Item

ALLOCATION OF SHARING PROSPERITY FUND



To:

Councillor Richard Johnson, Executive Councillor for Communities

Community Services Scrutiny Committee [15/03/2018]

Report by:

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Wards affected:

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

Key Decision

1. Executive Summary

1.1 The Council has an Anti-Poverty Strategy, which sets out a range of ongoing and new actions to address poverty in Cambridge over a three year period from 2017/18 to 2019/20. A dedicated Sharing Prosperity Fund (SPF) was created in 2014 to support projects which contribute to the objectives of the strategy. This report presents details of 8 projects, which the Executive Councillor for Communities is recommended to approve for funding from the SPF during 2018/19 and 2019/20. The proposals are either for new projects, or for continued funding for existing projects.

2. Recommendations

2.1 The Executive Councillor is recommended to:

 approve the proposed allocation of funding from the Sharing Prosperity Fund as set out at Table 1 at 3.5.

3. Background

- 3.1 The Executive Councillor for Communities approved a revised Anti-Poverty Strategy at Community Services Committee on 5 October 2017. The strategy sets out a range of ongoing and new actions to address poverty in Cambridge over a three year period from 2017/18 to 2019/20. However, the Strategy recognises that over time, new projects will be identified as the Council needs of residents on low incomes in the city change, and as the learning from pilot projects is identified.
- 3.2 A dedicated Sharing Prosperity Fund (SPF) was created in 2014 to support pilot projects which contribute to the objectives of the Anti-Poverty Strategy. To date a total of £1,634,760 has been allocated to the SPF. This includes £100,000 allocated through the Medium Term Financial Strategy (MTFS) in October 2017 and £200,000 allocated to the fund for 2018/19 through the Budget Setting Report (BSR) in February 2018.
- 3.3 As shown in the table in Appendix A, a total of £1,329,930 has been allocated to date to 25 projects for delivery between 2014/15 and 2018/19. There is a balance of £304,830 remaining in the fund, which can be allocated to projects or activity to start in 2018/19 or subsequent years.
- 3.4 The Anti-Poverty Strategy Project Board (the officer group which oversees the delivery of the strategy) considered project proposals and provided advice to the Executive Councillor for Communities regarding which projects should be funded through the SPF.
- 3.5 Following advice from the Project Board, the Executive Councillor for Communities indicated that he was minded to support the 8 projects shown in Table 1 below. These projects have a total value of £304,614. More detailed descriptions of these projects are provided at Appendix B.

Table 1 – Proposed allocations from the Sharing Prosperity Fund

Project name	2018/19	2019/20
Cambridge Street Aid	14,292	0
Cambridgeshire Culture Card pilot	30,000	0
Fuel and Water Poverty Officer	40,000	0
Digital access programme	55,542	57,208
Universal Credit Outreach	38,863	39,251
Outreach advice project in health centres and other settings	35,000	0
Living Wage campaign and engaging businesses in anti-poverty activity	20,000	0
Active in Cambridge	30,000	0
Total	208,155	96,459

3.6 The Executive Councillor will make a final decision on funding allocations following scrutiny by members of the Community Services Scrutiny Committee on 15 March 2018.

4. Implications

(a) Financial Implications

The proposed projects set out in Table 1 at 3.5 above and in Appendix B would allocate £304,614 of the balance of £304,830 in the Sharing Prosperity Fund as at 1 April 2018.

(b) Staffing Implications

The proposed projects set out in Table 1 at 3.5 above and in Appendix B would lead to the creation or continuation of several of fixed-term posts including:

Part-time coordinator (0.4 FTE for 12 months) for the Cambridge Street
 Aid Scheme – new post

- Fuel and Water Poverty Officer (0.8 FTE for 12 months) continuation of existing post
- Equality and Anti-Poverty Officer to promote the Living Wage (0.5FTE for 9 months) – continuation of existing post

The funding would also support two part-time outreach advisors employed by Cambridge Citizen's Advice Bureau (CAB) and operating at health centres and Job CentrePlus.

(c) Equality and Poverty Implications

An EqIA has not been produced for the projects set out in the report, but an overarching EqIA has been produced for the revised Anti-Poverty Strategy, which is published for information on the Council's website here: https://www.cambridge.gov.uk/equality-impact-assessments

(d) Environmental Implications

Some of the activities being delivered by the Fuel and Water Poverty Officer would have a medium positive environmental impact. For example:

- Work to promote take-up of water meters and water efficiency measures to residents in low income areas of the city will reduce water consumption and associated carbon emissions.
- The promotion of energy efficiency measures to residents in low income areas of the city will reduce energy consumption and associated carbon emissions from households in these areas.

(e) Procurement Implications

The Council has achieved accreditation from the Living Wage Foundation as a Living Wage Employer. As part of this, the City Council has adopted a Living Wage policy in respect of contractors. This policy requires contractors to pay the Living Wage to Qualifying Staff unless it would be unlawful or inappropriate to do so. The Equality and Anti-Poverty Officer, funded through the SPF, is monitoring the Council's compliance with this policy on an ongoing basis.

(f) Community Safety Implications

There are no specific community safety implications for the proposed projects.

5. Consultation and communication considerations

No specific consultation activities were carried out to inform the SPF proposals, but the revised Anti-Poverty Strategy was informed by internal and external consultation, including consultation with academics, statutory partners and voluntary and community groups through a half-day Anti-Poverty Summit. The summit was held on 30 June 2017 and was attended by more than 50 delegates.

A number of the projects involve promotional, communication and media activity, including the Cambridge Street Aid project, the Fuel and Water Poverty Project and the Living Wage promotion project.

6. Background papers

There are no background papers.

7. Appendices

- (a) SPF expenditure to date (2014/15 to 2016/17) and allocations to projects (2017/18 to 2018/19)
- (b) Proposed allocations from the SPF to projects for 2018/19 onwards

8. Inspection of papers

To inspect the background papers or if you have a query on the report please contact David Kidston, Strategy and Partnerships, tel: 01223 - 457043, email: david.kidston@cambridge.gov.uk.

Appendix A – SPF expenditure to date (2014/15 to 2016/17) and allocations to projects (2017/18 to 2018/19)

No.	Project	Expenditure		Alloca	Allocations			
	Troject	2014/15	2015/16	2016/17	2017/18	2018/19	Total	
1	Community Clear out days	8,000	1,000	6	IMBRIDG TY COUNCI	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	17140	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	7000	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	
24	Winter Energy Campaign	0	0	0	40,000	0	40,000	
25	Private-rented sector community engagement	0	0	0	7,000	0	7,000	
	Subtotal	16,300	231,550	292,970	739,410	49,700	1,329,930	

Appendix B – Proposed allocations from the SPF to projects for 2018/19 onwards

Project title	Project description	Project outputs and outcomes
Cambridge Street Aid	 Existing project (not currently funded by SPF): The existing Cambridge Street Aid fund has two aims: to provide small grants for rough sleepers enabling them to access training, education and wellbeing activities. to deter begging and encourage individuals to engage with support. 100% of all donations go into the fund. To date residents and visitors to Cambridge have donated nearly £25,000 to the fund, and £17,000 has been awarded in small grants of up to £750 to 65 vulnerable people to help them get off or stay off the street. 	 Outputs: Number of volunteers recruited (Target: 5) Number of events attended by volunteers (Target: 24 per year) Value of donations received from residents and visitors (Target: £25,000 per year)
	 New project: This project would expand the scheme by providing a part-time coordinator (2 days per week) to recruit and train a team of volunteers and carry out additional tasks as required to aid the ongoing success of the project Volunteers will carry out a more extensive promotional and awareness-raising campaign. The campaign will reach a wider audience and cover a wider geographical area. The key messages of the campaign will be: Giving on the street is not the best way to help rough sleepers. Donating to the fund will enable the scheme to provide more small grants to rough sleepers to support activities that will help them move away from a life on the streets. Support is available from local homelessness agencies to vulnerable individuals living a street-based lifestyle. 	 Outcomes: Number of beneficiaries supported with small grants (Target: 50) Number of beneficiaries assisted to move off the street, have improved engagement with health and wellbeing services, or engaged in training or employment opportunities (Target: 50) Reduction in the number of people coming into Cambridge to beg.

Project title	Project description	Project outputs and outcomes
Cambridgeshire	Existing project (not currently funded through SPF):	Outputs:
Culture Card pilot	increase engagement in the arts by children and young	Number of young people taking part in the pilot (Target: 60)
	 people by providing: Targeted communications to card holders regarding free cultural activities in Cambridge. 	Number of young people receiving free school meals and/or pupil premium taking part in the pilot (Target: 30)
	A programme of incentives (both real-world and virtual) to encourage engagement in arts and cultural activities	Number of arts and cultural venues and providers participating in the pilot (Target: 20)
	Evidence of informal learning, educational achievement and career related skills through cultural engagement.	Number of free or incentivised arts and cultural activities made available to young people
	The project is being led by Cambridge City Council, in partnership with Cambridgeshire County Council, the My Cambridge Cultural Education Partnership, and arts and cultural activity providers including venues, libraries and community facilities.	participating in the pilot (Target: 200)
	New project:	Outcomes:
	The SPF funding would be used to support one element of the overall Culture Card project. It would support the development of a prototype version of the Culture Card, to test and refine a number of elements of the card. The project will work with a cohort of 60 young people from Trumpington Community College aged 11-14 years and their parents. 50% of the young people will be from low-income backgrounds and receiving free school meals and/or pupil premium. Evaluation of the scheme will assess whether it has increased active participation in the arts by young people from low income backgrounds; and whether it has raised their aspirations and contributed to learning and skills development.	 Reduced barriers to engagement in arts and cultural activities for participants, including financial, social, and transport barriers (measured through surveys with participants) Increased participation and engagement in arts and cultural activities for participants (measured through surveys with participants and data from providers). Increased 'cultural capital' and longer-term education and employment prospects (measured through Creative CV and Digital Badges and longitudinal measurement)

Project title	Project description	Project outputs and outcomes
Fuel and Water	Existing project (funded through the SPF):	Outputs:
Poverty Officer	A Fuel and Water Poverty Officer has been funded for three years (2015/16-2017/18) to provide support to residents who are struggling to pay their utility bills or cannot keep their home at a sufficient internal temperature. To date over 220 home visits have been made and energy and water saving information has been provided to over 25,492 residents likely to be in fuel or water poverty through events and targeted mail-outs. As a direct result of this activity, 286 residents have taken up energy or water saving measures from April 2015 to January 2018. It is estimated that the activity of the Fuel and Water Poverty Officer has generated annual bill savings for residents of £174,965 from April 2015 until January 2018	 Number of residents engaged (events, enquiries and targeted promotional activity, excluding council magazines) (Target: 10,000) Number of home visits completed (Target 80) Number of households taking up either energy or water saving measures (Target: 100) Number of residents directly assisted to switch to water meters (Target: 50) Total number of residents switched to water meters in Cambridge (Target: 800) Number of residents accepted the collective energy switch scheme (Target: 100)
	 New project: The SPF funding would be used to continue the role of the Fuel and Water Poverty Officer for a further year. The Fuel and Water Poverty Officer will provide tailored advice and home visits with the aim of reducing utility bills, making homes warmer and improving quality of life. This will include: Advising on energy efficiency and water efficiency improvements that could be made to the property. Reviewing energy usage, including reviewing the current tariff, with the aim to reduce the cost of their energy bills. Advising on behaviour change and how to effectively use heating controls. Encouraging switching to metered water for low occupancy properties. Providing a review of eligibility for further benefits. Signposting to partners and ensuring qualifying residents have access to additional support such as Warm Homes Discount, Social Tariffs, the Priority Services Register and grant-supported heating and insulation schemes. 	 Outcomes: Income maximisation through a reduction in household running costs Estimated total annual financial savings for residents directly supported (calculated by applying industry-accepted estimates in terms of savings for each intervention) (Target: £93,600) Helping to reduce health and wellbeing impacts of cold homes, including respiratory conditions, heart attack, stroke, flu, hypothermia, and mental health issues.

Project title	Project description	Project outputs and outcomes
Digital Access	Existing project (funded through the SPF):	Outputs:
	In 2016/17 and 2017/18, a programme of projects was delivered to increase access to the internet and basic digital	Number of digital access sessions (Target: 1,133 sessions over two years)
	skills for low income residents in Cambridge. The programme included 4 key projects:	Number of volunteers (Target: 130)
	Recruiting volunteer Digital Champions to deliver digital	Number of attendees (Target: 1,666)
	 Recruiting volunteer Digital Champions to deliver digital access sessions for older people in sheltered housing schemes and community venues. There are currently 11 Digital Champions delivering 4 sessions per week in different locations Providing a programme of digital access sessions for social housing tenants in Abbey ward. Providing drop-in digital sessions at 'Microhubs' in community venues alongside other services for low income residents. Providing a variety of digital training sessions to voluntary sector organisations to build their capacity to support digitally excluded residents. 	
	New project:	Outcomes:
	The SPF funding would be used to continue the programme of four existing projects described above (the Digital Champions project, the social housing project, the Microhub project, and the voluntary and community sector capacity building project). The programme could also include staffing costs to manage volunteers engaged in these projects, in order to support current volunteers and increase capacity to deliver digital access activities over the next two years	 Numbers of people who meet one or more of the national Digital Inclusion Outcomes Framework indicators as a result of the City Council's digital access interventions Improved educational and employment outcomes for participants Reduced costs for participants through increased access to cheaper deals on the internet Increased income for participants through access to benefits applications online Reduced social isolation through increased communication with friends and family online

Project title	Project description	Project outputs and outcomes
Living Wage	Existing Project: Since November 2014, the SPF has funded	Outputs:
campaign and engaging	a dedicated part-time (0.5 FTE) post to promote the Real Living Wage to employers, including:	Number of events held (Target: 2 large events)
businesses in anti-poverty	 organising a series of 8 events targeted at employers 	Number of promotional publications produced and
activity	 direct contact with more than 1,000 organisations through telephone calls and emails, and distributing promotional material to 4500 business in Cambridge 	 distributed (Target: 4500) Number of business events attended and number of presentations given
	face-to-face meetings with interested employers.	Numbers of businesses directly engaged
	direct approaches to: tenants of Council commercial properties; all grant-funded organisations; and all organisations with a connection to the Council	Number of media interviews, press releases and articles produced
	attending and speaking at local business networks.	
	media activity, including regular press releases, articles and interviews on Look East and Radio Cambridgeshire	
	There are currently 56 employers in Cambridge accredited with the Living Wage Foundation, of which the council has directly supported 25 employers with accreditation.	
	New project: The SPF funding would be used to continue	Outcomes:
	the part-time post (0.5 FTE) for a further 9 months (from 1 July 2018 to 31 March 2019) and provide small promotional. The post would continue to promote the Living Wage using a	Increase in the number of accredited employers in Cambridge (Target: by at least 5)
	range of approaches, including:	Significant contributions secured from employers
	Carrying out media, advertising and promotional activity	to anti-poverty or related projects (Target: by at
	Attending and speaking at local business networks	least 5 employers)
	Organising a celebratory event during Living Wage Week and working with other business organisations to incorporate Living Wage sessions into wider events.	
	The officer will also work with businesses to use their skills, capacity and resources to support achievement of wider objectives around tackling poverty and disadvantage. This	

Project title	Project description	Project outputs and outcomes
	work will include:	
	 Identifying and mapping existing examples of local businesses that are engaging in work to benefit local communities. 	
	Producing a publication setting out case studies and examples of steps that businesses could take	
	 Approaching major businesses in the city to discuss opportunities to address poverty in the city, holding an awareness-raising event for businesses, and presenting at business network meetings 	
Universal Credit	New project:	Outputs:
Outreach	This is a new project which builds on learning from similar projects in other locations (e.g. Great Yarmouth). The SPF funding would be used to provide a skilled financial advisor based at Job Centre Plus in Cambridge to support households impacted by the rollout of Full-service Universal Credit from October 2018. The advisor would be present at JobCentre Plus for up to 5 hours per day, 5 days a week. The project will build on the success of the outreach advice project in health centres (see below), by delivering advice and support at the location where most recipients meet. The post will assist customers to maximise incomes, reduce outgoings and be supported to obtain payment advances or direct payments for rent as appropriate. The advisor will receive referrals from Job Centre work coaches, where they have identified those who are currently struggling financially, or where the single payment in arrears may lead to financial difficulties. The post will support and train Job Centre work coaches to identify triggers (e.g. Foodbank usage), so that referrals to the advisor are made at the earliest opportunity.	 Numbers of customers supported by the outreach advisor Outcomes: Maximising incomes by advising on other benefits that are available Supporting individuals to obtain payment advances or direct payments for rent as appropriate Reducing costs and outgoings by supporting individuals to compare tariffs available Support transition to work by short term support with fares to work or for apprentices Reducing numbers of people accessing high cost or illegal lending Support individuals to manage their finances in the longer-term

Project title	Project description	Project outputs and outcomes
Outreach advice project in health centres and other settings	Existing project: From 2015/16 to 2017/18, the Cambridge Citizen's Advice Bureau (CAB) has been funded to provide an outreach advice service at GP practices and community settings in Barnwell, East Chesterton, the Meadows Community Centre and Trumpington. In 2015/16 and 2016/17, the service supported a total of 265 patients who were experiencing mental health issues as a result of debt or other financial issues. The advisor generated a total of £597,888 in financial gains for these patients in this period. From April – September 2017 the adviser supported 261 patients and generated financial gains of £237,678 for these patients. 56% of those using the service across the different locations in 2015/16 and 2016/17 said that seeing the adviser had reduced their stress and anxiety levels.	Number of patients advised by the outreach advisor (Target: 500 per annum) Number of advice sessions provided by the outreach advisor
	New project: The new SPF-funded project will contribute towards the continued funding of a full-time generalist advisor, employed by Cambridge CAB. The advisor will offer money management and income maximisation support to patients presenting with mental health problems (such as anxiety or stress) resulting from debt, employment and other welfare rights matters. The advisor will be based in two GP Health Centres (East Barnwell Health Centre and Nuffield Road Medical Practice) and a community setting (Trumpington Pavilion), with links to Trumpington Street Medical Practice. When the Clay Farm Centre opens later in 2018, it is anticipated that the advisor will move into the GP practice at the centre.	 Outcomes: Total value of additional income generated for patients advised by the outreach advisor (Target: £500,000 per annum) Percentage of patients reporting that seeing the outreach advisor had reduced their stress and anxiety levels (to be measured through surveying patients)
Active in Cambridge	 Existing project: The SPF has supported several physical activity projects, which aim to improve the health and wellbeing of low income residents, including: Free swimming lessons for low income families (funded from 2015/16 to 2017/18). In 2016-2017 free swimming sessions for toddlers and parents at the Kings Hedges and Abbey swimming pools attracted 2864 total 	Outputs: Swimming: No. of attendances to Surestart sessions (Target: of 3000 per year) No. of BAME adults on "Learn to swim" specific programme (Target: 25 per year)

Project title	Project description	Project outputs and outcomes
	 attendances by families on low incomes. Free exercise referrals – referrals by GPs for patients on low incomes at 7 surgeries (Arbury Road, East Barnwell, Nuffield Road, Cherry Hinton, Mill Road Surgery, York Street and Cornford House) to exercise sessions at local gyms and leisure centres (funded in 2017/18 and 2018/19) A programme of weekly informal sporting activities has also been provided in Abbey and Arbury wards for the past 5 years with funding from the national Street Games programme. In 2016-2017 the programme attracted 5673 total attendances by young people aged 11-24 years. National funding from Street Games UK for this initiative will not be available from 2018/19 onwards. 	 No. of additional swimming teaching hours to City schools (Target: 12 hours per week) No. of children benefitting from additional swimming hours (Target:: 720 per week) Exercise Referral: Total no. of free referrals started on programme (Target: 250 new clients) % of free referrals completing 12-week programme (Target: 65%) % of referrals continuing 6 months intervention: (Target: 50%) % of referrals continuing 12 months post intervention: (Target: 40%)
	 New project: The SPF will be used to provide affordable and accessible physical activity opportunities to residents of Cambridge with the greatest financial or health need and with the lowest levels of physical activity. Activities include: Subsidised or free swimming opportunities – continuation of the existing SPF-funded programme of free swimming lessons, with a particular emphasis on providing: 8 weekly sessions during term-time for toddlers and parents promoted through Surestart centres; top-up funding for school groups attending Abbey Pool, Kings Hedges Learner Pool and Parkside Pool to support swimming by low income pupils; and swimming lessons for BAME women on low incomes. Free exercise referral service – expansion of the existing SPF-funded service to an additional 4 surgeries (Trumpington, Lensfield Road, Petersfield and Red House Surgeries) in 2018/19, bringing the total number of surgeries supported to 11. 	 Streetgames: No. of expected beneficiaries/attendances (Target: 150 per week) No. of Streetgames sessions (Target: 10 per week or 500 per year) No. of volunteers engaged (Target: 20 per year)
	Street Games – continuing existing provision in Arbury	

Project title	Project description	Project outputs and outcomes
	and expanding into Kings Hedges and Trumpington. Weekly sessions will be provided for young people (11- 24 years) at leisure sites and multi-use games areas (MUGAs) in these wards. The sessions will provide opportunities in tennis, basketball, multi-sports, netball, gym, fitness classes, gymnastics, baseball and football.	