

**TACKLING POVERTY**

*To:* **Communities and Partnership Committee**

*Meeting Date:* **5 July 2018**

*From:* **Adrian Chapman, Service Director: Communities and Safety**

*Electoral division(s):* **All**

*Forward Plan ref:* **Not applicable**      *Key decision:* **No**

*Purpose:* To provide the Communities and Partnership Committee with:

- a) An overview of the national and local strategy for tackling poverty
- b) Examples of work being done, with our partners, to tackle poverty
- c) Recommendations for the Committee to consider to significantly refocus our work to enhance social mobility.

*Recommendation:* Communities and Partnership Committee is asked to consider and approve the recommendations set out in section 2.4 of this report, which are summarised as follows:

- i. to immediately form a cross-party working group to lead the development of a social mobility strategy and action plan.
- ii. to engage formally with the Council's other Service Committees, particularly Adults, Children's and Health, to determine what those Committees can do to contribute to a newly aligned approach and how the Communities and Partnership Committee can support them to achieve this.
- iii. to assess all current activity for impact and relevance, and adapt this activity as a result of this assessment.
- iv. to identify and commence delivery of new actions aligned to the themes contained in the Government's Strategy.

More recommendations on next page

- v. to focus specifically on behaviour change programmes that serve to encourage and enable our residents and communities to take greater personal and collective responsibility for increasing their social mobility.
- vi. to comprehensively engage with our key partners to ensure we are aware of, able to influence, and do not duplicate, relevant activity they are delivering.
- vii. to specifically engage with the Cambridgeshire and Peterborough Combined Authority in relation to its Economic Commission, in order to provide support and advice to that work and to help the Combined Authority deliver its outcomes within our communities.
- viii. to ensure that, if the separate proposals are approved by Committee, the new Cambridgeshire and Peterborough Skills Academy has as one of its primary priorities, a focus on enhancing social mobility, tackling worklessness, and improving life chances.
- ix. to make early decisions about the future of any currently-commissioned services, including the Time Credits programme and Support Cambridgeshire contract.
- x. to formally request that the theme of social mobility, and in particular the recommendations agreed by the Committee, form an important element of the work of the Senior Officers Communities Network.
- xi. to ensure that existing and emerging opportunities to enhance participation, social action, education, skills and employment are widely publicised and communicated in a planned and co-ordinated way.
- xii. for the Committee to receive regular updates on progress at both formal Committee meetings and in Committee workshops.

<b><i>Officer contact:</i></b>		<b><i>Member contacts:</i></b>	
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<b>1.</b>	<b>BACKGROUND</b>
<b>1.1</b>	The Government is committed to ending child poverty, and the Welfare Reform and Work Act was passed in 2016 to help achieve this. The Act focuses on social mobility and on developing life chances as the primary focus for tackling poverty in the United Kingdom (UK).
<b>1.2</b>	<p>The Council, with our partners in the district councils, developed a strategy for tackling child and family poverty and economic disadvantage in Cambridgeshire in 2014 – the ‘Breaking the Cycle 2’ Strategy. The Cambridgeshire Strategy adopted four key priorities to focus our work:</p> <ul style="list-style-type: none"> <li>• Building communities</li> <li>• Building futures</li> <li>• Supporting the most vulnerable</li> <li>• Communication, information and advice</li> </ul>
<b>1.3</b>	The strategy was developed to run until 2017, and, although a new strategy has yet to be developed, many of the activities and actions contained within the existing Strategy remain current and valid today. However, it is now timely, with the focus that the Committee can bring to this agenda, to review the strategy in line with the 2016 Act to ensure we are doing all we can to enable social mobility across the County.
<b>1.4</b>	The Communities and Partnership Committee has developed four overarching strategic priorities to direct its work over the next two years. One of those priorities is to tackle deprivation, and the Committee’s initial focus under this priority is to understand the cause of, and address the issues associated with, poverty.
<b>2.</b>	<b>MAIN ISSUES</b>
<b>2.1</b>	<p>The Welfare Reform and Work Act 2016 sets out the Government’s strategy to tackle poverty, increase social mobility and ensure there are better life chances for people across the UK. It describes a series of commitments as follows:</p> <ul style="list-style-type: none"> <li>• Achieving full employment</li> <li>• Creating 3 million apprenticeships in England by 2020</li> <li>• Supporting ‘troubled’ families</li> <li>• Tackling worklessness</li> <li>• Improving educational attainment</li> <li>• Promoting social mobility</li> <li>• Implementing a series of reforms to the welfare benefits system</li> </ul>
<b>2.2</b>	Guided by the Strategy adopted by the Council in 2014, we have delivered a range of interventions to support our work to tackle poverty and increase social mobility. Examples of some of these are as follows:
<b>2.2.1</b>	<p><b><u>Libraries</u></b></p> <ul style="list-style-type: none"> <li>• We are helping small and medium sized enterprises and business start-ups by partnering with the British Library, the Cambridgeshire and Peterborough</li> </ul>

	<p>Combined Authority, Cambridge University, Anglia Ruskin University, and Peterborough Libraries to bring the Business and Intellectual Property Centres into both local authorities. For every £1 invested in that offer, there is a return on investment into the local economy of £25</p> <ul style="list-style-type: none"> <li>• We have developed a new health offer to help people stay in their homes for longer by having access to advice and support in every library in Cambridgeshire and Peterborough through an on-line offer called 'Ask Sara' that is also linked to our support teams if a more tailored offer is required</li> <li>• Homework Clubs will run in our main libraries from September to support children's learning</li> <li>• We hold a Summer Reading Challenge in every library throughout the Summer, encouraging children to keep reading through the Summer Holidays</li> <li>• More events in libraries will be taking place through our new National Portfolio Organisation status, supporting local event providers in our communities, strengthening the local economy and improving the volunteer offer. The volunteer offer has a critical part to play in helping people get back into work</li> <li>• We have launched a new volunteer offer across all of our libraries because we know that often gives people a route back into work, a critical part in tackling poverty. We are also working with mental health colleagues in developing a more specific offer to help people with mental health issues back into work</li> </ul>
<b>2.2.2</b>	<p><b><u>Adult Learning &amp; Skills</u></b></p> <ul style="list-style-type: none"> <li>• We plan our adult learning and skills work to focus on deprived postcodes based on the most recent indices of multiple deprivation, and we rely on strong local partnerships and a robust subcontracting policy to reach those furthest from learning and skills</li> <li>• There is a separate proposal to significantly develop the adult skills service in Cambridgeshire in order to pursue opportunities for diversification and growth, thereby offering even greater support to those most excluded</li> </ul>
<b>2.2.3</b>	<p><b><u>Strengthening Communities Team</u></b></p> <ul style="list-style-type: none"> <li>• <b>Time Credits</b> help to strengthen and build strong connected communities. It encourages volunteering across all age groups, especially people new to volunteering, and enables people to give time to their communities and work together in exciting ways. Time Credits were piloted in Wisbech in 2014, and were rolled out in key areas across Cambridgeshire, focusing on three themes: Older people, Strengthening families, Skills and employment. For every hour a person gives to their community, they earn one printed Time Credit. They can spend it on an hour's activity in other community organisations, in local businesses and at places such as the Tower of London. They can also share them with friends and family or use them to thank others in turn. In March 2018, the Time Credits programme reached a key milestone with 1700 individuals having earned a Time Credit and given <b>50,000 hours</b> of their time. Opportunities to earn Time Credits range from supporting reading in schools, helping to run youth clubs to supporting work clubs such as at Community House in Wisbech. The current contract to deliver the Time Credits programme ends in March 2019</li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Resilient Together</b> is an Asset Based Community Development (ABCD) project focused in Wisbech and the Southern Fringe of Cambridge, led by Mind, funded via Mental Health commissioning colleagues. Its overall aim is to improve wellbeing and resilience within these two communities by: <ul style="list-style-type: none"> <li>- Building social connections</li> <li>- Raising awareness about wellbeing and mental health</li> <li>- Empowering residents to get involved in their community</li> </ul> <p>The project is now in its final year and is continuing ABCD work in both communities. The project team are expanding networks with ABCD practitioners nationally to deepen learning and share best practice, and work with local partners to continue the impact of the project.</p> </li> <li>● <b>Support Cambridgeshire</b> builds the capacity of voluntary organisations, community groups and town &amp; parish councils across the county, and builds strong relationships between the council and this sector. We are around half way through a three year contract, and the Committee is due to receive a full progress report at its September meeting.</li> <li>● <b>Prevention at Scale in Wisbech</b> is a Local Government Association (LGA) sponsored programme led by Fenland District Council and project managed by Support Cambridgeshire. Still in its early stages, the project seeks to examine good practice in community development which will help achieve lasting and sustainable impacts for the Wisbech community. Part of this community conversation about what works (and what does not) will involve a community based survey, seeking the views of Wisbech residents</li> </ul>
2.2.4	<p><b><u>Youth and Community Team</u></b></p> <ul style="list-style-type: none"> <li>● <b>Toast</b> began with an excess of bread donated to the Ferry Project and evolved into informal tea and toast drop-in at the Queen Mary Centre in Wisbech. Residents are supported to develop and sustain new activities based on their interests and enthusiasm, and create a space to come together and feel part of their community</li> <li>● A local residents' group called <b>North Cambridge Organisers</b> made a successful bid to the Community Reach Fund. The group are based at Buchan St Neighbourhood Centre in King's Hedges in Cambridge and give each other mutual support and advice around the incoming Universal Credit and how to manage it and improve their circumstances, as well as organising low-cost family trips. They have already run a trip and two events, set up a closed Facebook page open to members and built membership numbers from nominations made by local key workers</li> <li>● <b>Bath Road Skate Park</b> have secured £75,000 for this development from Fenland District Council and Clarion Housing. A WREN bid will be submitted for a further £35,000 but the group are moving ahead with the development of the park with what they have.</li> <li>● <b>7 new Youth and Community Workers</b> will be appointed by the Diocese of Ely.</li> </ul>

2.2.5	<p><b><u>Education Directorate</u></b></p> <ul style="list-style-type: none"> <li>● <b>Community Literacy Project ‘Talking Together in Cambridgeshire’</b> has been launched and will be delivered in Huntingdon, Wisbech, Chatteris, March, and North-East Cambridge with the support of the National Literacy Trust, to boost communication, language &amp; literacy. It will raise awareness of communication, language &amp; literacy development for children aged 0-6 with parents, childminders, practitioners and others in the community. The project aims to increase the number of children reaching or surpassing the expected standard at the end of their reception year at school by working with parents, childcare providers and community groups.</li> <li>● <b>Spinney Adventure Playground &amp; The Learning Bus</b> - Wisbech Adventure Playground has been donated the Learning Bus by the New Street Ragged Schools Trust. Adults and families visit the Playground with their children, and the Learning Bus will be an excellent facility, in keeping with the look of the playground, which could be used by a range of local organisations for the benefit of the local community</li> </ul>
2.2.6	<p><b><u>Public Health</u></b></p> <ul style="list-style-type: none"> <li>● <b>The Lifestyle Service</b> commissioned from Everyone Health weights delivery in more deprived areas. Services include: <ul style="list-style-type: none"> <li>- Health Trainers</li> <li>- Weight Management Services</li> <li>- Outreach NHS health Checks in workplaces focussed on manual workers and community settings</li> <li>- Stop Smoking Services</li> </ul> </li> <li>● <b>Stay Warm and Well in Winter</b> – offering grants to support fuel costs and enhance energy efficiency</li> <li>● <b>Workplace Support Programme</b> focuses on workplaces in Fenland that have manual high risk workers</li> <li>● <b>Let’s Get Moving</b> is a countywide physical activity programme that is commissioned from the district councils to focus on areas that have lower levels of physical activity and are more deprived</li> <li>● <b>Sport England Families Fund Award</b> – we recently secured over £400k worth of national funding from Sport England Families Fund to increase physical activity amongst families in areas of deprivation. The Programme will be starting shortly and will focus upon Fenland and Peterborough</li> <li>● In Cambridge City there are <b>substance misuse supported housing projects</b> that support people who misuse substances and are homeless</li> </ul>
2.3	<p>It is clear that the Council is delivering significant work towards tackling poverty and improving social mobility. However, how we measure the impact we’re having overall is less clear. Additionally, there is likely to be more we can do through better co-ordination and joined-up thinking across the organisation and our wider partnerships, and the role of the Communities and Partnership Committee in this regard would be invaluable.</p>

2.4	<p>The following recommendations are therefore made for the Committee to consider:</p> <ol style="list-style-type: none"> <li>i. to immediately form a cross-party working group, comprising members from the Committee supported by relevant officers from the council, to lead the development of a social mobility strategy and action plan, informed by a comprehensive needs assessment. It will be important that the development of this work aligns to the council's business planning schedule in order to secure any additional investment through, for example, the invest to save budgets</li> <li>ii. to engage formally with the council's other Service Committees, particularly Adults, Children's and Health, to determine what those committees can do to contribute to a newly aligned approach and how the Communities and Partnerships Committee can support them to achieve this</li> <li>iii. whilst the work to develop the needs assessment and strategy continue, to assess all current activity, some of which has been described in this report, for impact and relevance, and adapting this activity as a result of this assessment, either by continuing it, refocussing it, expanding it, or ending it</li> <li>iv. again, whilst the work to develop the needs assessment and strategy continues, to identify and commence delivery of new actions aligned to the themes contained in the Government's strategy (section 2.1 refers), specifically actions that: <ul style="list-style-type: none"> <li>- enhance community integration and inclusion, and reduce social isolation and loneliness</li> <li>- address barriers to long term worklessness</li> <li>- ensure people with a history of debt have access to advice and support, and support people with poor money management skills to manage their personal and household finances more effectively</li> <li>- ensure people with addiction issues have access to the right support</li> <li>- support people in low paid, insecure or unreliable jobs to improve their situation through, for example, enhancing our adult skills offer or supporting the development of social enterprises</li> <li>- lift people out of fuel poverty</li> <li>- support people with disabilities or long term health issues, including those with mental health issues</li> <li>- address poor quality, unsafe and/or unhealthy housing</li> <li>- prepare communities and residents for the roll-out of Universal Credit and other aspects of welfare benefits reform</li> </ul> </li> <li>v. as a key part of recommendation (iv) above, to focus specifically on behaviour change programmes that serve to encourage and enable our residents and communities to take greater personal and collective responsibility for increasing their social mobility. For example, programmes that support people to live independently for longer, for adopting a healthier lifestyle, or for better understanding the services and support available from the public sector and how and when to access it, will all serve to promote social mobility and reduce barriers to work</li> <li>vi. to comprehensively engage with our key partners to ensure we are aware of, able to influence, and do not duplicate, relevant activity they are delivering. In this regard, our key partners include the voluntary, community and faith sectors, district councils, the Cambridgeshire and Peterborough Combined Authority, the health system, Police and Fire services, schools and colleges, housing providers, and private business. It should be our aim to capture the work being</li> </ol>
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	<p>delivered or planned by this wider partnership in a single social mobility strategy for Cambridgeshire</p> <p>vii. to specifically engage with the Cambridgeshire and Peterborough Combined Authority in relation to its Economic Commission, in order to provide support and advice to that work and to help the Combined Authority deliver its outcomes within our communities</p> <p>viii. to ensure that, if the separate proposals are approved by Committee, the new Cambridgeshire and Peterborough Skills Academy has as one of its primary priorities, a focus on enhancing social mobility, tackling worklessness, and improving life chances</p> <p>ix. to make early decisions about the future of any currently-commissioned services, including the Time Credits programme and Support Cambridgeshire contract, ensuring that they are fully aligned to the principle of enhancing social mobility, both now and in relation to any future commissioning arrangements</p> <p>x. to formally request that the theme of social mobility, and in particular the recommendations agreed by the Committee, form an important element of the work of the Senior Officers Communities Network, thereby helping to maintain a whole-partnership approach to this wide ranging agenda</p> <p>xi. to ensure that existing and emerging opportunities to enhance participation, social action, education, skills and employment are widely publicised and communicated in a planned and co-ordinated way</p> <p>xii. for the Committee to receive regular updates on progress at both formal Committee meetings and in Committee workshops, in order to maintain focus and traction, and to ensure barriers can be unblocked and opportunities seized</p>
<b>3.</b>	<b>ALIGNMENT WITH CORPORATE PRIORITIES</b>
<b>3.1</b>	<b>Developing the local economy for the benefit of all</b>
	Economic development is a fundamental ingredient in ensuring social mobility is enhanced, worklessness is addressed, and opportunities are created for our communities and residents. The recommendations in this report – both those in the short and longer term – seek to enhance economic opportunity for our whole population.
<b>3.2</b>	<b>Helping people live healthy and independent lives</b>
	People who are healthy and independent are more likely to be able to pursue opportunities to enhance their social mobility, as well as support those in greater need. The recommended approach contained within this report seeks to enhance independence and opportunities to live a healthier life in order to increase social mobility.
<b>3.3</b>	<b>Supporting and protecting vulnerable people</b>
	Those who are most vulnerable or most excluded in our society are likely to be some of those people furthest from work or from being socially integrated. This report seeks



	to provide the right support to the most vulnerable people in order to enable them to improve their life chances.
<b>4.</b>	<b>SIGNIFICANT IMPLICATIONS</b>
<b>4.1</b>	<b>Resource Implications</b>
	At this stage, the focus is on ensuring the work we currently deliver, or the work delivered by our partners, is better co-ordinated and is achieving the best outcomes possible. However, the working group, if approved, may wish to put forward proposals for additional investment to save or other investment through the business planning process.
<b>4.2</b>	<b>Procurement/Contractual/Council Contract Procedure Rules Implications</b>
	There are no significant implications for this category.  Any resulting procurement activity resulting from the proposals would require to be undertaken in accordance with the County Council's Contract Procedure Rules.
<b>4.3</b>	<b>Statutory, Legal and Risk Implications</b>
	There are no significant implications for this category.
<b>4.4</b>	<b>Equality and Diversity Implications</b>
	The focus of this report is on ensuring all of society is able to access and pursue social mobility and other opportunities.
<b>4.5</b>	<b>Engagement and Communications Implications</b>
	It is fundamental to the success of the proposals in this report that resultant actions, opportunities and interventions are co-produced with communities and our partners, and that they are well publicised and professionally communicated to reach those who need them most.
<b>4.6</b>	<b>Localism and Local Member Involvement</b>
	The proposed cross-party working group, and the role of the Area Champions, will be fundamental to the success of the recommendations in this report.
<b>4.7</b>	<b>Public Health Implications</b>
	There is a close relationship between social mobility and worklessness as key determinants of health outcomes.  Public Health services and current activities have a key role to play in addressing the challenges associated with reduced social mobility and worklessness, and the input of

	Public Health colleagues will be fundamental to the effective delivery of the recommendations contained in this report.
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Implications	Officer Clearance
Have the resource implications been cleared by Finance?	Yes Name of Financial Officer: Martin Wade
Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by Finance?	Yes Name of Financial Officer: P White
Has the impact on statutory, legal and risk implications been cleared by LGSS Law?	Yes Name of Legal Officer: Fiona McMillen
Have the equality and diversity implications been cleared by your Service Contact?	Yes Name of Officer: Adrian Chapman
Have any engagement and communication implications been cleared by Communications?	Yes or No Name of Officer: <i>Matthew Hall 25/6/18 - Chased 26/6/18</i>
Have any localism and Local Member involvement issues been cleared by your Service Contact?	Yes Name of Officer: Adrian Chapman
Have any Public Health implications been cleared by Public Health	Yes Name of Officer: Val Thomas

Source Documents	Location
None	