## Tackling Poverty in Reading

### Priorities for Action

1. Working together in partnership especially with Reading’s schools to provide enrichment opportunities for all children.
2. Recruitment of musical volunteers who have energy and passion to generate an interest in rhyme and communication to support the poorest children to learn from an early age.
3. More resources to do home-visiting to improve the learning environment of the poorest children.

### Lead Partnership: LSP Best Start in Life

<table>
<thead>
<tr>
<th>Pledges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help to volunteers to run early years music sessions.</td>
</tr>
<tr>
<td>Continuing partnership working, signposting services, community engagement &amp; supporting our residents. Out of the box thinking to engage with those residents who need the most support, but don’t ask for it.</td>
</tr>
<tr>
<td>To break the cycle of domestic abuse through facilitating therapeutic groups for children who have experienced domestic abuse.</td>
</tr>
<tr>
<td>Making a proposal about the importance of getting volunteers to support early learning of rhyme.</td>
</tr>
<tr>
<td>Visiting 3 families in Reading who are living in poverty for a couple of hours a week, helping the parents to address their complex problems and support them in encouraging their children’s educational opportunities.</td>
</tr>
<tr>
<td>Continuing to work with partners such as New Directions, Children Centres, schools and local community at SITE to give hope, opportunity and aspirations to local families.</td>
</tr>
<tr>
<td>Talking to Parent and Toddler Group Network about capacity building around music and rhyme times volunteers</td>
</tr>
</tbody>
</table>
Affordable Credit

Priorities for Action
1. Money management education for parents and schoolchildren*
2. Increase advertising for alternatives offering affordable credit
3. Increase visibility of credit unions, e.g. in town centre

Lead Partner: Community Savings and Loans Berkshire

Links: *Advice Services Partnership

Pledges
- Telling my friends and family about affordable credit and using my social media to spread the word and to teach my children about finance.
  Sarah Hacker  RBC Councillor
- Raising greater awareness in our community of Christians Against Poverty's free money education courses for adults, students and youth.
  Suzanna Mitchell  Christians Against Poverty
- Publicise the Credit Union as a source of loans.
  Ricky Duveen
- Continuing to work as a councillor with credit unions in Reading to make them viable, visible and effective.
  Richard Davies  RBC

Affording Basic Needs

Priorities for Action
1. Improved communication of what agencies are providing with a new signposting directory*
2. Run training sessions for agencies to come together (Reading Voluntary Action)
3. Draught proofing and insulating homes and providing funding to do so

Lead Partnership: Tackling Poverty Delivery Partnership

Links: *Advice Services Partnership

Pledges
- Convening a meeting of local trusts and funders to help ensure funding which tackles poverty in Reading is focused and groups with initiatives that tackle poverty are aware of funding sources available. (And can maximise funding available to those initiatives).
  Andrew Middleton  Berkshire Community Foundation
- Affirming the commitment of the Charity's Trustees to maximise the value of the Charity's resources for the benefit of the people in need with the Charity's area of operation.
  Colin Cairns, Chairman of Trustees
- 1.Inviting trusts which are local to Reading to meet and agree: -strategic coverage of rising issues in Reading - deadlines staggered so charities can apply throughout the year. 2. To send my MTF staff to RVA's signposting session.
  Lorraine Briffit  Mustard Tree Foundation & The St. Laurence Churchlands Trust
- Ensuring that all our staff and volunteers are aware of the other agencies in Reading who our clients could access with regards to the poverty situation.
  Nicola Bell  The Rahab Project
- Helping make residents aware of service available, so they know what support is out there.
  Ruth Martin  Catalyst Housing
Lobbying and encouraging the Council to rid our community of the blight of ‘payday loan providers’ from our town.  
Making it easier for individuals and agencies to approach the charity for grants.  
Helping those in fuel poverty to draught proof their homes. Specifically 30 last winter and 50 this winter.  
To run a second food bank in Reading   

Tony Cowling  
Frontline Debt Advice  

Giles Winter  
Tilehurst Poor's Land Charity  

Tony Cowling  
Draught Busters  

Salim Yakub  
Private individual  

Health and Well-being  

Priorities for Action  
1. Health and wellbeing - to more effectively work together across sectors  
2. To promote closer working between agencies*  
3. To improve access to information on health services e.g. homeless*  

Lead Partnership:  

Links:  *Advice Services Partnership  

Pledges  
Working with CCG’s voluntary sector colleagues and RBC to focus on the three key priorities as determined by the Health and Wellbeing group.  
Improve early intervention access to mental health assistance or counselling, to under represented groups e.g. ethnic minorities.  
Making it easier for to register with GPs  
Providing health and wellbeing through growing food and having access to horticultural therapy. Nutrition, exercise, breaking down barriers, providing services so people can learn to grown veg in their garden and through a community growing project.  

David Harper  
Reading CAB  

K Thresher  
No.5/ BHFT  

Rod Smith  
North and West Reading CCG  

Sara Kopp  
Sara’s Gardens  

Advice on Tax credits and benefits  

Priorities for Action  
1. Develop capacity for support and training for people on claiming  
2. Provide venues and facilities  
3. Co-ordinate the approach  
4. Design a template for claiming  

Lead Partnership: Advice Services Partnership  

Pledges  
Supporting/helping coordinated local capacity building to assist claimants.  
Tool Pack Help  
Working with elderly ethnic minority residents to make sure they get their entitlements (especially in Katesgrove.)  

Mark Walker  
RBC  

Maureen McSevney  
Hexham Residents  

Rose Williams  
Councillor RBC
## Tackling in work poverty

### Priorities for Action
1. Scheme for promoting ethical employer awards
2. Contractors paying the living wage
3. Focus on hospitality industry to explore why they use zero hour contracts

### Lead Partner: Reading UK CIC

<table>
<thead>
<tr>
<th>Activity</th>
<th>Contact Person</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working in my job to encourage the living wage and to end zero-hours contracts and phoney self-employment/</td>
<td>Kevin Jackson</td>
<td>Unison</td>
</tr>
<tr>
<td>Carrying on my advice work. Helping more people do return to work benefit checks and forcing my volunteers to do it.</td>
<td>Lynn Mann</td>
<td>Communicare</td>
</tr>
<tr>
<td>Championing the positive decision of employers and boycotting the negative by rallying those in my influence. Using social media to spread awareness and support for local movement.</td>
<td>Rowan Constantinou-Stygal</td>
<td>Hamble Court</td>
</tr>
<tr>
<td>At work at RBC: Support Council Tenants that I work with by continuing to provide training, support and confidence to them. In UNISON: campaign locally and nationally for the living wage. Presenting a regular radio programme on developments in 'Tackling Poverty in Reading', including interview with employers, politicians and working class people locally and nationally. Investigate setting up an ethical award scheme for businesses. Work with CIPD to raise awareness of local labour market and understanding of flexible working.</td>
<td>Antoinette Earl</td>
<td>RBC</td>
</tr>
<tr>
<td>Investigate setting up an ethical award scheme for businesses. Work with CIPD to raise awareness of local labour market and understanding of flexible working.</td>
<td>Clare Wright</td>
<td>Connect Reading</td>
</tr>
</tbody>
</table>

## Disabled People

### Priorities for Action
1. Finding ways of improving images of disabled people locally
2. Help and encouragement to claim ‘benefits’ people are entitled to**
3. Breakdown barriers to employment and volunteering.

### Lead Partnership:

### Links: *
*Advice Services Partnership; ^Universal Credit delivery partnership (Tackling Poverty Delivery Group)

### Pledges

<table>
<thead>
<tr>
<th>Activity</th>
<th>Contact Person</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the next meeting of the Access and Disabilities Working Group (in Disability History Month) as an open forum to allow disabled people to talk of their experience. Making disability a far lesser taboo in regarding to poverty and raising the aspirations in all aspects of the employment spectrum. Learning how to help disabled and sick people fill in benefit application forms. Engaging employers in employing, providing work placements, traineeship, for people with a disability.</td>
<td>Pete Ruhemann</td>
<td>RBC</td>
</tr>
<tr>
<td>Use the next meeting of the Access and Disabilities Working Group (in Disability History Month) as an open forum to allow disabled people to talk of their experience. Making disability a far lesser taboo in regarding to poverty and raising the aspirations in all aspects of the employment spectrum. Learning how to help disabled and sick people fill in benefit application forms. Engaging employers in employing, providing work placements, traineeship, for people with a disability.</td>
<td>Chukuemeka Obiorah</td>
<td>Field Network Social Enterprise Co.</td>
</tr>
<tr>
<td>Use the next meeting of the Access and Disabilities Working Group (in Disability History Month) as an open forum to allow disabled people to talk of their experience. Making disability a far lesser taboo in regarding to poverty and raising the aspirations in all aspects of the employment spectrum. Learning how to help disabled and sick people fill in benefit application forms. Engaging employers in employing, providing work placements, traineeship, for people with a disability.</td>
<td>Merry Cross</td>
<td>Berks DPAC</td>
</tr>
<tr>
<td>Use the next meeting of the Access and Disabilities Working Group (in Disability History Month) as an open forum to allow disabled people to talk of their experience. Making disability a far lesser taboo in regarding to poverty and raising the aspirations in all aspects of the employment spectrum. Learning how to help disabled and sick people fill in benefit application forms. Engaging employers in employing, providing work placements, traineeship, for people with a disability.</td>
<td>Nigel Horton Baker</td>
<td>Reading UK CIC</td>
</tr>
</tbody>
</table>
Tackling Poverty in a multicultural community

Priorities for Action
1. Pooling knowledge of best practice
2. Empowering volunteers from ethnic minorities*
3. Linking skills and language and training*

Lead Partnership: Alliance for Cohesion and Race Equality

Links:*LSP Productive Pathways group

Pledges

Joining a follow up group on tackling poverty in a multicultural community.  
Jan David  
RCAB

Joining a follow up group on tackling poverty in a multicultural community.  
Sarah del Tufo  
Reading Community Learning Centre

Krishna Neupane  
Nepalese Community Association

Trying to find the people in our area who need the most help and match them to services if they exist or try to create a service if not. To try to create a friendlier more inclusive community and remove barriers and isolation so people can be helped.  
Abby Knowles  
Katesgrove Residents Association

Hold consultation events with community organisations, individuals or focus groups as a means of following up the debate  
Victor Koroma  
Acre

Older People

Priorities for Action
1. Awareness - a community newspaper developed by the community*
2. Fuel poverty awareness campaign based on a fuel allowance amnesty^  
3. Healthy eating - using lunch clubs to improve the social experience**

Lead Partnership:

Links:*Advice Services Partnership; ^Universal Credit delivery partnership (Tackling Poverty Delivery Group); **Health and Well-being

Pledges
## Support into Work

### Priorities for Action
1. Providing volunteering and support for volunteers
2. Provide holistic linked up support mechanisms
3. Training to build skills and help for applying for jobs*

### Lead Partnership: LSP Productive Pathways group

#### Links: *Reading UK CIC*

#### Pledges

<table>
<thead>
<tr>
<th>Offer</th>
<th>Details</th>
<th>Coordinator</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer</td>
<td>12 free places a year on Level 2 food safety course for NEETs only</td>
<td>Pol Exeter</td>
<td>RBC</td>
</tr>
<tr>
<td>Share</td>
<td>Accreditation toolkits for up to 24 year olds. Sharing training tool kits to use with young people or adults that can be accredited.</td>
<td>Tina Heaford</td>
<td>RBC Youth Service</td>
</tr>
<tr>
<td>Focus</td>
<td>Focusing on poverty as part of preaching and prayer to highlight the needs of people in poverty and their right to equal respect, and to counteract myths about the 'undeserving' poor. Campaigning for more generous between rich and poor both through voluntary giving and taxation/benefits.</td>
<td>Robert Dimmick</td>
<td>Third Order of the Society of St Francis</td>
</tr>
<tr>
<td>Work</td>
<td>Work with local business to provide training, advice and problem solving in learning disability and autism.</td>
<td>Leslie Macdonald</td>
<td>Reading Mencap</td>
</tr>
<tr>
<td>Identify</td>
<td>Identifying volunteering opportunities in my service &amp; share current best practice with learning volunteers.</td>
<td>Barry Wren</td>
<td>RBC - New Directions</td>
</tr>
<tr>
<td>Explore</td>
<td>Exploring work experience opportunities with local employers for women being supported at/by Alana House.</td>
<td>Natausha Van Vliet</td>
<td>PACT/ Alana House</td>
</tr>
<tr>
<td>Work</td>
<td>Working with local businesses to ‘upskill’ current employees.</td>
<td>Alan Magness</td>
<td>Reading BC</td>
</tr>
<tr>
<td>Support</td>
<td>Provide support to graduates who find themselves unemployed after university. Support - Showing graduates more volunteering opps. - Provide help in CV writing interview skills etc.</td>
<td>Katy Ashford</td>
<td>Reading Student Union</td>
</tr>
<tr>
<td>Assist</td>
<td>I will assist where possible to do mock interviews.</td>
<td>Paul Lyden</td>
<td>Early Community Centre</td>
</tr>
<tr>
<td>Support</td>
<td>Continuing to support young people in to work via mentoring and work experience.</td>
<td>Rachel Green</td>
<td>Starting Point Reading/ The Mustard Tree Foundation</td>
</tr>
</tbody>
</table>