**Tackling Poverty in Reading**

### Improving Life Chances

**Child Poverty in Reading**

**Outcome:** Our young people have the best start in life

**Actions:**
- Broaden the skills and resources of a wide range of partners to better support families to encourage younger children to develop their communication skills.
- Increase attendance at 2 year Health Reviews in Reading to ensure that more families can access the support they need.
- Raise awareness of a range of services for families amongst all sectors, and understanding how they can work more effectively together.
- Support schools to further improve their standards when they need help.

### Income Maximisation

**Advice on Tax Credits & Benefits**

**Outcome:** Residents are supported and encouraged to claim the benefits they’re entitled to

**Actions:**
- Develop capacity for support and training for people on claiming. (RAN)
- Benefits Take up Campaign to encourage residents to claim benefits they may be missing out on. This will focus on Older People, In Work Poor and Disabled (RBC)
- Establish a Digital Inclusion Action Plan to ensure that residents are not left behind in the move to digital service delivery (RBC)

### Sustainable Communities – Improving Quality of Life

**Affording Basic Needs**

**Outcome:** Partners will work together to support the basic needs of residents.

**Actions:**
- Improve communication of what agencies are doing with a new signposting directory (Tackling Poverty Delivery Partnership)
- Run training sessions for agencies to come together (RVA)
- Supporting the Government’s fuel poverty strategy by draught proofing and insulating homes and providing funding to do so. (RBC)
- Continuation of Financial Crisis Support Scheme to March 2016 (RBC).

**Affordable Credit**

**Outcome:** Money management education to children & parents. Increased credit union visibility.

**Actions:**
- Work with our partner, Community Savings and Loans Berkshire to provide money management education for parents and school children
- Increase visibility of credit unions. (RBC)
- Continue to work with Stop the Loan Sharks to protect our residents from illegal lenders. (RBC)