

## ISLE OF ANGLESEY COUNTY COUNCIL

<b>Committee:</b>	Partnership & Regeneration Scrutiny Committee
<b>Date:</b>	13 March 2024
<b>Subject:</b>	Tackling Poverty Strategic Plan 2024-2029
<b>Purpose of Report:</b>	To present the draft plan for comment before it is submitted to the Executive and full Council for approval
<b>Scrutiny Chair:</b>	Councillor Dylan Rees
<b>Portfolio Holder(s):</b>	Councillor Llinos Medi
<b>Head of Service:</b>	Fôn Roberts - Director of Social Services
<b>Report Author:</b> <b>Tel:</b> <b>Email:</b>	Alun T Roberts, Corporate Programme Manager 01248 752 814 <a href="mailto:AlunRoberts@ynysmon.llyw.cymru">AlunRoberts@ynysmon.llyw.cymru</a> Antony W Jones, Project Manager 01248 752 972 <a href="mailto:antonyjones@ynysmon.llyw.cymru">antonyjones@ynysmon.llyw.cymru</a>
<b>Local Members:</b>	Relevant to all Elected Members

### 1 - Recommendation/s

The Committee is invited to comment on the draft Tackling Poverty Strategic Plan 2024-2029 before it is presented to the Executive and full Council for approval.

### 2 – Link to Council Plan / Other Corporate Priorities

The Tackling Poverty Strategic Plan is a key publication that aligns with our Council Plan and will contribute to the achievement of its strategic objectives and vision. Our draft priorities are particularly relevant as they align with the Council Plan strategic objectives for 2023 to 2028:

- Education: Ensuring an effective provision for today and for future generations
- Social Care and wellbeing: Providing the right support at the right time
- Housing: Ensuring that everyone has the right to call somewhere home
- Economy: Promoting opportunities to develop the island's economy

### 3 – Guiding Principles for Scrutiny Members

**To assist Members when scrutinising the topic:-**

**3.1** Impact the matter has on individuals and communities [focus on customer/citizen]

**3.2** A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

**3.3** A look at any risks [focus on risk]

**3.4** Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

**3.5** Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration
- Collaboration
- Involvement

[focus on wellbeing]

**3.6** The potential impacts the decision would have on:

- protected groups under the Equality Act 2010
- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

[focus on equality and the Welsh language]

#### 4 - Key Scrutiny Questions

1. Who did you consult with in preparing this Tackling Poverty Strategic Plan?
2. The draft plan contains six priorities. In view of the current economic climate, to what degree is this too ambitious?
3. How will actions within the six objectives be monitored / governed?
4. How will the data be collected to shape / increase the Council knowledge on poverty areas on Anglesey?

#### 5 – Background / Context

The need for this Tackling Poverty Strategic Plan has been recognised as a priority and is driven by the 2023-28 Council Plan.

This report presents the draft Tackling Poverty Strategic Plan for 2024-2029. The Plan provides clear direction and sets out a vision and key priority areas in tackling poverty over the next five years, and the steps the Council intends to take with our external partners to ensure delivery of our services remain sustainable and effective in tackling poverty.

In developing this Strategic Plan, we have considered the Council's current financial position, which is an ever-reducing core and grant funding position, combined with an ever-increasing demand for services. We therefore must achieve more with less, hence the need for the Strategic Plan. Facilitating the plan will be the newly launched cost of living dashboard; providing a strong, integrated, evidence-based data and information set. This will be kept accurate and up to date, enabling the Council to make correct, informed decisions in tackling poverty on Anglesey.

The Council has engaged with, and welcomed comments from, internal officers at all levels, and various stakeholders in preparing this strategic plan. Much of it requires their continued support and partnership working in delivering the content.

We will utilise our Early Intervention & Prevention Operational Group as a tool to engage with relevant partners, in particular the 3rd Sector, making sure relevant matters are on everyone's agenda, striving to provide the best possible support to the residents of Anglesey.

## **6 – Equality Impact Assessment [including impacts on the Welsh Language]**

### **6.1 Potential impacts on protected groups under the Equality Act 2010**

The aim of the Tackling Poverty Strategic Plan is to strengthen and advance equality for the people of Anglesey and our staff.

We will progress the principles of equality and diversity for people of all backgrounds and circumstances in all aspects of our work.

### **6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)**

The Tackling Poverty Strategic Plan will help improve inequalities of outcome resulting from socio-economic disadvantage.

### **6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language**

No Impact - All services offered for Anglesey residents will be bilingual.

## **7 – Financial Implications**

Not applicable

## **8 – Appendices:**

Draft Tackling Poverty Strategic Plan 2024-2029

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

Ynys Môn  
THE ISLE OF  
Anglesey



# Tackling Poverty Strategic Plan 2024-2029



CYNGOR SIR  
YNYS MÔN  
ISLE OF ANGLESEY  
COUNTY COUNCIL

Mae'r cyhoeddiad hwn hefyd ar gael yn Gymraeg  
This publication is also available in Welsh

[www.anglesey.gov.wales](http://www.anglesey.gov.wales)

# Foreword



Cllr Llinos Medi  
Council Leader and  
Portfolio Holder for  
Poverty agenda



Dylan J Williams  
Chief Executive

The Council is currently facing significant challenges; increased demand, increasing public expectations and ever-decreasing core and grant funding, all of which makes the choices available to the Council very difficult. The financial outlook is bleak with Welsh Government funding unlikely to increase, whilst service demand and costs are expected to rise further.

The Council must therefore continue to support people to become more resilient and achieve the outcomes they want to see in their daily lives, which in turn will reduce demand on services.

The need for this Tackling Poverty Strategic Plan has been recognised as a priority and is driven by the Council Plan 2023-2028. It outlines the Council's key priorities in tackling poverty over the next five years, and the steps we intend to take to ensure the delivery of our services remain sustainable and effective in tackling poverty.

We recognise that no one person or organisation holds all the levers to address poverty. It is now more important than ever that we work together to take tangible actions to tackle poverty. We all have a shared responsibility to ensure that no one gets left behind.

# What is Poverty and its impact?

There is no single definition of poverty. It can be experienced in various ways by different people, touching on all aspects of their lives. Its exact nature can depend on individual circumstances; from not having enough money to pay for basic essentials such as food, clothes, housing, heating, to a lack of awareness of the support that is available.

The Council has adopted the following definition:

*“Poverty means not having enough resources and opportunities to meet basic needs, including needs associated with being part of society”*

Poverty can have wide ranging impacts on residents, including but not limited to:

- **Poor mental health** – particularly stress, anxiety and depression caused by worrying about money and how to meet basic needs.
- **Poor physical health** – health problems associated with poor or insufficient nutrition, living in cold or damp homes, being unable to exercise regularly or participate in activities. Overall unhealthy life and reduced life expectancy.
- **Reduced educational attainment** – children and young people experiencing poverty are likely to fall behind their peers. The gap widens the longer the child or young person is in poverty.

# Poverty on Anglesey

The Council has developed an internal Cost-of-Living Dashboard, where external and internal data is collected, and KPIs are presented. This dashboard enables the Council to make informed decisions from a strong, integrated, evidence based data and information set. The dashboard is regularly updated and live, thereby ensuring the data is accurate and up to date.

- The median age of this population is 48 years. This has increased from 45 years since 2011, and is significantly higher than the Wales median figure of 42 years. Therefore, an ever-increasing proportion of the population is not of working age.
- Only 76% of the working-age population of Anglesey is economically active.
- Average gross pay for people in full-time employment: £589 per week (which is lower than the Wales average of £603 per week)
- Anglesey foodbank in Holyhead distributed 51,134 kg in 2023, and Amlwch foodbank distributed 9,088 kg. This figure is up by 4.8% compared with the previous year.
- The number of people claiming Universal Credit in Anglesey as of December 2023 was 6,267, accounting for 9% of the population. Among these claimants, 62% (3,910) were not in employment, while 38% (2,359) were employed.
- The number of households presenting as homeless in 2022-23 reached 876, reflecting a significant 30% increase from the 2021-22 figure of 672.

**THIS WILL BE AN INFOGRAPHIC IN FINAL VERSION**

<See Appendix 1 “The island’s demographics” for further detail>

# Council Plan 2023–2028 Strategic Objectives

The Council Plan is the key document serving as a focal point for decision-making at all levels; providing a framework to plan and drive forward priorities; shape annual spending; monitor performance and progress.

At its core is our desire to work with Anglesey residents, communities and partners to ensure the best possible services, improve the quality of life for all and create opportunities for future generations.

Its six main objectives reflect the key areas the Council should be focusing its efforts on.

The Council Plan’s vision is to:

‘Create an Anglesey that is healthy and prosperous where people can thrive.’



## The Welsh Language

Increase the opportunities to learn and use the language.



## Social Care and Wellbeing

Providing the right support at the right time.



## Education

Ensuring an effective provision for today and for future generations.



## Housing

Ensuring that everyone has the right to call somewhere home.



## Economy

Promoting opportunities to develop the Island’s economy.



## Climate Change

Responding to the crisis, tackling change and working towards becoming net zero organization by 2030.



[Council Plan 2023 to 2028 \(gov.wales\)](https://gov.wales/council-plan-2023-to-2028)



# Council Plan 2023–2028 – Values

The Council Plan 2023-28 is underpinned by the organisation's core values, which are used to develop and guide the vision, strategic plans and services.



## Respect

We are respectful and considerate towards others regardless of our differences .



## Collaborate

We work as a team, with our communities and partners to deliver the best outcomes for the people of Anglesey.



## Honesty

We are committed to high standards of conduct and integrity.



## Champion the Council and the island

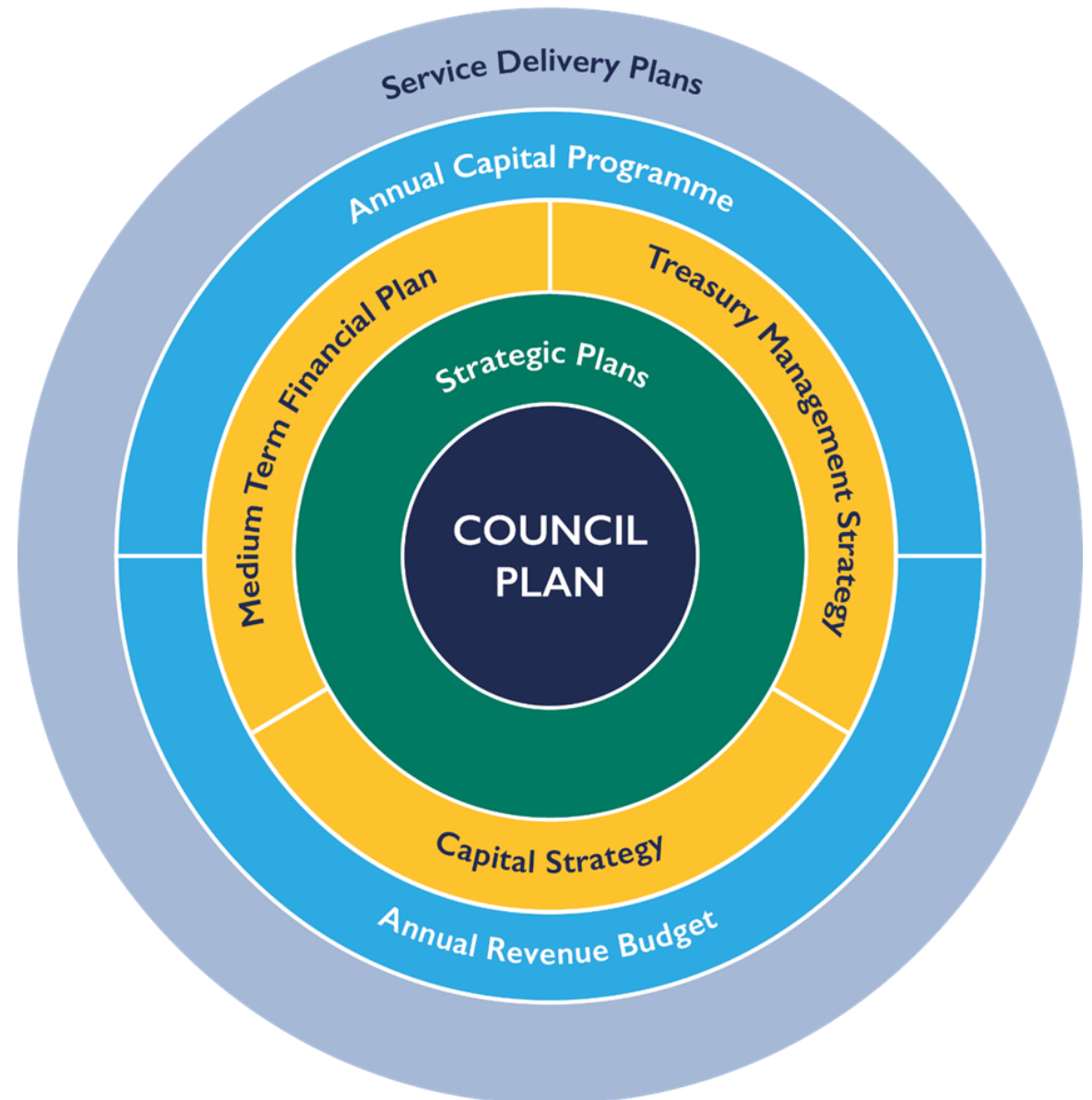
We create a sense of pride in working for the Council and present a positive image for the Council and the Island.



# Strategic circle

The strategic circle identifies the plans in place to ensure we are able to achieve our priorities and objectives.

This plan is a key strategic plan that aligns with the Council's Plan and contributes to the achievement of the strategic objectives and vision.



# Wellbeing Objectives

This strategic plan sets out an ambitious direction that builds on what has already been done by recognising that everyone has a role to play in the preventative agenda.

It is important to note here that this strategic plan is aligned with our corporate wellbeing objectives set out in the 2023-2028 Council Plan:

- The people of Anglesey are educated to reach and fulfil their long-term potential.
- The people of Anglesey are safe, healthy and as independent as possible.
- The people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations.

The strategic plan also recognises current legislation:

- The Wellbeing and Social Services Act (Wales) 2014
- The Wellbeing of Future Generations Act (Wales) 2015
- Anglesey and Gwynedd Wellbeing Plan (2023-28)

# Key priorities

1. Provide access to support to manage expenditure and debt
2. Ensure that children and young people are able to achieve their full potential
3. Collaborate to ensure local people can access and take advantage of local employment opportunities
4. Ensure that the population is healthy, safe and independent
5. Support our communities to be age friendly
6. Work in partnership to ensure the provision of quality, affordable and accessible homes

# Provide access to support to manage expenditure and debt

## Why is this important?

- The Council's funding is decreasing, but the amount of people needing support is increasing.
- All residents of Anglesey should have access to sufficient resources to acquire their basic needs, such as food, accommodation, and heat and light.

## What are we going to do?

- Raise awareness of the support available across Anglesey, including money management and budgeting skills, ensuring residents know how they can access this support

## How are we going to do this?

- By promoting and raising awareness of cost-of-living events held by the Council, and in partnership with our external stakeholders.
- By ensuring residents are aware of their entitlement to benefits; from Citizen's Advice Bureau's "Help to Claim" and "Claim what's Yours" services, the Financial Inclusion Team and the Welfare Rights Unit.
- Promoting cookery and produce growing skills to residents in partnership with our stakeholders, enabling our residents to make wiser, healthier choices, and make the most efficient use of the limited resources available to them.
- By raising awareness of the risks of accumulating debt to source basic provisions such as food, and tackling the stigma attached to asking for help to access food, avoiding the need for further support further down the line.
- By collating and mapping data to provide meaningful information to fully understand where support is most needed on Anglesey, and targeting these areas.

# Ensure that children and young people are able to achieve their full potential

## Why is this important?

- “It takes a community to raise a child”.
- Studies have shown that Adverse Childhood Experiences (ACEs) suffered in childhood, have a prolonged effect and continue to influence a person’s life into adulthood.

## What are we going to do?

- Develop the “Trauma Informed Island” delivery model and action plan.
- Create the best possible safe base environment to enable people to learn effectively.
- Support families’ wellbeing, and make sure children and young people know their rights.
- Make sure all children, young people and families are treated with dignity and respect.
- Utilise the Early Intervention & Prevention Operational Group as a tool to engage with relevant partners, in particular the 3<sup>rd</sup> Sector, by making sure relevant matters are on everyone’s agenda.

## How are we going to do this?

- By raising awareness of the support available to children and families, such as Team around the Family (TAF) and the Flying Start Programme, ensuring children go on to reach their full potential at as early an age as possible, reducing the need for support in later years.
- Rolling out our trauma informed professional training to key partners and communities to ensure consistency in modelling the approach, language used with children, young people and families.
- By providing services and support to young carers, enabling them to take advantage of the positive experiences of early life as well as developing local networks of like-minded accessible carers to help them socialise at community events.
- Support the Modernising Learning Communities and Developing the Welsh Language strategy.
- Increasing opportunities to learn and use the Welsh language.
- For children with a disability to have their needs met.
- By modernising our stock of schools and developing our existing provision to provide the best possible space to promote positive learning opportunities in a helpful, positive and tolerant environment, including the latest digital infrastructure to allow the most efficient learning possible with the best possible resources.
- Provide services to our communities through Community focused Schools
- By providing breakfast clubs across the county to offer a nutritious, daily meal to those who need it.
- By offering a variety of support to pupils who find it difficult to cope in a secondary educational environment by providing counselling support and running lunchtime and after school clubs to offer a supportive, positive and safe provision.

# Collaborate to ensure local people can access and take advantage of local employment opportunities

## Why is this important?

- Half of Anglesey's population is of working age and we recognise the need to improve job opportunities on the island. Residents are eager to see greater opportunities in the computing and technology, energy, manufacturing, tourism and health sectors.

## What are we going to do?

- Promote opportunities to develop the island's economy.
- Support existing businesses, attract appropriate new investment, increase the number of new businesses and ensure that the island continues to have one of the lowest business closure rates across Wales.

## How are we going to do this?

- By collaborating with key stakeholders and partners to strengthen the role of Holyhead and the port as a key international gateway.
- By developing and delivering activities to create jobs, increase prosperity and support vibrant and resilient communities.
- By motivating unemployed 16–24-year-olds in Anglesey to increase their confidence in their skills to support them to overcome their barriers to progress as a full member of society.
- By mentoring, up-skilling, offering advice and guidance through the council's own services, and in conjunction with local 3rd sector organisations who specialise in providing this support.
- By providing support for residents who wish to start their own businesses and become self-employed.
- Continue to work in partnership through the North Wales Economic Ambition Board to create new local and regional opportunities.

# Ensure that the population is healthy, safe and independent

## Why is this important?

- The Wellbeing of Future Generations (Wales) Act 2015 requires the Council to actively increase participation in sport and recreation, as well as improve residents' physical and mental health.
- Promoting and supporting people to be more independent enables them to support themselves, rather than relying on statutory and other support services.

## What are we going to do?

- Maintain and provide quality, flexible, accessible and affordable facilities to meet the current and future wellbeing needs of Anglesey.

## How are we going to do this?

- Support the Council's Môn Actif Strategic Plan, by maintaining and improving leisure facilities, which make a direct and significant contribution to community wellbeing.
- By providing the best possible facilities and activities for people of all ages and abilities to live their lives in a healthy way.
- By ensuring sufficient public and Active Travel transport links exist throughout Anglesey, particularly in rural areas, enabling residents to travel independently to access support services, and for social, employment and educational purposes.
- By promoting and protecting a safe, fair and healthy living and working environment for the Island's residents and businesses.
- By continuing to support children and young people to continue to live at home safely, by offering intensive support through a variety of interventions, rather than bringing children into care e.g. support for young carers, emotional well-being, domestic violence etc.



# Support our communities to be age friendly

## Why is this important?

- It is important to understand the issues faced by older people, the support they need to live fulfilled lives, and gain the necessary skills to age well.
- Older people need more tailored support to the rest of the population in terms of tackling poverty, e.g. digital inclusivity is important, but won't benefit this age group as well as others.

## What are we going to do?

- To better understand the issues faced by older people.
- Ensure community hubs are accessible to this age group, and to enable independence, minimise loneliness and improve people's health and wellbeing.

## How are we going to do this?

- Support the Anglesey Ageing Well Strategy.
- Create opportunities for older people to access social, environmental, and financial resources to enable them to age well, for instance community hubs/surgeries, and community transport; and increase ability and confidence to access support.
- Ensure that future generations of older people are prepared for later life by encouraging them to recognise possible future changes and requirements they may face and offer training.
- Increase opportunities available in communities for inter-generational activity; for disabled people and older people to share and gain knowledge, create support networks and combat loneliness, by increasing opportunities available locally for different generations to come together.

# Work in partnership to ensure the provision of quality, affordable and accessible homes

## Why is this important?

- “To ensure that the people of Anglesey have a place to call home”.

## What are we going to do?

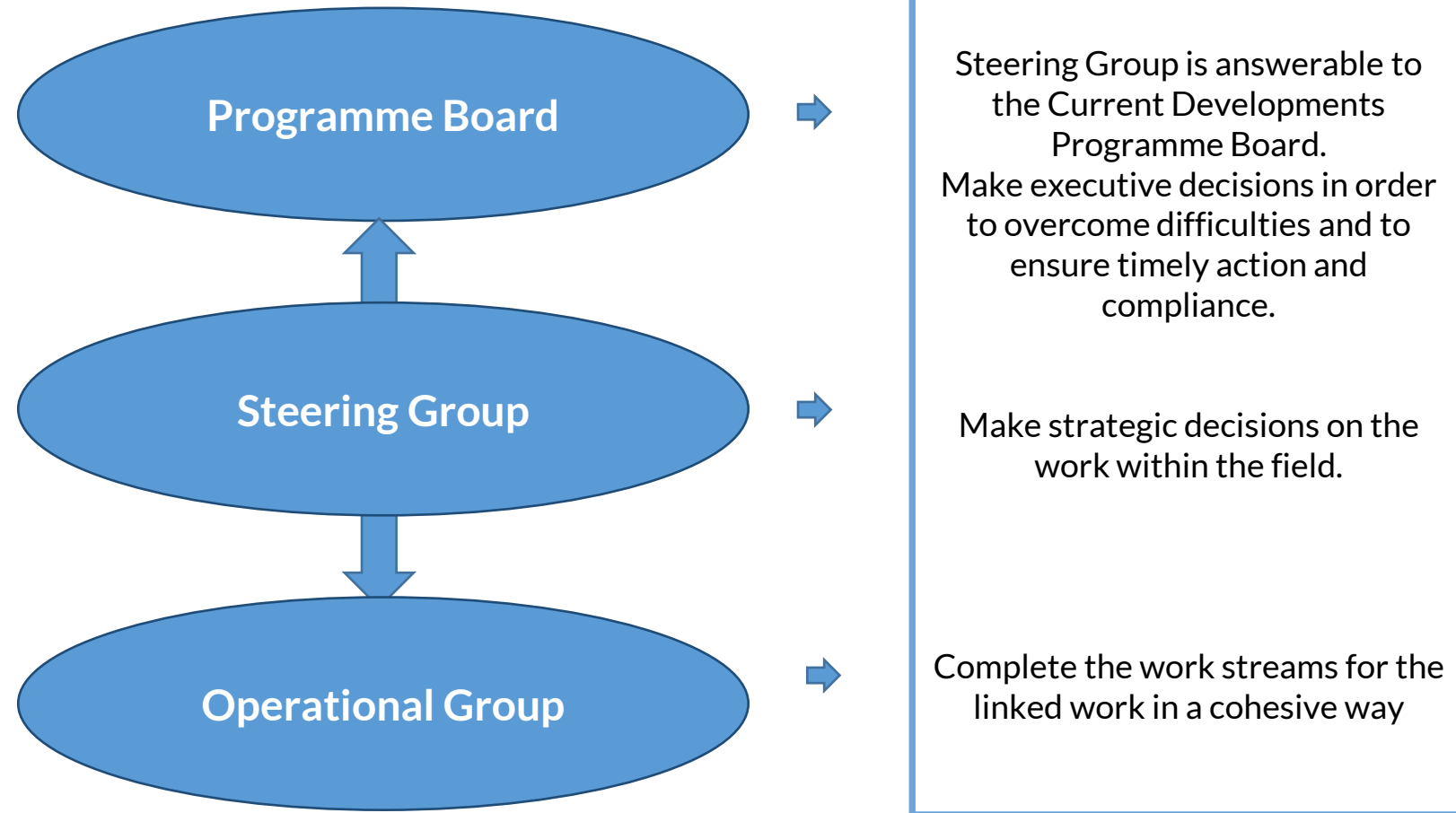
- Remain committed to working with the Welsh Government and partners, such as registered housing associations, to respond to local housing challenges, and work together to identify the island’s housing needs so that we can provide for the recognised need and the required tenures.

## How are we going to do this?

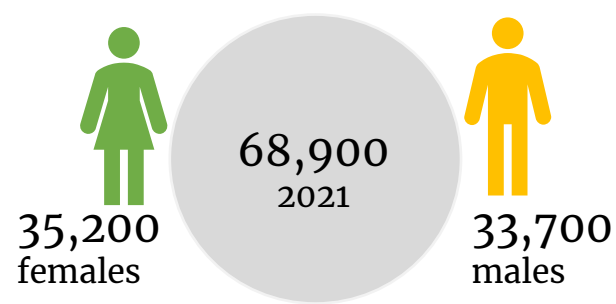
- By adding to our housing stock and making suitable improvements to the existing stock to ensure they are fit for purpose for our tenants.
- By increasing the offer of extra care housing that will provide a home for life for people who wish to live independently in a safe, secure and welcoming community, with on-site care and support services.
- By effective planning and management of resources for future provision, i.e. the Empty Homes Strategy, and available grants, ensuring the island’s housing stock is utilised in the most efficient way possible.
- By providing homes for people with a learning or physical disability.
- By ensuring that our homelessness prevention provision continues to be implemented in a timely manner so that our vulnerable citizens are protected.
- Using the Council Tax premium collected to provide financial support to first time buyers unable to afford to buy a home on the open market.

# Governance and accountability

Robust arrangements have been established to ensure this Strategic Plan is realised. This structure ensures clarity, accountability, and co-ordination to monitor progress effectively. The cost-of-living dashboard provides live, accurate data and information across the Council to facilitate this.



# Appendix 1: The island's demographics (2021 Census)



**26.5%**  
aged 65 and over

**20.1%**  
between the ages of 0-17

