



Communities and Partnerships Committee

Interactive Workshop
18 February 2021



Improving Social Mobility

Creating the best opportunities possible
to level-up our communities

Agenda

- National context and drivers
- Local context and drivers
- The Approach in Cambridgeshire
- Personas – bringing this to life
- Action!

1. National Context and Drivers

National context and drivers



‘Social mobility is the link between a person’s occupation or income and the occupation or income of their parents. In other words it’s about ensuring your background doesn’t determine your future’

Social Mobility Commission



National context and drivers

- The Social Mobility Commission sits within the heart of Government, as part of The Equality Hub
- The Equality Hub brings together the Disability Unit, the Government Equalities Office, the Race Disparity Unit and the Social Mobility Commission
- The Equality Hub is part of the Cabinet Office

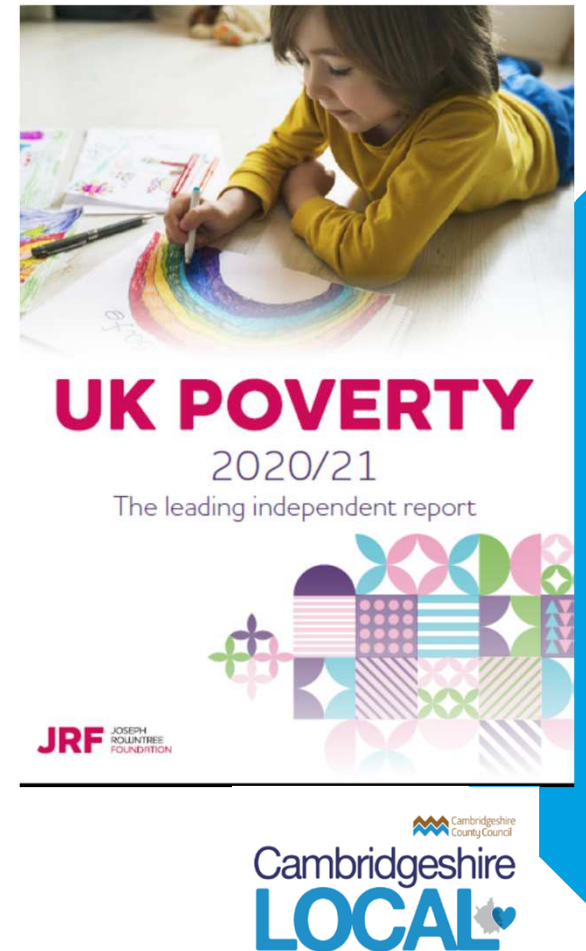
National context and drivers

- 60% of people in professional jobs come from professional backgrounds, while only 34% come from working class backgrounds
- People from working class backgrounds earn 24% less a year
- Half of adults from low socio-economic backgrounds have received no training since leaving school
- 68% of households have experienced a drop in income as a result of COVID-19, with the under 25s having been hit the hardest
- 43% of businesses with more diverse workforces have higher profits
- Inclusive teams make better business decisions 87% of the time. And they make decisions twice as fast, delivering 60% better results
- Employees from lower socio-economic backgrounds on average outperform their more advantaged peers
- Individuals who start their careers via an apprentice scheme are likely to stay longer, reducing recruitment costs

National context and drivers

Many groups have been adversely impacted by COVID-19:

- part-time workers, low-paid workers and sectors where there are much higher rates of in-work poverty, such as accommodation and food services
- Black, Asian and minority ethnic households
- lone parents – mostly women, many of whom work in hard-hit sectors – who are more reliant on local jobs, and are more likely to have struggled with childcare during lockdown
- private renters, who have higher housing costs, and social renters, who tend to have lower incomes, both leading to higher poverty rates. Renters in work are also more likely to be in a sector more affected by coronavirus
- areas of the UK where there were already higher levels of unemployment, poverty and deprivation



National context and drivers

“

Social mobility in England is a postcode lottery, with large differences across areas in both the adult pay of disadvantaged adults, and the size of the pay gap for those from deprived families, relative to those from affluent families

Disadvantaged young adults in areas with high social mobility can earn twice as much as their counterparts in areas where it is low – over £20,000 compared with under £10,000

Pay gaps between deprived and affluent young adults in areas with low social mobility are 2.5 times larger than those in areas with high social mobility

In areas of low social mobility, up to 33% of the pay gap is driven by family background and local market factors, over and beyond educational achievement

Characteristics of the coldest spots: fewer professional and managerial occupations: fewer outstanding schools: higher levels of deprivation and moderate population density

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National context and drivers

- https://youtu.be/0RO67LjN_ks



National context and drivers



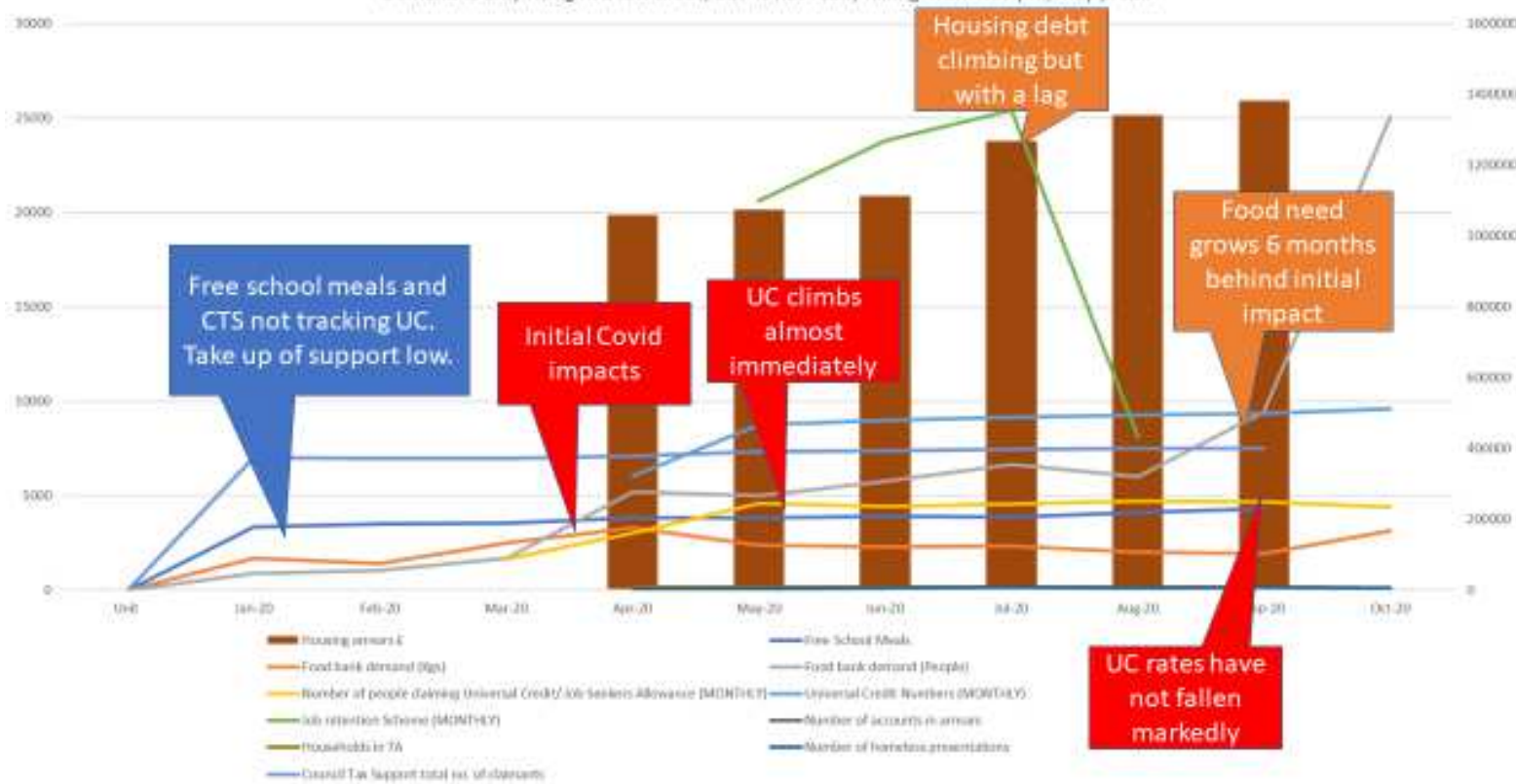
“As we collectively deal with the shock of the pandemic, it is imperative that improvements in social mobility are integrated into the way we regroup and rebuild. We must design a recovery that ensures that the needs of the most vulnerable are met.”



2. Local Context and Drivers

Local context and drivers

Covid impact assesment - What are the (imperfect) numbers showing us?
Demand is only rising in a few areas, but is not really falling from its April/May peak

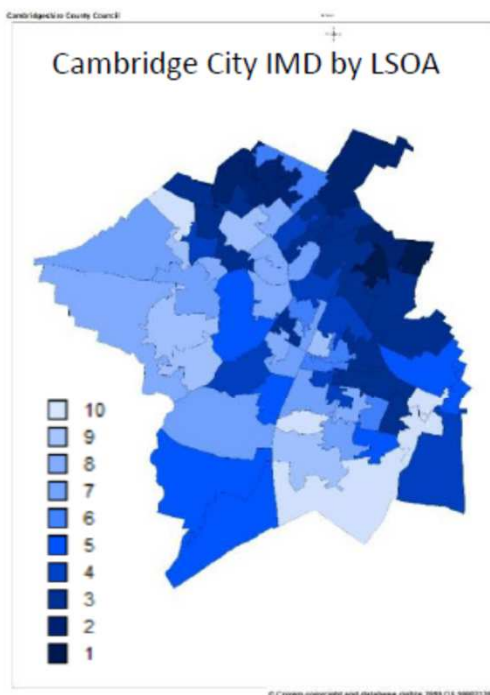


Local context and drivers

1. Poor health outcomes of COVID-19 as a disease
2. Impacts on mental health
3. Poor educational and employment outcomes for young people
4. Economic and income impacts
5. Victimisation

Impacts of Covid 19 in Cambridgeshire and Peterborough Needs Assessment

Local context and drivers



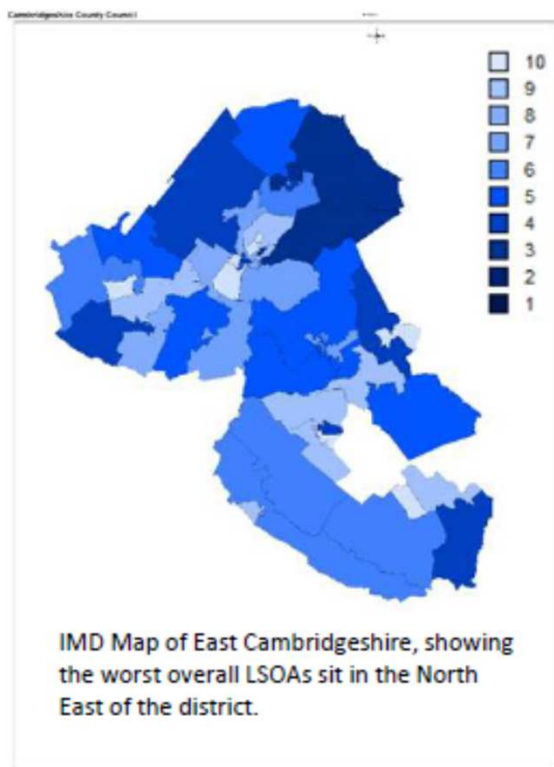
Lowest scoring LSOAs (more deprived):

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
Cambridge 006D	Abbey	2	1
Cambridge 006F	Abbey	2	1
Cambridge 001C	King's Hedges	2	2

Highest scoring LSOAs (least deprived):

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
Cambridge 005A	Castle	10	10
Cambridge 011A	Cherry Hinton	10	10
Cambridge 011F	Cherry Hinton	10	10
Cambridge 013D	Queen Edith's	10	10
Cambridge 013E	Queen Edith's	10	10

Local context and drivers



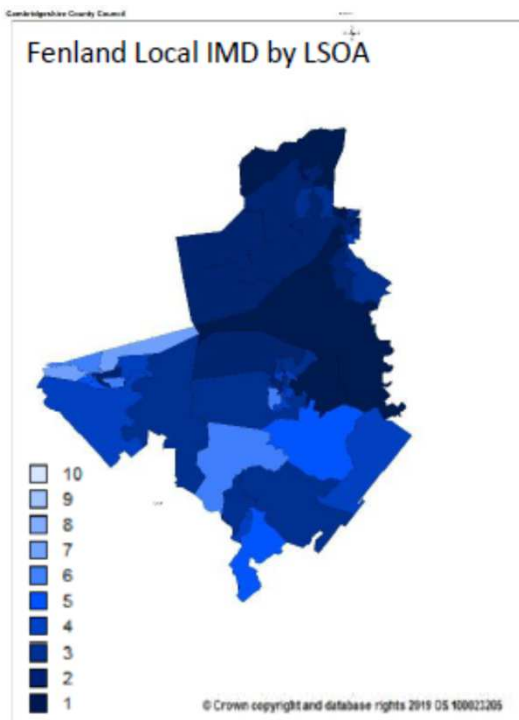
Lowest scoring LSOAs (more deprived):

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
East Cambridgeshire 003G	Ely North	4	3
East Cambridgeshire 001C	Littleport East	4	3
East Cambridgeshire 001E	Littleport West	5	3

Highest scoring LSOAs (least deprived):

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
East Cambridgeshire 008B	Burwell	10	10
East Cambridgeshire 003F	Ely North	10	10
East Cambridgeshire 002D	Sutton	10	10
East Cambridgeshire 004G	Ely South	10	10
East Cambridgeshire 011B	Cheveley	10	10
East Cambridgeshire 004F	Ely South	10	10
East Cambridgeshire 007C	Isleham	10	10

Local context and drivers



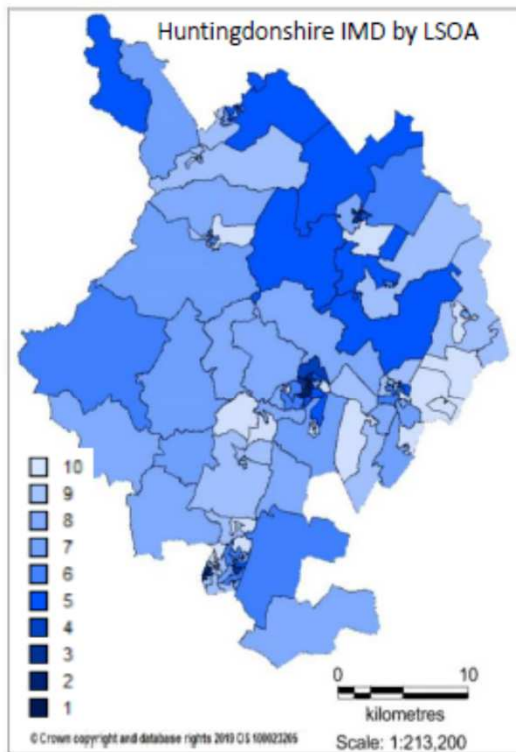
Lowest scoring LSOAs (more deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Fenland 007B	March East	1	1
Fenland 003F	Staithe	1	1
Fenland 002C	Waterlees Village	1	1
Fenland 002D	Waterlees Village	1	1

Highest scoring LSOAs (least deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Fenland 008A	Bassenhally	8	7
Fenland 006F	St Andrews	8	7

Local context and drivers



Lowest scoring LSOAs (more deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Huntingdonshire 008A	Huntingdon North	2	2
Huntingdonshire 008B	Huntingdon North	2	2

Highest scoring LSOAs (least deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Huntingdonshire 018B	Fenstanton	10	10
Huntingdonshire 014D	Godmanchester & Hemingford Abbots	10	10
Huntingdonshire 007A	Holywell-cum-Needlingworth	10	10
Huntingdonshire 008C	Huntingdon East	10	10
Huntingdonshire 005D	Ramsey	10	10
Huntingdonshire 008C	Somersham	10	10
Huntingdonshire 013B	St Ives South	10	10
Huntingdonshire 018D	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 019C	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 020E	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 012C	The Stukeleys	10	10

Local context and drivers

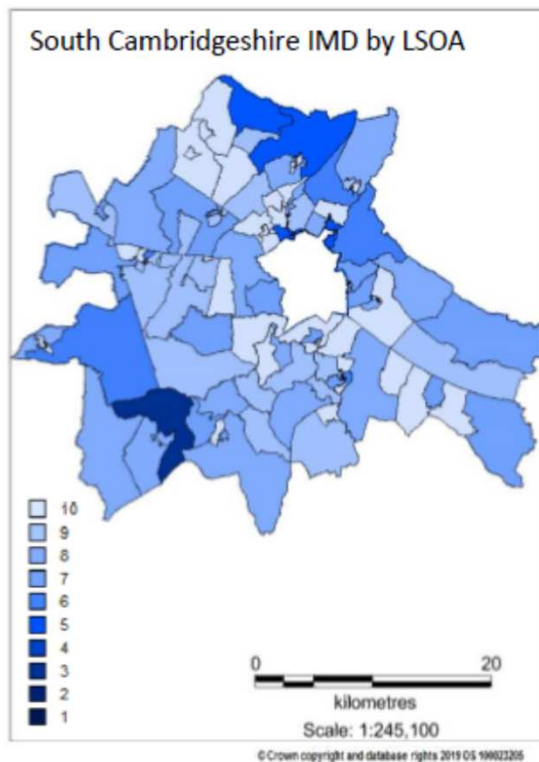


Figure 3; Map of IMD deciles in South Cambridgeshire

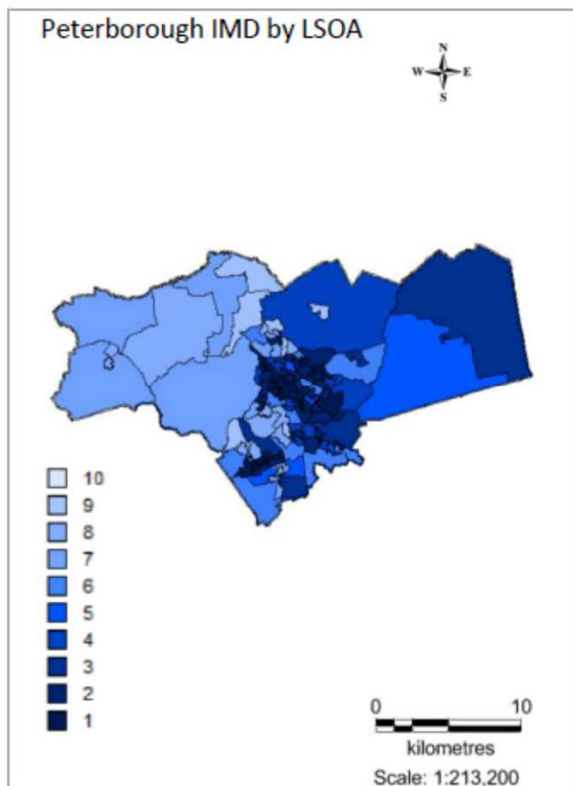
Lowest scoring LSOAs (most deprived):

LSOA name (2011)	WD18NM	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
South Cambridgeshire 019A	Melbourn	3	2
South Cambridgeshire 007B	Milton & Waterbeach	5	3

Highest scoring LSOAs (least deprived):

LSOA name (2011)	WD18NM	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
South Cambridgeshire 002B	Cottenham	10	10
South Cambridgeshire 002C	Cottenham	10	10
South Cambridgeshire 017B	Duxford	10	10
South Cambridgeshire 011C	Fen Ditton & Fulbourn	10	10
South Cambridgeshire 013A	Gamlingay	10	10
South Cambridgeshire 009C	Girton	10	10
South Cambridgeshire 009D	Girton	10	10
South Cambridgeshire 014B	Harston & Comberton	10	10
South Cambridgeshire 014D	Harston & Comberton	10	10
South Cambridgeshire 006B	Histon & Impington	10	10
South Cambridgeshire 006D	Histon & Impington	10	10
South Cambridgeshire 006F	Histon & Impington	10	10
South Cambridgeshire 016D	Upton	10	10
South Cambridgeshire 016F	Upton	10	10
South Cambridgeshire 018B	Melbourn	10	10
South Cambridgeshire 007A	Milton & Waterbeach	10	10
South Cambridgeshire 015D	Sawston	10	10
South Cambridgeshire 015E	Sawston	10	10
South Cambridgeshire 003C	Swavesey	10	10
South Cambridgeshire 012A	Shefford	10	10
South Cambridgeshire 012B	Shefford	10	10
South Cambridgeshire 012D	Shefford	10	10
South Cambridgeshire 004D	Milton & Waterbeach	10	10
South Cambridgeshire 001B	Over & Willingham	10	10
South Cambridgeshire 001C	Over & Willingham	10	10
South Cambridgeshire 020B	Cambridge	10	10
South Cambridgeshire 010B	Harston & Comberton	10	10
South Cambridgeshire 009E	Girton	10	10
South Cambridgeshire 010C	Hardwick	10	10
South Cambridgeshire 003B	Longstanton	10	10
South Cambridgeshire 003D	Swavesey	10	10
South Cambridgeshire 017C	Upton	10	10
South Cambridgeshire 020D	Cambridge	10	10

Local context and drivers



Lowest scoring LSOAs (more deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Peterborough 007B	Dogsthorpe	1	1
Peterborough 013F	East	1	1
Peterborough 021B	Orton Longueville	1	1
Peterborough 021E	Orton Longueville	1	1
Peterborough 021F	Orton Waterville	1	1
Peterborough 007E	Paston and Walton	1	1
Peterborough 009D	Ravensthorpe	1	1
Peterborough 009E	Ravensthorpe	1	1
Peterborough 011E	West	1	1
Peterborough 009B	Bretton	1	1
Peterborough 010A	North	1	1
Peterborough 010D	Ravensthorpe	1	1

Highest scoring LSOAs (least deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Peterborough 003B	Eye, Thorney and Newbor	9	8
Peterborough 016F	Fletton and Woodston	9	9
Peterborough 001A	Glington and Castor	9	8
Peterborough 001B	Glington and Castor	9	9
Peterborough 003D	Gunthorpe	9	8
Peterborough 023B	Hargate and Hempsted	9	8
Peterborough 018E	Orton Waterville	9	8
Peterborough 002C	Werrington	9	9

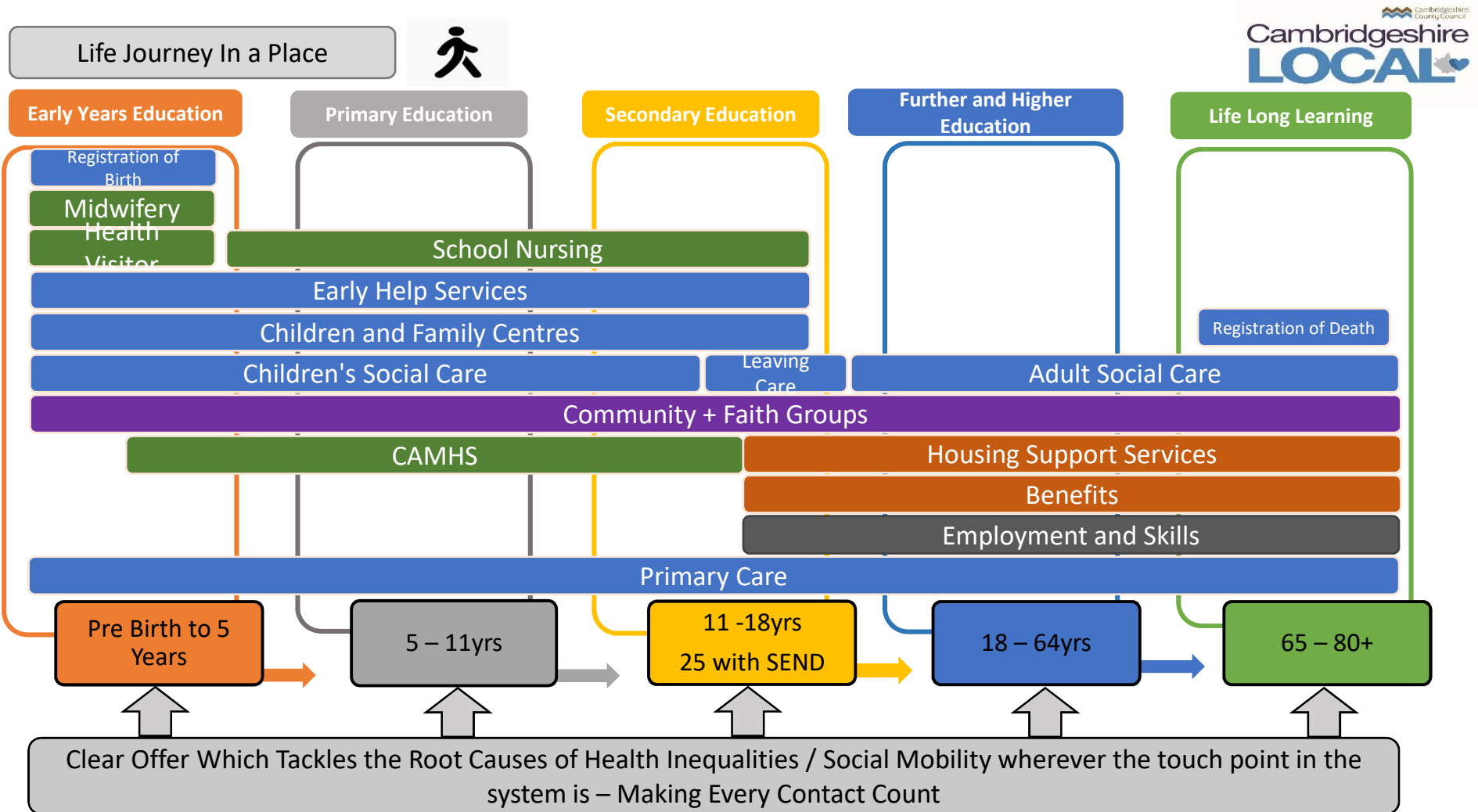
3. The Approach in Cambridgeshire

Full Life Journey



Local councils, health, public services, the community and voluntary sector working together with people at the heart of the system.





Features of the Approach – 1

- Place teams exist – multi-disciplinary, multi-organisational, multi-age range
- Holistic assessment, triage, conversations are standard across all services
- Whole family, whole person approach is embedded into decision making
- Interdependencies are understood, impacts of decisions are owned by the whole place team
- The most appropriate worker takes the lead - but the whole place team support the worker
- When intervention is needed, this leads to right level of support but step down is planned well in advance with the community
- Local volunteering opportunities are linked to place team to support a seamless experience

Features of the Approach – 2

- Information sharing agreements are embedded – systems co-exist but share information and data
- Data is captured across those systems, analysed and interpreted looking forward and looking back (informs developing life journey approach)
- The roles of community connectors are embedded into the place team to support community opportunities
- Social prescribers act as a two-way gate way into and out of community support
- Clear and holistic menu of interventions has been created and is understood
- Barriers to improved social mobility are understood by all, involvement in services always leads to opportunity

How this will look and feel



- A clear, practical, accessible offer for any household
- C&P Services 'bent' towards supporting social mobility, leading the way for the rest of the council, and then our partners
- No wrong front door
- Countywide Hub to triage and provide immediate support
- 22 co-produced plans, plus bespoke arrangements in Cambridge City, focussed on the needs and opportunities within communities and informed by community voices and data
- New, outcomes-based VCS Infrastructure Support contract
- New relationship with CaPALC
- Mainstreamed Community Resilience Group



4. Personas – Making this Real for our Residents and Communities

Persona 1: Family 1 – URBAN

Just About Managing (e.g. combination of benefits and low paid work)

Persona	Current Opportunities	Think Communities aspirations
2 parent family with three children aged 7/9/11		<ul style="list-style-type: none"> Family units are identified, and needs understood – making the most of data. Holistic assessment is undertaken consent is gained for combined response
<p>Living in social housing recently fallen in to rent arrears</p> <p>Family are experiencing ASB within their community, there is a regular fly-tip at the back of their home.</p>	<p>Working with housing officer to reduce arrears with a repayment agreement to avoid eviction</p> <p>Silo support for ASB / Fly-tipping issues via District council and Police</p>	<ul style="list-style-type: none"> Social landlord makes supportive contact at first missed rent payment episode. Housing/LA/CAB to support with debt management, income maximisation. As a result of assessment warm handover to DWP is arranged to investigate employment prospects. Data sharing arrangements are robust but sensitive to the purpose, enabling offers of support to be effective and sustainable Social landlord worker remains in contact with family as lead worker creating a 'two-way' conversation with the family and services, so family feel 'ownership' of their property and have the autonomy to work with the offers improved local support mechanisms for ASB / fly-tipping
<ul style="list-style-type: none"> Father employed on 0 hours contract Father's hours have been significantly reduced over the past 12 months (normal hours 40 +overtime, now averaging 20 hours) Mother currently not working 11 year old has struggled at school with behaviour, has disengaged and is at risk of exploitation. In receipt of UC Delay in changes in benefit due to fluctuation in salary During lockdown, children have been at home, which has led to increased fuel and food bills Mother has a history of mental health illness 	<ul style="list-style-type: none"> DWP – additional support with benefits DWP/Libraries - provide support with training and employability DWP - Continue to supply documents to ensure they are receiving the payments CAB – support with rent arrears and budgeting DWP - Continue to supply documents to ensure they are receiving the payments CCC and District– Winter Support Grant – fuel voucher and emergency food parcel CAB – budgeting advice GP involvement Social Prescribing – health and wellbeing Community support groups to receive peer support 	<ul style="list-style-type: none"> DWP offer a range of support to help Father negotiating better arrangements with his current employer, the opportunity to re-train, up skill and to seek alternative employment. Mum attended the DWP session with Father at the local library, While she was there the DWP worker suggested that she have a look at the volunteering opportunities board, Mum struggles with anxiety, but because all the library staff are trained in Mental Health First aid the conversation was positive and mum started volunteering at the local community centre play group. Due to the great relationships with the Local Authority and businesses, conditions of employment have generally remained more favourable than in the rest of the country. As part of the new Local Place Team meeting the Social landlord worker discussed support for 11 year old son who is struggling in school, parents are also struggling with boundaries– the placed based Early Help Worker made an appointment to see Mum at the community centre café after her volunteering and gave information about local Youth Groups and Parenting Courses. Mum gave information about local issues in the area which was passed back to CSP, as a result of the intel and data the place team PES and Youth Offending workers met with the local resident's association and groups to put in to place a joint action plan to quickly address the fly tipping, ASB and reporting around local gang issues.
<p>During lockdown, children have been at home, which has led to increased fuel and food bills</p> <p>In receipt of FSM and children normally attend breakfast club.</p>	<p>CCC and District– Winter Support Grant – fuel voucher and emergency food parcel</p> <p>CAB – budgeting advice</p> <p>Food vouchers provided (incl. half-term)</p>	<ul style="list-style-type: none"> DWP automatically share information with Education to ensure that the family are getting the right support via Free School Meals. The family visit the local gardening project on occasion as a family activity, in exchange for working on the allotments they get to take away a box of fresh veg. This really seems to have helped with Mums mental health and the children's health and wellbeing.
<p>Family only own 1 laptop – this is really impacting on home schooling. They also regularly run out of data and end up overspending on 4G which is more expensive.</p>	<p>School – support with laptops and digital inclusion</p>	<ul style="list-style-type: none"> Cambridgeshire Digital Partnership is set up as the gateway for digital inclusion solutions school makes a referral and family can received an additional laptop as well as support to get them on to a cheap unlimited internet contract. The family picked up their laptop from the same library where mum and dad went for DWP appointment. They also were shown how to go on cambridgeshire insight and found that free wifi was going to be available in their area soon. The library said when this happens just to pop back in and they would show them how to sign up.

5. Action!

- What next?
- How?
- By when?
- By who?