



Anti-Poverty Strategy

2017-2020

1.0 Executive summary

- 1.1 The Council's first Anti-Poverty Strategy was approved by the Executive Councillor for Finance and Resources at Strategy and Resources Committee on 23 March 2015. The Strategy covers a three year period from April 2014 to March 2017. It 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 This report reviews the impact of the strategy over the past three years, and identifies the key learning points from projects that have been implemented. It proposes a revised approach to addressing poverty in Cambridge which builds on the achievements and learning to date.
- 1.3 The Council has established a dedicated Sharing Prosperity Fund (SPF) to provide resources to fund fixed-term projects that support the 7 objectives of the first Anti-Poverty Strategy. A total of more than £1.3 million has been allocated from the SPF to a total of 23 projects to date, which have collectively supported a significant number of beneficiaries. These projects range from promoting the Living Wage to local employers to providing practical advice to residents in poverty on reducing their fuel and water bills.
- 1.4 The first Anti-Poverty Strategy also sets out a series of further actions that have been funded through mainstream service budgets and which have supported a significant number of residents who are on low incomes, ranging from constructing new affordable homes in the city to supporting eligible residents to receive their full allocation of Housing Benefit and Council Tax support.
- 1.5 The Anti-Poverty Strategy identifies a basket of indicators of poverty, some of which the Council has greater influence over than others. A review of available data shows that over the period of the strategy in Cambridge there has been an improvement in some of the key indicators. There has been:
 - an increase in wages for those on the lowest incomes, although their incomes remain low
 - a reduction in unemployment
 - a reduction in the percentage of people with no qualifications
 - a reduction in the proportion of young people who are not in education, employment or training (NEET)
 - a reduction in the gap in life expectancy between the most deprived and least deprived areas, although there is still a significant gap
 - a reduction in fuel poverty
- 1.6 However, over the period of the strategy not all of the key indicators have shown an improvement. In particular:

- Due to the continued strength of the housing market in Cambridge, housing has become less affordable for low income residents, with private rents and house prices increasingly beyond the reach of many low income residents.
- Homelessness and rough sleeping are increasing, both nationally and locally, partly due to major changes in welfare benefits making it extremely difficult for people on low incomes to maintain tenancies.
- There continue to be concentrations of poverty and deprivation in particular areas of Cambridge, with Abbey, Arbury, East Chesterton and Kings Hedges wards having both the highest proportion of Housing Benefit and Council Tax support claimants and the lowest ranked areas in the Index of Multiple Deprivation 2015.
- Particular equalities groups, including women, children and young people, older people, people with disabilities, and BAME people, continue to be more likely to experience poverty.

1.7 The review also identifies that, while the Cambridge economy continues to thrive, there are high levels of income inequality in the city, with Cambridge identified as the most unequal city in the UK by the Centre for Cities. There are also lower levels of social mobility for young people from poorer backgrounds.

1.8 There are a number of factors that may be contributing to income inequality and limited social mobility in Cambridge. These include:

- lower levels of educational attainment for young people from low income households; and
- a combination of a highly skilled workforce and a predominance of jobs which require high levels of skills in Cambridge, which may limit the opportunities of low-skilled, lower paid employees to progress into higher paid employment.

This suggests that a key focus of the Council's Anti-Poverty Strategy in future should be to work with partners to raise skills, attainment and life chances and support people into higher-paid employment.

1.9 The review identifies a number of national policy and economic drivers which mean that addressing poverty will remain a key challenge for the Council over the next few years. These include: the cumulative impact of national welfare reforms on low income households; and projected low pay growth nationally over the next five years, which will result in a reduction in real earnings.

1.10 Significant learning has been identified from projects and actions delivered during the three years of the Council's current Anti-Poverty Strategy. This learning has included:

- The importance of balancing initiatives which have an immediate impact on residents living in poverty, with activities which will improve the life chances of residents in poverty in the longer term.

- Working with vulnerable people on low incomes can be resource intensive. There is a need for intensive and sustained face-to-face engagement with the most vulnerable residents.
- Balancing a geographic focus versus a city-wide approach is necessary to be effective
- The benefits of working in partnership with voluntary and community organisations, public sector partners and local businesses to maximise our collective impact on poverty.

1.11 The report identifies a revised approach to the Council's Anti-Poverty Strategy for 2017-2020, based on feedback from staff and stakeholders, the review of data on the current nature of poverty in the city, and the learning from projects implemented to date. It also contains a detailed action plan setting out 57 actions that the Council will take to address poverty over the next three years.

1.12 The key areas of focus for the Council's approach going forward will be:

- Supporting residents to access benefits and responding to the impacts of welfare reform.
- Working with voluntary sector partners to provide debt advice and financial advice.
- Promoting and signposting residents to sources of affordable finance.
- Supporting residents in fuel and water poverty to reduce their energy and water bills.
- Continuing to promote the Living Wage to employers in Cambridge.
- Working with businesses to identify ways that they might use their skills, capacity and resources to support achievement of shared objectives around poverty and disadvantage.
- Working with partners to support low income residents into higher paid employment and raise skills, attainment and life chances.
- Continuing to promote digital access for residents on low incomes.
- Continuing to promote volunteering as a means to develop skills and employability and build communities.
- Promoting community pride and cohesion through supporting a range of community events and celebrations.
- Working with partners to improve health outcomes for people on low incomes, including physical and mental health.
- Constructing new Council homes and working with social landlords and developers to deliver more affordable homes.
- Providing housing, employment and skills support for homeless people in Cambridge.
- Delivering a range of projects to support groups of people that are more likely to experience poverty, including women, children and young people, older people, people with disabilities, and BAME people.

2.0 Background

2.1 The Council's first 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. The strategy covered a three-year period from April 2014 to March 2017.

2.2 The first strategy was based on a review of available evidence and extensive consultation with stakeholders and residents. This, consultation included:

- Publication of the draft strategy and a questionnaire survey on the City Council website, which received 59 responses. 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.
- 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.
- 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.

2.3 The strategy identified 7 objectives for City Council activity to address poverty and it set out 61 detailed actions to be undertaken by City Council services from 2014/15 to 2016/17. The key objectives were:

| Objective | |
|-----------|--|
| 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 |

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|---|--|
| | 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 |

2.5 The Council's second Anti-Poverty Strategy covers a three year period from April 2017 to March 2020. This revised strategy has been informed by further internal and external consultation, including:

- Consultation with academics, statutory partners and voluntary and community groups through a half-day Anti-Poverty Summit, which was held on 30 June 2017.
- Consultation with City Council managers, including through a workshop held in November 2016 and subsequent meetings of the Council's Anti-Poverty Strategy Project Board in March and June 2017
- Consultation with City Council frontline staff through workshops held on 4 and 11 August 2017.

2.6 The revised strategy has also been informed by a review of:

- Available data on poverty in Cambridge
- National research on poverty and good practice from other local authorities that are actively focussing on tackling poverty, including Islington, Leeds, Lincoln, Norwich, Sheffield and York
- The impact of changes in national policy and the national economy on poverty in Cambridge
- The impact of projects funded through the Council's Sharing Prosperity Fund, and the impact of wider actions included in the Anti-Poverty Strategy.
- The learning from projects and actions carried out over the first three years of the strategy, and the implications for future Council action to reduce poverty in Cambridge.

3.0 Poverty in Cambridge

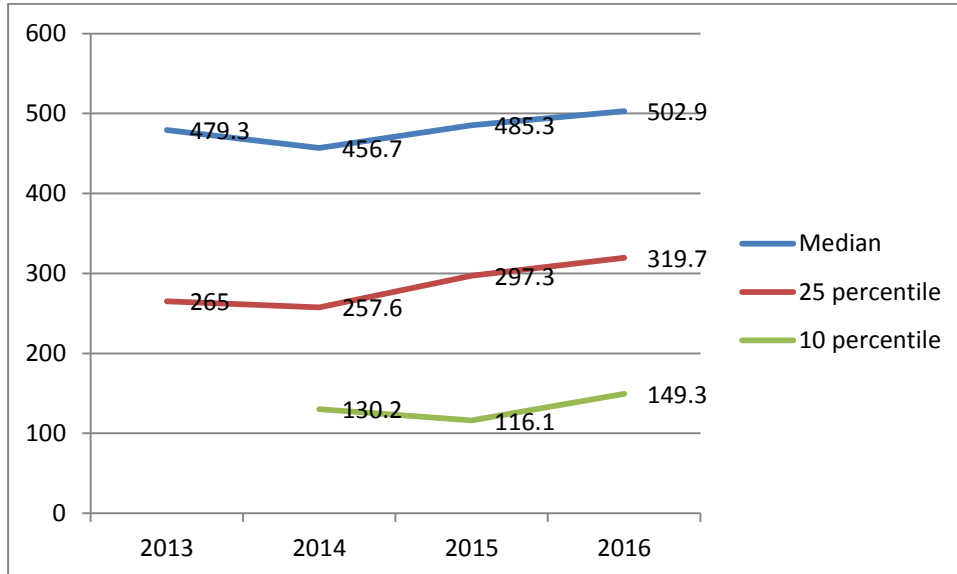
- 3.1 The Council's first Anti-Poverty Strategy for 2014-2017 highlighted that despite the continuing growth of the Cambridge economy, there were a significant proportion of households in the city living in on low incomes and in poverty.
- 3.2 One of the most common measures of poverty is "relative poverty", which the Government defines as whether a household's income is below 60% of the median household income (after taxes and benefits). This is assessed at a national level by the Office for National Statistics using the Family Resources Survey. It is difficult to assess the impact of the first Anti-Poverty Strategy on "relative poverty" in Cambridge over time due to the lack of available local data on household incomes. The Family Resources Survey is a sample survey of around 20,000 households nationally, so it cannot be used to provide a statistically reliable figure for local areas such as Cambridge¹.
- 3.3 The first Anti-Poverty Strategy identified a basket of high level indicators that can be used as a barometer for poverty in Cambridge. These measures will enable us to monitor the combined impact on poverty of City Council action, together with the effects of partner activity, national government fiscal and welfare policy, and changes in the local and national economy. The latest available data for each of these indicators is provided at Appendix A, although there is a time-lag in the production of some of these indicators.
- 3.4 While poverty remains a significant issue in Cambridge, a number of the high-level indicators have improved over the period of the first Anti-Poverty Strategy. The most recently available data on income and benefits from the Office for National Statistics and our own administrative data show that:
- For the lowest quartile (25%) of employees in Cambridge, as shown by the chart on the next page, gross estimated weekly median pay has increased from £257.60 in 2014 to £319.70 in 2016. This equates to an increase in annual earnings from £13,395 to £16,624².
 - For the lowest 10% of employees, as shown by the chart on the next page, gross estimated weekly median pay has increased from £130.20 in 2014 to £149.30 in 2016. This equates to an increase in annual earnings from £6,774 to £7,763.60.
 - The total number of people living in households claiming Housing Benefit and Council Tax Support claimants and their dependents reduced from 14,477 in 2013 to 13,968 in 2017, while the population of the city has

¹ Department for Work and Pensions, 2016, How low income is measured in households below average income, <https://www.gov.uk/government/publications/how-low-income-is-measured/text-only-how-low-income-is-measured>

² Annual Survey of Household Earnings (ASHE), 2017, Office for National Statistics (ONS). It should be noted that the ASHE is a national sample survey. The figures for Cambridge quoted in this Strategy are therefore subject to a confidence interval.

increased in this period. In 2017, 10.6% of the Cambridge population was living in household claiming benefit³.

Chart 1 - Cambridge estimated weekly earnings per employee (gross)



Source: Annual Survey of Household Earnings, Office for National Statistics (ONS)

3.5 The latest available data on employment and skills shows that:

- The proportion of the working age population (those aged 16-64) in Cambridge that were unemployed reduced from 7.3% (or 5300 people) in 2013 to 2.9% in September 2016 (or 2,200 people)⁴
- The proportion of economically active people (those who are available for work) that are unemployed has reduced from 4.4% (or 3,500 people) in September 2013 to 3.4% in September 2016 (or 2,600 people)⁵
- The proportion of young people in Year 13 who are not in education, employment or training (NEET) reduced from 7.3% in 2013 to 6.6% in 2016 in the northern half of Cambridge, and from 7.3% to 6.6% in the southern half of Cambridge⁶.
- The proportion of the working age population in Cambridge with no qualifications reduced from 5.5% in 2012 to 4.5% (or 4,200 people) in 2015. This was significantly below the UK average of 8.8%, and Cambridge still ranks as the city in the UK with the third lowest proportion of for the proportion of residents with no qualifications⁷.

³ Based on a the ONS 2015 Mid-Year Population estimate for Cambridge (130,907 people)

⁴ NOMIS, 2017, Annual Employment Survey (AES) data. It should be noted that the ASHE is a national sample survey. The figures for Cambridge quoted in this Strategy are therefore subject to a confidence interval.

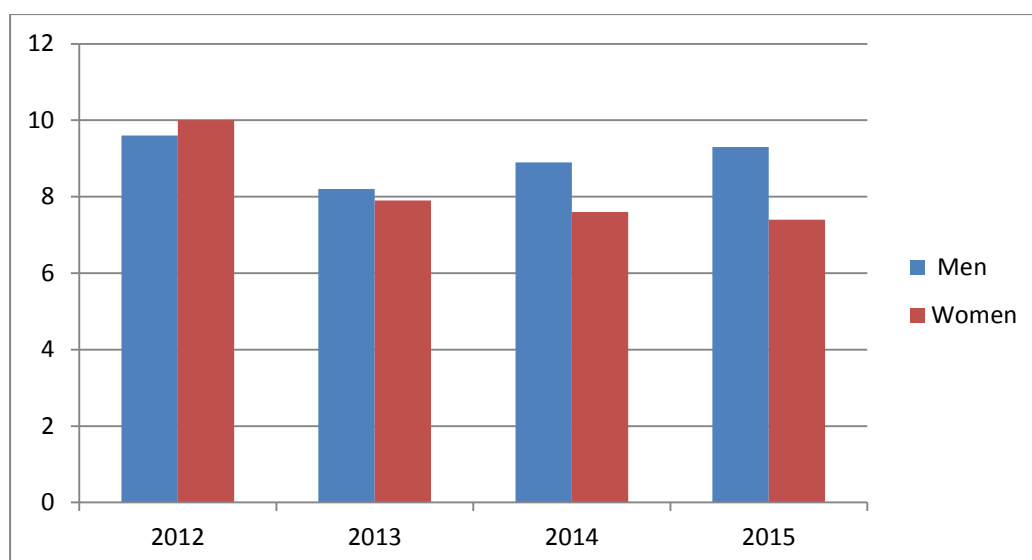
⁵ NOMIS, 2017, Annual Employment Survey (AES) data.

⁶ Cambridgeshire County Council, 2017, NEET data

⁷ Annual Population Survey – Resident Analysis, 2017, Office for National Statistics

- 3.6 There has also been an improvement in some health and housing indicators:
- The proportion of households in fuel poverty⁸ reduced steadily from 15.8% (7493 households) in 2011 to 11.3% (5447 households) in 2014.
 - As shown by Chart 2 below, the gap in life expectancy⁹ for women between the most and least deprived areas of the city narrowed from 10.0 years in 2010-2012 to 7.4 years in 2013-2015. For men, this gap reduced from 9.6 years to 9.3 years between the two periods.

Chart 2 - Gap in life expectancy between the least and most deprived areas in Cambridge (years)



Source: Public Health England, Cambridge District Health Profiles (N.B. figures are for 2010-2012, 2011-2013, 2012-2014 & 2013-2015 periods)

- 3.7 However, not all of the key indicators have shown an improvement over the period of the strategy. Due to the continued strength of the housing market in Cambridge, housing has become less affordable for low income residents. Available data shows that:
- Lower quarter house prices have increased from £250,000 to £320,000 between March 2014 and March 2016. Lower quartile house prices were 14.6 times lower quartile earnings in March 2014, but had reached 18.8 times lower quartile earning in March 2016.
 - Lower quartile monthly private rents increased significantly from £563 in 2014 to £875 in 2016, which has made renting accommodation in the private sector less affordable for low income households.

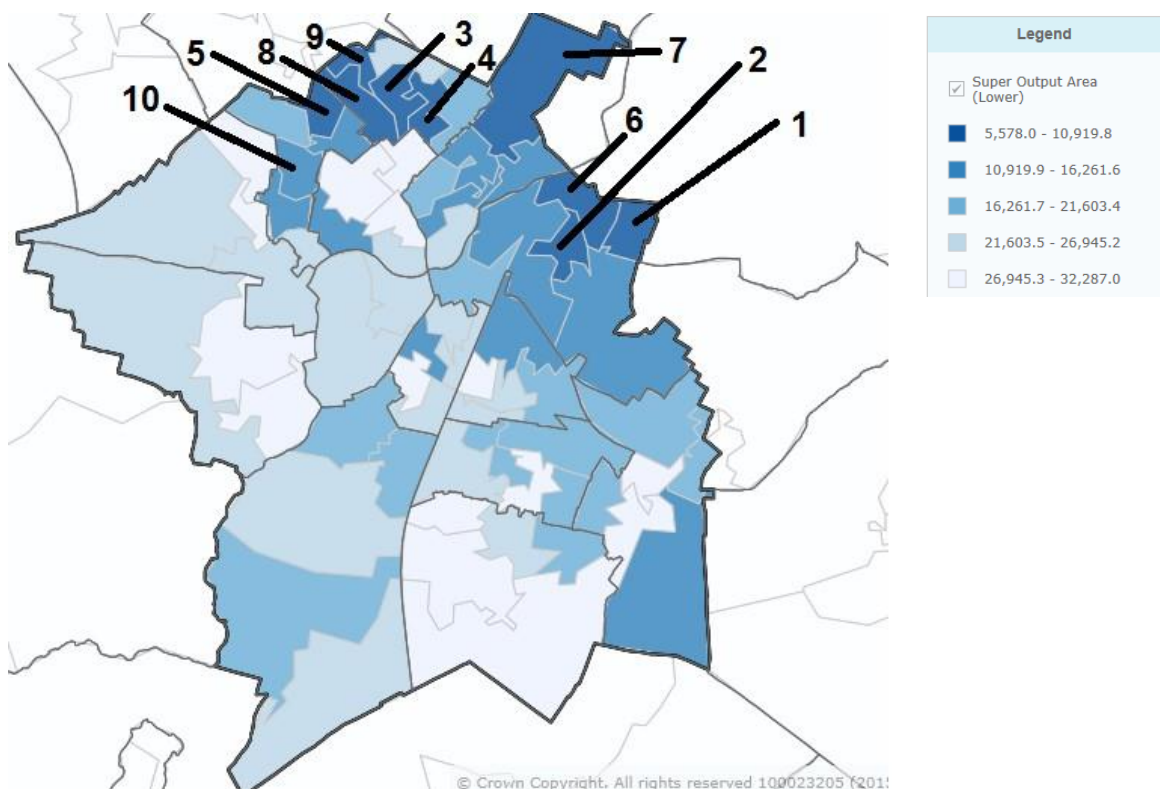
⁸ Fuel Poverty statistics measured using the Low Income High Costs (LIHC) indicator reported by Department for Business, Energy & Industrial Strategy

<https://www.gov.uk/government/collections/fuel-poverty-statistics>

⁹ Public Health England, Cambridge District Health Profiles

- For those claiming benefits, Local Housing Allowance (LHA) Rates are set well below Cambridge rents, which means that Housing benefit does not fully cover rental costs. For example, the LHA rate of £126 per week for a one bedroom home falls well short of the lower quartile rent in the city of £196 per week.
- Homelessness and rough sleeping are increasing, both nationally and locally, partly due to major cuts in welfare benefits making it more difficult for people on low incomes to maintain tenancies. The number of households accepted as homeless and in priority need of accommodation increased between 2013/14 and 2015/16 (from 127 to 172) While this count then fell in 2016/17 (to 130), homelessness has been rising amongst households whom the council has no statutory duty to rehouse. In 2015/16, 787 cases of homelessness were prevented or relieved and in 2016/17 there were 1,112. There has been a sharp rise in the number of rough sleepers recorded in the City, from 135 individuals in 2014/15, to 152 in 2015/16 and 192 in 2016/17.

Map 1: Ten Lowest IMD 2015 Ranked LSOAs in Cambridge



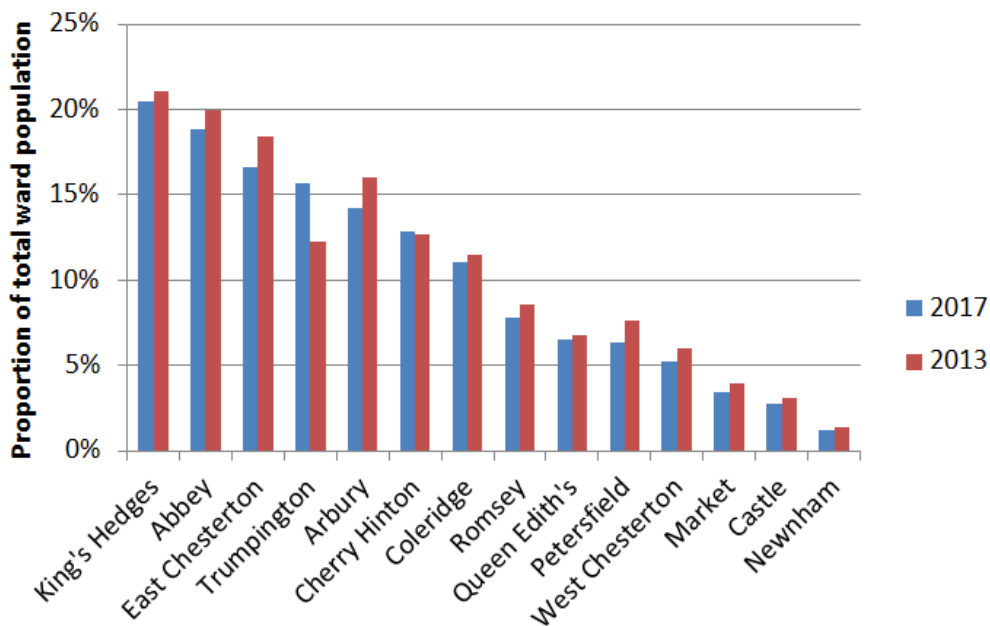
3.8 There continue to be concentrations of poverty and deprivation in particular areas of Cambridge

- As the map above shows, data from the 2015 Index of Multiple Deprivation (IMD) shows that the ten most deprived Lower Super Output Areas

(LSOAs) in Cambridge lie in the North and North East of the city, in Abbey, Arbury, East Chesterton and Kings Hedges wards.

- Two of the Cambridge’s LSOAs were in the most deprived 20% of LSOAs in the country in 2015, according to the IMD. These two LSOAs are in Abbey ward. In 2010 there were also 2 LSOAs in the most deprived 20% of LSOAs nationally, but they were in Kings Hedges ward.
- In 2011, three wards in Cambridge had higher rates of child poverty in than the national average: Abbey (26.7%), King’s Hedges (25.8%) and East Chesterton (23.9%)

Chart 3 – Housing Benefit and Council Tax support population as a proportion of total ward population



3.9 As the chart above shows, housing benefit claimants and their dependents are concentrated in particular areas within the city, primarily in the North and East of Cambridge. In 2013, King’s Hedges (21.4%), Abbey (20.4%), East Chesterton (18.8%) and Arbury (16.5%) were the wards with the highest level of housing and/or council tax benefit claimants and their dependents. In 2017, Kings Hedges, Abbey and East Chesterton remained the wards with the highest proportion of claimants, but Trumpington was the ward with the fourth highest level of claimants.

3.10 The first APS identified that particular equalities groups, including women, children and young people, lone parents, older people, people with disabilities, and BAME people, are more likely to experience poverty. As the statistics below suggest, this continues to be the case:

- **Women** in Cambridge are less likely to be in employment than men. Employment rates were lower for working age women (71.5%) in Cambridge than for working age men (82.6%)¹⁰ in 2016.
- Women in Cambridge earn less on average than men, because they are more likely to be working in lower paid occupations and are more likely to be working part-time. The average earnings for women in Cambridge with the lowest 25% of earnings is £214.50 per week or less, compared with £419 or less for men with the lowest 25% of earnings¹¹.
- **Older people** are more likely to be living in households receiving benefits than the population as a whole. For example, 16% of pensioners in six in Cambridge are living in a household claiming Housing Benefit and/or Council Tax support in 2017¹², compared to 10.6% of all Cambridge residents.
- More than one in five (22%) of all **children** in the city in 2017 are living in households that are claiming Housing Benefit and/or Council Tax Support¹³
- **Lone parent families** are more likely to be receiving benefits than other households, with almost 4 out of 5 (77%) of lone parent families in the city receiving Housing Benefit and/or Council Tax support in 2017¹⁴.
- **People with disabilities** are less likely to be economically active. 39.5% of working age people with disabilities (Equality Act core work-limiting disabled) were economically in 2016, compared to 20.1% of the working age population in Cambridge as a whole¹⁵.
- **BAME residents** are less likely to be employed than the population as a whole. 67.1% of BAME working age residents were in employment in 2016, compared to 77.4% of the working age population as a whole¹⁶.

4.0 Inequality, social mobility and skills in Cambridge

- 4.1 As the first Anti-Poverty Strategy highlights, the Cambridge economy has continued to thrive despite the national economic downturn. The city is a national centre for higher education and research and development, and has a globally significant hi-tech and bio-technology economy. In the wider Greater Cambridge sub-region (which includes the districts of Cambridge City and South Cambridgeshire), there are over 4,700 knowledge intensive

¹⁰ Office for National Statistics, 2017, Annual Population Survey

¹¹ Office for National Statistics, 2017, Annual Survey of Hours and Earnings – Resident Analysis

¹² Cambridge City Council, 2017, Housing Benefit and Council Tax support data

¹³ Cambridge City Council, 2017, Housing Benefit and Council Tax support data

¹⁴ Cambridge City Council, 2017, Housing Benefit and Council Tax support data

¹⁵ Office for National Statistics, 2017, Annual Population Survey

¹⁶ Office for National Statistics, 2017, Annual Population Survey

companies with more than 54,000 employees and a combined revenue of over £12bn¹⁷.

4.2 While many residents in Cambridge benefit from the city's prosperous economy, as the following data shows there are high levels of inequality in the Cambridge:

- The Centre for Cities¹⁸ identified Cambridge as the most unequal city in the UK in 2017, based on the 'Gini coefficient', which is an experimental measure produced by the Office for National Statistics using data on wages, pensions, benefits and other income.
- In 2016, Cambridge had the fifth highest average weekly earnings (£603 per week) of any city in the UK¹⁹. However, as highlighted at 4.4 above, those with the lowest 10% of earnings in the city received only £149.30 per week.
- While average incomes are high, significant numbers of people in the city are experiencing financial crisis. For example, the numbers of people receiving food from Cambridge City Foodbank has steadily increased over the period of the first strategy, from 4020 in 2013 to 5066 in 2016²⁰.

4.3 Available data also suggests that opportunities are more limited for people from low income households in Cambridge to succeed. Cambridge ranks 275th out of 324 local authorities across England and Wales. Outcomes are particularly poor for young people from poorer backgrounds in the city, with Cambridge having the fifth lowest score of any local authority in the Index²¹

4.4 There are a number of factors which contribute to low levels of opportunity and social mobility for people in low income households in Cambridge. These include

- An **educational attainment gap** in the city, which impacts on longer term life chances for young people from low income households. As Chart 4 on the next page shows, in 2015 less 28.1% of pupils receiving Free School

¹⁷ University of Cambridge, 2017, Cambridge Innovation in Numbers
<https://www.cam.ac.uk/research/innovation-at-cambridge/innovation-in-numbers>

¹⁸ Centre for Cities, 2017, Cities Outlook 2017

¹⁹ Centre for Cities, 2017, Cities Outlook 2017 (source ONS, 2016, Annual Survey of Hours and Earnings (ASHE), average gross weekly workplace-based earnings data)

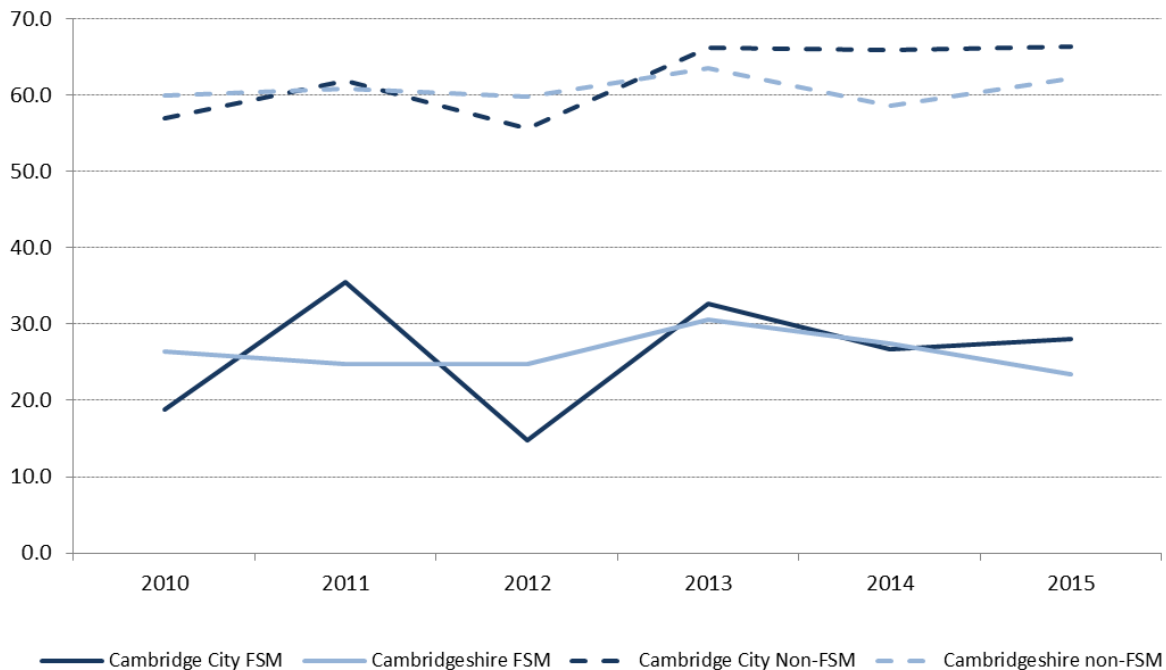
²⁰ Cambridge City Foodbank, 2017 (N.B. This increase in Foodbank usage could partly be due to greater awareness of amongst referring agencies of the support provided by the Foodbank and a reduction in the stigma previously associated with accessing them. However, it also suggests that there continue to be a significant number of residents experiencing financial hardship).

²¹ Social Mobility and Child Poverty Commission, 2016, Social Mobility Index (The Social Mobility Index compares a range of measures of the educational outcomes achieved by young people from disadvantaged backgrounds and local job and housing markets outcomes for adults. It provides a measure of the opportunities people from poorer backgrounds have to succeed across each of the 324 local authority district areas of England. Scores and rankings are provided in the Index for four different life stages – early years, school, youth and adulthood).

Meal achieved GCSE 5+ grades A*-C including English and Maths, compared to two thirds (66.4%) of children not eligible for free school meals in the city²².

Chart 4

% FSM and non-FSM pupils achieving 5+ GCSEs A*-C, including English and Maths



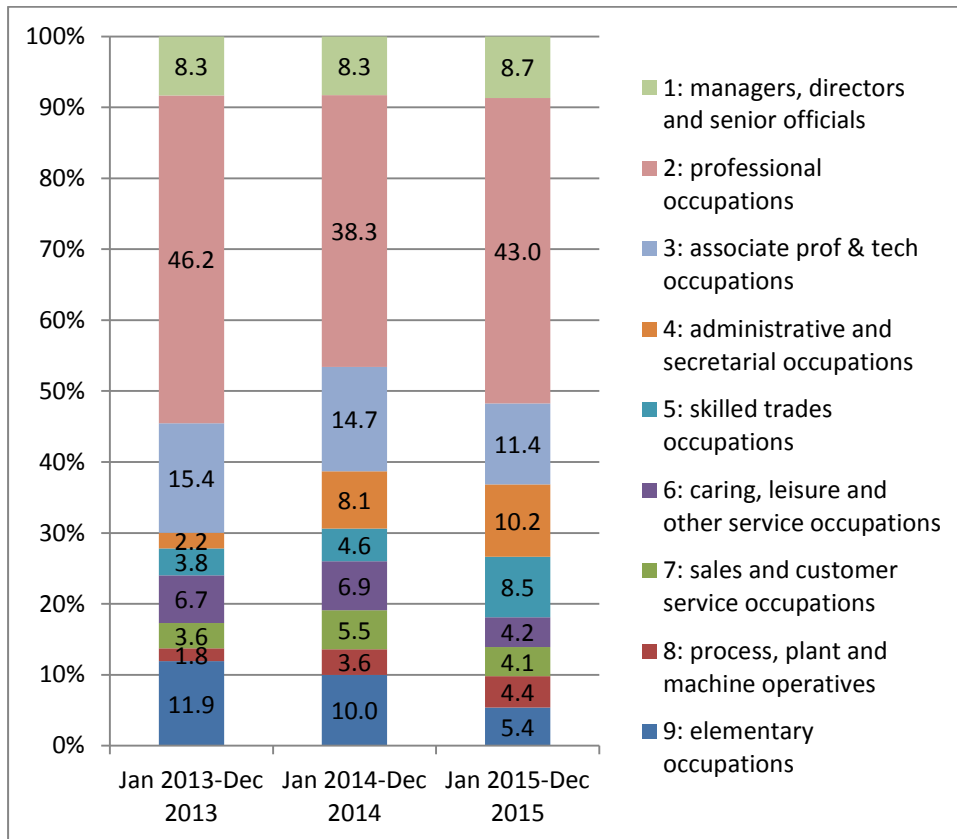
- 66.5% of the working age population in Cambridge had **higher level qualifications** (NVQ Level 4 and above) in 2015, which was the highest level of any city in the UK. As a result, opportunities for higher-skilled, higher-paid employment may be limited for young people who achieve lower qualifications in Cambridge compared to cities with lower-skilled workforces.
- The strength of the higher education, research and development and hi-tech sectors in Cambridge means that the majority of jobs are in **higher-skilled occupations**. As Chart 5 on the next page shows, in 2015, 63.1% of jobs in the Cambridge economy were in the top 3 classifications (managers, directors, senior officials; professional occupations; and associate professional and technical occupations).
- There are fewer jobs in Cambridge which require mid-level skills, which may limit the opportunities for people on low incomes to progress to higher-skilled, higher-paid occupations. However, as the chart below

²² Cambridgeshire County Council, 2017, Educational attainment data

N.B. Data for 2016 onwards is not currently available, because the Department for Education has changed the GCSE benchmark from '5+ GCSE grades A*-C, including English and Maths' to a broader benchmark (across English, Maths, the English Baccalaureate subjects, and then other qualifications). The new measure is called attainment 8 and gives each school a score that equates to an average GCSE grade.

shows, the proportion of jobs in mid-level occupations in Cambridge (administrative and secretarial occupations; skilled trades occupations; caring, leisure and other service occupations; and sales and customer service occupations) increased from 14.1% in 2013 to 22.9% in 2015

Chart5 – Percentage of all who are in employment working in different occupations



Source: Annual Population Survey, ONS

5.0 Impacts of national policy and changes in the national economy on poverty in Cambridge

5.1 There are a number of national policy developments and changes in the national economy that have had an impact on poverty in Cambridge, and which are likely to continue to have an impact in future years.

5.2 Since April 2013, the pace of welfare reforms has increased substantially. The main changes have been:

- The introduction of a local Council Tax support scheme.
- The introduction of the Benefit Cap, which initially limited the total payment of certain benefits to £500 per week for families and £350 per week for single people. The initial impact of the benefit cap in Cambridge was limited, but from November 2016, the benefit cap was reduced to £385 per

week for families and £258 per week for single people. It is projected that as a result the number of claimants affected will increase by an average of 150 at any one time.

- Restricting the eligible rent in social sector claims to a formula based on the number of bedrooms the household needs, called the Removal of the Spare Room Subsidy (RSRS). In late 2015, the removal of the spare room subsidy affected 569 working age households in Cambridge.
- Restricting the uprating of benefits and allowances.
- Freezing Local Housing Allowance rates at April 2015 levels from April 2016 for a period of 4 years. This has the impact of breaking the link between private sector rents eligible for housing benefit and actual market rents, which have seen significant increases, particularly across Cambridge, estimated at 8.3% per annum over the next 4 years.

5.3 A number of further welfare reforms will also impact on residents on low incomes, including:

- From April 2017, housing benefit entitlement will restrict the allowances for children to two children for all new claims and for existing claims that already have two allowances this will not be increased if a new child is born.
- From April 2018, many social sector rents will be restricted to the Local Housing Allowance, which has not kept pace with inflation since the benchmarking with actual markets rents ceased in 2015. There are some exemptions due for supported accommodation claims until 2019 and the shared accommodation for under 35's will not apply to social tenants.

5.4 Analysis commissioned by the Council in late 2015 suggests that there will be a cumulative impact of the above reforms for some households. During 2016, 170 more households than in 2015 will be highly impacted (reducing the incomes by £30 per week or more) by the cumulative effect of welfare reforms.

5.5 Changes in the national economy are also predicted to have an impact on residents on low incomes. Although wages have increased for Cambridge residents on low incomes over the period of the strategy, recent national projections suggest that wages and incomes are likely to fall in real terms in coming years. The projections suggest that while average wages increased in real terms between 2015/16 and 2016./17 in Cambridge²³, real earnings nationally are set to fall in 2017, due to a combination of rising inflation and lower pay growth, and are only projected to return to their 2007 level by late 2022²⁴. The Annual Survey of Hours and Earnings (ASHE) for 2016 shows

²³ ONS 2016, Annual Survey of Hours and Earnings (ASHE), average gross weekly workplace-based earnings, 2016 data; quoted in Centre for Cities, 2017, Cities Outlook 2017, <http://www.centreforcities.org/wp-content/uploads/2017/01/Cities-Outlook-2017-Web.pdf>

²⁴ Clarke, Corlett, Finch, Gardiner, Henehan, Tomlinson and Whittaker (2017), "Are we nearly there yet? Spring Budget 2017 and the 15 year squeeze on family and public finances", Resolution

that 10% of full-time jobs in Cambridge fell beneath the UK threshold for low income, which was £323 per week in 2016. This approach to defining the extent of low income has been used by What Works Wellbeing²⁵.

- 5.6 Research suggests that lone parents on low incomes will be disproportionately affected because²⁶:
- National reforms aimed at reducing in-work support and replacing this with better pay for those on low incomes will result in larger losses for lone parents, because only one income would be increased by the introduction of the National Living Wage.
 - Increasing housing, childcare and family transport costs represent a proportionately larger burden for one parent to finance than two.
- 5.7 Recent national research suggests that child poverty will continue to be a significant issue. Nationally, currently families with two parents working full time on the national living wage are 12% short of the basic amount needed for a minimum standard of living, as defined by the public²⁷. Absolute child poverty is projected to rise nationally from 27.5% to 30.3% from 2014/15 to 2021/22 due to the impact of tax and benefit reforms on low-income households with children²⁸.

6.0 Impact of Anti-Poverty Strategy projects and actions

- 6.1 The Anti-Poverty Strategy sets out 61 detailed actions that City Council services were planning to undertake from 2014/15 to 2016/17 to help achieve the 7 key objectives. The majority of these actions have been delivered, and the key projects and services have had a significant impact on the low income residents that they have reached (see below for further information on the numbers of beneficiaries and impacts of projects).
- 6.2 Some of the actions included in the strategy relate to new initiatives or pilot projects funded through the Council's dedicated Sharing Prosperity Fund (SPF), which was established in 2014 to provide resources to fund fixed-term projects that support the 7 objectives of the Anti-Poverty Strategy. A total of £1,321,962 has been allocated from the SPF to a total of 23 projects to date. Full details of these allocations are provided in Appendix C.

Foundation <http://www.resolutionfoundation.org/app/uploads/2017/03/Spring-Budget-2017-response.pdf>

²⁵ Understanding local needs for wellbeing data measures and indicators, 2016
<https://whatworkswellbeing.files.wordpress.com/2017/07/understanding-wellbeing-locally-july-20181.pdf>

²⁶ Hirsch (September 2016), "The cost of a child in 2016", Child Poverty Action Group
http://www.cpag.org.uk/sites/default/files/CostofaChild2016_web.pdf

²⁷ Hirsch (September 2016), "The cost of a child in 2016", Child Poverty Action Group
http://www.cpag.org.uk/sites/default/files/CostofaChild2016_web.pdf

²⁸ Hood and Waters (2017), "Living Standards, Poverty and Inequality in the UK: 2016-17 to 2021-22", JRF <https://www.jrf.org.uk/report/living-standards-poverty-and-inequality-uk-2016-17-2021-22>

- 6.3 There are also a number of other actions which have been taken forward using other mainstream sources of Council funding, such as the General Fund and Housing Revenue Account (HRA). Many of these actions relate to the continuation of existing core services that support vulnerable residents in Cambridge, while others involve an evolution or refocusing of existing services on low income residents in the city. It will be important to ensure that in future the Council further embeds poverty reduction activities into its mainstream services.
- 6.4 Some of the key achievements to date from projects funded through the SPF have included:
- The Council's **Living Wage** campaign has succeeded in increasing the number of Cambridge employers accredited by the Living Wage Foundation to 53, including major employers such as Anglia Ruskin University (ARU), ARM Limited and Cambridge Live. Of these 52 employers, 20 are based in Cambridge only, while 32 also have premises in other locations. 14 of the Cambridge-based companies responded to a recent survey, indicating that they employ a total of 4,202 members of staff, of which 72 received a direct pay rise following Living Wage accreditation.
 - As part of the Council's **Fuel and Water Poverty Action Plan**, between 2015/16 and 2016/17 over 165 home visits have been made to residents in fuel or water poverty, and energy and water saving information has been provided to nearly 16,988 residents likely to be in fuel or water poverty through events and targeted mail-outs. As a direct result of this activity, 152 residents have taken up energy or water saving measures from April 2015 to December 2016/17, with annual savings for each resident ranging from £80 to £330 per annum, depending on the measure implemented.
 - 445 Cambridge residents switched to **cheaper energy deals** through the Cambridgeshire-wide collective-switching scheme in 2015 and 2017, following extensive additional promotion funded through the Sharing Prosperity Fund.
 - 12 new **apprenticeship opportunities** have been created and filled in City Council services during 2014/15-2016/17, and one of the apprentices has now started work on a fixed term contract with the council following the successful completion of their apprenticeship.
 - **Free swimming lessons** were provided for 290 children in 2015/16 and as the project gained momentum with its referrals 3030 children were involved in 2016/17 who either came from low income families or cannot swim at the key stage 2 assessment point, which has helped to reduce costs for low income families.
 - The provision of rental support by the Council has enabled Cambridge City Foodbank to focus its resources on delivering a range of **support for people in financial crisis** over a two year period. From April 2016 to end of March 2017 Foodbank provided residents in financial crisis with £31,222

in pre-payment meter energy top-ups and 54,766kg of food with a value of £89,269.

- The Citizen's Advice Bureau (CAB) has been funded to pilot an **outreach advice service** at GP practices in Barnwell, East Chesterton, Arbury and Trumpington. From April 2015 to December 2016, the service supported 205 patients who are experiencing mental health issues as a result of debt or other financial issues. A total of £486,615 of additional income has been generated for these patients (an average of £2,374 per person), and between 59% and 75% of those using the service across the different locations said that seeing the adviser had reduced their stress and anxiety levels.
- 240 people have joined credit unions in Cambridge between October 2015 and April 2017, which brought the total number of **credit union** members in the city to 499. Over the same period, credit unions issued 45 loans to people in Cambridge with a total value of £55,490.
- 69 of the new credit union members were young people who opened savings accounts as a result of the **Junior Savers project**, which has worked with two schools with catchment areas in lower income areas of the city (North Cambridge Academy and Kings Hedges Primary School).
- 72 adults and children have completed six-session **cookery skills courses** delivered by Cambridge Sustainable Food in low income areas of Cambridge (Barnwell and East Chesterton), and a further 186 adults and children have attended one-off cookery skills workshops. A further four six-session courses will be completed by March 2017, including 2 courses in Arbury.
- 3020 **free lunches** were provided during the school holidays between Easter, April 2016 to half Term in February 2017 at various locations around the city, including City Council and Church venues in Abbey, Arbury, Cherry Hinton, East Chesterton, Kings Hedges, Romsey, and Trumpington wards.
- In 2015/16, 34 residents attended 12- week **digital skills training courses** provided at venues across the city by the Council's housing service, and 28 visually impaired Cambridge residents received training in basic digital skills and ongoing technical support from Camsight.
- In 2016/17, the 65+ Getting Online project has trained 4 digital champions to carry out **digital workshops**, initially in sheltered housing schemes, and then in community centres and other settings. 25 learners were engaged, and a further 23 people are on waiting lists to join a group in their area. 215 learners attended drop-in digital sessions at a 'Microhub' established in partnership with Cambridge Online and other organisations at the Meadows Centre²⁹.
- 94 single homeless people were housed through the Council's **Single Homelessness Service** (known as the Town Hall Lettings scheme) in 2016/17. A further 83 Cambridge City applicants were housed through the

²⁹ Sessions at the Microhub have been funded through a combination of the SPF, the Councils Community Development service and voluntary and community partners

service in the previous year using funding from the Department for Communities and Local Government (CLG).

- 89 tonnes of bulky waste and recyclable material were collected at 14 **community environment days** during 2015, which were part-funded through the SPF. Housing Revenue Account (HRA) funding was used to support a further 11 community environment and clean-up days during 2016/17 where 55 tonnes of bulky rubbish was also collected.

6.5 Some of the key projects and services funded through mainstream Council budgets that have had an impact on poverty have included:

- Supporting residents to receive their full entitlement of **Housing Benefit**. In 2016/17, the Council administered £36.9 million in Housing Benefit to residents on low incomes.
- Providing 6539 residents in Cambridge received a **Council Tax reduction** in 2016. An estimated £6.3m of Government and City Council funding was used to fund these reductions in 2016/17. Following the abolition of Council Tax Benefit, the Council introduced its own local Council Tax Reduction scheme in April 2013 to protect as many vulnerable people as possible from reductions in council tax support and ensure that they do not have to find extra money towards their Council Tax at a time of other cuts in welfare benefits.
- Requiring all voluntary and community sector organisations applying for grants from the Council's £900,000 annual **Community Grants** budget to demonstrate how they will use the funding to reduce social and/or economic inequality, by removing barriers for City residents with the most need.
- Achieving accreditation as a **Living Wage Employer** by the Living Wage Foundation in November 2015. The City Council pays a minimum of the Living Wage rate for all its 833 directly employed staff and agency staff, and it has progressively worked to ensure that all existing contracts are converted to a Living Wage basis by November 2017. The largest contract to be converted was the Council's contract with GLL to manage the Council's leisure centres.
- Providing **low-cost furniture** for 1,275 households from January 2015 to September 2016 2015/16 through grant funding activity by Cambridge Re-Use.
- 111 Council homes with existing pre-payment meters have been switched to **low tariff pre-payment meters** provided by Robin Hood Energy when existing tenancies came to an end, following an agreement made by the Council in March 2017. This arrangement will ensure that future tenants will have lower energy bills, and further properties will be switched in future when tenancies come to an end.
- Issuing more than 1,400 **Time Credits** to more than 75 volunteers from 2015/16 to 2016/17. For every hour that an individual contributes to volunteering for their community, they earn one Time Credit which can be

spent on a range of activities across 20 of venues in Cambridge. Time Credits can also be used to access a national network of over 700 partners.

- 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 1,472 people. This year's Volunteer for Cambridge Fair will take place on Saturday 21 October 2017.
- Assisting 59 people to secure **employment**, 54 people into further education or training, and 35 people into voluntary placements or work experience from 2015/16 to 2016/17 through grant funding an employment advisor at CHS Group.
- Supporting more than 1,600 instances of homeless people accessing **learning and development opportunities** from April 2015 to March 2017 by grant funding a learning and development service at Wintercomfort.
- Jointly funding the **Signpost 2 Skills service** with partners in the Greater Cambridge Partnership and the Greater Cambridge Greater Peterborough Enterprise Partnership. The service aims to ensure young people, including those from low income families, have good advice about career options in the local economy and are supported to pursue the types of learning and qualifications that will equip them to compete for those jobs. In delivering this service, Form the Future has worked with 16,150 young people and 240 employers over the past year. Ultimately the programme aims to deliver an additional 420 apprenticeships across Greater Cambridge.
- Continuing to fund and support **free events which increase community pride and cohesion**, such as the Big Weekend (which had a total estimated attendance of 30,000 in both July 2015 and 2016), Arbury Carnival, Chesterton Festival, Cherry Hinton Festival, Mill Road Winter Fair, and the Queen Edith's Community Winter Festival.
- Continuing to work in partnership to deliver an annual programme of **free events which celebrate diversity and promote community cohesion**, including events to mark: Black History Month, Cambridgeshire Celebrates Age, Disability History Month, Holocaust Memorial Day, International Women's Day, Lesbian Gay Bisexual and Transgender (LGBT) History Month and Refugee Week.
- 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 48 **childcare spaces** across the two centres.
- Providing 50% reductions in entry prices to Council-owned **swimming facilities** for more than 7,500 people on low incomes who took out memberships. In 2015/16 and 2016/17 there were a total of 79,431 entries to Council-owned leisure facilities by people holding concession memberships.
- Providing **free exercise referrals** for 101 patients from surgeries in Abbey, Kings Hedges and Arbury wards from September 2015 to September 2016

in partnerships with the Primary Care Group. Following the withdrawal of PCG funding for the scheme, the scheme will be supported through the SPF in 2017/18 and 2018/19. Eligibility for the scheme will be expanded to residents on low incomes in all areas of the city.

- Constructing 162 new **affordable homes** as part of the Council's Affordable Housing Development Programme between April 2014 and March 2017. The Council has helped secure a further 684 affordable homes during this period through the planning process and work with Registered Providers.
- Installing subsidised domestic **energy efficiency measures** in 433 existing private homes in Cambridge through working with contractors and other partner local authorities in the Action on Energy partnership and utilising national Green Deal for Communities funding. 18 fuel-poor residents in Cambridge received fully-funded energy efficiency improvements using this funding.

6.6 The testimonies provided below provide an indication of the impact of some of the anti-poverty projects on some low income residents:

“The CHS Employment Advisor has really helped me to focus on my future goal. Her sessions have been very friendly and encouraging and helped build my confidence. They have made me feel better about myself. I have started a course at Cambridge Regional College. She has helped me prepare a really professional CV. She has encouraged me to do a work experience placement at CRC while doing my course (which I can put on my CV). She has also encouraged me to take up the opportunity of working in a paid, part-time role at Cambridge Regional College, which I am able to fit around my course. This will help me find a job as a when I finish my course. I am now feeling very positive about my future and am grateful for the help and encouragement I have been given – and having someone to believe in me!” Tenant in supported housing project advised by the **CHS Employment Advisor**

” I was very happy with the CAB outreach adviser. She was understanding but assertive, she went out of her way to help me. CAB helped me massively and if I had not received the support I did, I may be dead by now. I have no negative feelings and I am very grateful for all the support CAB has given me, I finally have my life together and I have not had that for an extremely long time.” Patient advised by the **CAB outreach advice service**

“Having been out of work for a year I found that Cambridge Re-Use gave me the confidence to apply for new jobs. I am currently working as a teaching assistant. The nurturing and friendly atmosphere allowed me to grow and to take challenges of a new career path with conviction in my abilities and skill set” **Volunteer at Cambridge Re-Use**

“Last summer we came to pretty much all the lunches. We were in Cambridge for the whole holidays which would have been very, very hard without anywhere to go. It’s not just about the food but also being served by amazing people.” Attendee at **free holiday lunches**

“We as a family find it hard at times to be able to afford to take the children out (three of them) so for lunches like this it really does mean a lot. More than I think people realise, so thank you very much.” Attendee at **free holiday lunches**

7.0 Learning from Anti-Poverty projects and activities to date

7.1 Significant learning has been identified from projects and actions delivered during the three years of the Council’s current Anti-Poverty Strategy. This learning has included:

- Balancing short-term and long term outcomes
- Working with vulnerable people on low incomes can be resource intensive
- Balancing a geographic focus versus a city-wide approach
- The benefits and challenges of working in partnership
- Challenges to engaging businesses in anti-poverty work

Balancing short-term and long term outcomes

7.2 The Anti-Poverty Strategy was initially focussed primarily on improving the standard of living and daily lives of those residents in Cambridge who are currently experiencing poverty. During the three years of the Anti-Poverty Strategy, the Council has taken forward a range of projects and actions which have had an immediate impact on residents in poverty, through increasing incomes or reducing costs. Examples of this approach include:

- Promoting the Living Wage, which has led to an increase in wages for some employees of companies that have become accredited as Living wage employers.
- Providing free holiday lunches at venues across the city, which helps families to meet increased food costs during school holidays when free school meals are not available.
- Providing advice to residents on availability of benefits and achieving financial savings through installing energy and water efficiency measures, switching to cheaper energy tariffs, and installing water meters.
- Continuing to support credit unions in the city, to provide access to savings accounts and affordable credit for residents on low incomes, providing an alternative to loan sharks and high-interest lenders.

7.3 However, as the Strategy has progressed we have also taken forward a number of effective initiatives which have sought to raise the aspirations and

improve the life chances of residents in poverty in the longer term. Examples of actions taken to date include:

- Creating apprenticeship opportunities in Council services.
- Promoting volunteering through organising two Volunteer Fairs and providing Time Credits in low income areas of the city as an incentive for volunteering. Volunteering can help residents to develop new skills and experience which may be useful when seeking employment, but it also has a positive impact on communities.
- Funding a learning and development service at Wintercomfort and an employment advisor at CHS Group, who is supporting residents into employment, further education or training, and voluntary placements or work experience.
- Working with City Deal partners to progress the Signpost 2 Skills **service**, which will raise young people's awareness of the employment opportunities with local employers and deliver additional apprenticeships in the growth sectors in the Cambridge economy.

7.4 This experience suggests that in future it will be important for the Council's anti-poverty work to balance interventions which have an immediate impact on incomes and costs for those residents who are currently in poverty, with projects which will have a longer-term impact on life chances.

Working with vulnerable people on low incomes can be resource intensive

7.5 Some of the initiatives taken forward through the Anti-Poverty Strategy have reached a large number of beneficiaries whilst using relatively limited resources. For example, 3020 free lunches have been served as part of the holiday lunch programme to date. Contributions have been received from voluntary and private sector partners, so the project has only required £3,730 funding from the Council's SPF, which equates to £1.24 per lunch served. The benefits of this programme have also been significant in terms of reducing social isolation and providing opportunities for low income families to access a range of other services.

7.6 In contrast, other projects have involved providing more resource intensive support. Working with the most vulnerable residents on low incomes requires intensive and sustained face-to-face engagement to support them to make changes that will help them in the longer term. For example:

- £90,000 was allocated from the SPF to the outreach advice project in health centres. As outlined at 6.4 above, 205 patients at the participating practices have received advice on debt and financial issues. This equates to an average cost of £439 per patient, but it has succeeded in generating an average of £2,374 of additional income per client.
- £130,000 was allocated from the Sharing Prosperity Fund to work to address fuel and water poverty from 2014/15 to 2016/17. As outlined above the project has reached almost 17,000 targeted residents through

mailshots and attending events, but home visits have proved to be the most effective method of engaging residents who are in fuel poverty, with 165 visits carried out. Many fuel poor residents are vulnerable and have needed one-to-one support to help make changes to their heating systems, change metering arrangements, or switch tariffs.

- 7.7 Decisions on future anti-poverty projects will be made on a case-by-case basis, but it will be important to maintain a balance between projects which reach a large number of beneficiaries through a lower level of input, and those which require more intensive work to have a positive impact, due to the barriers faced by vulnerable, low income residents.

Balancing a geographic focus versus a city-wide approach

- 7.8 The Council's first Anti-Poverty Strategy used a range of data sources to identify geographical concentrations of poverty in Cambridge. As outlined at 3.8, these include the Index of Multiple Deprivation (IMD) 2015. Housing Benefit and Council Tax support data, and child poverty data.

- 7.9 As the Strategy has developed over the past three years, a number of new projects have been developed which have focussed on these concentrations of deprivation. We have learnt that this approach can help maximise the impact of projects by focussing resources on areas of identified need. It also ensures that some services are located close to populations who are most likely to access them. Examples of targeted initiatives have included:

- The outreach advice service, which has operated from health centres in Abbey, East Chesterton, Arbury and Trumpington wards.
- The cookery skills workshops, which have been delivered at venues in Abbey, Arbury and East Chesterton wards.
- The free exercise referral scheme, which was piloted in Abbey, Kings Hedges and Arbury wards, but will be rolled out city-wide from 2017/18 onwards.
- The Time Credits scheme, which was piloted in Abbey and Kings Hedges, but will be rolled out across the city from 2017/18 onwards.

- 7.10 However we recognise that while the evidence suggests that poverty is concentrated in particular areas of the city, there are also individuals and households living across the city who are living on low incomes. The Anti-Poverty Strategy has therefore also included a number of projects and actions that aim to support residents in low incomes across the city, including: the Living Wage campaign; free swimming lessons and concession memberships at leisure centres; and debt and rent advice.

The benefits of working in partnership

- 7.11 The first Anti-Poverty Strategy recognises that the Council cannot tackle poverty on its own and that much more can be achieved through working in

partnership with other local organisations from the public, voluntary and private sectors. We have worked with partners to deliver a range of collaborative projects during the first three years of the strategy, including:

- Working with **local schools** to promote financial literacy, including encourage pupils to open savings accounts with credit unions and developing a theatre performance to be delivered in schools.
- Working with **Cambridgeshire County Council, CHS Group, and Cambridge Online** to identify a programme of digital access that complements existing provision in the city.
- Working with **Jobcentre Plus and Citizens Advice Bureau** to ensure a joined-up approach to support for single, out-of-work claimants affected by the first phase of Universal Credit and to plan for the full roll-out of Universal Credit in Cambridge from June 2018.
- Working with the **Primary Care Group** to deliver a programme of free exercise referrals for patients from surgeries in low income areas.
- Working with **contractors and other partner local authorities** in the Action on Energy partnership to deliver energy efficiency measures in private homes in Cambridge, including for fuel poor households.

7.12 Some of the learning from partnership activity to address poverty has included:

- Working together in partnership has helped to make use of shared expertise, experience and resources to better meet local needs.
- For some projects we have been able to partner with well-established organisations to deliver key activities, but for others areas of activity we have needed to build the capacity of organisations to deliver
- The need to identify approaches which meet the needs of both partners priorities. For example, it can be challenging for local schools to make space for financial literacy activities when they are required to focus heavily on delivering the core curriculum.
- It has been important to ensure that services are joined-up so that individuals and families on low incomes are not contacted separately by a number of different Council services and partner about different issues (e.g. benefit advice, debt advice, energy and water advice).

7.13 In delivering the revised Anti-Poverty Strategy, the Council will continue to work in partnership with other local organisations to maximise our collective impact on poverty. Wherever possible, we will also seek to join-up so that individuals and families on low incomes are not contacted separately by a number of different Council services and partners about different issues (e.g. benefit advice, debt advice, energy and water advice). For example, we will continue to work with Cambridgeshire County Council to ensure that services are linked to the co-ordinated, multi-agency 'Think Family' approach being taken through the Together for Families programme.

Engaging businesses in anti-poverty work

7.14 We recognise that businesses in Cambridge already carry out a wide range of community activities as part of their Corporate Social Responsibility (CSR) agendas. We have engaged businesses in a number of aspects of the Anti-Poverty Strategy, including:

- exploring the feasibility for ICT companies to run coding clubs and support communal wi-fi provision for tenants in Council-owned blocks of flats
- securing food donations from local supermarkets to the holiday lunch scheme
- helping to promote the Healthier Options for Cambridgeshire pilot scheme to 150 food businesses in the city centre and the catchment areas of schools in Arbury and Kings Hedges.

7.15 However, the main focus of the Council's engagement with employers has been through actively promoting the Living Wage. 52 employers in Cambridge are now accredited, including large employers such as ARM, Anglia Ruskin University and Cambridge Live, and a number of SMEs. However the learning from the past 2.5 years shows that there are a range of factors that can discourage businesses from taking up Living Wage accreditation, including:

- The introduction of the compulsory National Living Wage for all employers in April 2016 by Government has created confusion for employers. It has also made Living Wage accreditation less attractive for some employers, because it no longer differentiates them from other companies to the same extent.
- The impact on salary costs of the annual increase in the Living Wage rate in November 2016 to reflect the rising cost of living has deterred a number of employers in Cambridge from committing to accreditation.
- Full accreditation requires employers to ensure that the Living Wage is also paid by their suppliers of goods and services and this may have deterred some.

7.16 While the Living Wage may not be the route that all employers choose, we know that many businesses are keen to support local communities and we will work with them to find opportunities to engage with a broader range of anti-poverty measures.

8.0 The Council's approach to tackling poverty from 2017 to 2020

8.1 It is proposed that the existing objectives for the Council's Anti-Poverty strategy should be refined to reflect the key issues identified in 3.0 and 4.0 above, but also the learning from projects delivered over the past three years highlighted in section 7.0.

8.2 The proposed objectives are shown in the table on the next page, with the key changes being:

- Objective 2 - A more explicit focus on improving access to higher value employment opportunities for people on low incomes, to address the issues around inequality and social mobility identified in section 4.0
- Objective 5 – A clearer focus on supporting a range of equalities groups, (children and young people, older people, women, people with disabilities, and BAME residents) which evidence suggests are more likely to experience poverty and isolation (as identified at 3.9 above). This objective brings together Objectives 3 and 5 in the previous strategy, which focussed on children, low income families, older people and people with disabilities.

| Objective | |
|-----------|---|
| 1 | Helping people on low incomes to maximise their income and minimise their costs |
| 2 | Increasing community pride, raising skills and aspirations, and improving access to higher value employment opportunities for people on low incomes |
| 3 | Improving health outcomes for people on low incomes |
| 4 | Helping people with high housing costs, increasing numbers of affordable homes, and improving the condition of people's homes |
| 5 | Supporting groups of people that are more likely to experience poverty and social isolation, including children and young people, older people, women, people with disabilities, and BAME residents |

8.3 The table below provides an overview of the key areas of activity that will be delivered over the next three years to achieve the five objectives set out above. A more detailed action plan is included at Appendix B, setting out the specific actions that the Council will take forward.

| Objective | Areas of focus |
|--|---|
| 1.Helping people on low incomes to maximise their income and minimise their costs | <p>Benefits and welfare reform – The City Council continues to support benefit claimants to ensure that they receive every penny that they are entitled to, and continues to collect outstanding debts in as sensitive a manner as possible to ensure that further hardship, distress or financial difficulties are not created. During 2016/17 we paid more than £43m in housing benefit and council tax support to over 7,800 households in Cambridge.</p> <p>As identified in section 5.0 above, continuing changes to benefits as a result of national welfare reforms are having a significant impact on the incomes of those in poverty in Cambridge.</p> <p>As part of the welfare reforms, Housing Benefit, Job Seekers Allowance (working age and income based), Income Support, Employment & Support Allowance (income related), Child Tax Credit, and Working Tax Credits, are all being incorporated into the Universal Credit. Universal Credit has been introduced in Cambridge for single</p> |

claimants and will be fully rolled out in the city from June 2018 onwards.

While Universal Credit is intended to simplify the benefits system, stakeholders and staff have highlighted some of the potential impacts for vulnerable residents. For example, Housing Benefit is currently paid directly to landlords, so many tenants do not currently have to budget for their rental costs. The move to a single benefit payment made directly to the claimant may be difficult to manage for those who lack good budgeting skills. If they do not set aside some of the money to pay their rent, they may and get into arrears as a result.

The Council will continue to work in partnership with Jobcentre Plus, housing providers and the voluntary sector to support vulnerable benefit claimants in the transition to Universal Credit following the full roll-out to all claimants in Cambridge.

Debt and financial advice – As identified in the Council's first Anti-Poverty Strategy, due to a combination of high living costs and low incomes, some residents in Cambridge have very limited disposable income or savings. Residents on low incomes are more likely to find themselves in crisis situations, because they do not have the financial reserves needed to weather unforeseen events. We will continue to support residents who find themselves in debt or in financial crisis through a range of advice and support, including:

- Providing a rent advice and debt counselling service to City Council tenants, and continuing to support all Housing Benefit and Council Tax Support claimants to receive their full entitlement.
- Continuing to provide a dedicated Advice Hub in the Council's Customer Service Centre to provide space for organisations offering debt, benefits and financial advice to low income residents, including credit unions, the CAB, Cambridge Online and Council services
- Continuing to fund debt advice services provided by appropriate voluntary organisations, where these meet the priorities for the Council's grants programme
- Signposting people with financial capability issues to appropriate voluntary and community organisations

Affordable finance - As highlighted above, residents on low incomes are more likely to find themselves in crisis situations, because they do not have the financial reserves needed to weather unforeseen events. They are also less likely to have access to affordable financial services, and may be more vulnerable to loan sharks and other sources of high interest credit.

Credit unions currently provide a range of services which can benefit low income residents, including loans, savings accounts, debit cards and more recently with bank accounts. Over the past three years, the Council has supported credit unions operating in the city through:

- A promotional campaign.
- Provision of space in the dedicated Advice Hub at the Council's Customer Service Centre
- Expanding neighbourhood access points for credit unions in five new locations in the city including a number of community centres; and
- Providing support to recruit new volunteers to staff the access points.

As part of the revised Anti-Poverty Strategy we will continue to promote and signpost affordable credit options, provided by financial institutions including credit unions, to low income residents.

Energy and water costs - Energy and water costs are rising and make up an increasing proportion of household income. As outlined at 6.4 above, the Council has provided face-to-face advice and support for low income residents on how to reduce their fuel and water bills. We will seek to expand the provision of advice to reach out to higher numbers of residents in fuel and water poverty on measures to reduce their energy and water costs, including promoting water meters to households where this is beneficial.

We will also continue to provide extra promotion for the Cambridgeshire collective energy-switching scheme, which aims to secure cheaper energy deals for local residents, and we will switch existing costly pre-payment meters in Council homes to lower tariff pre-payment meters when tenants vacate properties.

As described at 6.4 above, during the period of the first Anti-Poverty Strategy, the Council worked with contractors and other partner local authorities in the Action on Energy partnership to install subsidised domestic energy efficiency measures in private homes utilising national Green Deal for Communities funding.

As this funding is no longer available, we will explore opportunities to secure new external funding which could provide capital to support insulation and energy efficiency measures for both Council and private homes, including funding potentially available from large energy companies through the Energy Company Obligation.

Living Wage – As identified at 3.4, although average incomes in Cambridge are high, a significant proportion of residents are living on low incomes, which is compounded by a combination of rising living costs and declining wages in real terms.

Increasing the number of people in Cambridge who are paid the Living Wage will help maximise the incomes of people who are living on low incomes. Research by the Resolution Foundation and the Institute for Public Policy Research suggests introducing the Living Wage nationally would increase the gross annual earnings of the country's employees by around £6.5 billion (although more than half of this increase in earning would go the Treasury in the form of higher

2. Increasing community pride, raising skills and aspirations and improving access

income tax payments and national insurance contributions, as well as lower spending on benefits and tax credits)³⁰.

The Council secured accreditation from the Living Wage Foundation as a Living Wage employer in November 2014. The Council pays its own employees the Living Wage, along with qualifying staff working for the Council's contractors.

As highlighted at 6.4 above, the Council has actively promoted the Living Wage to employers in Cambridge, employing a dedicated member of staff to lead the campaign since November 2014. In this period, the number of Cambridge employers accredited by the Living Wage Foundation has increased to 53, including major employers such as Anglia Ruskin University (ARU), ARM Limited and Cambridge Live.

We will continue to promote the Living Wage to employers in the city, using a range of methods including: face-to-face meetings with businesses; promotion through business networks such as the Chamber of Commerce; holding seminars for businesses in target sectors; and media and communications activity.

Working with businesses – In addition to promoting the Living Wage to employers in Cambridge, we will seek to work more closely in future with large businesses and employers in the city through the Anti-Poverty Strategy. Building on the corporate social responsibility activity already carried out by a number of major firms in the city, we will work with local businesses to identify ways in which they might use their skills, capacity and resources to support achievement of shared objectives around tackling poverty and disadvantage.

We will learn from good practice examples from other Councils who have adopted this approach. For example, Leeds City Council and Lincoln City Council have promoted and helped broker the following opportunities for local businesses to get involved, include:

- Supporting the activities of local community and voluntary groups
- Providing apprenticeships or traineeships, work experience or work placement opportunities, or careers talks in schools.
- Supporting volunteering by staff in local communities, including individual volunteering in local schools, mentoring schemes or befriending schemes, or through team building activities such as clearing open spaces
- Giving money, through: sponsorship; a corporate charity budget that is invested locally; supporting staff to hold fundraising events; or establishing a payroll giving scheme.

Supporting people into higher paid employment - As set out at 4.0 above, there continues to be significant levels of income inequality in Cambridge. In recent years the concept of "inclusive growth" has been developing as a means of tackling income inequality by bringing economic growth and anti-poverty strategies

³⁰ IPPR, 2012, <http://www.ippr.org/news-and-media/press-releases/paying-a-living-wage-could-save-the-uk-billions>

to higher paid employment opportunities for people on low incomes

closer together.

The Inclusive Growth Commission defines inclusive growth as “enabling as many people as possible to contribute and benefit from growth”. As part of this approach, recent research commissioned by the Joseph Rowntree Foundation recommends that economic growth strategies need to be connected with poverty alleviation initiatives, particularly to address issues of low pay, low skills and lack of mobility in the labour market.

The Council will continue to work closely with local voluntary and community organisations and public sector partners which provide employment and skills support for residents on low incomes. In the coming years, the Council will work also work with partners in the Greater Cambridge Partnership (GCP), the Greater Cambridge Greater Peterborough Local Enterprise Partnership (LEP) and the Cambridgeshire and Peterborough Combined Authority to ensure that economic growth plans for Cambridge promote more inclusive growth and support the Council’s anti-poverty objectives.

There are already some good examples of partnership projects that the Council is engaged in which are aiming to raise skills and support people into employment, such as:

- Signpost2Skills – Through the Greater Cambridge Partnership, the Council is one of a number of partners that has made a financial contribution to the Signpost2Skills project, which brings together local businesses with school pupils, including those from low income backgrounds, to raise their awareness of career options in the local economy and the types of learning and qualifications that will equip them to compete for those jobs.
- Apprenticeship Brokerage service - The Greater Cambridge Partnership is currently considering whether to refocus its work on skills to establish an apprenticeship matching/brokerage service that has a focus on STEM apprenticeships. This would help address the gap between available apprenticeships and people looking for, or potentially looking for, an apprenticeship placement
- Proposed Abbey-Chesterton bridge – As part of the Greater Cambridge Partnership proposals for the Chisholm Trail, a cycle and walking route from the North to the South of the city, a new £4.5 million bridge will be built which would provide residents in Abbey ward with improved access to the new Cambridge North Station and employment opportunities in at the Science Park.

Raising skills, attainment and life chances – As identified at 7.2 to 7.4 above, in order to have a sustained impact on poverty in Cambridge, during the next phase of the Anti-Poverty Strategy, the Council will need to balance initiatives which have an immediate impact on residents living in poverty, with activities which will improve the life chances of residents in poverty in the longer term. A number of stakeholders consulted during the development of the Council’s first Anti-Poverty Strategy highlighted the importance of raising skills and supporting low income residents and to achieve their aspirations.

While other organisations in Cambridge such as Cambridgeshire County Council, schools and further education colleges have a greater role to play in the skills agenda, as part of the new Anti-Poverty Strategy we will support additional projects which aim to raise skills and aspirations for young people. For example the Sharing Prosperity Fund is supporting the following projects being delivered through the wider My Cambridge partnership:

- Activate project - which is working intensively with a cohort of young people on free school meals. Participants will benefit from a programme of different activities delivered by local arts and cultural organisations to develop self-awareness, resilience and leadership skills. A key aim of the project is to improve the long-term educational attainment of participants.
- Act Up project - which will work with a cohort of young people who are living on low incomes and are involved with the criminal justice system. It will use theatre sessions to develop their creative and analytical skills and help them to manage social situations more constructively. A key aim of the project is to reduce participant's engagement with the criminal justice system and develop skills needed to progress into employment.

Digital access - Promoting access to digital services and technology for people on low incomes can help reduce poverty by:

- Providing access to financial savings. Offline households are missing out on estimated savings of £560 per year through cheaper deals on utilities (e.g. energy bills, telephone bills) and many products that are available online³¹.
- Helping to address the educational attainment gap currently experienced by young people from lower income families. Research shows that children that have access to the internet at home gained ten GCSE points on average, but less than one in two participants from the poorest households have home internet access, compared to almost all participants from the richest families³².
- Helping residents on lower incomes to access employment. Research suggests that most jobs currently require at least basic digital skills. Between 75% and 90% of jobs nationally requiring at least some computer use and 72% of employers state that they are unwilling to interview candidates who do not have basic IT skills.³³

As outlined at 6.4 above, the Council has worked with a range of partners to deliver a number of projects as part of its Digital Access Strategy. In the coming years we will continue to promote digital

³¹ Royal Geographical Society, <https://21stcenturychallenges.org/digital-divide-in-the-uk/>

³² Chowdry, H. et al (2010) The role of attitudes and behaviours in explaining socio-economic differences in attainment at age 16. Institute for Fiscal Studies

³³ Poverty and Social Exclusion, 2013, 'Low income and digital exclusion'
<http://www.poverty.ac.uk/editorial/low-income-and-digital-exclusion>

access for people on low incomes, by:

- Developing and delivering training for volunteer 'digital champions' across the city, who will help support residents who are digitally excluded to access the internet and develop basic digital skills
- Developing and delivering a programme of digital support (including 1:1, groups, community centre-based and home based support) for key excluded groups, including older people, low income families, people with disabilities, social housing tenants and those who have never used the Internet
- Raising awareness of digital access issues amongst voluntary and community sector groups through the delivery digital training

Promoting volunteering – Volunteering brings a range of benefits, including helping residents to develop skills and experience which can assist with the progression into work. It can also help build community cohesion and share skills and expertise for the benefit of the wider community.

The Council will continue to promote opportunities for residents on low incomes to volunteer. For example, we will:

- Hold an event to increase the number of volunteers in the city
- Fund the expansion of the existing 'time credits' project in Abbey, Arbury, East Chesterton, Kings Hedges and Trumpington. The project gives residents a 'time credit' for each hour of voluntary activity, which can be spent on a range of activities across 20 of venues in Cambridge. The pilot phase of the Time Credits project has already encouraged people to engage in activities which benefit the local community, helped volunteers to develop valuable skills, and enabled them to access services that they might otherwise not be able to afford.

Community pride and cohesion – A number of stakeholders consulted as part of the development of the Council's first Anti-Poverty Strategy highlighted the importance of events and activities which bring together local residents to celebrate the local area. Such events can help foster a sense of pride and belonging, and they can help raise aspirations by bringing together people from different backgrounds. To help achieve this we will:

- Continue to provide a programme of 'community days' and 'skip days' in low income areas of the city.
- Continue to support events which increase community pride, such as the Big Weekend, Arbury Carnival, Chesterton Festival, and Cherry Hinton Festival.
- Continue to work with local equality and diversity organisations to support an annual programme of events which celebrate diversity and promote community cohesion

3. Improving health

Physical and mental health - As highlighted at 3.6 above, there are

outcomes for people on low incomes

significant health inequalities in the city, with people from the more affluent areas of the city living significantly longer than people from the most deprived areas of the city.

We will work with partners in health services and the voluntary sector take action to help improve the physical and health of people on low incomes, including:

- Continuing to fund Cambridge Sustainable Food network to deliver a programme of cookery skills workshops for individuals and families on low incomes, with the aim of supporting people to prepare and cook low cost, nutritious meals.
- Continuing to offer 50% discounts on entry to City Council owned swimming and sports facilities for people on means-tested benefits.
- Expanding the existing free exercise referral scheme, which has focussed on Abbey, Kings Hedges and Arbury wards, to cover the whole city. The scheme funds referrals from doctors for a programme of exercise sessions at local gyms for patients on low incomes.
- Continuing to fund an expanded 'Advice on Prescription' project, to provide outreach support for residents experiencing mental health issues due to low income, debt or addiction at East Barnwell Health Centre, Nuffield Road Medical Centre, Arbury Road Surgery, and Trumpington Medical Centre.

4. Helping people with high housing costs, increasing numbers of affordable homes, and improving the condition of people's homes

Affordable Housing Development Programme – As highlighted in the Council's Interim Housing Strategy Statement, there are a number of national policy constraints which impact on the Council's ability to maintain the existing stock of affordable housing in the city and construct new Council homes , including:

- A national 1% annual reduction in social rents for four years from April 2016;
- A proposed requirement for local authorities to pay a levy to government, based on the value of higher value council homes which become empty.
- a cap on the amount councils can borrow against their Housing Revenue Account;
- Council housing numbers have been falling since the early 1980s due to Right to Buy sales (over which the council has no control) and there are proposals to extend the right to housing association tenants.

However, the Council is taking advantage of some major opportunities to tackle the housing crisis and increase the number of affordable homes in the city, including:

- The council, together with key partners, have set up a Greater Cambridge Housing Development Agency. Working in partnership the aim is to be involved in schemes that deliver around 250 new homes a year, primarily affordable housing. 139 new homes will be delivered on City Council-owned sites by March 2018.

- The new devolution deal for Cambridgeshire and Peterborough, which provided £70m funding to deliver at least 500 Council homes in Cambridge by 2023.
- The Greater Cambridge Partnership is enabling us to work in partnership to accelerate housing growth and provision of transport infrastructure.

Affordable Housing on Strategic Growth Sites and other non-City Council land

- 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 684 affordable homes between April 2014 and March 2017, through the planning process and work with Registered Providers. A further 479 affordable housing properties are projected for completion on Strategic Growth Sites by March 2020

Support for homeless people – As highlighted at 3.7, the number of homeless people and the number of rough sleepers in Cambridge continues to rise. As set out in the Council’s Interim Housing Strategy Statement, the council works closely with a range of partner agencies to provide a number of prevention initiatives and accommodation and support services.

We have, over recent years, focused closely on preventing homelessness, shifting resources more towards enabling and supporting people threatened with homelessness to remain where they are or access appropriate alternative housing.

Our focus has also been moving away from short-term hostel accommodation for single homeless people, towards supporting partner agencies in the provision of one-to one support and re-ablement services, including development of skills and employment.

The Interim Housing Strategy sets out a range of proposed actions to support homeless people in Cambridge, including several which are included in the revised Anti-Poverty Strategy:

- With funding recently secured through the government’s Homelessness Prevention Trailblazer fund, working with sub-regional partners to develop a co-ordinated multi-agency approach to preventing homelessness, which will include setting up a landlord resolution service to help maintain tenancies and reduce evictions.
- Minimising use of temporary accommodation and bed and breakfast; e.g. through further improving the speed at which homelessness decisions are made, and regularly reviewing temporary accommodation requirements.
- Continuing the Single Homeless Service to provide a local lettings agency to support single homeless people who do not need supported housing to move into private rented accommodation and, in so doing, freeing up spaces in supported accommodation for those who need it

5. Supporting groups of people that are more likely to experience poverty and social isolation, including children and young people, low income families, people with disabilities, older people, women, and BAME residents

- Continuing to provide financial support and funding to voluntary and community organisations providing housing, welfare, learning and employment support to homeless people in Cambridge.

Support for equalities groups - As outlined at 3.9, particular equalities groups, including women, lone parent families, children and young people, older people, people with disabilities, and BAME people, are more likely to experience poverty. Stakeholders consulted in the development of this strategy also highlighted the issue of 'intersectionality', which means that some residents on low incomes will experience multiple barriers due to sharing a number of these characteristics.

The Anti-Poverty Strategy Action Plan includes a range of actions designed to support groups of people who are more likely to experience poverty and social isolation, including:

- Continuing to provide open access activities for **children and young people** in local neighbourhoods across Cambridge, including low income neighbourhoods
- Commissioning a theatre production to be delivered in secondary schools and community setting in Cambridge, to raise awareness of money issues and financial decisions and the effect these can have on **young people's** lives
- Continuing to work with Cambridgeshire County Council to provide nursery provision at Ross Street Community Centre and Buchan Street Neighbourhood Centre
- Continue to provide a programme of free lunches in community facilities and other venues for **low income families** during school holidays, to reduce costs for families when free school meals are not available, reduce social isolation and provide opportunities for families to access other services
- Continue to support the Home Improvement Agency (HIA) to provide **older, vulnerable or disabled** people, or who are on a low income, to repair, maintain or adapt their homes
- Continue to provide city-wide support service for older people, working with health and social care services at Cambridgeshire County Council and local housing associations
- Fund a dedicated post to provide additional support for older people in Cambridge who are in financial need to maximise their access to low income benefits, with a specific focus on older Asian women and single older people.
- Continue to provide free monthly health sessions for BAME women

Appendix A – Basket of indicators for measuring poverty in Cambridge

| | Objective | Measures | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Source |
|---|--|---|------|---------|---------|---------|---------|--------|--|
| 1 | Helping people on low incomes to maximise their income and minimise their costs | ONS estimated weekly median pay (gross for all employees) in Cambridge | | £479.30 | £456.70 | £485.30 | £502.90 | | Annual Survey of Household Earnings, Office for National Statistics (ONS) |
| | | ONS estimated weekly median pay (gross for 25 percentile) in Cambridge | | £265.00 | £257.60 | £297.30 | £319.70 | | Annual Survey of Household Earnings Office for National Statistics |
| | | Total number of people living in households claiming Housing Benefit and Council Tax Support claimants and their dependents | | 14,477 | | | | 13,968 | Cambridge City Council Housing Benefit and Council Tax Support data |
| 2 | Increasing community pride, raising aspirations and making the move into work easier | % Pupils achieving 5+ GCSE grades A*-C, including English and Maths | | 32.7 | 26.7 | 28.1 | | | Cambridgeshire County Council educational attainment data |
| | | Percentage of Year 12 young people who are not in education, employment and training (NEET) or Unknown (Cambridge North) | | 5.50% | 4.90% | 4.00% | 5.30% | | Cambridgeshire County Council NEET data <i>N.B all data is for financial years 2013/14, 2014/15, 2015/16, except 2016 data which is for December 2016</i> |
| | | Percentage of Year 13 young people who are not in education, employment and training (NEET) or Unknown (Cambridge North) | | 7.30% | 5.20% | 7.20% | 6.60% | | |
| | | Percentage of Year 12 young people who are not in education, employment and training (NEET) or Unknown (Cambridge South) | | 5.10% | 5.70% | 4.70% | 3.70% | | |

| | Objective | Measures | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Source |
|------------------------|--|--|---|-------|-------|-------|-------|------|--|
| 3 | | Percentage of Year 13 young people who are not in education, employment and training (NEET) or Unknown (Cambridge South) | | 8.00% | 5.30% | 5.60% | 6.20% | | |
| | | Percentage of working age population (16-64) who are unemployed | | 7.3% | 4.2% | 2.9% | 3.2% | | Annual Population Survey, Office for National Statistics (ONS) |
| | | Percentage of employees who are employed in the three lowest skilled occupation classifications (sales and customer service occupations; process plant and machine operatives; and elementary occupations) | | 17.3% | 19.1% | 13.9% | | | Annual Population Survey, Office for National Statistics (ONS) |
| | | Percentage of working age population with no qualifications | | 5.3% | 9.1% | 4.5% | 4.3% | | Annual Population Survey – Resident Analysis, Office for National Statistics |
| | Reducing the impact of poverty on children and helping low income families with the cost of raising a child | Percentage of children living in households claiming Housing Benefit and/or Council Tax Support | | 17% | | | 22% | | Cambridge City Council Housing Benefit and Council Tax Support data |
| | | Number of lone parents households claiming Housing Benefit and/or Council Tax Support | | 1,546 | | | 1,690 | | Cambridge City Council Housing Benefit and Council Tax Support data |
| | 4 | Reducing the link between poor health and poverty | Gap in life expectancy between the least and most deprived areas in Cambridge (men) | 9.6 | 8.2 | 8.9 | 9.3 | | |
| Gap in life expectancy | | | 10.0 | 7.9 | 7.6 | 7.4 | | | Public Health England, |

| | Objective | Measures | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Source |
|---|--|---|------|-------|-------|-------|------|------|---|
| 5 | | between the least and most deprived areas in Cambridge (women) | | | | | | | Cambridge District Health Profiles (<i>N.B. figures are for 2010-2012, 2011-2013, 2012-2014 & 2013-2015</i>) |
| | Ensuring that vulnerable older people get the services that they need and reducing the social isolation they can experience | Percentage of older people living in households claiming Housing Benefit and/or Council Tax Support | | 18% | | | | 17% | Cambridge City Council Housing Benefit and Council Tax Support data |
| | | Percentage of single older people in Cambridge that are claiming Housing Benefit and/or Council Tax Support | | 74% | | | | TBC | Cambridge City Council Housing Benefit and Council Tax Support data |
| | | Satisfaction of vulnerable older people with targeted services provided by the City Council, such as sheltered housing | | | | 97.6% | 94% | | Cambridge City Council service user satisfaction data (<i>N.B. figures are for financial years e.g. 2015/16, 2016/17</i>) |
| 6 | Helping people with high housing costs, increasing numbers of affordable homes, & improving the condition of people's homes | The relationship between the lower quartile house price and lower quartile earnings | | | 14.6 | 16.6 | 18.8 | | Hometrack data |
| | | Lower quartile private sector rents | | | £563 | £675 | £875 | | Hometrack data on private rents |
| | | The percentage of households in Cambridge experiencing fuel poverty | | 12.1% | 11.3% | | | | Department for Energy and Climate Change fuel poverty data |
| 7 | Working in partnership to tackle wider barriers to employment & engagement | Numbers of people who meet one or more of the Digital Inclusion Outcomes Framework indicators as a result of the City Council's Digital Access Strategy | | | | 79 | 240 | | Cambridge City Council data (<i>N.B. figures are for financial years e.g. 2015/16, 2016/17</i>) |

Appendix B - Anti-Poverty Strategy Action Plan 2017-2020

| Action | Lead officer and service | Completion date | Performance measures |
|--|---|--|---|
| Objective 1. Helping people on low incomes to maximise their income and minimise their costs | | | |
| 1.1 Continue to focus the Council's Community Grants programme on reducing social or economic inequality for city residents with the highest needs | Jackie Hanson, Community Services | March each year June each year | <ul style="list-style-type: none"> Main grants budget is fully allocated each year to Voluntary Sector activities that meet the Council's grants priorities Grant awards are monitored to ensure they deliver the outcomes set out in funding agreements - Summary report produced in July each year |
| 1.2 Maintain the Council's accreditation as a Living Wage employer, including paying City Council staff the Living Wage and working with our contractors to pay the Living Wage | Helen Crowther, Corporate Strategy Deborah Simpson, Human Resources Heidi Parker, Strategic Procurement | November 2017 - accreditation to be renewed annually to 2020 | <ul style="list-style-type: none"> 100% of City Council direct employees paid a minimum of the national Living Wage rate 100% of agency workers paid a minimum of the national Living Wage rate after 4 weeks of their engagement with the City Council. 100% of new City Council contracts let on a Living Wage basis, where this is legally possible All existing contracts reviewed for the Living Wage position at the earliest opportunity: at a break clause in the contract; when considering whether or not to take up an option to extend a contract; or at the contract renewal date. |
| 1.3 Promote Living Wage accreditation among employers in Cambridge, including businesses and voluntary and community sector organisations | Helen Crowther, Corporate Strategy | March 2020 | <ul style="list-style-type: none"> Increase the number of Cambridge employers that have achieved Living Wage accreditation to 80 Number of employees working for employers that have achieved Living Wage accreditation |
| 1.4 Work with local businesses to identify ways in which they might use their skills, capacity and resources to support achievement of shared objectives around tackling poverty and disadvantage" | David Kidston/Helen Crowther Corporate Strategy James Elms, Commercial Services | March 2019 | <ul style="list-style-type: none"> Number of businesses and employers engaged Number and type of new corporate social responsibility activity undertaken by businesses and employers following engagement with the City Council |
| 1.5 Continue to work in partnership with Jobcentre Plus, housing providers and the voluntary sector to support vulnerable benefit | Alison Cole, Revenues and Benefits | From June 2018 onwards | <ul style="list-style-type: none"> Average number of days taken to process benefit claims |

| Action | Lead officer and service | Completion date | Performance measures |
|---|--|---|--|
| claimants in the transition to Universal Credit following the full roll-out to all claimants in Cambridge | | | |
| 1.6 Continue to support Housing Benefit claimants to receive their full entitlement | Alison Cole, Revenues and Benefits | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of households receiving Housing Benefit in Cambridge Total value of Council Tax support paid by the Council to Cambridge households (against a baseline of £36.9 million in 2016/17) |
| 1.7 Continue to operate a Council Tax reduction scheme which supports as many vulnerable residents as possible in 2017/18, and support claimants to receive their full entitlement | Alison Cole, Revenues and Benefits | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of households receiving Council Tax support (against baseline of 6,539 households receiving support in November 2016) Total value of Council Tax support paid by the Council to Cambridge households (against baseline of £6.3 million in 2016/17) |
| 1.8 Continue to assist City Council tenants to apply for welfare benefits, and provide a rent advice and debt counselling service to City Council tenants | Sandra Farmer, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Support provided to new tenants who claim Housing Benefit or Council Tax Support so that they do so in their first week of their tenancy commencement Number of evictions for rent arrears (target less than 16 during 2017 / 2018) Total rent arrears for current tenants (target below £500,000) |
| 1.9 Continue to fund debt advice services provided by voluntary organisations and signpost people with financial capability issues to appropriate organisations | Jackie Hanson, Community Services Sandra Farmer, Housing Services Alison Cole Revenues and Benefits | Ongoing to March 2020 (subject to assessment of grant applications) | <ul style="list-style-type: none"> Number of Cambridge residents provided with debt advice by grant-funded organisations |
| 1.10 Continue to provide a dedicated Advice Hub in the Council's Customer Service Centre to provide space for organisations offering debt, benefits and financial advice to low income residents, including credit unions, the CAB and Council services | Jackie Hanson, Community Services | March 2020 | <ul style="list-style-type: none"> Number of residents provided with debt, benefits and financial advice at the Advice Hub Number of Credit union members in Cambridge per annum (from baseline 499 in April 2017) |
| 1.11 Fund a dedicated City Council Financial Inclusion Officer to develop and coordinate a wide range of financial inclusion work, including | Jackie Hanson, Community Services | March 2018 | <ul style="list-style-type: none"> Number of credit union members in Cambridge per annum (from baseline of 499 in April 2017) |

| Action | Lead officer and service | Completion date | Performance measures |
|---|---------------------------------------|-----------------------|---|
| supporting credit unions, researching affordable credit options, financial education and support, debt and benefit support. | | | |
| 1.12 Continue to provide targeted advice to residents in fuel or water poverty on measures to reduce their energy and water costs | Jo Dicks, Environmental Services | March 2019 | <ul style="list-style-type: none"> • Number of residents receiving face-to-face advice from this initiative on energy and water saving measures • Number of residents taking up energy or water saving measures following advice from this initiative. • Number of residents taking up water meters or moving to an assessed rate following advice from this initiative. |
| 1.13 Continue to provide extra promotion in Cambridge for the collective County-wide energy-switching scheme, which aims to secure cheaper energy deals for local residents. | Jo Dicks, Environmental Services | Ongoing | <ul style="list-style-type: none"> • Number of residents switching to cheaper energy deals per annum as a result of the collective-switching scheme |
| 1.14 Switch existing pre-payment energy meters in Council homes to low tariff pre-payment meters provided by Robin Hood Energy when tenants vacate properties and they become void | Trevor Burdon, Estates and Facilities | March 2018 | <ul style="list-style-type: none"> • Number of prepayment meters in Council properties replaced with lower-cost pre-payment meters and switched to Robin Hood Energy when they become void |
| 1.15 Explore opportunities to secure new external funding which could provide capital to support insulation and energy efficiency measures for both council and private homes following the closure of the national Green Deal Communities scheme, including specifically the revised Energy Company Obligation (ECO) | Jo Dicks, Environmental Services | November 2018 | <ul style="list-style-type: none"> • Number of homes with insulation and energy efficiency measures installed through council scheme (target 150) • Total amount of capital investment secured for insulation and energy efficiency measures (which could be over £300,000 if other targets are met) |
| 1.16 Support voluntary and community organisations to provide low cost furniture to people on low incomes, subject to ongoing evaluation of the need for and efficacy of these services | David Greening, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> • Number of people per annum provided with low cost furniture across all tenures (target 850 in 2017/18, 950 in 2018/19) |
| 1.17 Providing support on a case-by-case basis with premises costs for voluntary and community organisations (e.g. Cambridge City Foodbank) which support residents on low incomes, to | Dave Prinsep, Property Services | March 2018 | <ul style="list-style-type: none"> • Level of funding for premises costs provided to voluntary and community organisations which support residents on low incomes • |

| Action | Lead officer and service | Completion date | Performance measures |
|---|-----------------------------------|------------------------|--|
| enable organisations to develop their activities and become more sustainable | | | |
| Objective 2. Increasing community pride, raising skills and aspirations, and improving access to higher paid employment opportunities for people on low incomes | | | |
| 2.1 Continue to fund and support events which increase community pride and cohesion, such as the Big Weekend, Chesterton Festival, Arbury Carnival and Cherry Hinton Festival | Jane Wilson, Community Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of people attending the Big Weekend event from low income groups (through postcode data from surveys of attendees) |
| 2.2 Continue to support an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations | Ariadne Henry, Community Services | Annually to March 2020 | <p>Successful programme of events delivered linked to each national or international event, including free events and events with free spaces for people on low incomes:</p> <ul style="list-style-type: none"> Great Get-Together (June 2017) Black History Month (October 2017) Disability History Month (November – December 2017) Holocaust Memorial Day (January 2018) International Women's Day (March 2018) Lesbian Gay Bisexual and Transgender (LGBT) History Month (February 2018) Refugee Week (June 2018) |
| 2.3 Continue to provide a programme of 'community days' and 'skip days' in low income areas of the city and areas with high levels of fly tipping to: save residents money from disposing of bulky waste; encourage residents to have a sense of pride in their neighbourhood; and encourage community engagement to help create sustainable communities. | Sandra Farmer, Housing Services | March 2018 | <ul style="list-style-type: none"> Number of community days held in low incomes areas of the city (target 6 in 2017/18) Number of skip days held in low income areas of the city Tonnage of bulky waste collected at community days |
| 2.4 Fund SPICE to expand the existing 'time-credit' scheme to support residents on low incomes in Abbey, Arbury, East Chesterton, Kings Hedges and Trumpington to volunteer and engage in community activities | Sally Roden, Community Services | March 2019 | <ul style="list-style-type: none"> Number of time Credits issued to volunteers (target 2500) 200 Number of volunteers engaged in the target wards (target 200) Number of community groups supported in the target wards (target 20) Number of training sessions delivered to community groups and council teams (target 8) |

| Action | Lead officer and service | Completion date | Performance measures |
|--|-----------------------------------|--------------------------------|---|
| 2.5 Hold an event to increase the number of volunteers in the city | Bridget Keady, Community Services | October 2017 | <ul style="list-style-type: none"> Number of organisations offering volunteer opportunities at the 'Volunteer for Cambridge' event Number of people attending 'Volunteer for Cambridge' event (Baseline 800 in 2016) |
| 2.6 Deliver the Activate project, which will work with a cohort of young people on free school meals, who will benefit from a programme of different activities to develop self-awareness, resilience and leadership skills delivered by local arts and cultural organisations. | Jane Wilson, Community Services | March 2019 | <ul style="list-style-type: none"> Number of young people taking part in the programme who are eligible for free school meals and have been identified by the college as being at significant risk of not reaching their potential (target 30). Educational attainment of participants, as measured by the school, compared to expected educational attainment without the programme. Aspiration levels of participants, including number of participants aspiring and planning for further or higher education |
| 2.7 Deliver the Act Up project, which will provide theatre sessions to a cohort of young people in Abbey wards who are living on low incomes and who are involved with the criminal justice system to support them to change their behaviours and develop a set of skills and tools for managing social situations | Jane Wilson, Community Services | March 2019 | <ul style="list-style-type: none"> Number of young people aged 17-24 taking part in the programme (target 30) Percentage of participants achieving a Bronze Arts Award (with an expected completion rate of 90%). Reduced engagement in the criminal justice system by participants |
| 2.8 Develop the implementation phase of the Cambridgeshire Culture Card scheme, a major initiative that aims to: <ul style="list-style-type: none"> increase all children and young people's engagement in arts and culture, specifically targeting those from low income backgrounds; and produce robust evidence of the impact of engagement arts and culture on a wide range of outcomes including education, non-academic skills, and wellbeing. | Michelle Lord, Community Services | March 2020 | <ul style="list-style-type: none"> Number of young people taking part in the pilot phase of the project to explore the impact of different incentives, communication and engagement mechanisms (target: 100 eligible for free school meals, 100 non-FSM) Number of activities and events attended from the city's existing cultural offer by children and young people and their families Aspiration levels of participants, including the number of participants aspiring and planning for further or higher education Educational attainment of participants and development of soft skills, including interpersonal, analytical and personal skills. |
| 2.9 Provide apprenticeship opportunities in City Council services through a dedicated apprenticeship programme from 2014/15 to | Vince Webb, Human Resources | a) March 2018 b) March 2021 | a) Number of new apprenticeship opportunities created in total between March 2014 and March 2018 (Target 15) b) Percentage of Council workforce that are apprentices (Target: an |

| Action | Lead officer and service | Completion date | Performance measures |
|--|---|--------------------------|--|
| 2017/18 | | | average of 2.3% of the Council workforce over a 4 year period from 2017/18 onwards). |
| 2.10 Continue to jointly fund the Signpost2Skills with partners in the Greater Cambridge City Deal and the Greater Cambridge Greater Peterborough LEP, and engage with GCP proposals to explore opportunities for an apprenticeship brokerage service | David Kidston, Corporate Strategy | March 2020 | <ul style="list-style-type: none"> Number of additional apprenticeships created across the Greater Cambridge City Deal area by March 2020 (Target 420) Qualifications and courses provided by further education colleges and other training providers better meet the needs of local businesses and the Greater Cambridge economy Increased awareness amongst young people of employment opportunities available in the Greater Cambridge economy |
| 2.11 Continue to support: a) a learning and development service for homeless people based in a partner agency; and b) an employment worker in a partner agency with a specific remit to target those in housing need, subject to ongoing evaluation of the need for and efficacy of these services | David Greening, Housing Services | March 2018 | <ul style="list-style-type: none"> Number of people per annum in housing need supported to gain employment or access training/educational placements (target 40 in 2017/18 and 31 in 2018/19) Number of homeless people attending learning and development sessions Number of people in housing need receiving support from the employment worker |
| 2.12 Develop and deliver training for volunteer 'digital champions' across the City, who will help support residents who are digitally excluded to access the internet and develop basic digital skills | Housing Services, Community Services, and Cambridge Online | March 2018 March 2019 | <ul style="list-style-type: none"> Number of volunteers recruited and trained to act as 'digital champions' by March 2018 (target 80) Number of volunteers recruited and trained to act as 'digital champions' by March 2019 (target 120) |
| 2.13 Develop and deliver a programme of digital support (including 1:1, groups, community centre-based and home based support) for key groups, including older people, low income families, people with disabilities, social housing tenants and those who have never used the Internet | Housing Services, Community Services, and Cambridge Online | March 2018 March 2019 | <ul style="list-style-type: none"> Number of residents benefitting from digital support provided by March 2018 (target 200) Number of residents benefit from digital support provided by march 2019 (target 300) |
| 2.14 Raise awareness of digital access issues amongst voluntary and community sector groups through the delivery digital training | CCVS and Council relevant services, with advice from Cambridge Online | March 2018 | <ul style="list-style-type: none"> Number of training sessions (target 12) Number of VCS groups attending training sessions (target up to 10 VCS groups) |

| Action | Lead officer and service | Completion date | Performance measures |
|--|----------------------------------|-----------------------|---|
| 2.15 Work with partners in the Greater Cambridge Partnership, Cambridgeshire & Peterborough Combined Authority and the Greater Cambridge Greater Peterborough LEP to ensure delivery of planned investment in transport infrastructure that improves connectivity between key employment locations and more deprived areas of the City | Andrew Limb, Corporate Strategy | Ongoing to March 2020 | <ul style="list-style-type: none"> Completion of the cycling and walking bridge element of the Chisholm Trail |
| Objective 3. Improving health outcomes for people on low incomes | | | |
| 3.1 Continue to promote a 50% reduction in entry prices at Council-owned sports and swimming facilities for people receiving Means Tested Benefits and free usage of Splashpads and Paddling Pools in parks and open spaces | Ian Ross, Community Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of entries to Council-owned leisure facilities by people holding concession memberships (Baseline of 36,107 entries from April-December 2016) |
| 3.2 Expand the scheme providing free exercise referrals by GPs to all residents on low incomes in Cambridge | Ian Ross, Community Services | March 2019 | <ul style="list-style-type: none"> Total number of free exercise referrals made by GPs for residents on low incomes (Baseline of 101 referrals from September 2015-September 2016) % of participants on low incomes completing the 12 week programme |
| 3.3 Continue to fund Cambridge Sustainable Food network to deliver a programme of cookery skills workshops for individuals and families on low incomes, with the aim of supporting people to prepare and cook low cost, nutritious meals | Sally Roden, Community Services | March 2019 | <ul style="list-style-type: none"> Number of cookery workshops delivered across a range of locations in low incomes areas of Cambridge (target 40) Number of people participating in cookery workshops |
| 3.4 Continue to fund an expanded 'Advice on Prescription' project, to provide outreach support for residents experiencing mental health issues due to low income, debt or addiction at East Barnwell Health Centre, Nuffield Road Medical Centre, Arbury Road Surgery, and Trumpington Medical Centre | Graham Saint, Corporate Strategy | March 2018 | <ul style="list-style-type: none"> Number of clients seen by the outreach advisor in total (target 300) Total value of additional income for clients identified by the outreach advisor % of clients reporting that seeing the adviser had reduced their stress and anxiety levels % of clients reporting that they feel better able to manage their money after receiving financial advice from the adviser % of clients reporting that they have seen their GP less after receiving financial from the adviser |

| Action | Lead officer and service | Completion date | Performance measures |
|--|---|------------------------------|--|
| 3.5 Continue to provide move on accommodation for adults recovering from mental ill health, in conjunction with the Cambridgeshire County Council and Metropolitan Housing Group | Laura Adcock, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of adults recovering from mental ill health accommodated in Cambridge City Council move-on accommodation (Baseline 31 people in 2016/17) % or more of tenants in move-on accommodation move into independent accommodation within 3 years (target 75%) |
| Objective 4. Helping people with high housing costs, increasing numbers of affordable homes, and improving the condition of people's homes | | | |
| 4.1 Develop new Council homes for rent, and ensure that rent levels are as affordable as possible | Alan Carter, Housing Development Agency | March 2018 March 2023 | <ul style="list-style-type: none"> Number of new homes for rent are provided by March 2018 on Council-owned sites (including Virido at Clay Farm, Fulbourn Road, Hawkins Road and garage sites – target 139) Number of new Council homes delivered in Cambridge through £70 million funding secured as part of the Cambridgeshire and Peterborough Devolution Deal with Government. (target 500) |
| 4.2 Work through the planning process and with Registered Providers to enable the delivery of new high quality, energy efficient homes for rent at sub-market rates | Helen Reed Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of affordable homes delivered on strategic growth sites (Projected figure 479 – actual delivery dependent on external factors) Number of affordable homes delivered on other sites (Baseline: 47 affordable homes delivered annually on average from 20145-2016/17) |
| 4.3 Increase provision of temporary housing accommodation for homeless households | David Greening, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of temporary accommodation provided (target to number of units at 95, unless demand over a six month period dictates otherwise) Number of homeless families in bed and breakfast accommodation and accommodation outside Cambridge |
| 4.4 Continue the Single Homeless Service to provide a local lettings agency to support single homeless people who do not need supported housing to move into private rented accommodation and, in so doing, freeing up spaces in supported accommodation for those who need it | David Greening, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of single homeless people placed into accommodation in the private rented sector per year by the Single Homeless Service (Target 93 people per year) |
| 4.5 Support provision of a Counting Every Adult service, to help homeless people get on a more stable footing and significantly reduce the drain on public resources across sectors, subject to | David Greening, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Improvement in mental well-being per client (measured through a questionnaire-based assessment) |

| Action | Lead officer and service | Completion date | Performance measures |
|---|-----------------------------------|-----------------------|---|
| ongoing evaluation of the need for and efficacy of these services | | | |
| Objective 5 - Supporting groups of people that are more likely to experience poverty and social isolation, including children and young people, low income families, people with disabilities, older people, women, and BAME residents | | | |
| 5.1 Develop and contribute to a city wide Equalities and Diversity Network, building on the Equality Pledge, to enable shared learning, a strong cross sector voice, and effective partnership working | Ariadne Henry, Community Services | March 2018 | <ul style="list-style-type: none"> Number of training sessions run for the 15 organisations that are part of the Equality and Diversity Network (Target: 5 sessions to be delivered for different equalities groups: women, sexual orientation, minority ethnic, people with disabilities and LGBTQ). Conference held to develop terms of reference around how the Equalities Network will work in partnership with one another and to invite further voluntary and community sector organisations to take part in the network Feasibility study carried out into whether there is demand for a Council of Faiths in Cambridge |
| 5.2 Continue to provide open access activities for children and young people in local neighbourhoods across Cambridge, including low income neighbourhoods | Paula Bishop | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of open access activities (target 400 per annum) Number of children and young people attending open access activities (target 10,000 per annum) |
| 5.3 Commission a theatre production to be delivered in secondary schools and community setting in Cambridge, to raise awareness of money issues and financial decisions and the effect these can have on young people's lives | Steph Burwitz | March 2018 | <ul style="list-style-type: none"> Number of performances of theatre production delivered in secondary schools and community settings in Cambridge (Target: 15 performances) Total number of young people attending performances (Target: 600 young people) |
| 5.4 Continue to provide free swimming lessons for children who either come from low income families or cannot swim at the key stage 2 assessment point | Ian Ross, Community Services | March 2018 | <ul style="list-style-type: none"> Number of children receiving free swimming lesson following referrals from teachers (baseline of 290 children in 2015/16) Number of schools referring eligible children for free swimming lessons |
| 5.5 Continue to work with Cambridgeshire County Council to provide nursery provision at Ross Street Community Centre and Buchan Street | Sally Roden, Community Services | March 2018 | <ul style="list-style-type: none"> Number of childcare places provided at Buchan Street Neighbourhood Centre every weekday morning and afternoon (target 24) |

| Action | Lead officer and service | Completion date | Performance measures |
|---|---|-----------------------|---|
| Neighbourhood Centre | | | <ul style="list-style-type: none"> Number of childcare places provided at Ross Street Community Centre every weekday morning (target 24) |
| 5.6 Continue to provide a programme of free lunches in community facilities and other venues with partners for low income families during school holidays, to reduce costs for families when free school meals are not available, reduce social isolation and provide opportunities for families to access other services | Sally Roden, Community Services | March 2018 | <ul style="list-style-type: none"> Number of free lunches served to low income families (baseline of 3020 in 2016/17) Number of people accessing other services and support after attending free lunches |
| 5.7 Continue to work towards at least 2% of new social housing being fully wheelchair accessible, with a further 8% to meet other specialist needs provided there is an identified need and appropriate support for the residents is available. | a) Alan Carter, Housing Development Agency b) Helen Reed, Housing Services | Ongoing to March 2020 | a) % of new social housing is fully wheelchair accessible (target 2% over three years) b) % of new social housing is provided to meet other specialist needs (aiming towards 8% over three years) |
| 5.8 Continue to support the Cambridgeshire Home Improvement Agency (HIA), along South Cambridgeshire and Huntingdonshire District Council, to provide people living in Cambridge who are elderly or vulnerable, who have disability needs, or who are on a low income, to repair, maintain or adapt their homes | Frances Swann, Cambridgeshire Home Improvement Agency | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of people in Cambridge who are elderly or vulnerable, who have disability needs, or who are on a low income, provided with support to repair, maintain or adapt their homes |
| 5.9 Continue to provide good quality modern sheltered housing schemes for older people | Laura Adcock, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Percentage of residents in sheltered housing who are satisfied with their accommodation (Baseline of 94% satisfaction in 2016) Number of people referred to agencies such as occupational therapy or the Home Improvement Agency in order to make their home safer (Baseline 101 tenants) |
| 5.10 Continue to provide city-wide support service for older people, working with health and social care services at Cambridgeshire County Council and local housing associations | Laura Adcock, Housing Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of older people provided with direct support (Baseline of 557 in 2017) Number of older people signposted to support provided by other agencies (Baseline of 210 in 2017) Total increase in non-housing related benefits and income for older people supported by the service (Baseline of £264,212 in 2016/17) |

| Action | Lead officer and service | Completion date | Performance measures |
|--|-----------------------------------|--|--|
| | | | <ul style="list-style-type: none"> Percentage of new clients who feel that the service's intervention has had a positive impact on their independence as an older person (Baseline of 71%) |
| 5.11 Fund a dedicated post to provide additional support for older people in Cambridge who are in financial need to maximise their access to low income benefits (with a particular focus on those aged 85+, single, living alone and Asian women over 65) | Laura Adcock, Housing Services | July 2018 | <ul style="list-style-type: none"> Number of older people receiving support to maximise their benefits (target 50% increase against baseline) Value of additional non-housing related benefits and income accessed by participating older people (target to increase value by £96,000, from a baseline of £264,212 in 2016/17) |
| 5.12 Continue to provide targeted sports development work in partnership with Forever Active and Cambridgeshire and Peterborough Clinical Commissioning Group (CCG), including work to reduce falls amongst older people | Ian Ross, Community Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of classes delivered per week for people aged over 55 (target 15) Number of strength and balance classes delivered per week to help reduce falls amongst older people Number of attendances by older people at classes |
| 5.13 Recruit volunteers to work with the Council's Independent Living Service and provide social support for older people, and signpost older people to befriending schemes delivered by voluntary and community organisations | Laura Adcock, Housing services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of volunteers taking part in befriending schemes delivered by the City Council or voluntary and community organisations (Target 25) |
| 5.14 Work with partners and voluntary groups to develop and deliver a programme of inclusive and accessible events as part of the annual "Cambridgeshire Celebrates Age" festival | Sally Roden, Community Services | Ongoing to March 2020 (subject to funding for CCA programme development) | <ul style="list-style-type: none"> Number of inclusive and accessible events included in Cambridgeshire Celebrates Age programme (Baseline of 25 events in 2016) Number of older people supported to attend events as part of Cambridgeshire Celebrates Age |
| 5.15 Continue to run and support groups for older people in community facilities operated by the Council and partner organisations in low income areas of Cambridge | Sally Roden, Community Services | Ongoing to March 2020 | <ul style="list-style-type: none"> Number of groups and events supported Number of attendees at groups and events Increased independence of groups or engagement by older people in programme development |
| 5.16 Continue to provide regular free health sessions for BAME women | Luthfa Khatun, Community Services | Ongoing to 2020 | <ul style="list-style-type: none"> Number of BAME women attending free health sessions Number of women from target communities attending these sessions |

Appendix C – Sharing Prosperity Fund expenditure to date and future allocations to projects

| No. | Project | Actual spend | | | Allocations | | Total |
|-----|---|---------------|----------------|----------------|----------------|---------------|------------------|
| | | 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/19 | |
| 1 | Community Clear out days | 8,000 | 1,000 | 0 | 0 | 0 | 9,000 |
| 2 | Living Wage Campaign | 8,080 | 31,870 | 3,900 | 7,000 | 0 | 50,850 |
| 3 | Fuel and Water Poverty | 0 | 55,400 | 41,740 | 74,400 | 0 | 171,540 |
| 4 | Promotion of collective energy switching | 220 | 4,280 | 0 | 2,500 | 0 | 7,000 |
| 5 | Youth Apprenticeship Scheme | 0 | 63,000 | 99,140 | 152,860 | 0 | 315,000 |
| 6 | Free swimming lessons for children | 0 | 10,000 | 9,000 | 9,000 | 0 | 28,000 |
| 7 | Rental Support for Cambridge City Foodbank | 0 | 14,000 | 14,000 | 14,900 | 0 | 42,900 |
| 8 | Outreach advice project in health centres | 0 | 25,000 | 35,000 | 35,000 | 0 | 95,000 |
| 9 | Digital Access Strategy | 0 | 15,000 | 9,370 | 40,630 | 0 | 65,000 |
| 10 | Junior Savers Pilot Project | 0 | 3,000 | 320 | 6,680 | 0 | 10,000 |
| 11 | Expansion of Credit Union services | 0 | 0 | 0 | 50,000 | 0 | 50,000 |
| 12 | Cooking workshops for families | 0 | 7,000 | 15,000 | 17,140 | 17,700 | 56,840 |
| 13 | Summer holiday free lunch programme | 0 | 2,000 | 3,730 | 1,270 | 0 | 7,000 |
| 14 | Single Homelessness Service | 0 | 0 | 36,400 | 0 | 0 | 36,400 |
| 15 | Money and Debt Management in Schools | 0 | 0 | 0 | 25,000 | 0 | 25,000 |
| 16 | Tenancy buddies | 0 | 0 | 0 | 3,000 | 0 | 3,000 |
| 17 | 'Activate' arts and cultural leadership project | 0 | 0 | 2,370 | 67,630 | 0 | 70,000 |
| 18 | Financial Inclusion Officer | 0 | 0 | 23,000 | 50,000 | 0 | 73,000 |
| 19 | Cambridge City Time Credits | 0 | 0 | 0 | 25,000 | 25,000 | 50,000 |
| 20 | Free Exercise Referral Programme | 0 | 0 | 0 | 7,000 | 7,000 | 14,000 |
| 21 | Energy Project Development Officer | 0 | 0 | 0 | 50,000 | 0 | 50,000 |
| 22 | Reducing Pensioner Poverty | 0 | 0 | 0 | 30,000 | 0 | 30,000 |
| 23 | Act Up | 0 | 0 | 0 | 23,400 | 0 | 23,400 |
| | Subtotal | 16,300 | 231,550 | 292,970 | 692,410 | 49,700 | 1,282,930 |