

Working together to tackle Poverty in Barnsley

Barnsley Anti-Poverty Action Plan 2015-18



Poverty in numbers, comparing Barnsley and England data:

Barnsley Poverty in numbers

£11.91 is the median hourly pay for a full-time worker in Barnsley
(ONS, 2014, Annual Survey of Hours and Earnings)

44.1 percent of part time workers earn less than the living wage in Barnsley

(Annual Survey of Hours and Earnings, 2013, proportion of employee jobs with hourly earnings below the Living Wage: £7.45)

22.8 percent of children in Barnsley are in poverty

(HMRC, 2012, Children in Low-Income Families Measure)

9.7 percent of households in Barnsley are in fuel poverty

(DEC, 2013 Low Income High Costs)

7,500 people are unemployed in Barnsley

(ONS, Annual Population Survey, model-based estimates, July 2014-June 2015)

8.3% of people have no qualifications in Barnsley

(Annual Population Survey, Jan 2014-Dec 2014, aged 16-64 years)

3.9% of young people are not in education, employment or training (NEETs) in Barnsley

(CYFS, September 2015)

England Poverty in numbers

£13.21 is the median hourly pay for a full-time worker in England
(ONS, 2014, Annual Survey of Hours and Earnings)

40.6 percent of part time workers earn less than the living wage in the UK

(Annual Survey of Hours and Earnings, 2013, proportion of employee jobs with hourly earnings below the Living Wage: £7.45)

18.6 percent of children in England are in poverty

(HMRC, 2012, Children in Low-Income Families Measure)

10.4 percent of households in England are in fuel poverty

(DEC, 2013 Low Income High Costs)

Over 1.5 million people are unemployed in England

(ONS, Annual Population Survey, model-based estimates July 2014-June 2015)

8.6% of people have no qualifications in England

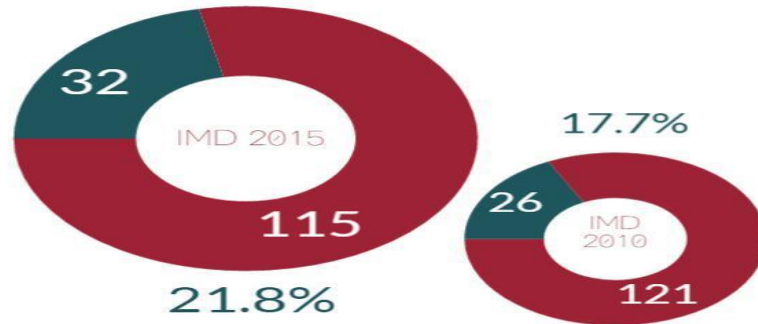
(Annual Population Survey, Jan 2014-Dec 2014, aged 16-64 years)

5.2% of young people are not in education, employment or training (NEETs) in England

(CYFS, September 2015)

Indices of Multiple Deprivation 2015 Barnsley

Proportion of Barnsley Lower Super Output Areas (LSOAs) in 10% Most Deprived in England



Calculated using the rank of average score measure

39th

most deprived local authority of the 326 in England



*There were 354 local authorities in England during these IMDs

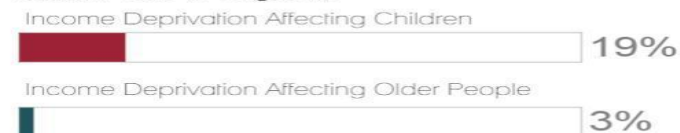
The Seven Domains of Deprivation and How Barnsley Performs

The IMD is calculated based on seven domains of deprivation composed of a number of indicators that are scored and ranked to produce an overall domain score. Below are the rankings for Barnsley relative to the other 325 local authorities using the rank of average score by domain:



Income Deprivation Affecting Children and Older People

The percentage of LSOAs that fall within the bottom 10% in England



Relative deprivation has increased in Barnsley

Source: IMD 2004, 2007, 2010 & 2015 - Department for Communities and Local Government

Partnership Principles

During the development of this action plan the following the following overarching principles have emerged. These will guide all aspects of the partnerships work to reduce poverty in Barnsley.

Sustainability		Good practice and innovation	
<p>Making sure that actions undertaken by the partnership are sustainable and look to the long term, creating resilience in families and communities, particularly in the light of reducing resources.</p> <p>Adopting a long term approach is more likely to have a lasting impact and should avoid scarce resources being spent on actions which ultimately do not meet the underlying needs of individuals and communities.</p>	<p>Partners will :</p> <p>Ensure the partnership response is flexible and agile whilst considering the long term impact of decisions and activities</p> <p>Make sure that agreed actions and approaches have sustainable solutions</p>	<p>We are very proud of all of the partnership efforts that have taken place over the recent period.</p> <p>We can and will learn from others, apply that good practice on the basis that this can help us to be more effective together.</p>	<p>Partners will :</p> <p>Take shared responsibility for sharing ideas and learning together</p> <p>Make sure our communications are working well</p> <p>Try different things, some will work others won't.</p>
Challenge		Value	
<p>Negative perceptions of those affected by poverty and inequality dominate the media.</p> <p>They divide communities, widen the gap between the 'haves' and 'have nots' and divert attention from the real issues at play in communities.</p> <p>These perceptions do not reflect the circumstances and position of the majority of families in the borough.</p>	<p>Partners will :</p> <p>Ensure there is a shared understanding of poverty within their own organisations</p> <p>Identify opportunities to promote real stories of those experiencing poverty in Barnsley</p> <p>Robustly challenge negative perceptions</p>	<p>Work to tackle poverty will be taking place at a time when resources are tight. To keep a focus on value, partners will need to work together to reduce duplication of effort and resource.</p> <p>We need to ensure we focus on impact and look to drawing in other resources outside of public sector resources to support this work.</p> <p>We must be brave to stop the activities where impact and outcomes aren't demonstrated in full.</p>	<p>Partners will :</p> <p>Agree priorities for action and allocate our resources</p> <p>Identify and eradicate duplication</p> <p>Keep a focus on impact before we replicate activities.</p> <p>Decommission activities where is evidence that outcomes aren't being achieved</p>

KEY: RAG rating & expected action impact on outcome

C	On Track no concerns	IP	In progress	R	At risk	S	Short term, 1-6 months	M	Medium term, 6-12 months	L	Long term, typically 12 months plus
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Challenge 1: To increase early take up of financial advice & support for skills and employability

Aim: To help Barnsley People make the most of the money that they have and improve their potential income

Objective	Outcome	Action	Deadline	Leads	Progress & date reviewed	RAG
1.1 Improve skill levels and work readiness for those on benefits and low income	To increase the skills and employment levels of those most affected by poverty and low income	JobCentrPlus (JCP) will continue to refer new claimants identified as having low English, Maths and IT skills to a formal assessment leading to mandation to a relevant course. (L)	Ongoing: Review 31st March 2016	Joanne Dearnley		L
		JCP will continue to support claimants into work through a range of programmes including: sector based work academies, work experience placements, volunteering etc.(L)	Ongoing: Review 31st March 2016			
		Continue to work with and encourage Children Centres to develop cooking courses etc integrated with English and Maths to support parents in preparing for work. (L)	Ongoing: Review 31st March 2016			
		Economically inactive people are better able to enter the labour market (L)	Ongoing Review: 31 st March 2016	Tom Smith	L	
1.2 To improve welfare advice and guidance offer to residents	Redesigned service that is productive and accessible to customers though a range of methods, so that our most deprived communities have access to support	Welfare Review Completed (S)	31st March 2016	Jayne Hellowell		S
		Implement Phase 1 – integrate LWA, Housing Options Team and Welfare Rights.(S)	31st March 2016	Michelle Kaye		S
		Potential co-location of key Welfare services into one Town Centre building.(L)	31st March 2017	Michelle Kaye		L

	to help them out of poverty and our collective resources are efficiently deployed.	Complete initial feasibility study for integrated on-line product 'Better Off' (S)	31 st March 2016	Michelle Kaye		S
		Co-design new service of welfare advice provision covering all areas of enquiry (L)	March 2017	Jo Clark Michelle Kaye		L
		Review Customer Services links -Customer Need for telephone access (M)	31st March 2016	Hazel Shaw		M
		Be Well Barnsley Family providers target their support interventions to quit smoking and for healthy eating in areas of highest deprivation(L)	30th December 2016	Carl Hickman		L
1.3 Improve access to schemes and support residents to reduce the impact of poverty premium i.e. higher cost of essential items such as <i>food, electricity, gas and white goods due to lack of bank account, internet access, and access to credit.</i>	Tackle Fuel Poverty	Support the Implementation of Energise Barnsley Phase 1 completed 18.12.2015 (S) Phase 2 (M-L)	31st March 2016	Rob Clark		M-L
		Support the development of fuel poverty schemes through EB Community Fund (Note: scope of EB CF is broader than Fuel Poverty)(L)	Ongoing: Review 31 st March 2016	Rob Clark		L
		Improved energy efficient housing, DEC Central Heating fund to be targeted for vulnerable families (M-L)	Ongoing: Review 31 st March 2016	Phil Ainsworth		M-L
		Provide advice and support to front line workers and consumers in the community via energy Best Deal Schemes (M)	Ongoing: Review 31st March 2016	Jo Clark		M
	Improved Access to Affordable Credit Residents have improved knowledge	Undertake Event to publicise and promote take up of Credit Union offer across range of support organisations (S)	30th December 2015	Jayne Hellowell Murdo McLeod		S

	and understanding of the credit union offer	Wider use of existing communication mechanisms to promote affordable credit through Credit Union e.g. <ul style="list-style-type: none"> • Council Magazine • Leaflets and information through Foodbanks • Link SYCU to Y&H Financial Capability Forum (M) 	Throughout 2016	Murdo Macleod	M
		Support the development of additional Credit Union hubs in the Borough (L)	31st March 2017	Murdo Macleod	L
		Implement Alpha Project: <ul style="list-style-type: none"> • Budget Account Facility • Digital Identity • Transactional account for Universal Credit (links to 1.5)(M) 	31 st March 2017	Murdo Macleod	M
		Develop White Goods Scheme "My Living" as part of the Credit Union Offer <ul style="list-style-type: none"> • Open Wombwell 'My Living' Store (S) 	31 st March 2016	Murdo Macleod	S
	Improved access to low cost food and access to appropriate financial advice and support	Community Shop expansion to second premises in Athersley.(S)	31st March 2016	Gary Stott	S
1.4 Review of current Debt Management Strategy and processes to support earlier take up of financial advice.	Improve the range and reach of debt management provision to ensure that appropriate support is offered to affected residents	Assess impact and effectiveness of current debt management support. (L)	30th June 2017	Carole Roby Murdo Macleod Jo Clark	L
		Review council Debt management Strategy to identify opportunities to minimise debt creation within customer journeys. Link to work of Corporate Payment and Debt Group.(M)	Throughout 2016	Lisa Smith	M
	To improve early identification of residents who need	Review BOLD course for the wider workforce to support signposting and referral to financial advice & support services, identify gaps and	31st March 2016	Michelle Kaye	M

	financial advice and support to promote access to support services and self help.	develop resource as appropriate.(M)				
		Review online self-help and advice for service providers, residents and schools, to support those affected by poverty. Identify gaps and develop resources as appropriate.(M)	31st March 2016	Michelle Kaye		M
1.5 Ensure access to appropriate support is provided to help residents to transition to Universal Credit (UC)	Residents are better able to manage the Universal Credit process and effectively manage the transition to Universal Credit	Universal Credit Support Programme to be delivered to residents who are transferring to UC. (S) Link to SYCU at 1.3 (Alpha Project)(M)	31st March 2016	Michelle Kaye Joanne Dearnley Murdo Macleod		S- M

Challenge 2: To reduce Child Poverty in Barnsley

Aim: To help Barnsley Parents give their children the best start in life

Objective	Outcome	Action	Deadline	Leads	Progress & date reviewed	RAG
2.1 Support and challenge partners delivering services and support to children and families. 'Monitor the gap' in relevant outcomes between those children in Barnsley who are affected by	To ensure that partner strategies and plans target their support towards children and families which are most affected by poverty	Identify families who are in poverty and low income through assessment process (M)	31st March 2016	Nina Sleight Annette Martin-Meigh		M
		Support Elements to be identified in Family Support Journeys (M)				M
		Family Star Plus will measure "distance travelled" against relevant measures in action plans (S)				S
		Link to Early Help Delivery Group (M)				S

poverty and those who are not.		Maximise opportunity to target support to families in poverty through Family Centres and Allied Teams (M)				M
2.2 Maintain up to date poverty profile for the borough as part of the RABIT data dissemination.	Up to date borough-wide Poverty Needs Assessment Evidence Base available to inform Anti-Poverty Delivery Group monitoring and challenge processes	Refresh evidence base data relating to Child Poverty Needs Assessment as required (L)	Live intranet data system by RABIT	Elizabeth Pitt		S
2.3 Discharge of Responsibility under the Child Poverty Act 2010		Consult with stakeholders if any changes are made to the child poverty strategy (L)	As required	Andrea Hoyland	N/A	

Challenge 3: The Poverty Challenge

Aim: To Ensure that our strategies, plans and services are poverty proof

Objective	Outcome	Action	Deadline	Leads	Progress & date reviewed	RAG
3.1 To ensure that partner strategies and plans target their activities in communities which are most affected by poverty	Strategies, plans, cabinet reports have clearly considered the poverty needs assessment and plans demonstrate targeted efforts in most deprived areas of our communities.	Incorporate anti poverty considerations into the covering report for cabinet (S)	31st March 2016	Ian Turner		S
		Provide guidance for completion of anti-poverty considerations in reports for cabinet via SMT to cascade to authors (M)	31st March 2016	Andrea Hoyland		M

3.2 To ensure that the Council's commissioning and procurement processes are supportive of our joint anti-poverty objectives	The Council's commissioning and procurement specifications include an anti-poverty statement as standard.	To manage the expectations of potential suppliers, anti-poverty considerations in line with Council Strategy are added into the Strategic Commissioning and Procurement Service communication platform. (M)	28 Feb 2016	Simon Toplass		S
	Anti-poverty considerations are included in specifications for commissioning and procurement of services	The Strategic Commissioning and Procurement Group will determine if/how anti-poverty considerations can be included where applicable as part of the evaluation of future bids. (M)	30 th July 2016			M

Challenge 4: To evaluate our joint impact

Aim: To understand if we are getting the results we expected

Objective	Outcome	Action	Deadline	Leads	Progress & date reviewed	RAG
4.1 We have a better understanding of what it is like for Barnsley families living in poverty and on low income and what support and services they may need.	The Anti-Poverty Action Plan Performance Measures including storytelling framework are agreed, in place and monitored so that we understand what is working and the	To develop an evaluation plan that demonstrates through hard and soft measures that the changes we are seeking are made.(S-M) <ul style="list-style-type: none"> Ensure that appropriate KPI's are established Develop an impact tool Develop story telling framework including Case Studies/client 	June 2016	Jill Bills		S

<p>Anti-Poverty activities are better targeted and informed by service user views and experiences. We understand when our efforts are not achieving the desired results – so we can adjust or change approach.</p>	<p>difference it is making.</p>	<p>stories and feedback that provide evidence of our joint impact on their lives.</p>				
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