

Health and Wellbeing related actions extracted from the draft Anti-Poverty Strategy for Cambridge

4. Reducing the link between poor health and poverty

Physical and mental health - As the evidence set out at 6.0 above demonstrates, there is a close relationship between low incomes and poor health. We will take action to help improve the health of people on low incomes, ranging from: providing targeted sports development activities to offering 50% discounts on entry to City Council owned swimming and sports facilities for people on means-tested benefits; from supporting outreach advice work for people with mental health issues associated with low income and debt, to working with partners to promote cooking skills and greater understanding of nutrition and healthy eating for people on low incomes.

Objective 4. Reducing the link between poor health and poverty			
4.1 Support Citizen's Advice Bureau to prepare a plan and to seek funding for advice sessions in East Barnwell Medical Practice. Sessions would focus on mental health issues due to low income, debt or addiction. They would will be run on a pilot basis and will be assessed to see whether the approach is suitable for extending to other practices.	Graham Saint, Corporate Strategy	Progress update to Cambridge Local Health Partnership on 23 October 2014. Implementation during early 2015.	The project is in the early stages of development and performance measures are not yet identified. However, they could include: Number of residents attending advice sessions and number of issues resolved.
4.2 Promote 50% off entry prices at Council-owned sports and swimming facilities for people receiving Means Tested Benefits and free usage of Splashpads and Paddling Pools in parks and open spaces	Ian Ross, Community, Arts and Recreation	Ongoing	Performances measures to be confirmed, but could include: Number of visits to Council-owned sports and swimming facilities where people have benefitted from 50% reduction in entry prices
4.3 Continue to provide targeted sports development work to compliment NHS services in the community e.g Exercise Referral	Ian Ross, Community, Arts and Recreation	Ongoing	Performances measures to be confirmed
4.4 Work with partners in the Cambridge Sustainable Food Network to deliver food projects focussing on cooking skills, growing produce, and information on healthy food and nutrition at neighbourhood level	Sally Roden, Community Arts and Recreation/ Frank Harrison, Refuse and Environment	Ongoing	Performances measures to be confirmed
4.5 Explore opportunities to work with partners in the Local Health Partnership to promote public health messages, particularly in relation to anti-smoking, reducing alcohol consumption and healthy eating.	Yvonne O'Donnell/ Jas Lally, Refuse and Environment	To be confirmed	Performance measures to be identified following further scoping of work on public health promotion
4.6 Work with Cambridgeshire Community Safety Partnership, Cambridge Police, Cambridgeshire County Council, NHS, the Drug and Alcohol Action Team, Cambac and city retailers and other partners to develop a voluntary code on the sale of high strength beers and ciders, which will help address anti-social-behaviour issues and reduce harmful alcohol consumption	Robert Osbourn, Refuse and Environment	Summer 2015, subject to engagement of key partners	Initial discussions with potential partners through the Alcohol Related Violent Crime Group – October 2014 Number of city retailers who adopt the proposed voluntary code on the sale of high-strength beers and ciders
4.7 Pilot new ways of working with people involved in street-based anti-social behaviour, including exploring the support available for people with medium to high needs in terms of mental health, substance misuse and alcohol issues	Lynda Kilkelly, Strategic Housing	First phase of the pilot will be completed by end of March 2015	Phase one: 12 people identified that fit the pilot criteria and individual action plans developed identifying future support needs Phase two: Reduction in anti-social behaviour incidents involving the individuals in the pilot Increase in number of individuals sustaining a tenancy or hostel accommodation
4.8 Continue to provide move on accommodation for adults recovering from mental ill health, in conjunction with the Cambridgeshire County Council and Metropolitan Housing Group	Frances Swann, City Homes	Ongoing	100% of move-on accommodation is occupied 75% or more of tenants in move-on accommodation move into independent accommodation within 3 years

Introduction

Cambridge City Council wants to improve the standard of living for people currently experiencing poverty in the city and help alleviate issues that can lead to financial pressures on low income households. A draft strategy has been developed to do this following a review of evidence and conversations with people involved in tackling poverty in the city.

The Council now wants to hear your views on whether the draft strategy has:

- understood the nature and impact of poverty in the city correctly;
- identified objectives that will help alleviate poverty in the city;
- identified actions that will make a difference; and
- there is evidence to suggest we should be exploring any other possible courses of action or intervention.

The Key Issues

The draft strategy reviews evidence and identifies a number of key issues that contribute to poverty in Cambridge.

These include:

- A combination of declining wages in real terms and a high cost of living in Cambridge.
- Changes to in-work and out-of-work benefits resulting from national welfare reforms.
- Increasing numbers of residents with low incomes finding themselves in crisis situations.
- A proportion of residents working in low paid, low skilled work with limited opportunities for progression.
- Poorer educational attainment and aspirations for children and young people growing up in low income families.
- Rising house prices and private rents combined with high demand for social housing available in the city.
- Higher than average rates of fuel poverty, particularly for households in the private rented sector.
- Poorer health outcomes for those with low incomes and higher than average rates of child poverty in some areas of the city.
- A significant proportion of older people in the city living on low incomes and experiencing social isolation.
- Issues with limited access to digital media and technology for residents on low incomes.

1. In your experience, are these the main issues concerning poverty in Cambridge?

Please tell us about other issues, not mentioned above, that you think are important and why you think this.

What we want to achieve (objectives)

The draft strategy identifies 7 objectives that will help address the key issues contributing to poverty in the City.

These include:

- Helping people on low incomes to maximise their income and minimise their costs.
- Raising aspirations and making the move into work easier.
- Reducing the impact of poverty on children and helping low income families with the cost of raising a child.
- Reducing the link between poor health and poverty.
- Ensuring that vulnerable older people get the services that they need and reducing the social isolation they can experience.
- Helping people with high housing costs and improving the condition of people's homes.
- Working in partnership to tackle wider barriers to employment and engagement.

2. Are these the right objectives for responding to the key issues regarding poverty in Cambridge?

Please tell us if you think other objectives, not mentioned above, should be added and why you think this.

Consultation about an Anti-Poverty Strategy for Cambridge

Our areas of focus for helping people on low incomes to maximise income and minimise costs

The areas of focus for this objective include:

- Work with the Living Wage Foundation to become an accredited Living Wage employer.
- Appoint a Living Wage Coordinator to promote Living Wage accreditation for local employers.
- Continue to assist Council tenants to apply for welfare benefits and provide rent advice and debt counselling.
- Continue to support Housing Benefit and Council Tax Support claimants to receive their full entitlement and collect outstanding debts in as sensitive a manner as possible.
- Work in partnership with Jobcentre Plus, housing providers and the voluntary sector to support vulnerable benefit claimants in the transition to Universal Credit.
- Continue to fund debt advice services and signpost people with financial capability issues to the Citizen's Advice Bureau (CAB), credit unions and Money Advice Centre.
- Further support and promote credit unions in Cambridge, through holding a stakeholder event in January 2015 and exploring options for a city centre shop.
- Launch a new grants programme that assists residents living on low incomes.

3. Please tell us if you think these are the right areas of focus for this objective.

If you feel we should be looking at any new areas, please outline them in the box below and give your reasons, if possible.

Consultation about an Anti-Poverty Strategy for Cambridge

Our area of focus for helping people on low incomes to maximise income and minimise cost (continued)

The areas of focus for this objective include:

- Provide extra promotion in Cambridge for the collective County-wide energy-switching scheme, which aims to secure cheaper energy deals for local residents.
- Put in place a Water and Energy Costs Anti-Poverty Scheme.
- Continue to provide funding for low cost furniture to people on low incomes.
- Provide an expanded programme of 'Community Clear-out Days' in the North and South of the city.
- Work with partners in the Cambridge Sustainable Food City Network to increase food recycling and reduce food waste.
- Explore with the county council options for running the Cambridgeshire Local Assistance Scheme, and consider alternative sources of funding for individuals or households in crisis situations in Cambridge if it is discontinued.
- Look at establishing a single referral scheme so that people on low incomes who contact the Council can be signposted to relevant services.

4. Please tell us if you think these are the right areas of focus for this objective.

If you feel we should be looking at any new areas, please outline them in the box below and give your reasons, if possible.

Our areas of focus for raising aspirations and making the move into work easier

The areas of focus for this objective include:

- Continue to invest in employment support in order to help families get off benefits and into work.
- Deliver an apprenticeship programme, which will increase the number of apprenticeship opportunities for young people in City Council services.
- Work with the county SPICE and CHS Group to roll-out the 'time-credit' scheme.
- Look at work with the Cambridge Hub and existing outreach programmes at the University of Cambridge and Anglia Ruskin University to help connect students to volunteering opportunities in local disadvantaged communities.
- Work with partners in the Greater Cambridge City Deal and the Greater Cambridge Greater Peterborough LEP to better match vocational training opportunities to local employment and business needs.
- Continue community development work in partnership with others to build the confidence of communities, including those which experience barriers to the labour market.
- Continue to fund a learning and development service for homeless people based in a partner agency.
- Continue to fund an employment worker in a partner agency with a specific remit to target those in housing need.
- Continue to fund and support events which increase community pride and cohesion, such as the Big Weekend, Chesterton Festival, Arbury Carnival and Cherry Hinton Festival.
- Continue to support an annual programme of events which celebrate diversity and promote community cohesion.

5. Please tell us if you think these are the right areas of focus for this objective.

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Our areas of focus for reducing the impact of poverty on children

The areas of focus for this objective include:

- Work with Cambridgeshire County Council to provide pre-school childcare space at Buchan Street and Ross Street Community Centres.
- Continue to provide local emergency accommodation to keep homeless children and their families within their existing school catchment area.
- Continue to provide support for school swimming, and free swimming lessons for those in most need based on referrals from teachers.
- Continue to support families with a dependent through the City Council's Local Council Tax Support scheme.
- Work in partnership with Cambridgeshire County Council to raise awareness of Free School Meals.
- Work in partnership with other organisations in Cambridge to help develop and deliver the Cambridgeshire Child Poverty Strategy.

6. Please tell us if you think these are the right areas of focus for this objective.

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Our areas of focus for reducing the link between poor health and poverty

The areas of focus for this objective include:

- Support Citizen's Advice Bureau to find funding and run advice sessions in East Barnwell Medical Practice.
- Promote 50% off entry prices at Council-owned sports and swimming facilities for people receiving Means Tested Benefits and free usage of Splashpads and Paddling Pools in parks and open spaces.
- Continue to provide targeted sports development work to compliment NHS services in the community e.g Exercise Referral.
- Work with partners in the Cambridge Sustainable Food Network to deliver food projects focussing on cooking skills, growing produce, and information on healthy food and nutrition at neighbourhood level.
- Explore opportunities to work with partners in the Local Health Partnership to promote public health messages, such as stop smoking, reducing alcohol consumption and healthy eating.
- Work with Cambridgeshire Community Safety Partnership, city retailers and others to develop a voluntary code on the sale of high strength beers and ciders to help address anti-social-behaviour issues and reduce harmful alcohol consumption.
- Pilot new ways of working with people involved in street-based anti-social behaviour, including exploring the support available for people with medium to high needs in terms of mental health, substance misuse and alcohol issues.
- Continue to provide move on accommodation for adults recovering from mental ill health, in conjunction with the Cambridgeshire County Council and Metropolitan Housing Group.

7. Please tell us if you think these are the right areas of focus for this objective.

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Consultation about an Anti-Poverty Strategy for Cambridge

Our areas of focus for ensuring vulnerable older people get the services they need

The areas of focus for this objective include:

- Continue to provide good quality modern sheltered housing schemes for older people, which incorporate assisted bathrooms and wet rooms.
- Continue to provide a tenure neutral city-wide support service for older people, working with health and social care services and local housing associations.
- Continue to fund the Cambridgeshire Home Improvement Agency (HIA) helps elderly or vulnerable people, who have disability needs, or who are on a low income, to repair, maintain or adapt their homes.
- Improve promotion of grants and loans to older and vulnerable people with low incomes
- Continue to provide targeted sports development work to complement NHS services in the community, including work to reduce falls amongst older people.
- Work with partners and voluntary groups to develop and deliver the annual "Cambridgeshire Celebrates Age" festival, which provides a range of inclusive and accessible events.
- Continue to provide low cost activities for older people which promote activity and social cohesion e.g Tea Dances and the Mayors Day Out.
- Continue to ensure that at least 2% of new social housing is fully wheelchair accessible, with a further 8% to meet other specialist needs provided there is an identified need and appropriate support for the residents is available.
- Improve promotion of grants and loans to older and vulnerable people with low incomes and savings levels for repairs and home energy improvements to their homes.

8. Please tell us if you think these are the right areas of focus for this objective.

If you feel we should be looking at any new areas, please outline them in the box below and give your reasons, if possible.

Consultation about an Anti-Poverty Strategy for Cambridge

Our areas of focus for helping people with high housing costs and improving the condition of homes

The areas of focus for this objective include:

- Develop new homes for rent through the Council's Affordable Housing Development Programme, and ensure that rent levels are as affordable as possible.
- Work through the planning process and with Registered Providers to enable the delivery of new high quality, energy efficient homes for rent at sub-market rates.
- Continue to promote energy efficiency improvements to private landlords and homeowners through the Green Deal, and provide additional promotion of energy efficiency measures to residents in low income areas of the City.
- Continue the Town Hall Lettings scheme providing a local lettings agency to support single homeless people who do not need supported housing to move into private rented accommodation and, in so doing, freeing up spaces in supported accommodation for those who need it.
- Continue to invest in heating and energy efficiency improvements to City Council homes.
- Continue to fund a Chronically Excluded Adults service, to help people get on a more stable footing and significantly reduce the drain on public resources across sectors.
- Ensure that charges for the new handyperson service are set at a reasonable level, and that the service is accessible to those on low incomes.

9. Please tell us if you think these are the right areas of focus for this objective.

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Our areas of focus for working in partnership to tackle wider barriers to employment and engagement

The areas of focus for this objective include:

- Measures to reduce digital exclusion through the developing City Council Digital Access Strategy, and/or through influencing the digital inclusion strand of Cambridgeshire County Council's 'Connecting Cambridgeshire' programme.
- Working with partners in the Greater Cambridge City Deal and the Greater Cambridge Greater Peterborough LEP to ensure that investment in transport infrastructure improves connectivity between key employment locations and more deprived areas of the City.

10. Please tell us if you think these are the right areas of focus for this objective.

If you feel we should be looking at any new areas, please outline them in the box below and give your reasons, if possible.

Consultation about an Anti-Poverty Strategy for Cambridge

Is there anything else we need to consider?

Thank you for taking the time to complete this consultation.

This online form is one of a number of ways the Council is seeking to involve local residents in preparing an Anti-Poverty Strategy for the residents of Cambridge.

If you have any other comments about the draft strategy or our approach, please provide your comments below.

We are especially interested in any case studies you may have of interventions that have proven to work, particularly in Cambridge or similar places. If you can site any case studies or examples of evidence that add weight to your suggestions, that would be much appreciated. We are aware of the need to measure our success and to use our scarce resources to bring about the best possible outcomes.

If the box below proves to be too small you can send additional material to:
graham.saint@cambridge.gov.uk
or by post to: to the Strategy and Partnerships team, Cambridge City Council, PO Box 700, Cambridge CB1 0JH.

11. Please provide any additional comments here: