



# Developing Local Action

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# Introduction

## Cambridge City Council

- Strong Council commitment to tackling poverty
- Early 2015 introduction of Anti Poverty Strategy
  - Key objective: reduce the link between poor health and poverty

*"The overriding priority for the next year of council business will be to start tackling the inequality of two-tier Cambridge. The anti-poverty strategy will help ensure that prosperity is shared more fairly by all in the city."*

*Councillor George Owers*



# Health and Poverty

## Key Evidence

- Recognised relationship between lower incomes and poorer health
- Cold homes cost the NHS £850m per year through treatment of cold related diseases – *ONS, Nov 2013*
- Quarter of households in the city are living on an income of £15,700 or less - *Cambridge Sub-Regional Strategic Housing Market Assessment (SHMA)*.



# Fuel Poverty

- Key factors affecting fuel poverty
  - Household Income
  - Energy bills
  - Property efficiency
- In 2011, the proportion of households in Cambridge who experienced fuel poverty was 14.7%, compared to 12.2% nationally
- Households in the private rented sector more likely to experience fuel poverty than those in other tenures

*Source: Cambridgeshire Insight, 2014, Cambridgeshire Atlas*  
<http://www.cambridgeshireinsight.org.uk/housing/existing-homes/fuel-poverty>

# Key Target Areas

## Low income areas

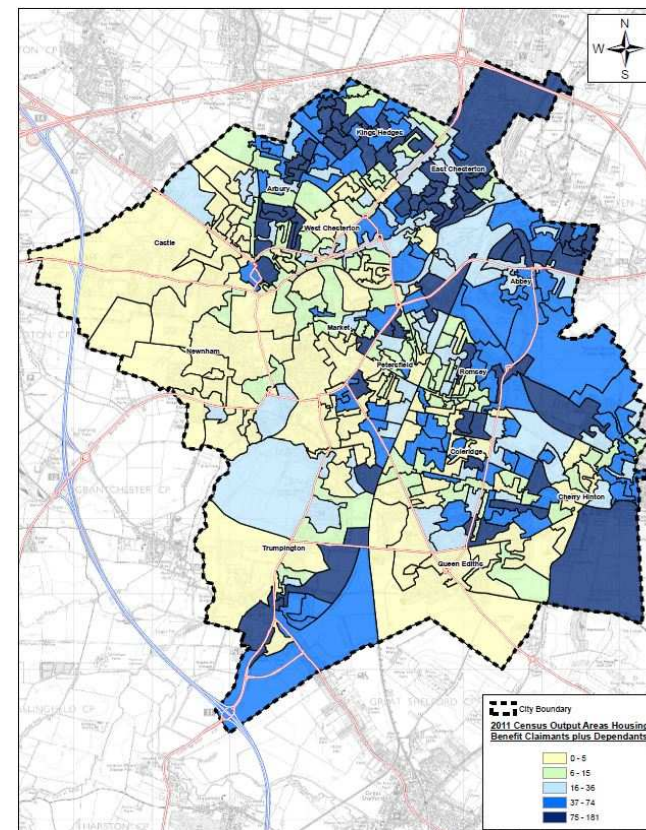
- Typically Council housing areas
- High efficiency in council housing (SAP 75)
- Target other tenures in these areas
- Notoriously hard to engage

## Private rented sector

- Typically lowest energy efficiency rating
- Difficult to identify and assist
- Will include low income households

## Older/Vulnerable residents

- Strong health-poverty links
- Potential low income, asset rich



Distribution of Housing Benefit claimants in Cambridge by Lower Super Out Area (LSOA)



# Fuel & Water Poverty Action

## Support drive to tackle poverty in Cambridge

- Produce a fuel and water poverty action plan
  - Identify target residents/groups
  - Assess their needs
  - Link to practical solutions and funding
  - Establish clear referral networks and promotional activity
  - Identify further needs and potential funding opportunities



# Current Support

## Income & Debt Management

- Citizens Advice Bureau (CAB)
- Government financial support
  - Warm homes discount,
  - Winter fuel payments
  - Cold weather payments,
  - Cambridge Local Assistance Scheme
- Charis – Fuel debt payments



# Current Support

## Energy Bills

- Fuel Switching
  - Cambridgeshire County Council Collective energy switch.  
<http://www.cambridgeshire.gov.uk/switch>
- Energy use advice
  - Winter focused promotion
  - General council activity
  - Grass root organisations e.g. Transition Cambridge





# Current Support

## Increasing property efficiency

- National funding through Energy Company Obligation
  - HHCRO, CSCO, CERO
- City Homes
  - Annual investment to improve council housing
- Action on Energy Cambridgeshire
  - Solid wall insulation funding
  - Private rented sector scheme
  - Engagement collaboration with CAB and Addenbrookes
- Cambs HIA
  - Grants for vulnerable residents



# Future Partnerships & Engagement

**Aim: To increase effectiveness through strong and robust partnership working.**

**Achieved through:**

- High level commitment
- Establish long term plan
- Better understanding of partners roles
- Greater sharing of information



# Future Partnerships & Engagement

## How can we develop our partnership?

- Increased awareness of health processes and patient journey
  - Identify opportunities / funding available
  - Practicalities of delivery
- Better communication between partners and stronger links
- Investigate opportunities to share data

## Potential outputs

- Robust long term referral network
- Strong links between health and poverty
- Housing checks as part of hospital discharges
- Flu Clinic/GP related activity



# Any Questions?

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