
Meeting of the Economic Development Partnership Board

25 September 2007

Report of Director of City Strategy

Development of an Anti-Poverty Strategy

Summary

1. This report provides members of the EDPB with information regarding the developing anti-poverty strategy and the response it received at the Without Walls Partnership at its meeting on 18th July 2007. Members are requested to agree the proposed steps suggested for implementation by the Economic Development Unit to help reduce poverty. In addition Members are requested to endorse the proposed performance indicators that the EDU can add to those of other partners as a means of measuring the progress of anti-poverty actions.
2. The proposals and measures, when added to those from partners, will form an action plan to support the delivery of the developing Anti-Poverty Strategy.

Background

3. Inclusive York Forum undertook to develop a citywide anti-poverty strategy following a multi-agency seminar on poverty in York, in April 2005. The anti-poverty working group (involving Council officers, Citizens Advice Bureau, York CVS and Joseph Rowntree Foundation) presented the draft strategy to Without Walls last September and is now re-submitting the revised strategy, having taken on board comments by Without Walls partners.
4. Since the work to develop a citywide strategy began there has been a growing recognition of the negative impact that inequality and the gap between the 'haves' and the 'have nots' has on the city as a whole, as well as the direct impact of poverty on individuals and families affected.
5. Thus, whilst the majority of people living in the city are fairly well off there are significant pockets of poverty; with an estimated 20% of York's population considered to be 'poor' based on the Breadline Britain measure and 10 Super Output Areas (SOAs) amongst the 20% most deprived in England based on the Index of Multiple Deprivation (2004).
6. The Local Area Agreement and recently published Future York report both identify 'narrowing the gap' between the city's rich and poor as one of the

significant issues to be addressed to ensure that the city and all its residents can prosper.

Anti-Poverty Strategy

- 7 This strategy has been developed by Without Walls, York's local strategic partnership, to outline an agreed way forward for ensuring that poverty in the city is minimised and the gap between rich and poor is narrowed. The strategy will bring together existing initiatives that partners have set up as well as proposing new initiatives and ways of working to be agreed by the local strategic partnership.
8. Within the above context, the Inclusive York forum's purposes in bringing forward a citywide anti-poverty strategy are to:
 - highlight the extent of poverty in York and to secure Without Wall's agreement to work together to minimise poverty in the city
 - recognise and promote the work that is already being done to tackle poverty
 - promote better partnership working between and within organisations to tackle poverty
 - enable and encourage new resources to be brought into the city to tackle poverty.
9. Poverty has been defined in a number of different ways. It is difficult to separate poverty from wider issues of social exclusion, but for the purpose of this strategy it will be defined as follows:

'Poverty is a cause of social exclusion and exists when people do not have the financial resources to obtain adequate living conditions, diet and access to services and activities generally considered necessary to participate fully in society'

10. The latest draft version (dated 5/7/07) of the Without Walls' Anti-Poverty Strategy is attached as appendix 1. This report provides details of the need for a strategy, lists the key aims of the strategy and identifies the key areas for delivering actions and monitoring progress.

The Without Walls (WOW) Partnership Meeting

11. The attached draft Anti-Poverty Strategy was presented to the above meeting on 18th July 2007.
12. A covering report introduced the strategy and also requested that delivery partnerships and individual agencies consider up to 5 specific steps they can each take which will help to reduce poverty, and up to 5 measures which will

give an indication of progress in reducing poverty. These may include on-going actions or proposals for new actions or ways of working. The Inclusive York Forum agreed to collate all the actions and measures together as an action plan, which will support delivery of the anti-poverty strategy.

13. Partnership members were asked to respond to the request for contributions to the strategy and action plan by Friday, 14th September so that the first draft citywide action plan and final strategy can be considered by the Executive Delivery Board on 28th September.
14. The forthcoming review of the Community Strategy, including the citywide Without Walls conference planned for 16th October, is also seen as an opportunity to test out and raise the profile of anti-poverty work in the context of seeking to improve the quality of life for all in the city in a sustainable way.
15. Minuted comments at the meeting from WOW Partners regarding the Anti-Poverty Strategy included:
 - The Strategy was pitched at the right level and gave a good strategic overview;
 - It was difficult to assess baselines because the definition of poverty was changing all the time, e.g. pensioners now received free bus passes;
 - Some of the language used wasn't helpful e.g. 'breadline poverty';
 - Some partners might not have capacity / resources to deliver on the five measures to reduce poverty;
 - Approval for measures, if they were new, would have to take place through political processes, especially if they involved additional costs
 - The measures might involve Partners thinking about providing current services differently e.g. Ward Committee Budgets could focus on deprived areas;
 - It was possible that LPSA2 reward grant could be reinvested to achieve targets in the LAA or, for example, anti-poverty measures;
 - Partners could consider how the work they did supported this Strategy e.g. neighbourhood policing and domestic violence.
 - Many organisations were already focusing on the more deprived areas of the city, the Anti-Poverty strategy gave Partners a framework upon which to shape future work;
 - The strategy should be endorsed by [York@Large](#) and they would use it as a checklist;
 - The Government had recently announced there would be a sub-national review that focused on area regeneration. It would be important to take this review into consideration;
 - Poverty should be tackled by ensuring that people had the right skills and were economically active;

- Focus should be on things that were feasible and plans should be anti-poverty proofed. This might not necessarily require additional funding;
- Annex B should also refer to maximising skills and the employability agenda;
- We should also ensure people are getting the benefits they are entitled to;
- The report included a broad brush definition of poverty, however this was a complex issue and different people had different needs;
- Partners should not get hung up on costings, but look towards what could be done within existing budgets;
- The Healthy City Board had endorsed the strategy but wanted to see a more explicit link with health since there was a significant difference in life expectancy between the best and worst off. This was relevant to the Future York recommendation that income differentials should not get worse, however there was concern that an assumption of trickle down prosperity was being made and this would not happen without direction and ownership. (Submitted by Rachel Johns via e-mail).

16. The Agreed Action at the WOW meeting was that:

1. The Anti-Poverty Strategy would be endorsed by the Partnership;
2. Partners would respond by Friday 14th September, using the template, provided to the request for up to five specific steps (including success measures) that would help to reduce poverty

17. Partners endorsed publication of the Strategy on the Without Walls website.

18. As an example of the contributions partners can make to an Anti-Poverty Action Plan, the Inclusive York Forum listed 5 actions it had or was about to take, on the proscribed template, as an annex to the draft report (contained in the attached appendix 1).

The Future York Group Report

19. The recently published Future York Group Report made several recommendations pertinent to anti-poverty in its section headed “Tackling Inequality and Narrowing the Gap” within the Skills and Inclusion chapter.

20. Skills are an important element of anti-poverty measures. However, the skills recommendations form part of another report to the Board so in this report a focus will be given to the inclusion element.

21. The Future York Report used much of the research developed for the above Inclusive York Forum report as a background paper. Therefore a picture of

deprivation will not be given from the Future York Report as it features in the Anti-poverty Strategy attached as appendix 1.

22. The specific recommendations from the Future York Group report in relation to anti-poverty (in addition to the skills recommendations) are:

- We recommend that City of York Council work with key partners and relevant stakeholders to ensure that the disparity in incomes within the city does not widen as the economy expands. Positive action must be taken to ensure that as many residents and employees as possible can benefit from new economic opportunities.
- We recommend that City of York Council consider the application of a local employment provision clause to major developments where appropriate. This would ensure that residents from deprived communities gain access to employment opportunities.
- We recommend that City of York Council, in collaboration with relevant partners and other stakeholders, develop a targeted strategic response to economic inclusion in the city's most deprived areas. This should maximise the contribution of learning to social cohesion, local regeneration and economic growth.
- We recommend that the local authority work with its partners to respond to the needs of individuals, families, communities and employers in addressing worklessness and social exclusion.
- We recommend that City of York Council conduct an analysis of the destinations of employees made redundant from British Sugar, Nestlé and Norwich union in 2006. We urge the employers involved to co-operate in this study in the interests of creating better support mechanisms for local workers.
- We recommend that City of York Council make representations to Central Government for the application of greater freedoms and flexibilities in implementing support programmes to bring people into employment.

23. The overall recommendation of the Skills and Inclusion chapter reads :

It is essential that City of York Council work with employers to ensure that appropriate skills and competencies are developed to meet the needs of actual jobs. Tackling the underlying causes of deprivation and the skills gaps experienced by employers across the city is key to York's future economic success. The benefits of the York's growth strategy

need to be shared as widely as possible in order to avoid becoming a city with an economic underclass.

Economic Development – Proposed Options for Actions and Measures

24. Given the request for up to five actions and measures for the WOW Anti-Poverty Strategy, it is imperative that the Economic Development Unit's proposals also meet the recommendations of the Future York Report.
25. The Anti-Poverty Strategy states that actions and measures may "include on-going actions or proposals for new actions or ways of working".

Proposed Actions

26. 1). Continue and enhance the Future Prospects service :

Future Prospects is the city's major organisation for providing adults with information and advice about learning and work. It has achieved continued success in all areas of its service, becoming the only organisation to win the prestigious Matrix Excellence award for the second time. In the last financial year (2006/07) the following key outcomes were achieved:

- 96,584 contacts were made with Future Prospects
- 6,158 enrolments to York College and CoYC Adult Education courses
- were processed, with an additional 900 enrolments onto other partner provision.
- 23,815 contacts (individual users each day) were made through our website
- 13,057 in-depth advice sessions with 2,834 people entering learning programmes and 497 entered work
- 1,843 doors were knocked
- 7,453 clients attended drop-ins through 1300 sessions both at Future Prospects and in the community
- 109 clients aged under 25 entered work
- 101 disabled clients entered work through the DAWN project
- 681 people accessed the ICT in the Community project
- Clients expressed a 98% satisfaction rate with the service

Future Prospects run a large number of projects from both their Swinegate premises and out in community venues, along with specialist projects aimed at a variety of client groups. The details of the service can be found by

reading their annual report (2006/07) on their website www.futureprospects.org.uk within the “About us” section. At present additional work is focused on redundancy counselling.

2). There is currently an ongoing review of Future Prospects considering, amongst other actions, the potential expansion of partner organisations that will be able to contribute to the development of the service.

3). Develop a “Worklessness Project” to meet the identified Sub-Regional Investment Planning priority of tackling worklessness in York and Scarborough. This proposal is well advanced and will eventually form part of a bid for external funding.

4). Continue the work of York Training Centre (part of the Council’s Economic Development Group) who deliver a wide range of learning opportunities including Apprenticeships and National Vocational Qualifications (NVQs). Working with local companies, and supported by York Training Centre’s experienced staff, people of all ages are given the opportunity to gain valuable work experience, achieve a nationally recognised qualification, and progress into sustainable employment or further learning.

5). Continue to develop interventions and monitor outcomes for the York Adult Learning and Skills Strategy 2007 – 2010. (Details provided in another report on the EDPB agenda).

6). Science City York to continue to work closely with York and North Yorkshire’s employers and education professionals to ensure, through their skills initiatives, that the knowledge and skills of the region’s workers match employment opportunities and industry needs.

The SCY skills programme includes :

- Identifying and addressing skills shortages and qualification levels of the workforce across York and North Yorkshire.
- Developing and implementing specialist skills initiatives and promoting careers, learning and development opportunities across technology sectors.
- Organising “Science Bite Size Taster Courses” – hands-on workshops run for adults throughout the year, providing an easy way to explore an area of interest or develop a new skill within science, technology and creative industries.
- Assisting with the provision of “Careers Packs” designed to highlight the range of career opportunities for students and help schools, training providers and careers guidance professionals “de-mystify” science occupations in a fun and informative way.

- Improving business links with teachers to enhance the quality of science and technology teaching.
- Designing and delivering professional development programmes for education and training professionals.

Proposed Measures

27. Where possible it is recommended that measures are from existing performance indicators or surveys to enable an ease of collection, assess trends over time and to provide future targets for performance. Bearing this in mind, the proposed EDU measures to add to the Anti-Poverty Strategy are :
- York's unemployment rates compared against the Region and GB rates. These figures (two PI's) are currently provided quarterly as performance indicators for the Council Plan.
 - York's Median earnings figures compared against the Region and GB figures. (Source: ONS annual survey of hours and earnings - resident analysis).
 - The number of residents using Future Prospect's services that obtain jobs or enter training. This figure is currently collected every six months as a performance indicator for the Council Plan.
 - The percentage of year 11 school leavers involved in "work related learning programmes" with York Training Centre who achieve a positive outcome. This is an annual PI in the Council Plan.
 - The number of jobs created and safeguarded through Science City York . These figures (two PI's) are produced annually. The number of jobs created is for the Council Plan, and the number safeguarded is a City Strategy PI.

Consultation

- 28 No consultation was required for this report.

Options

- 29 This report presents options for five actions and measures for consideration by Board members. Board members are invited to comment on the options suggested and these will be used in the process of aligning the Anti-Poverty Strategy with the Future York Report.

Analysis

- 30 All the options relate to anti-poverty therefore there is no need for analysis.

Corporate Priorities

- 31 The Anti-Poverty Report relates to the following corporate priorities for the Council :

- Increase people's skills and knowledge to improve future employment prospects.
- Improve the contribution that Science City makes to economic prosperity.
- Improve the health and lifestyles of the people who live in York, in particular among groups whose level of health are poorest.
- Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.

- 32 It also supports the LSP "Without Walls" initiatives within the "Thriving City" theme of the WOW Community Plan strategic objective :

- To support the progress and success of York's existing businesses and to encourage new enterprises in order to maintain a prosperous and flourishing economy that will sustain high employment rates.

33. The Economic Development Service Plan identifies a number of corporate priorities :

- Increase people's skills and knowledge to improve future employment prospects.
- Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.
- Improve the way the Council and its partners work together to deliver better services for the people who live in York.

Implications

34. **Financial:** The report is provided for information and feedback only and there are no recommendations with financial consequences.

35. **Human resources:** None

- 36. **Equalities:** None
- 37. **Legal:** None
- 38. **Crime and Disorder:** None
- 39. **Information Technology:** None
- 40. **Property:** None

Risk Management

- 41. In compliance with the council's risk management strategy, there are no risks associated with the recommendations of this report.

Recommendations

- 42. The Board's input and views on the emerging Anti-Poverty Strategy are requested, to be added to those of the WOW Board (listed above), to inform the development of the Anti-Poverty Strategy. In addition officers seek an endorsement of the proposed 5 actions and measures.

Reason: To help shape the effectiveness of future action and make a positive input into the Anti-Poverty Strategy.

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Report Approved ✓ **Date** 11/9/07

Specialist Implications Officers: None

Wards Affected: *List wards or tick box to indicate all*

All ✓

For further information please contact the author of the report

Background Papers: Notes of meetings of the Inclusive York Forum are filed at the Economic Development Unit.

Annexes: Appendix 1 -Without Walls' Anti Poverty Strategy (*draft 5/7/07*)