

FINAL 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.

Our 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. We recognise that for our communities 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

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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 annual pay (gross) is only slightly below the national average of £21,794
- 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%
- Over the most recent twelve months, there has been a reduction in the unemployed rate by over 2000 people within the City.

3. WHAT FUTURE FOR PETERBOROUGH?

We have set a challenging vision for Peterborough to meet Government targets for tackling poverty by 2020. In order to achieve this, we have identified a number of priorities areas and targets, which are set out below.

Our priorities

- No individual or family is financially excluded
- Our city is a dynamic economic base of people with diverse skills working for a living wage¹
- Those most vulnerable and excluded play a full part in the community
- The people of Peterborough are living healthy and resilient lives in decent homes
- Children are enjoying their childhood and expressing their skills and potential in life
- Our city is a place where business succeeds and communities thrive

Our overarching ambition is to ensure that child poverty is reduced and that Peterborough can meet the national targets set by Government, currently defined as:

- 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.

However, we recognise that poverty does not just affect children, but can have a direct impact on all adults with or without children. We have therefore developed the following measures that will help us to evaluate our progress in tackling poverty, and the causes of poverty in the city.

(i) Ensure that everyone has access to banking services in the city

Increase the number of new Credit Union accounts being opened.

Current baseline: 0 (April 2013) (n.b. April 2013 to September 2013 = 742)

(ii) Ensure that those who are entitled to receive benefits, are receiving their maximum entitlement.

Increase the financial gain that individuals receive by enabling the full take up of their benefit entitlement through support from the Peterborough Community Assistance Scheme (PCAS)

Current baseline: £0 (April 2013 (n.b. August 2013 to September 2013 = £147,500)

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

(iii) The Peterborough's total median earnings is in line with the National average

- *Current baseline Peterborough: £20,799 ONS (2012) – Median annual pay (gross) by resident (Annual Survey of Hours and Earnings)*
- *National figure = £21,794*

(iv) An increase in the proportion of A*-C GCSE results in English and Maths is observed and in line with National targets.

- *National baseline 59.4% (2011-12)*
- *Peterborough baseline 49.3% (2011-12)*

(v) Ensure that the attainment in A*-C GCSE results including English and Maths for pupils eligible for the Pupil Premium, is in line with the overall pupil performance for Peterborough.

- *All pupils 49% (2011-12 School year)*
- *Pupil premium pupils 26% (2011-12 School year)*

(vi) Decrease the proportion of private sector houses in Peterborough with a category one hazard (life threatening)

Current baseline – 22.7% (2009 stock condition survey)

(vii) Increase the average energy efficiency (SAP Rating) for homes in the private sector

Current baseline: Current average rating across the city = 55

(viii) Decrease the proportion of people presenting as homeless to the Council

Current Baseline: 1187 people or 0.65% of the population (2012/13)

(ix) Reduce the % of households living in fuel poverty (a household is said to be fuel poor if it needs to spend more than 10% of its income on fuel to maintain a satisfactory heating regime)

Current baseline: 12.6%

(x) There is a sustained reduction in the % of people of working age claiming Out of Work benefits (JSA/ESA)

Peterborough baseline: 5.5% (April 2013)

National baseline: 3.7% (April 2013)

(xi) There is a reduction in the % of 16 to 18 year olds who are NEET (Not in Education, Employment or Training)

Peterborough baseline 7.4% (2012/13)

National baseline 5.8% (2012/13)

(xii) Increase the take up of free, early year education entitlement as a proportion of all eligible two years olds in the city

Current baseline: 77% of all eligible two year olds in the city (as of October 2013)

Each one of these measures forms the basis for our priority actions, which we will deliver over the next three years. Further details regarding the priorities and measures are set out over the next few pages.

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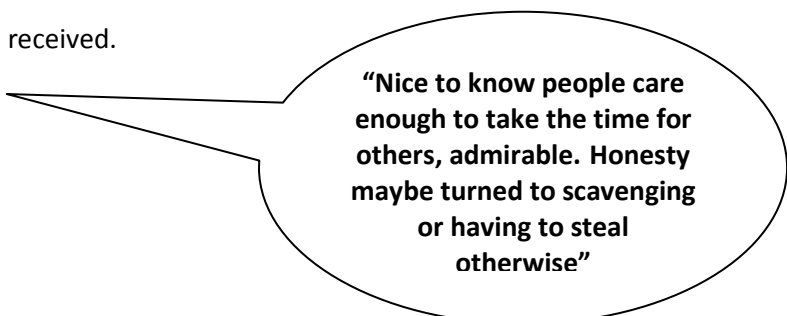
PRIORITY 1: NO INDIVIDUAL OR FAMILY IS FINANCIALLY EXCLUDED

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 is possible to achieve.

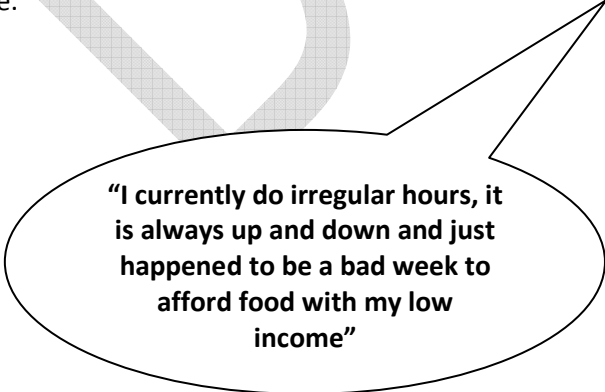
Whether somebody is taking a job for the first time, moving employment, starting or developing a business, we will provide advice and assistance throughout their journey in partnership with Opportunity Peterborough and the wealth of expertise amongst our partners.

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

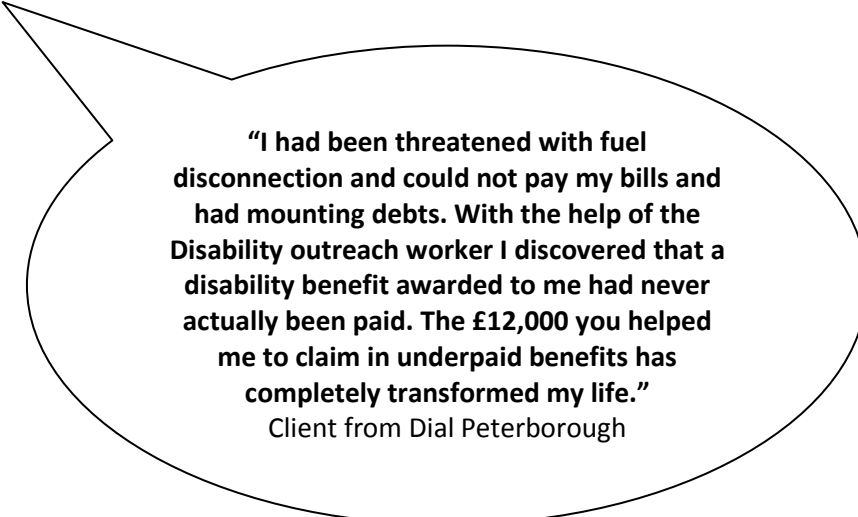
To make sure no-one is left behind we will create environments in which anybody from any background can get involved. We will work to improve accessibility for disabled groups linking our work into the Inspire Peterborough programme, increase opportunities for those underrepresented on school governing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



"I had been threatened with fuel disconnection and could not pay my bills and had mounting debts. With the help of the Disability outreach worker I discovered that a disability benefit awarded to me had never actually been paid. The £12,000 you helped me to claim in underpaid benefits has completely transformed my life."

Client from Dial Peterborough

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.

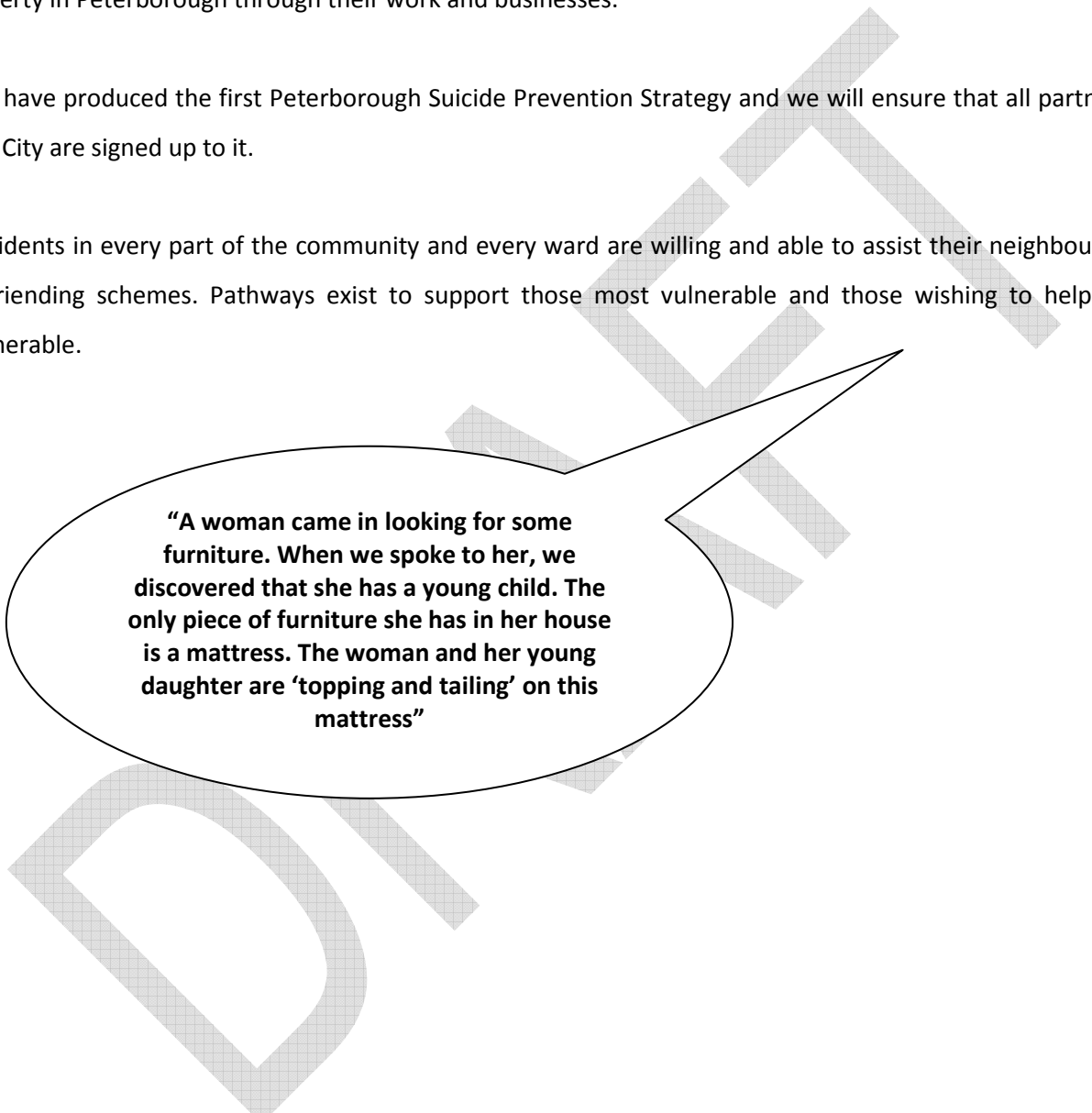
A further group of Health Champions includes adults working in local communities and staff from various organisations across the City who are volunteering their time to improve health outcomes for communities. This work involves identifying people who may be affected by welfare reform and poverty in 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”

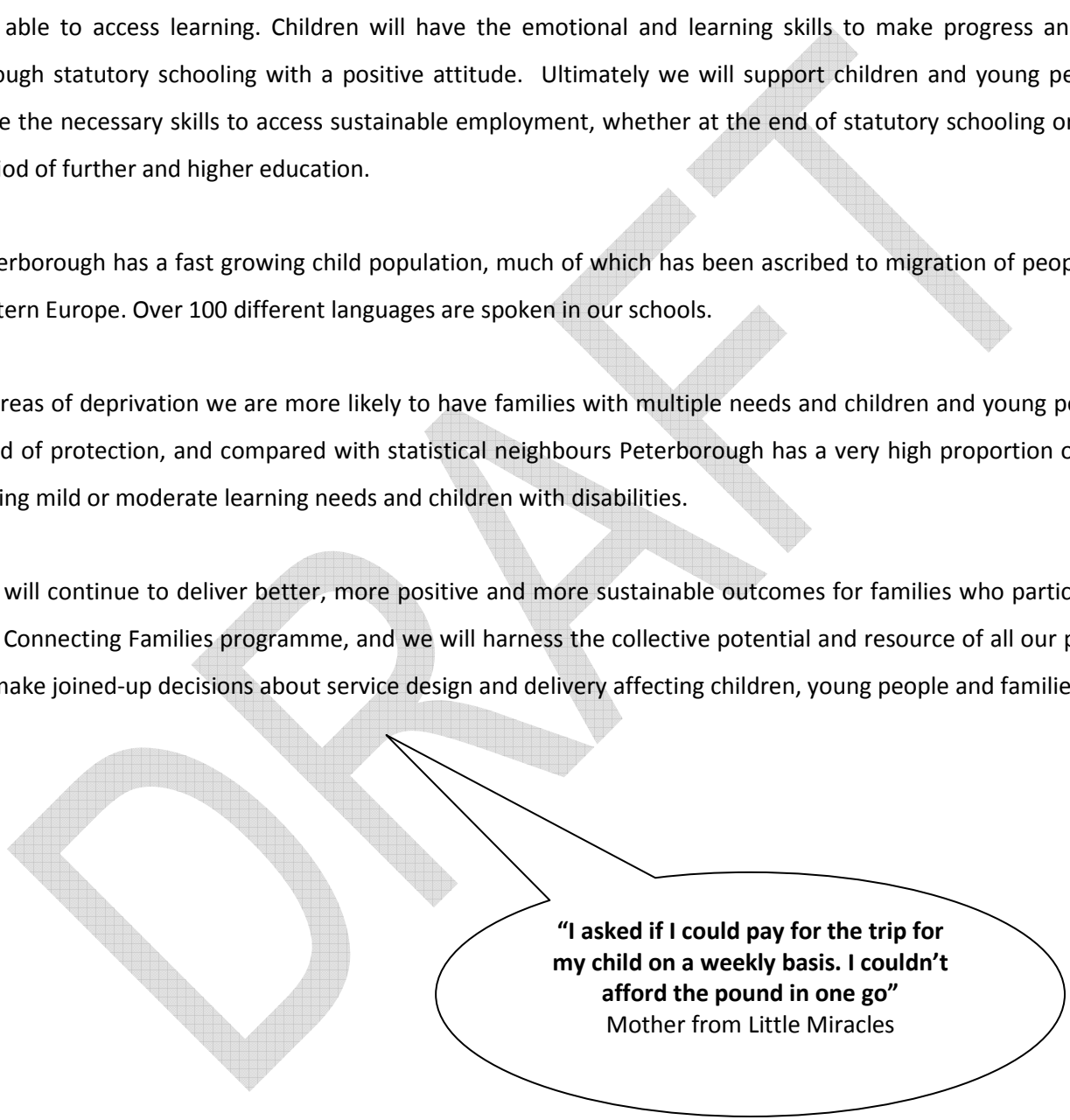
PRIORITY 5: A CITY WHERE CHILDREN ENJOY THEIR CHILDHOOD AND EXPRESS THEIR SKILLS AND POTENTIAL IN LIFE

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 100 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

Peterborough has ambitious growth plans. It is well-placed, both logistically and geographically, and has a diverse work-force and robust infrastructure to flourish. Most importantly, Peterborough's can-do attitude extends to exploring new and innovative ways of attracting investment and growth – to build a better city for the future.

Peterborough has previously been identified as one of the national 'hotspots' for new businesses and despite the economic uncertainty of the recession, companies are both investing and expanding in Peterborough. In the last couple of years, Primark, Carluccio's, Kelway and the BGL Group are just some of the companies to either come to Peterborough or expand their operations. Due to its fantastic infrastructure, companies such as Amazon who came to Peterborough on a temporary basis have since decided to stay here permanently. This has created around 1400 jobs for local people.

Developed through Opportunity Peterborough, our skills vision sets out how we are helping new talent prosper. Our engagement with local businesses, education providers and funders of education help to shape the city's skills requirements both now and in the future. We invite local businesses to sign up to the vision and commit to supporting their employees and apprentices gain new skills and qualifications that can meet business needs and assist with future employability.

We know that in some employment sectors, we have a gap between the number of vacancies and the occupation that is sought; further information is set out in section 8.27 within our data analysis. We will continue to work with businesses and education providers to ensure that our future workforce has the skills to meet the needs of our business community. Our business education brokerage scheme is just one of the ways that we provide support to learners to improve their work readiness and inspire the next generation of employees.

For further information about our skills vision please visit: <http://www.opportunitypeterborough.co.uk/wp-content/uploads/downloads/2011/07/Skills-Vision-booklet.pdf>

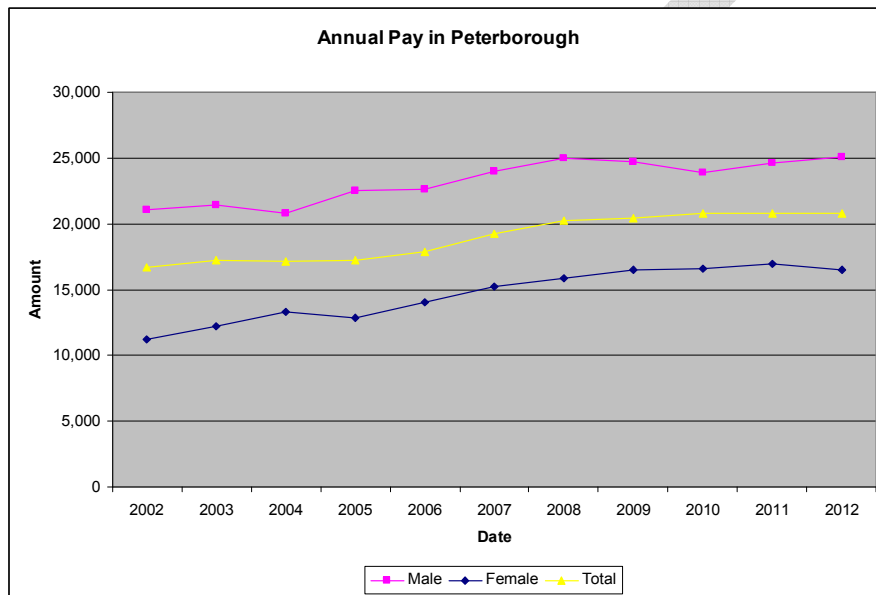
APPENDIX 1

PETERBOROUGH POVERTY STRATEGY: DATA ANALYSIS 2013/14

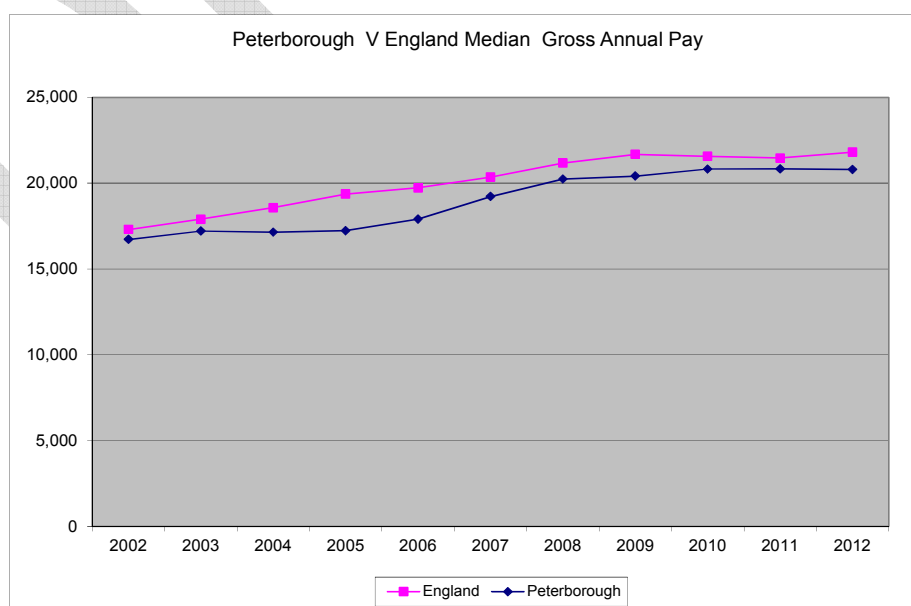
This analysis uses a range of data and information to help compare performance in Peterborough with other areas and/or against national averages.

1. Income

1.1 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 number of women claiming JSA.



1.2 Peterborough's total median wage when compared to the rest of the country shows that Peterborough is only slightly below the average wage of £21,794.



2. Gross disposable Household Income

2.1 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.
- Peterborough's disposable income per head continued increasing during recent years, albeit at a slower rate than the regional and national comparators.

3. Living Wage

3.1 The living wage is based on the amount an individual needs to earn to cover the basic cost of living. Because living costs vary in different parts of the country, there is a different rate for London and the rest of the country. The living wage differs from the national minimum wage in that it is an informal benchmark, not a legally enforceable minimum pay level and is currently set at £7.45 an hour (£8.55 in London). By comparison, the national minimum wage is significantly lower. From 1st October 2013, the national minimum wage will be £6.31 an hour for adults and £5.03 for those aged 18-21.

3.2 A summary of data from the Annual Survey of Hours and Earnings 2012 which is compiled by the Office for National Statistics showed that the median hourly gross pay for all employee jobs in Peterborough equated and is summarised in the table below.

	All Employee Jobs		Full Time		Part Time	
	Median	Annual % change	Median	Annual % change	Median	Annual % change
Peterborough	£9.90	-3.40%	£11.17	0.70%	£7.06	-6.80%
England	£11.44	1.80%	£12.99	1.50%	£8.05	0.60%

These figures are based on indicative numbers of approximately 80,000 jobs within the City – 42,000 occupied by males, with 38,000 by females.

Those working part time account for 22,000 of these jobs, this group is identified as having a median income below that of the living wage of which there are estimated 8,000 males and 14,000 females.

When further interrogated, the median hourly rate for Part time males equates to £6.64 per hour (mean £9.37), whereas the same criteria for females is £7.74 per hour (mean £9.21).²

4. Basic Bank Accounts

4.1 It is important that people have access to and the benefits of modern financial services, the lack of a bank account can mean higher prices to pay for basic utilities than those paying by cheque or direct debit, limited access to credit as well as labour market disadvantages.

² Home Geography Table 8.5a Hourly pay - Gross 2012.xls

Information from the DWP Family Resources Survey for 2011/12 provides insight into the volume of households who do not have a bank account. This information is not available for smaller geography analysis, however the table below indicates relevant National proportions.

Type of savings and investments	Total weekly household income											All households
	Less than £100 a week	£100 but less than £200	£200 but less than £300	£300 but less than £400	£400 but less than £500	£500 but less than £600	£600 but less than £700	£700 but less than £800	£800 but less than £900	£900 but less than £1,000	£1,000 or more	
Any type of account (including POCAs)*	94	96	97	98	98	99	98	99	99	99	99	98
Any type of account (excluding POCAs)*	92	93	92	96	97	98	97	99	99	99	99	97
No accounts (including POCAs)*	6	4	3	2	2	1	2	1	1	1	1	2
No accounts (excluding POCAs)*	8	7	8	4	3	2	3	1	1	1	1	3

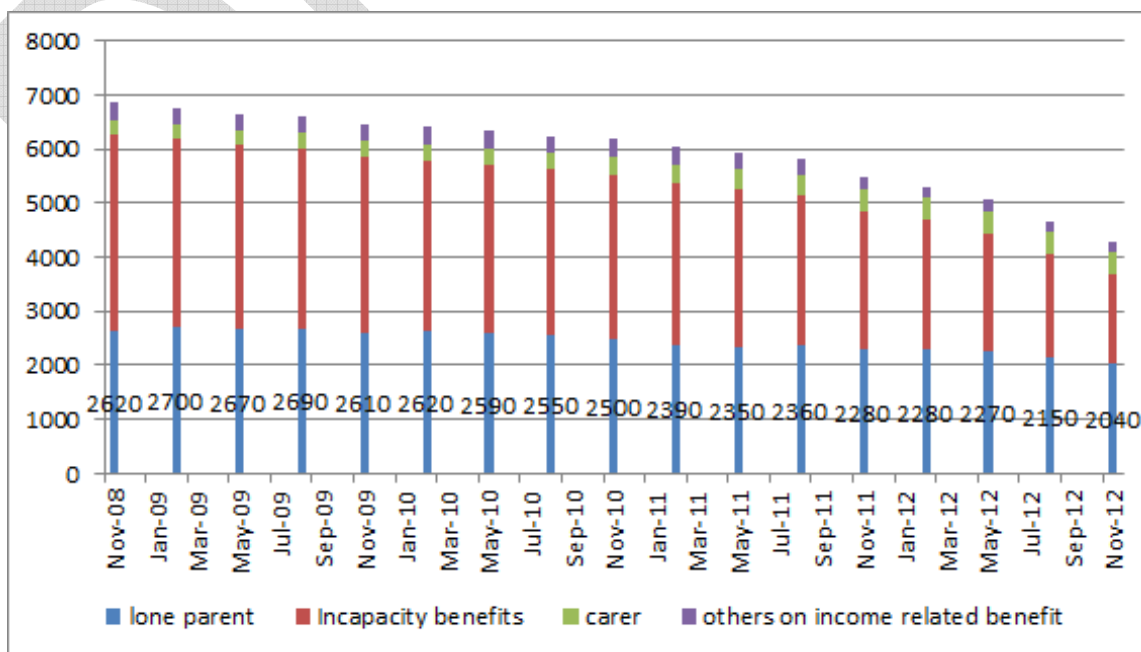
* (POCAs) - Post office card Accounts

This suggests that those households who receive lower weekly incomes have a greater likelihood in not having a bank account; this is most noticeable within those households in receipt of less than £300 per week, up to 8% of this group.

5. Income support

5.1 NOMIS provides information on the number of people as well as the amount in pounds 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).

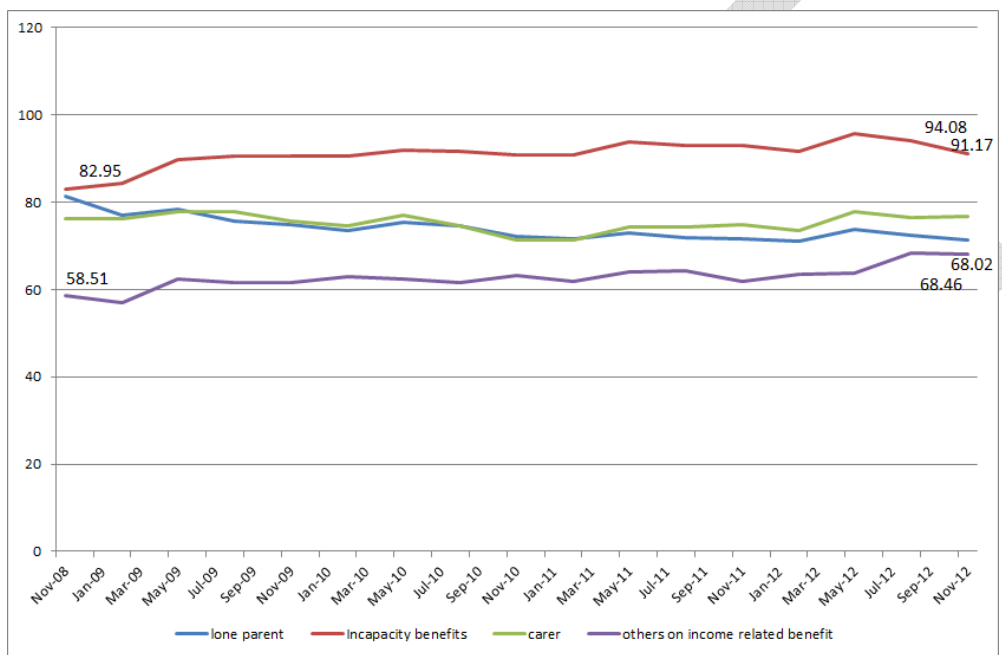
5.2 Four years' worth of quarterly data has been analysed for Peterborough ranging from November 2008 to November 2012 (latest available). This demonstrated that the total number of recipients has reduced by some considerable numbers, though it is important to consider that a proportion of these individuals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



5.3 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

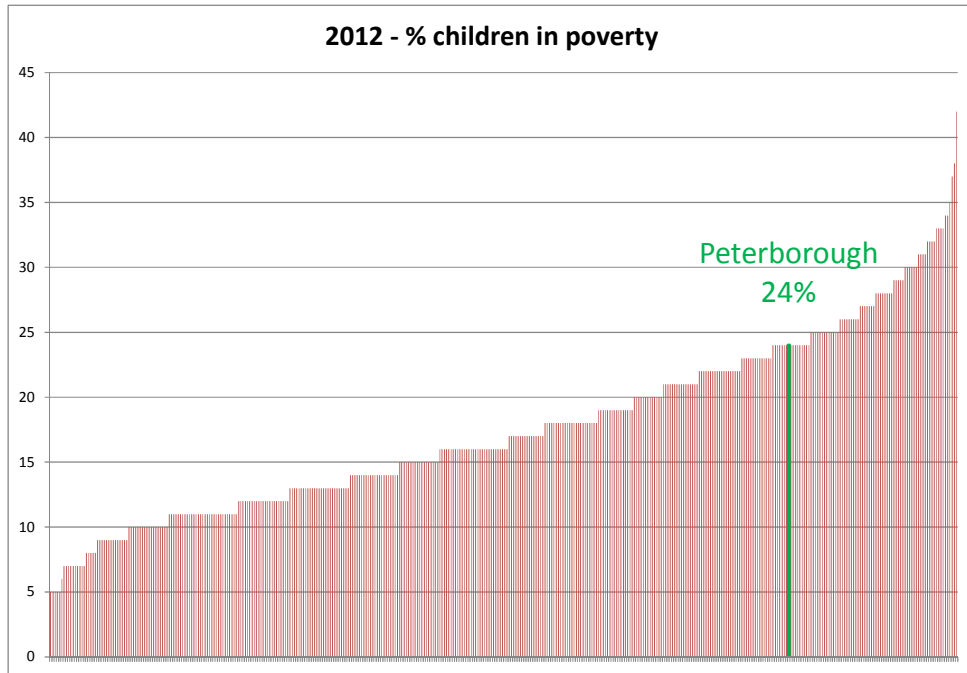
demonstrating that lone parents (with children under 5 years old) are making their way back into, or seeking, employment or have transferred to JSA (Job Seekers Allowance) claimants. The number of Incapacity Benefit recipients has also seen a significant reduction over this four year period – from 3640 down to 1630, a reduction of over 50%.

5.4 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 becoming worse off and have to be supplemented by higher levels of Income Support.

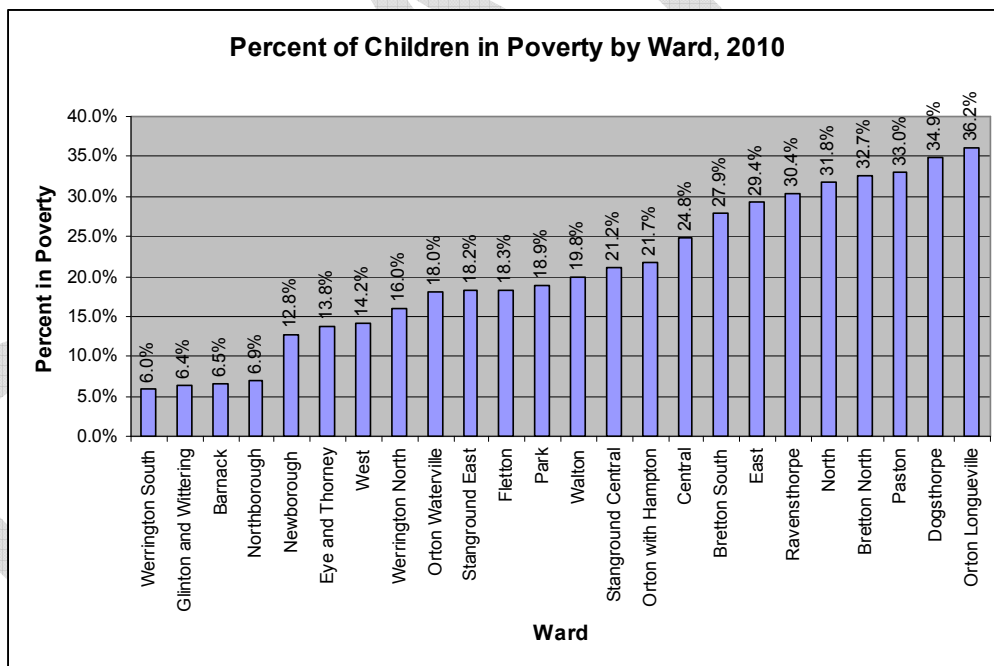


6. Child Poverty

6.1 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.



6.2 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 whom are eligible to receive benefits and this has therefore been excluded.



6.3 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.

7. Deprivation

7.1 The Indices of Multiple Deprivation 2010 (IMD 2010) are a national measure of deprivation levels and are 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)³ 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.

7.2 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

7.3 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**

³ Lower Layer Super Output Area - (LSOA) these have a minimum population of 1,000, with an overall mean of 1,500. They are built from groups of Output Areas. There are around 34,000 LSOAs in England and Wales.

8. Education, Employment and Skills.

8.1 There is strong interest in aspirations because it is assumed that raising them will increase educational achievement, as well as contribute to greater equity and the city's economic competitiveness. Low aspirations among young people and their families in disadvantaged areas are often thought to explain their poor education levels and jobs.

8.2 The Joseph Rowntree Foundation (JRF) has conducted significant research into the relationships between educational attainment, aspirations and poverty. Summarising key messages from research in JRF's Education and Poverty programme found that:

- It was not possible to establish a clear causal relationship between children's and parents' attitudes, aspirations and behaviours and children's educational outcomes, particularly due to the quality of evidence, which offers limited support for the impact of most interventions.
- Evidence supports interventions focused on parental involvement in children's education to improve outcomes. The immediate focus should be on rolling out and closely monitoring these.
- There is mixed evidence on the impact of interventions focused on extra-curricular activities, mentoring, children's self-belief and motivation. Further development of such interventions should be trialled alongside evaluations of effectiveness.
- There is little evidence of impact for interventions focused on things like addressing children's general attitudes to education or the amount of paid work children do during term time.

8.3 JRF's research has shown two major areas where policy might help to reduce educational inequalities.

Parents and the family home:

- Improving the home learning environment in poorer families (e.g. books and reading pre-school, computers in teen years).
- Helping parents from poorer families to believe that their own actions and efforts can lead to higher education.
- Raising families' aspirations and desire for advanced education, from primary school onwards.

The child's own attitudes and behaviours:

- Reducing children's behavioural problems, and engagement in risky behaviours.
- Helping children from poorer families to believe that their own actions and efforts can lead to higher education.
- Raising children's aspirations and expectations for advanced education, from primary school onwards.⁴

Early Years Attainment by Pupil Characteristics

8.4 Children from poorer backgrounds face much less advantageous 'early childhood caring environments' than children from better-off families. For example, compared with children from better-off backgrounds, there were significant differences in poorer children's and their mothers':⁵

- health and well-being (e.g. birth-weight, breastfeeding, and maternal depression);
- family interactions (e.g. mother-child closeness);

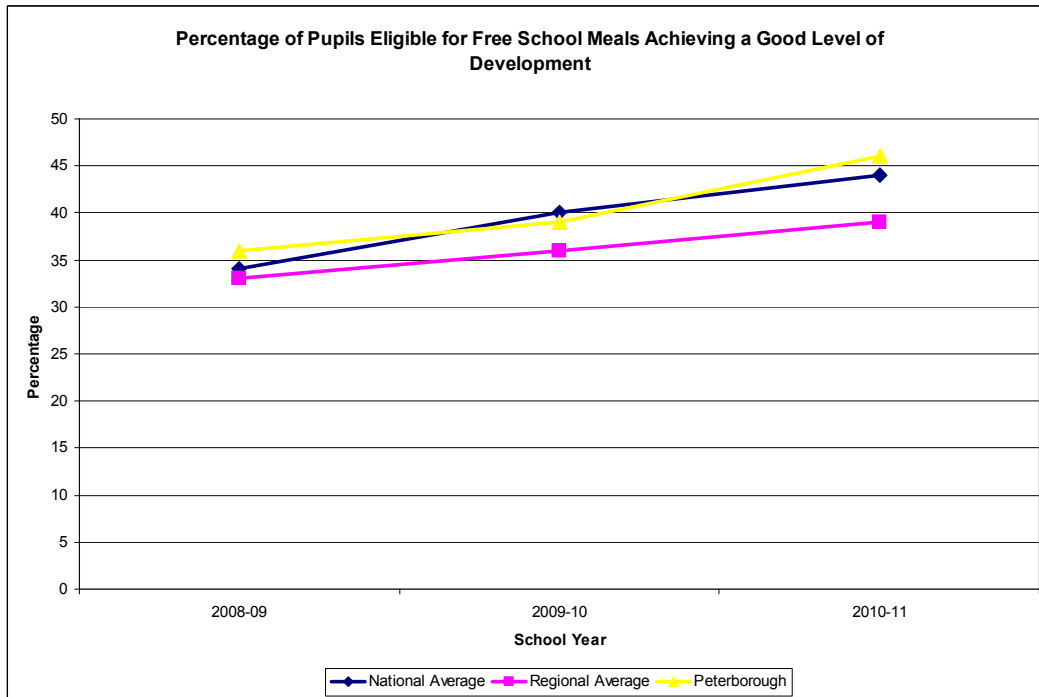
⁴ The Role of aspirations, attitudes and behaviour in closing the educational attainment gap, JRF 2012

⁵ *ibid*

- the home learning environment (e.g. reading regularly to the child); and
- parenting styles and rules (e.g. regular bed-times and meal-times).

The percentage of pupils eligible for free school meals achieving a good level of development during their Early Years Foundation Stage is 46%. This is higher than the both the national and regional averages of 44% and 39% respectively.

The following graph presents a time-series of this dataset from the school years of 2008/09 to 2010/11:⁶



This graph shows Peterborough rising in conjunction with the national level rather than the lower regional level. This is replicated in other possible methods of analysing Early Years' progress: 6 or more points in each of the 7 scales of Personal, Social and Emotional development (PSE) and Communication, Language and Literacy (CLL); and 78 or more points across all scales.

Key Stage 2⁷

8.5 Some of the factors that appear to explain the widening gap during primary school are:

- parental aspirations for higher education;
- how far parents and children believe their own actions can affect their lives; and
- Children's behavioural problems, including levels of hyperactivity, conduct issues and problems relating to their peers.

For example, parental aspirations and attitudes to education varied strongly by socio-economic position, with 81 per cent of the richest mothers saying they hoped their nine-year-old would go to university, compared with only 37 per cent of the poorest mothers. Such adverse attitudes to education of disadvantaged mothers are one of the single most important factors associated with lower educational attainment at age eleven.⁸

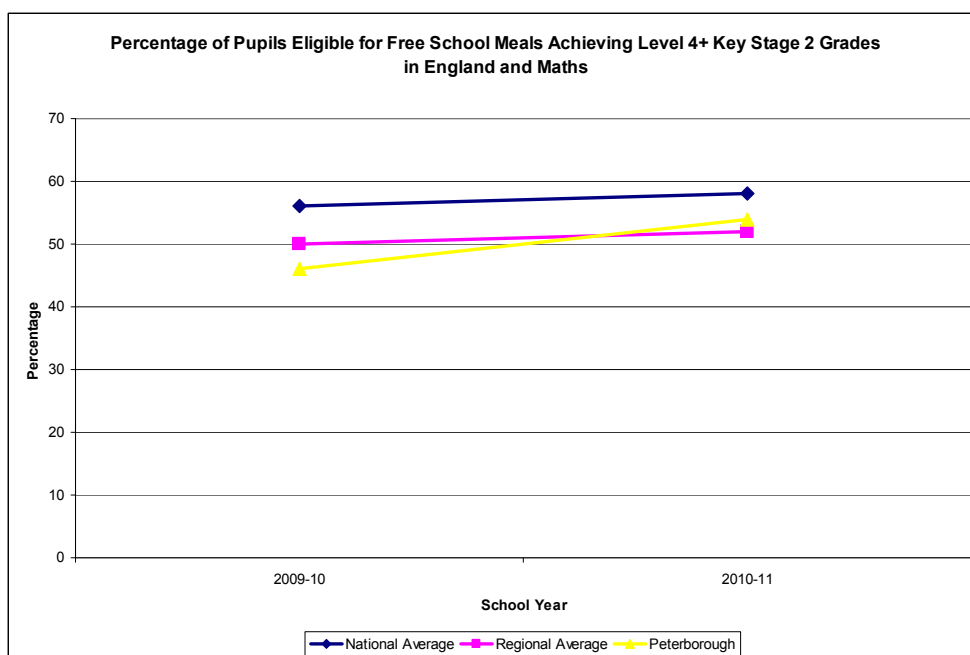
⁶ Early Years Foundation Stage Profile Attainment by Pupil Characteristics: Academic Year 2010 to 2011: <https://www.gov.uk/government/publications/early-years-foundation-stage-profile-attainment-by-pupil-characteristics-academic-year-2010-to-2011>.

⁷ National Curriculum Assessments at Key Stage 2 in England: Academic Year 2011 to 2012: <https://www.gov.uk/government/publications/national-curriculum-assessments-at-key-stage-2-in-england-academic-year-2011-to-2012>

⁸ The Role of aspirations, attitudes and behaviour in closing the educational attainment gap JRF 2012

8.6 The percentage of pupils eligible for free school meals achieving level 4 and above during Key Stage 2 in 2010/11 was 54%. This is higher than the regional average of 52% but lower than the national average of 58%. These figures, while not as impressive as those of Early Years, are nonetheless at a similar standard.

The following graph presents a time-series of this dataset of the school years of 2009/10 to 2010/11:



8.7 More recent figures are available for the school year of 2011/12, but these are not comparable with the figures above. In 2011/12, English was calculated from reading test results and writing teacher assessment rather than from reading and writing tests as in previous years. The statistics from 2011/12 put Peterborough at 58%, the region at 60% and the country at 66%.

GCSE and Equivalent Attainment by Pupil Characteristics⁹

8.8 It becomes harder to reverse patterns of under-achievement by the teenage years but there are some ways that disadvantage and poor school results continue to be linked. Even after controlling for long-run family background factors and prior attainment, young people are more likely to do well at GCSE if their parents:

- think it likely that the young person will go on to higher education;
- devote material resources towards education including private tuition, computer and internet access;
- spend time sharing family meals and outings; and
- quarrel with their child relatively infrequently.

The JRF study also found that young people are more likely to do well at GCSE if the young person him/herself:

- has a greater belief in his/her own ability at school;
- believes that events result primarily from his/her own behaviour and actions;
- finds school worthwhile;
- thinks it is likely that he/she will apply to, and get into, higher education;

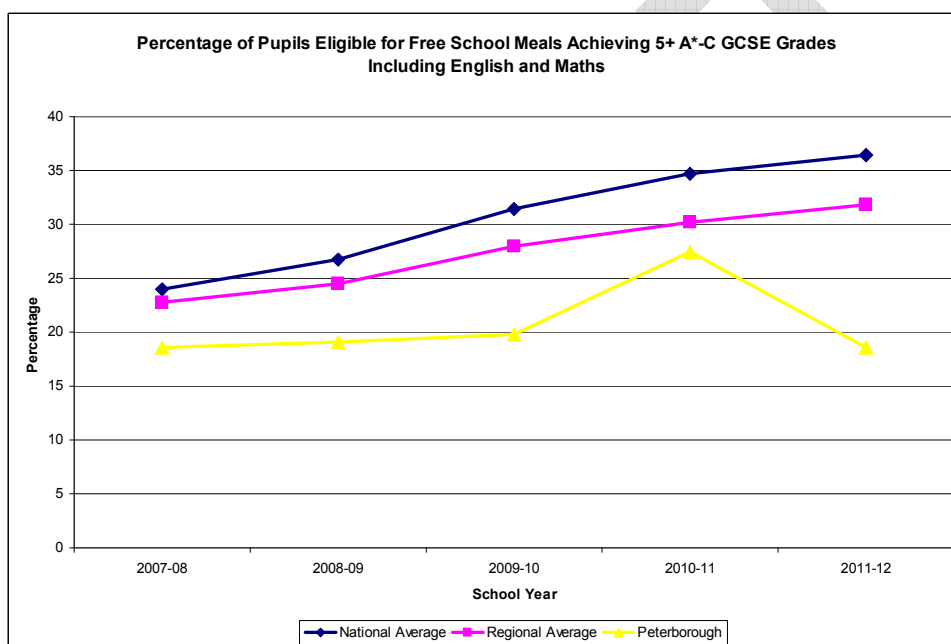
⁹ GCSE and Equivalent Attainment by Pupil Characteristics in England: 2011 to 2012: <https://www.gov.uk/government/publications/gcse-and-equivalent-attainment-by-pupil-characteristics-in-england>. For clarity, this dataset contains all state-funded schools, including Academies and City Technical Colleges (CTC).

- avoids risky behaviour such as frequent smoking, cannabis use, anti-social behaviour, truancy, suspension and exclusion; and
- does not experience bullying.

8.9 For the school year of 2011/12, Peterborough had the lowest percentage of pupils known to be eligible for free school meals achieve 5+ A*-C grades including English and Maths GCSEs in the country at 18.6%. This was almost half the national average of 36.4% and also significantly below the regional average of 31.8%.

8.10 Peterborough also ranked as one of the lowest (144th of 151) in this category when considering all pupils into account with 49.3%. This is also significantly below the national and regional averages of 59.0% and 58.2%.

The following graph presents a time-series of this dataset from the school years of 2007/08 to 2011/12:

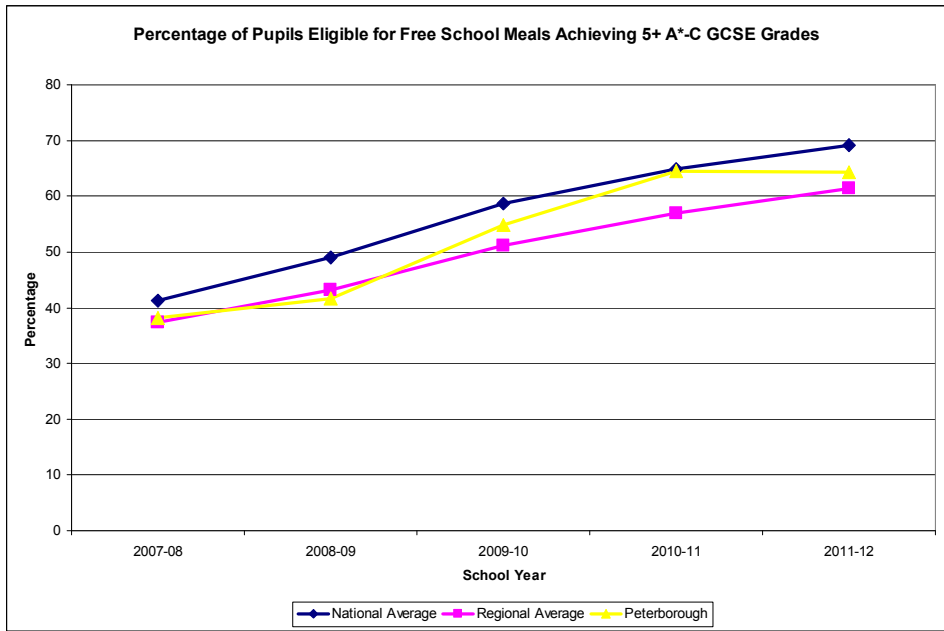


For the first three school years present in the dataset, Peterborough’s improvement was far less than at a national and regional level. A sudden improvement occurred in 2010/11 before a subsequent drop to the 18.6% achievement rate from the latest school year. This is in fact the same rate as the initial school year of 2007/08.

However, as Peterborough has a high level of international immigration, the following statistics include all subjects where A*-C GCSE grade are achieved.

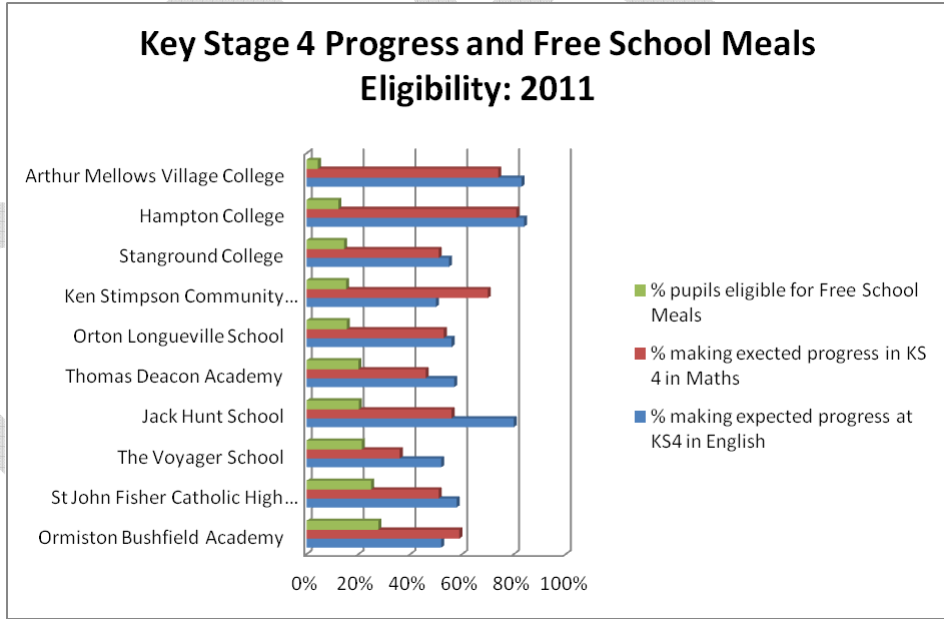
Therefore, for the latest school year of 2011/12, 64.3% of pupils eligible for free school meals achieved 5+ A*-C GCSEs. This was actually in excess of the regional average of 61.4% and in contention with the national average of 69.1%.

This is again demonstrated in the following graph as a time-series from the school years of 2007/08 to 2011/12:



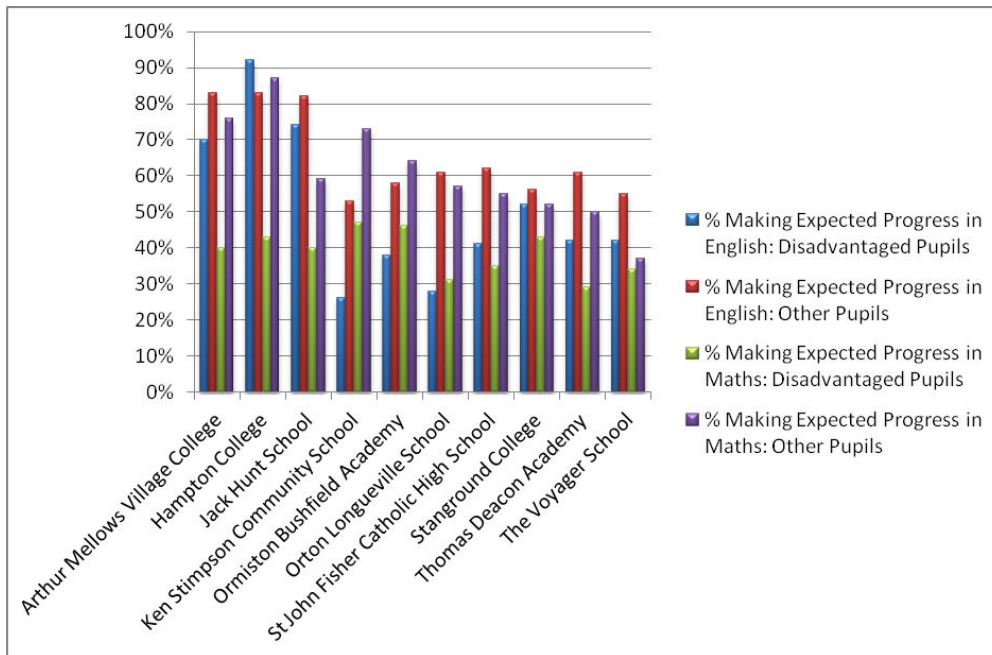
8.11 Therefore, when comparing the local, regional and national results for attainment of pupils eligible for free school meals at the end of mandatory secondary education (Key Stage 4/GCSE), the end of primary education (Key Stage 2) and Early Year, only those finishing Key Stage 4/GCSE recorded any major deficiency. However, this deficiency was dramatic and placed Peterborough at the bottom end of national rankings.

8.12 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.

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



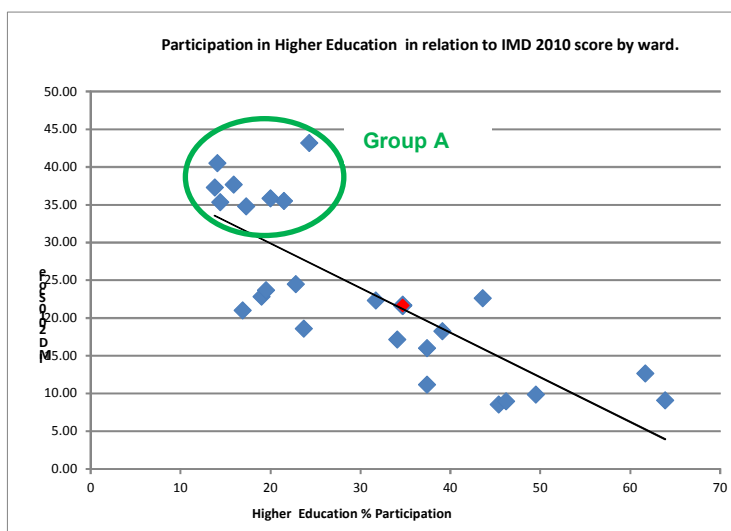
Higher Education.

8.14 The Participation in Higher Education (HE) indicator is derived from data provided by the Higher Education Funding Council for England (HEFCE) as part of their Participation of Local Areas (POLAR) project. Higher Education, in this context, is defined as: "...programmes leading to qualifications, or credits which can be counted towards qualifications, which are above the standard of GCE A-levels or other Level 3 qualifications.

They include degree courses, postgraduate courses and Higher National Diplomas". The latest POLAR data, that of POLAR3, is based on information on those who entered Higher Education during the 2005-2006 to 2010-11 academic years and is based on 18 to 19 year olds.

This information is available at ward level, and when compared to ward level IMD 2010 scores, there are clear relationships between Higher Education and Deprivation levels within Peterborough.

Ward	HE Participation	IMD 2010 Score
Barnack	63.9	9.07
Bretton North	17.3	34.77
Bretton South	31.7	22.32
Central North	24.3	43.15
Dogsthorpe	14.1	40.51
East	21.5	35.50
Eye and Thorney	23.7	18.56
Fletton	19	22.82
Glinting and Wittering	45.4	8.54
Newborough	37.4	15.99
North	13.8	37.29
Northborough	46.2	8.95
Orton Longueville	15.9	37.68
Orton Waterville	39.1	18.23
Orton with Hampton	49.5	9.87
Park	43.6	22.61
Paston	14.4	35.34
Ravensthorpe	20	35.82
Stanground Central	19.5	23.68
Stanground East	16.9	21.02
Walton	22.8	24.50
Werrington North	34.1	17.14
Werrington South	37.4	11.15
West	61.7	12.62
NATIONAL AVERAGE	34.7	21.67



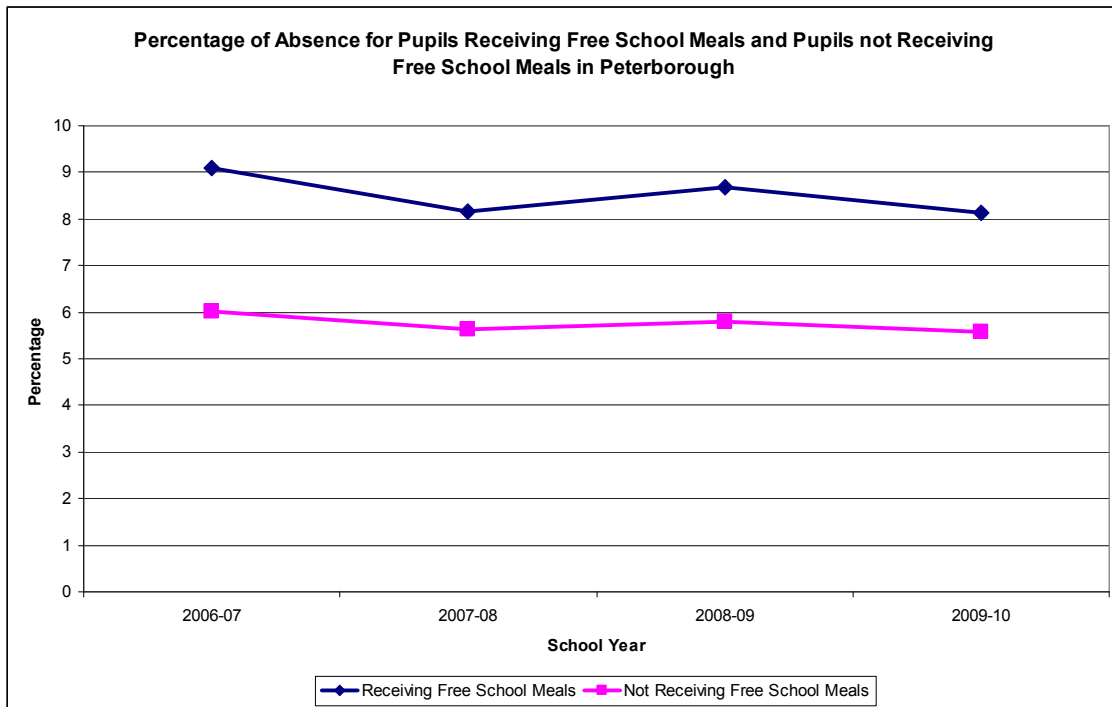
The red data point in the chart above indicates the national average when comparing IMD Scores to Higher Education Participation.

The wards that appear to have high IMD scores and low levels of Higher Education Participation are identified as Group A – these consist of Central, east, Ravensthorpe, Bretton North, Paston, Orton Longueville, North and Dogsthorpe..

Pupil Absence¹⁰

8.15 The overall absence of pupils receiving free school meals is higher than pupils not receiving free school meals. The following graph presents a time-series of the percentages of absence for pupils receiving free school meals compared to pupils not receiving free school meals:

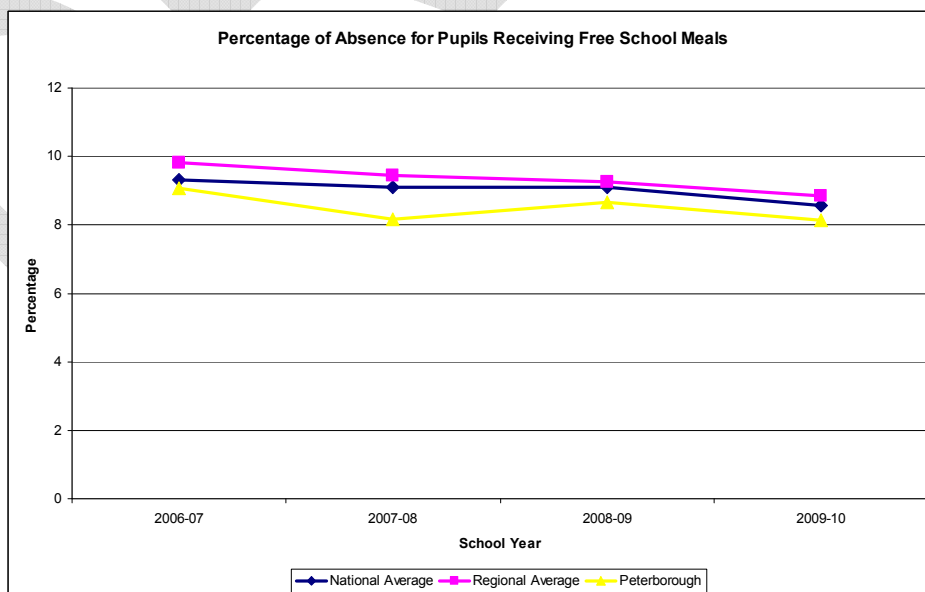
¹⁰ Neighbourhood Statistics>Education, Skills and Training>Pupil Absence in School by Free School Meal Eligibility, Referenced by Location of Pupil Residence



This graph demonstrates that those receiving free school meals are statistically likely to have been absent at a greater rate than their peers who weren't receiving free school meals. This is a trend, not only of Peterborough, but also the East of England and England as a whole and is demonstrating a general trend of gradual declination.

The last available data for the school year of 2009/10 shows Peterborough again outperforming the region and nation recording 8.12%, while the region and nation recorded slightly higher averages of 8.86 % and 8.58% respectively.

The following graph presents a time-series of this dataset from the school years of 2006/07 to 2009/10:



Pupil Premium

8.16 The Pupil Premium for 2012-13 is allocated to local authorities and schools with pupils on roll in January 2012 that are known to have been eligible for free school meals (FSM) at any time during the last six years. Each pupil attracts £600. Schools have the freedom to spend the premium, which is additional to the underlying schools budget, in a way they think will best support the raising of attainment for the most vulnerable pupils.

8.17 Data from January 2011 indicated that there were a total of 27,489 pupils on school rolls within Peterborough. An illustrative number of pupils who were eligible for the Deprivation Pupil Premium being 7,786, which equates to a total of £4,671,300 and accounted for 28.32% eligibility across the city, is in line with the national average (28.3%). However, there are particular variations when schools are scrutinised on an individual basis, for example, Newborough C of E school having 4.9% of pupils achieving eligibility (n=9), where in contrast Winyates Primary School has 67.2% eligible (n=131).

NEET (Not in Education, Employment or Training)

8.18 The term NEET (Not in Education, Employment or Training) applies to young people 16 to 19. NEET young people are identified within their academic cohort, so, years 12, 13 and 14.

In September 2013 the government brought in the first stage of the Raising of the Participation Age (RPA). Under RPA it is expected that young people stay on in learning, or in work with training, until the end of the academic year in which they are 17. If they do not do this, then are deemed as Not Participating as opposed to being NEET. From 17 to 19 they are classified as NEET. Participation can take place in school through 6th form provision at a further education establishment, through apprenticeship provision and in work where other training is provided. In September 2015 this duty is extended to include 18 year olds.

8.19 There is strong evidence to indicate that the life chances of young people who remain NEET are significantly lower compared to the general population. Those young people who are NEET for over a 6 month period are more likely to be involved in the youth justice system, have dependencies on alcohol and drugs, exhibit risk taking behaviours, have poor mental health and have low self-esteem.

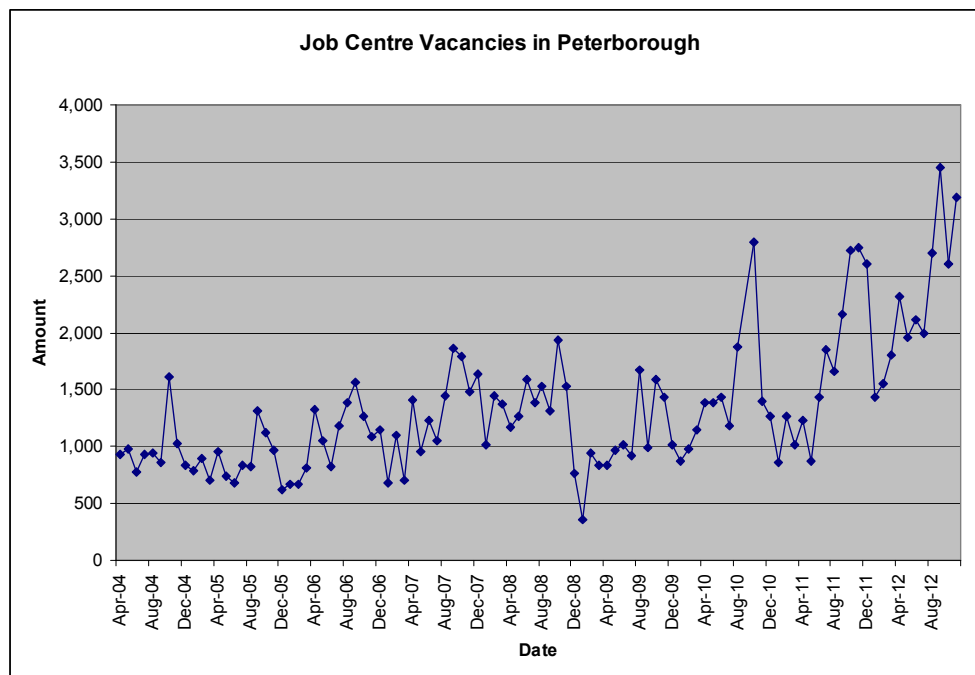
The council has a statutory responsibility to:

- Track young people from age 16 to 19 and identify those young people who are NEET
- Support the targeted work with young people who are NEET to move them into Employment, Education and Training (EET).
- Work with partners – colleges, post 16 providers and schools, to ensure that each young person at age 16 and age 17 has a place in learning for the following academic year.
- Track the destinations of young people post 16 and post 17.

With RPA the emphasis will be on increasing the number of young people who are participating and councils will be judged on their progress in working towards achieving 100% participation.

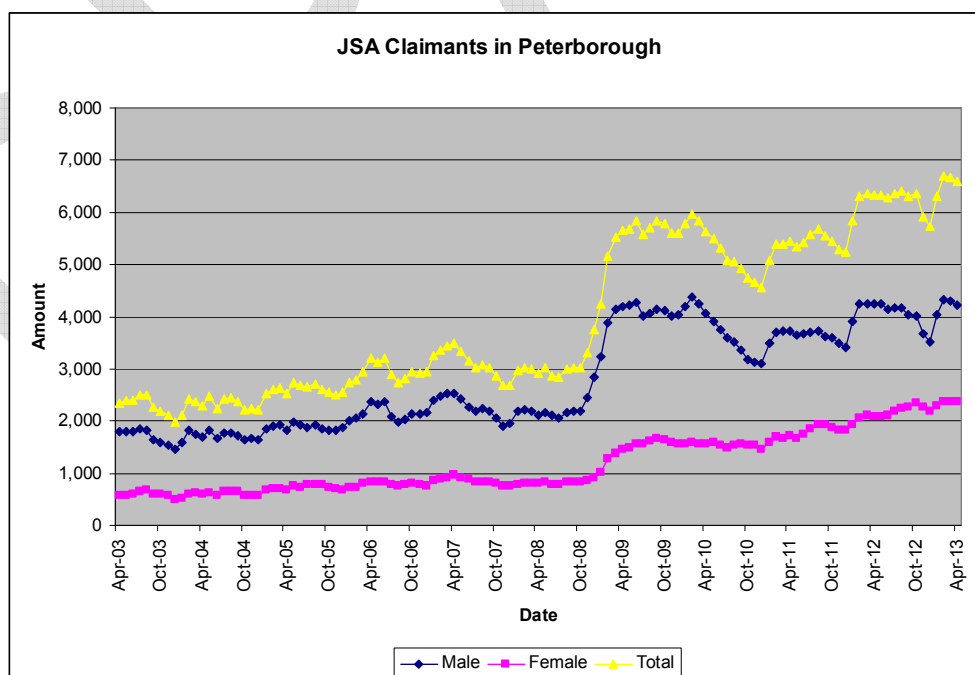
As of August 2013, there were a total of 535 NEETs in Peterborough equating to 8%, this is a reduction from the same period 12 months ago where 9.2% were deemed to be NEET.

8.20 The total number of Job Centre vacancies in Peterborough shown as a time series is as follows:

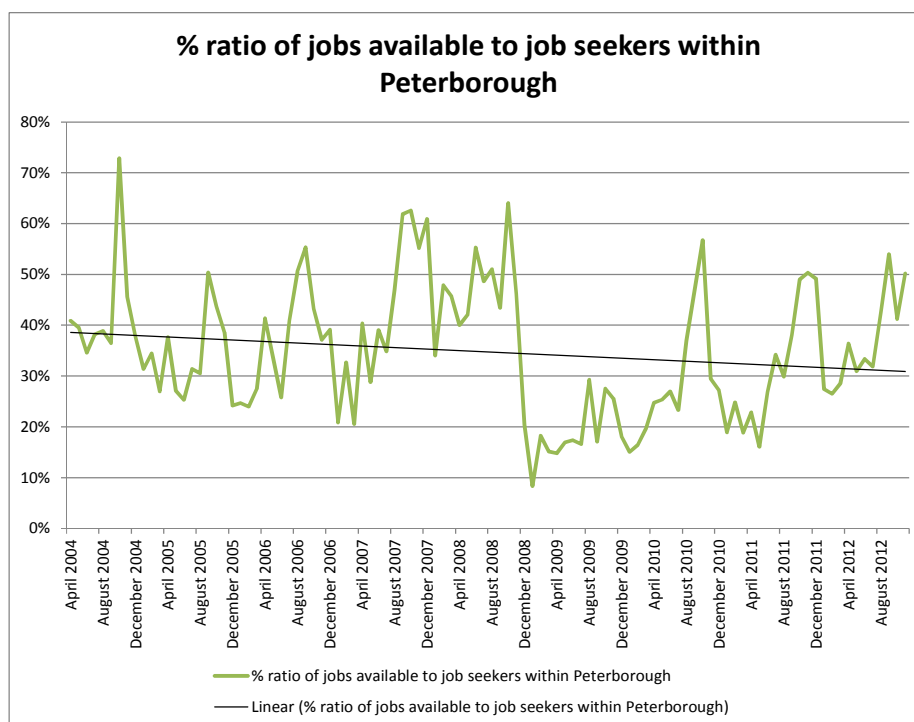


The latest month available, that of November 2012, had the second highest number of vacancies (3,190) with September 2012 as the highest (3,455). It is important to note that this data set is no longer available; therefore alternative methodologies will be applied in future analysis when available.

8.21 The recent increase in vacancies has resulted in a corresponding decline in JSA claimants, though this appears to be predominantly assisted by a reduction in male claimants as demonstrated by the graph below.



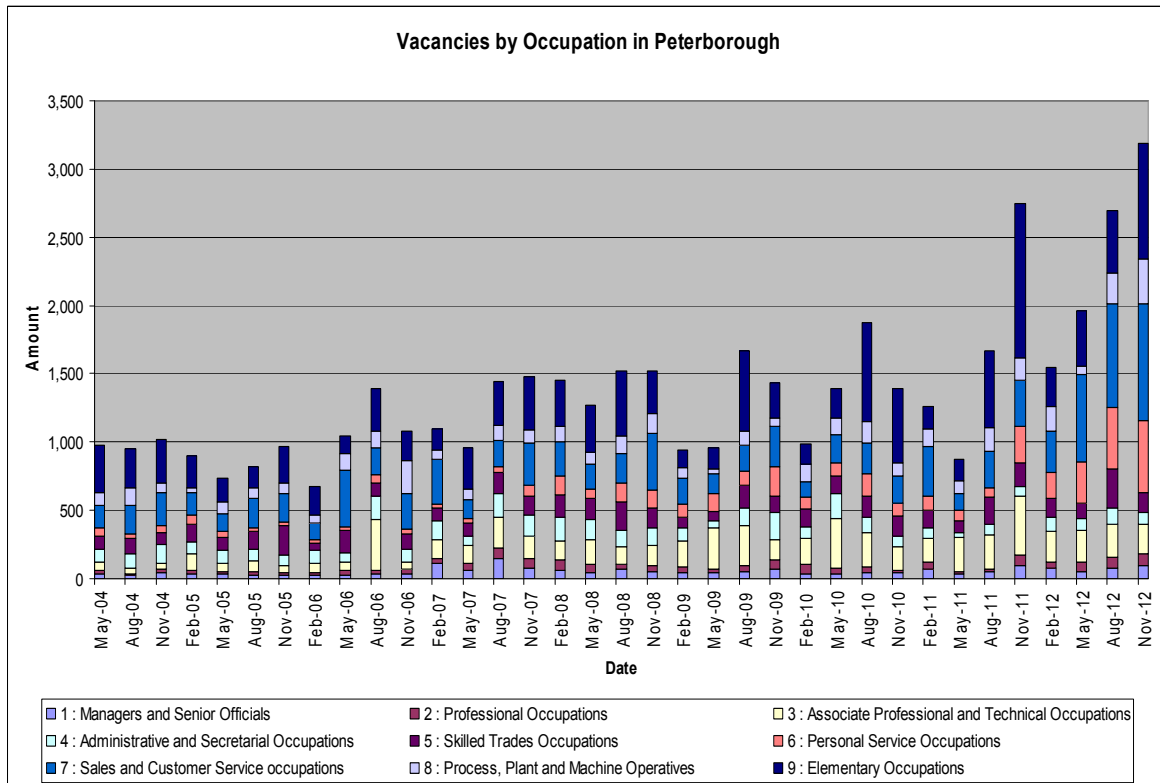
8.22 This previous graph also demonstrates that, in recent months, the proportion of male claimants is falling while female claimants remain modestly stable, however, when analysing over longer timescales there remains a general increase. 64% of claimants were male while 36% were female; in April 2010 72.4% of claimants were male while 27.6% were female, though as alluded to earlier, this will likely be due to changes in Income Support rules which state that lone parents can only claim until their youngest child is 5 years old. Once a child is 5, the parent will move onto Job Seekers Allowance; at the time of writing, there are approximately 800 JSA Claimants in the city who are lone parents.



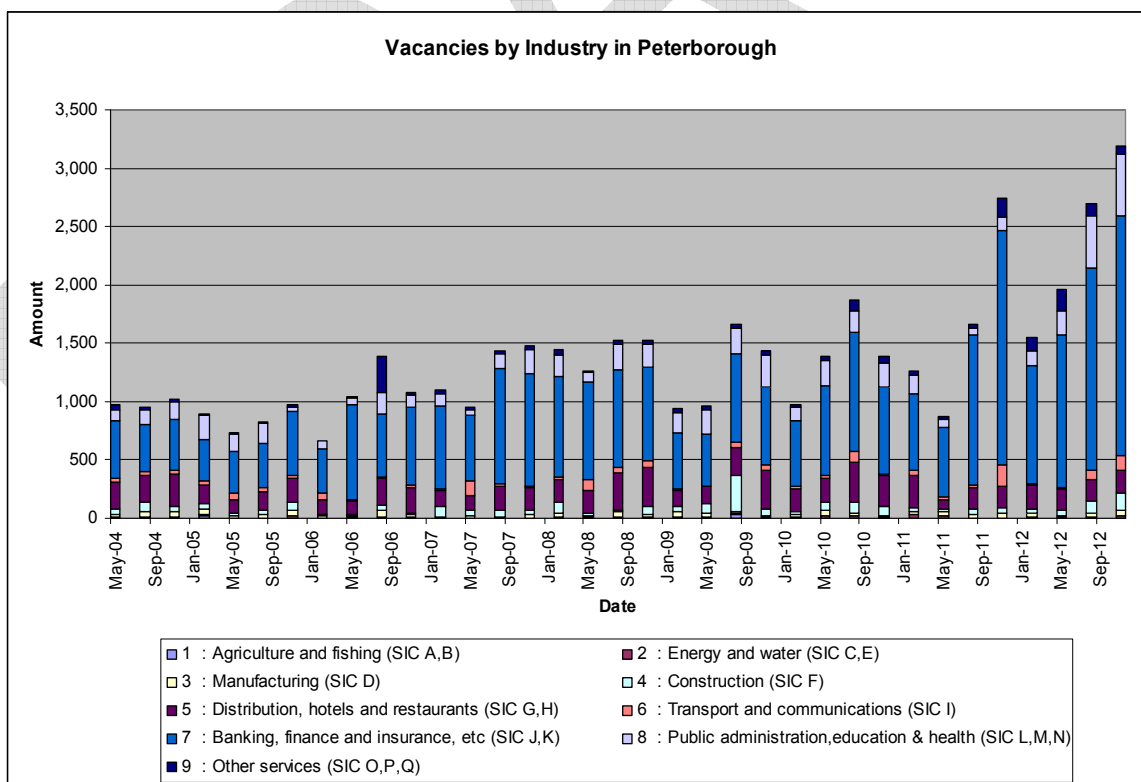
8.23 The ratio of job availability within the city as a comparison to the volume of JSA claimants has shown a general downward trajectory from 2004 to 2012. The most noticeable peaks are consistently around October of each year, demonstrating that there is an increase in jobs available for seasonal winter 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.

8.24 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 - 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.

8.25 The paradox of greater job vacancies and an increase in JSA claims could also 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. It is also apparent that there is now a greater choice and volume of available opportunities than has been noticed for a considerable time, as demonstrated in the chart below.



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



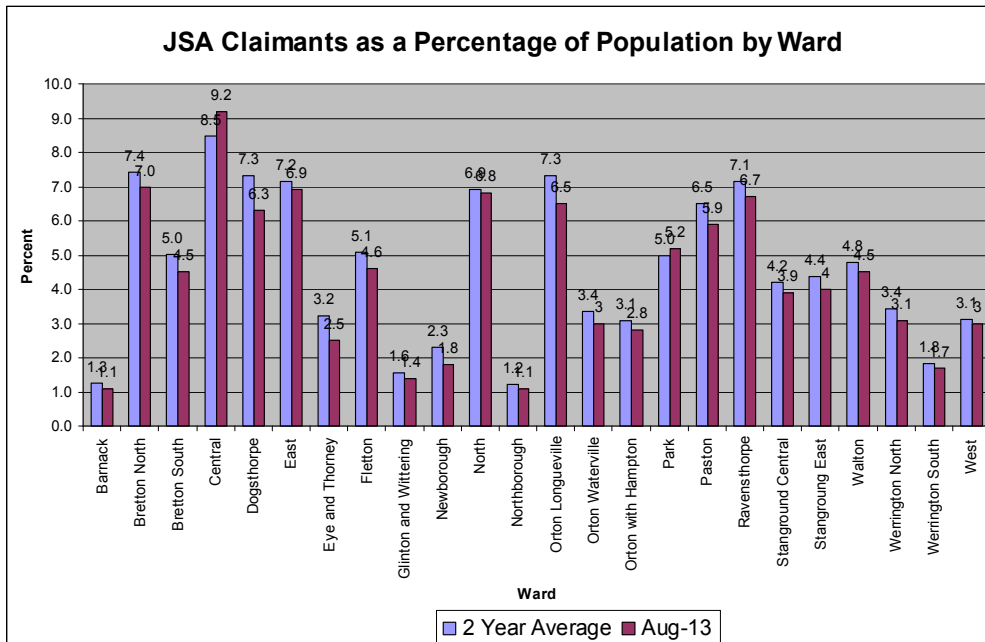
8.27 A snapshot of information was made available via DWP from November 2012 which highlights that there is a clear disparity between the actual vacancies within Peterborough when compared to the occupations sought after by jobseekers.

The most noticeable mismatches are between high proportions of available customer service roles (607), in contrast to a lesser proportion seeking to enter said industry (135). Conversely, high volumes of claimants looked to enter sales occupations (1,425) with considerably fewer roles available (249).¹¹

Occupation	Vacancies		Sought occupation:	
	number	%	number	%
11 : Corporate Managers	82	2.6	135	2.2
12 : Managers and Proprietors in Agriculture and Services	9	0.3	30	0.5
21 : Science and Technology Professionals	15	0.5	55	0.9
22 : Health Professionals	1	0.0	0	0
23 : Teaching and Research Professionals	48	1.5	45	0.7
24 : Business and Public Service Professionals	25	0.8	25	0.4
31 : Science and Technology Associate Professionals	13	0.4	55	0.9
32 : Health and Social Welfare Associate Professionals	26	0.8	35	0.6
33 : Protective Service Occupations	0	0.0	0	0
34 : Culture, Media and Sports Occupations	54	1.7	60	1
35 : Business and Public Service Associate Professionals	126	3.9	45	0.7
41 : Administrative Occupations	71	2.2	465	7.5
42 : Secretarial and Related Occupations	10	0.3	60	1
51 : Skilled Agricultural Trades	2	0.1	65	1.1
52 : Skilled Metal and Electronic Trades	67	2.1	120	1.9
53 : Skilled Construction and Building Trades	46	1.4	160	2.6
54 : Textiles, Printing and Other Skilled Trades	40	1.3	55	0.9
61 : Caring Personal Service Occupations	424	13.3	310	5
62 : Leisure and Other Personal Service Occupations	95	3.0	85	1.4
71 : Sales Occupations	249	7.8	1,425	23.1
72 : Customer Service Occupations	607	19.0	135	2.2
81 : Process, Plant and Machine Operatives	66	2.1	225	3.6
82 : Transport and Mobile Machine Drivers and Operatives	265	8.3	330	5.3
91 : Elementary Trades, Plant and Storage Related Occupations	496	15.5	1,395	22.6
92 : Elementary Administration and Service Occupations	353	11.1	855	13.9
Column Total	3,190	100.0	6,170	100.0
	Quarterly figure		Month figure	

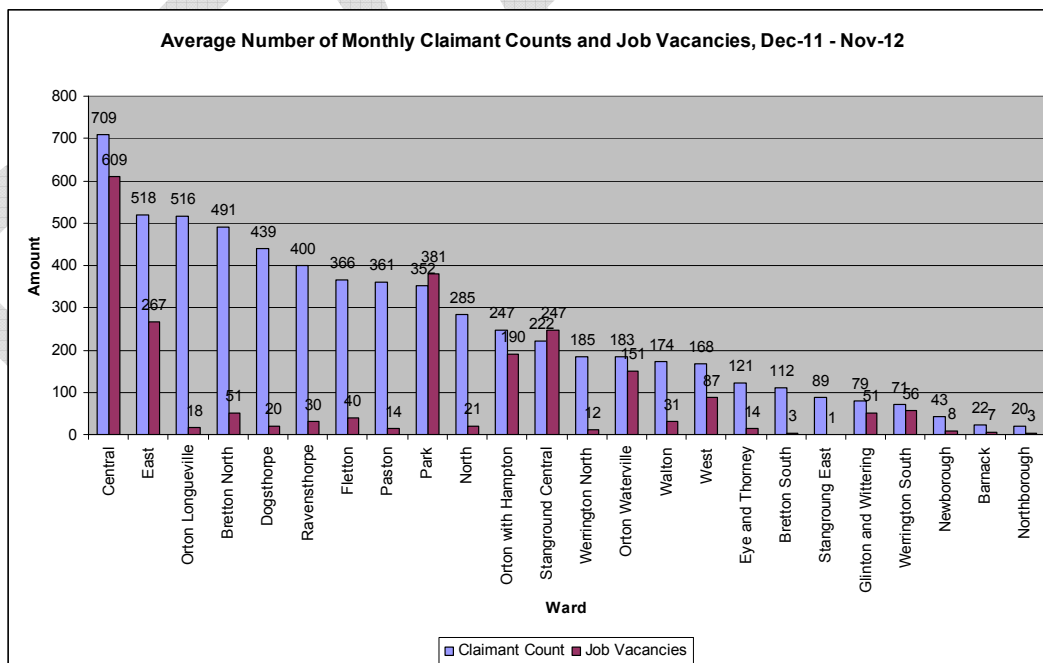
8.28 Although the difference in skills required for many of these industries are likely to be negligible and dependent upon level of entry, anecdotal evidence from JCP suggests that up to 50% of younger job seekers are looking for work in warehousing, retail or admin, which could ultimately contribute to an imbalance between the vacancies and sought after occupation ratio. With this observed 'competition' for certain job types, inevitably, there will be a reduced likelihood of individuals gaining employment, given the disproportionately high volumes of job seekers having interest in the same jobs being offered. The percentage of Job Seekers' Allowance claimants as a percentage of usual resident population has fallen in all but 2 of Peterborough's 24 wards when comparing August 2013 (the latest figure available) with the average of the preceding 2 years' months.

¹¹ It is important to note that the vacancies number is a quarterly figure up to November 2012, where the sought occupations figure is a count from November 2012, this methodology was utilises as a quarterly total for sought occupations would inevitably include double or triple counted individuals.



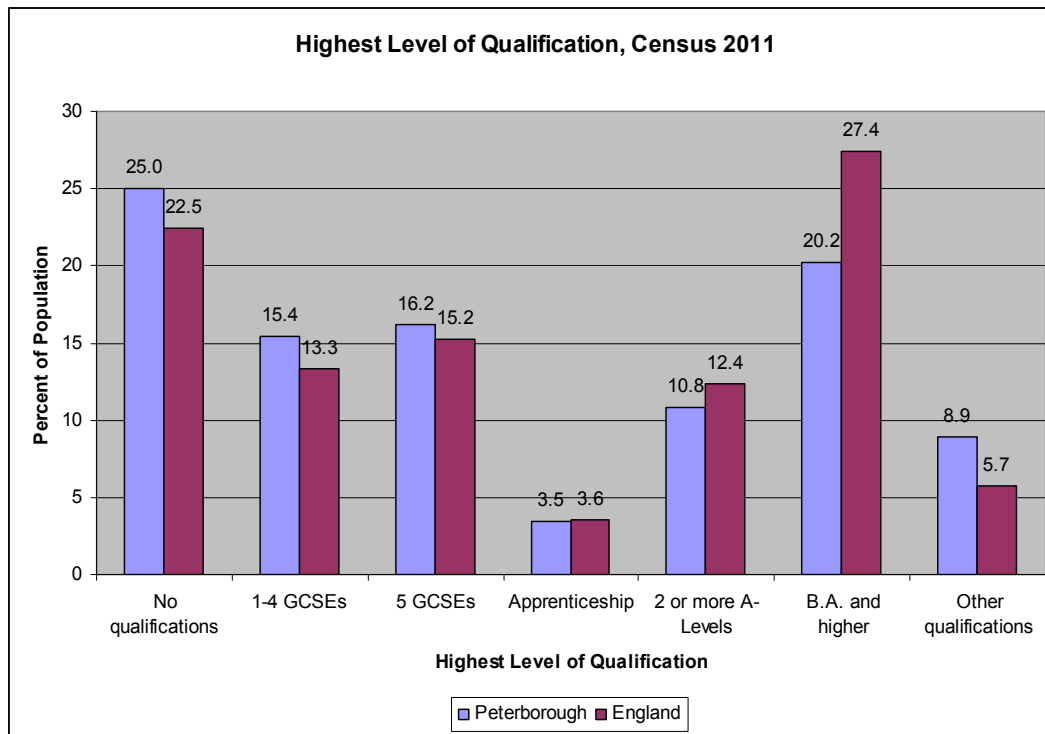
8.29 Central and Park are the two wards that recorded increases, the former rising from 8.5% to 9.2%, the latter rising from 5% to 5.2%. Both of these wards are hubs for Peterborough’s arriving migrant demographic, which is perhaps a cause of any spikes. Dogsthorpe was the ward that reduced the most, declining by 1%.

8.30 The number of claimants of JSA is consistently far in excess of the number of job vacancies when matched by ward. An average of the period between December 2011 and November 2012 (the latest available data regarding job vacancies) demonstrates this disparity across Peterborough’s different wards.



This also highlights a potential issue regarding less mobile claimants’ ability to easily commute to work without relying upon transport.

Another consideration is that the type of jobs available may not correspond to the educational level of those seeking jobs.



8.31 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

8.32 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 (2.2%) and regional rate (1.8%)

8.33 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.

8.34 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.

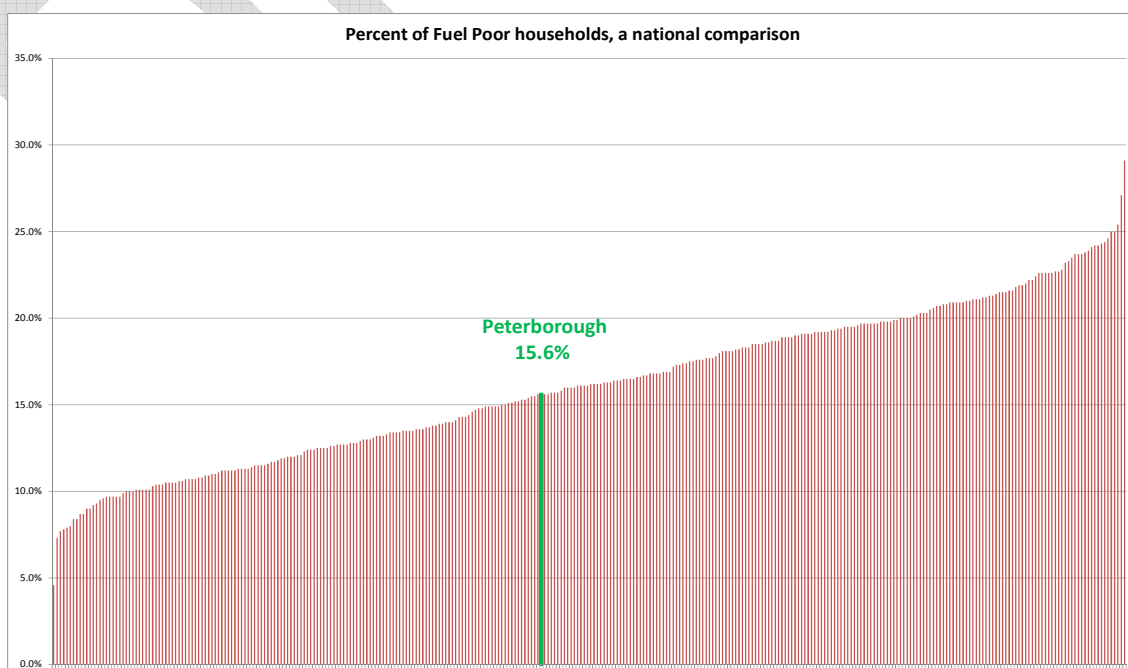
8.35 Although not numerically employing the most, the ‘administrative and support service activities’ is significant in Peterborough, employing 6,553 persons (7.4%) sufficient to rank it 6th amongst all local authorities in England and Wales and ranked 1st in the East of England in terms of the proportion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

9. Housing and Fuel Poverty

9.1 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.



The Department for Energy & Climate Change has recently set out a new definition of fuel poverty where a household is said to be in fuel poverty if:

- they have required fuel costs that are above average (the national median level)
- were they to spend that amount they would be left with a residual income below the official poverty line

At the time of writing, data is not available utilising this new measure and will be included within this report when available.

Housing – Home ownership

9.2 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 2

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• Explore opportunities to make energy switching easier for people in debt with fuel companies	Keith Jones, CAB

Tackling Poverty Priority	Projects to deliver the priorities 2013-2016	Lead
<p>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)</p>	<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
<p>3. Those most vulnerable and excluded play a full part in the community</p>	<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
<p>4. The people of Peterborough are living healthy and resilient lives in decent homes</p>	<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
<p>5. Children are enjoying their childhood and expressing their skills and potential in life</p>	<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 	<p>Allison Sunley, PCC</p>
<p>6. Our city is a place where business succeeds and communities thrive</p>	<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 	<p>Steve Bowyer, Opportunity Peterborough</p>

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