



To: Executive Councillor for Communities
Report by: David Kidston, Strategy and Partnerships Manager
Relevant scrutiny committee: Community 30/6/2016
Services
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 PROGRESS UPDATE

Key Decision

1. Executive summary

- 1.1 The Council's Anti-Poverty Strategy was approved by the Executive Councillor for Finance and Resources at Strategy and Resources Committee on 23 March 2015. The strategy aims to: improve the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty; and to help alleviate issues that can lead households on low incomes to experience financial pressures.
- 1.2 The Anti-Poverty Strategy sets out 7 key objectives and 61 associated actions to reduce poverty in Cambridge. This report provides an update on progress in delivering key actions identified for 2015/16, with a particular focus on new areas of activity introduced in the strategy. It also provides details of new projects funded through the Council's Sharing Prosperity Fund for delivery from 2016/17 onwards.
- 1.3 The report also provides a more detailed update on the Council's campaign to promote the Living Wage to local employers, as outlined in the Living Wage Action Plan approved at Strategy and Resources Committee on 23 March 2015.

2. Recommendations

- 2.1 The Executive Councillor is recommended to:

1. Note the progress in delivering actions to reduce poverty in Cambridge during 2015/16.
2. Note the progress in delivering the Living Wage Action Plan during 2015/16.
3. Note the funding allocated to new anti-poverty projects from the Sharing Prosperity Fund during 2015/16, as set out in Appendixes A and B

3. Background

- 3.1 The Council's Anti-Poverty Strategy was approved by the Executive Councillor for Finance and Resources at Strategy and Resources Committee on 23 March 2015. This progress report is being presented to Community Services Committee because responsibility for the Anti-Poverty Strategy was transferred to the Executive Councillor for Communities in May 2016.
- 3.2 The Anti-Poverty Strategy aims: to improve the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty; and to help alleviate issues that can lead households on low incomes to experience financial pressures.
- 3.3 Based on a review of available evidence and extensive consultation with stakeholders and residents, the strategy identifies 7 objectives for City Council activity to address poverty. 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
- 3.4 The strategy also sets out 61 detailed actions that City Council services will undertake from 2014/15 to 2016/17 to help achieve the objectives outlined above. Some of these actions involve an evolution or refocusing of existing services, while other actions relate to new

initiatives that will improve the lives of residents experiencing poverty. A summary of progress in delivering the new initiatives identified in the strategy is provided in section 4.0 below. More detailed progress reports on all 61 actions are provided in the Anti-Poverty Strategy Year One Review report, which is listed as a background paper for this report in section 8.0 below.

- 3.5 The Council will monitor the extent of poverty in Cambridge. We have carried out analysis of data in the new national Index of Multiple Deprivation (IMD), which was published in September 2015, and will continue to monitor the high level measures identified in the Anti-Poverty Strategy. These measures will enable us to monitor the effects of national government fiscal policy and changes in the local and national economy, as well as the collective impact that the Council and local partner agencies are having on poverty.

4. Progress during 2015/16

- 4.1 Some of the activities and initiatives that the Council has undertaken during 2015/16 to address the key issues which contribute to poverty in Cambridge include:

- Further supporting and promoting the services offered by **credit unions** in Cambridge by:
 - Expanding neighbourhood access points for credit unions in five new locations in the city including a number of community centres; providing support to recruit new volunteers to staff the access points; and a promotional campaign to increase membership of credit unions. This work has helped increase credit union membership by 68 people over the first five months.
 - Adapting the Council's Customer Service Centre to create a dedicated Advice Hub launched in May 2015 for the credit unions to operate from, alongside other organisations providing financial advice including the Citizen's Advice Bureau and relevant Council services.
 - Delivering a Junior Savers Pilot project, working with one secondary and one primary school in low income areas of the city. This has led to 76 young people opening savings accounts with a credit union.
- Delivering the Council's **Fuel and Water Poverty** Action Plan, including: extensively promoting the Cambridgeshire County Council collective energy switch scheme, resulting in more than 400 Cambridge residents being assisted; implementing a water

meter trial project to 10 Council properties to identify potential cost savings for tenants; and establishing a referral network for residents in need of fuel and water poverty assistance.

- Taking action to support low income families to maximise incomes and reduce costs, including: providing a successful programme of free **swimming lessons** for 290 younger children from low income families and children who cannot swim at the key stage 2 assessment point; and working with Cambridgeshire County Council to carry out adaptation works at Buchan Street Neighbourhood Centre and Ross Street Community Centre and to appoint nursery providers to deliver up to 48 **childcare** spaces at the two centres.
- Recruiting 7 **apprentices** in City Council services and identifying opportunities for a further 8 apprentices by 2018, and working with City Deal partners to progress the Signpost 2 Skills service, which will raise young people's awareness of the employment opportunities available in the Greater Cambridge economy and deliver an additional 420 apprenticeships across Greater Cambridge.
- Promoting opportunities for residents on low incomes to **volunteer**, including:
 - organising two Volunteer Fairs at the Guildhall in February 2015 and January 2016. The two events included a total of 174 stalls, and were attended by a total of 1472 people.
 - supporting the roll-out of the 'time credits' project in Abbey and Kings Hedges, which provides volunteers with vouchers that can be redeemed at leisure and cultural venues;
- Taking steps to reduce health inequalities in Cambridge by:
 - providing 50% reductions in entry prices to Council-owned **swimming facilities** for 7,600 people on low incomes.
 - piloting free **exercise referrals** from surgeries in the north of Cambridge. There have been 44 referrals since the scheme started in September 2015.
 - working with the Citizen's Advice Bureau to pilot an **outreach advice service** at Barnwell Medical Practice, which has supported 64 patients who are experiencing mental health issues as a result of debt or other financial issues. It is estimate that £160,420 of additional income has been generated for the patients.

- working with voluntary organisations to provide classes promoting **cooking skills** and a greater understanding of nutrition and healthy eating for 60 people on low incomes.
- Constructing 107 new **affordable homes** as part of the Council's Affordable Housing Development Programme, with another 73 units forecast for completion in 2016/17. Properties have been made available for rent at 60% of market rental rates.
- Working with housing organisations, Citizens Advice Bureau and other partner organisations to ensure a joined up approach to early transitions to **Universal Credit** for vulnerable residents and to prepare for the digital rollout of Universal Credit from 2017.
- Using funding from the Council's Sharing Prosperity Fund to support four **digital inclusion** projects. City Homes delivered 5 12-week training courses for 34 residents at venues across the City. 3 voluntary and community organisations were funded to deliver programmes which focused on increasing residents' digital skills and enabling them to access services online.

5. Update on progress in delivering the Living Wage Action Plan

- 5.1 The Executive Councillor for Finance and Resources agreed an Action Plan to guide the Council's Living Wage campaign at Strategy and Resources Committee on 23 March 2015. This report provides an update on progress in delivering this action plan.
- 5.2 The 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 also working to ensure that all its contractors pay the Living Wage to Qualifying Staff employed by its contractors at the earliest opportunity, unless it would be unlawful or inappropriate to do so. A separate report to Community Services Committee on 4 July 2016 provides details of proposed changes to the Council's leisure management contract to ensure that the contractor is able to pay all qualifying staff the Living Wage.
- 5.3 The Council appointed a Living Wage Coordinator in November 2014 to promote the benefits of paying the Living Wage to businesses and organisations in Cambridge. In November 2015, the Council was named Employer Champion for the Eastern region in the national Living Wage Champion Awards as a result of its work to promote the Living Wage. With support from the Council, one of the accredited businesses in Cambridge, the Cambridge Organic Food Company,

also won the Leadership Champion award for the Eastern region at the same awards.

5.4 The Living Wage Co-ordinator has used a wide range of approaches, including:

- direct contact with 948 organisations through telephone calls, emails and distributing promotional material
- face-to-face meetings with over 46 interested employers
- direct approaches to: all tenants of Council commercial properties; all grant-funded organisations; and all organisations with a connection to the Council
- organising 6 high profile events targeted at different economic sectors including: a seminar for high-tech businesses at St John's Innovation Centre in May 2015; an event at the Open University in June 2015; an event at the Science Park in November 2015; a celebration event at the Guildhall in Living Wage week in November 2015; an event for facilities managers and cleaning companies in November 2015; and an event for tourism and hospitality businesses in May 2016.
- speaking at local business networks, including the Chamber of Commerce, Institute of Directors, and Business Networks International.
- media activity, including media releases and articles
- promoting the Living Wage campaign to residents and consumers at the Big Weekend, and the Anglia Ruskin University and Cambridge University Fresher's Fairs.

5.5 This promotional and engagement activity has led to an increase in the number of employers accredited in the city to 44 by June 2016, with 2 more currently in the process of applying for accreditation. This is below the target of 50 employers by December 2015 set in the Action Plan. However, 61 companies have asked for more information about accreditation and 15 of these are seriously considering applying for accreditation. 26 more employers have also confirmed that they pay above the Living Wage to all directly employed staff and comply with the annual increase in the Living Wage rate, but have taken a business decision not to pursue Living Wage accreditation.

5.6 While an increasing number of employers are seeing the benefits for their business and their employees of paying the Living Wage, a number of factors have made it challenging to secure further accreditations, including:

- Some employers have indicated that, while they are willing to pay their direct employees the current Living Wage they are reluctant to pursue accreditation. This can be a for a variety of reasons, from: concern that the Living Wage rate increases significantly on an annual basis, which takes control of their pay policy out of their hands; to concerns about the costs and difficulty of ensuring that contractors pay their staff the Living Wage.
- The Government's decision to introduce a new compulsory National Living Wage for all business from 1 April 2016, at a lower rate (£7.20 for employees aged over 25) than the Living Wage (currently £8.25 for all employees aged over 18). This has made Living Wage accreditation less attractive to some employers, who see less reputational benefit to becoming an accredited Living Wage employer, if all businesses are required to pay the National Living Wage rate.
- It has been harder for the Council to engage businesses in discussions about accreditation, if they are confused by the distinction between the National Living Wage and the higher Living Wage.

5.7 Experience to date suggests that continued promotional activity and “handholding” of businesses through the accreditation process by the Living Wage Coordinator will be required to increase the number of accreditations further. There are also a number of new opportunities that the coordinator will be exploring to take forward the campaign during 2016/17, including supporting the Living Wage Foundation's national consumer campaign in Cambridge. In March 2016 the Executive Councillor for Finance and Resources approved the allocation of funding from the Sharing Prosperity Fund to extend the Living Wage Co-ordinator post from November 2016 to March 2018 to take forward this work.

6. New projects supported through the Sharing Prosperity Fund

- 6.1 The Anti-Poverty Strategy recognises that over time new projects will be identified as our understanding of the changing needs in the city increases, and as the learning from pilot projects is identified.
- 6.2 A dedicated Sharing Prosperity Fund was created in 2014 to support pilot projects which contributed to the objectives of the Anti-Poverty Strategy. To date a total of £1,034,760 has been allocated to the SPF. This includes an additional £200,000 allocated as part of the BSR, which was agreed at full Council on 25 February 2016. Details of all allocations are provided at Appendix A.
- 6.3 To date funding for 23 projects from the Sharing Prosperity Fund has been approved. 11 of these projects were approved either through the

Budget Amendment in July 2014 or through the Budget Setting Report (BSR) in February 2015. These projects were included in the Anti-Poverty Strategy and were progressed during 2015/16.

6.4 A further 12 projects were approved by the Executive Councillor for Finance and Resources in September 2015 and March 2016 following advice provided by officers at the Anti-Poverty Strategy Project Board. These approvals were made in accordance with the approvals process agreed at full Council on 25 February 2015. Further details of these projects are set out in Appendix B. These projects will be delivered from 2015/16 onwards and will either:

- Build on successful anti-poverty pilot projects from 2014/15 and 2015/16 by increasing the scale of activity (e.g. more beneficiaries, covering more wards etc); or
- Address issues or themes identified in the Anti-Poverty Strategy which are not currently being fully addressed by projects or services delivered by the Council or partner agencies.

7. Implications

(a) Financial Implications

The Anti-Poverty Strategy primarily seeks 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 have been supported by the 'Sharing Prosperity Fund'. Further details are provided in section 6.0 above and Appendix A.

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

Much of the work to deliver the Anti-Poverty Strategy is being achieved within existing staff resources. However, some of the initiatives being taken (e.g. Living Wage Co-ordinator, Fuel and Water Poverty Action Plan and the Youth Apprenticeship Programme) have involved the recruitment of a limited number of additional staff.

(c) Equality and Poverty Implications

An Equality Impact Assessment was carried out for the finalised anti-poverty strategy in March 2015. An updated version of this EqIA to reflect new projects initiated during 2015/16 has been carried out and is attached for information at Appendix F.

(d) Environmental Implications

Some of the activities being delivered as part of the Anti-Poverty Strategy have a medium positive environmental impact. For example:

- Work being progressed through the Water and Fuel Poverty Action Plan 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

As part of the Anti-Poverty Strategy, the Council has achieved accreditation from the Living Wage Foundation as a Living Wage Employer. 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 Strategy and Resources 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. Officers are monitoring the Council's compliance with this policy on an ongoing basis.

(f) Consultation and communication

The City Council carried out two phases of consultation to inform the development of the Anti-Poverty Strategy in July to September 2014 and 27 October 2014 and 30 January 2015. 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.
- 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 the 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.

The finalised Anti-Poverty Strategy was communicated to residents and stakeholders through a press release and local media coverage, and a dedicated page on the City Council website.

Progress in delivering the strategy has been communicated to Council staff and partner organisations through annual conferences held on 5 March 2015 at Buchan Street Neighbourhood Centre and on 23 May 2016 at the Meadows Community Centre. Articles will also be included in internal staff communications channels such as Insight and Management Matters.

(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).

8. Background papers

The Anti-Poverty Strategy 2014-2017 year one review report was used as a background paper when preparing this report. The year one review report provides more detailed information on how each of the 61 actions in the APS have been progressed during 2015/16. This report can be found on the Council's website at: <https://www.cambridge.gov.uk/antipoverty-strategy>

9. Inspection of papers

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Appendix A – Sharing Prosperity Fund allocations

Table 1 - Projects approved through Budget Amendment July 2014

	2014/15	2015/16	2016/17	2017/18	Total
Community Clear out days	9,000	-	-	-	9,000
Living Wage campaign officer	9,820	19,630	9,820	-	39,270
Promotion budget to accompany Living Wage campaign	3,500	7,000	3,500	-	14,000
Water and Energy	15,000	40,000	45,000	-	100,000
Private sector energy	2,000	2,500	2,500	-	7,000
Youth Apprenticeship Scheme	31,500	63,000	94,500	126,000	315,000
Subtotal	70,820	132,130	155,320	126,000	484,270

Table 2 - Projects approved through BSR February 2015

	2014/15	2015/16	2016/17	2017/18	Total
Free swimming lessons for children	-	10,000	9,000	9,000	28,000
Rental Support for Cambridge City Foodbank	-	14,000	14,000	-	28,000
Citizen's Advice GP-based outreach pilot project	-	25,000	-	-	25,000
Digital skills in deprived areas	-	15,000	-	-	15,000
Junior Savers Pilot Project	-	10,000	-	-	10,000
Total	-	74,000	23,000	9,000	106,000

Table 3 - New projects approved Sept 2015

	2014/15	2015/16	2016/17	2017/18	Total
Expansion of Credit Union services	-	50,000	-	-	50,000
Cooking for Families	-	7,000	15,000	-	22,000
Summer holiday free lunch programme	-	2,000	5,000	-	7,000
Get Online courses	-	-	15,000	-	15,000
Digital Inclusion Fund	-	-	25,000	25,000	50,000

Single Homelessness Service	-	-	36,400	-	36,400
Money Matters Booklet	-	-	15,000	-	15,000
Total	-	59,000	96,400	25,000	180,400

Table 4 - New projects approved March 2016

	2014/15	2015/16	2016/17	2017/18	Total
Fuel and Water Poverty (core bid)	-	-	20,000	-	20,000
Fuel and Water Poverty (supplementary bid)	-	-	-	51,143	51,143
Money and Debt Management in Schools	-	-	25,000	-	25,000
Tenancy buddies	-	-	3,000	-	3,000
Living Wage promotion	-	-	12,000	25,000	37,000
Outreach advice project in health centres	-	-	35,000	-	35,000
Total	-	-	95,000	76,143	171,143

Table 5 - Funding contributions to the SPF

	2014/15	2015/16	2016/17	2017/18	Total
Contributions approved July 2014	500,000	-	-	-	500,000
Contributions approved July 2014	9,760	-	-	-	9,760
Additional contribution BSR 2015	-	325,000	-	-	325,000
Additional contribution BSR 2016	-	-	100,000	100,000	200,000
Total	509,760	325,000	100,000	100,000	1,034,760

Table 6 - Status of SPF

Balance of fund as at 15 June 2016	92,947
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Appendix B – New projects supported through the Sharing Prosperity Fund for 2016/17 onwards

Project title	Service	Project description
Expansion of Credit Union services	Community, Arts and Recreation, credit unions	Providing the following support for credit unions in the city: Establishing 5 new neighbourhood access points, including support to recruit volunteers; promotional campaign to increase membership; costing and design for minor adaptations to CSC to create new operating base as part of a broader financial inclusion hub; and commissioning legal advice on state aid issues to inform longer term approach
Cooking for families	Corporate Strategy	To commission a voluntary organisation to provide free weekly family cookery workshops, where up to 20 parent(s)/carers and children cook together and then share what they have prepared. The project will particularly target single parents, which are one of the key low income groups identified in the strategy.
Summer holiday free lunch programme	Communities Arts and Recreation	To roll out a programme of summer holiday free lunches for low income families in East area, South area and East Chesterton
Get Online courses	City Homes	12 week programme of training sessions for Council tenants, aimed at increasing digital inclusion, financial inclusion, and access to employment and skills provision
Digital Inclusion	Corporate Strategy	To fund joint work by City Council services, Cambridgeshire County Council and voluntary sector partners to improve the digital skills of residents on low incomes and reduce digital exclusion.
Single homelessness service	Strategic Housing	To continue the existing Single Homelessness Service, which was funded by DCLG until March 2016. The project will serve the needs of single homeless people with lower support needs, who are not entitled to statutory homelessness assistance and who are finding it difficult to find and/or maintain accommodation in the sub-region. The project: works directly with private landlords to place single people into private rented sector (primarily shared) houses and flats; works with an 'adult foyer' in the city to provide accommodation, training and work opportunities; offers a supported lodgings scheme; and places customers in other accommodation provided on an ad hoc basis by Registered Providers.
Fuel and Water Poverty (core bid)	Environmental Health	To build on the momentum of current work funded through Green Deal Communities Funding by providing fuel and water poverty assistance until March 2017. The project would fully fund heating upgrades, loft, cavity wall insulation, draft proofing, water efficiency products and other measures. It will be available to residents that meet qualifying criteria based on income and or benefits, and who live in the owner-occupied, shared ownership or private rented sector.

Fuel and Water Poverty supplementary bid	Environmental Health	To extend the existing 1 FTE post of a Fuel and Water Poverty officer to build on work to date to build partnerships and develop a presence within the community. This will allow the post to continue with face-to-face engagement with residents who are in need of advice and support on fuel and water poverty issues. It will also enable the Council to utilise any new external funding that becomes available for fuel and water poverty work.
Money and Debt Management in Schools project	City Homes	To work with state secondary schools in Cambridge to review and help develop their inclusion of money management teaching within their timetables and also assist with development of the resources available to them. It is proposed to implement this through means of a theatre production focussing on money issues and financial decisions and the effect these have on all aspects of a young person's life. This would be delivered in schools as part of "collapse" days, and would be accompanied by a resource pack.
Tenancy Buddies	City Homes	To develop local (ward-based), peer led, community groups. Groups would meet weekly and be hosted by local residents with lived experience of homelessness, mental health issues, the benefit system, or returning to work after a long period out of work. The overall aim would be to create a support network for local people to help them maintain their tenancy and a build local resilience. The first group would be set up in Kings Hedges.
Living Wage Promotion	Corporate Strategy	To provide the resources, through a continuation of the existing 0.5FTE Living Wage Coordinator post and promotional budget, needed to continue the Council's promotion of the Living Wage to businesses in Cambridge from November 2016 to March 2018. It would also provide a dedicated resource to ensure that the Council meets it meets the requirement in the Council's Living Wage accreditation to have all contracts converted to the Living wage by November 2017.
Outreach advice project in health centres	Corporate Strategy	This project proposal is to "roll-out" the present pilot outreach advice service running in East Barnwell Health Centre to 3 other medical practices serving disadvantaged communities in Cambridge. The current pilot service has supported patients who are experiencing mental health issues as a result of debt or other financial issues. The project proposal will enable a full-time generalist advisor to be employed by Cambridge CAB to provide services for one day a week in four practices, including East Barnwell.