

ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	The Executive
Date:	30 April 2018
Subject:	Anti-Poverty Strategy
Portfolio Holder(s):	
Head of Service:	Ned Michael
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Local Members:	All LM

A –Recommendation/s and reason/s
<p>Recommend that the Executive approve the R.1 Anti-Poverty Strategy for consultation</p> <p>Reasons</p> <p>A corporate response is required in dealing with poverty within Ynys Môn communities by encouraging ownership within Servcies and working with our external partners.</p> <p>1.0 Background</p> <p>1.1 Poverty effects a high percentage of the population and we see daily refrences within the media of how poverty has an affect due to increase in living costs, low wages and limited work opportunities which stops people from being able to take part fully within their communités.</p> <p>1.2 The Anti-Poverty Strategy is starting us on the journey of raising awareness of poverty issues and how we can tackle it. The Strategy offers a corporate definition of poverty and outlines what the current activity over a period of short, medium and long term.</p> <p>1.3 There is a lot of current acitivity and this Strategy offers a method of co-ordinate this under one umbarel.</p> <p>1.4 Following a series of meetings with Heads of Services and Managers the Work Programme draws together the some of the activities.</p>

B – What other options did you consider and why did you reject them and/or

opt for this option?

The current Corporate Plan, 2017-2022 states that there is a need to 'Ensure that Council Services designed to tackle poverty are coordinated and effective'. By not implementing this Strategy would mean that this would not be achieved and responses would be fragmentary

C – Why is this a decision for the Executive?

As it is an objective within the Corporate Plan, 2017-22 approval is required to proceed to consultation

D – Is this decision consistent with policy approved by the full Council?

yes

DD – Is this decision within the budget approved by the Council?

E – Who did you consult?**What did they say?**

E – Who did you consult?	What did they say?
1 Chief Executive / Strategic Leadership Team (SLT) (mandatory)	No comments
2 Finance / Section 151 (mandatory)	No comments
3 Legal / Monitoring Officer (mandatory)	No comments
4 Human Resources (HR)	
5 Property	
6 Information Communication Technology (ICT)	
7 Scrutiny	
8 Local Members	
9 Any external bodies / other/s	

F – Risks and any mitigation (if relevant)

1 Economic	Positive effect
2 Anti-poverty	Positive effect
3 Crime and Disorder	Positive effect
4 Environmental	Positive effect

5	Equalities	Positive effect
6	Outcome Agreements	
7	Other	

FF - Appendices:
Anti-Poverty Strategy

G - Background papers (please contact the author of the Report for any further information):

Anti-Poverty Strategy

March 2018

Draft Anti-Poverty Strategy

1. Introduction

The word Poverty is mentioned in the news on a daily basis, with poverty becoming apparent in a variety of ways from welfare reform to fuel poverty to low levels of income. Working families on low wages are referred to as 'Just About Managing' (JAM) families. It is often felt that individuals and families have no way of improving their own situation and this is elaborated upon by the Joseph Rowntree Foundation (JRF):

'Poverty is damaging to those directly affected and to our economy and society. Poverty is linked to additional public spending on health, education, social care and police and criminal justice services in Wales of around £3.6 billion a year, equivalent to over 20% of the Welsh budget, with additional costs from lost tax revenues and costs to the social security system.'

Poverty casts a long shadow over people's lives. Children who grow up in low-income households have poorer mental and physical health than those who grow up in better-off families, and people who have experienced poverty or live in a deprived area have fewer years of life free from illness or disability and are likely to die sooner. At every stage of education, children from low-income backgrounds achieve worse results at school than those from better-off homes, increasing the risk that poverty will be passed from one generation to the next. And poverty acts as a brake on economic growth, limiting the skills and talents available to employers, reducing earnings potential which affects Treasury tax revenues, and diverting resources to top-up low wages that could be used in other ways.'

One of the strongest messages regarding poverty in Wales currently is that there are more people of working age in poverty compared to 10 years ago.

2. Purpose of the Strategy

The need for an Anti-Poverty Strategy has been recognised as a priority for the work programme of the Housing Services' Strategic Unit for 2017-2018 and is driven by the 2017-22 Corporate Plan which notes the need to:

- Create conditions which enable everyone to fulfil their long term potential
- Support vulnerable adults and families and keep them safe, healthy and as independent as possible
- Work in partnership with our communities to enable them to cope effectively with changes and developments while protecting our natural environment.

In response to the above this Strategy is presented to achieve:

- An agreement on a corporate definition of poverty
- Raise awareness and set a baseline of activities within Services and with partners
- Develop a method of measuring the effect of Services on dealing with poverty within our communities

It is intended to introduce a Anti-Poverty Strategy which is approved by the Executive so that and internal and external consultation can take place early in 2018. No Corporate Anti-Poverty Strategy currently exists.

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3. What is Poverty?

Everyone has their own personal idea of what is meant by Poverty as there is no one specific definition. For consistency, the following definition is proposed by the Joseph Rowntree Foundation (JRF) as it refers to more than just income:-

When we refer to poverty, the most obvious element is income – but it can also include a lack of ability to source goods or access to essential services.

'When a person's resources (mainly their material resources) are not sufficient to meet their minimum needs (including social participation).'

This is consistent with the recent document Taking Wales Forward 2016-2021 by Welsh Government (WG) which highlights the fact that prosperity means more than just material wealth – it means that each of us enjoys a good quality of life and that we live in strong and safe communities'

The Action Plan which accompanies the above has been issued by WG in December, 2017 which will:

- Tackle regional inequality and promote fair work
- Build ambition and encourage learning for life
- Equip everyone with the right skills for a changing world
- Deliver modern and connected infrastructure

<http://gov.wales/docs/det/publications/171213-economic-action-plan-en.pdf>

The above provides a basis for the Council to adopt 5 themes on a strategic level, which are:

1. **Economic growth for all**- by getting better jobs, local jobs and providing assistance so that people can get work.
2. **Better education and skills** – ensure a high standard of learning, apprenticeships, skills for adults and good careers advice.
3. **Strengthen families and communities** – provide services that support families and provide early years assistance, timely access to services such as mental health.
4. **Save costs and reduce demand** – by providing affordable housing and services such as transport, internet and reducing requirements such as energy costs and increasing energy efficiency.
5. **Support to people who are in poverty** – a small number of the population will need more support as a result of their personal circumstances, a service needs to be provided which focuses on the person and which develops the strengths of individuals over time.

The above is based on a recent report by JRF, 'Prosperity without Poverty' which sets a framework for Wales specifically. Introducing the above themes will assist services to make their fields of work relevant to these themes.

4. National and local context

The following sets the National and Local Context as to why a Tackling Poverty Strategy is required:

The recently published **Prosperity for All: The National Strategy** notes that 'prosperity means more than material wealth'.

The long term aim of the National Strategy is to create a Wales that is prosperous and safe, healthy and energetic, ambitious, which learns and which is united and connected. The Government Programme, *Moving Wales Forward*, notes the main commitments which need to be realized between now and 2021. The main Strategic themes of Prosperity for All are that Wales is:

Prosperous and Secure - Our aim is to create an economy in Wales which offers opportunities for all and tackles inequality, thus ensuring individual and national prosperity.

Healthy and Active - Our aim is to improve health and wellbeing in Wales for individuals, Families and communities.

Ambitious and Learning - Our aim is to instil in everyone a passion to learn throughout their lives, inspiring them with the ambition to be the best they possibly can be.

United and Connected - Our aim is to build a nation where people take pride in their communities, in the Welsh identity and language, and in our place in the world.

Back in 2010, WG introduced a Children and Families Bill, Wales was one of the first in UK to include a commitment to tackling child poverty within an Act. A Strategy for Wales on Child Poverty was published with the intention of improving outcomes for households on low income, by placing duties on local authorities and public bodies to work together to tackle child poverty.

During a review in 2015, it is acknowledged that their ambition of eradicating child poverty by 2020, as stated in the Child Poverty Act, 2010. The WG are developing an alternate realistic way, which will concentrate on elements of child poverty where WG and public bodies across Wales are able to directly influence. One way of achieving this is by Prosperity to All and Future Generations Act.

Alignment with the Wellbeing of Future Generations Act

The Council's Statement of Wellbeing reflects the 'draft' assessment of wellbeing defined by the Public Services Board and notes that we will, as a Council, work towards an Island which develops and nurtures:

- independent individuals within
- strong families who live in
- healthy communities that are:
 - thriving
 - prosperous
 - lively and
 - resilient

Wellbeing Objectives

The Council's Wellbeing Objectives for 2017-18 are based on the draft assessment made by the Public Services Board. The Wellbeing Objectives are:

- Create sustainable communities by developing a thriving and prosperous economy which offers the opportunity for all to succeed, whatever their background.

- Improve the long term prospects of children and families by ensuring that each child gets the best start in life, that they are safe and healthy and that each pupil, whatever their background or age, achieves their potential.
- Safeguard and improve the natural and built environment by ensuring a good quality modern infrastructure which is suitable for individuals and businesses alike.
- Ensure a supply of high quality affordable housing and manage that supply in order to develop resilient bilingual communities which promote the Welsh language and culture to ensure a long term future for the language on the Island.

The draft Gwynedd and Ynys Mon Well Being Plan prioritises the effects that poverty has on well being of communities and identifies the need to develop a detailed understanding of how poverty affects the areas and ensures that work will be done across public bodies will be effective in reducing the effects of long term poverty.

<https://www.llesiantgwyneddaron.org/en/Cynllun-Llesiant/>

The Gwynedd and Mon Wellbeing website provides information on data which is relevant to Anglesey

<https://www.llesiantgwyneddaron.org/Uploads/Pages/Documents/3-4-4-22-1-Data-Tables-Assessment-of-Local-Well-Being-Gwynedd-and-Anglesey.pdf>

Anglesey's Corporate Plan 2017-22

As noted previously, the Corporate Plan notes the need to work towards ensuring an Anglesey which is healthy, thriving and prosperous and the need for effective co-ordination in order to tackle poverty.

Since 2013, a clear message has been received following every Council consultation, i.e. to support those who are most vulnerable, to develop the economy and ensure the wellbeing of the people of the Island. The areas which are focused upon in the corporate plan are therefore based on these priorities.

6. Why is there a need to tackle poverty?

While forming the Strategy, a lot of information was found regarding the effects of poverty, and the following summarises some of the research:

Information from the Research and Statistics Unit show the most recent information on poverty across Wales, see link below:

<https://www.slideshare.net/StatisticsWales/poverty-statistics-headline-figures>

Fuel Poverty

Fuel poverty affects a number of people as a result of:

- An increase in energy costs
- No increase in income and the effect of welfare reform
- Ineffective private housing where a tenant cannot improve his/her own situation
- Ineffective heating methods, especially in the private sector
- Energy tariffs tend to be higher for vulnerable people as they tend not to switch suppliers and use pre-paid meters.

ECO requirements on energy companies mean that they have to assist those who are struggling to heat their homes, i.e. people on low wages and those who are vulnerable.

Research by **JRF** shows that household costs have the biggest effect on homes in Britain, with 3.4 million living in comparative income poverty. This figure has increased during the last 20 years with many living in the private sector and with 70% spending more than a third on their household costs.

Social housing tenants can also be affected as there is a very close relationship between rent levels and poverty levels. Housing benefits have assisted those who have been unable to pay their housing costs but, at the same time, have contributed to a lack of financial incentive to work which has in turn, created a poverty cycle. Universal Credit moves away from this. But, setting a limit on how much a household can claim in benefits means that many have to use money which is meant for living costs to pay their housing costs.

Renting in the private sector

Research by Sheffield Hallam University shows that tenants who live in private sector housing tolerate cold houses as they worry about high heating costs and that they would be evicted if they were to complain.

Poverty and Older People

Welfare reform and hardship measures have meant less expenditure on services for older people. Age UK notes that almost a million people have social care requirements that aren't being met.

Poverty in work due to low wages

A report by the Public Policy Institute for Wales shows an increase in poverty amongst working families. The definition of a low wage is set at £7.43 in this research.

Those who work in the catering and hospitality services are most likely to be on low wages, and almost 60% of Wales' workforce is within this category. Those who work in the residential care, wholesale and retail sector are on the lowest wage, with 40% of the workforce in this category.

Impact on the way people make decisions

A report by JRF shows how living in poverty affects the way people make decisions:

<https://www.jrf.org.uk/report/how-poverty-affects-peoples-decision-making-processes>

Studies show that those living in poverty or those who are close to poverty see a change in their psychological, social and cultural processes which can hamper their ability to make decisions that will benefit them in the long term. Many decisions and subconscious behaviours deal with the present rather than the future and hypothetical. Decisions have therefore been adapted and limited to current circumstances.

Adverse Childhood Experiences (ACE)

Adverse [Childhood Experiences \(ACEs\)](#) are traumatic experiences that happen before 18 years of age and that they are remembered throughout adulthood.

These experiences vary from suffering mental, sexual and physical abuse to being raised in a house where there is domestic abuse, alcohol misuse, separated parents or drug misuse.

Evidence shows that children who experience stressful and low quality childhoods are more likely to develop behaviour which is detrimental to health and which is anti-social, they are more likely to perform poorly in school, are more likely to commit crime and are less likely to be productive members of society.

7. Establishing a Baseline

The following table list the actions which will take place across Services in the short, medium and long term under the 5 strategic themes:

Priority 1:	Economic growth for all - better jobs, local jobs and support so that people can get work.		
Economic Development	Short Term Complete WG TRI programme by providing information on number and effect of schemes	Medium Term Pilot Future Generations Framework Future Generations Framework Support and influence the Growth Bid, North Wales Economic Ambition Board	Long Term Ensure investment within private sector business to increase jobs locally Maximise local economic benefits with Wylfa Newydd and other new developments


Priority 2:	Better education and skills – ensure a high standard of learning, apprenticeships, skills for adults and good careers advice.		
Education	Short Term Offer childcare services to specific areas with the intention of implementation Island wide Lifelong learning- offer training on improving digital skills by reporting on numbers which have benefited and will also assist with Welfare Reform changes	Medium Term Provide activities to encourage families to take part in arts and social activities by recording numbers	Long Term Modernising Schools Programme which will provide the best facilities to improve educational opportunities Achieve STEM Inspiring Young People Strategy Ynys Môn
Social Services: Children Services	Short Term	Medium Term Number that have developed skills to be able to search for work via Dechrau'n Deg	Long Term

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Priority 3:	Strengthen families and communities – provide services that support families and provide early years support, timely access to services such as mental health services.		
Social Services: Children Services	Short Term Review interventions and support for families to target resources effectively Report on number of children achieve outcomes with their Teulu Mon Plans	Medium Term Offer preventative services via Teulu Mon and Flying Start Realise the Prevention Strategy for Children and Families	Long Term Measure effect of family resilience
Social Services: Adult Services	Short Term Offer Community Asset Co-ordinators to combat loneliness	MediumTerm Develop Extra Care Scheme in the Seiriol area	Long Term Develop a co-productive model of learning difficulties service

Priority 4:	Save costs and reduce demand – by providing affordable housing and services such as transport, internet and reducing requirements such as energy costs and increase energy efficiency.		
Housing Services	Realise the HRA Business Plan Realise the Asset Management Strategy Realise Supporting People Commissioning Plan		
Social Services	Offer Teulu Mon, Families First, Flying Start and Direct Payments		

Information Technology Service	Offer digital methods to residents to be able to contact the Council with ease
Benefits Service	Adopt a Corporate Debt Collection Policy
Highways, Waste and Property Service	Offer Mon Community Transport Service by demonstrating number that utilise the service Provide public service transport which is based on the needs of being able to reach centres which are part of the place shaping strategy

Priority 5:	Support to people who are in poverty by:		
At corporate level	<p>Short Term</p> <p>Implement the Welfare Reform action plan</p> <p>Ensure that preventative services are offered via a prevention framework- Adult Services, Children and Supporting People</p> <p>Prepare for the combined preventative grant from WG, 2019 onwards</p> <p> English.pdf</p>	<p>Medium Term</p> <p>Develop a Place Shaping Strategy</p> <p>Respond to objectives within the Well Being Plan on identifying the effects of poverty on our communities</p> <p>Work with our partners to offer alternate services which support and prevent people from going into poverty</p>	<p>Long Term</p> <p>Review the Anti-Poverty Strategy which is based on data with the aim of helping people not to go into poverty</p>

