



To: Executive Councillor for Finance and Resources:
Councillor George Owers

Report by: David Kidston, Strategy and Partnerships Manager

Relevant scrutiny
committee: Strategy & 23/3/2015
Resources
Scrutiny
Committee

Wards affected: Abbey Arbury Castle Cherry Hinton Coleridge
East Chesterton King's Hedges Market Newnham
Petersfield Queen Edith's Romsey Trumpington
West Chesterton

ANTI-POVERTY STRATEGY

Key Decision

1. Executive summary

- 1.1 The City Council has developed an Anti-Poverty Strategy, which aims to: improve the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty; and alleviate issues that can lead households on low incomes to experience financial pressures.
- 1.2 This report sets out the results of public consultation on a draft version of the Strategy between 27 October 2014 and 30 January 2015. It seeks approval for a final version of the Strategy, which addresses the main points raised by respondents to the consultation.
- 1.3 The City Council received accreditation from the Living Wage Foundation as a Living Wage employer on 3 November 2014, and appointed a Living Wage Coordinator in November 2014 to promote the Living Wage to businesses and organisations in Cambridge. This report summarises progress to date and proposes an action plan for future work (attached at Appendix C).
- 1.4 The Fuel and Water Poverty Action Plan has been developed in response to the 'Anti-Poverty Strategy', which acknowledges the problem of increasing energy and water costs on lower income residents contributing to poverty in the district. Following research and consultation a series of actions have been identified focussing predominantly on low income households. The aim of the action

plan is to reduce the number of households in fuel and/or water poverty across the district. This report seeks approval for the key areas of focus in the Action Plan.

2. Recommendations

The Executive Councillor is recommended:

1. To approve the final Anti-Poverty Strategy (Appendix E)
2. To approve the Living Wage Action Plan (Appendix C)
3. To approve the key areas of focus for the Fuel and Water Poverty Action Plan (Appendix D)

3. Final Anti-Poverty Strategy

3.1 The City Council has developed an Anti-Poverty Strategy (attached at Appendix E), which aims to: improve the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty; and alleviate issues that can lead households on low incomes to experience financial pressures.

3.2 The strategy identifies the key issues relating to poverty in Cambridge, based on a review of available empirical evidence, and initial consultation with stakeholders. It also identifies 7 objectives for City Council activity to address poverty, and some detailed actions that City Council services will undertake during 2014/15 and 2015/16 to address the key issues. The key objectives are:

- 1 Helping people on low incomes to maximise their income and minimise their costs
- 2 Increasing community pride, raising aspirations and making the move into work easier
- 3 Reducing the impact of poverty on children and helping low income families with the cost of raising a child
- 4 Reducing the link between poor health and poverty
- 5 Ensuring that vulnerable older people and people with disabilities get the services that they need and reducing the social isolation they can experience
- 6 Helping people with high housing costs, increasing numbers of affordable homes, and improving the condition of people's homes
- 7 Working in partnership to tackle wider barriers to employment and engagement

- 3.3 The City Council can have a direct impact on poverty through the types of services it provides, how these services are targeted, and how it spends its capital and revenue budgets. The strategy brings greater focus and coordination to the Council's existing efforts to address poverty, while identifying areas where the Council can have even greater impact. This will include some new initiatives that will improve the lives of residents experiencing poverty, and opportunities to refocus existing services.
- 3.4 The Council also recognises that much can be achieved through working in partnership with other local organisations from the public, voluntary and private sectors. It currently engages actively in a range of partnerships and joint-working arrangements which have an impact on poverty. As we implement this Anti-Poverty Strategy, we will identify opportunities for further and more effective partnerships with external organisations.

4. Results of Consultation on the Anti-Poverty Strategy

- 4.1 The City Council carried out public consultation on the draft Anti-Poverty Strategy between 27 October 2014 and 30 January 2015. This consultation built on initial consultation carried out in July to September 2014 to inform the development of the draft Strategy. As part of these two phases of consultation, residents and stakeholders were engaged through:
- Publication of the draft strategy and a questionnaire survey on the City Council website. In total, 59 responses were received to the survey. The survey was publicised via: the City Council's Twitter account, a media release and other corporate communications channels; direct messages to residents associations, members of Cambridge Community and Voluntary Services (CCVS), organisations funded by City Council grants, and other relevant partner organisations; and the Cambridge Network, which has a membership of more than 1500 businesses based in Cambridge, ranging from start-ups and SMEs through to global corporations..
 - Focus groups with low income residents, delivered as part of regular service user meetings organised by the City Council and partner agencies. These included: Wintercomfort service users meeting, Sheltered Schemes Residents' Association, Tenants and Leaseholders Forum, Hanover Court Residents Association meetings, and Cherry Hinton Mingle Munch.
 - Detailed case studies of six residents in different circumstances, which aim to explore their experiences and views on living on a low income in Cambridge. These case studies were based on in-depth

conversations with City Council officers or staff at Cambridge and District Citizen's Advice Bureau (CAB).

- A stakeholder workshop, which brought together key stakeholders to consider the key issues in Cambridge, and identify interventions which have been successful, both in Cambridge and in other towns and cities.
- 25 face-to-face meetings with representatives of local organisations that are working to address different aspects of poverty in the city. Officers also attended stakeholder groups to discuss the strategy with other local organisations, such as the Equalities Panel, Local Health Partnership, Guidance Employment and Training (GET) Group, and the Homelessness Service Information Group.

4.2 A full list of the organisations and stakeholders engaged through the face-to-face meetings, workshop and stakeholder meetings is provided at Appendix A.

4.3 The key issues raised by residents and stakeholders who participated in the above consultation activities are summarised in Appendix B. The City Council has provided a reply to each of these issues, to explain if each suggestion can be incorporated in the strategy, or if the City Council already has a means or an alternative way of doing what is being suggested. Where a suggestion cannot be taken forward, the City Council has explained why not.

4.4 The final version of the Anti-Poverty Strategy attached at Appendix E has been updated to reflect those suggestions that can be incorporated. The key changes that have been made to the Strategy since it was last presented to Strategy and Resources Committee on 10 October are:

- Additional text in the executive summary to distinguish between key existing activities that will be continued, and new action that will be taken as part of the strategy.
- Including additional evidence gathered from empirical sources and consultation with stakeholders and services users (including on benefits at 4.5, on disability and poverty at 12.0, and on women and poverty at 13.0)
- Updating existing actions in the action plan to reflect the consultation feedback and developments since the draft (e.g. action 1.8 on credit unions, action 2.5 on the City Deal Skills Service).
- Including additional actions identified through the consultation and developments since the draft strategy (e.g. 1.16 on premises support for voluntary and community groups supporting low income residents, 2.10 on Cambridge Northern Fringe East, 5.7 on

supporting groups for older people, 5.10 on promoting volunteering and befriending schemes to reduce isolation for older people, and 7.1 – 7.3 on digital inclusion activities)

5. Living Wage Action Plan

5.1 On the 6 November 2014, Council passed a motion on the Living Wage, which included a commitment to

“To set a target of achieving the Living Wage City status in the medium term period (as defined by 75% of employers within the city paying the living wage) and asks the executive councillor in consultation with the Living Wage Coordinator to set out plans as to how this goal will be achieved.”

5.2 The City Council received accreditation from the Living Wage Foundation as a Living Wage employer on 3 November 2014. Since April 2013, the Council has paid its own employees the Living Wage, but in accordance with the requirements of accreditation, the City Council is working to ensure that all its contractors pay the Living Wage to Qualifying Staff at the earliest opportunity, unless it would be unlawful or inappropriate to do so.

5.3 The City Council Living Wage Coordinator in November 2014 to promote the benefits of paying the Living Wage to businesses and organisations in Cambridge. This report summarises progress to date and proposes an action plan for 2015 (attached at Appendix C).

5.4 Progress to date in the Living Wage external promotion campaign includes are:

- Establishing stronger relationships with the campaign team at the Living Wage Foundation and visits to Councils and visiting other organisations that have launched successful local campaigns, including York City Council, the Greater London Authority and Living Wage Norwich to learn from their approach.
- Information gathering and initial research, including: establishing a baseline number of Living Wage accredited organisations in Cambridge (see 3.0 in Appendix C) establishing the total number and size of enterprises in different sectors in Cambridge and identifying target sectors; and statistics on the number of Cambridge workers affected by low pay.
- Organising an event at the Guildhall on 3 November 2014 to celebrate the start of national Living Wage week, which was

attended by accredited local employers and enterprises that are interested in paying the Living Wage.

- Following up the interest shown by businesses at the Living Wage event to encourage them to seek accreditation, and holding initial discussions with other key employers in the city to explore the potential for them to pay the Living Wage.
- Contacting employers that the City Council has a relationship with, including: grant funded organisations and tenants of City Council properties.
- Development of a number of campaign tools and channels, including a Facebook page and page on the City Council website.

6. Fuel poverty and Water Poverty Action Plan

6.1 The 'Anti-Poverty Strategy' acknowledges the impact of increasing energy and water costs on household incomes. Those on low incomes are most vulnerable as rising energy and water costs mean that the percentage of income being used to cover these utilities bills is increasing, which impacts on disposable income and other areas of household spending.

6.2 Following budgetary approval at Strategy and Resources Committee on 14 July, officer time for additional work on fuel and water poverty issues. Research and consultation with City Council services and local partner agencies has been conducted to establish:

- the issues facing low income families across the district in relation to both fuel and water costs;
- what support is already in place (both nationally and locally); where gaps exist in this support; and
- what opportunities exist to help fill these gaps and provide further support.

6.3 A Fuel and Water Poverty Action Plan for April 2015-March 2017 has been developed in response to the key research and consultation findings. The key areas of focus for the Action Plan are summarised for approval in Appendix D, and the full detailed Action Plan has been circulated separately to Members for information.

6.4 The aim of the Action Plan is to reduce the number of households in fuel and/or water poverty through a series of activities to reduce their energy and water bills through a series of activities. These will be delivered through a variety of mechanisms including: practical projects; dissemination of information; and ensuring linkages between

City Council activity and local groups that are already working in this area. Three key priority actions for 2015-2016 are:

- a pilot water meter study, targeting 1 or 2 bedroom council owned properties to compare water costs both before and after having a meter installed.
- Continuing to promote the County-wide energy-switching scheme, which seeks to secure better deals for residents through collective bargaining with energy companies; and
- Investigating the viability of a targeted energy and water scheme specific to landlords with tenants receiving housing benefit.

6.5 One of the key issues raised through consultation is the potential difficulties in engaging residents on low incomes and ensuring that they take up the measures identified in the action plan. This will be addressed by targeting activities to key sectors of the community:

- City Council tenants
- Tenants in private rented accommodation
- Those in receipt of benefits (in particular Housing Benefit which can be paid to those in low paid work, as well as those not in work)
- Older residents, irrespective of property tenure
- Low income areas of the city, as identified in the Anti-Poverty Strategy

6.6 The council recognises the need to work in partnership with other local organisations from the public, voluntary and private sector, utilising expertise already present in this area. The key role for the City Council is to act an enabler, predominantly through dissemination of information and engagement. The Action Plan will help co-ordinate activities across partners and maximise the benefits offered to low income households in the district.

7. Implications

(a) Financial Implications

The Anti-Poverty Strategy will primarily seek to co-ordinate and refocus City Council activity so that it focuses on tackling poverty where possible. However, some additional one-off, fixed term initiatives which contribute to the objectives of the Anti-Poverty Strategy will be supported by the 'Sharing Prosperity Fund'.

(b) Staffing Implications (if not covered in Consultations Section)

It is anticipated that much of the work to develop and deliver the Anti-Poverty Strategy will be achieved within existing staff resources. However, some of the initiatives proposed to support the Anti-Poverty Strategy (e.g. Living Wage Co-ordinator, and the Youth Apprenticeship Programme) will involve the recruitment of a limited number of additional staff.

(c) Equality and Poverty Implications

An Equality Impact Assessment has been carried out and is attached for information at Appendix F.

(d) Environmental Implications

Some of the activities already identified in the action plan are likely to have a medium positive environmental impact. For example:

- The Water Meter Anti-Poverty Scheme will promote take-up of water meters and water efficiency measures to residents in low income areas of the City, and reduce water consumption and associated carbon emissions.
- The additional promotion of energy efficiency measures to residents in low income areas of the City will reduce energy consumption and associated carbon emissions from households in these areas.

(e) Procurement

One of the actions included in the Strategy is for the City Council to seek accreditation from the Living Wage Foundation as a Living Wage. As part of this, the City Council has adopted a Living Wage policy in respect of contractors. As set out in a separate report by the Head of Legal Services to this Committee on 14 July 2014, this policy requires contractors to pay the Living Wage to Qualifying Staff unless it would be unlawful or inappropriate to do so.

(f) Consultation and communication

See 3.1 above for details of consultation activity. Communications activity for the Living Wage and Fuel and Water poverty are set out in Appendix C and D. The final Anti-Poverty Strategy as a whole will be communicated to residents and stakeholders through a press release and local media coverage, a dedicated page on the City Council website, and symposium on 5 March 2015 at Buchan Street Neighbourhood Centre and subsequent events linked to the Strategy.

(g) Community Safety

There are no specific community safety implications for the Strategy as a whole, but some of the actions identified in the action plan will have a positive impact on anti-social behaviour, such as: work with city retailers and other partners to develop a voluntary code on the sale of high strength beers and ciders (Action 4.6); and piloting new ways of working with people involved in street-based anti-social behaviour (Action 4.7).

6. Background papers

There are no background papers for this report.

7. Appendices

Appendix A - Organisations consulted on the Anti-Poverty Strategy
Appendix B – Responses to consultation on the Anti-Poverty Strategy
Appendix C – Living Wage action plan
Appendix D – Summary of the Fuel Poverty Action Plan
Appendix E – Anti-Poverty Strategy
Appendix F - Anti-Poverty Strategy Equality Impact Assessment

8. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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Appendix A - Organisations consulted on the Anti-Poverty Strategy

Stakeholders	One-to-one meeting	Workshop	Stakeholder meetings
Abbey People Neighbourhood Action Group	✓	✓	
Age UK	✓		
Barnwell Baptist Church	✓	✓	
Bedfordshire Pilgrims Housing Association	✓		
Cambridge City Foodbank	✓		
Cambridge Hub	✓		
Cambridge Council for Voluntary Service	✓	✓	
Cambridge Credit Union	✓		
Cambridge Cyrenians	✓		✓
Cambridge Women's Aid	✓		
Cambridge Women's Resources Centre	✓		✓
Cambridgeshire County Council	✓		
Cambridgeshire Ethnic Community Forum	✓		
Cambridgeshire Police		✓	
CamHealth		✓	
Care Network			✓
Centre 33	✓		
CHS Group	✓	✓	✓
Citizen Advice Bureau	✓	✓	✓
Crime Reduction Initiatives			✓
Disability Cambridgeshire	✓		
Future Business	✓		
Guidance Employment and Training (GET) Group	✓	✓	✓
Jimmy's	✓		✓
Kings Hedges Neighbourhood Partnership	✓	✓	
Lifecraft	✓		
Rainbow Savers Credit Union	✓		
Richmond Fellowship			✓
Riverside Housing			✓
University of Cambridge	✓	✓	
Winter Comfort	✓		✓
YMCA			✓

Appendix B – Key issues raised through consultation on the Anti-Poverty Strategy

	Issues raised by consultees	Cambridge City Council comments
Overall objectives of the Strategy		
1	<p>Most respondents to the online survey felt that the seven objectives in the draft strategy were the right objectives, but a number of respondents felt that the objectives could be more specific and measurable. Some respondents to the online survey that the objectives should include additional issues, including:</p> <ul style="list-style-type: none"> • food and maintaining healthy diets • working with the voluntary sector • supporting people with disabilities, especially those with poor mental • increasing the provision of social housing • supporting schools in deprived areas and raising standards • involving people on low incomes in decisions about services and budgets • reducing excessive alcohol and drug consumption • promoting community cohesion, pride in place and community resilience • improving childcare • supplying good jobs for local young people • responding to travellers' issues 	<p>We welcome the overall support for the objectives of the Strategy. The objectives are intended to set out the aspects of poverty that the City Council is aiming to tackle through the Strategy. As set out in section 14 of the strategy we will measure progress primarily through the project-based targets in the action plan.</p> <p>We have amended some of the objectives to reflect this feedback. For example, we have amended objective 5 to encompass people with disabilities. However, the majority of the suggestions are more specific issues, which fall within the broad objectives of the strategy. For example, 'food and maintain healthy diets' is a key area of focus under objective 4 (Reducing the link between poor health and poverty).</p>
Objective 1 - Helping people on low incomes to maximise their income and minimise their costs		
	<p>Benefits - Stakeholders and service users suggested that the Strategy should address a number of issues relating to changes to benefits resulting from national welfare reforms, including:</p> <ul style="list-style-type: none"> • The digital by default approach proposed for Universal Credit will make it more difficult for disabled people to access benefits. • Universal Credit may be difficult to manage for those who lack good budgeting skills, as they may not set aside some of the money to pay their rent. • Tougher eligibility criteria may mean that some people with 	<p>The draft Strategy identifies a number of these issues at 4.5 in the 'key issues' section. The additional issues relating to Universal Credit and disability benefits have been added to the final Strategy at 411.0.</p> <p>The City Council can have limited impact upon nationally-driven changes to benefits. However, the City Council has sought to influence government agencies on these issues, such as JobCentre Plus over the local application of sanctions and difficulties arising from disability assessments. The City Council will also provide</p>

Issues raised by consultees	Cambridge City Council comments
<p>disabilities who currently claim Income Support, Incapacity Benefit or Disability Living Allowance, may not be able to claim Employment Support Allowance (ESA) or Personal Independence Payments (PIP) in future.</p> <ul style="list-style-type: none"> • Some residents with disabilities waiting for assessments for Personal Independence Payments (PIP) for a number of months and having no or reduced income for this period. • Some residents with disabilities having to travel to Haverhill for assessments for Personal Independence Payments (PIP). • ‘Sanctions’ for missing an appointment with JobCentre Plus, or for not completing agreed job search activities, which include benefits being stopped for a period of weeks. • The Spare Room Subsidy has led to increased housing costs for some low income households 	<p>support to vulnerable people during the transition to Universal Credit (see p24 in the final Strategy) and post implementation with digital and financial inclusion.</p> <p>Cambridge City Council supports people affected by changes to Welfare Benefits with advice on finding suitable accommodation, budgeting skills and with applications for Discretionary Housing Payments.</p>
<p>Debt - A number of stakeholders and respondents to the online survey identified debt as a key issue that should be reflected and addressed through the Strategy. They raised the following issues:</p> <ul style="list-style-type: none"> • Due to high living costs and low incomes, some residents have very limited disposable income or savings. As a result they do not have the financial reserves needed to weather unforeseen events, and may take out high interest loans to cover these costs, which they are unable to repay. • The desire to have the same standard of living as friends and acquaintances or wider societal pressures can lead to unsustainable levels of debt • Some residents do not have the budgetary skills needed to manage on a low income and avoid going into debt. Financial literacy training is needed, but schools do not have the capacity in the curriculum to deliver financial literacy sessions. 	<p>The draft Strategy identified a number of these issues at 4.7 and 4.8 in the ‘key issues’ section. The City Council is taking steps to address debt and financial literacy issues, including the following actions in the action plan:</p> <ul style="list-style-type: none"> • Assisting City Council tenants to apply for welfare benefits, and provide a rent advice and debt counselling service to City Council tenants • Funding Citizen’s Advice Bureau (CAB) to provide debt advice and other voluntary organisations to deliver financial literacy projects through the Community Grants budget for 2015/16 • Signposting people with financial capability issues to the CAB, credit unions and Money Advice Centre for advice
<p>Fuel poverty - Some consultees identified fuel costs as a key issue for some people on low incomes, particularly for older people on low incomes who are not living in supported housing</p>	<p>The draft Strategy identified fuel poverty issues at 4.2 and 7.7 in the ‘key issues’ section. The action plan identifies a number of key actions to respond to this issue:</p>

	Issues raised by consultees	Cambridge City Council comments
		<ul style="list-style-type: none"> • Helping residents to get better fuel deals (1.9) • Helping residents to reduce energy and water costs (1.10) • Investing energy efficiency improvements to City Council homes (6.3), and promoting energy efficiency improvements to private landlords and homeowners through the Green Deal (6.4).
	<p>In work poverty – some stakeholders, survey respondents and workshop attendees commented that, as well as out-of-work benefit recipients, the Strategy also needs to focus on measures to support those who are working or receiving a pension, but whose income is not much higher than it would be if they were claiming benefits.</p>	<p>While we have used information on benefit claimants as a proxy measure for poverty in Cambridge strategy, the City Council recognises that there are some residents in the City who are working on low incomes, who may only be marginally better off than if they were claiming benefits. The Action Plan includes a number of actions that will specifically benefit working people on low incomes, including promoting the Living Wage (1.2 and 1.3), and providing additional childcare spaces (3.1).</p>
	<p>Credit Unions – Most consultees felt that providing support for credit unions would provide residents on low incomes with access to a range of low cost financial products, from basic bank accounts to low-interest loans, and provide an alternative to high interest loans from pay day lenders and loan sharks. However, some respondents queried whether exploring the potential for a city centre credit union shop might not benefit residents on low incomes who use local shops rather than city centre services.</p>	<p>As set out on page 24 of the Strategy, providing additional support for credit unions is a key element of the City Council's approach to supporting residents to minimise their costs. We will explore how the Council can further support and promote the services offered by credit unions in Cambridge, including investigating the feasibility and business case for a city centre shop unit, but also exploring opportunities for increased outreach services in neighbourhood centres across the city.</p>
	<p>Outreach advice project – Many consultees supported the proposed pilot project to provide advice and support to residents presenting at Barnwell Medical Centre with mental health issues due to low income, debt or addiction. It was felt that the project would provide much-needed support to residents in these circumstances, while enabling GPs to focus on medical concerns. However, one stakeholder commented that people with more severe mental health needs would require more intensive support on financial issues, involving a case-worker approach rather than referrals to advisors in GP surgeries.</p>	<p>The City Council welcomes the support for this project, and will evaluate the impact of the project at the end of the year to determine whether it could be rolled out more widely in the city by partner organisations. We recognise that the pilot will focus on providing support to residents who experience issues such as depression and anxiety due to financial concerns, but that more intensive support from appropriate agencies is necessary for those with more severe mental health needs.</p>
	<p>Living Wage – Most consultees were supportive of the City Council promoting the Living Wage in the city in order to increase incomes for low income residents. However, some stakeholders and service users felt</p>	<p>The City Council recognises that there is a need for a range of actions, including those which help increase residents' income, such as the Living Wage, and those which help people to manage budgets</p>

Issues raised by consultees	Cambridge City Council comments
<p>that supporting residents on low incomes to manage their costs and live within their existing income would be more effective. Some consultees felt that some residents, including some homeless people, might use any increase in income to buy drugs or alcohol. They suggested that crisis loans would be more helpful, because they help provide homeless people moving into new accommodation with furniture and washing machines, helping them to sustain tenancies.</p>	<p>and reduce costs deliver. The City Council has supported financial literacy projects through the Community Grants budget for 2015/16, and signposting people with financial capability issues to the CAB, credit unions and Money Advice Centre for advice. The action plan also includes a number of actions to help people reduce their costs, through energy efficiency improvements to homes, securing cheaper fuel deals, and exploring how the Cambridgeshire Local Assistance Scheme (CLAS) can best be supported in future.</p>
<p>Areas of focus - Respondents to the online survey suggested a number of additional actions and areas of focus. Those that have not already been included in the Strategy are:</p> <ul style="list-style-type: none"> • continuing with Discretionary Housing payments to vulnerable people to mitigate the effects of national welfare reforms, which are contributing to local increases in individual debt • reducing the number of expensive pay-as-you-go fuel meters • setting up a local not-for-profit energy company. • providing people with long-term health problems with more support • funding mental health specialists as benefit advisors • improve services for Travellers • more work at grass-roots level and promotion of self-help and places where people can talk to each other • joining up services for people with complex needs and providing them in local community settings 	<p>The City Council welcomes the additional actions and areas of focus suggested by consultees. Members of the Council's Anti-Poverty Project Board will review these suggestions and work up any viable ideas into more detailed business cases which can be considered for funding as the action plan develops. The action plan will be reviewed annually over the course of the three years covered by the Strategy, so there will be scope to undertake additional actions to those currently included in the Strategy.</p>
Objective 2 - Increasing community pride, raising aspirations and making the move into work easier	
<p>Raising aspirations and attainment- Some stakeholders suggested:</p> <ul style="list-style-type: none"> • Some young people in the city grow up with low expectations due to a lack of role models in their family or community, or a lack of expectation at school. One solution could be promoting volunteering opportunities for low income residents, and increasing volunteering by students and skilled professionals low income areas. • Educational attainment puts some young people are at risk of future poverty. Poor school attendance and a lack of parental support can 	<p>The draft Strategy identifies issues relating to aspirations and attainment for young people at 6.2 and 6.3 in the key issues section. The Strategy identifies a number of actions to promote volunteering and increase pride in communities and neighbourhoods, including:</p> <ul style="list-style-type: none"> • Rolling-out the 'time-credit' scheme in Abbey and Kings Hedges to support residents on low incomes to volunteer (2.3) • Organising a volunteering fair to bring together voluntary groups

Issues raised by consultees	Cambridge City Council comments
<p>contribute to low attainment.</p> <ul style="list-style-type: none"> Schools in Cambridge can find it difficult to support children with low attainment due to low levels of funding through the “payment per pupil” system. It is therefore vital to maximise take-up of Free School Meals, so that schools can benefit from the Pupil Premium. 	<p>and students together to promote volunteering (2.4)</p> <ul style="list-style-type: none"> Continue to fund and support events which increase community pride and cohesion (2.8) <p>The City Council does not have direct influence over local schools because it is not the education authority, but we will work with Cambridgeshire County Council and partners in the Child Poverty Champions Group raise awareness of Free School Meals (3.5).</p>
<p>Employment opportunities and apprenticeships – Some stakeholders and survey respondents felt low-skilled young people struggle to compete in the Cambridge labour market, and can find themselves stuck in low paid employment because there are few jobs available in the city require mid-level skills. A number of stakeholders were supportive of the focus on apprenticeships in the Strategy, which could help address this issue. However, some emphasised the need important to ensure that they are accessible to people on low incomes, as there is currently a high level of competitions for apprenticeships in trades. Vulnerable young people are less likely to secure places, and may need more intensive support.</p>	<p>The draft Strategy addresses issues relating to the structure of the Cambridge labour market and the implications for people with low qualifications at 6.1-6.3 in the key issues section of the document. The action plan includes a commitment to deliver an apprenticeship programme, which will increase the number of apprenticeship opportunities for people in City Council services (2.2). We will promote these opportunities to young people in low income households through Cambridge Regional College and other local providers, and through City Council Housing officers and other staff who have direct contact with low income residents.</p>
<p>Information Advice and Guidance – Some stakeholders commented that there is a need for more information, advice and guidance for young people on career opportunities that exist in the local areas, and the qualifications and experience that they would need to access them.</p>	<p>The City Council and partners will be funding a Skills Service as part of the Greater Cambridge City Deal. The skills service will work with young people in schools to raise awareness of the employment and career opportunities that exist in the local area and the qualifications needed. This will influence the demand for relevant courses from further education providers, and ensure that in the medium term local people have the skills needed by local employers.</p>
<p>Areas of focus - Respondents to the online survey suggested a number of areas of focus. Those that have not already been included in the Strategy are:</p> <ul style="list-style-type: none"> increasing job sustainability. up-skilling people in the service industry. funding legal services for people in low paid jobs to ensure they can 	<p>The City Council welcomes the additional actions and areas of focus suggested by consultees. Members of the Council’s Anti-Poverty Project Board will review these suggestions and work up any viable ideas into more detailed business cases which can be considered for funding as the action plan develops. The action plan will be reviewed annually over the course of the three years covered by the Strategy, so there will be scope to undertake additional actions to those currently included in the Strategy.</p>

Issues raised by consultees	Cambridge City Council comments
<p>enforce their employment rights.</p> <ul style="list-style-type: none"> • providing incentives to employers to employ more people with disabilities. 	
Objective 3 - Reducing the impact of poverty on children and helping low income families with the cost of raising a child	
<p>Areas of focus - Respondents to the online survey suggested a number of areas of focus. Those that have not already been included in the Strategy are:</p> <ul style="list-style-type: none"> • encouraging and providing breakfast for children • encouraging schools to join the national Food for Life partnership, which promotes healthy and nutritious meals • opening up private schools as a resource for local people • providing more family support projects in wards • ensuring there is not too much emphasis on internet learning for children 	<p>The City Council welcomes the additional actions and areas of focus suggested by consultees. Many of these issues relate to schools, which the City Council does not have direct influence over, because it is not the local education authority. However, members of the Council's Anti-Poverty Project Board will review these suggestions and consider how the City Council could engage with and influence local schools. The action plan will be reviewed annually over the course of the three years covered by the Strategy, so there will be scope to undertake additional actions to those currently included in the Strategy.</p>
Objective 4 - Reducing the link between poor health and poverty	
<p>Healthy diet - A number of stakeholders and survey respondents suggested that it can be difficult for some residents on low incomes to eat healthily due to the higher cost of healthier food products, limited cooking skills and a lack of understanding nutrition. There is a need for a greater focus in the action plan on tackling food poverty.</p>	<p>This issue is addressed at 8.3 in the key issues section of the Strategy. The Strategy identifies a number of actions to address food poverty and a separate detailed action plan has been produced for this work. Actions in the Strategy include: Working with partners to deliver food projects focussing on cooking skills, growing produce, and information on healthy food and nutrition at neighbourhood level (4.4) and exploring opportunities to work with partners in the Local Health Partnership to promote public health messages, including healthy eating (4.5).</p>
<p>Areas of focus - Respondents to the online survey suggested a number of areas of focus. Those that have not already been included in the Strategy are:</p> <ul style="list-style-type: none"> • tackling alcohol and drug abuse and the impacts on the individual and families. • continuing summer holiday play schemes and events for young 	<p>The City Council welcomes the additional actions and areas of focus suggested by consultees. However, members of the Council's Anti-Poverty Project Board will review these suggestions and work up any viable ideas into more detailed business cases which can be considered for funding as the action plan develops. The action plan will be reviewed annually over the course of the three years covered by the Strategy, so there will be scope to undertake additional</p>

Issues raised by consultees	Cambridge City Council comments
<p>people.</p> <ul style="list-style-type: none"> • reducing costs for use of leisure facilities for people on low incomes but not receiving benefits. • developing free exercise programmes for elderly people and those with mental health issues. • preventing charges for medical evidence to support benefit claims • working more with community and voluntary sector groups involved in arts and sports. 	<p>actions to those currently included in the Strategy.</p>
Objective 5 - Ensuring that vulnerable older people get the services that they need and reducing the social isolation they can experience	
<p>Social isolation – A number of stakeholders and survey respondents agreed that social isolation and ‘social poverty’ are a key issue for some older people. It was suggested that providing transport to help older people attend groups and events, supporting volunteering and befriending schemes, and promoting digital inclusion for older people would help reduce isolation.</p>	<p>This issue is addressed at 10.2 in the key issues section of the Strategy. The Action Plan identifies a number of events and activities that will reduce isolation for older people, including: Work with partners and voluntary groups to develop and deliver the annual “Cambridgeshire Celebrates Age” festival (5.6); and continuing to provide low cost activities such as Tea Dances and the Mayors Day Out. We have also included a new action on promoting existing volunteering and befriending schemes provided by voluntary and community organisations such as AgeUK (action 5.10).</p> <p>The City Council does not have direct influence over bus operators and transport providers, but it does provide the Taxicard scheme, which provides people with disabilities, including older people, with discounts on taxi fares. The City Council is also promoting digital inclusion for older people through the roll out of wireless broadband in all council-owned sheltered housing schemes.</p>
<p>Areas of focus - Respondents to the online survey suggested a number of areas of focus. Those that have not already been included in the Strategy are:</p> <ul style="list-style-type: none"> • establishing links with support for older people provided by voluntary groups • encouraging ‘good neighbourliness’ • ensuring that accessible homes have good transport links 	<p>The City Council welcomes the additional actions and areas of focus suggested by consultees. However, members of the Council’s Anti-Poverty Project Board will review these suggestions and work up any viable ideas into more detailed business cases which can be considered for funding as the action plan develops. The action plan will be reviewed annually over the course of the three years covered by the Strategy, so there will be scope to undertake additional actions to those currently included in the Strategy.</p>

Issues raised by consultees	Cambridge City Council comments
Objective 6 - Helping people with high housing costs, increasing numbers of affordable homes and improving the condition of people's homes	
<p>Housing availability and affordability – Some stakeholders and residents suggested that:</p> <ul style="list-style-type: none"> • private housing in Cambridge was too expensive for many people on low incomes to rent or buy. As a result, residents either live in small, unsuitable accommodation, or are forced out of Cambridge to live in surrounding, cheaper areas, whilst continuing to work in Cambridge. • high housing costs lead young people stayed with their families longer, resulting in over overcrowding and family tensions. • 'affordable housing' provided by local social housing landlords for rent in the city is often too expensive for many people on low incomes. • there is not enough social housing in the city to meet demands from low income residents.. 	<p>These issues are addressed at 7.1-7.6 in the key issues section in the Strategy. The City Council does not have any direct influence over the cost of private housing in Cambridge, either for rent or for sale. The City Council manages nearly 7200 properties in the City, and we are currently constructing a number of new properties across Cambridge through its Affordable Housing Development Programme. The Council will seek to ensure that these properties are available at rent levels that are affordable. The City Council is also working to increase the supply of housing available at sub-market rents through the planning process, by seeking up to 40% affordable housing to be provided by private developers on larger new residential sites in the city. This has resulted in the construction of 433 affordable homes in 2012/13 and 2013/14, with a further 274 properties scheduled for completion during 2014/15.</p>
<p>Homelessness - stakeholders and services users highlighted a number of issues facing homeless residents, including:</p> <ul style="list-style-type: none"> • The need to support homeless residents with complex needs or chaotic lifestyles to become work ready • Difficulty for single homeless people to progress from hostel accommodation to the private rented housing, which is often unaffordable due to high rents and low housing benefit levels. There is also no incentive for private landlords to accept homeless tenants when the market is buoyant. • Difficulty accessing social housing, because single homeless people are not given priority in housing allocations. 	<p>These issues are addressed at 7.1-7.6 in the key issues section in the Strategy. The City Council provides a range of housing and employment support for single homeless residents, including:</p> <ul style="list-style-type: none"> • Funding a learning and development service for homeless people based in a partner agency (2.6) • Funding an employment worker in a partner agency with a specific remit to target those in housing need (2.7) • A rent deposit scheme • Town Hall Lettings scheme providing a local lettings agency to support single homeless people who no longer need supported housing to move into private rented accommodation (6.5) • Funding a Chronically Excluded Adults service (6.6)
<p>Respondents to the online survey suggested a number of additional areas of focus:</p>	<p>The City Council currently provides a Property Accreditation scheme, under which landlords can sign up to a Code of Standards to demonstrate that they are recognised as reputable landlords and</p>

Issues raised by consultees	Cambridge City Council comments
<ul style="list-style-type: none"> encouraging private sector landlords to accept low income tenants increasing regulation of the private rented sector to improve the condition of dwellings and promoting good private sector landlords reducing the density of new housing developments and ensuring that family accommodation is big enough 	<p>agents. The City Council welcomes the additional actions and areas of focus suggested by consultees. However, members of the Council's Anti-Poverty Project Board will review these suggestions and work up any viable ideas into more detailed business cases which can be considered for funding as the action plan develops.</p>
Objective 7 - Working in partnership to tackle wider barriers to employment and engagement	
<p>Digital inclusion - Some stakeholders and survey respondents agreed commented that if residents cannot afford internet access, they cannot access savings through discounted utility bills, online shopping or sharing websites. Potential solutions include: free internet access in libraries, learning hubs and other community facilities; lap-top loan schemes; and digital champions. However, some stakeholders and residents suggested that it is important to retain a degree of face-to-face service delivery, particularly for more vulnerable residents who require a greater degree of support</p>	<p>These issues are addressed at 12.2-12.4 in the Strategy. To overcome some of these barriers, as part of our Digital Access Strategy we will work with partners to increase internet access points in community buildings (for example leisure centres and community centres) to ensure that vulnerable people can access the information or services they need more readily and without having to travel. Where necessary, we will train staff or 'Digital Champions' to support our most vulnerable residents to build their digital capacity, capability and connectivity.</p>
<p>Transport - Many consultees felt that there was a need to address transport issues in the strategy. It difficult for people on low incomes to travel around the city, due to the high cost of public transport and variable bus services in different areas. This is particularly an issue for:</p> <ul style="list-style-type: none"> young people who want to leave home, who may only be able to afford housing on the fringes or outside the city, but may not be able to afford to travel into the city centre for low paid jobs people with long-term mental health issues, who are not eligible for free bus passes, so high public transport costs absorb a significant proportion of their low incomes 	<p>The City Council does not have direct influence over bus operators and transport providers, but it does provide schemes such as the Taxicard scheme, which provides people with disabilities with discounts on taxi fares. The City Council will also use relevant forums and channels of communication to influence Cambridgeshire County Council and transport providers on issues of cost and variable levels of provision.</p>
Additional issues to be addressed in the Strategy	
<p>Disability – Some stakeholders, workshop participants and survey respondents commented that the draft Strategy does not reflect the relationship between poverty and disability. Key issues include:</p> <ul style="list-style-type: none"> Having a disability or long-term health condition limits your ability to work, and increases your dependence on benefits. People with long- 	<p>It was identified in the EqlA on the draft Strategy that it needed to consider the relationship between disability and poverty. These issues have been highlighted in an additional section in the final strategy at 11.0.</p>

	Issues raised by consultees	Cambridge City Council comments
	<p>term mental health conditions in particular are less likely to be in work.</p> <ul style="list-style-type: none"> • Being on a low income can mean that people with disabilities are less likely to be able to afford arts and cultural activities and events, and more likely to experience social isolation as a result. • Young people’s mental health is a key issue, with increasing numbers of young people in the community with acute mental health needs, including self-harm, depression and behavioural issues 	
	<p>Women and poverty - Some stakeholders commented that the draft Strategy does not reflect the impacts of poverty on women, including:</p> <ul style="list-style-type: none"> • Higher value occupations tend to be occupied by men, while women are more likely to be in part time, low paid, and less secure work. • Benefit changes disproportionately affect women • Most lone parents are women. It is more difficult for single parents to cover basic costs, and luxuries such as family holidays. • Women are more likely to manage child-related costs and can feel under pressure if they are not able to provide for their children • Women in controlling relationships may experience poverty if they do not have access to their own income or child benefit payments • Family breakdown can lead women to fall into poverty, particularly in situations where domestic violence forces them to flee their homes 	<p>It was identified in the EqlA on the draft Strategy that it needed to consider gender differences in poverty and low income. These issues have been highlighted in an additional section in the final strategy at 12.0, and relevant actions added to the action plan.</p>

Appendix C – Living Wage Action Plan 2015

1.0 Introduction

1.1 The Anti-Poverty Strategy commits the City Council to promoting the Living Wage to employers in Cambridge. The City Council appointed a Living Wage Coordinator in November 2014 for a period of two years to provide a dedicated resource to promote the benefits of paying the Living Wage to businesses and organisations in Cambridge. This action plan summaries that activity that the Living Wage Co-ordinator will undertake to promote the Living Wage during 2015.

2.0 Engaging employers

January – March 2015

2.1 Raising awareness – The following activities will be carried out to raise awareness of the benefits of the Living Wage amongst employers:

- Making contact with existing accredited organisations; and celebrating accredited enterprises on the City Council website, Facebook page and external media.
- Recruiting figureheads for the campaign by inviting local leaders to act as patrons.
- Identifying champions to represent the Living Wage within each economic sector (see 3.0 below). These would be enterprises which are able to provide case studies for the relevant industry, and who are willing respond to other organisations in their sector and share their own experience citing local evidence. The evidence should focus on the benefits to business, but also include references to potential costs, effects on pay policy and differentiation; and impacts on agency staff and contractors.
- Developing information packs on the accreditation process and Frequently Asked Questions (FAQs) on the Living Wage to disseminate to potential supportive businesses.

2.2 Planning with the Living Wage Foundation (LWF) – The following steps will be taken to build on the City Council's existing relationship with the LWF and ensure that the Cambridge campaign is coordinated with the national campaign:

- Establishing monthly conference calls with the LWF to share information and coordinate local / national action. The LWF will be responsible for approaching national chains of retail stores, supermarkets, major national employers. The Living Wage Coordinator will focus primarily on local independent enterprises based in Cambridge.

- The LWF will accompany the Coordinator to any meetings with major employers in Cambridge.
- The LWF and the Coordinator will work together to draw up a target list of companies to be approached in groups of 20..

2.3 Making contact with first round of employers – The experience of other cities which have campaigned on the Living Wage, including the Greater London Authority (GLA), York and Norwich, suggests that the most effective approach is to adopt a marketing approach, starting with introductory letters and emails to companies, followed up by phone calls and invitations to meet. The following actions will be undertaken:

- Following up the City Council Living Wage Week event held on 3 November 2014 by making contact with all enterprises who attended the event to encourage them to seek accreditation and offers support.
- Sending all City Council grant-funded organisations information about the Living Wage.
- Sending information about the Living Wage to enterprises which rent commercial property from the City Council.
- Send non-maintained schools and further education colleges information about the Living Wage.
- Making contact with first tranche of enterprises on the agreed target list. Initially, the main focus will be on enterprises in the science/IT sector; the financial/legal sector; and the colleges and universities. The aim will be to find trailblazer examples where service contracts have been affected by accreditation and employees in catering/cleaning/security sectors have benefited.

2.4 Presenting to employers - in addition to the marketing-based approach outlined at 2.3 above, we will use existing employer networks in the city as a route to access businesses by:

- Using presentations to networks such as Cambridge Ahead, Cambridge Network, the BID, the Chamber of Commerce, Federation of Small Businesses, and unions to disseminate information to employers on the campaign and the Living Wage Coordinator's role.
- Setting up a schedule of meetings with individual enterprises as a result of interest generated through these presentations.
- Presentations will focus on the business benefits and will aim at create a culture among peer enterprises where accreditation denotes quality and non-accreditation is seen as detrimental.

- 2.5 Support for low-paid employees – We will explore with the Citizen’s Advice Bureau what support or guidance is needed for low-paid workers who are affected by Living Wage accreditation.
- 2.6 Communication – During this period we will carry out a number of communications activities to promote the campaign, including updating social media regularly and starting an email newsletter relevant to different economic sectors and size of enterprise in order to connect supportive enterprises with the broader campaign.

April – July 2015

2.7 Developing evidence – During this quarter, we will collect more evidence from case studies, real-life stories, surveys among accredited employers, as evidence for the business case for the Living Wage.

2.8 Making contact with the second round of employers – We will focus on the second group of employers, carrying out the following actions:

- Inviting employers who pay the Living Wage employees, but who have not yet become accredited, to take the step of formal accreditation. This is important to ensure that numbers are monitored and the LWF policies are adhered to.
- Liaising with the LW Foundation on a second target list of key companies to contact directly. Contact will be focussed on key local enterprises with a shared ethos on sustainability or social awareness and enterprises which are important in the local Cambridge economy. Experience from other previous local campaigns shows that hospitality, care, and retail sectors are more difficult to engage, therefore businesses in these sectors will be systematically approached in the following phase.
- In parallel with individual contacts, we will continue to use business networks to reach more employers (eg: attend “mingle” event at Cambridge Science Park; co-host Breakfast Briefing with Chaplaincy for People at Work).

2.7 Communication

- Disseminating information to Cambridge residents through article in Cambridge Matters edition 5.6.2015
- Placing articles on the Living Wage in external business media (eg Cambridge News, Chambers of Commerce magazine, Science Park newsletters)

- Organising a promotional event sponsored by accredited organisations in mid-June 2015, including workshops, speakers, and evidence from local accredited organisations.

September – December 2015

- 2.8 Making contact with the third round of employers – We will liaise with the LWF to identify a third target list of key companies, to be contacted before Living Wage Week in November 2015. The focus will gradually turn towards retail and hospitality enterprises. This will link with the Living Wage Foundation’s plan to start a national consumer campaign in late 2015, which will promote Living Wage businesses to customers. We will also continue to identify opportunities for presentations at business network meetings and events (e.g. working towards a presence at the B2B exhibition in September 2015).
- 2.9 Living Wage Week – We will organise a series of events during national Living Wage Week 2015 to raise awareness of the Living Wage and the campaign. These will include information sessions, workshops and events with the participation of accredited companies, unions, employees and guidance organisations.
- 2.10 Establishing a steering group – We will explore the formation of a small consultative group of accredited enterprises, employees and patrons, to act as an advisory group to the Living Wage Cambridge campaign. If the Campaign has gained sufficient momentum, this group could potentially take on promotion of the Living Wage at the end of the two year period for the Living Wage Coordinator. We will also explore the possibility of an independent website for the Living Wage Cambridge campaign to be maintained by the consultative group.

3.0 Monitoring and evaluation

- 3.1 Initial research carried out in November 2014 has identified the baseline position regarding Living Wage employers in Cambridge. This information is summarised in the table below. There are 4,430 enterprise in Cambridge, of which only 16 are currently accredited as Living Wage employers. Of the accredited employers, 6 are local businesses and 10 are national companies.
- 3.2 92% of businesses in Cambridge are small, with less than 20 employees, and 73% of businesses employ less than 5 people. While we will work with small businesses who are interested in the campaign, we will focus initially on the medium to large businesses, who are more likely to have the profit margins necessary for the Living

Wage to be viable. Working with the medium to large employers will also make best use of the capacity available in the Living Wage Co-Coordinator post, and is likely to lead to greater increases in the number of people being paid the Living Wage in Cambridge, which is the ultimate objective of the campaign.

Table 1 – Employers in Cambridge by size and Living Wage status

Business category	Small	Medium	Large	Total
Number of employees	0-19	20-249	250+	
Number of enterprises	4105	300	25	4430
Number of Living Wage accredited employers	3	3	10	16

(sources: Office for National Statistics: UK Business Activity, Size and Location, 29.10.2014; Living Wage Foundation)

3.3 The table below provides details of the number of businesses in the 7 key economic sectors, which will be targeted in turn by the Living Wage Coordinator.

Table 2 – Cambridge businesses by sector

Health, Care, Voluntary	Retail, Leisure, Hospitality	Education, Childcare	IT, Science, Technical	Engineering, Construction, Motor	Finance, Legal, Administration
225	1,165	165	1,700	830	345

(source: Office for National Statistics: UK Business Activity, Size and Location, 29.10.2014)

3.4 Currently 10% of employees in Cambridge are paid £6.95 per hour or less, and 20% are paid £7.91 or less¹. 12.4% of workers in Cambridgeshire are paid below the Living Wage. The Living Wage was £7.65 in 2014. The table below shows the number of employees employed by Living Wage accredited employers.

Table 3 - Number of employees employed by Living Wage accredited employers

Full-time in-house staff	Full-time contract staff	Part-time in-house staff	Part-time contract staff
16	108	57	0

(source: Living Wage Foundation)

¹ source: Annual Survey of Hours and Earnings October 2014
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- 3.5 The key measures for the success of the Living Wage Campaign are:
- Direct contact made with at least 300 employers operating in Cambridge by November 2015.
 - The number of new accredited Living Wage enterprises. We have set a target of 50 employers operating in Cambridge that are accredited by the Living Wage Foundation by November 2015.
 - The number of full-time and part-time staff affected by accreditations. This will be determined by the size of the employers which pursue and secure accreditation. We have set a target of at least 500 employees working for employers operating in Cambridge that are accredited by the Living Wage Foundation by November 2015.
- 3.6 We will review progress against these targets at the end of 2015 and set realistic targets for the second year of the campaign based on experience gained during the first year of the campaign.
- 3.7 In addition to the measures and targets above, the Living Wage Foundation is working on a new system of gold, silver and bronze awards for local authorities, which would be based on a combination of the number of accredited Living Wage employers, the number of employees working for accredited employers, and the delivery of successful events during national Living Wage Week. If this is implemented by the Living Wage Foundation, we would consider applying for a recognition award.
- 3.7 In the longer term, the Annual Survey of Hourly Earnings may indicate whether there has been an increase in the lowest centile of earnings in Cambridge.

Appendix D – Fuel and Water Poverty Action Plan

1.0 Key Objectives

Objective 1: Help residents reduce energy & water costs through practical projects and the dissemination of information

1.1 Activity under this objective focuses on:

- Delivering practical projects which can demonstrate real savings.
- Wider dissemination of the findings of this work.
- Communication of the message of ‘using less’ to make savings.
- Financial management, including ensuring that households are accessing the best deals, they are receiving financial support where eligible, and, for those households that have fallen into debt, ensuring they are aware of the wide ranging professional support in place to assist.

1.2 Projects will include:

- A water meter pilot, installing water meters in a selection of 1 or 2 bedroom council owned properties, to compare water costs before and after having a meter installed. This could be followed an investigation of the viability of installing water meters in all council-owned properties of this size.
- Investigating the viability of a targeted energy and water scheme specific to landlords with tenants receiving housing benefit.
- Continuing to promote the energy-switching scheme operated by Cambridgeshire County Council, which seeks to secure better deals for residents through collective bargaining with energy companies.
- Drop in sessions targeted at low income areas of the City to distribute water and energy saving measures and provide advice on water meters, switching energy providers and energy efficiency measures
- Installation of energy efficiency measures in private properties, delivered through the Action on Energy programme and other funding mechanisms as and when they come in.
- Continuation of the ongoing commitment by Cambridge City Council to improve the energy and water efficiency of council owned properties
- Promotion and dissemination of information utilising a wide range of mechanisms from the council website, literature, social media,

articles in relevant magazines including Cambridge Matters and relevant community newsletters, attendance at relevant events plus use of frontline staff working within the community.

Objective 2: Ensuring that those living on low incomes across the city have access to information and support to benefit from opportunities to reduce their energy and water costs.

1.4 Information and support will be targeted at low income households, including:

- City Council tenants
- Tenants in private rented accommodation
- Those in receipt of benefits (in particular Housing Benefit which can be paid to those in low paid work, as well as those not in work)
- Older residents, irrespective of property tenure
- Low income areas of the city, as identified in the Anti-Poverty Strategy

1.5 Actions under this objective include:

- Developing a water conservation information leaflet for inclusion in welcome packs for tenants moving into council-owned properties and at City Homes offices
- Targeted promotion of energy and water efficiency options to low income households through: targeted mailouts; partner organisations e.g. CAB, Age UK, Foodbank; attendance at existing community meetings and networking lunches; articles in community newsletters; and social media.
- Promoting initiatives implemented by partner organisations that relate to energy and water poverty via City Council communication channels.
- Targeted promotion to private landlords on the benefits of installing energy and water savings measures.

Objective 3: Ensuring that vulnerable older people have access to information to benefit from opportunities to reduce energy and water costs

1.6 There are a significant number of older people living across the city who are living in poverty, with nearly one pensioner household in five (18%) in Cambridge claiming housing benefit². Common issues relating to fuel and water include: not heating homes properly to save money, limited access to the internet to secure the best prices,

² Taken from Draft Anti-Poverty Strategy 2014-2017
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ensuring getting all additional support they are entitled to and isolation due to poor accessibility.

1.7 Actions under this objective include:

- Promote energy and water saving opportunities to older people. This will include promotion: via local community organisations which support older Cambridge residents, such as Independent Living and Age UK; attending coffee mornings and other existing events provided for older people; and attending residents' association meetings.
- Investigate the viability of providing more hands-on support to older residents with reducing energy and water costs, targeting less mobile residents and those without access to the internet.

Objective 4: Ensure that Cambridge City Council responds to changing and evolving policy relating to fuel and water poverty

1.8 Actions under this objective are intended to ensure that the City Council approach to reducing fuel and water poverty responds to and is informed by national and local policy. Actions include:

- Ensuring that any relevant City Council policies and strategies support and meet the objectives of the Fuel and Water Poverty Action Plan
- Maintain communication with relevant national and local bodies to ensure knowledge is kept up to date, and attending all relevant forums, seminars and training where applicable.
- Providing a report on the Home Energy Conservation Act (HECA) report every two years, giving a progress update on activity to deliver significant improvement in the energy efficiency of residential accommodation in local authority area
- Ensuring both energy and water efficiency measures are built in to any strategic planning policy documents and these evolve as national policy changes
- Reviewing the criteria for the Home Improvement Agency grants relating to energy and investigate incorporating water efficiency measures alongside Energy

Objective 5: Investigate the opportunities for activities relating to fuel and water poverty that address the link between poor health and poverty

1.9 There is a recognised link between lower incomes and poorer health, and available evidence suggests this can be seen in Cambridge.

There are currently limited examples of partnerships between health care professionals and wider organisations that look at addressing the wider issues of poor health and their relationship with poverty, including fuel and water poverty. The Regional Health Partnerships offer a platform for nurturing partnerships and investigating opportunities for joint working, and the action plan seeks to continue to build on this by:

- Developing and maintaining links with health care professional on the link between cold homes and poor health.
- Influencing the Health and Wellbeing Board on City Council priorities, including food and water poverty.
- Investigating opportunities to establish referral clinics through GP surgeries.

2.0 Monitoring and evaluation

2.1 The Action Plan will be reviewed at the end of the 2015-2016 financial year against targets and a report submitted to committee on the progress to date and future plans.

2.2 Monitoring will be done biannually and a progress report submitted to Executive Councillor for Finance and Resources in September 2015 outlining progress against targets to date and review and changes if required.

2.3 To monitor the effectiveness of this action plan we will report on the following datasets:

- *Number of residents in low income target areas taking up either energy or water saving measures* - Through our activity we will be able to identify and count measures that have been installed in the low income areas. This data is reliant on the co-operation of our partners, however it is information they are able to share with us.
- *Number of residents switching to cheaper energy deals as a result of the collective switching schemes* - Cambridgeshire County Council is able to provide a breakdown on the number of residents in each district who benefitted from the collective switching scheme. We will monitor uptake and tailor our activity to increase uptake. This data is likely to be available from around 8 weeks after the close of the relevant switching campaign.
- *Number of residents who have switched to water meters* - Through our partnership with Cambridge Water we will be provided details on the progress of residents switching to water meters from rates.