

CREATING OPPORTUNITIES AND TACKLING INEQUALITIES SCRUTINY COMMITTEE	Agenda Item No. 5
22 JULY 2013	Public Report

Report of the Head of Neighbourhood Services

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TACKLING POVERTY STRATEGY AND ACTION PLAN

1. PURPOSE

- 1.1 This report provides an update to the Scrutiny Committee on work being undertaken to strengthen and develop a strategy and action plan to tackle Poverty in Peterborough.

2. RECOMMENDATIONS

- 2.1 The Committee is asked:

- To note and comment on the draft documents that collectively comprise the Tackling Poverty in Peterborough strategy, and endorse the overall direction of travel for the work being undertaken
- To specifically scrutinise the data analysis report and identify other data sets which would add value to the work to tackle poverty
- To specifically scrutinise the project plan and identify other projects for the next 3 years that will deliver against the priorities
- To support the continuation of the Scrutiny working group established to work with officers on the development of the Strategy, and to consider broadening membership of this working group to be drawn from other Scrutiny Committees

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 Tackling poverty in Peterborough is fundamental to the wellbeing of our residents, the strength of our communities, the investment made in our city, and the success of our business sectors. This is therefore a cross-cutting priority for the whole Sustainable Community Strategy.

4. BACKGROUND

- 4.1 The Child Poverty Act 2010 sets four challenging UK-wide targets to be met by 2020. These targets are based on reducing the proportion of children living in:
- relative low income (whether the incomes of the poorest families are keeping pace with the growth of incomes in the economy as a whole)
 - combined low income and material deprivation (a wider measure of people's living standards)
 - absolute low income (whether the poorest families are seeing their income rise in real terms)
 - persistent poverty (length of time in poverty)

- 4.2 Peterborough's strategy to tackle poverty has been under development for some time. It is a complex piece of work that needs to be broad enough to encapsulate all of the key issues, but specific enough to be measurable.
- 4.3 The report being presented to the Committee has been produced as a result of reviewing all of the previous work undertaken to develop a strategy, reviewing all of the actions delivered so far, and analysing some of the data available to us to help ensure we are focussing on the right priorities.
- 4.4 The report comprises four key components:
- (i) An overarching and visionary strategy to tackle poverty in Peterborough by 2020 (appendix 1)
 - (ii) A report that analyses key data sets – this will be reviewed and refreshed annually to ensure we remain focussed on the right issues (appendix 2)
 - (iii) A plan showing the key projects that will be developed for 2013/14 to 2015/16 to begin to achieve our priorities (appendix 3)
 - (iv) A review of actions undertaken over the previous 18 months (appendix 4)

5. KEY ISSUES

- 5.1 Levels of poverty in Peterborough are above the national average. As a result of this, the accompanying strategy has identified six areas for priority focus:
- that no individual or family is financially excluded
 - that those most vulnerable and excluded play a full part in the community
 - that our city is a dynamic economic base of people with diverse skills working for a living wage
 - that the people of Peterborough are living healthy and resilient lives in decent homes
 - that children are enjoying their childhood and expressing their skills and potential in life
 - that our city is a place where business succeeds and places thrive
- 5.2 Alongside a series of statements of intent, the strategy sets out a number of very high level measures that will be used to identify, in broad terms, whether or not we are on target with achieving our aspirations. However, accompanying the strategy is a more detailed action plan, identifying actions beneath each of the six priorities identified above. This action plan will run for up to three years, and will evolve and change according to the evidence of need available to us.
- 5.3 This evidence of need has been initially identified through the accompanying data analysis. This document draws together a wide range of information and evidence to compare Peterborough's performance with other areas across a range of domains. This analysis of data will be a continuous process. We propose to hold live data on our existing systems so that it can be updated as frequently as it changes, enabling us to respond quickly to trends and issues. For example, if we see a spike in unemployment we will undertake some immediate work to better understand why this has happened before it becomes a longer term issue, allowing us the opportunity to put some mitigating actions in place.
- 5.4 It has also been important to identify and assess actions to tackle poverty in Peterborough delivered over the previous 18 months. A wide range of initiatives and interventions have been implemented, and it is important to take learning from these to build future resilience.

5.5 Alongside the work outlined above, the Council carried a motion in April 2013 as follows:

That this council:

1. Notes and welcomes the work that Peterborough City Council is currently undertaking with credit unions with the proposed new Peterborough Community Assistance Scheme which is being implemented to help families to deal with their debts and financial management issues. This scheme incorporates the expanded credit union facility, but also provides emergency welfare assistance where it is needed and longer term debt and money management advice
 2. Further supports the inclusion of employability and skills training as part of this service, and that it directly helps people into paid employment to reduce their reliance on the welfare state
 3. Supports the promotion of financial literacy training and will continue to ensure this is provided where it is needed
 4. Will continue to address the issue of illegal doorstep lending through the work of our trading standards service and in collaboration with our Police partners
 5. Notes and welcomes the UK-wide campaign to end 'legal loan sharking' and welcomes the establishment of Peterborough's new credit union shop at 3 Cattlemarket Road by the Rainbow Saver Anglia Credit Union
 6. Believes that unaffordable credit extracts wealth from the most deprived communities, and that the lack of access to affordable credit is socially and economically damaging with unaffordable credit causing a myriad of unwanted effects such as poorer diets, colder homes, rent, council tax and utility arrears, depression (which impacts on job seeking behaviour) and poor health
 7. Believes it is the responsibility of all levels of government to try to ensure affordable credit for all; and therefore
 8. Pledges to continue to use best practice to promote financial literacy and affordable lending to help to ensure that wealth stays in the local economy
 9. Pledges to encourage and promote credit unions in Peterborough, community-based co-operative organisations offering access to affordable credit and promoting saving to all members of the community
 10. Will work to make credit union payroll deduction facilities available to council staff to facilitate easy access to local credit unions and support saving for people in the area;
- and
11. Asks the Leader of the Council to write to the government to introduce caps on the total lending rates that can be charged for providing credit; and to give local authorities the power to veto licences for high street credit agencies where they could have negative economic or social impacts on communities and to outline the work that Peterborough City Council is already doing to address these issues.

5.6 This motion directly supports the work being done to tackle poverty in Peterborough and so actions to achieve it have been incorporated into the Tackling Poverty action plan.

6. IMPLICATIONS

- 6.1 There are likely to be a number of implications relating to or as a result of this work, including some that have a financial or legal impact. As the strategy and action plans develop these will be identified and appropriate measure put in place to deal with them.

7. CONSULTATION

- 7.1 The work to develop and deliver programmes to tackle poverty has been undertaken in close partnership between all council departments and with partners across the public and civil society sectors. Subject to approval by the Committee, the tackling poverty strategy and associated work will be taken forward and overseen by the Communities and Cohesion Board, which comprises wide ranging and senior representation from all sectors in Peterborough.

8. NEXT STEPS

- 8.1 If the recommendations are approved by the Committee, the cross-party working group will continue to work with officers to develop the strategy. This work will include the development of the project list into a series of in-depth action plans for each project.
- 8.2 Work is underway to broaden the scope of the existing Cohesion Board so that it focuses more fully on broader community issues and opportunities. The Cohesion Board has been in existence for a number of years, and has an excellent track record of understanding issues that affect cohesion amongst communities. By broadening its scope to include other factors that impact on communities, we will have a senior body able to hold officers and partners to account. We are proposing that the responsibility for overseeing and directing the work to tackle poverty rests with the new Communities and Cohesion Board, with some of the existing groups such as the Financial Inclusion Forum reporting into it.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

None

10. APPENDICES

Appendix 1: Draft strategy to tackle poverty in Peterborough by 2020

Appendix 2: Data analysis

Appendix 3: Key projects for 2013/14 to 2015/16

Appendix 4: Review of actions undertaken over the previous 18 months

APPENDIX 1

DRAFT – STRATEGY FOR TACKLING POVERTY IN PETERBOROUGH BY 2020

INTRODUCTION

Britain has some of the highest levels of child poverty in the industrialised world. It is estimated that some 3.5 million children and young people in the UK live in relative poverty (defined as living in households with an income of 60% or less of the median household income). This figure has increased from an estimated 2.9 million as of 2009, and is estimated by some to be likely to increase by a further 400,000 over the next 12 months.

The Child Poverty Act 2010 sets challenging UK-wide targets to be met by 2020. These targets are to:

- reduce the number of children who live in families with income below 60% of the median to less than 10%
- reduce the proportion of children who live below an income threshold fixed in real terms to less than 5 per cent.

Ending child and family poverty requires concerted, coordinated leadership and action across the whole range of local services, and the Act places a duty on all local authorities and their partners to cooperate to tackle child poverty in their area. They are required to prepare and publish a local needs assessment and also to prepare a joint local child poverty strategy.

This Child and Family Poverty Strategy sets out our goals for ensuring that all our children and families can achieve their full potential, and describes the steps we will take to achieve them. Our services will work to narrow the gap in outcomes between the most and least disadvantaged groups and help to remove barriers to employment and training.

Despite the challenges we face, Peterborough is not at the bottom of the ladder. We want to identify where we are and move upwards. We want to target those areas and individuals in most need to join us on that journey, and provide resilience to prevent other households from slipping down.

We have a plan which will deal with the immediate effects of destitution capturing those most vulnerable at the earliest opportunities possible. There will be someone somewhere in every community that people in need can turn to. There will be hope for the most desperate, success for the underprivileged and opportunities to improve for all. We will encourage everyone to recognise that tackling poverty is fundamental to ensuring Peterborough thrives. And we recognise that for the people of Peterborough to prosper everyone has a role to play.

This strategy sets out the areas that we need to focus on to ensure we can monitor and evaluate the success of the work being undertaken in Peterborough to tackle poverty.

Accompanying the strategy is:

- a needs assessment which will be updated annually to ensure we are focussing on the right priorities at the right time
- a project plan which sets out what we'll do to achieve our targets

1. WHAT IS POVERTY?

The definition that is most commonly used for poverty is the proportion of households who have an equivalised household income that is less than 60% of the median household equivalised income.

An equivalised income takes household size into account: larger households obviously need a bigger income to maintain the same standard of living than smaller ones. Equivalisation also enables comparisons to be made between different areas. Household income includes all salaries and benefits before outgoings such as housing costs. Because the most commonly used measure of poverty is a relative one, the proportion of households living in poverty by this definition falls when median income levels fall. This meant that there was a fall in the proportion of households living in poverty in the year 2010/11 compared with 2009/10 according to this measure. However, further analysis shows that this was because there was a fall in the median income between these years as a result of broader economic factors, as opposed to an increase in income among the poorest groups. For this reason, some prefer measures of absolute poverty, such as that defined within the Child Poverty Act 2010 which set a level of 60% of median income as at April 2010, adjusted annually for inflation.

To further complicate matters, poverty is often expressed as two relative indicators – one before housing costs and one after housing costs are taken into account. Taking the numbers of children in poverty in 2010/11 using figures for the Department of Work and Pensions, 2.3 million children were living in poverty (i.e. in households with an income of less than 60% of the median income) before housing costs are taken into account, and 3.6 million were living in poverty after housing costs were taken into account.

Measures of the numbers of households affected by poverty within published statistics also vary. The Department for Work and Pensions publishes estimates of the proportion of children living in poverty by local authority based on proxy indicators (mainly the proportion of workless households), while Her Majesty's Revenue and Customs publishes data at lower super output and ward level that estimates proportions of children and young people living in households affected by poverty based on claimants of Income Support, Child Tax Credit and Working Tax Credit.

Finally, a number of researchers point to a need to differentiate between short term poverty and sustained or persistent poverty. This is because many households will experience temporary periods of poverty without these having a long term impact on the health of children and young people. It is households that experience persistent poverty where outcomes for children and young people are likely to be most significantly affected.

2. WHAT DO WE KNOW ABOUT POVERTY IN PETERBOROUGH?

At time of writing:

- Peterborough is ranked 71st most deprived local authority district out of a total of 326 nationally
- Nearly 36% of Peterborough's Lower Super Output Areas are in the most deprived 20% nationally, with one featuring in the bottom 4% nationally
- Compared to the rest of the country, Peterborough's total median wage is only slightly below the national average of £21,884
- Whilst numbers of job vacancies have risen, there has been an increase in Job Seeker Allowance claimants
- The available jobs do not match the skills available from a majority of our unemployed citizens
- Child poverty at 24% is significantly higher than the national average of 18%
- Life expectancy in Peterborough is significantly lower than the UK average
- 11,256 households (15.6%) live in fuel poverty, although this is slightly below the national average of 16.1%

3. WHAT FUTURE FOR PETERBOROUGH?

We have set a challenging vision for Peterborough to meet Government targets for tackling poverty by 2020. We'll know when we've achieved this when:

- No individual or family is financially excluded

Measurement:

- (i) Child poverty targets in Peterborough meet the national targets as defined by the Government

Current baseline: 24%

- (ii) The percentage of people without a current bank account is reduced by XX%

Current baseline: XX%

- (iii) Take up of welfare benefits amongst those who are eligible is increased by XX%

Current baseline: XX%

- Our city is a dynamic economic base of people with diverse skills working for a living wage¹

Measurement:

- (iv) The percentage of working age people earning a living wage as defined nationally is increased by XX%

Current baseline: XX%

- (v) The percentage of working age people in Peterborough that achieve an accredited qualification is increased by XX%

Current baseline: XX%

- (vi) The percentage of people sustaining continuous employment for 13 weeks or more is increased by XX%

Current baseline: XX%

- Those most vulnerable and excluded play a full part in the community

Measurement:

- (vii) The percentage of people participating in regular volunteering is increased by XX%

Current baseline: XX%

- (viii) <Other measures to be identified by the working group>

¹ Defined as being a wage sufficient for people to live free from poverty

- The people of Peterborough are living healthy and resilient lives in decent homes

Measurement:

(ix) The average life expectancy for males is increased by XX years, and for females by XX years

Current baseline: XX%

(x) The percentage of people living in non-decent homes, as defined by national legislation is reduced by XX%

Current baseline: XX%

- Children are enjoying their childhood and expressing their skills and potential in life

Measurement:

(xi) <Measures to be identified by the working group>

Current baseline: XX%

- Our city is a place where business succeeds and communities thrive

Measurement:

(xii) The percentage of new business start-ups still running after 12 months is increased by XX%

Current baseline: XX%

(xiii) <Other measures to be identified by the working group>

Each one of these measures forms the basis for our priority actions over the next 3 years, and more details about what will be done for each of these priorities is set out over the next few pages.

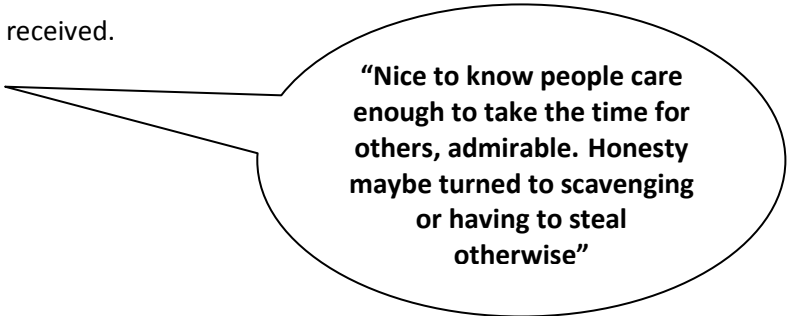
PRIORITY 1: NO INDIVIDUAL OR FAMILY IS FINANCIALLY EXCLUDED

To prevent destitution and poverty we will maximise income, reduce debt and intervene for those in emergency situations. Through the Peterborough Community Assistance Scheme we will provide:

- Peterborough's first **Credit Union Banking** facility which will provide savings and bank accounts, loans, prepaid cards, financial and budgeting advice and money management training
- A unique **Specialist Advice Network** providing quality accredited advice to those in need. This service will ensure that high standards of welfare information, advice and guidance are provided across the City to help maximise income and reduce debt. A training programme will be delivered to frontline staff and volunteers working in local communities with residents in need
- A **Basic Needs Service** which will ensure that residents in crisis without essential provisions, will be offered the opportunity to obtain good quality furniture, clothing, toys, recycled paint and household items donated by members of the public
- A **Citywide Foodbank** which will provide food to those most vulnerable ensuring that no-one in Peterborough will go hungry

The Welfare System will be promoted as an entitlement for eligible citizens. The Child Poverty Action Group describe how social security can be seen as a way of helping people reduce the stigma of poverty, providing enough for people to participate in society without being reduced to charity. The increase in benefit income for those eligible will help us to inflate the economy in Peterborough to benefit all. We will also raise awareness of benefit entitlement, including health care, free school meals and fuel poverty initiatives. Ensuring a seamless path from benefits to employment, we will engage with the Chamber of Commerce, the Side by Side programme (Peterborough's corporate social responsibility network), employment taster programmes and skills development courses.

We will broaden the range of people with knowledge on benefit entitlements, from local parish councillors to health workers and community champions. People will improve their circumstances and be budgeting successfully as a result of money management advice received.



“Nice to know people care enough to take the time for others, admirable. Honesty maybe turned to scavenging or having to steal otherwise”

PRIORITY 2: THE CITY AS A DYNAMIC ECONOMIC BASE OF PEOPLE WITH DIVERSE SKILLS WORKING FOR A LIVING WAGE

Prosperity in Peterborough will be achieved through understanding and cultivating the diverse talents we have in Peterborough. We will ensure training courses are provided that meet the needs of our communities and businesses, English classes, and support for business start-ups. We will work with the business sector to provide volunteering and training opportunities, providing inspiration, aspiration and a belief that it's possible to achieve.

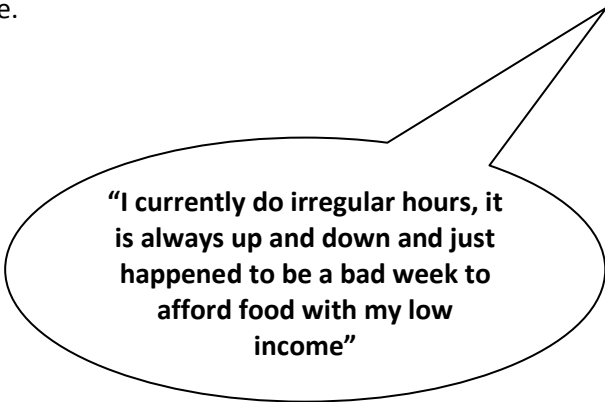
Whether somebody is taking a job for the first time, moving employment, starting or developing a business, we will provide advice and assistance throughout their journey in partnership with Opportunity Peterborough and the wealth of expertise amongst our partners.

Our Adult Education College is providing a wide range of apprenticeships for adults, volunteering qualifications, teacher training and distance learning so that those with mobility issues or in rural areas have opportunities to succeed.

Businesses will be encouraged to give people a chance to experience work through volunteering and day, week or month placements

Every individual that wants to volunteer will be given a chance to participate in activities that increase their potential, skills and confidence.

We will work with the national Living Wage programme to promote this concept amongst employers in Peterborough, on the basis that it will help to eradicate poverty, that it is good for business and good for society as whole.



"I currently do irregular hours, it is always up and down and just happened to be a bad week to afford food with my low income"

PRIORITY 3: A CITY WHERE THOSE MOST VULNERABLE AND EXCLUDED PLAY A FULL PART IN THE COMMUNITY

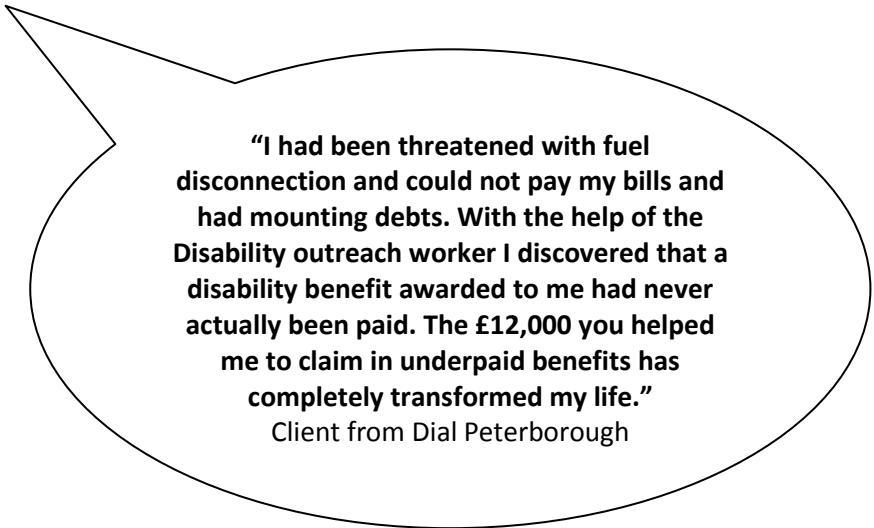
To make sure no-one is left behind we will create environments in which anybody from any background can get involved. We will work to improve accessibility for disabled groups linking our work into the Inspire Peterborough programme, increase opportunities for those underrepresented on school governing bodies, local forums and partnership structures.

We will promote local champions to act as first points of contact within neighbourhoods, able to support initiatives and projects that build community capacity and provide support to people who need it. We will provide specialist advice and advocacy volunteering opportunities, making sure that people with additional needs are best supported.

Through our work across the City we will develop more opportunities to engage with people. These relationships will allow us to improve our services, ensuring they are accessible and appropriate. We will encourage disabled people to be involved in initiatives to improve our transport systems and buildings through the Disability Forum. We will encourage people to become more involved in the future success of our City. We will listen to the views of *all* communities and will ensure that our consultation, engagement, service design and service delivery is cognisant of the various characteristics that are protected by the Equalities Act. We want to ensure that everyone has the opportunity to participate in the success of the City.

We will seek out those agencies and individuals who prey on vulnerable people through illegal money lending, rogue trading, provision of unethical advice and housing and employment exploitation. We will also provide training that's accessible and appropriate for our communities. We will engage with our learners in Peterborough to join friendship clubs and support networks.

People from every community will be able to say that standards of service are improving and that we are all making a difference to improve lives.



PRIORITY 4: A CITY OF PEOPLE LIVING HEALTHY AND RESILIENT LIVES IN DECENT HOMES

We will understand how to improve health for our communities. We will deliver new programmes that meet the needs of the diverse groups we have in Peterborough and build on what works. We will make our programmes flexible to change and strong enough to support those most in need. Residents will feel the benefits of collective efficacy and become strong and impervious to challenging times. Our residents will live in decent, suitable homes free from overcrowding, hazardous levels of disrepair and expensive fuel bills.

The Marmot Review: Fairer Society, Healthy Lives (2010) states that reducing health inequalities is a matter of fairness and social justice. The six objectives required to deliver this are all related to the work of this strategy:

- Giving every child the best start in life
- Enabling all children, young people and adults to maximise their capabilities and have control over their lives
- Creating fair employment and good work for all
- Ensuring a healthy standard of living for all
- Creating and developing sustainable places and communities
- Strengthening the role and impact of ill health prevention

We are working with young people from local schools, academies and youth provision services to identify volunteer Community Health Champions. They are trained to work at a local level with young people to undertake ill health prevention work, building confidence in themselves and those they work with. These individuals will also undertake training in understanding the causes and solutions for young people and families living in Poverty.

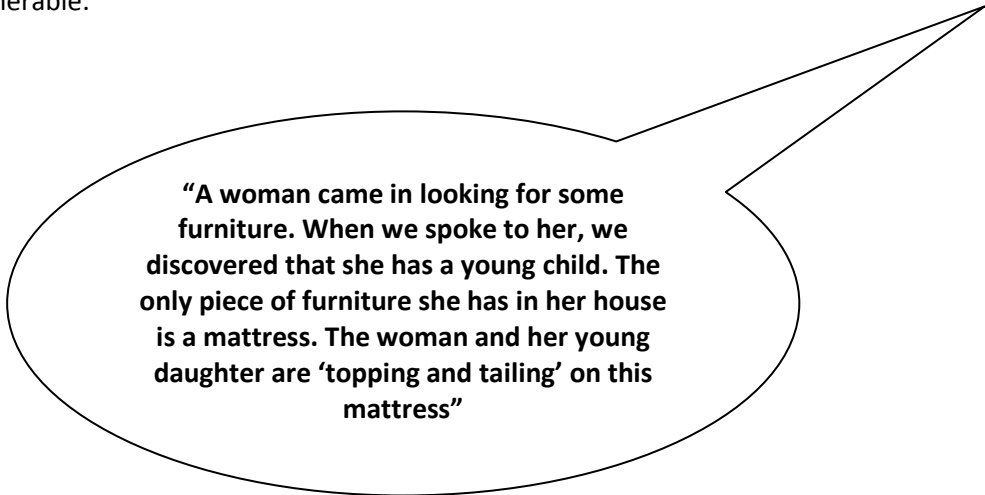
A further group of Health Champions includes adults working in local communities and staff from various organisations across the City who are volunteering their time to improve health outcomes for communities. This work involves identifying people who may be affected by welfare reform and poverty in general, so that preventative measures including signposting for welfare entitlements, debt assistance and crisis intervention can be undertaken by local trusted people in the community.

The Joseph Rowntree Foundation recognises that people's housing circumstances – tenure, costs, quality and location – can all have an impact on people's disposable income, their quality of life and their wellbeing.

We will look at what role housing in Peterborough could play in alleviating poverty or providing a route out of poverty. We will ask landlords, housing providers and sheltered schemes how they can support us to address poverty in Peterborough through their work and businesses.

We have produced the first Peterborough Suicide Prevention Strategy and we will ensure that all partners across the City are signed up to it.

Residents in every part of the community and every ward are willing and able to assist their neighbours through befriending schemes. Pathways exist to support those most vulnerable and those wishing to help the most vulnerable.



“A woman came in looking for some furniture. When we spoke to her, we discovered that she has a young child. The only piece of furniture she has in her house is a mattress. The woman and her young daughter are ‘topping and tailing’ on this mattress”

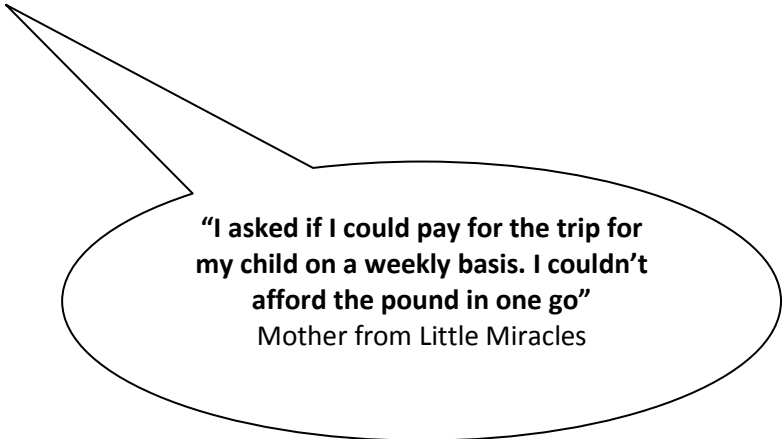
PRIORITY 5: A CITY WHERE CHILDREN ENJOY THEIR CHILDHOOD AND EXPRESS THEIR SKILLS AND POTENTIAL IN LIFE

To give our children the best chance for success and reaching their potential we will invest in the early years so that children make the best start in life, are free from the impact of domestic violence and poor parenting, and are able to access learning. Children will have the emotional and learning skills to make progress and move through statutory schooling with a positive attitude. Ultimately we will support children and young people to have the necessary skills to access sustainable employment, whether at the end of statutory schooling or after a period of further and higher education.

Peterborough has a fast growing child population, much of which has been ascribed to migration of people from Eastern Europe. Over 90 different languages are spoken in our schools.

In areas of deprivation we are more likely to have families with multiple needs and children and young people in need of protection, and compared with statistical neighbours Peterborough has a very high proportion of pupils having mild or moderate learning needs and children with disabilities.

We will continue to deliver better, more positive and more sustainable outcomes for families who participate in our Connecting Families programme, and we will harness the collective potential and resource of all our partners to make joined-up decisions about service design and delivery affecting children, young people and families.



"I asked if I could pay for the trip for my child on a weekly basis. I couldn't afford the pound in one go"
Mother from Little Miracles

PRIORITY 6: A CITY WHERE BUSINESSES SUCCEED AND PLACES THRIVE

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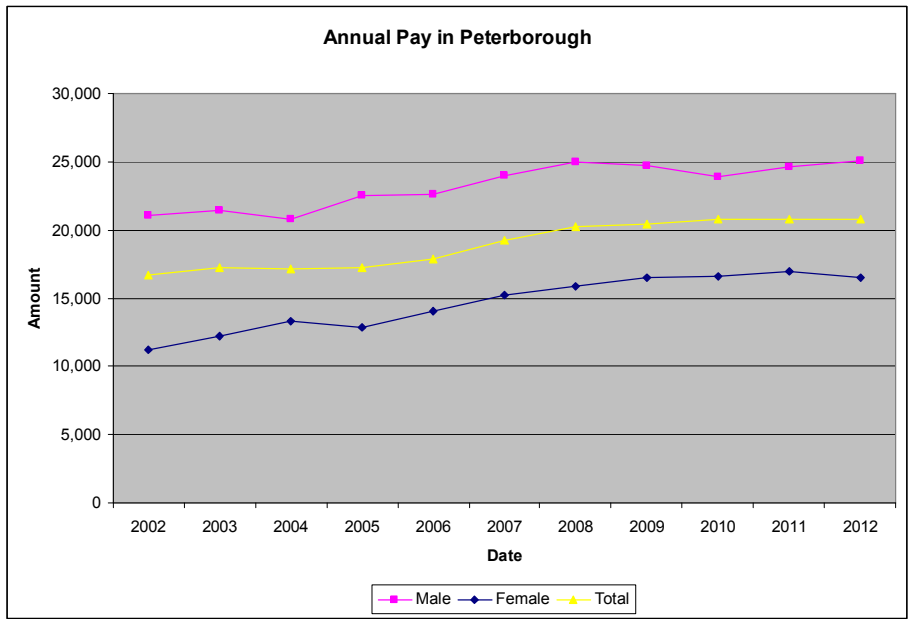
APPENDIX 2

PETERBOROUGH POVERTY STRATEGY: DATA ANALYSIS 2013/14

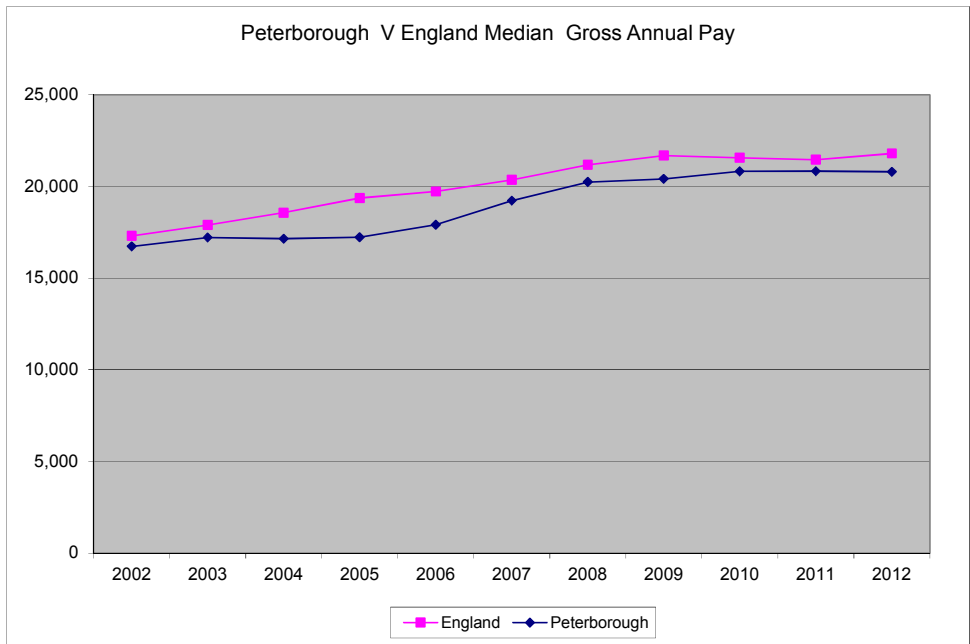
This analysis uses a range of data and information to help compare performance in Peterborough with other areas and/or against national averages.

1. Income

The median annual wage in Peterborough is as shown below. This shows that although the male wage is rising, the female wage is declining. This could be related to an increasing amount of women claiming JSA.



Peterborough's total median wage when compared to the rest of the country shows that Peterborough is only slightly below the average wage of £21,884.



2. Gross disposable Household Income

Gross disposable household income (GDHI) is the amount of money that individuals have left to spend after deductions such as taxation, property and social contributions. The Office for National Statistics published the latest data for the UK in April 2013. It is important to note that this data is not adjusted for inflation.

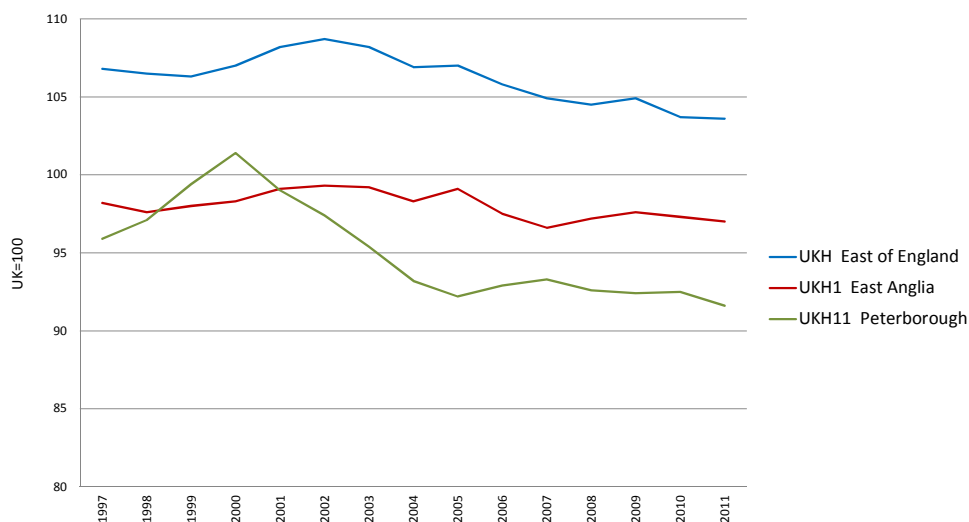
GDHI Household Income per head Index key findings:

- Peterborough's GDHI per head is 8% lower than the UK average having declined by 1% from 2010 to 2011
- Peterborough is 8th of 11 local authorities in the East of England.
- Peterborough was ranked 77th of 139 local authorities nationally.

Gross Disposable Household Income per head index															UK=100
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
UKH East of England	107	107	106	107	108	109	108	107	107	106	105	105	105	104	104
UKH1 East Anglia	98	98	98	98	99	99	99	98	99	98	97	97	98	97	97
UKH11 Peterborough	96	97	99	101	99	97	95	93	92	93	93	93	92	93	92

Year on year % growth														
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
UKH East of England	-0.3%	-0.2%	0.7%	1.1%	0.5%	-0.5%	-1.2%	0.1%	-1.1%	-0.9%	-0.4%	0.4%	-1.1%	-0.1%
UKH1 East Anglia	-0.6%	0.4%	0.3%	0.8%	0.2%	-0.1%	-0.9%	0.8%	-1.6%	-0.9%	0.6%	0.4%	-0.3%	-0.3%
UKH11 Peterborough	1.3%	2.4%	2.0%	-2.4%	-1.6%	-2.1%	-2.3%	-1.1%	0.8%	0.4%	-0.8%	-0.2%	0.1%	-1.0%

Gross Disposable Household Income per head index



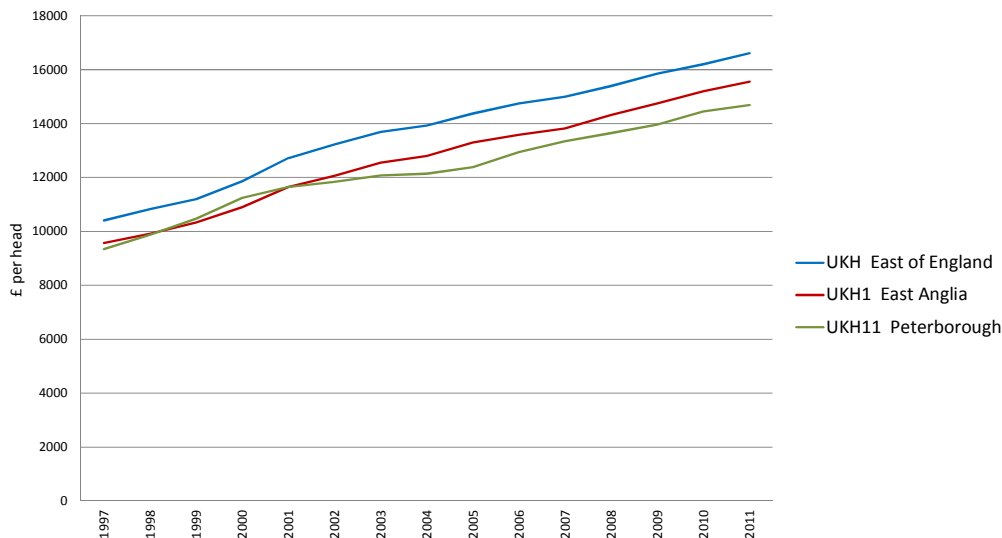
GDHI Income per head

However, as the following table and graph demonstrate, Peterborough's disposable income per head continued increasing during recent years, albeit at a slower rate than the regional and national comparators.

Gross Disposable Household Income per head														£ per head	
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
UKH East of England	10406	10825	11200	11863	12724	13221	13688	13928	14370	14742	15001	15391	15850	16196	16608
UKH1 East Anglia	9572	9916	10333	10901	11652	12067	12549	12805	13303	13586	13815	14322	14742	15197	15557
UKH11 Peterborough	9344	9875	10479	11244	11643	11837	12077	12140	12385	12940	13341	13650	13957	14445	14683

Year on year % growth														
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
UKH East of England	4.0%	3.5%	5.9%	7.3%	3.9%	3.5%	1.8%	3.2%	2.6%	1.8%	2.6%	3.0%	2.2%	2.5%
UKH1 East Anglia	3.6%	4.2%	5.5%	6.9%	3.6%	4.0%	2.0%	3.9%	2.1%	1.7%	3.7%	2.9%	3.1%	2.4%
UKH11 Peterborough	5.7%	6.1%	7.3%	3.5%	1.7%	2.0%	0.5%	2.0%	4.5%	3.1%	2.3%	2.2%	3.5%	1.6%

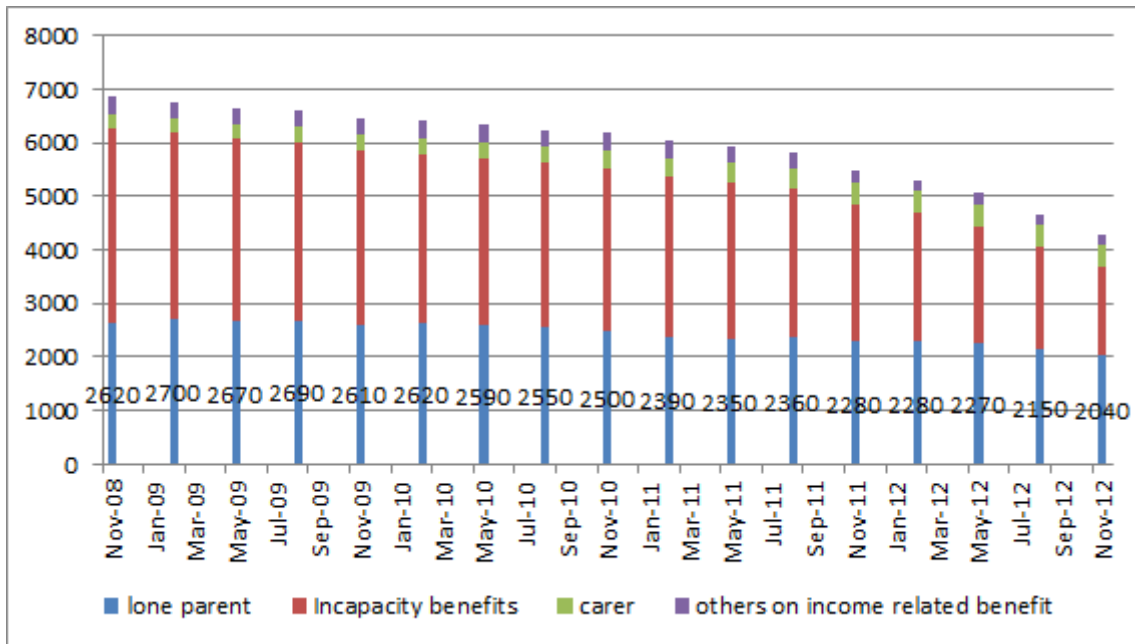
Gross Disposable Household Income per head



3. Income support

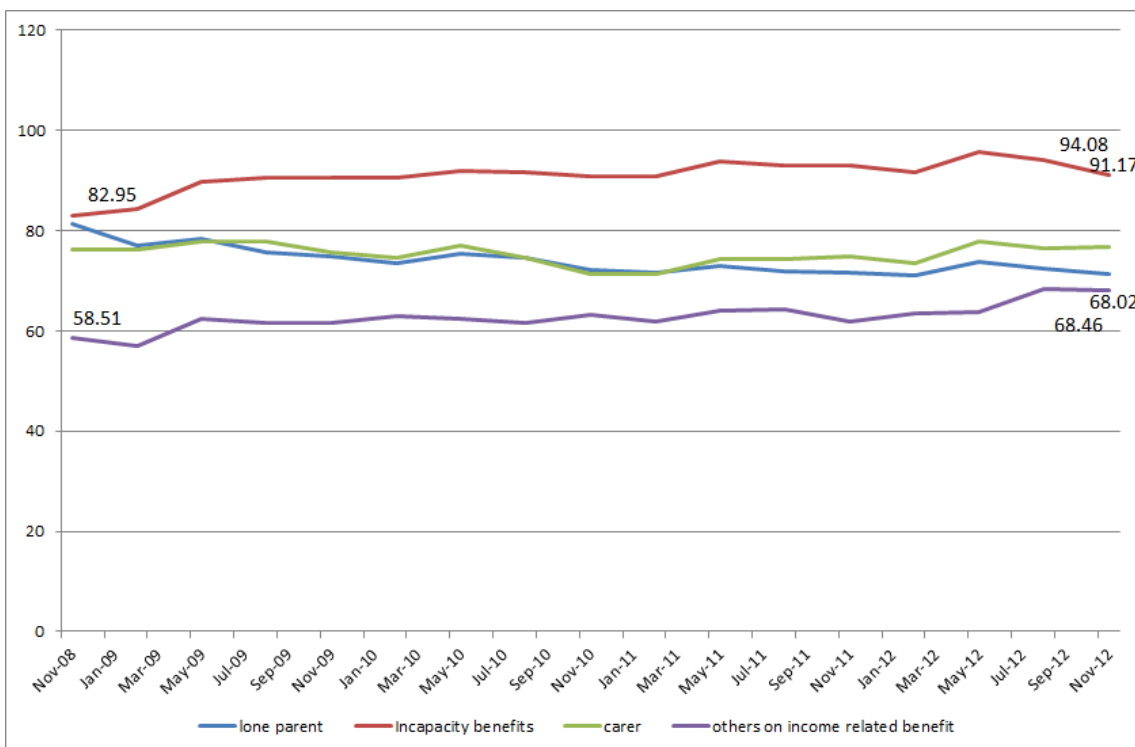
NOMIS provides information on the number of people as well as the amount in £ who are in receipt of Income Support. Income Support is an income-related means-tested benefit for people who are on a low income. Claimants must be between 16 and state pension age, work fewer than 16 hours per week and have a reason why they are not actively seeking work (this is usually on the grounds of illness, disability, or caring for someone who is either a child or ill).

Four years' worth of quarterly data has been analysed for Peterborough ranging from November 2008 to November 2012 (latest available). This demonstrated that the total number of recipients has reduced by some considerable numbers, though it is important to consider that these individuals are likely to now be in receipt of Job Seekers Allowance, which has noticed a sharp increase in 2008. The chart below shows the breakdown of Income support recipients within Peterborough.



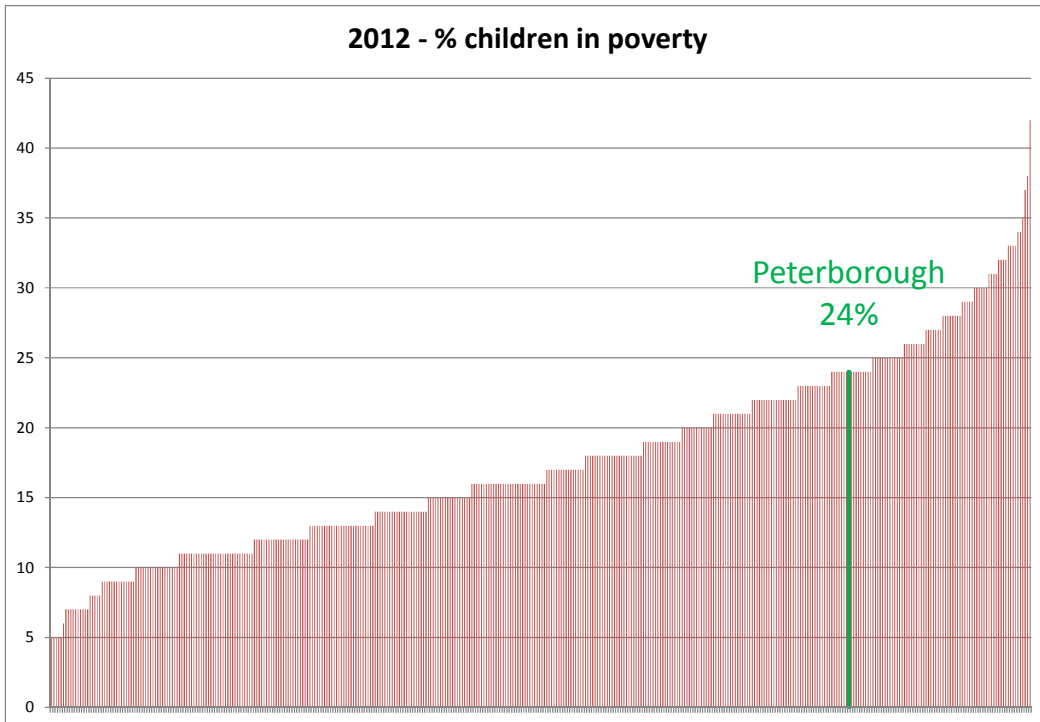
Over the four year period, there has been a reduction from a high in January 2009 of 2700 lone parents claiming Income support, to 2040 by November 2012, a reduction of nearly 30%, thus demonstrating that lone parents (with children under 5 years old) are making their way back into, or seeking employment. The number of Incapacity benefits recipients has also seen a significant reduction over this four year period – 3640 down to 1630, a reduction of over 50%.

When the average weekly amount of Income Support is considered, there are again some noticeable changes, the average weekly amount received for people claiming incapacity benefits increased from £82.95 in November 2008 to £91.17 in November 2012 (the national average received during November 2012 was £84.50), with a high of £95.70 observed in May 2012. This demonstrates that those receiving incapacity benefits are generally getting worse off and have to be supplemented by higher levels of income support.

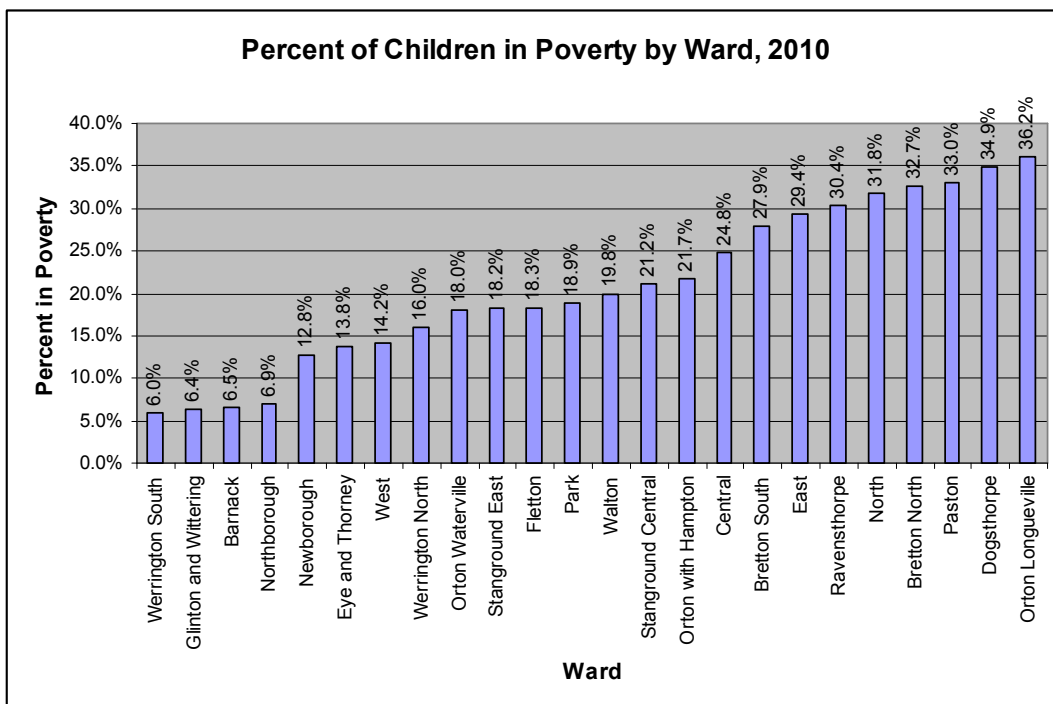


4. Child Poverty

Child poverty is relatively high in Peterborough. Data available from 2012 shows that over 11,000 children within the city are classed as living in child poverty, this equates to nearly a quarter of all children who live in Peterborough, which is higher than the national rate of nearly 18% as shown in the chart below. Nine of the 24 wards which make up the city have rates higher than the Peterborough average. Unsurprisingly, these areas show similarities with the areas of general deprivation across the city.

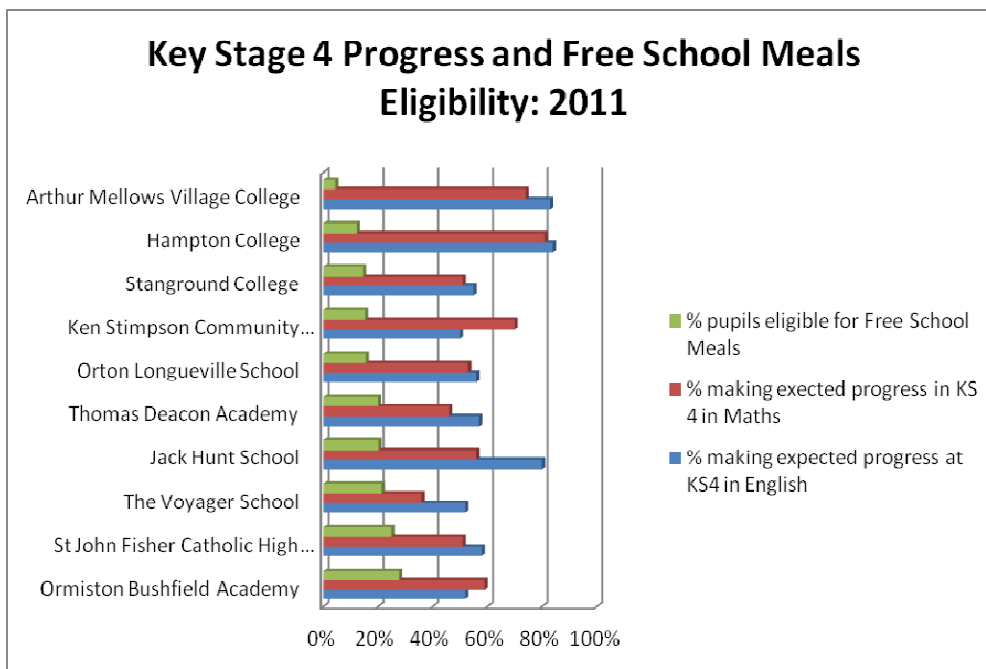


The percentage of children in poverty in Peterborough is listed below by ward. “Children” here is defined as under 16; the other range of data available includes under 20s, some of which are able to receive benefits and has therefore been excluded.



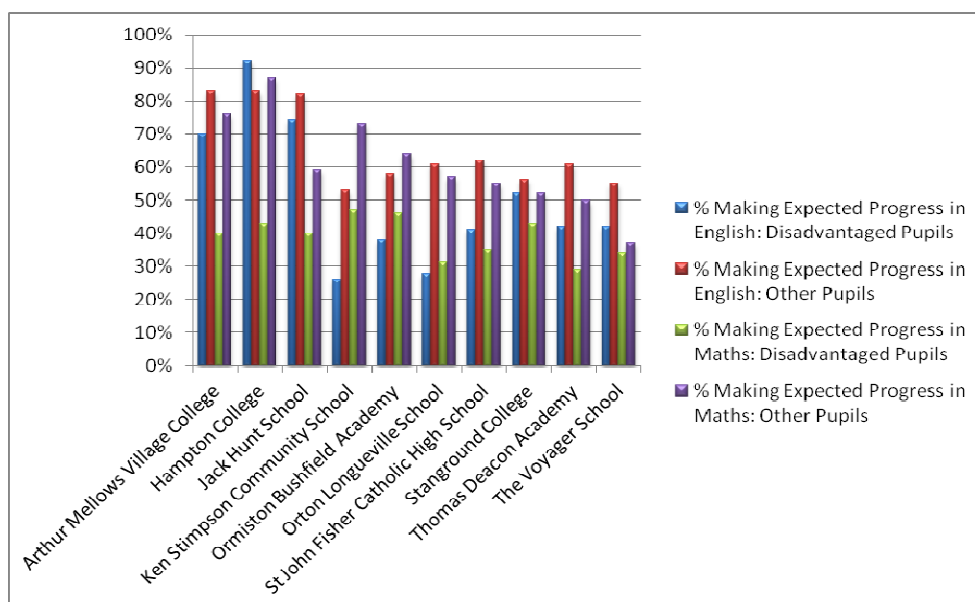
The city can be defined as essentially three bands: band 1, the first four wards of Werrington South to Northborough; band 2, the next eleven of Newborough to Orton with Hampton; and band 3, the next nine of Central to Orton Longueville.

The following chart compares expected progress at Key Stage 4 in English and Mathematics with the proportion of pupils eligible for free school meals in the city's secondary schools (schools are omitted where no data is available).



The graph demonstrates that expected progress is lower in schools where there are higher proportions of pupils eligible for free school meals.

The chart below indicates the relative progress made by disadvantaged pupils compared to other, non-disadvantaged pupils, again in 2011 at Key Stage 4.



5. Deprivation

The Indices of Multiple deprivation 2010 are a national measure of deprivation levels and is a good indication of poverty across the country. Peterborough is ranked the 71st most deprived local authority district out of 326 nationally. Peterborough is among 17.2% most deprived local authority districts in England in terms of a proportion of a local authority district's population living in the most deprived LSOAs (Lower Super Output Areas) in the country. Nearly 36% of Peterborough's LSOAs were in the most deprived 20% nationally (37 out of 104 LSOAs in Peterborough in total), with one LSOA featuring in the bottom 4% nationally.

Two particular IMD sub domains of interest are the scores and ranking for Income Deprivation Affecting Children (IDACI) and Income Deprivation Affecting Old People (IDAOPI). Within both of these domains, the LSOA average for Peterborough ranks 12,507th and 13,827th respectively out of the 32,482 national LSOAs, thus demonstrating that the city as a whole features in the bottom half of the country, with clear pockets within the city where the rate could be deemed as severely worse.

Experian Rankings

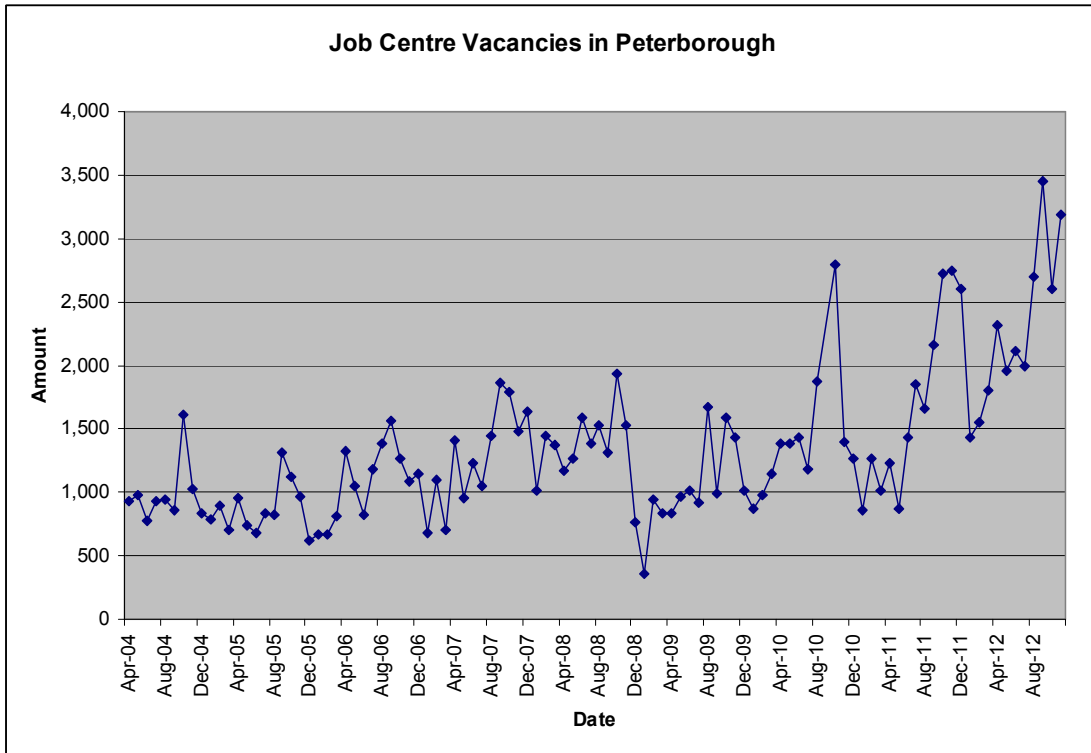
Credit reference company Experian, aside from supplying information to credit card companies and banks, also provides data for the public sector. It ranks every local authority by a set of key poverty indicators. A key input for most of these indicators is MOSAIC Public Sector which contains over 400 data variables.

Peterborough's rank (with 1 being the worst or most likely and 326 being the best or least likely) compared to the other local authorities is as follows.

- Greatest likelihood to contain those in current poverty = **68th**
- Greatest likelihood to contain those who may fall into poverty in the short to medium term = **58th**
- Greatest likelihood to contain those who may fall into poverty in the Longer Term Future = **65th**
- Greatest likelihood to contain households whose income is less than 60% of the median = **85th**
- Likelihood for the presence of households at risk of long term unemployment = **58th**
- Likelihood for the households at greater risk of experiencing child poverty = **80th**
- Greatest likelihood to contain households at risk of financial exclusion = **54th**
- Greatest likelihood to contain households at risk of chronic obstructive pulmonary disease = **71st**

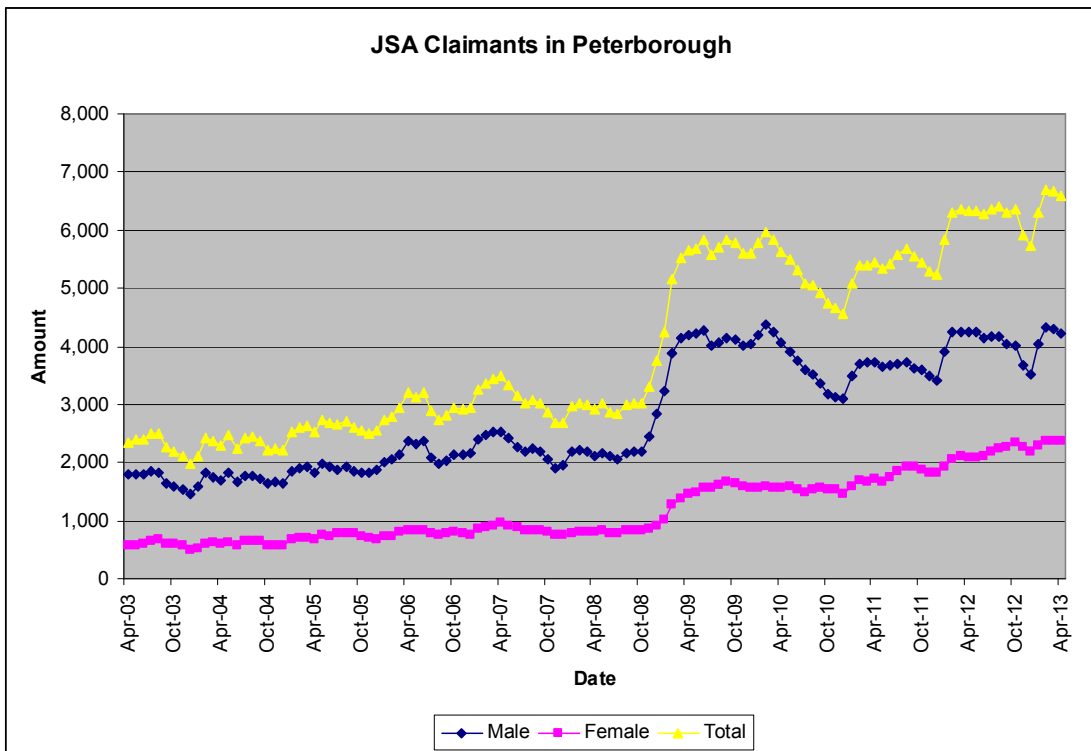
6. Employment, Education and Skills.

The total number of Job Centre vacancies in Peterborough is as follows.

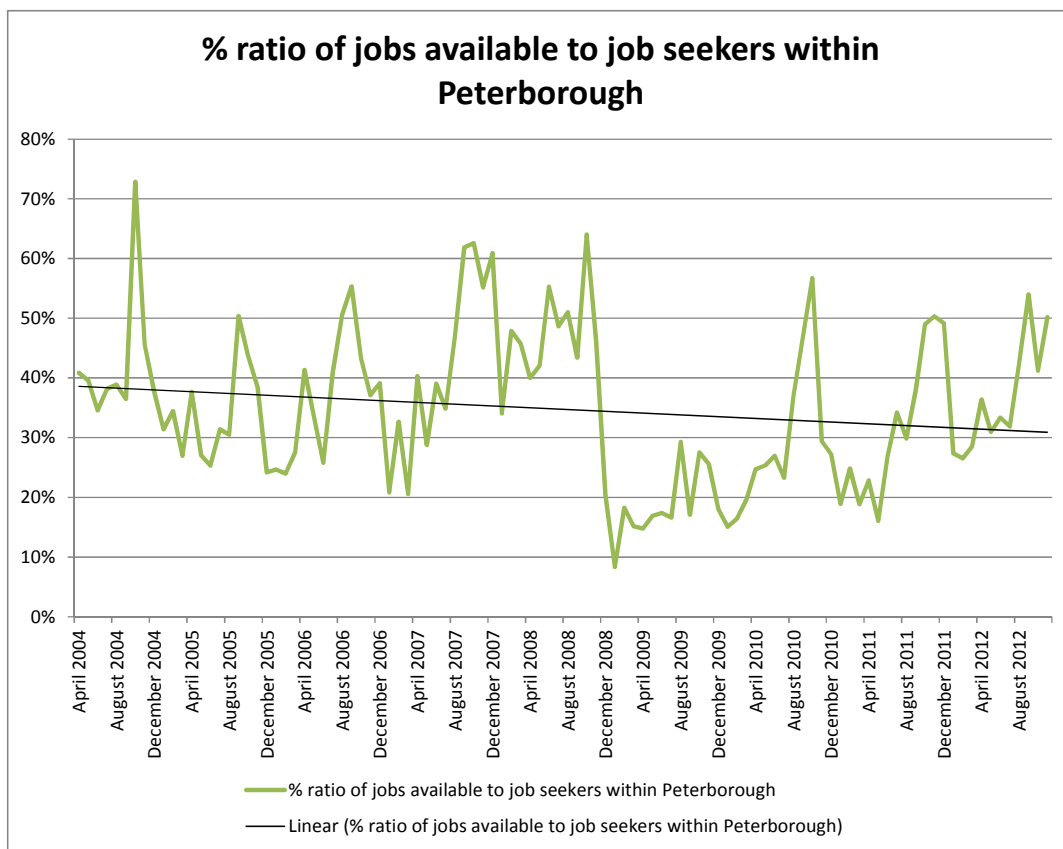


The latest month available, that of November 2012, had the second highest number of vacancies (3,190) with September 2012 as the highest (3,455).

However the greater availability of vacancies has not resulted in a decline in JSA claimants as can be demonstrated by the graph below.



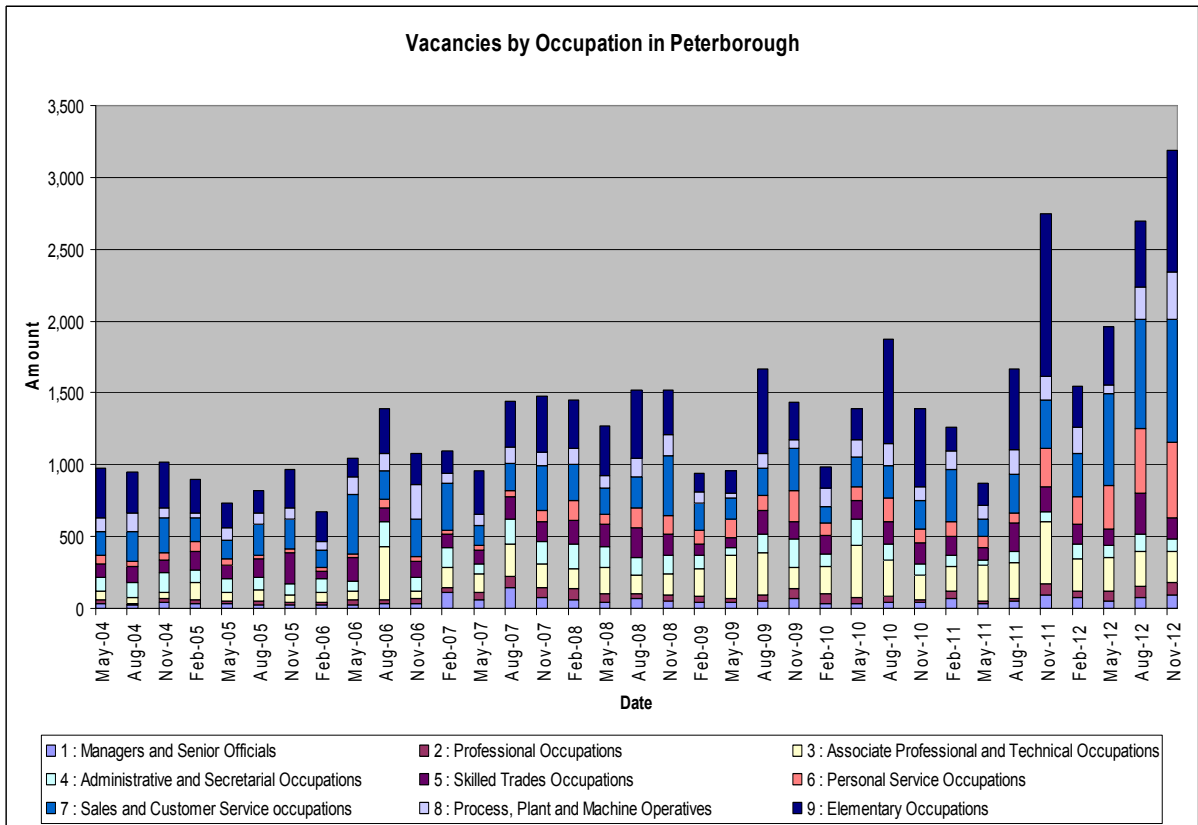
This graph also demonstrates that the proportion of male claimants is falling while female claimants are rising. In April 2013 64% of claimants were male while 36% were female; in April 2010 72.4% of claimants were male while 27.6% were female.



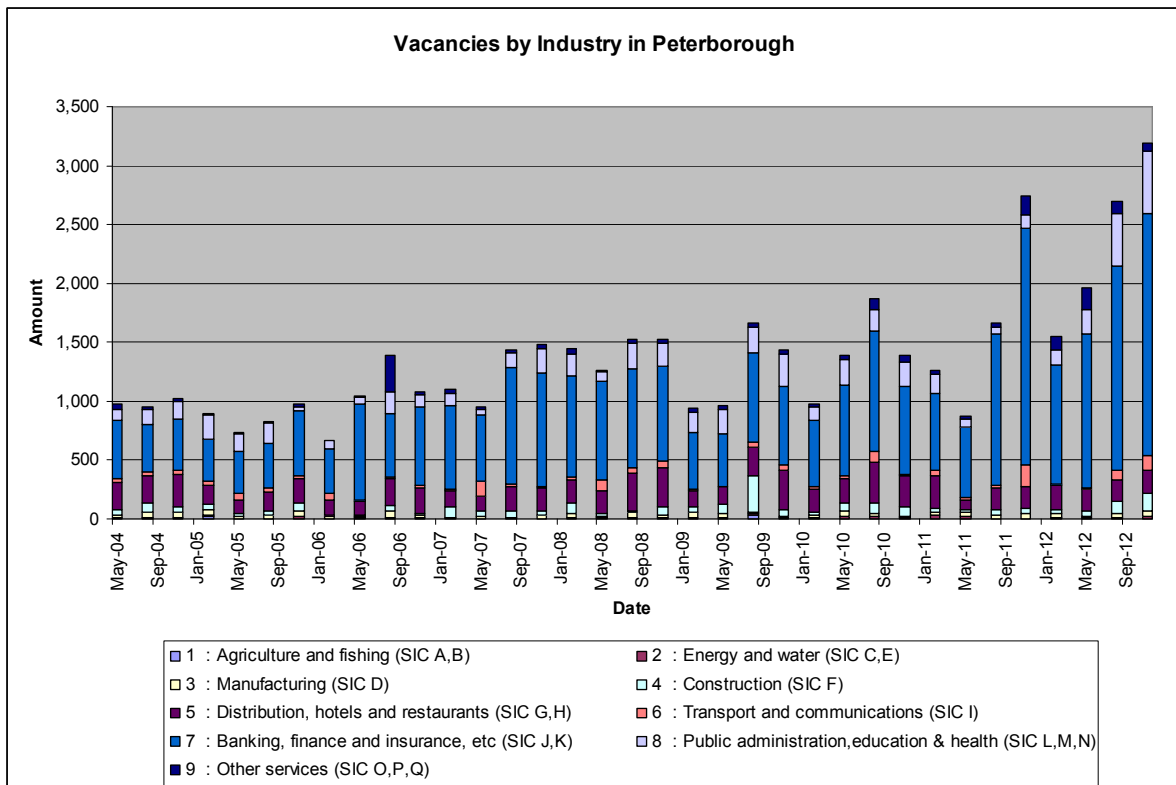
The ratio of job availability within the city as a comparison to the volume of JSA claimants has shown a general downward trajectory from 2004 to 2012, with the most noticeable peaks being observed consistently around October of each year, thus demonstrating that there is an increase in jobs available for seasonal winter work. It could be assumed that residents have a higher chance of being out of work between spring and summer where income related poverty could be most noticeable.

If a more recent time period of April 2009 to November 2012 is utilised, the average % ratio of jobs available to claimants is 29%, though this has seen a general year on year increase meaning that there is a better chance now of acquiring a job than there was in previous years. However, if the skills of the job seekers do not match the required skill sets for the available jobs, this gap will struggle to close further.

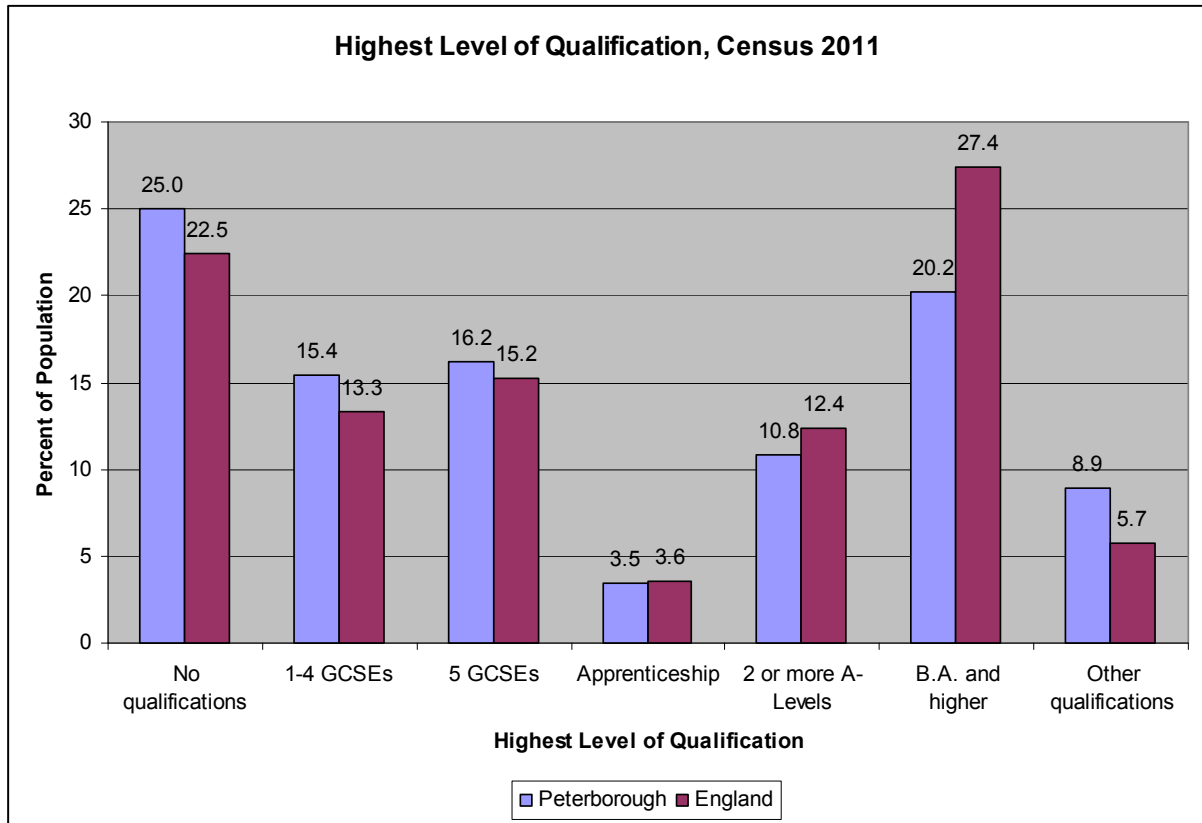
The paradox of greater job vacancies and an increase in JSA claims could be due to the types of jobs being made available. Although the number of elementary occupational places has increased, sales and customer services and personal service occupations are the two sectors that are primarily responsible for the growth in numbers.



This is demonstrated further by the following corresponding graph recording vacancies by industry. Banking, finance and insurance comprise the clear and growing majority.



Ultimately the type of jobs available may not correspond to the educational level of those seeking jobs.



Data recorded at the last census clearly shows that proportionally, Peterborough is educationally poor when compared to England. This could exclude many native jobseekers from the aforementioned banking, finance and insurance jobs that are consistently the most prevalent.

Labour Market

Peterborough’s economic activity rate at 72.3% is just above the national and regional rates (69.9% England and 71.6% East of England) and accounts for 95,646 Peterborough residents aged 16-74.

In Peterborough, of the persons aged 16-74:

- 42.9% were employed in full-time work – higher than the national rate (38.6%) and regional rate (40.0%)
- 14.1% were employed in Part-time work – higher than the national rate (13.7%), but lower than the regional rate (14.3%)
- 7.6% were self-employed – lower than the national rate (9.8%) and regional rate (10.5%)
- 5.1% were unemployed – higher than the national rate (4.4%) and regional rate (3.8%)
- 2.7% were economically active full time students – lower than the national rate (3.4%) and regional rate (3.0%)

Economically inactive persons comprised:

- 3.9% full-time students – proportionally fewer than the national rate (5.8%) and regional rate (4.6%)

- 5.5% who were looking after home/family – proportionally greater than the national rate (4.4%) and regional rate (4.5%)
- 11.6% who were retired – proportionally fewer than the national rate (13.7%) and regional rate (14.4%)
- 4.1% who were long-term sick/disabled – proportionally greater than the national rate (4.0%) and regional rate (3.1%)
- 2.6% who were described as 'other economically inactive' – proportionally greater than the national rate of 2.2% and regional rate of 1.8%)

Peterborough is ranked amongst the top 10% (26th out of 348) of local authorities in England and Wales for the proportion of usual residents aged 16-74 who were economically inactive looking after home/family. It was third highest within the East of England after Luton and Basildon.

Of the 6,691 persons in Peterborough aged 16-74 years who were unemployed at the time of the Census 1,129 persons had never worked, 2,516 persons were long-term unemployed, and 2,008 were aged 16-24. For each of these categories, the proportion was greater than both national and regional rates.

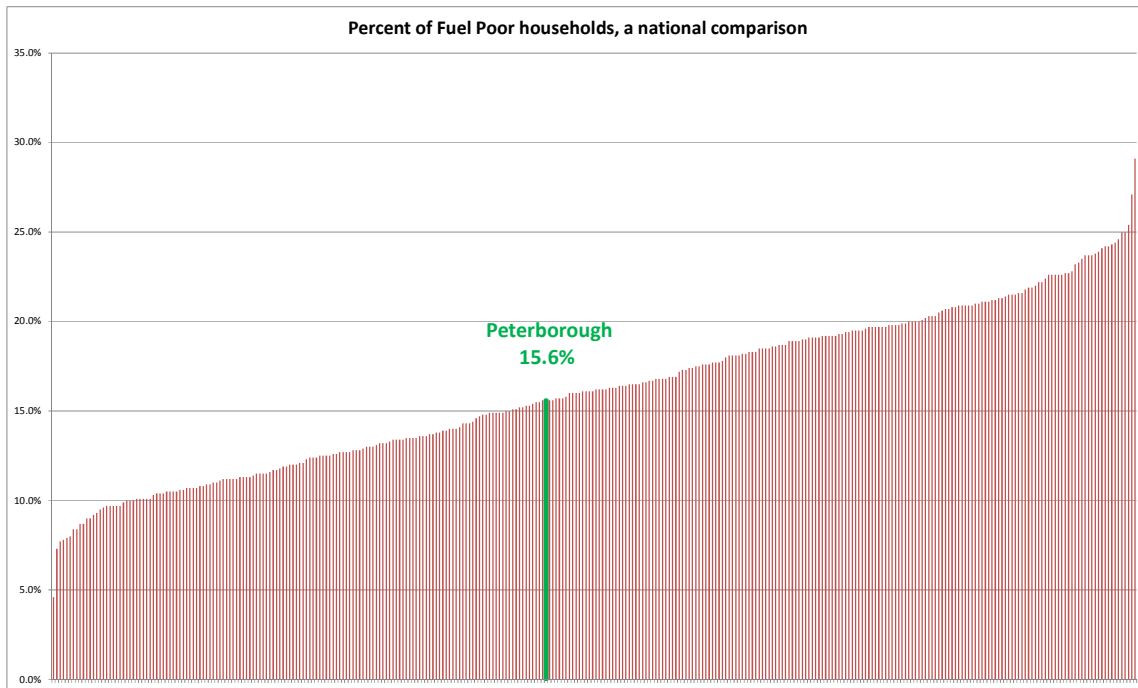
Although not numerically employing the most, the 'administrative and support service activities' is significant in Peterborough, employing 6,553 persons (7.4%) sufficient to rank it 6th amongst all local authorities in England and Wales and ranked 1st in the East of England in terms of the proportion of all employed 'usual residents' working in the sector.

7. Housing and Fuel Poverty

Fuel poverty occurs when a household needs to spend 10% or more of its income to heat a home to an adequate standard of warmth. Fuel poverty is caused by a convergence of four primary factors.

- Low income, which is often linked to absolute poverty
- High fuel prices, including the use of relatively expensive fuel sources
- Poor energy efficiency of a home, e.g. through low levels of insulation or inefficient heating systems
- Under occupancy (on average, those in the most extreme fuel poverty live in larger than average homes)

As of 2010, Peterborough had approximately 15.6% of households living in fuel poverty. This equates to 11,256 households. Peterborough is broadly in line with, though slightly below, the national average which is 16.1% and ranks 176th worst out of 326 local authorities.



Housing – Home ownership

Following the release of 2011 census data Peterborough has seen a decline in the number of home owners, with a growing number choosing to rent properties.

In line with findings in England, ownership with a mortgage or loan decreased by 7.9% in 2011, while ownership outright increased by 1.2% in 2011.

Renting from the council decreased significantly by 9.4% in 2011: the decline in rental from the council reflects in part the policy of transfer of housing stock from councils to housing associations. Comparatively renting from a private landlord or letting agency increased by 9.0% in 2011.

Renting 'other' (which includes renting from registered social landlords etc as described above) also showed a significant increase, rising from 5.9% in 2001 to 13.1% in 2011; the proportion in this category is much higher than both the East of England and England averages.

APPENDIX 3

TACKLING POVERTY STRATEGY

KEY DELIVERY PROJECTS 2013-2016

This document identifies the key projects to be developed and delivered to March 2016. When agreed, each project will have its own detailed action plan which clearly identifies individual and organisational responsibilities, detailed action points, milestones and performance measures. The overall programme sponsor will be the Head of Service for Neighbourhoods, supported by individual project leads.

Tackling Poverty Priority	Projects to deliver the priorities 2013-2016	Lead
1. No individual or family is financially excluded	<ul style="list-style-type: none">• Provide a free city centre based service to provide support and advice to help people deal with and prevent debt and financial crisis• Develop and deliver a package of training and support to community based organisations to ensure everybody has easy access to basic information, advice and guidance• Provide individuals and families with the financial skills they need to manage their budgets• Develop and deliver a strategy to tackle illegal doorstep lending• Promote credit union facilities and other financial services to provide a viable alternative to legal and illegal money lending services• Promote Credit Union facilities to PCC staff and offer payroll deductions for those who want it• Develop a complementary programme to ensure all aspects of the Council motion of April 2013 are developed and delivered	Keith Jones, CAB

Tackling Poverty Priority	Projects to deliver the priorities 2013-2016	Lead
2. Our city is a dynamic economic base of people with diverse skills working for a living wage (defined as being a wage sufficient for people to live free from poverty)	<ul style="list-style-type: none"> • Identify and remove the barriers to work for parents • Provide affordable and accessible childcare provision • Ensure that Peterborough's schools, further and higher education providers offers children, young people and adults the skills needed to meet future business needs • Provide adults with the skills needed to enter work e.g. numeracy/literacy, ESOL etc. • Provide training, advice and support for business start-ups 	TBC
3. Those most vulnerable and excluded play a full part in the community	<ul style="list-style-type: none"> • Improve opportunities for disabled people to take part in sport and leisure activities through Inspire Peterborough • Ensure that school governing bodies have stronger representation from the communities which they serve • Develop local champions and befriending schemes • Ensure people from minority backgrounds have the opportunity to represent their views and opinions through a range of partnerships structures and local forums 	Jawaid Khan, PCC
4. The people of Peterborough are living healthy and resilient lives in decent homes	<ul style="list-style-type: none"> • Improve the thermal efficiency of homes through the British Gas programme • Ensure that private rented housing is fit for purpose by removing category one hazards • Increase the availability of affordable homes in the city • Roll out the community health champions programme • Provide emergency heating and food to people in crisis situations 	Julian Base & Belinda Child, PCC

Tackling Poverty Priority	Projects to deliver the priorities 2013-2016	Lead
5. Children are enjoying their childhood and expressing their skills and potential in life	<ul style="list-style-type: none"> • Provide high quality, early intervention services • Support families to tackle issues through the Connecting Families programme • Protect children from harm who live in an environment where there is domestic abuse • Narrow the gap on educational attainment • Develop and deliver parenting support programmes 	Allison Sunley, PCC
6. Our city is a place where business succeeds and communities thrive	<ul style="list-style-type: none"> • Create the environment for businesses to grow • Understand and respond to current and future business trends • Ensure that Peterborough has the right ICT, transport and other infrastructure needs • Support businesses to react to changing work patterns e.g. home working, family friendly policies etc 	Steve Bowyer, Opportunity Peterborough

APPENDIX 4

Review of the previous Tackling Family Poverty Action Plan

This summary presents a review of the previous action plans in place to tackle poverty in Peterborough.

Outcome 1

Partners use their influence to embed systems and processes within their organisations that can really make a difference

What have we done well?	What is still being developed?	What do we need to do next?
Established strong governance through the Welfare Reform Action Group Established multi agency Financial Inclusion Forum Established Children and Families Commissioning Board	Understanding of the impact that Welfare Reform will bring in different neighbourhoods and communities	PCC and external partners to pool resources and move to a commissioning model of delivery. Ensure Financial Inclusion Forum and Welfare Reform Action Group are aware of Communities and Cohesion Board changes

Outcome 2

Excellence at first point of contact

What have we done well?	What is still being developed?	What do we need to do next?
Developed the Peterborough Community Assistance Scheme (PCAS) to provide emergency support such as food banks and provision of essential furniture etc. Provided triage services to help people understand and manage their finances better Established a credit union to provide banking facilities to people unable to access mainstream bank accounts. Established online systems to access benefits applications	Further training and support for front line workers to enable early identification of individuals and families in financial difficulty	Share data from individuals/families between agencies and voluntary sector partners to provide a holistic approach to tackling poverty

Outcome 3

Models of work that identify risk factors, intervene early and enable communities to develop resilience

What have we done well?	What is still being developed?	What do we need to do next?
<p>Set up three locality based Multi Agency Support Groups to provide a package of support to families</p> <p>Simplified the Common Assessment Framework to increase engagement and understanding from partners.</p> <p>Established a cross agency children and families commissioning board to make joint strategic decisions</p> <p>Established the Connecting Families programme</p>	<p>Ensure that vulnerable individuals and families are linked to broader support from PCAS</p>	<p>Understand the impact the benefit cap will have on children/families and identify early intervention to support effected families</p>

Outcome 4

Improved education and personal development of all children and young people to narrow the gap in achievement between the poorest children and the rest

What have we done well?	What is still being developed?	What do we need to do next?
<p>Reduced the level of NEET (not in education, employment or training) from 542 young people to 459 and is on track to continue to fall.</p> <p>Carried out weekly analysis of NEET by ward to inform targeted outreach</p> <p>Worked with the Nene Valley Trust to develop a programme of support to young people leaving care that will provide a pathway to sustainable employment</p> <p>Pilot project to increase the uptake of 2 year olds into funded childcare settings has been highly successful with over 70% of eligible children accessing provision.</p>	<p>A parental “peer” support programme is underway that will see parents volunteer to support struggling parents with issues such as child school attendance and behaviour. Parents from highly disadvantaged areas are being targeted for support.</p> <p>A major careers event is being developed aimed at young people. Performances from bands such as Snow Patrol should provide the incentive for young people to attend.</p> <p>The Future Cities Demonstrator project funding to support the skills/aspirational development of young people in the city</p>	<p>Extend the pilot programme for funded 2 year old childcare places across the city from September.</p>

Outcome 5

Increased financial capability, employability and take up of benefits amongst families

What have we done well?	What is still being developed?	What do we need to do next?
Established a city centre credit union Developed “Home Start Package” for vulnerable people entering accommodation to enjoy a stable tenancy and access basic needs and budgeting advice Developed a city centre service offering financial advice and support with links to partners to provide further specialist support e.g. white goods, emergency energy payments etc.	Developing an illegal money lending action plan Communication plan to promote information around fuel poverty/advice. British Gas scheme to improve thermal efficiency – boiler replacement targeted towards privately rented and other vulnerable households	Increase opportunities for internet access for vulnerable people in preparation for the role out of Universal Credit Maximise the take up of benefits for vulnerable families and individuals

Outcome 6

Improved mental health within the local population to reduce the gap in health inequalities and promote healthy lifestyles

What have we done well?	What is still being developed?	What do we need to do next?
Partnership with MIND to provide specialist support to people with mental health needs through PCAS Launched a connecting mums service to provide befriending and emotional support with a target of seeing 40 women by April 2014	Improved data sharing between specialist support providers to ensure a holistic approach to address needs.	Address wider health inequalities MIND is an Advice Services Transition Fund partner, explore further opportunities to engage

Outcome 7

Creation of inspirational places to live and cohesive communities

What have we done well?	What is still being developed?	What do we need to do next?
<p>Improved the quality of private housing stock by:</p> <ul style="list-style-type: none">- Removing category 1 hazards in 110 private sector properties in 2012- installing 50 A-rated condensing boilers and/or central heating systems in 2012 <p>Delivered the Warm Homes Healthy People programme</p> <p>141 empty properties have been brought back into use through Council intervention from 01/04/2012 to 31/12/2012</p> <p>Developed the Tenancy Relations Service to support families at risk of illegal eviction.</p> <p>Launched the Landlord Accreditation Scheme</p> <p>Entered into a strategic partnership with British Gas to deliver Energy Company Obligation (ECO) funded measures. The Affordable Warmth element of ECO, targeted at vulnerable households on benefits in the private sector is up and running and referrals are being made into British Gas to deliver heating, boiler and insulation measures.</p>	<p>Increase the number of affordable homes in the city</p> <p>Identify 16/17 year olds at risk of homelessness and work with them to secure appropriate housing solutions</p> <p>The further expansion of the British Gas Partnership</p>	<p>Continue delivery through PCC housing service</p> <p>Offer dedicated support to families experiencing debt and mortgage difficulties.</p> <p>Continue to support homelessness.</p>