	% of total	All Children	% of total
Ham and Richmond	3225	13.8%	5510	13.8%
Hampton and Hampton Hill	3195	13.7%	5480	13.7%
Heathfield, Whitton and West Twickenham	3695	15.8%	6295	15.8%
Kew, Mortlake, Barnes and East Sheen	5665	24.3%	9825	24.6%
St Margarets, Twickenham and Teddington	7545	32.3%	12810	32.1%
Total	23325	100%	39920	100%

- Table 3: Number of children and families in receipt of child benefit, 31 Aug 2010<sup>13</sup>

## Deprivation

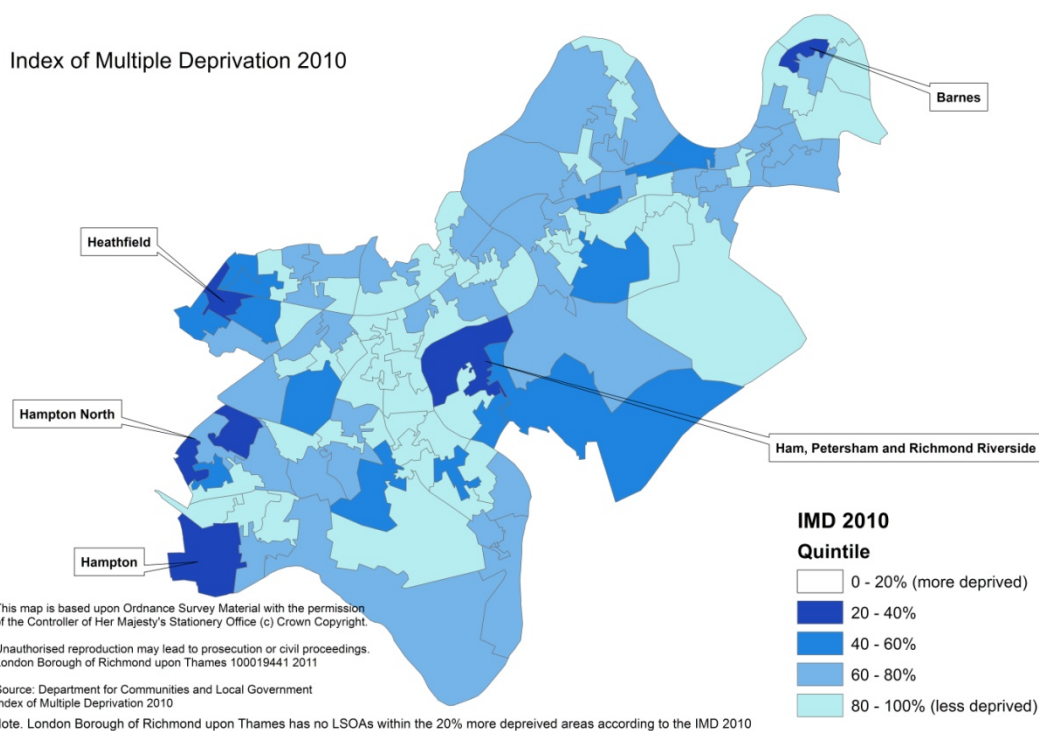
The Index of Multiple Deprivation (IMD) combines seven measures at LSOA to provide each LSOA with a single score measure of deprivation. These measures relate to income deprivation, employment deprivation, health deprivation and disability, education skills and training deprivation, barriers to housing and services, living environment deprivation, and crime.

At a local authority level Richmond Borough ranks as one of the least deprived boroughs according to the IMD. Ranked 286 out of the 326 local authority districts Richmond Borough falls within the 15% least deprived local authority areas nationally. Regionally Richmond upon Thames is the least deprived borough in London.

However, at a local level pockets of deprivation are identifiable. Richmond upon Thames comprises of 114 LSOAs. Each are assigned a ranking between 1 and 32,482 to allow for comparison with other areas of the same size nationally. There is variation within Richmond Borough with 47.4% of LSOAs (54) falling within the 20% least deprived areas nationally. At the other end of the spectrum, 5.3% (3) of the LSOAs in Richmond Borough fall within the 30% most deprived category. These areas are in Ham, Hampton North and Heathfield

<sup>13</sup> [http://www.hmrc.gov.uk/stats/child\\_benefit/smallareadata.htm](http://www.hmrc.gov.uk/stats/child_benefit/smallareadata.htm)

wards. According to the IMD Richmond has no super output areas within the 20% most deprived areas nationally.



The IMD has two supplementary indices focussed on specific groups within society; the Income Deprivation Affecting Children Index (IDACI, relating to children) and the Income Deprivation Affecting Older People Index (IDAOP, relating to older people). The IDACI shows the proportion of children living in families in receipt of Income Support and Income Based Job Seekers Allowance or in families in receipt of Working Families/Disabled Persons Tax Credit. Calculated at the same level as the IMD LSOA the IDACI allows for a more detailed analysis of data than a standard Borough to Borough comparator.

Quindrat	Total SOAs	Total SOAs within 30% most deprived (IDACI 2010) <sup>14</sup>	Children in receipt of child benefit in deprived areas <sup>15</sup>	Families living in deprived areas
Ham and Richmond	18	1	400	230
Hampton and Hampton Hill	15	4	1535	880
Heathfield, Whitton and West Twickenham	17	2	935	535
Kew, Mortlake, Barnes and East Sheen	28	2	705	405
St Margarets, Twickenham and Teddington	36	0	0	0
<b>Total</b>	<b>114</b>	<b>9</b>	<b>3575</b>	<b>2050</b>

- Table 4: IDACI, count of SOAs by Quindrat

The IDACI paints Richmond Borough in a slightly different light with nine super output areas falling within the 30% most deprived LSOAs nationally. Ham and Richmond (1), Hampton and Hampton Hill (4), Heathfield, Whitton and West Twickenham (2) and Kew, Mortlake,

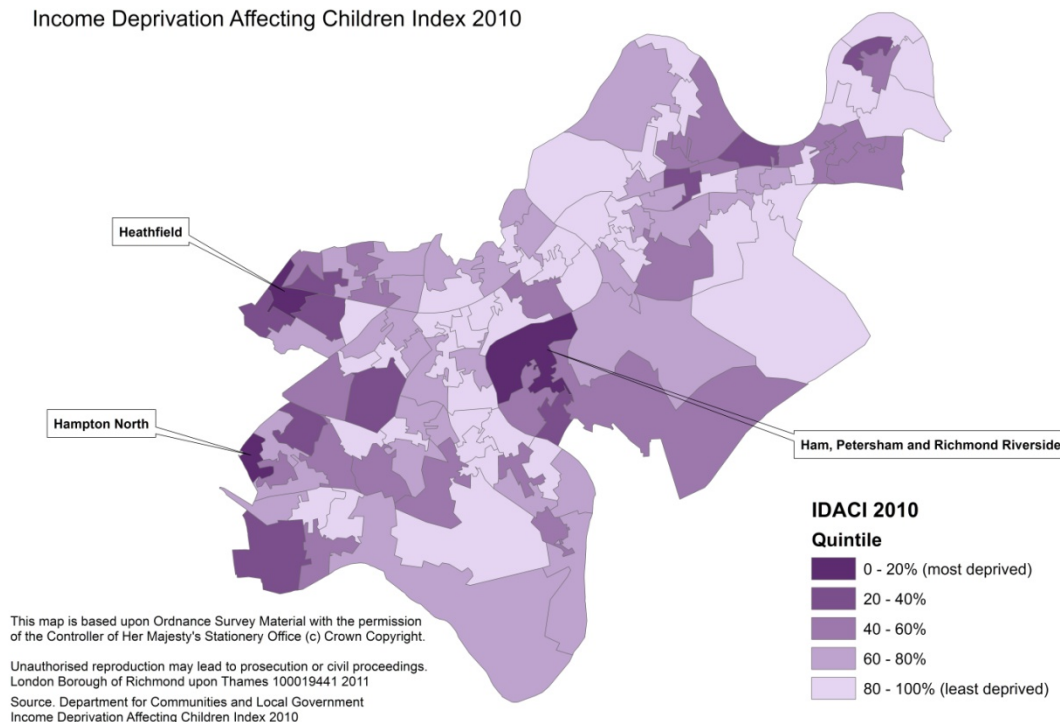
<sup>14</sup> DCLG IDACI 2010

<sup>15</sup> HM Revenue and Customs, Child Benefit Statistics, Snapshot 31 August 2010

Barnes and East Sheen (2) all have areas that are classed as being within the 30% most deprived nationally. St Margarets, Twickenham and Teddington quindrat has none. As a guide to how many children live in these areas table 4 shows how many children are in receipt of child benefit within these areas.

Furthermore, there are three areas that fall within the 20% most deprived LSOAs nationally. The areas (highlighted below) sit within Heathfield, Whitton and West Twickenham, Hampton and Hampton Hill and Ham, Petersham and Richmond Riverside.

Income Deprivation Affecting Children Index 2010



## Ethnicity

Nationally, “children from minority ethnic groups are over-represented among poor children. Ethnic minorities make up 12% of the population and 15% of children but 25% of children who are in poverty”<sup>16</sup>.

Analysis of the 2001 census ethnicity data depicts Richmond Borough as being a diverse borough when compared to England as a whole but one of the least ethnically diverse of the London Boroughs. According to the 2001 Census profile<sup>17</sup> the overarching white ethnic group make up 91% (156,800) of the borough population, this is similar to the England and Wales total however the specific make up of the white group is slightly different. In Richmond Borough, the white British ethnic group make up 78.7% (135,655) of the population with the ‘white other’ group accounting for 9.5% (16,332). In comparison, the ‘white British’ ethnic classification makes up 59.8% (4,614,600) of the regional population (London) and 87.0% (50,366,497) of the England and Wales population.

<sup>16</sup> Ethnicity and Child Poverty, Lucinda Platt, Department for Work and Pensions, Research Report Number 576, 2009

<sup>17</sup> <http://www.richmond.gov.uk/cenborough.pdf>



Ethnic Group	Ham and Richmond	Hampton and Hampton Hill	Heathfield, Whitton and West Twickenham	Kew, Mortlake, Barnes and East Sheen	St Margarets, Twickenham and Teddington	Total
White Group	90.4%	91%	86.5%	91.8%	92.7%	91%
Mixed Group	2.5%	2.1%	2.3%	2.3%	2.1%	2.2%
Asian Group	3.2%	4.2%	7.6%	3.1%	3.0%	3.9%
Black Group	1.2%	0.8%	1.2%	0.8%	0.8%	0.9%
Chinese / Other Group	2.7%	1.9%	2.4%	2.1%	1.5%	2.0%
Total	100%	100%	100%	100%	100%	100%

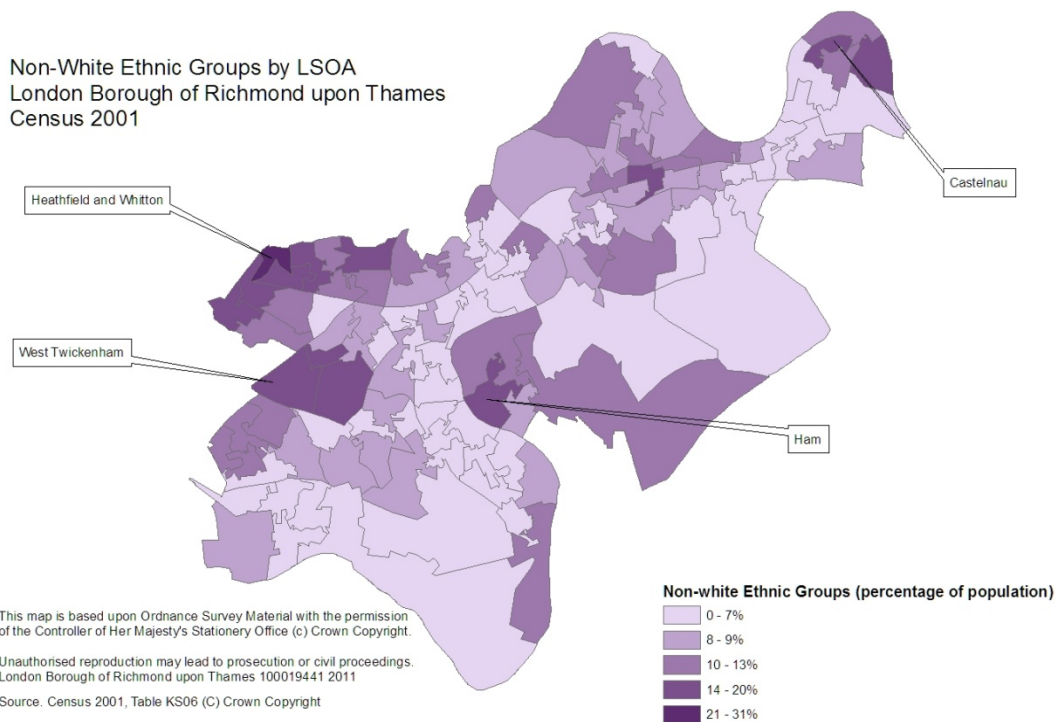
- Table 5- Breakdown of Ethnic group by Quindrat: Source. Aggregated data from Census 2001, Table KS06

Aggregating the data to a Quindrat level highlights Heathfield, Whitton and West Twickenham as being the most diverse Quindrat with non white ethnic groups making up 13.5% of the Quindrat population. The largest minority ethnic group within Heathfield, Whitton and West Twickenham is the Asian group with 7.6% of the population. This is higher than the borough total where 3.9% of the population are of Asian or Asian British ethnicity. The least ethnically diverse Quindrat is St Margarets, Twickenham and Teddington where the overarching white group make up 92.7% of the population and the black and minority ethnic groups 7.3%. The Asian ethnic group is the largest minority ethnic population accounting for approximately 3% of the Quindrat total.

At a ward level it was identified that Whitton and Heathfield has the most ethnically diverse population with 15% of people living there from non-white ethnic groups. A more detailed analysis reveals that certain areas within the borough have higher proportions of black and minority ethnic groups.

As identified on the map (below) areas within Heathfield, Whitton and West Twickenham, Ham and the Castelnau area of Kew, Mortlake Barnes and East Sheen have LSOAs where over 14% of the local population are from black and minority ethnic groups. Some of these areas are coterminous with areas identified as being within the 30% most deprived according to the IDACI 2010.

Non-White Ethnic Groups by LSOA  
London Borough of Richmond upon Thames  
Census 2001



## Crime

Crime can blight the lives of many families living in the most deprived areas of the country. For example in 2009/2010 the households in the most deprived areas of the country were more than twice as likely to have been burgled as those in the least deprived areas. Therefore crime must be tackled if children's life chances are to be improved. And whilst the vast majority of lower income families are hard working and law abiding there is associative evidence to suggest that there are links between parents who engage in crime and poorer poverty and deprivation outcomes in their children.<sup>18</sup>

Richmond Borough is the second safest borough in London after the London Borough of Bexley for 2010-11. For the last three years, it was the safest borough in London. 2010-11 has seen a slight rise in offences, for example, burglary has increased, the first time in seven years that this has happened. However, violence and some forms of acquisitive crime have seen a decrease.

After Theft and Handling, Violence against the Person is the second largest contributor to total crime, followed by Burglary and Motor Vehicle Crime. As with crime, anti-social behaviour in the Borough is relatively low but the level of reporting remains steady due to an observant and confident residential population.

## Housing

Children who live in poverty are almost twice as likely to be in bad housing. Poor housing during childhood has huge financial and social costs across many areas, including health, education and the economy. Children who live in poor housing are almost twice as likely to have poor health as other children and be more unhappy and depressed. Bad housing affects children's ability to learn at school; children in bad housing are nearly twice as likely to leave school with no GCSEs. Lower educational attainment and health problems

<sup>18</sup> A guide to part 2 of the Child Poverty Act 2010: duties of local authorities and other bodies in England, September 2010

associated with poor housing impact on opportunities in adulthood and increase significantly the chances of unemployment, low paid jobs and financial exclusion. 50% of young offenders had experienced homelessness.<sup>19</sup>

National research by the National Housing Federation has also strongly linked financial exclusion and the housing association sector. Their review of existing literature found that 24% of housing associations tenants have no bank account and that tenants were clearly over-represented as doorstep credit customers borrowing at Annual Percentage Rates (APRs) up to 164%<sup>20</sup>. To illustrate this, the Local Housing Assessment has estimated that the average income of housing association tenants in Richmond upon Thames is £9,423, compared to the borough average of £41,607 and the London average of £31,935<sup>21</sup>. Furthermore, in January 2009, Richmond Housing Partnership (RHP) commissioned a project to develop baseline evidence as to the extent and nature of financial exclusion in the borough. Key findings showed that 8% of residents do not have a savings account, 6% have difficulty obtaining credit whilst overall 6% of residents are financially excluded<sup>22</sup>.

The total number of properties in Richmond upon Thames as of 1 April 2011 is 81,679.<sup>23</sup> Of these, owner occupation is the dominant tenure in the borough with 69% (53,358) of households owning their properties. There is also a large private rented sector in the borough, with 16% (13,068) of households renting privately. Due to majority of properties being owner occupied or privately rented, the borough has the second smallest social rented sector in Greater London. Richmond Housing Partnership are the largest housing association in the borough. As of 1 April 2011, there were 5,078 applications for social housing relating to 10,255 people. Of these people, 2,768, or 27% were under 18 years of age. Of the children and young people under 18, 37.5% (1,038) were white British followed by Black African at 5.8% (160) and Asian Other at 5.6%(155).<sup>24</sup> Between April 2010 and April 2011, 349 households were successfully nominated by the Council and re-housed by Registered Social Landlords in the borough.

A detailed analysis of the characteristics of homeless households in the borough shows that BME households are over-represented. Homelessness applications from BME groups are at nearly two and half times the proportion of BME groups in the resident population. The incidence of homelessness amongst those from a Black ethnic origin is also high; six times the rate expected from the proportion of the resident population. It should be noted that overall numbers from these ethnic groups are still low, for example, during 2010-11 there were 16 acceptances from Black households and 15 acceptances from Asian households<sup>25</sup>. The analysis also demonstrates that the borough has a higher number of homeless acceptances from 16 and 17 year olds at 24%, than the London average of 4%<sup>26</sup>. This is believed to be mainly due to the rent deposit scheme not being suitable for this client group and is addressed in detail in the Homelessness Review.

It should also be noted that in Richmond upon Thames, overcrowding is considered a more significant issue facing social housing tenants than housing conditions as the majority of housing association stock meets the Decent Homes standard.

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<sup>19</sup> Shelter, 2009

<sup>20</sup> Housing Team, London Borough of Richmond, January 2012

<sup>21</sup> London Borough of Richmond upon Thames Borough Profile 2012

<sup>22</sup> Housing Team, London Borough of Richmond, January 2012

<sup>23</sup> 2011 Housing Strategy Statistical Appendix

<sup>24</sup> Housing Team, London Borough of Richmond, June 2011

<sup>25</sup> Homelessness Strategy, 2012

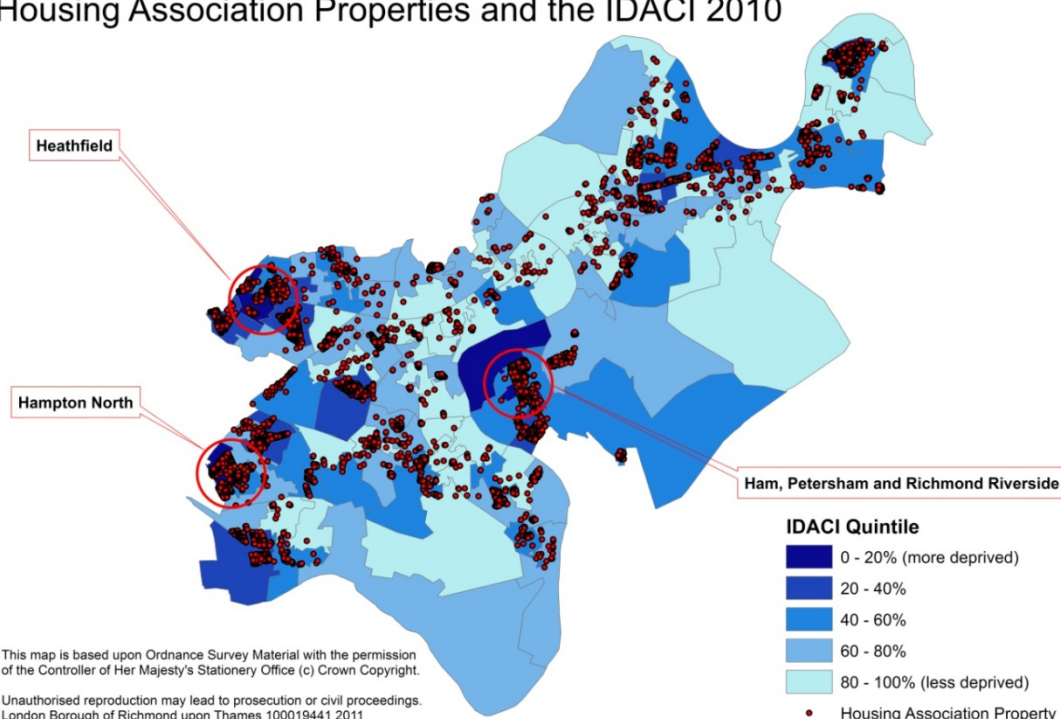
<sup>26</sup> Housing Team, London Borough of Richmond, January 2012

Comparing the average price of houses across Greater London, Richmond Borough is ranked the seventh most expensive borough in the capital: it is also the most expensive Outer London borough to buy in. The Land Registry's House Price Index shows the average house price in Richmond Borough in July 2010 was £436,578 compared to £343,730 in the London region. As a result, affordability is a key issue affecting residents in Richmond Borough both in the ability to rent privately or buy property.

Although homelessness is lower than many London boroughs it remains an issue. For example, as of 1 April 2011 there were 37 households in temporary bed and breakfast accommodation. Of these, twelve households had one child, seven had two children and three households had three or more children. This equates to 22 of the 37 households.<sup>27</sup> Potential changes to the Local Housing Allowance (LHA) could also have an impact on homelessness in the borough as families will either have to move or face becoming homeless. Modelling work undertaken during 2011 on the impact of the LHA changes estimated that 774 families with children could be impacted by rent shortfalls of over £20 per week during 2012-13<sup>28</sup>. The modelling work should be reviewed with some caution but it does indicate that families with children are likely to be one of the key groups affected by the change. As a result, the Council has appointed two caseworkers to work with households affected by the LHA change, providing advice on the housing options and benefits available to prevent homelessness.

The three areas identified by both the IMD and the IDACI as being the most deprived within Richmond Borough have high concentrations of social housing as depicted on the map (below). These areas are Ham, Petersham and Richmond Riverside; Hampton North; and Heathfield.

### Housing Association Properties and the IDACI 2010



<sup>27</sup> Housing Team, London Borough of Richmond, July 2011

<sup>28</sup> Housing Team, London Borough of Richmond, January 2012

## Family and life chances

**A sustainable approach to tackling child poverty needs to address a wide range of factors such as family, home environment, health and education. Intervening early to support children's development and attainment acts as insurance for the future by improving life chances; helping children to progress and preventing them from becoming the next generation of disadvantaged parents.<sup>29</sup>**

**This building block focuses on maternity and early years, children in care, education, and health.**

### Summary of key findings

- Overall, babies born in Richmond Borough are likely to have a relatively good start in life with lower levels of key risk factors.
- Childcare provision in the borough is high quality.
- Richmond upon Thames has the lowest rate of children looked after in London.
- Richmond Borough pupils generally achieve well throughout the key stages when compared to their peers both in London and nationally.
- Local data shows a trend of pupils from the most deprived areas within the borough achieving lower average scores than children in the lesser deprived areas.
- A lower proportion of Richmond Borough pupils are eligible for FSM than nationally.
- Out of borough pupils who attend Richmond Borough schools are more likely to be eligible for FSM.
- Of those eligible for FSM, a higher proportion take them in Richmond Borough than in London and nationally.
- The attainment gap between FSM and non-FSM pupils at both Key Stage 2 and GCSE is wider than the London and national average.
- Richmond Borough is one of the healthiest boroughs in the country with a high life expectancy than both the London and national average.
- The number of disability benefit claimants is lower than both the London and national average.
- Richmond Borough has one of the lowest levels of childhood obesity in the country.
- The rate of individuals in treatment for substance misuse is marginally higher than the London rate which may indicate a higher prevalence or better access to services.
- Richmond upon Thames is recognised for having one of the lowest rates of teenage pregnancy nationally and has a higher than average number of older mothers when compared regionally.

### Maternity and early years

“Pregnancy and the first five years of life shape children's life chances- the associations between cognitive development at age five and later educational outcomes are very strong. During the earliest years, it is primarily parents who shape their children's outcomes- a health pregnancy, good mental health, the way that they parent and whether the home environment is educational.”<sup>30</sup>

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<sup>29</sup> A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families' Lives, HM Government, 2011

<sup>30</sup> The Foundation Years: preventing poor children becoming poor adults, The Report of the Independent Review on Poverty and Life Chances, HM Government, December 2010

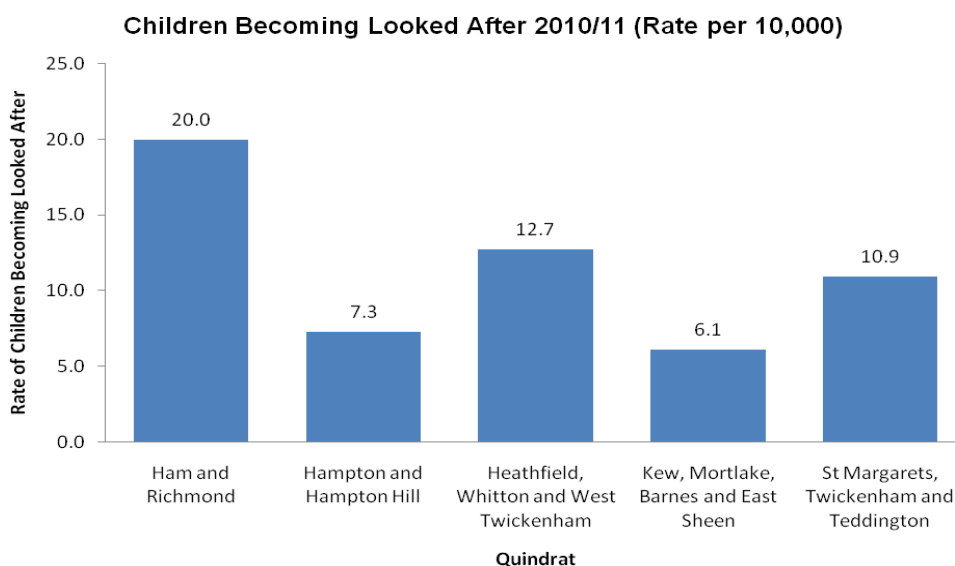
Overall, babies born in Richmond Borough are likely to have a relatively good start in life, with lower levels of key risk factors.<sup>31</sup> For example, there are low levels of low birth weight babies, just 6.2% of babies weighed under 2.5kg compared to 7.9% nationally in 2005; low levels of smoking during pregnancy, just 4.4% compared to 26.6% nationally in 2006-07; and high levels of breast feeding initiation, 91.1% compared with 71.0% nationally in 2007-08. Additionally, data from the Richmond Childcare Sufficiency Assessment 2011 suggests that provision of childcare across Richmond Borough is high quality.

Richmond Borough also has a higher percentage of older mothers when compared regionally. In 2007, in the borough, 41% of women who gave birth were aged over 35 compared to the London average of 24% and the South West London average of 28%. This is significant as research has shown that women in their mid-30s and above are more likely to be financially secure.<sup>32</sup>

## Children in care

At the end of March 2010 there were 95 children looked after by the London Borough of Richmond upon Thames. This equates to a rate of 24 children per 10,000 aged under 18 years. This represents the lowest rate of children looked after in London where the average is 66 children per 10,000 and the highest 159 per 10,000. At a national level an average of 58 children per 10,000 are looked after by local authorities. Despite in-year fluctuations, the numbers of children looked after has remained relatively consistent over the last six years, varying between 89 and 96 children as at 31 March 2011.

When analysing the rate of children becoming looked after per 10,000 at a Quindrat level the highest rate originates from the Ham and Richmond Quindrat with 20. The lowest rate originates from Kew, Mortlake, Barnes and East Sheen with 6.1 children per 10,000 followed by Hampton and Hampton Hill at 7.3 children per 10,000.



- Rate of children becoming looked after per 10,000 (2010/11)<sup>33</sup>

<sup>31</sup> JSNA, 2009

<sup>32</sup> <http://www.lancastergeneralhealth.org/LGH/News-Home/News-Coverage/40-----and-pregnant--Older-mothers-seeking-persona.aspx>

<sup>33</sup> Rates are calculated based upon the numbers of Children receiving child benefit per Quindrat.



A more detailed look at the children looked after as at the 31 March 2011 reveals that children from black and minority ethnic groups are over represented within the cohort, representing 32.2% of the children looked after. The primary reason codes for children entering care have also show that 43.3% of children entering care in 2010-11 entered due to abuse or neglect, 15.6% due to family in acute distress and 15.6% due to family dysfunction. Trends for the preceding five years also show very similar percentages for the same reasons.

## Education

Education is a significant driver in reducing social exclusion and poverty because it is directly linked with prospects for employment and earnings potential. Cycles of low aspirations and achievement need to be broken by raising the aspirations of parents and children and standards in all schools.

Richmond upon Thames has one nursery school, 40 primary schools, five maintained secondary schools, three academies and two special schools as well as 22 independent schools within the borough. At the time of the Spring Census (January 2011) Richmond Borough was educating 21,044 pupils in maintained schools and academies, with 14,204 in Primary Schools, 6,691 in Secondary Schools and 149 pupils in Special Schools.

Richmond Borough school pupils generally achieve well throughout the key stages when compared to their peers both in London and nationally.

Early Years information shows Richmond children to perform well from a young age with 63% of children achieving 78 points or more in each area of learning of the Foundation Stage Profile (EYFSP). This includes assessment in seven areas of the EYFSP including, Personal, Social and Emotional development, communication, language and literacy, problem solving, reasoning and numeracy, knowledge and understanding of the world, physical development and creative development. Across London, 50% of pupils match this achievement and nationally 51% of pupils are considered to be 'working securely' across the 13 scales. Coupled with having a high success rate at the EYFSP the gap between the lowest achieving 20% and the rest is notably low when compared to similar authorities. Standing at 24.3% the gap is lower than the London gap of 33.6% and the gap nationally of 32.7% in 2009-10.

The comparative success of Richmond Borough children in the EYFSP is mirrored in the results of Richmond school pupils at Key Stage 2. The percentage of pupils achieving level four or above in both English and mathematics at Key Stage 2 test has increased from 80% in 2006-07 to 86% in 2010-11<sup>34</sup>. The regional results from 2009-10 show that 76% of pupils in London achieved level four or above, slightly higher than the national rate of 74%.

In 2009-10, 61% (1,328) of Richmond pupils achieved 5+ A\*-C grades including English and mathematics GCSEs. Comparatively at a national level only 55% of pupils achieved the same grades with 57% of pupils across London achieving the threshold<sup>35</sup>.

There are some achievement gaps evident between various pupil groups. In 2009-10 pupils of mixed ethnicity and of black ethnicity performed less well than their peers both regionally and nationally, with 51% (56) of pupils of mixed ethnicity and 50% (33) of black pupils achieving 5+ GCSEs at A\*-C grades including English and Maths. At a national level 55% of pupils of mixed ethnic origin and 49% of the black ethnic group achieved the same levels.

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<sup>34</sup> <http://www.education.gov.uk/rsgateway/DB/SFR/s001018/index.shtml>

<sup>35</sup> <http://www.education.gov.uk/rsgateway/DB/SFR/s000977/index.shtml>

At a national level there is also evidence that shows the correlation between income deprivation and achievement in academic results<sup>36</sup>. Analysis of the Key Stage 2 results 2008-09 show that at a national level, of the children living in the 0-10% most deprived areas, 61.6% achieved level four or above in English and mathematics, in London the average is slightly higher at 67.6%. In contrast to this, nationally 85.3% of children from the 90-100% (least deprived) areas achieve level 4 or above in both English and mathematics with 87.3% achieving the level in London. Local data shows a similar trend with pupils from the most deprived areas within the borough achieving lower average scores than children in the lesser deprived areas.

A similar trend is evident with Key Stage 4 data. When comparing GCSE results to IDACI deprivation data, evidence shows that nationally 74.6% of pupils who live in the 10% least deprived areas achieve 5+ A\*-C grades including English and mathematics. Analysis of the IDACI deprivation data reveals that only 38.8% of pupils children from the 10% most deprived areas achieve the same results. In London the results are equally telling with 48.1% of pupils from areas ranked within the 10% most deprived achieving good GCSEs compared to 80.2% of pupils, from the least deprived areas.

## **Free School Meals (FSM)**

Often used as an indicator of the social economic status (SES) of children or families, FSM eligibility is a valid predictor of a child's achievement when comparing children with a high SES and children from a low SES<sup>37</sup>.

Schools (or local authorities) have a duty to provide a FSM for pupils whose parents receive: Income Support (IS), income based Job Seekers Allowance (IBJSA), an income-related employment and support allowance (ESA(IR)), support under Part 6 of the Immigration and Asylum Act 1999; Child Tax Credit (provided that they are not entitled to Working Tax Credit and have an annual income that does not exceed £16,040 or the guaranteed element of State Pension Credit. Children who receive Income Support or Income Based Job Seekers Allowance in their own right are also entitled to free school meals.

Data from the School Census in 2010 shows that there are noticeable differences between those pupils that live in Richmond Borough and those that come to Richmond Borough from neighbouring areas. At primary school only 9% of in-borough pupils are eligible for FSM compared to 12.4% of out-borough pupils. Secondary school figures show a similar trend with 14.4% of in-borough pupils being eligible for FSM compared to 21.3% of the out-borough pupils attending a Richmond Borough secondary school.

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<sup>36</sup> <http://www.education.gov.uk/rsgateway/DB/SFR/s000972/index.shtml>

<sup>37</sup> Is Free School Meal Status a Valid Proxy for Socio-Economic Status, Hobbs G and Vignobles A, 2007

<b>Primary and secondary school rolls and characteristics<sup>38</sup></b>			
<b>School rolls</b>	<b>Primary 4+ to 10+</b>	<b>Secondary 11+ to 15+</b>	<b>Total 4+ to 15+</b>
In-borough pupils	11,500	4,360	<b>15,860</b>
Out-borough pupils	1,610	2,390	<b>4,000</b>
All Richmond Borough schools pupils	<b>13,110</b>	<b>6,750</b>	<b>19,860</b>
<b>No. of pupils eligible for free school meals</b>			
In-borough pupils	1,040	630	<b>1,670</b>
Out-borough pupils	200	510	<b>710</b>
All Richmond Borough schools pupils	<b>1,240</b>	<b>1,140</b>	<b>2,380</b>
<b>% of pupils eligible for free school meals</b>			
In-borough pupils	9.0%	14.4%	<b>10.5%</b>
Out-borough pupils	12.4%	21.3%	<b>17.8%</b>
All Richmond Borough schools pupils	<b>9.5%</b>	<b>16.9%</b>	<b>12.0%</b>
National average	<b>18.5%</b>	<b>15.4%</b>	<b>17.2%</b>

- Table 6- FSM Eligibility by school phase and FSM eligibility

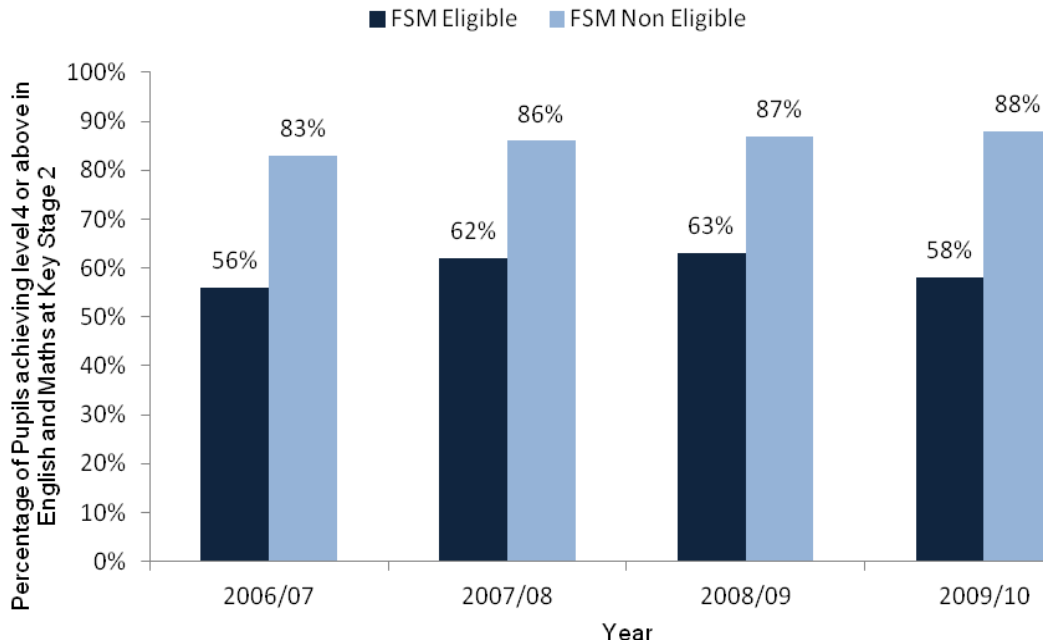
The School Census 2010 also showed that within the borough, there was a gap between the eligibility and take-up of FSM. This means that not all of those children who were eligible for FSM were taking them up. Overall, in Richmond Borough, 83% of all pupils eligible take up FSM. At a primary level, the take up is 86%, slightly above the national average of 85.9%. At secondary, the take up is 80%, again slightly above the national average of 79.1%.

Headline statistics for Key Stage 2 from the national data 2009-10<sup>39</sup> show that 55.8% of pupils known to be eligible for FSM achieved the expected level in both English and mathematics compared with 77.1% of those who were not known to be eligible. In London 64% of pupils known to be eligible for FSM achieved level four or above in both English and mathematics compared to 80% of pupils not eligible. Local data highlights a gap of 30 per cent with 58% of FSM eligible pupils achieving level 4 compared to 88% of pupils not FSM eligible. This is shown in the graph below.

<sup>38</sup> School Census, January 2010

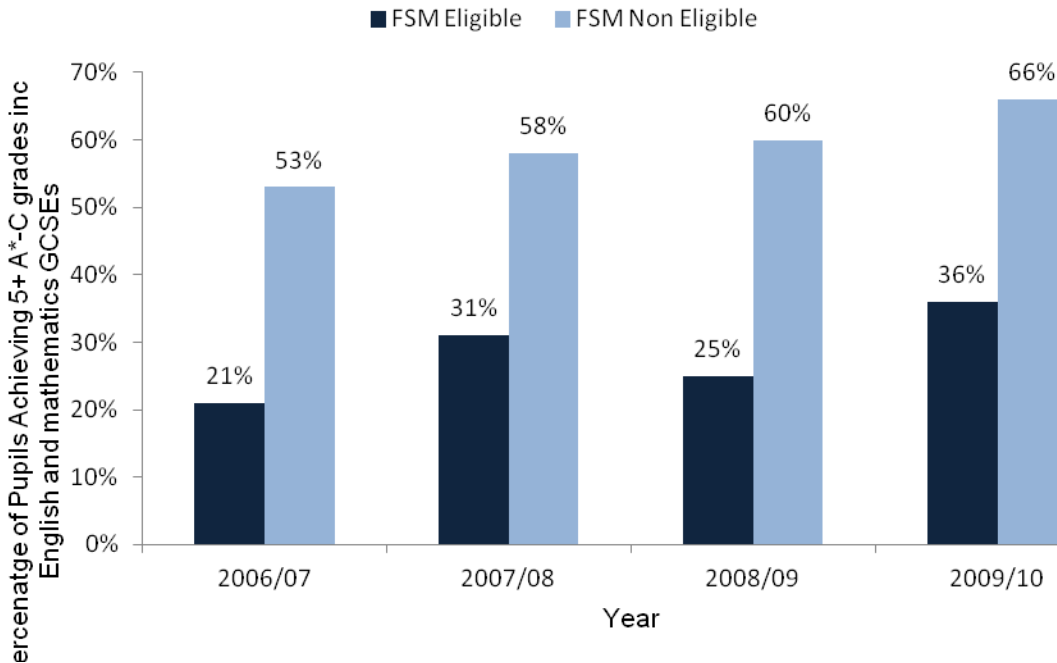
<sup>39</sup> SFR 35/2010 Key Stage 2 Attainment by Pupil Characteristics, in England 2009/10

### Key Stage 2 Achievement by Free School Meal Eligibility London Borough of Richmond upon Thames



At Key Stage 4 the gap is equally as pronounced with pupils not eligible for FSM continuing to outperform pupils known to be eligible. In 2009-10 31% of FSM eligible pupils achieved 5+ A\*-C grades including English and mathematics at GCSE compared to 59% of pupils not eligible for FSM, a gap of 28%. In London the gap is narrower with 43% of FSM eligible pupils achieving the 5+ A\*-C including English and mathematics standard compared to 62% of pupils non-FSM eligible. In Richmond upon Thames the gap is wider than both the London and England gaps, with 36% of pupils not eligible achieving the specified grades in comparison to 66% of their peers not eligible for free school meals, a gap of 30%. This is shown in the graph below.

### GCSE Achievement by Free School Meal Eligibility London Borough of Richmond upon Thames



School Census data from January 2011 shows that 7.9% (1,129) of Richmond Borough primary school pupils are eligible for, and taking, FSM, a far lesser proportion than the national average of 15.4% (645,105). Secondary school pupils show a different picture with 13% (869) of Richmond Borough pupils eligible for, and taking, FSM, above the national average of 11.6% (376,865). In special schools in the Borough, 32.9% (49) of pupils are eligible for, and taking FSM, above the national average of 29.4% (27,275). In total 12.1% (2,449) of pupils attending maintained schools in Richmond upon Thames are eligible, and taking, FSM, nationally this figure is 17.2%.

### Health<sup>40</sup>

Research has shown that inequalities in health arise because of inequalities in society- in the conditions in which people are born, grow, live, work and age. So close is the link between particular social and economic features of society, and the distribution of health among the population, that the magnitude of health inequalities is a good marker of progress towards creating a fairer society.<sup>41</sup>

Poor health, such as problem drug use, alcohol misuse, mental health issues and teenage motherhood, can disadvantage people in the labour market. It can also compound other aspects of deprivation- drug and alcohol use in particular negatively impacts on the wider community.

As a borough, Richmond Borough is in good health. Richmond Borough residents are amongst the healthiest in the country and have a much longer life expectancy than average; 80 years compared to a national and London average of 78.3 years. However, within the Borough there are some Wards where life expectancy is lower than the national and London

<sup>40</sup> The information in the following section is taken from the JSNA, 2009

<sup>41</sup> Fair Society, Healthy Lives, The Marmot Review Executive Summary, February 2011

average, namely Ham, Petersham and Richmond Riverside (77.7 years); and Mortlake and Barnes Common (78.2 years).<sup>42</sup>

The leading causes of death in Richmond Borough are circulatory diseases and cancer, followed by respiratory diseases. The prevalence of conditions such as diabetes (type II) and hypertension is likely to increase in the future. However, generally Richmond upon Thames performs well in comparison with other London Boroughs and nationally when compared against key health indicators.

One area for improvement has been identified which is Chronic Obstructive Pulmonary Disease (COPD). In 2008-09 COPD had a reported prevalence for NHS Richmond of 0.9%. While this is relatively low, it has been highlighted as an issue in Richmond Borough as an area where there is opportunity to improve life expectancy for the more deprived areas.

## Disability

A link between poverty and disability remains within society despite attempts to break it. According to Department for Work and Pensions Research<sup>43</sup>, almost a quarter of all children considered to be living in poverty have a disabled parent (DWP 2006) and further evidence suggests that almost 55% of disabled children live on or near the recognised poverty thresholds.

The risk of poverty is increased by disability. In cases where parents became disabled during the year the poverty rate was 23% compared to 17% for those experiencing no change in health. Data also shows that having a disabled family member increased the risk of poverty for those in work families; however a lower risk of poverty for non working families with disabled family members.

The latest information on disability living allowance claimants<sup>44</sup> from the Department for Work and Pensions shows that at November 2010 there were 4,530 disability living allowance claimants living in the borough with the higher claimant count figures appearing in the wards of Heathfield (395), Hampton North (375) and West Twickenham (295). Of the DLA claimants aged under 16 (disabled children), the highest counts were evident in Hampton North (50), Heathfield (50), West Twickenham (45) and Whitton (45). When compared to the London and national average, the borough has fewer disability living allowance claimants.

## Healthy eating and obesity<sup>45</sup>

Healthy eating is essential to help combat health inequalities both pre and post birth. Research has shown there is a slightly higher prevalence of overweight or obese children in 'disadvantaged' wards, compared to 'advantaged' wards<sup>46</sup>. Richmond Borough has one of the lowest levels of childhood obesity in the whole country. Average height and weight measurements for 2009-10 indicate that 11% of children in reception year were overweight compared to a national average of 13.3% and 14.4% in year six were overweight compared to a national average of 14.6%. Furthermore, 6.2% of children in reception year were obese compared with 9.8% nationally and that in year six, 12.1% were obese compared with 18.7% nationally.

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<sup>42</sup> Life expectancy at birth for wards in England and Wales 1999-2003: [www.statistics.gov.uk](http://www.statistics.gov.uk)

<sup>43</sup> Health, disability, caring and employment,

<sup>44</sup> <http://83.244.183.180/NESS/BEN/dla.htm> Disability Living Allowance Data

<sup>45</sup> The information in the following section is taken from the Health and Social Care Information Centre, Lifestyle Statistics, Department of Health Obesity Team

<sup>46</sup> [http://www.cls.ioe.ac.uk/downloads/MCS2\\_ChildObesity.pdf](http://www.cls.ioe.ac.uk/downloads/MCS2_ChildObesity.pdf)



Locally, there are differences in obesity prevalence by gender and ethnic group. Boys are at greater risk of obesity than girls in both reception year (7.1% compared with 5.4%) and year six (15% compared with 9.6%). Children from Black and Asian groups are at higher risk of obesity than children in the White ethnic group in both year groups.

## **Substance misuse** <sup>47</sup>

Previous research shows that up to 350,000 children in the UK have parents who are problem drug users. Drug and alcohol dependence is strongly associated with worklessness. In England it is estimated that 80% of those who are heroin or crack cocaine users, and 160,000 people dependent on alcohol, are on benefits. Many drug users live in disadvantaged communities in conditions of poverty and social exclusion<sup>48</sup>.

In Richmond upon Thames in 2009-10, 337 people (adults aged 18 years and over) presented to treatment services for alcohol treatment. The rate of individuals in treatment (per 100,000) was 2.8 in 2008-09, which is marginally higher than the London rate of 2.5 per 100,000 which may indicate a higher prevalence or better access to services.

In the same period, 398 drug clients were engaged in effective treatment in Richmond Borough (effective treatment is defined as a client who is engaged in treatment for a minimum of 12 weeks or a client who completes treatment successfully in less than 12 weeks). Data to determine the number of alcohol and drug misusers accessing treatment who are pregnant or have dependent children is incomplete and therefore should be treated with caution. However the data that is collected shows that those being treated for drug misuse (82% for which we have data) 36% (64) have children 19% of which do not live with any of their children. Data is available for 88% of alcohol misusers in treatment, 34% (128) have children 10% of which do not live with any of their children.<sup>49</sup>

## **Teenage mothers and teenage pregnancy**

Nationally children born to teenage mothers have a 63% higher risk of living in poverty; have lower academic attainment and are at risk of economic inactivity in later life.<sup>50</sup> Teenage mothers are 22% more likely to be living in poverty than mothers giving birth aged 24 and over, young fathers are twice as likely to be unemployed at age 30 than men who become fathers after they turn 23.

Richmond upon Thames is recognised for having one of the lowest rates of teenage pregnancy nationally. Provisional figures for 2009 showed England as having a teenage pregnancy rate of 38.2, London of 40.7 and Richmond upon Thames of 19.6<sup>51</sup>. Since 1998 Richmond has reduced the rate by 15%, slightly less than the national reduction of 18% over the same period. The provisional rate of 19.6 from 2009 equates to 56 under 18 conceptions during the twelve months January to December 2009.

Ward level conception data from the Office of National Statistics 2005-07 highlights certain wards as having high numbers of teenage conceptions. The wards with the highest numbers of teenage conception include Heathfield, Hampton North, West Twickenham and Ham, Petersham and Richmond Riverside.

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<sup>47</sup> JSNA, 2010

<sup>48</sup> HM Government, A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families Lives

<sup>49</sup> Substance Misuse Need Assessment, 2010

<sup>50</sup> Child Poverty Fact Sheet, Child Poverty Needs Assessment Toolkit, LG Improvement and Development

<sup>51</sup> <http://www.education.gov.uk/childrenandyoungpeople/healthandwellbeing/teenagepregnancy/a0064898/under-18-and-under-16-conception-statistics>

## Employment and skills

**Secure and stable employment is the key to preventing and reducing poverty. Perhaps even more importantly many of the characteristics that prevent employment can impact on children's experiences and childhood, for example, poor mental health that prevents secure consistent employment can also impact on the child's home life and sense of security.<sup>52</sup>**

**This building block focuses on employment, skills and qualifications.**

### Summary of findings:

- There is a strong local economy in Richmond Borough with a high number of economically active people when compared to the London average.
- Compared to the London average, there are a lower number of economically inactive people in the borough.
- The unemployment rate in Richmond Borough is lower than both the London and national average.
- Youth unemployment in Richmond upon Thames is one of the lowest nationally.
- It is a highly qualified borough when compared to London and nationally with over half of the residents qualified to degree level or above.

### Employment, skills and qualifications<sup>53</sup>

The Government considers that increasing the employment rate of parents is a key element in combating child poverty.<sup>54</sup> Nationally, children in workless households have a 50% chance of living in relative poverty.<sup>55</sup>

Research shows that individuals with higher qualifications are more likely to be employed than those with lower qualifications, and once in work they earn more on average than similar individuals with lower-level skills so the fact that there is a clear link between poverty and under-attainment throughout the education system<sup>56</sup> clearly demonstrates the need to increase educational attainment to break the cycle of intergenerational poverty.

Richmond upon Thames has a strong local economy. Key sectors for employment of Richmond Borough residents are professional occupations, associate professional and technical and managers and senior officials. In 2009, there were 106,100 economically active people in Richmond Borough. Of these, 98,300 people, or 75.7% are in employment. This is high compared to the London average of 68.2%. Of those who are economically active, 78,800 people are employees and 18,900 are self-employed.

There are 23,400 economically inactive people in the Borough which constitutes 18.4% of the population. This compares favourably to the London average of 25.1% and the national average of 23.7%. Of these, 5,800 are unemployed which constitutes an unemployment rate of 5.6%. This is lower than the London average of 8.9% and the national average of 7.7%. Youth unemployment in the borough is one of the lowest nationally with just 3.8% of 16-18

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<sup>52</sup> Building Block Guides, Child Poverty Needs Assessment Toolkit, LG Improvement and Development

<sup>53</sup> The information in the following section is taken from NOMIS Official Labour Market Statistics, 2011

<sup>54</sup> Department of Work and Pensions website, Lone Parents: <http://www.dwp.gov.uk/policy/welfare-reform/lone-parents/>

<sup>55</sup> Child Poverty Fact Sheet, Child Poverty Needs Assessment Toolkit, LG Improvement and Development

<sup>56</sup> State of the nation report: poverty, worklessness and welfare dependency in the UK, Department for Work and Pensions, 2010, Crown Copyright

year olds not in education, employment or training. This compares to a London average of 5%.<sup>57</sup>

Richmond upon Thames as a borough is also highly qualified. Some 53.6% of Richmond Borough's residents are qualified to Level Four (degree level or above) which is significantly higher than the London average of 39.7% and the national average of 29.9%.

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<sup>57</sup> DFE, NEET Figures, August 2011

## Financial support

The provision of financial support is crucial to assisting families who are in poverty. Generally those families affected by poverty are more reliant on financial support- be it benefits or debt and benefit advice. This is true for both those families with no-one in work who are experiencing poverty, but also those families who do work who experience poverty.

This building block focuses on benefits and debt and benefit advice.

### Summary of findings

- In Richmond Borough, those children in families receiving Income Support or Job Seekers Allowance make up the majority of children classed as being in poverty.
- The areas of deprivation in the borough correlate with areas where there is a higher number of benefit claimants and where there is a higher level of children classed as being in poverty.
- Children in lone parent families make up a much higher percentage of children classed as being in poverty than nationally.
- Overall in Richmond Borough, debt and benefit enquiries have reduced but have increased in the areas of deprivation.

### Benefits

Benefit Breakdown	Family Type	Richmond upon Thames	%	England	%
Children in Income Support / Job Seekers Allowance Families	Couple	585	17.9%	429,275	24.0%
	Lone Parents	2685	82.1%	1358920	76.0%
	<b>Total</b>	<b>3270</b>	<b>75.3%</b>	<b>1,788,195</b>	<b>76.4%</b>
Children in families receiving Working Tax Credit and Child Tax Credit and income below 60% median income	Couple	385	78.6%	214690	84.1%
	Lone Parents	105	21.4%	40,650	15.9%
	<b>Total</b>	<b>490</b>	<b>11.3%</b>	<b>255,340</b>	<b>10.9%</b>
Children in families receiving Child Tax Credit only, and income below 60% median income	Couple	155	36.0%	101,230	33.9%
	Lone Parents	430	73.5%	197,210	66.1%
	<b>Total</b>	<b>585</b>	<b>13.5%</b>	<b>298,440</b>	<b>12.7%</b>
Total Children in poverty	Couple	1125	25.9%	745,195	31.8%
	Lone Parents	3220	74.1%	1,596,780	68.2%
	<b>Total</b>	<b>4345</b>	<b>100.0%</b>	<b>2,341,975</b>	<b>100.0%</b>

- Table 7: Benefit breakdown

Assessing the benefit claimant counts gives us an indication of the children in poverty in Richmond Borough. Children in families that are receiving income support or Job Seekers Allowance (JSA) make up the bulk of children classed as being in poverty. In Richmond Borough this group of children comprise 75.3% (3,270) of the cohort, very similar to the levels nationally of 76.4% (1,788,195) of children in poverty. Children in families that are receiving working tax credits and child tax credits account for 11.3% of the cohort (490) slightly higher than the national picture of 10.9% (255,340). The third part of the cohort comprise children in families that are receiving only child tax credits and have an income

below 60% of the median. This group account for 13.5% (585) of the Richmond Borough cohort compared to only 12.7% (298,440) of the cohort nationally.

Significantly, children in lone parent families in Richmond Borough make up a much higher percentage of children in poverty than nationally. In Richmond children in lone parent families account for 74.1% of the cohort, much higher than the national level of 68.2%.

## Income Support

Income support (IS) is a benefit administered by central government intended to help people on low incomes. This benefit is normally claimed by people who are; aged 16 or over, not working or working under 16 hours per week, not required to be in full time employment and in receipt of sufficient income to meet prescribed needs. The main customer group who receive IS are lone parents.

A number of changes were made to the eligibility criterion for Lone Parents (LPs). In 2008, once the youngest child turned 12 lone parents would no longer be able to claim Income Support solely on their lone parent status. The age limit was subsequently lowered to 10, then to seven with the intention of moving it to the age of five by 2012.

Department for Work and Pensions (DWP) statistics from November 2010 showed that Richmond upon Thames had 2,995 IS claimants. This works out to be 2.34% of the working age population (16 to 64). When assessed at a quindrat level three quindrats stand out as having a higher percentage of income support claimants. This is evident in Ham and Richmond (2.70%), Hampton and Hampton Hill (3.44%) as well as Heathfield, Whitton and West Twickenham (2.82%).

Quindrat	Total Income Support Claimants	16 to 64 ONS MYE	% of Working Age Population
Ham and Richmond	530	19627	<b>2.70%</b>
Hampton and Hampton Hill	560	16258	<b>3.44%</b>
Heathfield, Whitton and West Twickenham	520	18438	<b>2.82%</b>
Kew, Mortlake, Barnes and East Sheen	635	32610	<b>1.95%</b>
St Margarets, Twickenham and Teddington	750	41261	<b>1.82%</b>
<b>Total</b>	<b>2995</b>	<b>128194</b>	<b>2.34%</b>

- Table 8: source = DWP Information Directorate and ONS MYE 2009

Quindrat	Total Income Support Claimants	Lone Parent Claimants	% of Total LP Claimants	Lone Parents as a Percentage of Total Claimants
Ham and Richmond	530	170	15.5%	32.1%
Hampton and Hampton Hill	560	230	20.9%	41.1%
Heathfield, Whitton and West Twickenham	520	230	20.9%	44.2%
Kew, Mortlake, Barnes and East Sheen	635	225	20.5%	35.4%
St Margarets, Twickenham and Teddington	750	245	22.3%	32.7%
<b>Total</b>	<b>2995</b>	<b>1100</b>	<b>100.0%</b>	<b>36.7%</b>

- Table 9: Lone Parents as a percentage of all IS claimants

With the children of lone parents being more likely to be in poverty identifying areas with a high proportion of lone parents is important to this analysis. As previously identified there are approximately 1,100 lone parent IS claimants in Richmond upon Thames with higher numbers scattered across the quindrats. Analysis shows that Heathfield, Whitton and West Twickenham and Hampton and Hampton Hill have higher proportions of lone parent income support claimants when compared to the other quindrats. Significantly Heathfield and Hampton North Wards have the highest numbers of lone parents claiming income support.

## Job Seekers Allowance

JSA is the main benefit for people of working age who are out of work or working less than 16 hours per week. There are a number of criteria to be met to be eligible for JSA. You must be aged 18 or over but below the age for State Pension, living in Great Britain, working less than 16 hours per week or available for, capable of and actively seeking work. At present the amount of JSA paid depends on the age and type of person applying.

The latest claimant counts from the Department for Work and Pensions in Richmond Borough (June 2011) show that 1,854 individuals are claiming JSA at the time of the count. This marks a significant reduction on the claimant count for the same period in both 2010 and 2009 where 2,055 and 2,507 were claiming JSA respectively. This is a 26% reduction over a two year period. All but one ward in the Borough are showing reductions on the claimant count numbers apart from Hampton Wick, which is showing a minor increase.

Claimant Counts	Jun 09	Jun 10	Jun 11
Barnes	113	96	79
East Sheen	101	91	50
Fulwell and Hampton Hill	108	102	86
Ham, Petersham and Richmond Riverside	176	162	144
Hampton	132	112	103
Hampton North	187	152	138
Hampton Wick	102	82	105
Heathfield	218	181	168
Kew	115	115	108
Mortlake and Barnes Common	164	154	124
North Richmond	141	107	114
South Richmond	140	73	99
South Twickenham	131	107	78
St Margarets and North Twickenham	138	86	93
Teddington	137	112	78
Twickenham Riverside	141	111	101
West Twickenham	157	114	109
Whitton	144	125	123
<b>Richmond upon Thames</b>	<b>2,507</b>	<b>2,055</b>	<b>1,854</b>

- Table 10- Job Seekers Allowance Claimant Counts. ONS Crown Copyright Reserved (from Nomis)

Information at a LSOA level identifies two areas within the borough that have high claimant counts. LSOAs in Heathfield and Ham, Petersham and Richmond Riverside both have over 40 JSA claimants each.



## Debt and benefit advice

Citizens Advice Bureau (CAB) is a charity, independent of local or central government that, working in partnership with other organisations provides free, confidential and impartial advice to everybody on a number of issues. Richmond Citizens Advice Bureau (RCAB) give both initial and in-depth advice on a range of issues including:

- Community Care;
- Consumer Rights;
- Debt and other money problems;
- Education;
- Employment;
- Family and personal;
- Health;
- Housing, property and environment;
- Immigration and Nationality;
- Legal matters;
- Social security benefits; and
- Tax problems

Data on the number of requests for advice from the RCAB shows that on the whole, total enquiries in Richmond upon Thames fell from 8,192 in 2008-09 to 7,223 in 2010-11. However this total masks certain areas where there was an increase in enquiries. There is an increase in requests for advice in a number of wards including Ham, Petersham and Richmond Riverside, Heathfield, West Twickenham and Whitton. Heathfield Ward shows the most significant change with a 20% increase in requests for advice between 2008-09 and 2009-10. Benefit advice (23.2%), debt (13.2%) and housing advice (12.9%) are the three themes with the highest percentage of request for advice during 2010-11.

On closer inspection of the data, there are certain thematic areas showing a high increase in request for advice. Heathfield has seen a significant rise in requests for benefits advice (38.0%) over the last three years, with other areas such as Ham, Petersham and Richmond Riverside (14.6%), Whitton (18.3%), South Twickenham (21.7%) and Hampton (19.3%) also showing an increase.

Across the borough requests for debt advice have fallen 6.9% during the three year period from 1,022 in 2008/09 to 952 in 2010-11. Again however some areas within the borough are have seen an increase in requests for advice. At a ward level, Hampton (39.0%), Ham, Petersham and Richmond Riverside (12.8%), Heathfield (4.0%), Whitton (5.9%), South Twickenham (5.9%), Teddington (10.3%) and West Twickenham (20.4%) all show an increase in the number of individuals needing assistance on debt issues.

Housing issues follow a similar trend to both benefits and debt advice. In total the provision of housing advice has fallen across the borough from 1,048 in 2008-09 to 934 in 2010-11, however certain areas show an increase in the requests for advice. Hampton Wick (24.1%), Heathfield (8.2%), North Richmond (9.3%), Teddington (14.3%), Whitton (16.7%) and North Richmond (9.3%) all showing the highest proportionate increases. Other wards showing increases include Fulwell and Hampton Hill (4.4%), West Twickenham (4.2%) and East Sheen (7.7%).

## Consultation exercise findings

As part of the needs assessment, a consultation exercise was carried out with families who live in Richmond Borough. The purpose of this consultation was to gain a greater understanding of the experience of poverty in the borough and to gain some insight into potential actions that could help to mitigate the impact of poverty. As such, focus groups were held with a total of 41 individuals who were drawn mainly from the most deprived areas of Richmond Borough according to the IMD.

The consultation found that the participants identified a number of issues that could prevent children from receiving the 'best chance in life'. These were:

- Not having enough funding and money;
- Poor quality of education and availability of school places;
- Lack of availability of activities in the local area;
- Disruptive peer group around children and young people;
- Poor mental health of parent/ carers;
- Availability of role models in children's parents/ carers; and
- Poor housing.

The participants also identified the underlying causes that contributed to these issues arising. This included:

- Limited/ cuts in government funding;
- Low level of priority in relation to other individuals and families;
- Lack of resources available in the local area;
- Whether one is receiving benefits;
- Whether one is a single parent/ carer;
- Lack of information made available;
- Lack of childcare;
- Lack of incentives to return to work;
- Family structure i.e. size of family; and
- Lack of support available to families.

The parents and carers amongst the participants were then asked to identify the specific issues that exist within Richmond Borough that are having a negative impact on the life chances of their children, and to come up with any actions that could be undertaken to alleviate those issues. The table below sets out the specific issues identified and the action that was suggested to address it:

Specific issues in Richmond Borough	Action to address
Education, employment and training for parents and carers- including childcare	<ul style="list-style-type: none"> <li>• Offer more courses for parents and carers</li> <li>• Support with cost/ accessibility of childcare for parents and carers training or in education</li> <li>• Increase awareness of how working impacts on benefits</li> <li>• Support to make decisions about the family</li> <li>• Ensure that childcare is flexible enough for parents to be able to return to work</li> </ul>
Housing for families	<ul style="list-style-type: none"> <li>• More affordable rent</li> <li>• Fairer points system- those living in borough should be provided housing</li> <li>• Larger supply of housing</li> <li>• More appropriate housing e.g. for larger/ families with children</li> <li>• Support with housing/ benefit entitlements</li> <li>• Prioritisation for those who are most vulnerable such as experiencing domestic violence or with depression</li> </ul>
Safe environments for families and crime	<ul style="list-style-type: none"> <li>• Continue to implement more police monitoring and police cameras</li> <li>• Increase the number of activities available, particularly for teenagers</li> <li>• Improve the environment e.g. clean up broken glass, fine people whose dogs foul, more maintenance, more bins and collections to reduce litter</li> </ul>
Good health for children and young people	<ul style="list-style-type: none"> <li>• Ensure that every child is registered with a GP</li> <li>• Reduction of hazardous litter</li> <li>• Support for affordable and nutritious food</li> <li>• Provide easily accessible information about health services</li> <li>• Ensure that there are enough Health Visitors and GPs available who are good quality and with low turnover</li> </ul>
Financial support for families	<ul style="list-style-type: none"> <li>• Easier access to and more information about benefits/ entitlements</li> <li>• More financial support for those who are not entitled to benefits/ entitlements but need support</li> <li>• Offer more advice on budgeting, debt and benefits/ entitlements where appointments can be arranged easily. This may be through a single case worker or an advisor based at the Children's Centre</li> <li>• More activities for children and big families</li> </ul>
Good education for children and young people	<ul style="list-style-type: none"> <li>• More nursery places</li> <li>• More activities for children and young people</li> <li>• More information about nursery places</li> </ul>
Transport for families	<ul style="list-style-type: none"> <li>• More spacious buses for buggies</li> <li>• More affordable public transport</li> <li>• Free/ cheaper parking</li> <li>• More frequent bus service</li> </ul>

- Table 11 Issues in Richmond Borough and actions to address them

## Next steps

The key findings of the needs assessment and consultation exercise will be used to develop the London Borough of Richmond upon Thames Child Poverty Strategy 2011-14. The strategy will include a number of actions that have been identified to aim to alleviate child poverty in the borough. The overall responsibility for delivering on the strategy will be with the Richmond upon Thames Children and Young People's Trust Board.

Delegated responsibility for progressing the actions in the strategy will be given to the Families, Health and Wellbeing Delivery Board and the Learning and Attainment Delivery Board as the actions primarily fall within the remit of these boards. The action plan will be reviewed annually to ensure it is still fit for purpose. Actions may be added, removed or amended as required. In addition, a dashboard of child poverty indicators will be developed and will be reported annually.

The final needs assessment, consultation exercise and strategy will then be published on the Council's website. The needs assessment and strategy will both be refreshed in three years. However, both will remain 'live' documents and may be subject to revision as context and needs change.