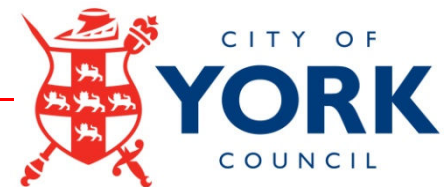




# York anti-poverty programme

Health and Wellbeing Board  
10 July 2013

Delivering for the People of York





# Facing the Challenge of Poverty in York

- April Cabinet report highlighted the need for action on poverty in York
  - 13,795 York people live in the 20% most deprived areas in the country with 4,575 children in poverty
  - pay-gap increasing - trend towards poorly paid part-time work
  - increasing long-term and youth unemployment
  - least affordable city for housing in the region
  - disposable incomes are lower than UK and comparator cities and the gap is widening
  - wide gap in life expectancy between richest and poorest

# Facing the Challenge of Poverty in York

- CYC and WOW partners committed to develop a city-wide response to:
  - How we become a more affordable city
  - How we eliminate the stigma attached to poverty
  - How we become a living wage city
  - How we address destitution





# Poverty Action Steering Group set up



York Economic Partnership





# The PASG met 3 times to:

- articulate our vision for a poverty-free York
- define an initial 2 year programme of work aiming to 'make York a poverty- free city'
- assess the activity that is already going on in the city
- identify priorities for new activity to address poverty
- develop a partnership approach to delivering the programme (e.g. York Press Leading on Stigma campaign, Credit Union supporting access to affordable credit).



# Vision for a poverty-free York

- **a healthy city** where we break the cycle between poverty, ill-health and reduced life expectancy
- **a job-rich city** providing job opportunities for all with pay levels that tackle in-work poverty
- **a living wage city** of thriving businesses
- **a supporting city** where everyone knows where to go for support at anytime in their life
- **a money-wise city** with joined-up advice for all and financial awareness is part of education from an early age
- **an affordable city** with a city-wide offer, and an adequate supply of affordable housing and childcare
- **a giving city** where tackling poverty is everybody's business and poverty is not stigmatised
- **a pioneering city** at the forefront of anti-poverty work



# Outcomes for the next 2 years

## Increase

- Free School Meal take-up
- Pension Credit take-up
- Access to advice & support
- People in work
- New private sector jobs
- Businesses paying Living Wage
- Affordable childcare places
- Giving to local charities

## Reduce

- Living costs
- Children in poverty
- Attainment gap
- Personal indebtedness
- People out of work
- Rough sleepers
- Evictions/repossessions
- Health inequality
- Stigma of poverty

Delivering for the People of York

# Proposed projects will deliver ...



Objective	Outcomes	2 year Targets *
Healthy city	Reduced gap in life expectancy between richest and poorest	<i>Achievement of other poverty targets contributes to reduction in life expectancy gap</i>
Job-rich city	More people in work (3-year target) Less people unemployed (3-yr target) New private sector jobs	5% above national average 40% reduction 1,000 a year
Living Wage city	More businesses paying Living Wage Reduce the pay gap between median and bottom 25%	50 more businesses per year 1% reduction
Supporting city	More people accessing advice and support Fewer rough sleepers	Increase by 10%  Reduce to 2 (by 2018)
Money-wise city	More financial education in schools Increased pension credit take-up Reduced personal debt	Increase by 50% 1500 more pensioners on PC 10% more money-advice
Affordable city	Increased take-up of free school meals Reduced cost of living	100% take-up Set for each project – fuel, food and white goods
Giving city	Increased giving to local charities	100 businesses taking part





# Proposals for action



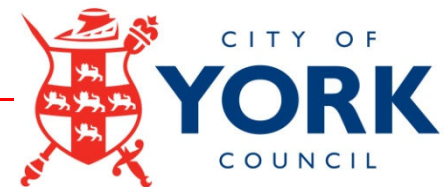
Objective	Proposals for immediate action
Healthy city	Extend <u>GP Advice Surgeries</u> (being considered in the welfare advice review) <u>Advisor on food</u> Campaign on <u>affordable eating</u>
Job-rich city	Economic Inclusion work already cleared by CMT/ Cabinet and underway
Living Wage city	Campaign on <u>Living wage</u>
Supporting city	York Financial Assistance Scheme (already funded). Press <u>campaign to reduce stigma</u> .
Money-wise city	CAB work on <u>money advice</u> (already funded). Contact centre staff <u>loan shark training</u> (no additional cost); Support for <u>SYCU</u> (already funded through FI scheme); Increase <u>pension credit</u> ; financial education in schools
Affordable city	Increase <u>free school meal take up</u> , Reduction in <u>energy costs</u> – Energy Switch, ECO project manager, Support for <u>White goods</u> . Proposals for <u>affordable childcare</u> under development.
Giving city	Proposals for a <u>York Giving</u> scheme under development.



# Systems Leadership – Local Vision Programme



- set up to develop outstanding systems leadership across public sector partners
- York was one of 30 successful places to bid
- York's breakthrough issue was tackling poverty as a key determinant of health
- York will get a package of support worth up to £30k during the next year
- including an expert enabler, free consultancy days and participation in a national leadership development programme





# What we need from HWB

Support for :

- the Vision for a Poverty-free York
- Phase 1 of anti-poverty programme proposals

Commitment to:

- work with the Systems Leadership Local Vision Programme
- to develop further partnership initiatives to deliver the poverty-free Vision for the city