

Report of the Director of City Strategy

## **Proposed actions as a response to the Index of Multiple Deprivation score**

### **Summary**

1. This report arises out of the Executive decision at its meeting on 12<sup>th</sup> February to instigate a pilot project aimed at reducing deprivation in the worst performing Index of Multiple Deprivation (IMD) area of the city.
2. The City of York Council, with partners, have now met on three occasions to discuss a practical approach to tackling deprivation and this report details the outcome of those meetings in terms of proposed actions and associated costs.
3. A request is made for funding the actions.

### **Background**

4. The report to Executive in February provided detailed information on the composition of the IMD.
5. The IMD statistics were published at the end of 2007, but the figures were collected in 2005, and therefore may not accurately describe the situation as it is today. However, these figures do allow for a comparison with the previous published figures, which were collected in 2001. In brief:
  - **Overall York's levels of deprivation are decreasing** - The 2004 IMD ranked York Unitary Authority as 219 out of 354 local authorities (where 1 is the most deprived and 354 is the least deprived). In 2007 York is ranked at 242.
  - **The numbers of deprived areas in York are reducing** - In 2004 York had 11 SOA's that were within the 20% most deprived in England. In 2007 York had a reduced figure of 8 SOA's within the 20% most deprived and one was within the 10% most deprived.
  - **One SOA remains particularly disadvantaged** - It is the same SOA within the 10% most deprived for 2004 and 2007.
  - **Approx 12,000 people** live in the LSOAs that fall within the 20% most deprived LSOAs in England.
  - **Approx 5,500 Households** in the LSOAs that fall within the 20% most deprived LSOAs in England.

*York's 20% most deprived LSOAs have the following characteristics on average*

- Just over a third of people are income deprived
- One in five women aged 18-59 and men aged 18-64 are employment deprived
- Just under a half of children live in families that are income deprived
- 37.5% of older people are income deprived

6. In simple terms the overall IMD is made up of seven sets of statistics called “domains”. Not all domains are given equal value in determining the overall IMD and the table below describes each domain and its weighting.

<b>Table 1: Domain Weights for the IMD 2007</b>	
	<b>Domain Weight</b>
Income Deprivation Domain	22.5 %
Employment Deprivation Domain	22.5%
Health Deprivation and Disability Domain	13.5%
Education, Skills and Training Deprivation Domain	13.5%
Barriers to Housing and Services Domain	9.3%
Crime Domain	9.3%
Living Environment Deprivation Domain	9.3%

7. As noted above the IMD is compiled from a number of domains. In response to this a range of partners and partnerships have a significant, and in some instances, a lead role to play in tackling deprivation, e.g. the PCT, Police, Learning and Skills Council, Jobcentre Plus etc. Following the approval of the February report, a working group has been established bringing together agencies working in the Westfield Ward. The recommended actions in this report are a result of the discussions of the working group.

## **Consultation**

8. The appropriate Ward Planning Committee has been briefed on the details behind the “most deprived” area report and their support for initiatives to address the issues has been agreed. A report has also been presented to the Local Strategic Partnership (WOW) Board which endorsed the suggested pilot project.

## **Options**

9. The option for Members is to consider the actions set out below in response to the issue raised.

## **Analysis**

10. It is acknowledged that more analysis is required with the involvement of key agencies in the city.

11. However, it was agreed that rather than delay action with further detailed analysis, the City Council lead and manage a pilot multi-agency programme – involving where appropriate the Ward (Planning) Committee - which will tackle deprivation initially in the Westfield SOA with the worst IMD score. The lessons learned and the results of this action will be reported back, at regular intervals, to the Council and the WOW Board to inform the partnership on how best to develop a city-wide approach to tackling deprivation.

12. The pilot team is tasked to:

- Assemble a working budget.
- Reduce deprivation in one area of the city.
- Identify effective leadership roles to deliver actions and outcomes.
- Develop and deliver proposals, which provide outcomes supporting existing strategies of partnership agencies.
- Establish a template for a city-wide approach to tackling deprivation.
- Suggest how partners' resources might be better used through a joint approach.
- Develop interim success measures prior to the next IMD in 4 years time.
- Develop a reporting mechanism for actions and results.

## **Proposed actions**

13. An audit of current activity (which relate to the domains within the IMD) in the Westfield area is being collated. This is proving more time consuming than envisaged, and therefore work should continue in developing new or improved services prior to the completion of the audit. The audit will be a valuable tool to use later, to enable the group to explore potential improved ways of working together which will be of mutual benefit to both agencies and their clients.

14. Running parallel to this work the Executive Members have completed a doorstep survey across the city, including an area within the targeted Westfield SOA. The results of the survey have not yet been fully analysed but it will identify additional potential actions other than the three proposed below.

- Support the formation of an active residents group and provide them with appropriate Community Development Training. (£2,500)
- Develop and deliver at least one activity targeted at each of the IMD domains (detailed below). (£27,800)
- Produce and deliver a quarterly local Newsletter detailing information and activity (with timetables and venues for resident participation). (£2,000)

15. It was noted that whilst actions would improve the life of the local residents, they might not affect the current IMD score (2004 statistics published in 2007), as it will be historically backdated. Therefore, it was agreed that performance measures will have to be developed for each action adopted.

## Domain targeted actions

16. The domain targeted actions proposed by the working group, along with suggested budgets and lead organisations, are:

### *Employment deprivation (EDU):*

Using the latest Department for Work and Pension's "Working Age Client Group Figure" the Westfield Pilot Area has the second highest number of "workless people" within a SOA.

Future Prospects are already active across the city but there is potential to increase their presence in the area. It is suggested that a 0.5 post for a Community Learning and Work Adviser is created for one year to offer a range of targeted intense support through the delivery of:

- personal self development (accredited or non accredited)
- confidence building,
- stress management
- benefits and funding advice, including better off calculations
- employability skills workshops such as CV creation, Application Techniques and Interview Skills
- 1-2-1 individual support around developing increased employability skills
- Information Advice and Guidance around learning and work options
- Brokerage to training,
- delivery of accredited learning such as OCN provision
- informal IT classes and taster sessions

£20,000

### *Income deprivation (CAB plus Credit Union support):*

Continue the CAB Housing Debt Outreach work at the Acomb Housing Office and support the work with a reprinting of the "York on a Budget" booklet.

£800

The new CAB Money Management Outreach Officer has been appointed – need to arrange an induction with complementary agencies working in the target area and negotiate the level of presence in the area with CAB.

£0

Implement a benefits take-up campaign with CAB/Welfare Benefits Unit (CAB proposed cost for a small area is £2000 for one campaign). It is suggested that two campaigns should be run in a twelve month period. This will include:

- The design, print and distribution of a leaflet with the key information for each campaign.

- Distribution of information through intermediaries, e.g. GP surgeries, churches etc.
- Two drop-in benefit advice sessions for each campaign.
- Follow-up detailed work with individuals to ensure take up.
- Recruit individuals onto Money Management courses.

£4,000

Investigate the Council's debt recovery policy and consider improvements in supporting those in debt whilst maximising debt recovery. Leeds City Council to provide a mentoring service.

£0

*Health deprivation(Future Prospects):*

Future Prospects have developed a "Cooking on a budget" course, which was part of the Cornerstone Project (targeted at the homeless). The PCT have also developed a healthy eating recipe book, which can be used as part of a course. A similar course was run some time ago using Adult Education funding and Westfield School kitchen as a venue. Costs include raw materials and a tutor.

£3,000

*Education deprivation(CAB and Youth Service):*

Launch a "Free School Meals Take-Up Campaign" linked to the benefits take-up campaign.

£0

Seek support from Acomb Library/Local Schools in Homework Club/Parents and Children Learning Together sessions.

£0

*Crime (Neighbourhood Pride Unit):*

Support the Police in increasing their visibility and providing additional publicity for their "Capable Guardian" scheme.

£0

*Living environment deprivation (Neighbourhood Pride Unit/Housing):*

Use the residents group to prioritise environmental improvements identified through the survey carried out by local Councillors.

£ potentially funded through Ward Committees/Neighbourhood Forums.

### *Barriers to housing and services (Housing):*

To be developed with Housing taking into account the “Decent Home Standard” work and York Pride initiatives. £0

## **Outcomes/Outputs**

17. Within the above costed actions, it is intended that potential outcomes/outputs will be -

Future Prospects will deliver :

- 15 employability skills sessions, which cover CVs, interview skills, application techniques, Confidence Building, and Financial Capability.
- 5 Healthy Eating for Less sessions.
- 3 locally delivered enrolment sessions at key points in within the academic year.
- 5 apprenticeship workshop/ young people’s employability sessions- in conjunction with Youth Service and Connexions provision.
- 3 Citizenship in the Community Taster sessions.
- This work will also have a target of moving 5 people into employment and 10 into further learning or trading.

The Citizens Advice Bureau benefits take up campaign has a target of supporting applications for 60 individuals and their families.

In order to assess the potential future results in other areas, CAB monitoring information will be collected on:

- Numbers of people/households directly contacted through door knocking and attending events.
- Numbers of benefits taken up and the amounts awarded.
- Numbers requesting and receiving money management advice.
- Numbers of York on a budget booklets distributed.
- Numbers joining York Credit Union.

## **Potential for replication**

18. The above actions will be closely monitored, with a view to learning lessons which can be replicated in other areas of the city.

The pilot project will:

- Evaluate the effectiveness of expanding outreach work in a small geographical area.
- Train residents in Community Development which they can cascade into other areas by becoming mentors.
- Provide a protocol for multi-agency work in small areas.
- Evaluate the most appropriate contact methods to encourage participation.
- Identify cost savings/improved outputs through joint agency projects.
- Develop Performance Indicators for small area deprivation projects.
- Produce re-usable learning/information giving material for use in other areas.
- Provide evidence on outputs that can be used in future funding bids.
- Develop a reporting mechanism on progress to residents, Members, and partner organisations that is simple and effective whilst allowing for a flexibility in delivery to maximise outcomes.

## **Corporate Priorities**

19. The Council's corporate strategy identifies a number of priorities relevant to the issues considered within this report:

- Improve the actual and perceived condition and appearance of the city's streets, housing estates and publicly accessible spaces.
- Reduce the actual and perceived impact of violent, aggressive and nuisance behaviour on people in York.
- Increase people's skills and knowledge to improve future employment prospects.
- Improve the economic prosperity of the people of York with a focus on minimising income differentials.
- Improve the health and lifestyles of the people who live in York, in particular among groups whose levels of health are the poorest.
- Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.
- Improve the quality and availability of decent, affordable homes in the city.

## **Implications**

20. Financial :

The total cost, where listed above, is £32,300.

There is no current budget allocation to support the list of proposed actions and therefore members will need to consider releasing funds from contingency (this item has not been previously highlighted) to fund the project.

The General Contingency for 2008/09 was set at £800k. Potential areas that might require funding during the year were identified as part of the budget process, and totalled over £2m, which included £750k for costs connected with the Highways PFI bid. To date £14k has been released leaving £786k available although there is a further request elsewhere on the agenda for £35k. It is too early to know yet how many of the identified areas of financial pressure will be brought before Members for funding. The key pressures identified where there may be a need for additional funding included within the £2m, are: downturn in parking pcn income, concessionary fares and children's social care costs. This request was not included in the £1.989m identified as possible recurring pressures in the budget. Any release from the contingency will obviously reduce sums available for distribution during the remainder of the year. The balance available, if this application is approved, will be £754k. It should be noted however that this sum is for one-off purposes so therefore will not impact on future years revenue budget.

21. Human resources: From past experience of similar work in Bell Farm and Clifton, a pilot project managed and lead through the council will have a call on staff time across directorates and particularly within the Economic Development and Partnerships team. This will have to be managed corporately along with other emerging priorities, e.g. responses to the Future York Report.

22. Equalities: The project will support the council meet part of its vision to promote cohesive and inclusive communities.

23. Legal: None

24. Crime and Disorder: Any action tackling deprivation will have a positive impact on crime and disorder.

25. Information Technology: None

26. Property: None

## **Risk Management**

27. In compliance with the council's risk management strategy. There are no risks associated with the recommendations of this report.

## **Recommendation**

28. The Executive is requested to agree the actions, and identify budgets to implement them, as detailed in paragraphs 14 to 16 above, as a response to tackling deprivation within the worst IMD area in the city.



Reason: To reduce deprivation in the city, and to inform the Council and the Local Strategic Partnership on the development of an effective city-wide response to deprivation.

## Contact Details

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Report Approved

Date

**Wards Affected:** Initially Westfield with others to follow.

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**For further information please contact the author of the report**

### Background Papers:

Information on the Index of Multiple Deprivation is kept on file at the Economic Development Unit.