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## HEALTH AND WELLBEING BOARD

**Day:** Thursday  
**Date:** 16 March 2023  
**Time:** 10.00 am  
**Place:** Tameside One, Market Square, Ashton-Under-Lyne,  
OL6 6BH

Item No.	AGENDA	Page No
1.	<b>APOLOGIES FOR ABSENCE</b> To receive any apologies for absence from Members of the Health and Wellbeing Board	
2.	<b>DECLARATIONS OF INTEREST</b> To receive any declarations of interest from Members of the Health and Wellbeing Board.	
3.	<b>MINUTES</b> To receive the Minutes of the meeting of the Health and Wellbeing Board held on 19 January 2023.	1 - 6
4.	<b>BUILDING RESILIENCE: TACKLING POVERTY IN TAMESIDE</b> To consider a report of the Executive Member for Population Health and Wellbeing / the Director of Population Health.	7 - 80
5.	<b>TAMESIDE INEQUALITIES REFERENCE GROUP</b> To consider a report of the Executive Member for Education, Achievement, and Equalities / the Head of Policy, Performance, and Intelligence.	81 - 148
6.	<b>JOINT STRATEGIC NEEDS ASSESSMENT UPDATE</b> To receive a presentation from the Assistant Director of Population Health.	149 - 158
7.	<b>HEALTH AND WELLBEING BOARD PRIORITY: WORK AND SKILLS</b> To receive a presentation from the Assistant Director of Population Health.	159 - 168
8.	<b>DATE OF NEXT MEETING</b> To note that the provisional date of the next meeting of the Health and Wellbeing Board is scheduled for 15 June 2023.	
9.	<b>URGENT ITEMS</b> To consider any additional items the Chair is of the opinion shall be dealt with as a matter of urgency.	

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From: Democratic Services Unit – any further information may be obtained from the reporting officer or from Charlotte Forrest, Senior Democratic Services Officer, [charlotte.forrest@tameside.gov.uk](mailto:charlotte.forrest@tameside.gov.uk) or 0161 342 2346, to whom any apologies for absence should be notified.

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# Agenda Item 3.

## HEALTH AND WELLBEING BOARD

19 January 2023

**Commenced:** 10.00 am

**Terminated:** 11.15 am

**Present:**

Councillor Wills (Chair)	Executive Member for Population Health and Wellbeing
Councillor Fairfoull	Deputy Leader (Children and Families)
Sandra Stewart	Chief Executive
Stephanie Butterworth	Director of Adult's Services
Alison Stathers-Tracey	Director of Children's Services
Debbie Watson	Director of Population Health
Anna Hynes	Action Together

**In Attendance:**

Shaun Higgins	Active Tameside
Peter Marland	Ashton Pioneer Homes
Bjorn Burdsall	GMFRS
Andrew Searle	Tameside Adult's Safeguarding Board

**Officers In Attendance:**

Stuart Fair	Interim Director of Finance
Martin Ashton	Assistant Director of Integration (Tameside), NHS Greater Manchester Integrated Care
James Mallion	Assistant Director of Population Health

**Apologies for Absence:** Councillors Sweeton, Taylor and Ashwin Ramachandra

### 1. DECLARATIONS OF INTEREST

There were no declarations of interest.

### 2. MINUTES

The Minutes of the meeting of the Health and Wellbeing Board held on 15 September 2022 were agreed as a correct record.

### 3. ANTI-POVERTY STRATEGY

The Director of Population Health submitted a report that updated the Board on the progress towards the development of a System-wide Anti-Poverty Strategy, including consultation undertaken to date and proposed next steps.

It was reported that the proposed Strategy linked directly to the stated aims in the recently adopted Health and Wellbeing Board Charter to reduce the impact of poverty and identify a work programme on issues that drive socio-economic and health inequalities. The development of the Strategy had been led by the Council's Policy Team and was in line with national and regional Policy initiatives on reducing inequality and addressing Poverty. As with such strategies, consultation was key to ensuring that the strategy was fit for purpose and delivered the intended objectives.

The Board were notified that the consultation and research undertaken through the development of the Poverty Needs Assessment, which sits as part of the Joint Strategic Needs Assessment, included:-

- Service mapping to understand processes, pressures and pinch-points and capture the views of service users and front-line staff on causes and potential solutions to poverty.

Response data from 43 teams and services was recorded and coded to provide actionable qualitative data.

- Public consultation on the council's Big Conversation platform for 8 weeks, asked respondents "What do you think about poverty in Tameside?" and "What can we do about poverty in Tameside?" In total, 261 responses were received, which were also recorded and coded to identify themes and trends and draw out quantitative data.
- Stockport-based organisation DJS Research was commissioned to conduct a series of four focus groups with people with lived experience of poverty in Tameside, with the aim of taking a more in-depth look at the key themes emerging from the survey and service-mapping work.
- Poverty was the headline focus of the July 2022 Partnership Engagement Network Conference, which explored the themes emerging from the survey and service mapping work and asked participants to give their views on poverty and our progress to date.
- Input from the Poverty Truth Commission (PTC). While the PTC is an independent and standalone forum that will produce their own findings and reports, we have worked closely with them and used their knowledge and lived experience of Poverty to inform the Needs Assessment.
- Data, research, literature and other good practice from organisations such as the Resolution Foundation, Joseph Rowntree Foundation, House of Commons Library, and Greater Manchester Poverty Action, as well as national data repositories such as the Office for National Statistics, Public Health England's Fingertips database, StatXPIore from the Department for Work and Pensions, and local statistics gathered through collaborative work with the Greater Manchester Poverty Group.

In addition, a sub-group of the Health and Wellbeing Board was convened on 12 December 2022 with membership invited from key Partners to review a draft of the proposed recommendations based on the above. Following a robust discussion, a revised version of the recommendations was published for public consultation, as appended to the report, and circulated and promoted through networks and agencies with a specific interest in this area. The offer to attend any relevant meetings to discuss proposed recommendations was also made.

The Board were informed that the consultation would end on 31 January 2023 therefore there was still opportunity to contribute. The feedback would be considered and recommendations reviewed and amended where appropriate. The final document would be brought to the next meeting of the Health and Wellbeing Board, scheduled for 16 March 2023, for formal adoption and discussion on implementation.

On behalf of the Board, the Chair extended thanks to the Council's Policy Team for the extensive work undertaken to date.

**RESOLVED:**

- (i) **That the report be noted and**
- (ii) **That a report be brought to the next meeting of the Health and Wellbeing Board, scheduled for 16 March 2023.**

#### **4. TAMESIDE JOINT STRATEGIC NEEDS ASSESSMENT STEERING GROUP**

Consideration was given to a report of the Director of Population Health, which provided an update on recent work to contribute to Tameside's Joint Strategic Needs Assessment (JSNA). It also outlined plans going forward to ensure that the JSNA provided a useful, strategic suite of resources to assist in system decision making that this was adequately resourced and had a robust process to ensure that relevant work was appropriately prioritised and up to date.

The Assistant Director of Population Health reported that the JSNA was a core function of the Health and Wellbeing Board and assessments of the current and potential future health and social

care needs of the local community. In order to ensure that the JSNA was fit for purpose and robust in terms of the process followed to complete the required work, it was proposed to establish a new sub-group of the Health and Wellbeing Board to act as a 'JSNA Steering Group'. The Group would have oversight of all work in relation to the JSNA and be chaired by the Assistant Director of Population Health with system-wide membership and input. The Group would report to the Health and Wellbeing Board on a regular basis with updates on the work-plan of the JSNA and significant updates and pieces of work of relevance to Board members.

The aims of the JSNA Steering Group were outlined and included:-

- To have an agile working group, which brings expertise and input together from across the system;
- To have a systematic process by which JSNA products were prioritised and completed;
- To have an accessible, detailed suite of documents and tools, which comprise the JSNA for Tameside, which provide strategic direction for decision making, commissioning, and regulatory assurance; and
- Have adequate links across the system, particularly to the local Integrated Care Board (ICB), to ensure the evidence from the JSNA informed strategic prioritisation and decision-making.

It was proposed that the JSNA Steering Group would have an initial meeting in February 2023 to agree membership and terms of reference. The Group would develop a work plan for 2023/24 to prioritise and coordinate relevant pieces of work to continue to develop the JSNA for Tameside. The Group would provide regular updates on the JSNA work plan to the Health and Wellbeing Board and bring updates forward to other key forums, particularly the Tameside Strategic Partnership Board and Provider Partnership.

Members of the Board commented that membership of the JSNA Steering Group needed to be wide-ranging in order to achieve the priorities and multiple suggestions were made.

It was emphasised that the JSNA was not one document at a point in time and was instead a suite of documents and resources, which provided varying levels of information, evidence and insight into health needs. Some of these would be brief overviews of key data on particular issues, while some would be much more detailed needs assessments considering qualitative and quantitative data, full gap analyses of existing provision, and demonstrate effective consultation and engagement with local communities on specific issues.

## **RESOLVED**

- (i) That the report be noted;**
- (ii) That the proposals to establish a new sub-group of the Board, which will be the JSNA Steering Group, to be chaired by the Assistant Director of Population Health, with system-wide membership and input, be accepted; and**
- (iii) That regular updates on the JSNA work plan be brought to future meetings of the Health and Wellbeing Board.**

## **5. BETTER CARE FUND 2022-23**

The Director of Adult Services submitted a report that provided an update on the Better Care Fund for 2022/23 following the announcement of an additional £500 million nationally to support with discharges before the end of March 2023. The additional external Discharge Grant funding coming to the Tameside locality would be pooled via the Better Care Fund and section 75 agreement. The total amount of funding for the Tameside locality would be £2.6 million and the conditions of the grant were that it must be spent by 31 March 2023.

It was reported that the Better Care Fund Framework 2022-23 was a central government initiative intended to ensure joint working between health, social care and housing services to help older

people and those with complex needs and disabilities to live at home for longer. As part of this joint working, local authorities were required to develop capacity and demand plans for intermediate care covering both admissions avoidance and hospital discharge across health and social care to help the system prepare for winter.

On 22 September 2022, the government announced its Plan for Patients that committed £500 million for the rest of the financial year to support timely and safe discharge from hospital into the community by reducing the number of people delayed in hospital awaiting social care and reducing the number of bed days lost to delayed discharges. The focus would be on a 'home first' approach and discharge to assess. The additional funding would be distributed to both local authorities and Integrated Care Boards to pool into the local Better Care Fund

The Board were informed that the proposal was to commit £600k into the social care sector and £1.6 million into health, totalling £2.2 million. The remaining £400k would be held back to review the key challenges that would emerge during January 2023, where the locality would agree between themselves how best to deploy the resource most effectively and in a timely manner.

In response to questions with regards to a measurement of best value it was confirmed that local authorities were required to work with their ICB and provide a report detailing plans on how the allocation would be spent; fortnightly reports setting out what activities had been delivered in line with commitments in the spending plan and a final report, alongside the end of year Better Care Fund report, by May 2023.

Members of the Board commented on the need for social housing stock to be adequately equipped with necessary adaptations to aid fast hospital discharge and for all staff to receive the real living wage to aid staff retention.

#### **RESOLVED**

- (i) That the funding proposal be approved; and**
- (ii) That the proposed plan be approved.**

#### **6. TAMESIDE ADULTS SAFEGUARDING PARTNERSHIP BOARD ANNUAL REPORT 2021/22**

Consideration was given to the annual report of the Independent Chair, Tameside Adults Safeguarding Partnership Board, setting out the activity and delivery of the objectives of the strategic plan of the Safeguarding Board in Tameside during 2021/22.

The report highlighted the strategic direction of the Safeguarding Board and its partners in accordance with the duties and responsibilities set out in the Care Act 2014. There was a statutory duty for the Safeguarding Board to produce an annual report setting out the work of the Board to improve the outcomes for Adults at risk of abuse under six safeguarding principles as follows:-

- 1) Partnership
- 2) Empowerment
- 3) Prevention
- 4) Protection
- 5) Proportionality
- 6) Accountability

The Board was represented by three statutory partner organisations – Tameside MBC, Greater Manchester Police and Tameside and Glossop Clinical Commissioning Group (as was) – and six partner organisations – Pennine Care NHS Foundation Trust, Tameside and Glossop Integrated Care Foundation Trust, Healthwatch, Greater Manchester Fire and Rescue Service, Greater Manchester Probation Service and North West Ambulance Service. There was elected Member representative through the Executive Member for Health, Social Care and Population Health.

It was reported that the Tameside Safeguarding Adult Safeguarding Board had continued to support local safeguarding arrangements and partners to help protect adults who needed care and support, were experiencing or at risk of abuse and neglect and were unable to protect themselves from either the risk or experience of abuse or neglect. The three priorities were outlined as follows:-

1. Making Safeguarding Personal – the Board promoted and supported partner organisations to provide a means of promoting and measuring practice that supported an outcomes focus and person led approach.
2. Quality Assurance – the Board would seek assurance of the effectiveness of safeguarding activity and that safeguarding practice was continuously improving and enhancing the quality of life for adults with care and support needs in Tameside.
3. Prevention – the Board would endeavour to keep those people safe who, as a result of their care and support needs, were unable to protect themselves from abuse or neglect.

The Chair of the Tameside Adult Safeguarding Partnership Board reported that 858 safeguarding concerns had been responded to with 24% prompting a Safeguarding enquiry – an increase compared to the previous year's data. There were 205 Safeguarding adult enquiries and neglect and acts of omission were the most prevalent types of abuse in Tameside with the most common location of abuse occurring in a person's home. The Board had a statutory obligation to undertake Safeguarding Adult Reviews and three were carried out during 2021/22, which were available to view on the Board's website <https://www.tameside.gov.uk/taspadultreview>. Despite the difficulties due to Covid-19, World Elder Abuse Awareness Day was recognised and promoted in June 2021 and National Safeguarding Week was marked in November 2021 via two virtual workshops.

Members of the Board were notified that the Tameside Adult Safeguarding Partnership Board priorities, as outlined in the current three-year strategy, were embedded into practice and would continue to be a focus alongside the six safeguarding principles. Work that had been carried out to date would act as a foundation for the next three-year strategy and priorities over the coming 12 months would include domestic abuse, self-neglect, neglect and adults experiencing multi-disadvantage.

The Chair thanked the Independent Chair of Tameside Adults Safeguarding Partnership Board for a comprehensive report and was pleased to learn that domestic abuse would feature as a priority.

## **RESOLVED**

**That the Tameside Adults Safeguarding Partnership Board Annual Report 2021/22 be noted.**

## **7. TAMESIDE SAFEGUARDING CHILDREN PARTNERSHIP ANNUAL REPORT 2021/22**

Consideration was given to the annual report of the Independent Chair of Tameside Safeguarding Children Partnership that set out the work of the partnership and the business that had been completed as a result of the arrangements and how effective the arrangements had been in practice during 2021/22. The organisations involved in the Partnership included Tameside MBC, Greater Manchester Police, Tameside and Glossop Clinical Commissioning Group (as was), Tameside and Glossop Integrated Care NHS Foundation Trust, Pennine Care NHS Foundation Trust and Action Together.

The report outlined that the new safeguarding arrangements, introduced by the Children and Social Work Act 2017 and Working Together to Safeguard Children 2018, required that they included provision for scrutiny of the effectiveness of the arrangements by an independent person. The Acts directed Local Children Safeguarding Partnerships to publish a report at least once in every 12-month period in order to bring transparency for children, families and all practitioners about the activity undertaken by the safeguarding partners. The annual report provided the scrutiny of the Independent Chair of the Tameside Partnership of the third working year of the new partnership arrangements under six steps as follows:-

- 1) Tameside Safeguarding Children Partnership Leadership
- 2) Engagement of relevant agencies

- 3) Outcomes for children and young people
- 4) Quality assurance and information sharing
- 5) Learning from local and national reviews and research
- 6) Multi-agency safeguarding training and workforce development

It was detailed in the annual report that during 2021/22 there were over 14,000 safeguarding contacts with in excess of 3,500 referrals to Children's Services by agencies, an increase on the previous year's data. The number of Looked after Children and Child Protection Plans remained stable during the period, with numbers slightly less than the previous year, however the number of Children in Need had increased. The number of domestic abuse notifications had steadily increased, including an increase in high risk notifications, and there had been a 10% increase in children missing from home.

The Director of Children's Services reported that the priorities for 2021/22 had been:-

- Trio of risk and vulnerability
- Transitions
- Complex and contextual safeguarding
- Trauma informed professional practice
- Early help offer and thresholds

The above mentioned issues were still a priority and it was important to note that since the annual report was written there had been significant changes. An improvement journey had been embarked upon with areas of work under development and an external peer review.

#### **RESOLVED**

**That the Tameside Safeguarding Children Partnership Annual Report 2021/22 be noted.**

#### **8. DATE OF NEXT MEETING**

##### **RESOLVED:**

**That the next meeting of the Health and Wellbeing Board scheduled for 16 March 2023 be noted.**

#### **9. URGENT ITEMS**


There were no urgent items.


**CHAIR**



# Agenda Item 4.

<b>Report to:</b>	<b>HEALTH AND WELLBEING BOARD</b>
<b>Date:</b>	16 March 2023
<b>Executive Member / Reporting Officer:</b>	Councillor Eleanor Wills – Executive Member for Population Health and Wellbeing Debbie Watson – Director of Population Health
<b>Subject:</b>	<b>BUILDING RESILIENCE: TACKLING POVERTY IN TAMESIDE</b>
<b>Report Summary:</b>	This report provides an update on progress towards the development of a system-wide strategy to tackle poverty in Tameside.
<b>Recommendations:</b>	The Health and Wellbeing Board are asked to agree the Strategy and sign the Charter to commit to delivering on the ambitions set out in the Strategy.
<b>Corporate Plan:</b>	The strategy cuts across all eight priorities of the Corporate Plan.
<b>Policy Implications:</b>	Development of this strategy is in line with and in response to emerging national and regional policy initiatives on reducing inequality and addressing poverty. The recommendations within will have policy implications for partners as they are implemented.
<b>Financial Implications:</b> <b>(Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	<p>There are no direct financial implications arising from this update report on the development of the Anti-Poverty Strategy. However, there are numerous and complex financial implications for the Council that arise as a result of Poverty in the borough, and the implementation of the recommendations within the Anti-Poverty Strategy are likely to have some direct financial implications.</p> <p>The financial implications of the recommendations in the Anti-Poverty Strategy will need to be considered separately as recommendations are implemented, taking account both of the direct financial implications of recommendations and, where possible, considering the complex indirect financial implications of poverty (including areas such as demand for services and income collection).</p>
<b>Legal Implications:</b> <b>(Authorised by the Borough Solicitor)</b>	As set out in the report, work is ongoing to develop the strategy. Consultation has been undertaken to assist the Council in forming this strategy. The feedback from the consultation has been carefully considered as part of the finalisation of the strategy.
<b>Risk Management:</b>	No additional risks identified as a result of this paper or strategy.
<b>Background Information:</b>	The background papers relating to this report can be inspected by contacting Simon Brunet, Head of Policy and Performance, Tameside Council.

 Telephone: 0161 342 3542

 e-mail: [simon.brunet@tameside.gov.uk](mailto:simon.brunet@tameside.gov.uk)

## 1. INTRODUCTION

- 1.1 In recent years the rise of poverty, exacerbated by the cost of living crisis and the Covid-19 pandemic, has emerged as a major policy issue. The current cost of living crisis has been significantly worsened by a number of longer-term structural weaknesses in the UK, including low wages, low productivity and high inequality relative to other major economies.
- 1.2 All partners recognise the severity of the current crisis and are working hard to support residents and gain a deeper understanding of poverty through cooperation with groups such as the Tameside Poverty Truth Commission.
- 1.3 Following the development of a Poverty Needs Assessment, which sits as part of the Joint Strategic Needs Assessment, this Board agreed to support the development of a system-wide strategy to address both the short-term and long-term issues that drive poverty in Tameside and at the last meeting agreed the draft recommendations to go for a final round of consultation.
- 1.4 The final draft of the new strategy – *'Building Resilience: Tackling Poverty in Tameside'* – is attached at **Appendix 1** and the Needs Assessment that informed it is available here [Poverty-Needs-Assessment-Final.pdf \(tameside.gov.uk\)](#)

## 2. CONSULTATION

- 2.1 At the last Health and Wellbeing Board meeting a paper on the draft recommendations went into detail about the depth of consultation and research undertaken to deliver the Needs Assessment and Strategy.
- 2.2 Since then a further round of Consultation was undertaken on the draft recommendations. Following comments from the likes of Greater Manchester Poverty Action, Citizens Advice Bureau, Action Together and members of the public some further recommendations were added.

## 3. GREATER MANCHESTER POVERTY ACTION REPORT ON ANTI-POVERTY STRATEGIES

- 3.1 On 22 February 2023, Greater Manchester Poverty Action (GMPA) published their report *'Local anti-poverty strategies – Good practice and effective approaches'*. The report is attached at **Appendix 2**.
- 3.2 GMPA make twelve advisory recommendations for those areas embarking on the development of an anti-poverty strategy.
- 3.3 Current work puts Tameside in a strong position against GMPA's recommendations. Examples of work that meet the recommendations include:
  - Poverty Needs Assessment.
  - Programme of engagement and lived experience listening.
  - Poverty Truth Commission.
  - Adoption of the socio-economic duty in 2022.
  - Partnership approach through the Health and Wellbeing Board.
  - Clear leadership with a named Executive Member (Cllr Wills).
  - Development of a detailed and tracked action plan (in development now).
  - Poverty dashboard (in development now building on the needs assessment).
  - Pilot and implementation of Money Advice Referral Tool.

#### **4. CHARTER**

- 4.1 One of the recommendations (Report at **Appendix 3**) that came out of the Poverty Truth Commission was for the development of a 'Poverty Charter'. We propose that members of the Health and Wellbeing Board sign and agree this Charter to underline our commitment to tackling poverty in Tameside through the delivery of this Strategy.

#### **5. NEXT STEPS**

- 5.1 We have started work on developing an Action Plan to deliver the ambitions set out in the Strategy over which the Health and Wellbeing Board will have oversight. As discussed previously, delivery of this Plan will be undertaken by a sub-group reporting to the Board.
- 5.2 We have also begun work on a dashboard, which will enable us to monitor both the levels and impact of poverty in the Borough but also progress towards delivering some of the Strategy's objectives.

#### **6. RECOMMENDATIONS**

- 6.1 As set out on the front of the report.

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# Building Resilience

Tackling poverty in Tameside 2023-27

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# Foreword

**Welcome to the new Building Resilience Strategy, aimed at tackling poverty in Tameside. This document sets out in detail our principles and vision for combating the scourge of poverty and its consequences in Tameside.**

Behind the economic facts and figures there lies a very real human cost to poverty. Its impact on the lives of individuals cannot be understated, and encompasses everything from mental and physical health, poor outcomes in education and employment, substandard housing, social marginalisation and even drug and alcohol addiction. Poverty also puts significant extra pressure on services and communities that are already seriously overstretched by a decade of austerity. Even for those who are fortunate enough to have never experienced poverty in their lives, the reality is that any number of unexpected events including bereavement, relationship breakdown, ill health or job loss could very easily leave a household or individual suddenly struggling to make ends meet.

Over the past few years the scourge of poverty has escalated into one of the gravest social issues we face as a country, as the coronavirus pandemic gave way to the worst cost of living crisis in a generation. Large increases in the price of consumer goods and energy, exacerbated by the conflict in Ukraine, have driven the rate of inflation to 10.5% as of January 2023. In response, interest rates have been raised to the highest level since the 2008 Financial Crisis, piling additional pressure on all households but especially those with mortgages or other loans.



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**Councillor Eleanor Wills**  
Executive Member (Population Health & Well-being)

Such is the severity of the economic crisis we face that the Bank of England has warned that we are now in the midst of what they predict will be the longest recession in a century.

Despite all this, we must never lose sight of the fact that none of this means that poverty is inevitable. As one of the richest and most developed countries in the world, we can and must do better. If the right support is put in place then not only will those in poverty have a chance to lift themselves out, but we will all enjoy the benefits of a stronger economy, a healthier society and a fairer country too. While much of the work that would be required to make this a reality can only be launched by central government, there are still decisions that local areas working in partnership can take to fight poverty locally.

The Strategy lays out exactly what that means in practice. Over the past year, we have consulted extensively with our residents on what they think about poverty in Tameside and what they would like to see done about it. Much of the information that shapes this Strategy has come from people who have struggled with the reality of poverty in their everyday lives, or organisations that fight on the frontline against poverty within our communities.

In particular, I want to acknowledge the extraordinary bravery and commitment of the members of the Tameside Poverty Truth Commission, whose tireless work and fierce advocacy for change has influenced much of our new approach.

Thanks to the data we have collected from the Tameside Poverty Truth Commission and our Poverty Needs Assessment, we have gained a comprehensive insight into the challenges we face, the areas where good work is already being undertaken, the places where there may be gaps in our provision, and the opportunities that exist to start making a difference.

This in turn has shaped the key priorities that lie at the heart of this Strategy. In no particular order, these include:

**“Raising incomes”** – supporting residents to maximise their income and access all benefits they are entitled to.

**“Making Tameside work for everyone”** – securing high-quality and high-wage employment for all residents.

**“Poverty is everybody’s business”** – supporting residents, communities and partners to spot the signs of poverty and direct those in need to the appropriate help.

**“Climbing out of the debt trap”** – Taking action against the high levels of debt, insolvencies and poor access to good credit experienced by many residents.

**“Breaking the cycle”** – Focusing specifically on providing the best start in childhood and education for our young people.

**“Laying the foundations”** – Ensuring residents have access to what they need in order to live in comfort and dignity, including food, housing and warmth.

**“Putting people first”** – Making sure that our working practices, both customer-facing and internal, are best placed to identify and support those in poverty.

**“No one left behind digitally”** – Focusing specifically on digital skills to help residents access support and opportunities.

**“One size doesn’t fit all”** – Providing additional support for residents identified as being at particular risk of poverty, including disabled residents, carers, ethnic minorities, and those suffering from poor mental health.

**“Advocating for change”** – Highlighting the need for action on poverty-related issues where responsibility lies with national government.

This Strategy complements, and should be viewed in conjunction with, other documents such as the Inclusive Growth Strategy, the Housing Strategy, the ‘Grow with Me’ Child and Parent Relationship Strategy, the Early Help Strategy and the Adult Social Care Strategy.

My thanks go out to everybody involved in this Strategy’s development, and I look forward to working with all of you over the next few years to transform Tameside into a borough where every resident is offered dignity, respect and the opportunity to succeed.



# Introduction

**Poverty in the modern world is a complex and multi-faceted problem. While the Joseph Rowntree Foundation describes poverty as, “When a person’s resources (mainly their material resources) are not sufficient to meet their minimum needs (including social participation)”, there is no single and universally accepted definition.**

This is a reflection of the fact that poverty comes in many shapes and forms, and can vary significantly both in terms of its duration and severity. While some people may experience poverty for a short period due to adverse circumstances (For example, when moving between jobs) for others it is an entrenched situation that can last several years or even bridge generations. At the same time some people may experience poverty as a limiting but survivable condition, while for others it could mean not being able to afford the basics needed to live, such as housing, food, clothing, and energy.

This complexity is also evident when it comes to measuring poverty. In the absence of a single universally accepted best measurement of poverty, different methods are used determined what the best way to capture the desired information is. Some of these include:

- **Absolute income poverty:** This is a measure of whether those in the lowest income households are seeing their incomes rise in real terms. It is defined as “households whose income is below 60% of inflation-adjusted UK median income in 2010/11”
- **Relative income poverty:** This is a measure of whether those in the lowest income households are keeping pace with the growth of incomes in the economy as a whole. It is defined as “households whose income is below 60% of UK median income in the same year”
- **Material deprivation:** Where households or individuals cannot afford certain essential items and activities.
- **Destitution:** Where households or individuals cannot afford basic necessities such as housing, food, clothing etc.

- **Minimum income standard:** Where an income level that allows people to live a “minimum acceptable standard of living” is calculated, and households are considered to be in poverty if they fall below this line.

Typically, these measurements are presented after taking into account direct taxation (including Council Tax) and National Insurance contributions. Housing costs, including rent, mortgage, insurance, water rates etc can also be considered, with measurements defined as “before housing costs” or “after housing costs” as appropriate.

# Causes of Poverty

**Poverty is often a result of a range of factors as opposed to a single cause, and some of the causes can also be consequences, leading to a downward spiral of poverty that can be incredibly difficult to escape. Individual life events – such as sickness, bereavement, job losses and relationship breakdown – can be common triggers, as well as larger scale events such as economic recessions.**

In a broad sense, some of the primary causes of poverty in the UK in recent years include:

- **Employment:** Despite historically low levels of unemployment, an increasing number of jobs do not provide decent pay, security, or potential for progression. This can also lead to inadequate savings and pensions, leaving people more vulnerable to financial shocks beyond their control. Far from being the main route out of poverty, in many cases insecure and/or low-paid employment can actually exacerbate poverty, deprivation and financial insecurity.
- **Low levels of skills or education:** People without necessary skills and qualifications can find themselves at a serious disadvantage when it comes to finding employment, and are at an increased risk of being channelled into low-quality jobs as described above. This is particularly true in the case of digital skills, as a large amount of employment opportunities now require at least a degree of computer literacy.

- **Ineffective and inadequate benefits:** As a result of changes to the benefits system over the past decade, the level of benefits received by people – whether they are in work, seeking work or unable to work because of health or care issues – is no longer sufficient to avoid falling into poverty in many cases. The benefit system, as it stands, is also difficult to understand and navigate, leading to errors or delays, punitive withholding of benefits through sanctions, low take-up of benefits despite people being entitled to them, and increased risks when moving into jobs or increasing working hours.
- **Increasing costs:** While living costs have been increasing at a faster rate than the average wage for a number of years, the cost of living crisis and rising inflation have dramatically accelerated this trend. The high cost of housing and essential goods and services (electricity, water, Council Tax, telephone and broadband) is driving many into poverty. This is not felt equally by all, with some people facing particularly high costs either due to where they live, increased needs (For example, due to ill health or disability), or because they are paying a “poverty premium” – the extra costs people on low incomes and in poverty pay for essential products and services.

- **Inequality of outcomes:** Inequality of outcome occurs when some individuals gain much more than others from a social or economic transaction, regardless of how this came to be. In the context of poverty, it refers to any measurable differences in outcome between those who have experienced poverty and the rest of the population. This includes education, health, employment, living standards, security and participation in public life.
- **Inequality of opportunities:** Differences in people’s backgrounds or circumstances can also have a significant influence on poverty by restricting their access to services and opportunities to improve their condition. While this could be due to protected characteristics such as gender, ethnicity, disability, age, sexuality, religion or parental status, suffering from poverty can also be a source of inequality of opportunities in itself.
- **Life issues:** Issues in people’s own lives, including but not limited to; neglect, abuse or trauma, relationship breakdown or drug and alcohol misuse can lead to, or exacerbate, poverty. This can also lead to further co-morbid issues such as poor mental health, negative impacts on development, education, and social or emotional skills or receiving a criminal record. Children are often particularly at risk in situations such as these.

## What Does Poverty Look Like in Tameside?

According to the latest English Indices of Multiple Deprivation (IMD) data, 17.5% of the population in Tameside was income-deprived in 2019. Of the 316 local authorities in England, Tameside is ranked 37th most income deprived, falling within the 20% most income deprived local authorities nationally. Of the 141 neighbourhoods in Tameside, 54 were among the 20% most income-deprived in England.

While the nature of poverty in Tameside aligns closely with many of the national trends described previously, there are a number of specific factors that must be taken into account.

Studies such as The Marmot Review have shown that poverty and health are inextricably linked, with each being a cause and a consequence of each other. Living in poverty increases the chances of poor health, for example through malnutrition, substandard living conditions or inability to afford basic hygiene products, to give just three examples. Poor health can also trap people in poverty, for example by making it harder for them to find and sustain employment.

While several pieces of national-level research have shown a significant difference in life expectancy in the most- and least-deprived parts of the country, this trend is especially apparent in Tameside. The borough is ranked 5th lowest out of 10 in Greater Manchester for male life expectancy and healthy life expectancy, and 9th lowest out of 10 for female life expectancy and healthy life expectancy. There are also significant disparities in life expectancy within Tameside, with a difference of 8.7 years between men and 7.9 years for women in the most deprived wards compared to the least.

The distribution of poverty within Tameside is also unusual when compared to other local authorities. As a rule of thumb, local authorities with a higher overall level of income deprivation tend to have distinct areas of affluence and poverty. However, Tameside is abnormal in that it has a high level of income deprivation, but poverty in the borough is less clustered and more evenly spread geographically. This must be borne in mind when developing recommendations and policies. For example, a focus on targeting the most deprived areas in Tameside may not be effective in delivering support to those that require it.



# Developing the Building Resilience Strategy

Information was gathered through the following exercises to facilitate the creation of this tackling poverty:

## Service mapping

43 individual services were mapped to capture the views of service users and front-line staff, and to understand processes, demand, and pinch-points across the local public and voluntary sector infrastructure. This was achieved through a combination of desk research and conversation with stakeholders, included council officers, representatives from local VCSFE groups and residents' panels. Particular attention was focused on the views of young people and those with disabilities. To engage with these groups, officers attended the Tameside Youth Council and People First Tameside.

## Public surveys

An 8-week consultation was launched in Summer 2022, asking respondents "What do you think about poverty in Tameside?" and "What can we do about poverty in Tameside?".

Following the completion of the first draft of the Building Resilience Strategy in December 2022, this was followed up with a second survey asking for residents' and partners' views on the proposed recommendations as a whole.

## Focus groups

Stockport-based DJS Research Ltd, an employee-owned market research company, was commissioned to conduct a series of four focus groups with people with lived experience of poverty in Tameside.

## Partnership Engagement Network



Poverty was the headline focus of the July 2022 Partnership Engagement Network Conference, exploring the themes emerging from early consultation and service mapping work.

## Poverty Truth Commission

To amplify the voices of people living in poverty, Tameside Council have supported the Poverty Truth Commission, delivered by Greater Manchester Poverty Action. The commission brought together grassroots commissioners, people with lived experience of poverty and senior civic, political and business leaders, known as civic commissioners, on an equal footing to inform decision making within Tameside. Grassroots commissioners shared difficult stories and worked tirelessly to help identify and shape urgent priorities across the borough, focusing on: housing, access to services and mental health.

Recommendations from these groups have enormously influenced the development of the Tackling Poverty in Tameside Strategy as well as the wider approach to poverty across the borough.

## Data

Data, research, literature and other qualitative and quantitative data was used to inform the Tackling Poverty in Tameside Strategy and supporting material such as the Needs Assessment. Exact sources have been referenced where appropriate.

## Inequalities Reference Group (IRG)

The Inequalities Reference Group (IRG) aims to reduce inequality in Tameside & Glossop. The group meets on a quarterly basis, providing a forum for the sharing of ideas and thoughts on carrying out responsibilities under the Equality Act 2010 and the Public Sector Equality Duty. Membership is drawn from Tameside Council elected members, local NHS Governing Body members, VCSFE representatives and the Tameside Independent Advisory Group.

The group has produced a number of papers on topic ranging from Barriers to Accessing Information to Voices of People with Learning Disabilities which have been incorporated into this Strategy.



# Needs Assessment

A comprehensive Needs Assessment was created to understand the nature of poverty in Tameside, as well as gaps in services and processes. The full document has been attached as Appendix 1 to this report. However, key challenges identified are as follows:



## Benefits

**4.8%** of people in Tameside were in receipt of benefits.

As of July 2022, 4.8% of people in Tameside were in receipt of benefits, compared to just 3.7% of people in Great Britain.

**£5.2million** unclaimed pension credit per year in Tameside.

Many benefits are under-claimed. For example; there is an estimated £5.2million unclaimed pension credit per year in Tameside.

## Debt



**Almost 1 in 4** of Tameside residents are over-indebted

(i.e. owing money that needs to be paid back, but struggling to do so).

**7th highest rate**

of individual insolvencies in the country.

**36%** of respondents expected their financial circumstances to worsen.

Data collected from the DJS surveys show that 36% of respondents expected their financial circumstances to worsen over the next five years.

## Food Poverty



**15.07%** experiencing struggle with food insecurity” in Tameside.

The percentage of households defined as “experiencing struggle with food insecurity” in Tameside is the highest in Greater Manchester at 15.07%.



**12,976** food parcels distributed by foodbanks in 2020-21.

The number of food parcels distributed by foodbanks in the Trussell Trust Network in Tameside increased from 9,917 in 2019-20 to 12,976 in 2020-21.



## Fuel Poverty

**14.1%** of households in Tameside are estimated to be in fuel poverty.

This is higher than the national average of 13.2%.



**60%**

of homes in Tameside are considered to be energy inefficient.

## Employment



**71.5%** of Tameside jobs pay the Living Wage.

Tameside has the lowest proportion of jobs paying the Living Wage or above in Greater Manchester at 71.5%, compared to the Greater Manchester average of 79.2%.



**26.6%** of residents achieve an NVQ4 or above level qualification.

Tameside has the lowest rate of residents with higher level of qualifications in Greater Manchester. Just 26.6% of residents achieve an NVQ4 or above level qualification, 17% lower than the national average.

## Council Tax



**25%** of working age claimants receiving Council Tax Support within Tameside.

When compared to other Greater Manchester local authorities, working age claimants receiving Council Tax Support within Tameside had to pay the highest percentage of their bill as a minimum contribution (25%).



**Four in five respondents (79%)**

to a UK-wide survey of National Debtline clients with council tax arrears felt that the actions of their council in collecting the debt had a negative impact on their wellbeing.



## Mental Health

**19.5%** of Tameside residents aged 16 or over have one or more **Common Mental Disorder (CMDs)**

The estimated rate of Common Mental Disorders (CMDs) in Tameside is 19.5% for residents aged 16 or over. This is above the England average of 16.9%.

There is a significant gap in terms of employment support for people with CMDs, with only 33% of respondents to a poll conducted by the Money and Mental Health Policy Institute (MMHPI) saying that they had received such a service.

## Disabilities



**£583** extra costs a month for adults with disabilities. Families with children with disabilities face average extra costs of £581 a month due to issues associated with disability and ill health.

Tameside's disability employment gap in 2019-20 was 31.9%, the 4th highest in Greater Manchester.

## Life Expectancy



While Tameside is ranked 5th out of 10 in Greater Manchester authorities for male life expectancy and healthy life expectancy, it is ranked 9th out of 10 for female life expectancy and healthy life expectancy.

There are significant disparities in life expectancy within Tameside. Males born in Denton West can expect to live 8.7 years longer than those born in St. Peters, while females born in Stalybridge South will live 7.9 years longer than those born in St. Peters.

Males born in Denton West can expect to **live 8.7 years longer** than those born in St. Peters, while females born in Stalybridge South will **live 7.9 years longer** than those born in St. Peters.



## Carers

**11% (14,106)** of residents in Tameside have some kind of unpaid caring responsibilities.

Additionally, according to data from the 2011 Census, 2.9% of residents (6,359) provided more than 50 hours of unpaid care a week.

**30%** of families in receipt of Carer's Allowance and in poverty in 2019-20.

Research from the Joseph Rowntree Foundation has also shown that the number of families in receipt of Carer's Allowance and in poverty has doubled from 15% in 2005-6 to 30% in 2019-20.

## Barriers to Accessing Services



**14.9%** Digital exclusion in Tameside

Digital exclusion in Tameside is high, with 14.9% of LSOAs with a Digital Exclusion Risk Index score of 5.0+ compared to 4.2% across Greater Manchester.



**59%** of residents found it "difficult or very difficult" to access information and services before the Covid-19 pandemic.

This increased to 80% during the pandemic.

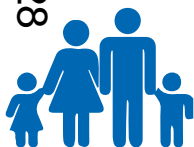
## Service User Experience



**People** in poverty should be treated with more dignity, respect and compassion by council staff and services. A number of respondents to our consultation stated their belief that people in poverty should be treated with more dignity, respect or compassion by council staff and services.

## Child Poverty

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**1,250** households in Tameside are affected by the two-child limit on Universal Credit and tax credits.



**30%** of Children in Tameside were eligible for Free School Meals (FSMs)  
In the 2022 Summer term, 30% of Children in Tameside were eligible for Free School Meals (FSMs) which is 7.15% higher than England's national average.

## Social Housing



**71.7%** of tenants in the affordable rented sector receive an income of less than £300 gross each week. Data from the latest Tameside Housing Strategy shows that 71.7% of tenants in the affordable rented sector receive an income of less than £300 gross each week and 41.3% receive less than £200 gross each week.



**1,628** affordable homes, have been built in Tameside in the 13 years between 2006/7 and 2018/19.

In the 13 years between 2006/7 and 2018/19 5,985 homes, of which 1,628 were affordable, have been built in Tameside. This is significantly below the target of 8,720 for the same period.



# Private Rent

**£40** a month gap between Local Housing Allowance (LHA) and average rent in Tameside.

Between 2020 and 2021, the gap between Local Housing Allowance (LHA) and average rent in Tameside increased from £30 to £40 a month. This is the 3rd highest increase in Greater Manchester over this period.

**20%** median rent increase for properties in Tameside.

The median rent for properties in Tameside has increased by nearly 20% across all property sizes in the last 4 years.

# Homelessness



**31%** increase in the number of people requiring temporary accommodation in Tameside from June-December 2021.

Following the lifting of lock down measures, including the eviction ban, there has been a 31% increase in the number of people requiring temporary accommodation in Tameside from June-December 2021.

**66,000** more people nationally will be homeless by 2024 due to the cost-of-living crisis.

According to Crisis, due to the cost of living crisis, more than 66,000 more people nationally will be homeless by 2024, with the bulk of the increase being among people forced to “sofa surf”.



# What are we doing already?

While this strategy will be used to develop a more strategic approach to combating poverty in the borough, there is a recognition that the impact of the cost of living crisis will require immediate action in the coming months to protect residents. To that end, the following actions have been undertaken:

## Tameside Helping Hand

Tameside Helping Hand is a one-stop-shop specifically curated for cost of living support. The core aim of Helping Hand Tameside is to ensure that people know how to get in touch with local services and organisations, how to book appointments for support, and that they receive money they're entitled to, for example pension top up credit, Healthy Start vouchers and tax free child care.

Activities launched under the Helping Hand programme include Cost of Living support events, complemented by a Helping Hand Roadshow which proactively brings information stalls, council officers, and elected members to communities across Tameside. A website and a series of printed leaflets have also been created to signpost to services which can help residents with a number of issues, such as finances, housing, employment, digital literacy, and health and wellbeing.





## Accessibility of Services

In order to strengthen awareness and accessibility of services, a number of Cost of Living Champions have been recruited and trained to provide advice and signposting in their own workplaces and communities. This has been complemented by a new face-to-face Customer Services offer, which allows residents to book in-person and telephone appointments with services provided by Tameside Council and the Citizen's Advice Bureau within Tameside One.

## Tameside Money Advice Referral Tool (MART)

The Tameside Money Advice Referral Tool (MART) is a joint project by Tameside Council's Welfare Rights service, Citizen's Advice Bureau, Greater Manchester Poverty Action and local VCSFE groups. The MART is set up to assist frontline workers through a conversation with service users about their financial difficulties so they can confidently direct them to relevant advice and support within the local area. The aim is to help people to get all the money that they are entitled to, and to reduce the need for referrals to food banks, by increasing referrals to other kinds of support.

## Household Support and Winter Pressure Funds

Tameside Council manages a number of one-off discretionary payment schemes to support local residents and organisations through cost of living pressures. This includes the Household Support Fund, which provides money for essentials such as food and energy to vulnerable households, and the Winter Pressure Fund which supports local activity that can help to alleviate pressures, create additional capacity, or extend existing provision where other funds are not available over the winter period.

## Warm Welcome Hubs

Warm Welcome Hubs have been launched across the Borough to provide a warm, safe and welcoming space for anyone to use. Warm Welcome Hubs are located within libraries during staffed hours. Partnerships have also been undertaken with the VCFSE sector to promote any community-based Hubs to residents and, using the Winter Pressures Fund, provide financial support to several Warm Welcome Hubs.



## Digital Skills and Inclusion

The use of technology in the workplace, the rollout of Universal Credit (which is predominantly accessed via an online journal) and the trend of local authorities to encourage residents to access services online has made it increasingly necessary for all residents to have at least a basic level of digital literacy. The Tameside Digital Inclusion Strategy aims to improve digital skills and ensure that every resident has free access to high quality internet services through libraries and SWIFT public Wi-Fi. This strategy will help to prevent residents suffering from financial hardship or poor health outcomes as a result of digital exclusion.

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# Building Resilience:

## Tackling Poverty in Tameside Strategy Recommendations and Key Themes

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### 1. “Raising incomes” – supporting residents to maximise income and access all benefits they are entitled to

- Influence employers in the borough to become both Living Wage and Living Hours employers, and provide support for them to do so through improved productivity and skills development through delivery of the Inclusive Growth Strategy.
- Further promote the effective use of the Tameside Money Advice Referral Tool in all appropriate settings and commit to updating as required. Promote a culture of effective referrals over signposting.

### Case Study

#### Royal Borough of Greenwich

Partners across Greenwich have funded the rollout of three advice hubs in partnership with Citizens Advice, Greenwich Housing Rights, and Plumstead Community Law Centre. These weekly drop-in sessions include a range of services such as free face-to-face benefits, debt, immigration, and housing advice. Roaming advice hubs have also been introduced at five further locations across the borough to maximise the delivery of face-to-face support.

- Strengthen our preventive approach to tackling poverty by facilitating easier access to advice at an earlier stage. This includes exploring opportunities to deliver increased outreach, welfare rights and debt advice and making sure everyone knows their role in tackling poverty and supporting residents.
- Introduce and adequately resource a permanent Local Welfare Provisions scheme which is responsive, easy to access and connects residents to support to resolve root causes of presenting issues providing timely help, to those in crisis.

## Case Study

### Salford Assist

Salford Assist offers help for residents facing financial hardship to meet their immediate needs by providing support with food, baby milk, nappies, fuel, essential furniture items or white goods, bedding, cooking equipment, costs associated with moving, and copies of birth certificates for homeless people. The service also links in with advice and referrals to other services, agencies or funds. Assistance may also include things such as seeking debt advice, referral routes to affordable loans and recycled furniture schemes. They also give advice on how to access more affordable fuel tariffs and benefits.

The scheme is linked to other support services including homelessness prevention, debt advice, welfare rights, money management skills, affordable loans and council tax.

- Proactively identify and support households on legacy benefits ahead of the 2024 managed migration to Universal Credit to ensure they are receiving everything they are entitled to.
- Ensure everyone who needs welfare rights advice can access support by securing capacity within the Welfare Rights Advice Team, associated services and other partners to carry out targeted work with groups known to be under-claiming benefits, such as older residents missing out on pension credit.

## Case Study

Scott Silverton was referred to the Welfare Rights Team as he had worsening memory loss issues and was struggling for money after paying rent and Council Tax in full each month out of his State Pension. His son had tried to apply for benefits on his behalf but had been unsuccessful. A benefit check was completed which identified that claims for Housing Benefit, Council Tax Support, Pension Credit and Attendance Allowance were required. This included a request to backdate the housing benefit and council tax support by 3 months. Following the team's intervention Mr Silverton was in a much more secure financial position, able to afford his rent and not required to pay any Council Tax.

- Work with water and energy utility providers to identify opportunities for low-income customers to move to reduced or social tariffs.

## Case Study

### Maidstone Borough Council

Maidstone has launched a data sharing partnership with South East Water UK to identify low-income customers and transfer them to a social water tariff. The council have utilised the powers set out in the Digital Economy Act - a piece of legislation aimed at improving public services through the better use of data - to achieve this. It is expected that a total of 7,000 residents will benefit from the scheme, equating to around 10% of the total properties in the borough.

- Improve the ability of households to pay their energy bills by raising awareness of discounts and how to apply e.g. Winter Fuel Payment, Warm Home Discount, Cold Weather Payments, energy provider discretionary funds.

## 2. “Making Tameside Work for Everyone” – securing high-quality and high-wage employment for all residents

Expand the capacity of the Routes to Work programme to meet demand.

- Reform Social Value approach to increase the weighting applied to “real living wage” and “real living hours” providers in tendering applications, ensuring that contract values enable this.
- Use links with businesses to identify skills gaps in the local economy and drive education and training opportunities to match.

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### Case Study

Since its launch in January 2022, Tameside In Work has supported over a third of its customers into better paid work or increased their working hours. The programme has successfully helped residents overcome skills barriers, increased their confidence to help them meet their potential, and provided specialist information on how they can develop skills for different employment sectors and job opportunities. Year 2 of the programme will enhance the offer further with an increased focus on specialist skills training, digital skills tools and peer mentoring group sessions.

- Further develop the Tameside-in-work progression programme to enhance progression opportunities for those in work.
- Promote awareness of skillsets that disabled and neuro-diverse people can offer to drive employment and support employers to reduce the barriers those groups face in the workplace.
- Improve access to employment opportunities and address in-work poverty for people in housing need or those at risk of becoming homeless, to help them sustain long-term housing.

### 3. “Poverty is Everybody’s Business” – supporting residents, communities and partners to spot the signs of poverty and signpost to support

- Build on the ‘Helping Hand’ campaign to deliver a financial resilience communications plan to raise awareness of the support on offer for residents experiencing hardship both nationally and locally, highlighting priorities at opportune times such as The International Day for the Eradication of Poverty.

## Case Study

### Partnership Working - Bradford

In Bradford, the council health and voluntary and community sector partners, have come together to support residents with the cost-of-living crisis. Together they are running a number of activities to support residents and colleagues. Work includes community outreach, webinars and meetings for frontline professionals and a targeted cost of living campaign aimed at local people.

[NHS England » Partnership working in Bradford District and Craven helps communities with the cost-of-living crisis](#)

- Promote a ‘no wrong door approach’ by offering training to organisations in community settings (Community Champions, GPs, market traders, charity workers, hairdressers, schools etc) to identify vulnerable residents, and refer them to appropriate support with sensitivity and compassion.

## Case Study

### Collective Response to Cost of Living Crisis – North WALES

#### Community Housing Cymru ([chcymru.org.uk](http://chcymru.org.uk))

Six North Wales Housing Associations with a ‘common social purpose to make a positive impact on local people across North Wales have produced a joint commitment to tackle poverty in their area.’

- Partners across Tameside to explore how to increase capacity across across VCFSE sector, acknowledging the increased demand upon services as a result of the Cost of Living crisis.
- Strengthen coordination with local Registered Providers to share good practice and resources to best support their tenants and also the wider community, including incorporating lived experience into decision-making.
- Embed a customer-focused approach by reviewing resident feedback of their journey through services to ensure support is easy to access, non-stigmatising and effective.



## Case Study

### Onward Homes – Helping Hand Winter Warmer Event

Local housing association Onward Homes partnered with Tameside Council to host a Cost of Living Support event, Helping Hand's Winter Warmer.

The event linked Tameside residents who were struggling with cost of living pressures to a wealth of support services and organisations who provided help with finances, debt, housing, food, employment, mental health and wellbeing. Onward's tenancy support team was also on hand to provide details on local work and skills coordination, income management and social investment.



#### 4. “Climbing out of the debt trap” – Tameside residents have relatively high levels of debt and insolvencies, and poor access to good credit as a result.

- Formulate a task and finish group under the Health & Wellbeing Board to look in detail at the issue of why Tameside residents hold relatively high levels of debt, have high rates of insolvency and low credit scores to identify some preventative solutions.

### Case Study

Using a “Low Income Family Tracker” dashboard for Housing and Council Tax debt Haringey Council are able to identify household poverty trends to proactively target debt advice and inform their Debt Strategy.

- Improve access to, and promote the use of, Cash Box Credit Union services, including savings accounts and sustainable and ethical credit.

- Implement the national breathing space debt respite scheme within the local authority, enabling TMBC Debt advisors to utilise the portal and raise awareness within the borough.
- Explore the possibility of increasing the capacity of co-located advisors specialising in debt and housing advice for tenants living in the private rented sector.
- Work across the partnership to proactively tackle illegal money lending by promoting awareness through training and campaigns, and developing procedures to better support affected residents.

## 5. “Breaking the cycle” – specific focus on providing the best start in childhood and education

- Work with schools and colleges in the borough to agree a good practice model for financial education for pupils across all age group.

### Case Study

A ‘financial champion’ award-winning school in Yorkshire undertook an audit of its subjects, identifying opportunities to strengthen the delivery of financial education and make links across the curriculum.

It also undertook student voice activities to hear directly from the young people about the financial topics they were keen to learn about. The school now has a planned approach to the delivery of financial education. Financial education is overseen by a senior member of staff who also ensures the delivery is quality assured.

An element of financial education is included in PSHE education for years 7 to 13, and students can access level 2 and 3 finance qualifications. The school has also worked with local feeder primary schools.



- Establish a working group with school leaders to develop a mechanism to enable schools to better identify and overcome the barriers to learning that children and young people from families with less financial resources face.

## Case study

### Poverty Proofing© the School Day - Children North East ([children-ne.org.uk](http://children-ne.org.uk))

Poverty Proofing© the School Day is a tool developed by Children North-East for identifying the barriers children living in poverty face when engaging fully with school life and its opportunities. Focused on listening to the voices and experiences of young people and their families, it offers a pathway for schools to address often unseen inequalities within their activities, helping them reduce stigma, break the link between educational attainment and financial background, and supports schools to explore the most effective way to spend Pupil Premium.

## Case study

### Cost of the School Day Calendar

The “Cost of the School Day” calendar breaks down on a month-by-month basis common barriers to education for disadvantaged children and offers alternatives and other suggestions. This includes highlighting common annual celebration days in schools and how we can avoid making these inaccessible for disadvantaged children.

There is also general advice about issues such as uniforms, trips, school lunches, gym kits, pencils and pens, dress down days and other school costs that can be difficult to afford for low-income families.

Throughout the calendar, there are ideas and good practice examples from schools across England, Scotland and Wales who have taken part in the Cost of the School Day project.

- Work with relevant partners such as Tameside Hospital, GPs and other health community settings to increase take up of Healthy Start vouchers by signposting and encouraging eligible service users to apply.
- Increase the uptake of Healthy Start vouchers, using public campaigns and assets (such as Community Champions) to ensure that all eligible families are aware of and can access the scheme.
- Investigate options of working with DWP to auto enrol or send personalised invitation letters to families eligible for Healthy Start vouchers through flagging of Universal Credit accounts.

## Case Study

### Feeding Britain: A Policy for Improving Child Nutrition – Securing Full Take-Up of Healthy Start Vouchers and Free School Meals in England

Research from charity Feeding Britain has shown that, despite investment in time, effort, and resources, 44% of potentially eligible families are not registered for Healthy Start and, as a result, £1 million worth of vouchers go unclaimed each week. Of particular concern is the finding that some families are having to rely on food banks because they are not registered for their Healthy Start entitlement.

It was suggested that, in order to address this, the basis for Healthy Start and free school meal registration should shift from 'opt in' to 'opt out' through an automated process. While the primary drive for this could only come from national government, it has been identified that local authorities could facilitate this in their own area by amending the Council Tax Support application form, and other forms where appropriate, so that applicants are given the option of ticking a box to consent to their data being used automatically to register eligible children in their household for free school meals and/or Healthy Start vouchers.

- Explore opportunities to enable auto-enrolment for Free School Meals for eligible families. Improve systems and processes around monitoring of Free School Meals to encourage uptake among eligible families through awareness-raising and improving school catering offers.

## Case Study

### Sheffield City Council Auto-Enrolment

Sheffield City Council has analysed Housing Benefit and Council Tax support information they already hold, and have found that a significant number of households may meet the criteria for Free School Meals but have not yet made an application.

In an effort to make sure that all school pupils receive the support they are entitled to, as well as to increasing the Pupil Premium funding for all academies and locally maintained schools in Sheffield, the council used Housing Benefit data to automatically award Free School Meals during the months of August-September 2022.

Those families who appear to qualify for Free School Meals, but haven't applied yet were contacted by letter to explain how the automatic award works.

An information sheet giving more background to the scheme is attached [here](#).

- Encourage employers to signpost eligible women about to go on maternity leave to the availability of Healthy Start vouchers and other benefits.
- Explore the option of working with schools to coordinate school uniform collections and distribution to assist families on low incomes.
- Continue to drive supply of Further Education opportunities in the borough and increase demand through improved communication and celebrating success.
- Improve uptake and awareness of free early education and childcare entitlements for two, three and four-year-olds.
- Redesign the Family Help offer across Childrens Services to bring a greater emphasis on direct help for improved parenting, including management of family plans, empowering independence and promoting structure and achievable goals. This will maximise access to work, childcare, education and training, household budgetary management, reduce parental conflict and neglect to create stronger, resilient homes built on love and care.

## 6. “Laying the foundations” – ensuring residents have access to what they need in order to live in comfort and dignity, including food, housing, warmth etc.

- Encourage people to seek Housing Advice through campaigns and other communications to raise awareness and prevent homelessness.
- Increase the volume of nominations to the Housing Waiting List from Registered Providers in Tameside, for example through development of Choice-Based Lettings and/or a Common Housing Register.
- Cultivate relationships with Private Rented Sector landlords to increase housing options for homeless households, recognise signs of poverty and motivate their tenants to seek support early to avoid eviction.

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## Case Study

### Salford City Council and Irwell Valley Homes – Private Landlord Training

Salford City Council and Irwell Valley Homes have teamed up to launch the first training course in the country for private landlords whose tenants may be experiencing or causing problems. The aim is to sustain tenancies by helping landlords to draw up a clear action plan.



- Develop a Social Lettings Agency model to increase housing options in the Private Rented Sector.
- Encourage the take up of free fire safety home assessments to support vulnerable residents to stay safe and access appropriate support.
- Gain a better understanding of food poverty in Tameside through surveying, data collection and other engagement and consultation.

## Case Study

### Food Insecurity in the Lancaster District: Beyond Imagination Life Survey

Commissioned by Lancaster University and undertaken by BMG Research, this research survey collected 3,000 resident's views and combined it with a number of bespoke and national-level datasets to gather a representative picture of views, attitudes and experiences of Food Insecurity in the Lancaster District.

The conclusions from the survey, which were released in June 2022, will be used inform strategy, activities and further research opportunities for Imagination Lancaster - Lancaster University's cross-disciplinary design research lab, relevant local authorities and other partners.

- Work with food banks/pantries and partner organisations in Tameside to identify supply and capacity pressures and unlock funding and support to alleviate such issues.

## Case Study

### London Borough of Lewisham: Working with partners to address food poverty

The London Borough of Lewisham is making tackling food poverty a priority in the recovery from the Covid-19 pandemic. Partners from across the system are working with local groups to create social supermarkets, which differ from food banks in that residents pay for products albeit, at a significant reduced price, from the networks that sprang up during the pandemic.

It is now focussing on building on this work. A food poverty summit was held in early 2022, and there is now a dedicated working group on food poverty, with a new service to promote awareness, support food chains and the local food economy set to be launched.

- Support the expansion of food pantries and community gardens (including opportunities for new and existing allotments) to increase access to healthy food for residents who are experiencing, or at risk of, food insecurity.
- Map and publicise all community cooking sessions and classes taking place in Tameside.





- Work with residents and partners to investigate and implement effective ways of reducing food waste.

## Case Study

### Oldham Community Fridges (1) (2)

The Community Fridge Network, which is run by environmental charity Hubbub, collects and shares food from businesses and individuals which would have otherwise been thrown away.

Community fridges are open to everyone – with fresh food donated by businesses and residents themselves. As well as improving access to food, the fridges go beyond this by “empowering communities to connect with each other” and learn new skills through activities such as cookery sessions and workshops on how to grow your own fruit and veg.

Community Fridges accept donations of unopened, packaged foods within their use-by date and raw fruit or vegetables, which will then be available to anyone in the community.

To date a number of Community Fridges, operated by various charitable organisations and supported by the Co-Operative Group, have been opened in Manchester and Oldham. Research from US community network ChangeX has shown that, over 3 months, it is estimated that one Community Fridge can:

- Redistribute 12 tons of food waste,
- Save households and community groups over £10,000 worth of food
- Provide local employment opportunities.



- Collaborate with partners to draft an action plan and framework for delivery to ensure that the number of people living in homes below Energy Rating C decreases over time.
- Enhance approaches to address fuel poverty including ongoing work with the Local Energy Advice Partnership (LEAP) and work with GMCA around a statement of intent for energy company obligation funded measures to be installed.
- Support Registered Provider partners to deliver new homes, affordable housing and specialist accommodation.
- Explore the feasibility of expanding subsidised access to Active Tameside facilities, ensuring that residents experiencing poverty are not disadvantaged or excluded from activities that may be beneficial to their physical and mental health.

## Case Study

### Birmingham City Council “Gym for Free Scheme” [\(1\)](#) [\(2\)](#)

Local professionals in Birmingham City Council working in public health believed that cost could be a barrier to the uptake of leisure facilities. To test this perception, the Heart of Birmingham Primary Care Trust transferred £500,000 towards free access to leisure facilities for adults in one economically deprived constituency in the city for 6 months. Access remained free if adults used this service a minimum of four times per month.

Following this 6 month period, surveys and focus groups were set up to gauge the success of the scheme. These found that it was successful in increasing the uptake of the exercise facilities among study participants from 25% to 64% either every day or most days, and a reduction among those who never used these facilities from 28% to 0%. This was particularly the case among women, ethnic minorities and the most economically disadvantaged.

## 7. “Putting people first” – making sure that all service’s working practices (both customer-facing and internal) are best placed to identify and support those in poverty

- Accept the recommendations of the Tameside Poverty Truth Commission and work with Partners to formulate a delivery response alongside this Strategy.
- Facilitate the collective and proactive identification and support of people vulnerable to socio-economic disadvantage by addressing data-sharing hurdles between services and creating a forum to facilitate this work.
- Develop a bespoke Poverty Monitor to gather and warehouse comprehensive, relevant and up-to-date data and information about poverty in Tameside.

## Case Study

### Calderdale Data Works Poverty Index

This is a collection of dashboards showing selected statistics on poverty in Calderdale which has been developed alongside the Calderdale Anti-Poverty Action Plan. The plan has been produced in consultation with local partner agencies.

### Greater Manchester Poverty Monitor 2022

The aim of the Monitor is to equip stakeholders with relevant knowledge to tackle socio-economic disadvantage in their own activities, from policy development to service design, advocacy and campaigning.

- Review council tax collection practices and Council Tax Support Policy to support those with vulnerabilities including people on low income. Explore adopting the Citizens Advice Council Tax Arrears Good Practice Protocol.

## Case Study

### London Borough of Tower Hamlets

“Tower Hamlets is one of 74 authorities in 2020/21 to have no minimum payment. This means that working age adults on the lowest incomes pay no council tax. Tower Hamlets has the second largest number of people receiving Council Tax Support in London in 2021.”

Since 2017, Tower Hamlets care leavers under 25 have been exempt from council tax. An additional fund provides further discretionary reductions in Council Tax for residents in exceptional hardship: this provided £45,000 to 109 households in 2018/19.

As well as benefiting low-income residents, more generous council tax reduction schemes can also improve collection rates. Tower Hamlets’ collection rates for 2020/21 were 97.5%, compared to an average collection rate of 96.8% across England and 95.6% for Inner London. Tower Hamlets council is one of eight London boroughs to have adopted the Citizens Advice/Local Government Council Tax Protocol.”

- Provide enhanced support to residents seeking advice about council tax and housing benefit, and explore the option of establishing regular and clearly advertised drop-in sessions.



## Case Study

### Greater London Authority and Policy in Practice “Council Tax Debt Collection and Low-Income Londoners” 2020

The Greater London Authority commissioned Policy in Practice to undertake an evaluation of flexible, customer-centric debt collection practices for low-income Londoners. The project focused on deepening understanding of the business case for council tax collection practices that more effectively support low-income households.

The research concluded that no clear relationship was found between stricter council tax collection policies and higher council tax collection rates, and that higher council tax collection rates were associated with the generosity of a borough’s Council Tax Reduction Scheme and lower collection with the level of poverty in the borough.

Other recommendations included overcoming the relative rigidity of the regulations and limitations to IT systems, enabling councils to pause recovery action for Council Tax Reduction recipients before the summons stage, and more data-sharing to help move towards a more rounded, single view of household debt as well as identifying the households who need the most help, both now and in the future.

- Where possible, facilitate the principle of a Single Point of Contact for customer-facing services to address the issue of vulnerable people re-telling their stories.
- Streamline the application process for all Council discretionary support, including s.13a, DHP, TRS and HSF.
- Improve the process for applying for s13.A Discretionary Council Tax Reduction by creating an online application form based around the discretionary housing payment portal.
- Ensure appropriate resources are being allocated to S.13A Discretionary Council Tax reduction to enable residents to receive financial assistance towards their council tax liability when they need it.
- Roll out automatic claims for council tax support upon a claim being submitted for Universal Credit.
- Continue to expand of the range of face-to-face services available from Tameside One, and clearly communicate the offer.

- Work with STAR Procurement, internal contract managers and suppliers to embed and expand social value and community wealth building in local procurement processes, and encourage a similar approach in relevant partner organisations.

## Case Study

### Birmingham City Council – Match my Project

Many grassroots organisations fail to access funding and resources from mainstream funders – including local authorities themselves.

To tackle this problem, Birmingham City Council developed MatchMyProject – an online platform that matches community organisations in need of resources for the delivery of their projects and businesses working directly for Birmingham City Council or in the area.

Using this tool, community organisations can post requests for support on specific projects, with businesses able to browse a curated directory of projects and make offers of support directly.

- Implement the socioeconomic duty in Tameside to ensure that socioeconomic disadvantage is considered and relevant organisations and people with lived experiences of poverty consulted in the development of all relevant council policies.
- Review resourcing within Tameside Housing Options to maximise its potential for homeless prevention, including exploring opportunities to expand capacity within the service to meet increasing demand.
- Establish channels for continuing engagement with people with lived experience of poverty to enable enhanced collaboration and co-design of council processes, strategies and action plans. Coordinate a public directory of these opportunities through Action Together.

## 8. “No one left behind digitally” – specific focus on digital inclusion

- Register for the “Good Things Foundation National Data Bank Centre”, enabling us to “gift” data and free SIMS to eligible residents. Explore delivery through libraries and warm spaces.
- Investigate possibility of recruiting Digital Assistants (either through a paid role or volunteers) to provide capacity in Library Services to deliver digital and IT support to residents.
- Promote and raise awareness of programmes to improve digital literacy among residents, including TechKnow Buddies, Learn My Way, Online Job Search and Idea.

- Unlock funding and support to allow people in poverty to access technology and the internet using programmes such as the Device Gifting Scheme.

## Case Study

### Hubbub/O2 – Community Calling

London-based environmental charity Hubbub and O2 have partnered to create and deliver the Community Calling programme - a scheme that re-homes old smartphones.

Community Calling receives donations of used smartphones (as long as they hold a charge and the screen isn't cracked) from members of the public, as well as corporate and public sector organisations. They've partnered with Reconome, a device upcycling expert, to clean, data wipe, and refurbish the donated smartphones, before packaging them up and redistributing the devices to someone in need. Each recipient also receives 12-months' free data provided by O2 and access to free digital skills training.

Community Calling adopts a hyperlocal approach by partnering with small, community based grassroots organisations in order to reach digitally excluded people, which have been identified by the community partners. So far, they've re-homed over 5,000 smartphones, but have a target of reaching 10,000 digitally excluded people across the UK.

- Liaise with local VCSE organisations such as Age UK to proactively reach out to groups identified as being particularly vulnerable to digital inclusion (low income, older people etc) to encourage them to develop digital skills.
- Review current public Wi Fi provision with the aim of delivering the service in a way that is more appropriate to residents' needs.
- Investigate the possibility of working with broadband and housing providers – including social housing and new developments - to deliver internet access to residents at a reduced cost.
- Review processes for accessing support to ensure there is always an online and offline method available.



## 9. “One size doesn’t fit all” – additional support for residents identified as being at particular risk of poverty (disabled, carers, ethnic minorities, mental health etc)

- Increase targeted employability support for groups which have been identified as under-served in regards to mental health provision and/or vulnerable to falling into poor-quality employment, particularly ethnic minorities, young people and residents over 50.
- Increase availability and promotion of domestic abuse services for victims, and targeted perpetrator programmes to break the cycle of abuse.
- Explore the possibility of developing Mental Health Awareness Training for staff and volunteers, working with residents experiencing poverty to help address the known impacts of poverty on mental health and signpost them to further support (income maximisation, welfare rights, food security etc).
- Encourage uptake of community-centred approaches to people in poverty suffering with mental health issues, such as peer support groups to challenge isolation and provide lasting support beyond the scope of commissioned services.

## Case Studies:

### Shropshire: Training hairdressers, personal trainers and hospitality staff to become champions

Shropshire Council has been working in partnership with the Samaritans to train local business staff to support their customers with their mental health.

### North East Derbyshire and Chesterfield: Connecting communities and nurturing neighbourliness

A project to connect local communities has been launched in North East Derbyshire and Chesterfield by Derbyshire Voluntary Action to provide funding and support aimed at tackling social isolation

- Develop measures to ensure that carers, particularly from seldom heard groups, are identified as early as possible and are assessed, informed, empowered and supported as needed.
- Expand income maximisation and money advice services to carers (both working and non-working) to ensure that they are receiving all appropriate guidance around carer's allowances and other benefits.
- Facilitate focus groups with carers to improve and build on our offer for working carers, recognising and respecting their views and opinions as expert partners.
- Promote and encourage support for working carers in Tameside from employers in the borough, linking in with the GM Carer's Charter/Employer's Forum and covering issues such as flexible working policies, guaranteed assessment schemes and emergency time off.
- Provide comprehensive and wrap-around support to help carers get into employment if they want to, ensuring that they are informed of and are supported to achieve their rights, opportunities and responsibilities as both carers and employees.

## Case Study

Tameside Council and Tameside & Glossop Integrated Care Foundation Trust (ICFT): Collaborative work undertaken in relation to supporting young carers into a career in health and social care in the future

A group comprised of Human Resources professionals from Tameside Council and Tameside & Glossop ICFT determined that they wanted to support young carers with an information session on how their transferable skills could make them suited to embark on a further education or employment in Health and Social Care.

Colleagues from the Tameside Council Young Carer's Team, ICT, local education institutions and charities came together to create and deliver a 3 hour interactive session. This included a health and wellbeing talk, volunteering information, group discussions, talks from higher education providers and "A Day in the Life" examples of actual job roles.

Participants were asked to complete an evaluation at the end of the session, and the feedback obtained showed that they felt the session was very informative and gave them an increased awareness of the employment and education pathways open to them.

- Conduct audits on public buildings and websites to gauge accessibility for residents in poverty (particularly those with physical/learning disabilities or for whom English is not a first language) and take action to improve if necessary.
- Review existing offers for foster carers and care leavers to take into account new cost of living pressures.
- Commit to ensuring that all services can access relevant communication and interpretation services.
- Work with Action Together to develop and improve links with community organisations supporting ethnic minority residents and those for whom English is not a first language to improve access to and understanding of information related to poverty.

## Case Study

### Bournemouth, Christchurch and Poole CP Council Equality Action Commission Group

An example of a council-led cross party and joint community stakeholder group aimed at improving the way the council works with and supports ethnic minority individuals and communities in its area.

In particular, the commission aims to:

- Review current practices and what it could do to improve its understanding of the needs and vulnerabilities of ethnic minority communities and individuals
- Review and understand the impact of the council's public profile and how it can encourage ethnic minority communities and their representatives to engage with the council
- Understand the experiences of ethnic minority communities to enable the council to take appropriate actions which increase participation and representation, and reduce marginalisation.

- Carry out work to understand whether local support to residents with refugee status, (including those seeking asylum, facing financial hardship, or subject to No Recourse to Public Funds restrictions) could be improved, and to understand how best to support EEA+ nationals with pre-settled status.
- Provide free period products within libraries and explore opportunities to expand this to all publically accessible council buildings and partner organisations.

## 10. “Advocating for change” – highlighting the need for action on poverty-related issues where responsibility lies with national government

Though there is much that can be achieved locally to address poverty, many of the drivers of poverty can only be addressed by national government. Recognising this, we commit to working with partners to campaign on the following issues as identified in the Needs Assessment, including:

### Benefits

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- Increase the levels of Universal Credit, Discretionary Housing Payment allocations and Local Housing Allowance rates.
- Abolish the bedroom tax, the two child limit and the benefit cap.
- Abolish punitive benefits sanctions.
- Abolish the ‘No recourse to public funds’ condition for those who are habitually resident in the UK and to increase the payments under Asylum Support.

### Local Government Funding

- Deliver a fairer local government settlement based on the needs and deprivation of local areas.
- Deliver fairer funding to local social care services.

### National Policy

- Develop a national strategy for tackling poverty (particularly child poverty) and inequality.
- Support the Right to Food campaign which aims to make access to sufficient and nutritious food for everyone a legal right, embedded within the National Food Strategy.
- Address prohibitive childcare costs for families, the shortage of childcare places and improve conditions for childcare professionals.

### Debt

- Improve debt collection practices in line with Citizen Advice’s Fairness in Government Debt Management Report, including the introduction of regulation of bailiffs and a shared approach to affordability assessments.
- End no fault evictions and, in the interim, reinstate the ban on evictions for the duration the cost of living crisis.




# Governance

## **Tackling poverty cannot be done in isolation but instead requires a coordinated approach with commitment from all stakeholders.**

As a statutory function where political, clinical and professional community leaders come together to improve health and tackle inequalities Tameside's Health and Wellbeing Board (HWBB) is well-placed to oversee the implementation of the Strategy. This will involve the creation of a sub-group where an Action Plan can sit and will be accountable to the Board for delivery.

Implementing an Action Plan of this scope will require a whole system approach and buy-in to ensure successful delivery. This should include incorporating the views of the Poverty Action Group, those with lived experience of poverty and key partners through a two-way mechanism.

Leaders must be aware and well informed of what causes poverty so that decision-makers can implement remedial actions swiftly and effectively. All partners should also pay due regard to the Building Resilience: Tackling Poverty in Tameside Strategy when planning and implementing any relevant work going forward.



# Appendix 1 – Tameside Poverty Needs Assessment

[Poverty-Needs-Assessment-Final.pdf \(tameside.gov.uk\)](#)

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# Local anti-poverty strategies - Good practice and effective approaches

## Executive Summary

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February 2023

## Background

Poverty is on the rise, but the UK Government has no plan or strategy to address poverty. Whilst many of the main drivers to tackle poverty lie with central government, the lack of consideration for poverty and its consequences nationally means that action at a local level is more important than ever.

There are examples of good practice and impact from localities where there is a strong policy and strategic focus on addressing poverty, delivered through and steered by a robust anti-poverty strategy. However, there is a lack of up-to-date research that explores best practice and effective approaches in the design and implementation of local anti-poverty strategies.

Based on six in-depth case studies, focus groups with people with lived experience of poverty and experts from across the UK and a review of existing literature, Greater Manchester Poverty Action's report, *Local anti-poverty strategies - Good practice and effective approaches*, helps to fill this gap. The report develops new thinking and valuable insights into the most effective ways to design and implement a local anti-poverty strategy.

## Why does a strategic approach matter?

A strategic approach provides local public bodies with a clear sense of direction to take action to address poverty. Our findings emphasise that local anti-poverty strategies add value in three ways:

1. They set clear objectives about how they will be achieved, underpinned by a shared understanding of poverty and its causes.
2. They improve co-ordination and empower key local stakeholders to do more to address poverty, marshalling limited resources and capacity and fostering a collective determination to tackle the issue across partners.
3. They increase accountability for action as they provide measurable targets to understand if the actions set out are making a difference.



Lessons learnt and good practice from Greater Manchester and across the country can be **applied to local authorities nationwide** who are seeking to **implement robust, strategic responses to poverty**

## What is a local anti-poverty strategy?

It is important to understand what local anti-poverty strategies are and what they are not. A local anti-poverty strategy identifies the key issues contributing to poverty, sets out priorities for action, is committed to cultural change, is based on multi-stakeholder partnership working, reinforces and links to existing strategies, and is focused on making a long-term difference to improve the lives of those on the lowest incomes. A local anti-poverty strategy cannot describe itself as a strategy if it is a shelved internal document or presents a list of existing initiatives.

## How do we define what makes a strategy 'good'?

It is not our intention to provide a generic 'off-the-shelf' approach for local authorities to use to take a strategic approach to poverty. The twelve key elements identified by GMPA are to be used as the basis for developing and/or enhancing local anti-poverty strategies. This recognises that a local, place-based approach is needed and that existing context, such as levels of poverty and deprivation, local demographics, and the nature of existing partnership working across agencies are among a range of factors that will shape how an anti-poverty is formulated and how it will operate in practice.

# 12 key recommendations



- ✓ Define poverty and its drivers
- ✓ Political and officer leadership
- ✓ Focus on prevention, reduction and mitigation
- ✓ Prioritisation
- ✓ Partnership working
- ✓ Lived experience engagement and co-production
- ✓ Reinforcing and aligning with existing strategies
- ✓ Governance
- ✓ Action plan
- ✓ Adopt the socio-economic duty
- ✓ Adaptability
- ✓ Monitoring and evaluation

## Recommendations – A framework

An anti-poverty strategy will only be successful if it is supported by the twelve elements identified in this framework. All these elements are complementary and interdependent.

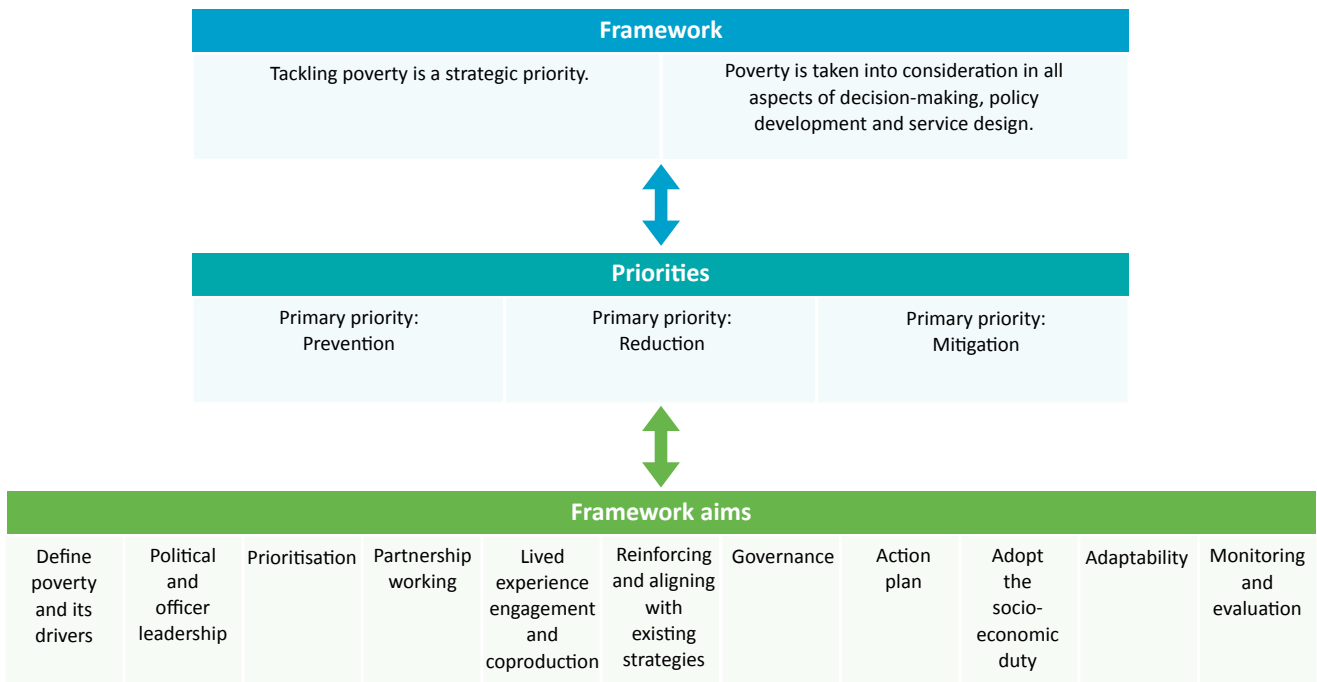


Figure 1: A framework for developing and effective local anti-poverty strategy.

## 1) Define poverty and its drivers

Local authorities need to develop a clear, agreed definition of poverty and its drivers.

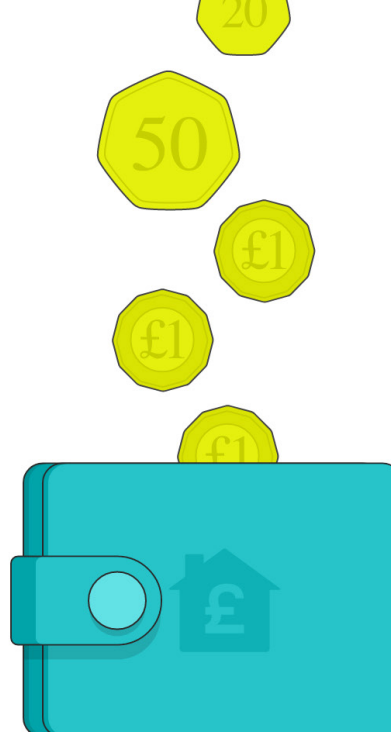
Creating a shared understanding of poverty is the cornerstone for action as it will enable both internal and external stakeholders to understand their role. This should include adopting a relative as well as absolute understanding of poverty. This means local strategic and policy responses to poverty should focus on ensuring residents can participate fully in society as well as responding to basic needs.

Alongside this, it is important to clearly identify the main drivers that limit people's ability to meet their basic needs and to participate fully in society and recognise that poverty is largely about insufficient access to adequate financial resources, i.e., a lack of money. Local authorities should focus on the three key drivers of poverty- income from employment, costs of living, and income from social security and benefits in kind. This approach means local action to address poverty needs to prioritise boosting household income and increasing access to financial resources, including taking a cash first approach to local welfare provision.

## 2) Political and officer leadership

For an anti-poverty strategy to be effective, local authorities need to have a permanent senior officer and political leadership to address poverty. This is crucial to drive ambition and ensure effective operational working, delivery of the intended outcomes of the strategy and strong communication with local communities on what work councils are doing to tackle poverty. Clear leadership that names poverty as a portfolio responsibility for an elected member can help build cultural change across councils, and avoid poverty being included under the catch all of 'inequality'.

# Local responses to poverty need to **prioritise boosting household income** and **providing cash** over other types of support



### 3) Focus on prevention, reduction, and mitigation

An anti-poverty strategy must have at its core a focus on preventing and reducing poverty. Strategies should adopt medium and long-term actions.

While it is critically important that the focus of an anti-poverty strategy is on prevention and reduction, an anti-poverty strategy also needs to articulate how the council is supporting people in an immediate financial crisis through local welfare provision. Steps that councils can take include a cash-first approach to supporting people. This approach maximises dignity, choice, and control for recipients of support. It reflects that lack of income is the primary cause of financial hardship.

As part of a focus on reducing poverty, local welfare provision should also be resident-focused, identifying a clear and sustainable pathway out of poverty rather than simply offering a one-off transactional piece of support.

### 4) Prioritisation

Local anti-poverty strategies should not look like 'shopping lists'. A strategy should be prioritised to ensure implementation is feasible. It should clearly state what councils and local partners could and should achieve and set out clear statements against which progress can be effectively measured.

### 5) Partnership working

An anti-poverty strategy will not be effective without local authorities working in partnership with external partners and communities. Local authorities need to engage with local stakeholders, establishing an anti-poverty partnership group, to clarify requirements and expectations on how best to work together to achieve the objectives set out in the strategy. This is essential to share best practice and avoid duplication.

## 6) Lived experience engagement and co-production

People with lived experience of poverty are best placed to challenge the existing ways of working and ensure that anti-poverty efforts are centred around the needs of the community. Localities need to enable people with lived experience of poverty to fully participate in the development and implementation of an anti-poverty strategy.

## 7) Reinforcing and aligning with existing strategies

Given the cross-cutting nature of poverty, an anti-poverty strategy must not sit in isolation. Tackling poverty needs to be incorporated in existing strategies rather than operating as ‘ad-hoc’ to existing commitments and services. To ensure addressing poverty is a focus of everything councils do and aligns budgets, members’ portfolios, and activities there needs to be a strong focus on tackling poverty in corporate strategies, economic strategies, housing, and equality policies.

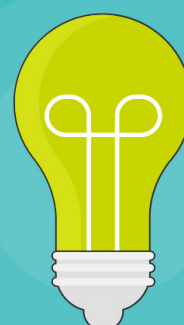
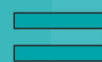
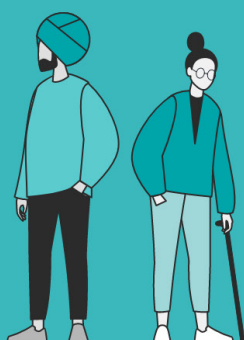
## 8) Governance

Good governance is necessary for an effective anti-poverty strategy. This should be both internal and external to the council, taking on responsibility for monitoring progress and overseeing the implementation of the strategy.

## 9) Action plan

Actions to deliver the aims and objectives of the anti-poverty strategy need to be kept under review, Accompanying an anti-poverty strategy should be a high-level action plan to increase efficiency and accountability. This should set out current and future actions, timelines, and milestones, and who is responsible for the actions. Councils need to report honestly on how they are performing against the targets and milestones, and action plans are important for refreshing the agenda.

**Engaging people with lived experience of socio-economic disadvantage** is a valuable way to challenge existing ways of working and is **crucial in developing anti-poverty policy that will lead to successful outcomes**



## 10) Adopt the socio-economic duty

To support the effectiveness of an anti-poverty strategy, local authorities should voluntarily adopt the socio-economic duty. The socio-economic duty contained in Section 1 of the Equality Act requires public authorities to actively consider the way in which their decisions increase or decrease inequalities that result from socio-economic disadvantage. Successive governments have chosen not to enact the duty and socio-economic disadvantage is often missing from equality impact assessments that include consideration of other protected characteristics. GMPA has been working with local and combined authorities to increase the awareness and voluntary adoption of the duty as a means of creating better outcomes for those with lived experience of poverty. Voluntary adoption of the duty enables councils to ensure the impact of decisions on poverty are taken into account at all levels and at all stages.

## 11) Adaptability

An anti-poverty strategy cannot “standstill”, for it to serve its purpose it should be viewed as adaptable, rather than a collection of actions that should be rigidly adhered to. Therefore, anti-poverty strategies should be continuously reviewed to ensure that they are accountable and adaptable to the needs of local communities as circumstances change.

## 12) Monitoring and evaluation

Monitoring and evaluation mechanisms are critical to understand whether the actions set out in the strategy are making a difference, and that they ensure the most effective and efficient use of resources and enable adjustments to be made where necessary. Local authorities should identify a clear set of metrics against which progress in addressing poverty can be tracked and develop a public-facing dashboard that highlights local poverty indicators to help understand the local population specific to poverty. People with lived experience of poverty should be engaged in this process.



## Acknowledgments

We would like to thank the individuals, local authorities and organisations, who generously gave their time and expertise to support this research. Any errors are the author's own. This summary document and the full report are available to download at:

<https://www.gmpovertyaction.org/local-anti-poverty-strategies/>

## Citation

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Available at: <https://www.gmpovertyaction.org/>

## About Greater Manchester Poverty Action

Greater Manchester Poverty Action (GMPA) is a not-for-profit organisation that works to address poverty across Greater Manchester and beyond.

We convene and network organisations from public, private and VCSE sectors, and people with lived experience of poverty, to foster collaboration and innovation and to maximise the impact of efforts to address the underlying causes of poverty. We equip stakeholders with the knowledge they need to tackle poverty. We carry out research and advocate for changes in policy at a local and city regional level and sometimes at a national level to address the structural and systematic causes of poverty.



<https://www.gmpovertyaction.org/>

<sup>1</sup>The case study local authority areas are: *Salford City Anti-Poverty Strategy, Rother District Anti-Poverty Strategy, East Devon District Anti-Poverty Strategy, Cambridge City Anti-Poverty Strategy, Leicester City Anti-Poverty Strategy and Scottish Borders Anti-Poverty Strategy.*

<sup>ii</sup> In the absence of action at a UK government level, equivalent legislation has been introduced in Scotland (known as the “Fairer Scotland Duty”) and in Wales.

# TAMESIDE

POVERTY TRUTH COMMISSION (PTC)

OCTOBER 2021 – NOVEMBER 2022 | REPORT & RECOMMENDATIONS



**“We may all be weathering the same storm, but we’re definitely in different boats.”**

- Karen McBride, Tameside PTC Commissioner

The Commission ran from October 2021 to November 2022. It was run by Greater Manchester Poverty Action who, in partnership with Tameside Metropolitan Borough Council and with the support of funders, employed three facilitators to deliver the project.

GMIPA is a not-for-profit organisation that works to prevent and reduce poverty across Greater Manchester. We have developed extensive knowledge about poverty in the city region, identified a powerful network of stakeholders and organisations who share our values, aims and vision and we have influenced policy and practice in several ways since we were constituted in 2016.

Our vision is of a Greater Manchester free from poverty where all residents can realise their potential and access the benefits of living in a diverse and vibrant city region.

We believe that policy and practice seeking to address poverty is more effective if it is informed by the perspectives, opinions and experiences of people with lived experience of socio-economic disadvantage. One of our core strategic objectives is to embed the voices of people with lived experience in the decision-making structures and systems of Greater Manchester. We have been proud to run the Tameside Poverty Truth Commission as part of this process.

Published November 2022

1. [Introduction](#)
2. [Recommendations](#)
3. [Timeline and Journey](#)
4. [Working Groups](#)
5. [Achievements and Impact](#)
6. [Learnings and Evaluation](#)
7. [Acknowledgements](#)

## 1. INTRODUCTION

Tameside Poverty Truth Commission (PTC) started with the question “What if people who are living in poverty or have lived in poverty were involved in making decisions to tackle poverty?”.

As participants in the Commission we believe that “Nothing about us, without us, is for us”. Our commissioners brought their experiences of poverty, whether lived experience or through their work with those living in poverty, to create positive change that will prevent and reduce poverty.

During the Commission we have come together, shared our stories and developed friendships. We have looked at what poverty means in Tameside and how it affects the lives of residents, and we have collectively created recommendations for positive change to tackle poverty.

This journey was about our voices being heard and using the collective power of our voices to prevent others from living in poverty. Our path has been long and difficult, with many challenges and tough conversations. In this report we reflect on our experiences and what we have learned.

We are also pleased to share our final recommendations for change in Tameside. We are publishing this report during a *Cost-of-living Crisis* nationally, with prices rising and many struggling to cope. We want to highlight that this is part of a longer-term crisis for those living in poverty. In this context, our recommendations can start to create positive change for the people of Tameside.

Thank you to everyone who has helped us to reach this stage. Now we ask all of you, whether you have been involved with the Commission or not, to work with us to make sure these recommendations are delivered for the benefit of Tameside residents.

It is only by working together that we will tackle poverty in Tameside. This is the start of our journey and we hope that you can join us. Thank you.

**“I have been struggling with poverty for many years, the cause of which is rooted in my health issues... when you have to tell your story over and over again to prove your worth, it’s retraumatising and dehumanising.”**

- Antony, Tameside PTC Commissioner



## Remembering Karen

We dedicate this report to the memory of our friend, Karen McBride.

Karen was a passionate member of the Tameside PTC, knowing from her own experience of poverty that things needed to change. She supported others to use their voice and would often challenge the Commission to listen more and to turn that listening into action, for the benefit of Tameside residents living in poverty. Karen’s passion for social justice shone through every conversation she was in, as she fought for systems to be more compassionate to people living in poverty.

We were devastated when Karen passed away in August 2022 after years of living in poverty. It reminded us once again that poverty kills, and we hope that this report and the legacy of the Tameside PTC will help those living in poverty to be seen, heard and dealt with compassionately, as Karen would have wanted.

## 2. RECOMMENDATIONS

### General

1. A Tameside Poverty Charter should be created, with a commitment to include involving people with lived experience of poverty in decision-making and providing poverty awareness training to frontline and other relevant staff. Organisations across Tameside should commit to this Charter.
2. Poverty awareness training should be developed in Tameside with lived experience input, and including real stories of poverty, for staff in support services and relevant organisations.
3. Organisations across Tameside should establish meaningful lived experience processes to influence decision making. A public directory should be maintained of these opportunities.
4. Tameside should follow the lead of other local authorities in declaring a poverty emergency and calling on the UK Government to provide more support for those living in poverty.
5. A new body should be established, or an existing body developed, to continue the legacy of the Tameside Poverty Truth Commission and to hold organisations in Tameside accountable for delivering the recommendations of the PTC.

### Access to Services

1. Support services in Tameside should co-operate and better share information, to ensure there is "no wrong door" for accessing support.
2. Support services in Tameside should provide skilled single points of contact to support people with complex needs, through effective referrals, not signposting. People living in poverty should not need to repeat their story.
3. Tameside Metropolitan Borough Council should continue to widen the range of services available in Tameside One and to ensure clear, effective communication of these.

### Mental Health

1. A clear pathway for Tameside mental health and therapy services should be established and communicated, with all support services and staff able to appropriately refer people.
2. Mental health services in Tameside should be regularly reviewed. Reviews should be informed by people with lived experience of poverty and mental health challenges, while also adopting a multi-agency approach.
3. Opportunities should be created for children and young people with lived experience of mental health and poverty to be involved in reviewing and improving services.
4. The process of creating individual care plans should be reviewed and improved with lived experience input, including to add aspects around financial capability and debt.

### Housing

#### (Delivery of recommendations via Tameside Council's Housing Strategy 2021-2026)

1. The Collaborative Partnership of Tameside Registered Providers (of Social Housing) should have direct representation of lived experience of poverty within its membership.
2. Tameside should introduce and maintain a single point of access for all social housing and Registered Providers (of Social Housing) services, to simplify application, allocation and nomination processes.
3. Registered Providers (of Social Housing) in Tameside should review and improve their processes for engaging with customers, for example about rent arrears, with lived experience input and with a focus on delivering a person-centred, compassionate service for those living in poverty.
4. Tameside Metropolitan Borough Council should review and updates its private sector housing strategy, with input from people with lived experience of poverty.

## 3. TIMELINE & JOURNEY

Poverty Truth Commissions bring people with lived experience of poverty together with civic and business leaders in a community, to identify what poverty looks like in their area and what the root causes of it are. The Commissions are designed to build relationships and for commissioners to co-produce recommendations on how to prevent and reduce poverty in their community in future. Including real stories of poverty, for staff in support services and relevant organisations.

### Phase 1 - Setting Up

A Tameside PTC was suggested in 2019 by resident Beatrice Smith, after the success of another local Commission. An initial start-up group was founded, bringing together local partners including Tameside Council, housing associations, voluntary sector organisations, the NHS and more. This group arranged a public gathering at Ashton Old Baths to explore the option of a Tameside PTC.

After different factors affecting the progress of a Tameside PTC, including the Covid-19 pandemic, Greater Manchester Poverty Action was asked to facilitate the programme.

The facilitation team began by recruiting community commissioners, who were people in Tameside with lived experience of poverty. The group started to meet to get to know each other and to prepare for the public launch event in October 2021, where civic and business leaders from across the borough were invited to join as commissioners.



"I know first-hand what it is like to live in poverty and I want to use my voice to make a positive change in our community. Poverty has been with me for most of my life."

- Fran, Tameside PTC Commissioner

### Phase 2 - Launch

At this event, community commissioners shared their powerful and emotional stories of living in poverty in Tameside. Each of these stories gave a stark picture of poverty: of Diana living in poor quality housing not fit for her and her children; of Ed growing up in poverty while his mum struggled with significant mental health problems and suicide attempts; of Fran wanting to provide a better life for her daughter than she had herself. The themes from these stories were clear: people were not getting the right support and at the right time and were instead being passed between organisations or were falling between the cracks.

Councillor Brenda Warrington, the then Leader of Tameside Council, spoke at the launch event. She emphasised the need for the stories of poverty to be heard, listened to and acted upon, and that Tameside was facing a poverty crisis.

"Poverty is one dark cloud that doesn't go away and if left unaddressed can become the nightmare that doesn't go away."

- Ed, Community Commissioner

"Poverty has affected me for the last 10 years after I lost my job... I have to claim for food parcels, these are things I never thought I would have to claim"

- Christopher, Tameside PTC Commissioner



## Phase 3 - Exploring Poverty

In January 2022 we started to meet as a full group, bringing together Tameside residents with lived experience of poverty with local civic and business leaders. Our initial meetings focused on building relationships and getting to know each other, including a group walk along one of Tameside's Canal Heritage Trails.

By March 2022, our commissioners had started to discuss issues around poverty in Tameside in more detail, including the frustrations of some in wanting to enact change sooner. The Commission met on 30th March 2022 to discuss areas of importance, for example stigma and education, and we agreed on three priorities for action and vision statements for each of these: Access to Services, Housing and Mental Health.



Between March and July 2022, our full Commission continued to meet, yet most of the in-depth discussions happened in working groups themed along the priority areas, with commissioners deciding which priority or priorities they wanted to focus on. These working groups looked at specific issues relating to poverty and the root causes of poverty, and to create recommendations for change. Later in this report there are summaries of the discussions in the working groups.

The Commission agreed to continue to meet in themed working groups during August 2022, however these plans changed with the tragic death of our friend and fellow commissioner Karen McBride. Instead we took a break until September 2022, while some continued to gather informally, including meeting with Karen's family.



When we regrouped we took time to reflect on Karen's life and to remember her contributions to the PTC. Our commissioners recognised that it would not be the same without Karen in the PTC, but that the process should be completed in her memory. The working groups met again to consider their recommendations and to complete this report.

## Phase 4 - Legacy

We now have this report with our recommendations for positive change in Tameside. We hope these will form part of the legacy of the Tameside PTC and that we can start to embed these across the borough.

Our plan is to continue meeting with those who are interested in tackling poverty in Tameside, to ensure that our recommendations are delivered. Most importantly, we want to see all services and organisations in Tameside recognising the value of lived experience input in decision-making.

This includes our commissioners with lived experience getting involved in reviewing and redesigning local children and family services, and mental health support. We want to continue this by bringing more people with lived experience into these discussions, and by ensuring that our recommendations are the collective responsibility of everyone in Tameside, not just our commissioners.

We look forward to engaging with more senior leaders and others across Tameside, in supporting them to accept and enact these positive changes.



**"Everyone needs to know that this is the reality of living in poverty... with your help we can really identify ways of improving things."**

- Ivan, Tameside PTC Commissioner

**My life could have been so different had I received the right help from the very beginning... no one chooses poverty, it is not a choice."**

- Helen, Tameside PTC Commissioner

**"Never before has it been more imperative to question how well our systems are working to assist those who need them the most."**

- Beatrice, Tameside PTC Facilitator

## 4. WORKING GROUPS

### Access to Services Working Group

Our Access to Services Working Group created this vision statement:

**“Any resident in Tameside, who needs support knows where to go and can access the help they need at the first point of contact. The level of support should be flexible, appropriate and empathetic to their lived experience. Any resident accessing multiple services will be given a single point of contact with services working in partnerships together for the benefit of all residents.”**

In our meetings we discussed the need for skilled single points of contact within support services, who can effectively work with people with complex needs. We talked about how services need to move away from signposting and more towards referrals, using a compassionate approach to ensure there is no wrong door for support in Tameside.

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As a group we also discussed the need for frontline staff, and those involved in designing services, to have poverty awareness training. This will ensure that staff are more empathetic and that systems are designed with people living in poverty in mind.

We have worked with Tameside Council to improve support for people living in poverty in Tameside, including by influencing the Helping Hands campaign. We shared our feedback to change how the campaign intended to communicate key messages around support services for people struggling with the cost of living. We also visited Tameside One, a flagship Council building, to share feedback during their review of how the Council was used. Since our visit and based on our feedback, the space now has different support services co-located and available to help people, as well as drop-in support for Council customer services and improved signage of key facilities.

### Mental Health Working Group

Our Mental Health Working Group created this vision statement:

**“Tameside has a mental health system that is proactive and preventative so that we are empowered to believe in ourselves. Where all Tameside residents needing mental health support at any level will receive coordinated and co-produced care that is timely, appropriate, respectful and compassionate for as long as they need it, adapting to lived experience. Where we all work together to reduce the impact of mental health and poverty.”**

In our meetings we discussed the need for a clear pathway of mental health support in Tameside, as those needing mental health support either do not always know where to go or they are turned away based on criteria. We talked about how staff in different services can be unaware of what support is available, meaning no referrals or the wrong referrals are made.

As a group we focused on how services needed a preventative rather than reactive approach, ensuring that people receive mental health support at an early enough stage to prevent further issues later in life. A better understanding of the links between poverty and mental health is needed in services to reduce the chances of people being missed like this in future, and having experiences similar to our commissioners.

**“It’s the ripple effects of poverty: not just the necessities like food and heat. It’s not being able to meet people and the dehumanisation”**

- Ed, Community Commissioner

### Housing Working Group

Our Housing Working Group created this vision statement:

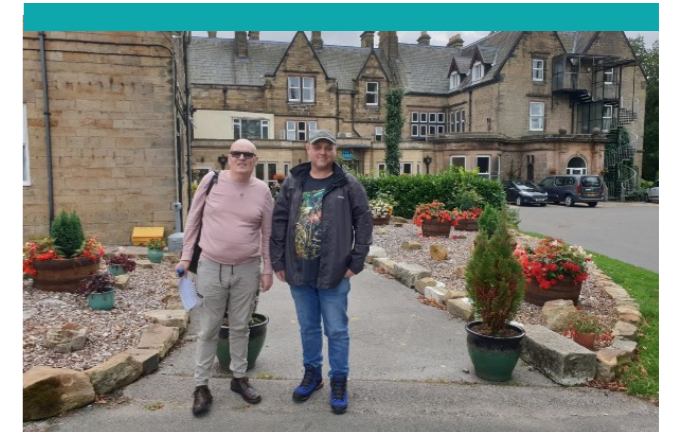
**“To increase the number of available, appropriate and accessible homes that are maintained and providers are held to account and a charter of standards adhered to with compassion, dignity and respect from providers. Ensuring a prompt response and a safe space so people can stay in their homes.**

**Having a positive experience of the housing process and influenced and evaluated by the voices of lived experience. That homes are safe spaces in which people are able to stay, even in times of adversity and that all tenants have a positive experience of the housing process, influenced and evaluated by the voices of lived experience.”**



In our meetings we reviewed and discussed the Decent Home Standards and the national Charter for Social Housing Residents. We collated a list of the sixteen social housing providers in Tameside and discussed the issues in having so many, with each using their own bidding system for properties.

We also discussed how housing providers deal with rent arrears. This led to housing associations represented in the Tameside PTC comparing their approaches and reviewing how they can best support residents. The automated process and wording of rent arrears communications can often make a situation worse for those living in poverty and need to be more compassionate.



**“The only things I have ever wanted for my children are safety and a clean home for them... the reality of poverty is that I have ended up where I never wanted to be, insecure housing for me and my two girls, the opposite of what I dreamt”**

- Diana, Tameside PTC Commissioner

## 5. ACHIEVEMENTS & IMPACT

At our full Commission meeting in July 2022 we reflected on the impact of the PTC so far, both on ourselves individually but also on the organisations involved and the wider culture in Tameside. We have since updated these based on our reflections of the whole process as a PTC.

### Individual Impacts

- “It opened my eyes to issues I hadn’t considered before” - Civic Commissioner
- “It is reigniting my passion and motivation to make change” - Civic Commissioner
- Our commissioners gained in confidence through ‘Chair training’.
- One of our commissioners has gained employment through their links with the PTC.
- Not all of the impacts were positive. Some commissioners spoke about the difficulties in sharing their stories, especially around struggling to access support.
- “It is frustrating with the slow progress and not being able to solve issues I care about” - Community Commissioner
- “It is thought-provoking and shocking how something can suddenly put you into poverty” - Civic Commissioner
- “I feel like we’re still hitting a brick wall but part of it has come down” - Community Commissioner

### Cultural Impacts

- Our commissioners raised their concerns on a national level via the Centre for Social Justice.
- Tameside Council’s Helping Hands campaign, focused on raising awareness of key support services for people in crisis, introduced face-to-face sessions based on our feedback.
- Tameside One is now being used as more of a hub, with different support services having an active presence there for people to access.
- Our commissioners are involved in designing poverty awareness training for Tameside organisations and support services.
- Our commissioners are involved with reviewing and designing services in Tameside, including Family Hubs within Children’s Services, and the Living Well project.



### Individual Impacts

- “We now work far more in partnership and have linked up with a community commissioner to get lived experience input” - Civic Commissioner
- “We have moved away from signposting for support and instead to face-to-face support” - Civic Commissioner
- “The Council are treating poverty as more of a priority now. This time is different and feels like a change is going to happen. Information is being shared between organisations” - Civic Commissioner
- “Our health and wellbeing board has poverty within its priorities now” - Civic Commissioner

## 6. LEARNINGS & EVALUATION

**Our Commission has faced mainly challenges. We know how important it is to reflect on our progress and we want to share the following learnings from our experience as a PTC.**

- The voices of lived experience are vital to decision making. We have influenced decisions through stories of living in poverty, and we know that more decisions would be influenced if lived experience engagement was adopted on a wider basis.
- Relationships are crucial. If we were to do another Tameside PTC we would focus more on relationships in the early stages, especially between community commissioners and civic commissioners. These relationships would have placed us in a better position ready for challenging discussions further on in the Commission.
- Food is an enabler for conversation. One of our Commission’s favourite sayings became that there “was no meeting without eating”, to enable a safe space for conversation.
- Arrange structured training support for commissioners from the start. One of our most fun sessions was ‘Chair training’ with many laughs had about how to hold a space and facilitate discussion. We did this halfway through our PTC and would have benefited from more opportunities like this earlier in the work.
- Face-to-face engagement wins every time. We had our initial sessions on Zoom due to Covid-19 restrictions but these limited our engagement with each other.
- We need the right voices in the room. We struggled to recruit community commissioners for this PTC and it had negative impacts further down the line, when sessions were unbalanced in terms of there being more civic commissioners than community commissioners. We also had some civic commissioners leave the process, meaning they had to be replaced and these new commissioners did not have the same relationships with others.
- Managing expectations is crucial, and the pace of change can be slow. We had many challenging and frustrating conversations as a Commission about how things were not changing fast enough, and that the expectation was that the PTC would change things during its duration. If we did this again, we would be clear about the quick wins we could achieve and the longer-term change that was needed via the recommendations.
- Structured support pathways need to be available for commissioners along the way as we had times when commissioners were in crisis. Informal support was available but this should be structured and clear from the beginning and delivered by appropriate agencies.
- Listening needs to lead to action. We have focused on sharing stories and listening to each other, but we also challenged each other on the need to act based on these and to look at how these actions should take place.
- A Commission Chair needs to be identified and introduced earlier in the process. We had Sharman Birtles, Vice Lord-Lieutenant of Greater Manchester, join us as Chair midway through our Commission; it would have been more effective to have this role filled from the start, to support with ensuring all voices are heard in the Commission.



An evaluation of the Tameside PTC, via interviews with all commissioners is ongoing. The findings of this, with additional reflections and insights from facilitators and commissioners, will be collated in a separate Tameside PTC Learning and Evaluation report.



## 7. ACKNOWLEDGEMENTS

As commissioners we have made friendships and bonds that will last beyond the Commission. While the Tameside PTC is coming to an end, we know that this important work will carry on and we are looking forward to our recommendations being delivered in Tameside.

We will continue to call for more opportunities for people with lived experience to be involved in decision-making, both in Tameside and beyond through our links with the Poverty Truth Network.

We would like to thank all our commissioners who have been involved along the way, for their passion and determination in sharing the truth about poverty in Tameside. We know this has not been easy and we appreciate your time and your contributions.



We would like to thank the facilitation team of Beatrice, Carol and Hannah and other members of the Greater Manchester Poverty Action team, as well as the funders who made this possible, including Kenton:



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### Commissioners

- |                        |                |                       |
|------------------------|----------------|-----------------------|
| Alison Stathers-Tracey | Helen Lomas    | Patrick Nolan         |
| Antony Robinson        | Ivan Wright    | Paula Sumner          |
| Ceris Esplen           | Janine Yates   | Roseanna Wain-Basaran |
| Christopher Parkinson  | John Gregory   | Sarah Threlfall       |
| Claire Galt            | Julie Wilson   | Sharman Birtles       |
| Dawn Acton             | Karen McBride  | Susan Riley           |
| Diana Mbithe           | Kas Harwood    | Tracy Temple          |
| Ed Seager              | Kat Evans      | Vanessa Rothwell      |
| Fran Beeston           | Leanne Feeley  |                       |
| Heather Etheridge      | Lynzi Shepherd |                       |

#### Note

All photographs were taken by the facilitation team and commissioners with permission to share.

You are free to share this report, with the following conditions: 1) you must indicate that the report was created by the Tameside Poverty Truth Commission/Greater Manchester Poverty Action, 2) you may not use the material for commercial purposes, and 3) you may not alter, transform or build upon the material.

If you have any questions about distribution of the report, please contact Greater Manchester Poverty Action – [contact@gmpovertyaction.org](mailto:contact@gmpovertyaction.org)

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# Agenda Item 5.

<b>Report to:</b>	<b>HEALTH AND WELLBEING BOARD</b>
<b>Date</b>	16 March 2023
<b>Executive Member / Reporting Officer:</b>	Councillor Leanne Feeley – Executive Member for Education, Achievement, and Equalities Simon Brunet – Head of Policy, Performance, and Intelligence
<b>Subject:</b>	<b>TAMESIDE INEQUALITIES REFERENCE GROUP (IRG)</b> <b>TAMESIDE COUNCIL EQUALITY STRATEGY 2023-27</b>
<b>Report Summary:</b>	Tameside Inequalities Reference Group (IRG) was established in November 2020 and aims to reduce inequality in Tameside by providing advisory recommendations on tackling key issues within the community. This report provides an update on work undertaken in the last year (2022) and plans for the year ahead. It also provides information on the Council's new Equalities Strategy 2023-27 for information and awareness of the Health and Wellbeing Board.
<b>Recommendations:</b>	That members of the Board note the content of the report and support the proposals for ensuring that recommendations emanating from the IRG are considered in the most appropriate forums.
<b>Links to Health &amp; Wellbeing Strategy:</b>	This report links directly to the stated aims in the recently adopted Charter of reducing and preventing inequalities in Tameside.
<b>Policy Implications:</b>	There are no direct policy implications as a result of this report but the activity summarised and associated reports do outline a number of challenging recommendations. Should they be taken forward they will have policy implications and will need to be subject of further reports from the relevant lead areas.
<b>Financial Implications:</b> <b>(Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	There are no direct financial implications arising from this report. The recommendations from the activity and associated reports could have financial implications where policy or service delivery changes are implemented as a result. Any changes, and the associated financial implications, will need to be the subject of separate reports.
<b>Legal Implications:</b> <b>(Authorised by the Borough Solicitor)</b>	The work of this group is designed to complement the Council's objectives to comply with its statutory duties under The Equality Act 2010 and the Public Sector Equality Duty.  These require the Council to have due regard to the need to eliminate discrimination and advance equality of opportunity between all irrespective of whether they fall into a protected category such as race, gender, religion, age, disability gender reassignment, marriage or civil partnership (in employment only) and pregnancy and maternity when discharging all of its functions.  It is important that the outputs from this group are embedded across the Council.
<b>Risk Management:</b>	The approach and activity outlined in the report ensures that a range of partners across Tameside work to address inequalities

and thus meet their indirect obligations as part of the Equality Act 2010.

**Access to Information:**

The background papers relating to this report can be inspected by contacting Simon Brunet, Head of Policy and Performance, Tameside Council.



Telephone:0161 342 3542



e-mail: [simon.brunet@tameside.gov.uk](mailto:simon.brunet@tameside.gov.uk)

## **1. BACKGROUND**

- 1.1 The Tameside Inequalities Reference Group (IRG) aims to reduce inequality in Tameside and help build back better and fairer from the COVID-19 pandemic. The group does this by providing a forum for the sharing of ideas and thoughts on carrying out responsibilities under the Equality Act 2010 and the Public Sector Equality Duty.
- 1.2 The IRG is chaired by Councillor Leanne Feeley in her role as Tameside Council Executive Member with lead responsibility for equalities. Membership of the group is drawn from (amongst others):
- Tameside Council elected members
  - NHS Greater Manchester Integrated Care Tameside (GMIC)
  - Tameside & Glossop Integrated Care NHS Foundation Trust (ICFT)
  - Voluntary, Community, Faith and Social Enterprise (VCSFE) sector
  - Tameside Independent Advisory Group

A complete list of organisations and groups represented on the IRG can be found in **Appendix 1**.

- 1.3 While the group is not a decision-making body, it is able to make recommendations and steer overarching action to address inequalities, providing constructive challenge in an advisory role to providers – that being all bodies that provide public services. Delivery, achievement and management of inequality objectives lies with relevant organisations and services. Responsibility for noting and responding to the recommendations falls on all partners across Tameside including the Health and Wellbeing Board, not just the Council.

## **2. ACTIVITIES IN 2022**

- 2.1 In 2022 the group has met virtually on:
- 16 March 2022
  - 9 August 2022
  - 2 November 2022
- 2.2 During these meetings, IRG members have received presentations on the final outputs from each strand of the work programme, as well as other work that is being conducted in the area of inequalities, such as the Tameside Poverty Truth Commission and Manchester Pride's All Equals Charter.
- 2.3 Members of the IRG also receive a monthly email that contains information and updates relevant to inequalities issues. Members are asked to disseminate this information where appropriate.

## **3. WORK PROGRAMME**

- 3.1 The IRG developed a work programme centred on a number of areas of focus. These were selected based upon feedback received from members of the public across a range of engagement activities, and reflected the expertise that members of the group bring.
- 3.2 Work within each area of focus consisted of involving the voices of people with lived experience of the issue, the use of data and evidence, and benchmarking against other areas. This work has taken the form of assurance updates, rapid pieces of research, and in-depth reviews.
- 3.3 The areas of focus are detailed in Table 1 below.

Table 1: Areas of focus within IRG work programme.

<b>Area of focus</b>	<b>Lead(s)</b>	<b>Description</b>
<b>Barriers to accessing information</b>	Rehana Begum (Diversity Matters North West)	Feedback from a range of engagement activity found that access to information for people without English as a first language was a large concern through the pandemic. Communications and services must be accessible for those with different language needs. Language barriers can be present in spoken and written language skills, so both must be being considered.
<b>Community cohesion</b>	Rev. Jo Farnworth (Tameside Independent Advisory Group)	Community cohesion is and will be important during and post Covid-19, particularly as the longer-term socio-economic impacts emerge. This area of focus links in closely with the work of the Tameside Independent Advisory Group.
<b>Digital inclusion</b>	Councillor Janet Cooper (TMBC)	It is widely understood that Covid-19 and the shift to digital services and communications has excluded those who do not have access to the internet or online services. Lack of access can be caused by economic factors, poor digital skills, or no availability of devices or connectivity. A focus must be placed on enabling people to gain access to services and information, through digital means or otherwise.
<b>Voice of people with learning disabilities</b>	Liz Wright (People First Tameside)	Insight gathered during the pandemic has indicated that the voices of people with learning disabilities have not been heard to the extent they should during the pandemic. More needs to be done to engage with this group in a meaningful way.
<b>Young people</b>	Aisling Bouketta (TMBC) / Gemma Whittaker (Infinity Initiatives) / Melissa Hopwood (TMBC)	Feedback throughout the pandemic has highlighted that young people want to participate more in discussions around the future beyond Covid-19. There needs to be a focus on what young people want and need post Covid-19.
<b>Emotional Wellbeing – isolation / loneliness</b>	Sobiya Ahmed, Tameside, Oldham & Glossop MIND	Covid-19 has led to large increases in reports of mental health and wellbeing issues, particularly around feelings of isolation and loneliness. People who have been instructed to shield have been particular exposed to worsening mental wellbeing.

- 3.4 This work programme is now complete. All projects were presented in the regular meetings (paragraph 2.1) and have produced outputs that are now published (hosted) on Tameside Council's website.
- 3.5 A summary of the reports is provided at **Appendix 2**.
- 3.6 The recommendations from the reports have been circulated to relevant bodies, service leads, and organisations. Feedback is being sought against each recommendation from all

partners. Below are some Tameside Council work-streams and activities that directly address some of the key recommendations:

- The Independent Advisory Group has now been developed with 37 members from every area and ethnicity in Tameside. A membership review took place in October 2022 to ensure coverage and representation.
- The Young Person's Independent Advisory Group is now established with its own independent chair.
- In August 2022 a Digital Inclusion Officer was appointed in Tameside Council's Employment and Skills Service to develop and deliver a two-year programme of activities to address digital exclusion and increase digital skills within the borough.
- Tameside Council have developed a Digital Inclusion Plan, which includes what projects we currently are working on, GM projects, mapping of digital provision in Tameside, key contacts and resources.
- Tameside Council and Voiceability are working closely to develop the Advocacy Service, including looking at developing opportunities for self-advocacy, the provision of training, and improving the existing communications and information on advocacy.
- Tameside Council Adult Social Care are hiring a Communications Officer to refresh information relating to local offer and services, ensuring that it will be easy to read, accessible, and meaningful.
- Tameside Council Adult Social Care are initiating an Information and Engagement Steering Group and will develop a co-production framework to actively engage with vulnerable people and their families/carers.
- Tameside Council's Equalities Strategy 2023-2027 (forthcoming) has pledged to address barriers to accessing information and services so that these are accessible to protected groups. This includes the development of inclusive and/or tailored communications methods.
- Tameside Council's Engagement Strategy 2023-2027 (forthcoming) has prospectively pledged to improve relationships with VCSE organisations that work with and support protected groups. There will be a focus on outreach and the maximisation of seldom-heard voices in engagement.
- Tameside Council's Poverty Strategy (forthcoming) has prospectively committed to ensuring that all council services access communication and interpretation services.
- Tameside Council's Engagement Strategy 2023-2027 (forthcoming) has pledged to implement a policy or set of guiding principles for meaningful and fair engagement with young people.
- Work is being undertaken to embed children and young people in Tameside's Domestic Abuse Strategy.

#### **4. NEXT STEPS - IRG**

4.1 The IRG are in the process of finalising the work programme for the next 12 months. Using the Health & Wellbeing Board work-streams of Poverty, Work & Skills and Healthy Places the members of the group have considered a long list of nine topics and then voted to bring it down to a shortlist of four projects. The scope of each of the four work-streams will be finalised at the IRG meeting on 15 March 2023.

4.2 In 2023 the Inequalities Reference Group also intend to:

- Continue with capturing progress on all recommendations with all partners represented on the Health and Wellbeing Board, and others where appropriate.
- Formalise the relationship between the IRG and the Health and Wellbeing Board to ensure that future and existing reports have an appropriate platform and are promoted with key partners.

## 5. TAMESIDE COUNCIL EQUALITY STRATEGY 2023-27

5.1 In February, the Executive Cabinet of the Council agreed a new Equality Strategy for the period 2023 to 2027. The new strategy meets the Council's statutory duty under the Equality Act 2010 to publish equality objectives on a four yearly basis. The same statutory duty applies to other public sector partners. To inform the development of the strategy a range of insight was used including an LGA self-assessment, an independent assessment of equality practices from Manchester Pride, IRG reports and a range of consultation and engagement activities.

5.2 Under the Equality Act 2010 the following are identified as the nine protected characteristics:

Age	Disability	Gender Reassignment
Marriage/Civil Partnership	Pregnancy & Maternity	Race
Religion or belief	Sex	Sexual orientation

5.3 In addition, Tameside Council has chosen to adopt a further seven local protected characteristics. They are:

Carers	Mental Health	Breastfeeding
Socio-Economic Disadvantage	Current & Former Armed Forces	
Cared for Children	Care Leavers	

5.4 'Cared for Children' and 'Care Leavers' were adopted as part of the new strategy. 'Socio-economic disadvantage' was part of the Council adopting the socio-economic duty in 2022.

5.5 The Tameside Equality Strategy 2023-27 is attached at **Appendix 3** for information and awareness. Many of the recommendations and actions will require work across the partnership.

5.6 Tameside as a place should also be aware of and pay regard to the work of the Greater Manchester Equality Panels, which include the following:

- Disabled People's Panel – They have produced a survey, the results of which can be found here [GM Disabled People's Panel \(gmdisabledpeoplespanel.com\)](http://gmdisabledpeoplespanel.com)
- LGBTQ+ Equality Panel
- Women's & Girls Equality Panel
- Race Equality Panel – Have begun work on a GM Race Equality Strategy
- Faith & Belief Advisory Panel
- Older People's Equality Panel

## 6. RECOMMENDATIONS

6.1 As set out at the front of the report.



# APPENDIX 1

Appendix 1: list of organisations and groups invited to be part of the IRG.

Action Together
AGE UK
The Anthony Seddon Fund
Children in Care Council
Diversity Matters North West
Greater Manchester Poverty Action / Tameside Poverty Truth Commission
Infinity Initiatives
LGBT Foundation
NHS Greater Manchester Integrated Care Tameside
People First Tameside
Tameside & Glossop Integrated Care NHS Foundation Trust
Tameside & Glossop Maternity Voices Partnership
Tameside Council
Tameside Independent Advisory Group
Tameside Youth Council
Tameside, Oldham and Glossop MIND

## APPENDIX 2

Appendix 2: summary of IRG reports to date.

### **Community Cohesion report (was also reported in the 2021 annual update):**

The report begins by providing an overview of the concept of community cohesion in the UK, before detailing its development within Tameside. Insight and evidence of community cohesion issues – at a national, regional, and local scale – are explored. Current projects and work programmes that promote community cohesion in Tameside are then detailed, before best practice approaches to community cohesion in other local authority areas are issued.

The report provides a basis for the development of a community cohesion strategy in Tameside, and outlines the need to gather more lived experience of community cohesion issues in the area. The full set of recommendations made in the report are:

- Commit to developing a 5 year Community Cohesion strategy
- Develop a set of local community cohesion indicators
- Ensure that insight and engagement work is conducted on an ongoing basis
- Establish and commit to a 'Charter of Belonging'
- Identify full scope of community cohesion work done by the VCSE sector
- Invest in and continue to develop the pioneering model of Independent Advisory Group (IAG) in Tameside
- Ensure that all groups, committees and networks that are led by the range of public sector partner organisations in Tameside are representative
- Use appropriate and consistent language when describing different groups.

The full report can be viewed [here](#)

### **Digital Inclusion report (was also reported in the 2021 annual update):**

The report begins by exploring the scale of digital exclusion in the UK, and the factors that drive it. This is complemented by the inclusion of insight from people with lived experience, gathered through a range of engagement activities. An overview of the work currently being undertaken to tackle the issue in Tameside & Glossop is then provided, before the report examines the approaches taken in other local authorities.

The report provides a basis for the implementation of a shared place-based Digital Inclusion strategy for the borough. The full set of recommendations made in the report are:

- Identify a Strategic Lead for Digital Exclusion in Tameside & Glossop and establish a digital exclusion working group
- Develop a place-based strategy and action plan to tackle digital exclusion
- Develop an investment plan
- Build a strong evidence base

The full report can be viewed [here](#)

### **Voice of People with Learning Disabilities report:**

People First Tameside conducted research on the experiences of adults with learning disabilities in Tameside during the COVID-19 pandemic. Insights were obtained through surveys and interviews. The report explores the experiences of adults with learning disabilities in terms of their mental health, the impact of lockdowns, feelings regarding the COVID-19 vaccines, and the information that they received.

The report made the following recommendations:

- Strengthen the voices of those with learning disabilities in the borough of Tameside through investing in self-advocacy and creating opportunities for people's voices to be heard, enabling people with learning disabilities to take control of their lives.
- Ensure organisations and services engage with people with learning disabilities at every stage co-designing instead of presenting people with a "done deal". This includes the design of housing, health plans, and support services.
- Build back the confidence of people with learning disabilities to re-enter an improved life after the pandemic. Ensure improved communication, that information is accessible, reasonable adjustments are made, and support services are available within Health, Social Care, Education, GPs, Policing, Social Workers, the VCSE sector, and other settings. Leave no-one behind.
- Develop good practice guidance, which adheres statutory services to inclusion at every stage of service planning and development, and good practice to ensure measurable outcomes to address inequalities in service design and delivery.

This report is presented in an accessible format and is available [here](#)

### **Barriers to Accessing Information report:**

Diversity Matters North West conducted research on the barriers that local ethnic minority communities faced when accessing information during the COVID-19 pandemic. They devised a survey and conducted qualitative engagement.

The report starts by detailing the importance of accessing information, highlights research that has been conducted nationally on the barriers that people from ethnic minority communities faced during the COVID-19 pandemic. It subsequently highlights other local findings on barriers to information. The main part of the report discusses the research's methodology, findings, and conclusions.

The report made the following recommendations:

- Improve digital accessibility.
- Improve accessibility of translation and language support.
- Develop more inclusive and/or tailored communication methods.
- Services need to be culturally sensitive and aware as to the barriers that people face when trying to access services.
- Public services need to develop and improve links with community organisations supporting those communities, and individuals who are seldom-heard and may struggle to access information.

The report is published and available [here](#)

### **Experiences of Children and Young People in the COVID-19 Pandemic report:**

This report starts by describing the context of the experiences of children and young people during the COVID-19 pandemic. It subsequently describes the findings that were obtained through various channels of engagement: Tameside's Youth Summit, Children in Care Council and Care Leavers Survey, the Partnership Engagement Network, and the Make Your Mark Campaign. The report also highlights findings from research conducted at the national level.

The report makes the following recommendations:

- Agree strategic approach to recognise the issues faced by young people as a result of missed education.
- Implement a joined up approach with existing digital exclusion work to focus on children and young people.

- Tailor important communications that affect children and young people in Tameside, so that they can be understood.
- Agree and implement a policy or set of guiding principles for meaningful and fair engagement with young people.
- Launch a one-stop webpage detailing the offer of mental health support, so that children and young people know exactly what support they can access.
- Domestic violence – link in with the Domestic Abuse Strategy Manager.
- Strengthen local support to asylum-seeking families/children in families with no recourse to public funds.
- Missed milestones – package to acknowledge that it has been difficult for young people who have missed key events whilst in lockdown or encourage schools to hold events to mark the milestones young people missed in lockdown.
- Inequality – pledge to listen to and recognise the concerns young people have about inequality that has come out the pandemic.

The report has been published and is available [here](#)

### **Mental Health and the Pandemic:**

Tameside, Oldham, and Glossop Mind (TOG Mind) conducted research on the experiences of mental health service users during the COVID-19 pandemic in terms of their mental health and emotional wellbeing. A survey and focus groups were employed.

The report details the findings from the survey and focus groups, and makes the following recommendations:

- Maintain wellbeing services that were on offer throughout the COVID-19 pandemic, which were deemed as vital as therapeutic interventions.
- Keep the option of phone/Zoom services after the pandemic to ensure vulnerable and isolated individuals can continue to access therapies and wellbeing services.
- More or better promoted early interventions and preventative services, including drop-in support and immediate walk-in provisions. Services that don't have waitlists or appointments with the capacity to meet the needs of those in crisis at the moment.
- Flexibility in service delivery hours – clients who work and are experiencing mental health difficulties find it harder to get support due to the sector's limited business hours.
- Transparency with funding – show the public where the money goes to and what differences it is making to mental health services in their area.

The report is published and is available [here](#)

# Equality Strategy 2023-27



# Foreword

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**Councillor Leanne Feeley**  
Executive Member for Education, Achievement, and Equalities

**In developing Tameside Council’s Equalities Strategy 2023 – 2027, we have had to reflect on a tumultuous few years where, through the COVID-19 Pandemic, the inequalities in society have been laid bare. This experience has stiffened our resolve to ensure we are better placed to help everyone thrive regardless of their background.**

The new census data offers us a fresh window into the communities of Tameside that we have not had for over ten years. Understanding how many of our households do not speak English or that our population is ageing is extremely valuable information but will mean that we have to adapt how we deliver services to meet the needs of the population we serve.

There is an urgent need to improve the day-to-day lives of the most vulnerable and poorest residents whilst understanding the challenges disadvantaged communities face. This plan will help to ensure equality is considered at all levels of Council decision-making, policy, and service delivery.

We also want to acknowledge that there is more to do in tackling prejudice and hate with the recent Black Lives Matter and MeToo movements protests showing that we can never be complacent and recognise that these issues are still an ugly part of our society.

We recognise that all people are different and their needs complex. We are confident that this strategy sets out how we aspire to achieve real and lasting progress for diverse groups and individuals alongside everyone else in Tameside over the next few years.

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<b>3. Developing the Equalities Strategy: Engagement and Consultation .....</b>	<b>19</b>
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# 1

## Introduction and Scope

The world has changed significantly since the previous One Equality Scheme 2018-2022 was developed.

At the start of 2020, COVID-19 arrived in Britain on its global path of havoc. COVID-19 laid bare and exacerbated existing, entrenched inequalities. Mortality rates and severe illness caused by COVID-19 was especially high amongst the elderly and those classified as “clinically extremely vulnerable”, including people with disabilities.

Children and young people from socio-economically disadvantaged backgrounds were impacted to a greater detriment by disruptions to education. These are just a few of many important examples.

Amidst the COVID-19 pandemic, the killing of George Floyd by police in the United States catalysed global protests and conversations,

including in the UK, about racial and ethnic disparities in all walks of life, not just the criminal justice system. Black women are four times more likely to die during pregnancy and childbirth than white women. There were higher mortality rates from COVID-19 amongst Black and South Asian communities compared to their White British counterparts. It is important that racial and ethnic disparities such as these are addressed and not forgotten. Similarly the MeToo movement has shone a light on the experiences of women around sexual abuse and harassment.

Now, whilst learning to live with COVID-19, the “cost of living crisis” has erupted, with significant rises in energy bill costs and increasing costs of food. Many people and families are now struggling to make ends meet.

This tumultuous societal landscape means it is imperative that at Tameside Council there is an embedded approach and ethos in the organisation to addressing and alleviating inequalities throughout the borough. So, implementing this Equalities Strategy is the ethical and moral thing we should do as an organisation. This will ensure that addressing and alleviating inequalities orients and permeates throughout all strategies, policies, and services. If action is not taken and inactivity prevails then there is the danger of complicity in furthering existing inequalities. This goes against the mission to serve and deliver the best possible outcomes for all residents throughout Tameside.



## Legal Duties

The Council has a legal duty under the Equality Act 2010 to produce and publish equality objectives every four years. These objectives should be specific and measurable. The approach to equality must account for all “protected characteristics”. These are attributes that can underlie a person’s or community’s marginalisation. There are nine such characteristics:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race, including colour, nationality, ethnicity, and national origin
- Religion or belief
- Sex
- Sexual orientation<sup>1</sup>

In Tameside, there are five further protected characteristics considered: current and former members of the armed forces, mental health, carers, breastfeeding and socio-economic disadvantage.

These legal duties, as well as the ethical imperative outlined above, underpin the development of this Equalities Strategy.


<sup>1</sup>More information about our legal duties in terms of equalities can be found in Appendix Two.

## This Strategy's Scope

This Strategy is about embedding an approach and ethos throughout the organisation that will orient and permeate all strategies, services, and operations. This will put us in a better position to address things like socio-economic inequalities. There are other strategies and policies that more directly address specific inequalities, such as the Poverty Strategy and the Inclusive Growth Strategy.

This strategy is for Tameside Council. The previous One Equality Scheme 2018-2022 was a joint strategy with NHS Tameside and Glossop Clinical Commissioning Group (NHS T&G CCG). The legal framework governing the commissioning and provision of healthcare services in Tameside and Glossop has changed in 2022. NHS T&G CCG has been disbanded. Healthcare services in Tameside have been incorporated into the newly formed Greater Manchester Integrated Care Partnership, which brings together healthcare commissioners and providers from across Greater Manchester to collectively plan and organise healthcare services to meet the needs of all local populations. In conjunction, healthcare services in Glossop have been incorporated into Joined Up Care Derbyshire. As a result, the Council is solely accountable for this strategy.

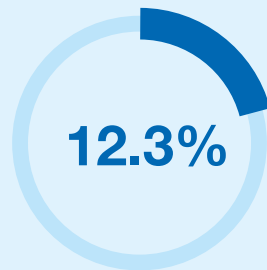
Nevertheless, work will continue to align with Greater Manchester Integrated Care (Tameside), the new body that oversees healthcare services in Tameside, considering especially the health inequalities that were brought to public attention during the COVID-19 pandemic.

The background of the page is a photograph of a canal scene. On the left, a tall, dark brick chimney stands against a blue sky with light clouds. The canal water is calm, reflecting the sky and the buildings. On the right, there are several multi-story brick buildings with many windows. In the foreground, a red and blue narrowboat is docked. People can be seen walking on the paved bank next to the canal. The entire image has a blue tint.

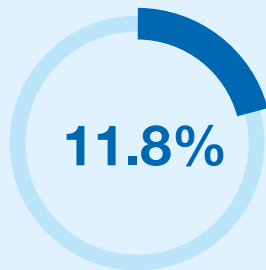
# 2 Tameside Profile

# Age Groups in Tameside

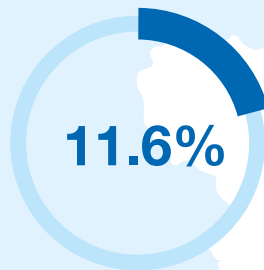
Source: 2021 Census



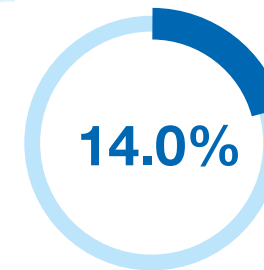
Aged 0-9



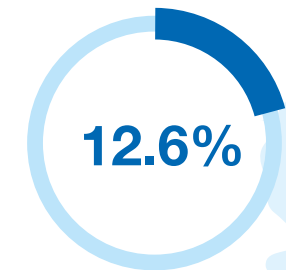
Aged 10-19



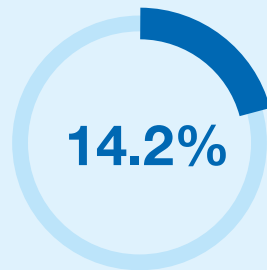
Aged 20-29



Aged 30-39



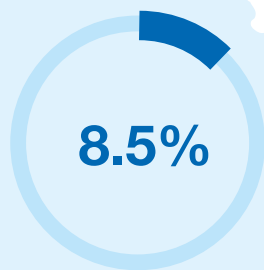
Aged 40-49



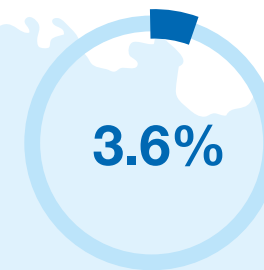
Aged 50-59



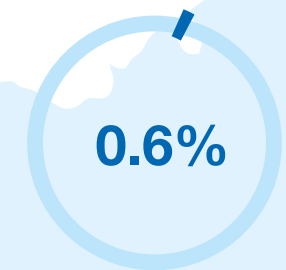
Aged 60-69



Aged 70-79



Aged 80-89



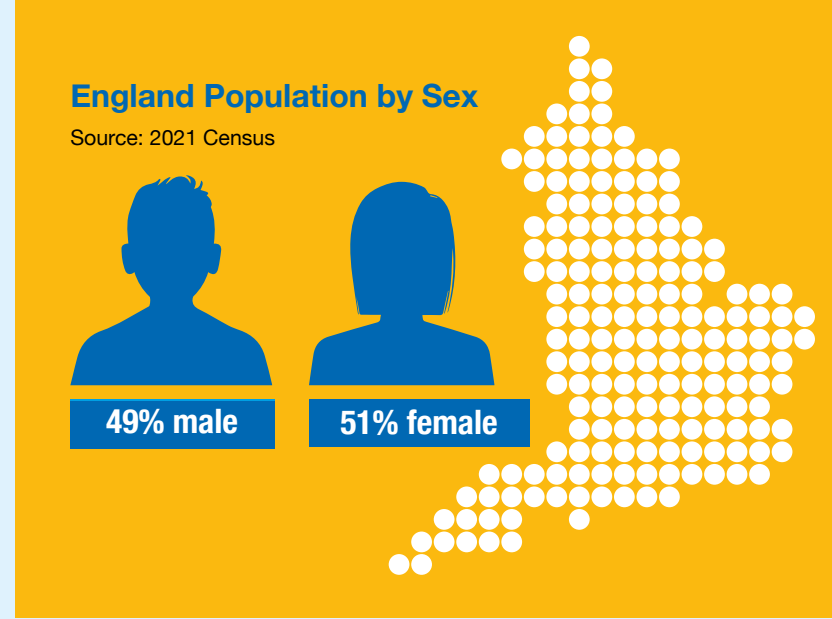
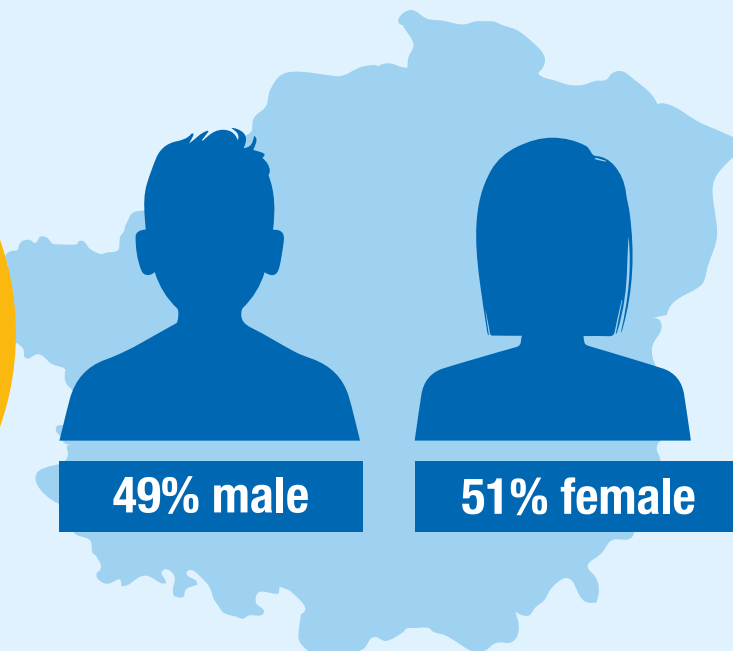
Aged 90+

Tameside has an ageing population. There was a 0% population change in those aged 0-49, whilst there was a 16% increase in those aged 50+.



# Tameside Population by sex

Source: 2021 Census



# Disability in Tameside

Source: 2021 Census

### Tameside

Source: Census 2021



### England

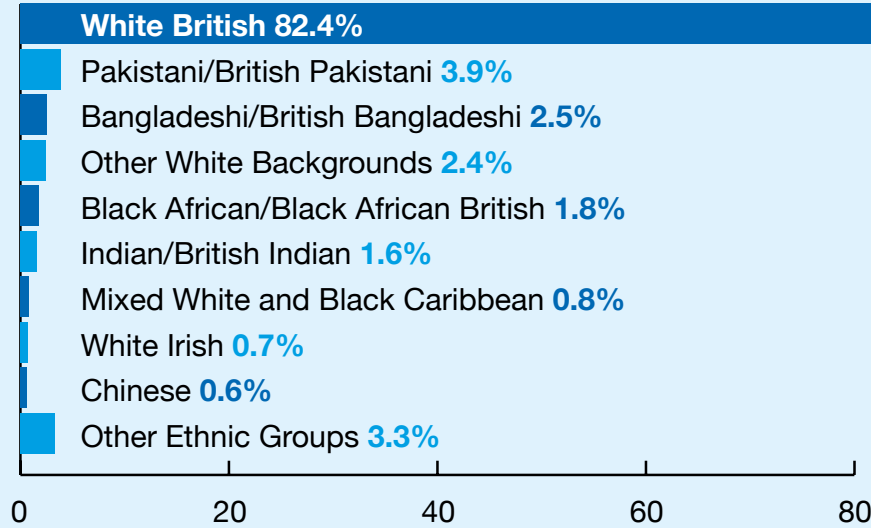
Source: Census 2021



Compared to England (7.3%), Tameside has a higher proportion of residents who are disabled and whose day-to-day activities are limited a lot (9.2%).

# Ethnic Population in Tameside

Source: 2021 Census



After those who identify as White British (82.4%), the next three ethnic groups who comprise the highest proportions of Tameside's population are Pakistani/British Pakistani (3.9%), Bangladeshi/British Bangladeshi (2.5%), and those from other white backgrounds (2.4%).

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# Tameside Population Increase

The largest population increases since the last census have occurred amongst Pakistani/British Pakistani (+4100), Black African/Black African British (+2900), those from other white backgrounds (+2000), and Bangladeshi/British Bangladeshi (+1500).



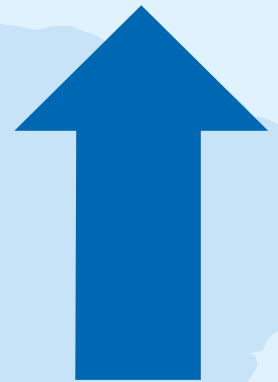
**+1500**  
Bangladeshi/  
British  
Bangladeshi



**+2000**  
Other White  
Backgrounds



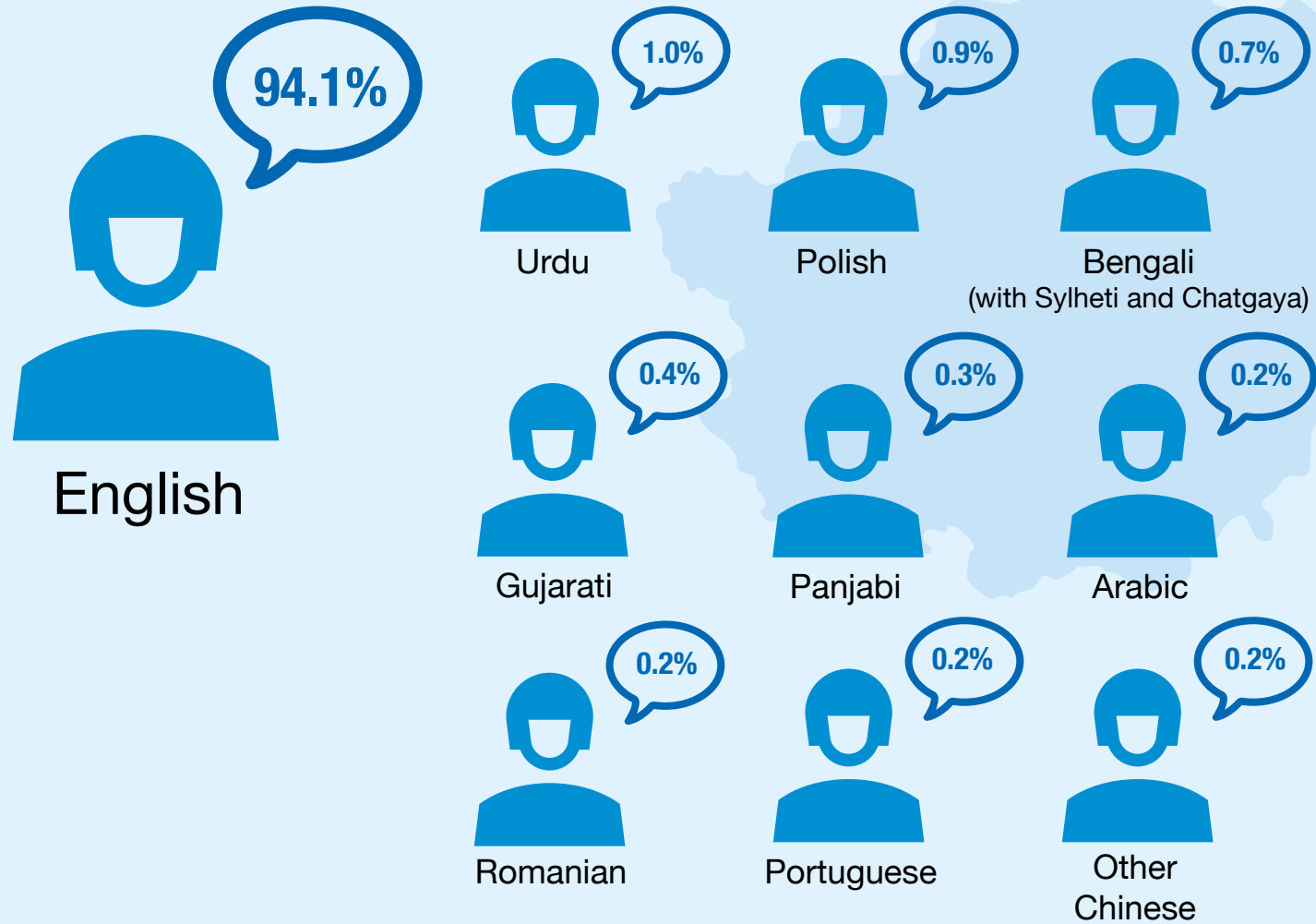
**+2900**  
Black African/  
Black African  
British



**+4100**  
Pakistani/British  
Pakistani

# Main Language in Tameside

Source: 2021 Census



After English, the following languages had the highest proportion for first or preferred language amongst residents in Tameside: Urdu (1.0%), Polish (0.9%), Bengali (with Sylheti and Chatgaya) (0.7%), Gujarati (0.4%), and Panjabi (0.3%).

# Proficiency in English

Source: 2021 Census



**36.0%**  
Can speak English very well



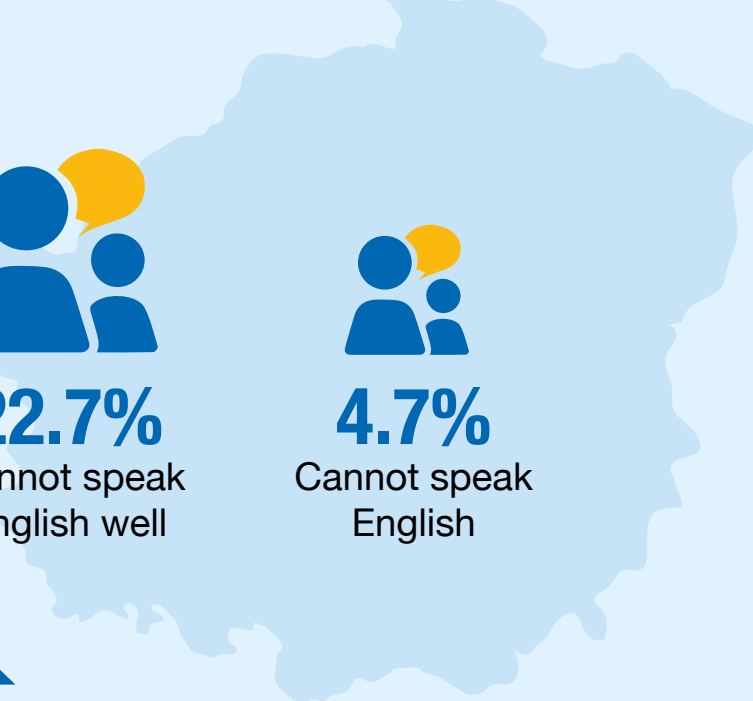
**36.6%**  
Can speak English well



**22.7%**  
Cannot speak English well



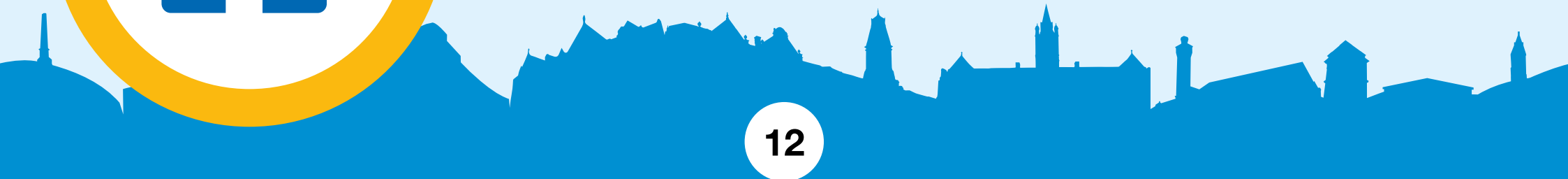
**4.7%**  
Cannot speak English



**Of those whose main language is not English**



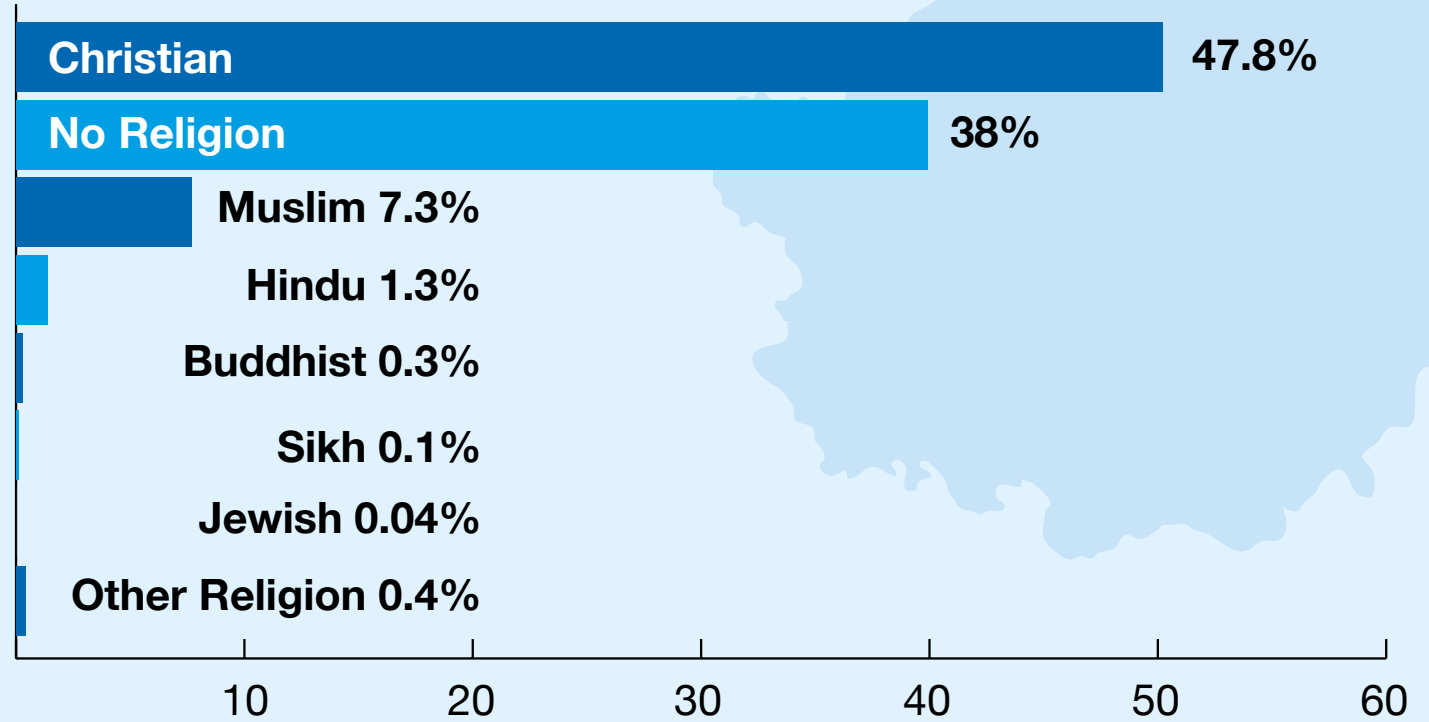
Also, there are 3000 households in Tameside in which no person speaks English as main language, with a further 900 households in which no adults speak English as a main language yet a child aged 3-15 speaks English as a main language.





# Religious Denominations in Tameside

Source: 2021 Census



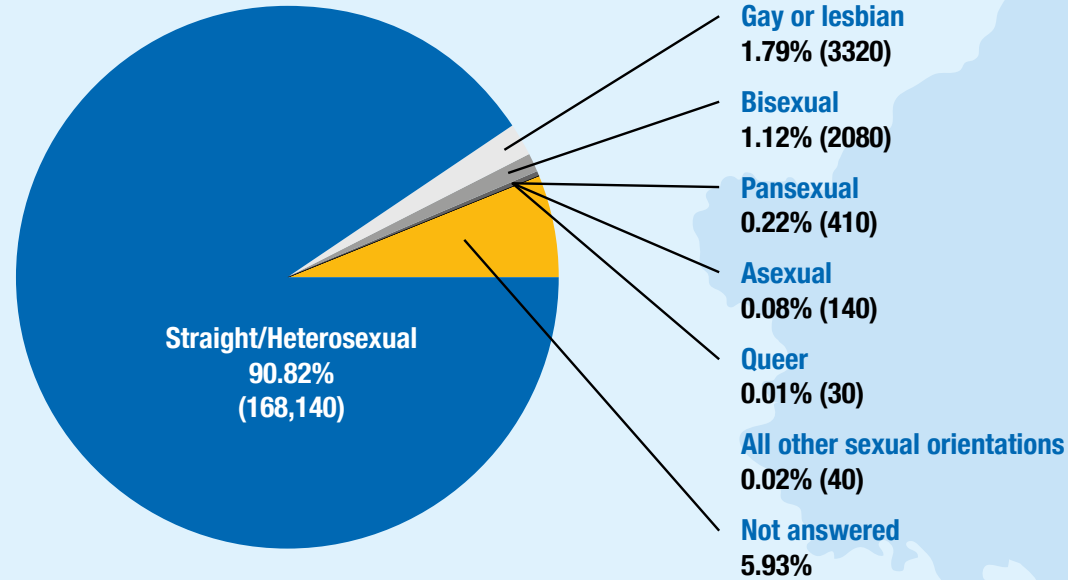
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The religion with which most Tameside residents identify with is Christianity (47.8%), followed by those who state they have no religion (38.0%), and Islam (7.3%).

Nevertheless, since the last census, there has been a large decline in the number of residents who identify with Christianity (-29800), and, conversely, an increase in those with no religion (+36,200) and those who identify with Islam (+7200).

# Sexual Orientation in Tameside

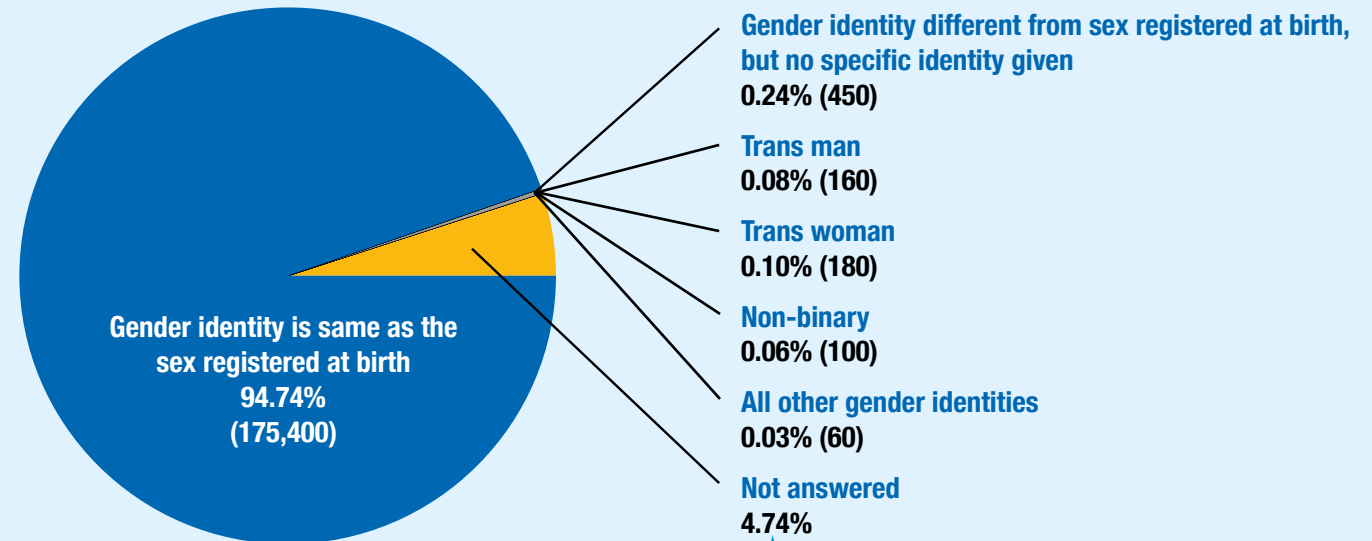
Source: 2021 Census



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# Gender Identity in Tameside

Source: 2021 Census



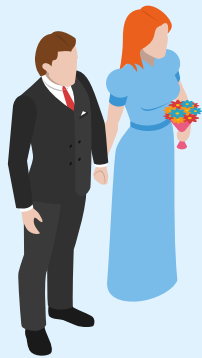
# Marital Status and Civil Partnerships in Tameside

Source: 2021 Census

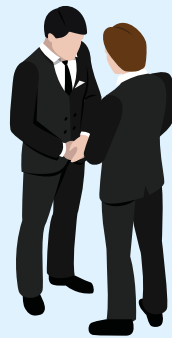
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Never married/never registered a civil partnership  
**40%**



Married/civil partnership: Opposite Sex  
**40.4%**



Married/civil partnership: Same Sex  
**0.4%**



Separated  
**2.6%**



Divorced/dissolved civil partnership  
**9.7%**



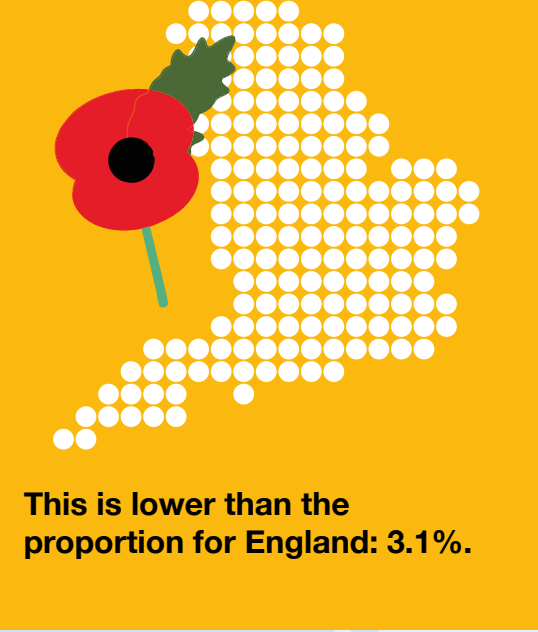
Widowed  
**6.7%**

# Armed Forces Veterans in Tameside

Source: 2021 Census

2.9%

There are 5366 armed forces veterans living in Tameside, 2.9% of Tameside's population aged 16+



A further 1330 residents have served in the armed forces reserves.

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## The estimated rate of common mental health disorders in Tameside

# Mental Health in Tameside

Source: 2021 Census

19.5%  
for residents aged 16+

12.1%  
for residents aged 65+

These are higher than the respective England averages for those aged 16+ (16.9%) and 65+ (10.2%).

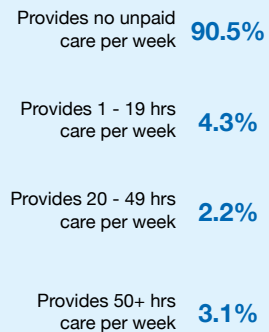
# Provision of Unpaid care in Tameside

Source: 2021 Census



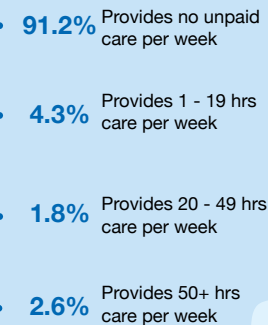
## Provision of Unpaid Care in Tameside

Source: Census 2021



## Provision of Unpaid Care in England

Source: Census 2021

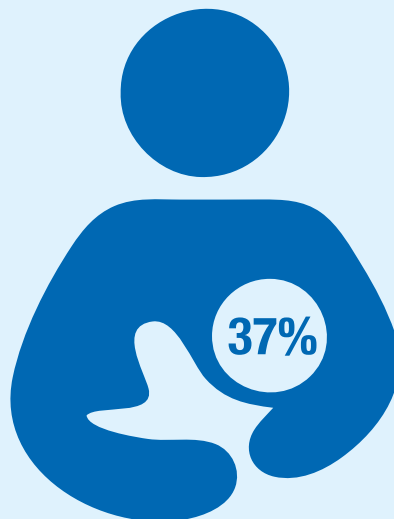


Tameside has a slightly higher proportion of residents who provide 20+ hours of unpaid care per week (5.3%) than England (4.4%).

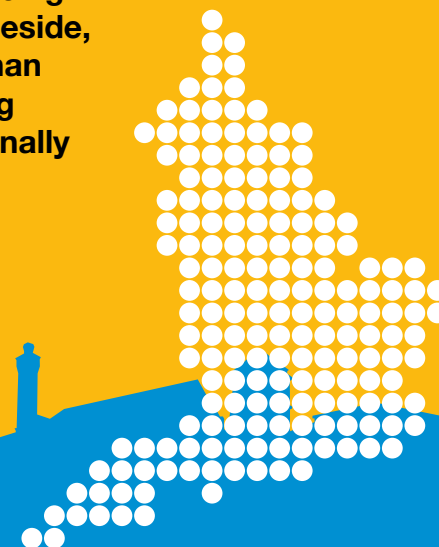
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# Pregnancy and Maternity (breastfeeding)

Source: Office for Health Improvement and Disparities Fingertips Profiles

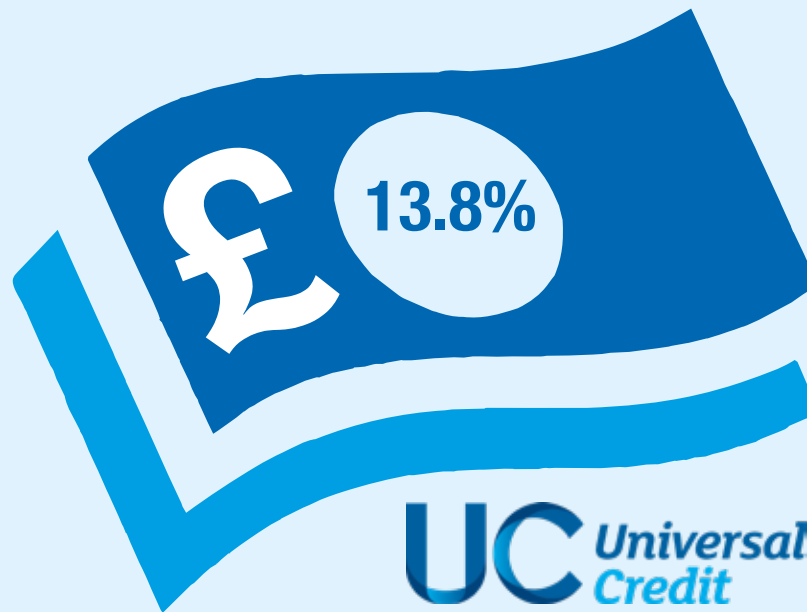


In 2021-22, at 6-8 weeks after birth, 37% of babies were being breastfed in Tameside, which is lower than the breastfeeding prevalence nationally (49%).



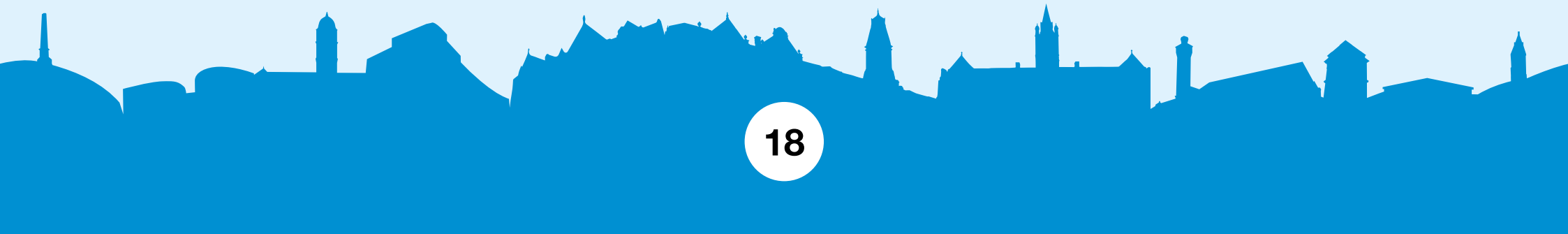
# Socio-Economic Disadvantage

Source: Department for Work and Pensions Stat X-plore



As of September 2022, 13.8% of Tameside's residents were eligible to apply for Universal Credit.

This is higher than the proportion for England (10.7%).





# 3

## Developing the Equalities Strategy

# Engagement and Consultation

In identifying our objectives for the next five years a variety of public engagement, consultation, and self-assessment methodologies have been undertaken. This has helped us understand where our priorities are, the gaps in how we work with more diverse communities, and what must be done to address this.

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## The Local Government Association Equality Framework (EFLG)<sup>2</sup>

The purpose of the Equality Framework for Local Government (EFLG) is to help Local Authorities review and improve their performance for people with characteristics protected by the Equality Act 2010.

The EFLG has four improvement modules:

- 1. Understanding and Working with Communities**
- 2. Leadership and Organisational Commitment**
- 3. Responsive Services and Customer Care**
- 4. Diverse and Engaged Workforce**

We used the findings from the self-assessment to develop the objectives set out below.

<sup>2</sup> Local Government Association (2021): “Equality Framework for Local Government”. Available at: [Equality Framework for Local Government \(EFLG\) 2021 | Local Government Association](#)



## The Tameside Partnership Engagement Network

In July 2022, public engagement activity was undertaken with individuals, VCSE organisations and charities via the Tameside Partnership Engagement Network Conference.

A number of key local organisations participated in the engagement activity, including the below:

- **Action Together**
- **Ashton Pioneer Homes**
- **Diversity Matters**
- **Tameside Healthwatch**
- **Made By Mortals**
- **Stroke Association**
- **TOG Mind**

Key feedback from the event can be found from the PEN report here: [PEN Reports](#)

## Tameside Inequalities Reference Group

The Tameside & Glossop Inequalities Reference Group (IRG) provides a forum to enable the sharing of ideas on responsibilities under the Equality Act 2010 and the Public Sector Equality Duty, with the ultimate aim of reducing inequality across Tameside. Whilst the group is not a decision making body, it makes recommendations for action via existing governance structures and steers action to address inequalities.

Membership of the group is made up of representatives from a range of public sector and VCSE organisations across the area. The group meet on a quarterly basis to share progress on inequalities work, discuss emerging issues and discuss chosen areas of focus.

The IRG developed a work plan and the group have established leads from within the local community to drive each work area. A number of work areas were delivered throughout 2022 detailed overleaf.

- 1. Digital Exclusion:** This work area looked at the prevalence of people in Tameside who struggle to access digital services, the drivers, and impact.
- 2. Social Isolation and Wellbeing:** Tameside MIND undertook a series of focus groups and surveys, online and paper based, across their local client base. They aimed to understand the impact of the COVID-19 pandemic on residents' mental health and emotional wellbeing.
- 3. Children and Young People:** The experiences of children and young people during the COVID-19 pandemic were focused on, particularly in terms of education. A series of recommendations have been made, all of which have been approved by the Tameside Youth Council.
- 4. Learning Disabilities:** People First Tameside were commissioned to examine the experiences of people with learning disabilities during the COVID-19 pandemic and how improvements can be made.
- 5. Community Cohesion:** This work stream reviewed local, regional, and national research to direct Tameside's community cohesion programme. A series of recommendations were made, including the publication of a new Community Cohesion Strategy.
- 6. Communication and Language Barriers:** Diversity Matters North West (DMNW) were commissioned by Tameside Council to provide an overview based on key local research and public engagement covering barriers faced by ethnic minority communities living in Tameside to accessing information, e.g. language barriers, inaccessible formats, etc.

All of the areas of focus have concluded with presentations and reports published on the Council's website. The Health & Wellbeing Board will be using these and future reports to inform their forward planning and their statutory role in addressing inequalities<sup>3</sup>.

<sup>3</sup>All reports published under the remit of the Tameside Inequalities Reference Group are available at: [Tameside & Glossop Inequalities Reference Group](#)

## Manchester Pride - All Equals Charter<sup>4</sup>

Tameside Council and NHS Tameside and Glossop Clinical Commissioning Group (TGCCG) achieved high praise for their “exceptional” efforts to improve equality and inclusion and support diversity.

In 2022 both organisations achieved ‘Role Model’ accreditation from the All Equals Charter, Manchester Pride’s equality, diversity and inclusion programme. The All Equals Charter assists businesses and organisations in understanding, recognising and challenging any form of discrimination in the workplace. The charter aims to make the workplace inclusive, diverse and equal for marginalised people.

All Equals Charter members strive towards accreditation of various levels, beginning at Entry Level and ending with Role Model Level. The members are invited to follow a set of commitments and principles which they are regularly assessed on to ensure their services and company promotes equality and diversity for all members of marginalised communities.

Tameside Council and Tameside and Glossop CCG volunteered to become members of the All Equals Charter in 2019. Volunteering to take part in the All Equals Charter assures efforts to improve diversity in the work place and across local services are effective and support an inclusive environment. The feedback provided by the All Equals Charter facilitated us to develop an action plan to further improve equality in the work place and services for the LGBTQ+ and other marginalised communities. This has been incorporated into this Strategy. Work will continue throughout 2023 to deliver on recommendations made through the accreditation process and we remain members of the All Equals Charter group.

<sup>4</sup>More information on Manchester Pride’s All Equals Charter is available here: [All Equals Charter – Manchester Pride](#)

# 4

## Our Equality Objectives

From the engagement, consultation, and self-assessments outlined above, we have identified six Equality Objectives. Through these objectives, we aim to embed an approach and ethos throughout our organisation that will centralise equality, ensuring that equalities concerns will orient and permeate through all our strategies, policies, and services.

## These objectives are:

- 1. Continuous Effective Monitoring:** Improve our approach to monitoring performance in terms of equalities to enable transparency, accountability, and rigour.
- 2. Embedding Equalities in Service Change:** Embed equalities in service changes, strategy and policy development, and decision-making processes across the organisation through robust and rigorous Equality Analysis and Impact Assessments.
- 3. Cultivate Seldom Heard Voices in Engagement:** Expand and adapt our engagement and consultation approaches to increase the involvement of “seldom-heard groups” and ensure that their perspectives are central to strategy, policy, and service development.
- 4. Addressing Barriers to Information and Services:** Address and alleviate barriers to accessing Council information and services that protected groups encounter.
- 5. An Accepting Organisational Culture:** Instil an organisational culture and practice of acceptance of different staff needs and requirements to ensure that all staff, particularly those from protected groups, are valued.
- 6. Celebrating Diversity:** Promote and celebrate the value of diversity in Tameside, so that as an anchor institution, the Council can be a positive exemplar to the broader community.

# 5

## Action Plan

Under each of the Equality Objectives defined, a series of actions have been identified that will enable our organisation to achieve each objective. These actions are set out in an action plan:

# 1. Continuous Effective Monitoring

Improve our approach to monitoring performance in terms of equalities to enable transparency, accountability, and rigour.

# Actions:

## • Equalities Dashboard:

- Develop an Equalities Dashboard to present relevant data in a usable and trackable format
- Determine the equalities data to be contained in the Dashboard by consulting Census data, the Equalities and Human Rights Commission's Measurement Framework<sup>5</sup>, and Tameside Council's workforce data.
- Research whether our equalities measures can be benchmarked against other local authorities, particularly our GM and statistical neighbours, and national data to highlight inequalities that we need to address in Tameside.
- Monitor equalities data over time to assess the difference that Council policies and services make in addressing inequalities.
- Provide access to and promote the Equalities Dashboard via the Council's website and intranet.

## • Monitoring of equalities by services:

- Conduct an audit to determine how/whether different services monitor equalities, examining what they monitor and what they use this information for.
- Develop processes to systematically monitor departmental commitments around equalities.
- Develop a mechanism that identifies issues of inequalities that particular protected groups may be experiencing in Tameside, so that these can be addressed through targeted interventions.

## • Procurement:

- Conduct and audit contracts with service providers to determine if equalities are monitored.
- Introduce mandatory requirement that all contracts include equalities considerations and that equalities should be monitored.

<sup>5</sup>Equality and Human Rights Commission (2017): "Measurement Framework for Equality and Human Rights". Available at: [measurement-framework-interactive\\_pdf.pdf \(equalityhumanrights.com\)](https://www.equalityhumanrights.com/en/our-work/monitoring-equality-and-human-rights/measurement-framework-interactive-pdf)

## 2. Embedding Equalities in Service Change

**Embed equalities in service changes, strategy and policy development, and decision-making processes across the organisation through robust and rigorous Equality Analysis.**

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# Actions:

- Conduct an internal review of Equality Analysis processes to determine how equalities are embedded across directorates via an EIA Audit and anonymous staff survey.
- Review EIA template – include space for data evidence and define the protected characteristics.
- Create an accessible Equalities toolkit to improve equalities practice across the organisation. Include best practice guidance on the completion of EIAs to ensure that EIAs are completed efficiently and effectively.
- Provide equalities training (including EIAs) to Elected Members and staff to instil best practice across the organisation.
- Develop performance indicators to track the quality of Equality Analysis.
- Publish EIAs in a centralised location on the Council's website.
- Establish cumulative Equality Analysis, i.e. monitor the cumulative impact of service changes and policy development on particular demographic groups through EIAs and other sources.
- Consider adopting Cared for Children and Care Leavers as a protected group under Equality Analysis.
- Conduct a review on the extra protected groups included in Equality Analysis beyond those prescribed in the Equality Act 2010.



### 3. Cultivate Seldom Heard Voices in Engagement

Expand and adapt our engagement and consultation approaches to increase the involvement of “seldom-heard groups” and ensure that their perspectives are central to strategy, policy, and service development.<sup>6</sup>

# Actions:

- Improve our programme of reaching out to seldom-heard groups with a view to obtaining a better understanding of their concerns.
- Monitor the participation of protected groups in consultation and engagement compared to the demographic breakdown of Tameside’s population.
- Increase accessibility of consultations to seldom-heard groups, e.g. easy read format, paper versions, etc.
- Improve relationships with VCSE groups that work with and support protected groups.

<sup>6</sup>Healthwatch define “seldom-heard groups” as “under-represented people who use or might potentially use services and are less likely to be heard by these service professionals and decision-makers”.

Source: [20200727 How to coproduce with seldom heard groups.pdf \(healthwatch.co.uk\)](#)

## 4. Addressing Barriers to Information and Services

Address and alleviate barriers to accessing Council information and services that protected groups encounter.

# Actions:

- Work with services to map barriers that protected groups may encounter when using their service.
- Develop inclusive and tailored communications approaches aimed at specific protected groups through varied communications methods (e.g. leaflets, visual graphics, videos), translated materials, and appropriate formats (e.g. Braille, Easy Improve Read).
- Promote the Council website's accessibility functions – translations (including audio translations), colour formatting, etc.
- Review cultural training for all staff, particularly those in customer-facing roles, to identify gaps in current training and how it can be improved.
- Provide refresher training on cultural sensitivity for all staff, particularly those in customer-facing roles.
- Conduct a review of all Council physical spaces to ensure that these are accessible for people with physical disabilities and visual/hearing impairments, as well as people who are neurodivergent and from an ethnic or cultural minority.

## 5. An Accepting Organisational Culture

**Instil an organisational culture and practice of acceptance of different staff needs and requirements to ensure that all staff, particularly those from protected groups, are valued.**

# Actions:

- Advance on the EDI training that is already offered to staff – e.g. training to be offered on neurodiversity, trans- inclusion, and non-binary inclusion.
- Drive forward the establishment of staff network groups beyond REACH and the Neurodivergent Employee Network.
- Establish a staff survey to monitor wellbeing in the workplace and disaggregate the results of this by protected group.
- Develop organisational policies around coming out and transitioning.
- Include staff pronouns in email signatures.
- Review workspaces and working processes to ensure the Council is an inclusive working environment for all.
- Review recruitment processes for protected groups to improve the accessibility of recruitment and improve the representation of protected groups amongst the Council workforce.
- Review induction process so that that new recruits are able to discuss their preferred ways of working and reasonable adjustments, e.g. through the Health and Wellbeing Passport.
- Aim to increase representation amongst Council leadership, so that a broader array of lived experiences and viewpoints are present at the top levels of the Council.
- Promote the channels through which staff can provide feedback on barriers they are encountering in the workplace.

## 6. Celebrating Diversity

Promote and celebrate the value of diversity in Tameside, so that as an anchor institution, the Council can be a positive exemplar to the broader community.

# Actions:

- Organise and promote important calendar periods and events (e.g. Black History Month, Pride Month, International Women's Day, Remembrance Day).
- Promote the Council's achievements in terms of equalities to show that our commitment to equalities is not tokenistic but rooted in action.
- Achieve the LGA Equality Excellence award through successful peer review.
- Continue to deliver events that celebrate diversity in Tameside.
- Promote and celebrate diversity through publications like Citizen and use of Social Media



# 6

## Implementing the Strategy

## Corporate Governance

The Health & Wellbeing Board will hold a Delivery Group accountable for implementation of this Strategy. Their status as an independent body provides the appropriate degree of challenge.

Each year the council will produce an end-of-year progress report against plans for implementation, which will offer an opportunity to reflect on challenges and achievements and also inform our plans for the coming year.

The Inequalities Reference Group, which comprises Elected Members, Council and Health Colleagues as well as third sector Partners takes a wider look at inequality across the borough. It acts as a forum for the sharing of ideas and thoughts on carrying out responsibilities under the Equality Act 2010 and the Public Sector Equality Duty. As a further degree of oversight it can also request updates on implementation, delivery and monitoring of equalities data.

A Delivery Group comprising 'Champions' from each department will be responsible for implementation of this Strategy.

## Monitoring Performance

The proposed Equalities Dashboard will provide the means for the Governing Groups to monitor the impact of the Strategy.

A further recommendation around services adding equalities data to existing dashboards should also provide some insight into take-up of services by protected characteristic and, again, provide clarity on progress.

## Links to Corporate Plan

Inclusivity is at the heart of the Corporate Plan, providing a cross-cutting link to each of the eight priorities across the themes of 'Starting Well', 'Living Well' and 'Ageing Well'. As a Corporate priority the end-of-year progress report will therefore also go to Cabinet for consideration.

## Strategic Context

Work in Greater Manchester (led by Greater Manchester Combined Authority) also contributes to the Equalities landscape in Tameside. Through Groups such as the GM Equality Officers Group and the seven Equality Panels we are able to share best practice and contribute ideas to regional solutions.

**Appendix**  
**ONE**  
**Case Studies**  
**of Good**  
**Practice**

## Free school meal voucher scheme

With thousands of local families were facing unprecedented challenges during the COVID-19 pandemic and beyond there was a need to do everything possible to support them. A free school meal voucher scheme was launched to ensure no Tameside children went hungry during holiday periods. Families were able to apply for the vouchers at [www.tameside.gov.uk/voucher](http://www.tameside.gov.uk/voucher). Around 9,000 children were eligible for income based free school meals across the borough.

Thousands of applications were sent in and verified, with vouchers being sent out. It was good to know those who needed support were getting it.

## Free food vouchers to support struggling families

Thousands of Tameside families were facing unprecedented challenges during the COVID-19 pandemic. The Government's COVID-19 Winter Grant for a [package of measures](#) was used, which included free supermarket food vouchers for children eligible for free school meals, as well as for sixth form and college students from low income households. Care leavers also received vouchers and a limited number of vouchers were made available through the [Early Help Access Point](#) and [Welfare Rights](#).

The scheme was [recognised on Twitter by Marcus Rashford](#), who campaigned nationally for free school meals during the holidays for children living in poverty.



Marcus Rashford MBE @MarcusRashford · 16 Dec 2020

Tameside Council



Tameside Council @TamesideCouncil · 16 Dec 2020

Children eligible for free school meals will receive supermarket food vouchers to help ensure they don't go hungry over the Christmas & February holidays as part of our wider package of measures to support struggling households [tameside.gov.uk/Newsroom/Schoo...](http://tameside.gov.uk/Newsroom/Schoo...)

[Show this thread](#)

Read more: <http://www.tameside.gov.uk/Newsroom/School-holiday-food-vouchers-for-struggling-famili>



## BILD Oliver McGowan Learning Disability and Autism Training

BILD Oliver McGowan Autism Training was carried out for Tameside Council's staff, which covers how best to support those with learning disabilities and autism amongst our workforce.

Tameside residents who are autistic or have a learning disability led the sessions. The training is named after Oliver McGowan, whose death shone a light on the need for health and social care staff to have better training

## Hate Crime Awareness

As part of Hate Crime Awareness Week in 2021, a Hate Crime Small Grants fund was launched, in partnership with Action Together, where community groups bid for up to £1000 for projects that promoted hate crime awareness. There is more information on the newly refreshed [hate crime webpage](#). The Community Cohesion Officer, Terry Finn, offered online talks to community groups about hate crime and how to report it. Such talks are vital, as hate crime is hugely under-reported.

## Half-Term Holiday Scheme

A half-term holiday scheme in February 2021 provided healthy activities for Tameside's vulnerable children and those of key workers. Active Tameside provided a host of COVID-safe activities that gave parents and carers a half-term break and much-needed respite for families of children with disability. The diverse range of activities included sports and life skills that would help children keep fit and healthy and boost their abilities.



## Reaccreditation of Charters – Mindful Employer and Disability Confident



In 2021, The Council were reaccredited with **Mindful Employer** for 'Employers Positive about Mental Health'. This charter helps us as an organisation to be recognised as those employers who are working towards better mental health in the workplace, no matter where they are in their journey. It is clear that people experiencing mental ill health continue to report stigma and discrimination at work.

Through the 'Charter for Employers Positive about Mental Health' a commitment to creating a supportive and open culture, where colleagues feel able to talk about mental health confidently, and aspire to appropriately support the mental wellbeing of all staff.

This includes an on-going commitment to:

- Provide non-judgemental and proactive support to staff experiencing mental ill health.
- Not make assumptions about a person with a mental health condition and their ability to work.
- Be positive and enabling towards all employees and job applicants with a mental health condition.
- Support line managers in managing mental health in the workplace.
- Ensure we are fair in the recruitment of new staff in accordance with the Equality Act (2010).
- Make it clear that people who have experienced mental ill health will not be discriminated against, and that disclosure of a mental health problem will enable both the employee and employer to assess and provide the right level of support or adjustment.

The Council also been recently reaccredited with Disability Confident, which recognised how the organisation is thinking differently about disability and taking action to improve how recruitment, retention and training of disabled employees. Being Disability Confident is a unique opportunity to lead the way in our community, and you discover someone the business cannot do without!



As a **Disability Confident Employer** organisations must:

- have undertaken and successfully completed the Disability Confident self-assessment
- are taking all of the core actions to be a Disability Confident employer
- are offering at least one activity to get the right people for our business and at least one activity to keep and develop our people.

## Tameside couple support LGBT+ Adoption & Fostering Week

A big thank you was given to our foster carers who were helping us to highlight New Family Social's annual LGBT+ Adoption and Fostering Week, which had a 'Build your Family' theme. People who foster for their local authority give local children the chance to experience a stable and loving family life and to remain within their local area. This means that local authority foster carers are helping children to stay close to friends and family, and to remain in the same schools, at what can otherwise be a very unsettling time in their lives. The Council needs foster carers from all backgrounds to look after children of all ages.

## Mental Health Courses and Activities

Over the last few years, we have worked hard to change the conversation about mental health, by providing training courses and awareness sessions to staff, such as improving personal resilience, mental wellbeing in a hybrid workplace, and so on. This is in conjunction with the fantastic work that our Mental Health First Aiders, Health and Wellbeing Champions and of course our passionate individuals across the organisation making it a priority to talk about mental health.

## New People Plan

The new [People Plan 2021 – 2024](#) launched in June 2021. It recognises that people drive success and enable the organisation to deliver on its vision, purpose, and priorities, and that people are our most important resource and asset. It sets out a charter for all people related matters, supporting the ambition to be an employer of choice, where employees feel valued, listened to, and know their contributions really matter. Following the challenges presented by the COVID-19 pandemic, it was important to re-evaluate the strategic aims for the workforce over the next few years, to ensure that we:

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- **Have a people offer that is robust**
- **Create and sustain a positive culture**
- **Continue to attract, develop and retain the best people**
- **Are ready and committed to embrace the opportunities and challenges presented to us by the pandemic and beyond**
- **Are able to capture and embed the positive aspects of our changed way of working, increasing flexibility and performance.**

To achieve the aims set out in our new People Plan, a number of the organisation's people offers have been refreshed, so that the organisation can continue to support and develop the workforce effectively.



## Social media celebration for Armed Forces Day

Tameside might not have been able to celebrate Armed Forces Day with the usual events in Denton but there was still a great deal to recognise the borough's long and close relationship with the forces.

Libraries and Culture were posting on social media all week. There was something on Twitter every 30 minutes from 9am, and every hour on Facebook, culminating in the release of a short video at 4pm featuring some of the highlights from previous Victoria Park celebrations. Dukinfield Town Hall were floodlit in red, white and blue.

The Armed Forces Day flag was raised in Denton at the town hall and at the Tameside Armed Services Community (TASC) allotment. The allotment site at Rose Hill was completely transformed with a summer house, raised beds, a fruit cage and a polytunnel. Various crops and fruit trees were planted. It's available to all TASC members, whether they want to grow things or just meet up for a cup of tea and a chat.



## Low Cost Food Scheme Opening to More Tameside families

It's great to be working with food surplus redistribution charity [The Bread and Butter Thing \(TBBT\)](#) to expand its innovative, affordable food service in the borough. A hub was already been operating in Hattersley since 2018 and now, thanks to external grant funding, the public health team commissioned a new hub at St Peter's Church in Ashton-under-Lyne next Wednesday (14 July). Two further hubs will open in subsequent weeks at Haughton Green Community Centre and Ridgehill BigLocal. Not only will it offer people on low incomes access to quality food at an affordable price, it also means that surplus food is being used and not wasted, so it was a great result all round.



## Supporting Our Young People

Executive cabinet approved a new scheme to help a group of at-risk young people into employment, education, or training. The £280,000 scheme will focus on 46 young people identified as high risk of becoming NEET (not in education, employment or training) due to their attendance in education.

A multi-agency plan is in place to provide additional support including in education and pupil referral services. To further support the young people, the Youth Employment Scheme aspect of the Tameside Employment Fund has been reinstated to give the young people access to six months paid employment at local companies. This is a fantastic example of our commitment to ensuring vulnerable young people have the opportunities and support they need to succeed.

## Active Tameside award for diversity and inclusion

The 'Everybody Can' service, run in partnership with Active Tameside, received the 'Diversity and Inclusion' Award for the second time at the national ukactive Awards. Everybody Can provides fully accessible and inclusive health, wellbeing, and social development support to thousands of residents with varying needs and abilities. It involves over 15,000 community-based sessions annually, attended by over 1200 young people and adults with a disability or additional needs, and includes adult social care and outreach support and activities such as sport, swimming, cooking and horticulture and essential respite services for parents and carers. This is much deserved recognition for this brilliant work, which is making a difference.



## Black History Month

“PROUD to be” was the theme for [Black History Month](#) which took place throughout October. It's a national celebration to honour the too-often unheralded accomplishments of black Britons throughout the country's history.

In Tameside [Arthur Wharton](#), the world's first black professional footballer who played for two local sides, Ashton North End and Stalybridge Rovers, at the end of the 19th century was honoured. There is a blue plaque in tribute to him at the Tameside Stadium in Ashton.

Local Studies and Archives hosted a talk by Michelle Haller, who recounted her experiences as an NHS community nurse, and Libraries put together a reading list which included “100 Great Black Britons” by Patrick Vernon and Angelina Osborne.



## Poverty Truth Commission

2021 saw the launch of the Tameside Poverty Truth Commission at the 4C Centre in Ashton.

The guiding principle is simple but powerful; creating effective and lasting solutions to poverty is only possible when we understand the everyday reality of poverty. In order to achieve this, Poverty Truth Commissions bring together people with lived experience of poverty (“grassroots commissioners”) and local community, businesses and political leaders (“civic commissioners”).

By giving a voice to those who would otherwise remain on the margins of society the Poverty Truth Commission allows for the development of new initiatives to tackle poverty at a local level, rooted firmly in the experiences of grassroots commissioners and the expertise of civic commissioners. The Commission has continued to meet regularly since then and will be presenting its findings when it concludes in 2023.

## Tameside Youth Summit

Mental wellbeing, confronting sexism and homophobia, disruption to education, and improving public transport were some of the subjects discussed by young people at the first ever Tameside Youth Summit.

Designed and run by the members of the Tameside Youth Council with representatives from a number of schools and colleges in the borough, the event gave young people in attendance the opportunity to share their experiences of the coronavirus pandemic and what is important to them as the borough looks to build back better, fairer and greener.

The afternoon session of the Youth Summit then saw a number of local leaders and decision makers join the event to discuss with our young people the issues that were raised earlier on in the day.

This culminated in the drafting of a “Pledge Card” by every adult in attendance stating what they would do, both personally and within their organisations, to improve the lives of all young people in Tameside. The Youth Council will contact everybody who made a pledge in six months’ time to see if they’ve succeeded in turning them into action.

Some of the potential solutions discussed by young people and local leaders and decision makers in attendance included providing better mental health support through teacher training, wellbeing activities and “safe spaces”, strengthening youth councils in schools so that young people feel like they have a voice in their own education, doing more to tackle sexist, homophobic, transphobic and racist bullying, especially on social media, and introducing more regular timetables for public transport.



## Recognition for supporting Equality and Diversity in Tameside

Tameside Council received the 'Role Model' accreditation from the All Equals Charter - Manchester Pride's equality, diversity and inclusion programme. As an organisation, high praise was offered for "exceptional" efforts to improve equality and inclusion and support diversity.

The All Equals Charter is based on a set of commitments (as outlined below) which members pledge to follow;

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- Recognition of the Diversity of LGBT+ People.
- Challenging Prejudice and Discrimination
- Employing a diverse workforce through open and fair recruitment procedure
- Developing and providing services that can be used by a diverse range of LGBT+ people
- Develop and review specific policies to implement this Charter
- Working with Partners
- Progress Tracking and Reporting



## LGBT+ History Month

The diversity and talent of our LGBTQ+ communities were celebrated. It was also about raising awareness of and combating the prejudice and discrimination faced by many LGBTQ+ people.

Clarendon College and Tameside College came together with the Council on Wednesday 16th February, celebrating LGBT History month as part of our weekly groups with young people.

Weekly LGBT+ support groups are run by Tameside Youth Service for young people aged 17+ and for those in Years 7-11. It includes a safe space for LGBT+ young people, including those who are gender fluid, and/or questioning their sexual orientation or gender identity, where young people can meet, socialise, talk about what matters to them, make new friends, and participate in activities and have fun.

## Ending Period Poverty with Hey Girls

Period poverty is a silent problem across Tameside and 1 in 10 people in the UK still cannot access or afford basic hygiene products. Working with Hey Girls, Children's Centres across Tameside offer support for people who are experiencing period poverty by having a stock of hygiene products including sustainable products.

Active Tameside centres have also recently partnered with Hey Girls and now provide free sanitary products in all of their venues too. People who visit the centres can discretely ask for a bag of products at reception by asking for Vera (pads) or Violet (tampons).

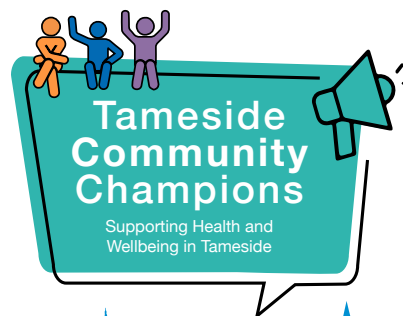
Alternatively, people can take from the available stock in all female, unisex or accessible toilets. These products are stocked up at the same time as toilet roll so they should always be available. It is important we work towards increasing access to free hygiene products. Thank you to services and organisations across Tameside for supporting people who cannot readily access these products.



## Tameside Community Champions

Tameside recognised early on during the coronavirus pandemic that there are many people in communities who preferred to receive their information from those that they know and trust. It is for this reason that the "Community Champions" scheme was created. The Tameside Community Champions network is designed to empower residents and workforces with the information they need to lead the way in their community.

By bringing together existing networks and residents' groups together in one place, silos were broken down, a sense of collective spirit created, and a better relationship built between the council and residents. As well as sharing information and leading by example, Champions also play a valuable role in providing essential insight from diverse communities to the Council and partners. We are opening doors to have better relationships between council and residents and providing free training to support them in their roles.



## Cost of Living Crisis & Poverty

In October 2022, the Council implemented the Socio Economic Duty, which provides a powerful new tool to understand, address and reduce socio-economic inequalities in our communities. This sits alongside and propels the work underway to tackle Poverty, underpinned by a new Poverty Strategy that will be launched early in 2023.

It also sits alongside the current work to address the Cost of Living crisis afflicting many in Tameside through campaigns like Helping Hand, which proactively directs people to the support they need at the moment.



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## Supporting Men's Mental Health

We all know men do not often reach out even when in crisis, so a campaign to engage men more in local mental health services was launched. Partners came together to organise Tameside Men's Mental Health and Wellbeing Conference. The event aimed to raise awareness of mental health and wellbeing among men, foster conversations for mental health among men and to highlight the breadth of support available for men in Tameside and beyond.



**Appendix**  
**TWO**  
**Legal Context**

## Equality Act 2010

The public sector equality duty is laid out in section 149 of the Equality Act 2010. It came into force on 5th April 2011, and it states that a public authority must, in the exercise of its functions, have due regard to the need to:-

- a) Eliminate discrimination, harassment, victimisation and any other conduct prohibited by or under the Act;
- b) Advance equality of opportunity between people who share a protected characteristic and those who do not share it;
- c) Foster good relations between people who share a protected characteristic and those who do not share it.

These are often referred to as the three 'arms' of the duty.

In short, this means that both Tameside Council and NHS T&G CCG must consider the impact our actions have on equality, and whether when delivering a particular service or function, or in our roles as employers, we are furthering the aims set out in law. The specific duties, detailed below, show the minimum amount of information we must publish in order to show that we are complying with the general duty.

This duty replaced the previous Public Sector Equality Duties that were in force covering race, sex and disability and expanded the scope of the previous duties to cover all 'protected characteristics' (although only the first 'arm' of the duty applies to marriage or civil partnership).

The Duty also applies to bodies that deliver services on our behalf, as in doing so they are exercising a public function. So for example, a private sector provider that is contracted to deliver a service in relation to adult social care would be required to consider the general duty and would be subject to its provisions. However, only the part of the organisation that is delivering the public service is subject to the duty; the organisation as a whole is not.

Having 'due regard' for advancing equality involves:

- a) Removing or minimising disadvantages suffered by people who share a relevant protected characteristic that are connected to that characteristic;
- b) Taking steps to meet the needs of people who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- c) Encouraging people who share a protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

This means that when we are considering how our practices, policies and procedures impact upon equality we need to also be considering the ways in which we can mitigate any potentially negative impacts, and ensure that access to our services remains fair and equitable.

For example, the law requires us to make reasonable adjustments to the way in which services and public functions are delivered where a disabled service user may be placed at a substantial disadvantage.

In considering how a service is delivered or offered, we need to consider the potential barriers that a person with a disability may have to overcome in order to access it, and put in place reasonable adjustments to lessen these. Such adjustments may be physical, or they may involve providing an auxiliary aid, or altering the way in which the service is delivered

## The Specific Duties

The specific duties are contained within the Equality Act 2010 (Specific Duties) Regulations 2011. They came into force from July 2011, and confirm the minimum steps that public bodies must take in relation to publishing information on equalities, such as workforce monitoring data and equality objectives. The 2011 Regulations were replaced by The Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017 in March 2017.

The regulations state annually, public authorities (with 150 or more employees) must publish information to demonstrate compliance with the general duty, including information about the protected characteristic status of employees, and other persons affected by our policies and practices.

The regulations also state that public authorities (with 150 or more employees) must publish one or more specific and measurable equality objectives, and subsequently at intervals of no more than four years from the date of first publication.

The information we publish must be in a manner that is accessible to the public, and may be contained within another published document. This in effect removes the requirement on public bodies to publish separate and specific equality schemes, as noted earlier.

## Compliance with the Duty

Publication of the Equality Strategy ensures that we are adhering to the regulation stating that we must publish one or more specific and measurable equality objectives, and subsequently at intervals of no more than four years from the date of first publication.

The Equality Strategy contains our equality objectives and we have ensured that these are outcome focussed and are in alignment with other key strategic documents.

These sections also detail the processes and structures we have in place to ensure that appropriate consideration of equality issues is embedded in our decision making and day to day work.

Furthermore, it builds upon the work done as part of previous schemes and strategies of each of the organisations by including details of how we have engaged with our communities and ensured that those protected under legislation have been involved as part of influencing, developing and shaping the commissioning and delivery of services.

In providing the framework of how we approach equality in the area; it confirms a number of actions and processes that our services undertake in order to meet the general and specific duties. For example, the Equality Impact Assessment (EIA) process helps us ensure that the decisions we take have been properly considered for their impact on relevant protected characteristic groups, and are based on solid evidence, including feedback from consultation and engagement. We use the EIA process, and the principles embedded within it, to ensure that we are complying with the general public sector equality duty. Similarly, the EIA process is just one of the ways in which we satisfy the requirement of the specific duties by publishing information relating to individuals sharing a relevant protected characteristic who are affected by our policies and practices.

The EIAs produced to support individual policy changes and practices by Tameside Council and are available within the individual decision reports produced by the services. Equalities information relating to the Council's workforce is published online at:  
[www.tameside.gov.uk/workforceequalitydata](http://www.tameside.gov.uk/workforceequalitydata)

## Protected Characteristics

The main provisions of the Equality Act 2010 came into force on 1st October 2010.

These provide the basic framework of protection against discrimination, harassment and victimisation, for the nine recognised 'protected characteristics' in employment, public functions and services, transport, premises, education, and associations.

The Act replaces all existing anti-discrimination laws with a single piece of legislation. The aim is to streamline previous laws and 'level up' protection across the protected characteristic groups.

The nine protected characteristics, and what is meant by them, are detailed below, as are details of the protection given by the Act.

The nine protected characteristics are:

- **Age**
- **Disability**
- **Race**
- **Sex**
- **Religion or Belief**
- **Sexual Orientation**
- **Gender Reassignment**
- **Pregnancy & Maternity**
- **Marriage & Civil Partnership**

In Tameside, we also include a further five protected characteristics:

- **Carers**
- **Military Veterans**
- **Breastfeeding**
- **Mental Health**
- **Socio-Economic Disadvantage**

**Please note that this is intended as a general overview and introduction only, and does not constitute legal advice.**

The Equality Act 2010 is a wide-ranging piece of legislation and will apply differently in certain situations and circumstances. There are, for example, areas where discrimination is lawful, such as where the provisions of another law demand it, or where an action can be justified as a proportionate means of achieving a legitimate aim. The level of protection afforded by the Act will depend on individual circumstances.





## Age

This is defined as a reference to a person's age group. This can mean people of the same age, or a range of ages, for example 'under 18s' or 'over 50s', or a specific age group e.g. '25- 34 year olds'. People who share the protected characteristic of age are therefore in the same age group, although this can be broad as well as very specific. Age groups do not have to be defined numerically, they can be relative e.g. 'older than you/me'.

## Disability

The Equality Act 2010 defines a disability as a physical or mental impairment which has a longterm and substantial adverse effect on a person's ability to carry out normal day to day activities. This includes sensory impairments such as those affecting sight or hearing, and also an impairment which consists of a severe disfigurement. Long term means that the impairment has lasted, or is likely to last, for at least 12 months or the rest of the affected person's life.

The Act has changed previous disability law, in that a person now no longer has to demonstrate that their disability affects a particular function such as mobility or speech. This used to be known as the 'list of capacities'.

Some illnesses, such as cancer, multiple sclerosis and HIV infection, are covered by the Act, from the point of diagnosis, under the protected characteristic of disability. Progressive conditions, and those with fluctuating or recurring conditions, will also be considered as disabilities in certain circumstances.

The Act strengthens the support given to people associated with someone with a disability, such as carers, by expanding the coverage of discrimination by association to cover disability.

It also introduces the concept of discrimination arising from a disability, where someone suffers unfavourable treatment as a consequence of something arising from their disability.

The Act also seeks to ensure that disabled people are given fair treatment when applying for positions of employment, in that it now bans the asking of pre-employment health questions, including sickness absence (other than in certain, specific circumstances).

For information as to what constitutes a disability under the Act, and where the Act applies, please consult the Statutory Codes of Practice or the information held on the Office for Disability Issues website.

## Race

A person who is from a particular racial group will have the protected characteristic of race. A racial group is defined as a group of people who have, or share, a colour, nationality or ethnic or national origins. All racial groups are protected from unlawful discrimination under the Act, and an individual may fall into more than one racial group.

## Sex

Sex refers to a man or woman of any age, or groups of men and/or boys, and women and/ or girls. The protected characteristic of sex does not include gender reassignment or sexual orientation. These are covered separately.

## Religion or Belief

Religion or belief includes any religion and any religious or philosophical belief. This protected characteristic therefore includes the commonly recognised religions such as Christianity, Islam, Judaism, Sikhism and Buddhism for example. However, in order to be protected, a religion does not necessarily need to be mainstream or particularly well known, but it must have a clear structure and belief system. It also includes a lack of any religion or belief, for example philosophical beliefs such as Humanism and Atheism.

## Sexual Orientation

Sexual orientation refers to a person's sexual orientation towards persons of the same sex (i.e. a gay man or a lesbian), persons of the opposite sex (i.e. heterosexual), and persons of either sex (i.e. bisexual). It also relates to how people feel, as well as their actions. Discrimination under this protected characteristic covers discrimination as a result of how someone's sexual orientation manifests itself i.e. in how that person presents themselves, or the places they choose to visit.

## Gender Reassignment

Gender reassignment is the act of moving away from one's birth sex to the preferred gender, i.e. from male to female, or vice-versa. It covers anyone who is proposing to undergo, is undergoing, or has undergone the process (or part of the process) to reassign their sex.

The Act removes the requirement for the person proposing to undergo this change to be under medical supervision in order to be protected, recognising that it is a personal process and not necessarily a medical one.

## Pregnancy and Maternity

Where a woman is pregnant or on maternity leave she is covered by this protected characteristic, as well as being covered by protection and rights afforded to her by other statutory rights such as time off for antenatal care and health and safety protection. In cases where an employer has to treat a pregnant employee more favourably than other workers, men cannot make a claim for sex discrimination based on this more favourable treatment.

## Marriage and Civil Partnership

When the Equality Act 2010 was first introduced marriage referred to a formal union of a man and a woman which is legally recognised in the UK as a marriage.

Civil Partnership refers to a registered civil partnership under the Civil Partnership Act 2004, including those registered outside of the UK. Civil partners must not be treated less favourably than married couples (except where permitted by the Equality Act).

However, following legal changes in 2014, same sex couples can now marry in civil ceremonies or religious ones where the religious organisation allows it throughout England, Scotland and Wales. Civil

partners who wish to convert their civil partnership into marriage are also able to do so. Additionally, married transgender men and women are now able to change their legal gender without having to end their marriage.

The status of being unmarried or single is not protected. Similarly, people who intend to marry or form a civil partnership but have not yet done so, or who are divorced or have had their civil partnership dissolved, are not protected by this characteristic.

## Additional Locally Determined Characteristics

The additional local determined characteristics are defined as:

### Carers

Anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support. This includes young carers who may be providing support to a parent.

### Military Veterans

Those who have served in the British Armed Forces and since left them.

### Breastfeeding

Those mothers who are feeding their infants.

### Mental Health

Those with a condition related to their psychological and emotional well-being.

## Socio-Economic Disadvantage

Local residents with low or no income, living in relative or absolute poverty, or experiencing any other form of socio-economic disadvantage.





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# Agenda Item 6.

<b>Report to:</b>	<b>HEALTH AND WELLBEING BOARD</b>
<b>Date:</b>	16 March 2023
<b>Reporting Officer:</b>	James Mallion - Assistant Director of Population Health
<b>Subject:</b>	<b>JOINT STRATEGIC NEEDS ASSESSMENT - PROGRESS UPDATE</b>
<b>Report Summary:</b>	Following agreement at the January Health and Wellbeing Board to establish a sub-group of the Board as a Steering Group for the Joint Strategic Needs Assessment (JSNA), this presentation provides a progress update on this work and next steps.
<b>Recommendations:</b>	That Board members note the contents of the update.
<b>Corporate Plan:</b>	The work on the JSNA and the new Steering Group contributes across all Corporate Plan priorities as it will be a process that ensures we have good strategic intelligence in place across the system to inform strategic decision making. This will particularly impact priority 6, nurturing our communities, and priority 7, longer and healthier lives.
<b>Policy Implications:</b>	This work around the JSNA and Steering Group to drive this forward will ensure that the Health and Wellbeing Board is fulfilling its statutory duty to have a JSNA in place for the system, to inform strategic decision making.
<b>Financial Implications:</b>	There are no direct financial implications arising from this update.
<b>(Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	Members of the Health and Wellbeing board will be advised of any relevant implications as the JSNA is developed further.
<b>Legal Implications:</b>	Following the implementation of the Health and Care Act 2022 on 1 July 2022, clinical commissioning groups have been abolished and their functions have been assumed by integrated care boards.  The Health and Care Act 2022 also amends section 116A of the Local Government and Public Involvement in Health Act 2007, renaming 'joint health and wellbeing strategies' to 'joint local health and wellbeing strategies' and replaces 'clinical commissioning groups' with 'integrated care boards'.  The JSNAs assess the current and future health and social care needs of the local population, using information collated from different sources and partners.  Health and Wellbeing Boards have a statutory duty to oversee preparation and publication of a local Joint Strategic Needs to be delivered locally.  To assist the Department for Health as produced statutory guidance on JSNAs and Joint Health and Wellbeing Strategies.
<b>(Authorised by the Borough Solicitor)</b>	
<b>Risk Management:</b>	There are no direct risks associated with this report. It is vital that the Health and Wellbeing Board ensure that a JSNA is in place to fulfil its statutory duties.

**Background Information:** The background papers relating to this report can be inspected by contacting James Mallion, Assistant Director of Population Health



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## **1. INTRODUCTION**

- 1.1 At the January Health and Wellbeing Board it was agreed that a new sub-group of the Board would be established, which would be the Joint Strategic Needs Assessment (JSNA) Steering Group, to be chaired by the Assistant Director of Population Health, with system-wide membership and input.
- 1.2 This Steering Group will have oversight of and drive the work plan for the JSNA to ensure that good quality products are in place as part of this suite of tools to inform strategic decision making across the system.
- 1.3 Having a JSNA in place is a statutory function of the Health and Wellbeing Board.
- 1.4 It was agreed that the first meeting of the Steering Group would take place ahead of the next Board meeting and that regular progress updates would come back to the Board.
- 1.5 A brief presentation provides an update on progress of the JSNA Steering Group

## **2. NEXT STEPS**

- 2.1 Following the first meeting of the JSNA Steering Group a number of next steps have been agreed, including expanding the membership of the group; developing a prioritisation matrix for the work-plan and a clear process; mapping all current needs assessments already in the system as part of the existing JSNA; and a dedicated focus on prioritising community voice in the JSNA.
- 2.2 The next meeting of the Steering Group will be in April 2023.

## **3. RECOMMENDATIONS**

- 3.1 As set out at the front of the report.

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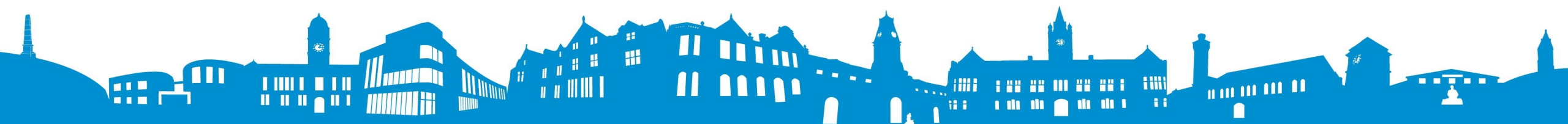
# HEALTH & WELLBEING BOARD

16 March 2023

## Joint Strategic Needs Assessment Update

James Mallion

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# Introduction

- Having a Joint Strategic Needs Assessment in place is a statutory function of the Health & Wellbeing Board
- January 2023 meeting – approval to establish a new sub-group of the HWB to act as a ‘JSNA Steering Group’ with system-wide membership
- The aim is to improve the processes and products we have in place under the JSNA to have a clearer view of population health & wellbeing in Tameside and to better inform strategic decision making and resource allocation

# Progress

- First meeting of the steering group held on 15 February – system wide membership
- Draft Terms of Reference and outline of the approach
- Migrating existing content over to TMBC website and linked to Google searches (easier to find)
- Agreement on core aims and functions of the group and the JSNA:
  - Produce a robust overview of broad health outcomes to identify those areas where Tameside faces particular challenges or is an outlier
  - Provides in-depth intelligence and recommendations on key issues to inform strategic decision making and commissioning
  - Includes qualitative insight and community voice to inform intelligence in parity with quantitative data
  - Sets out a clear process for prioritisation of work to be completed (eg. individual needs assessments for commissioning, regulatory, income purposes)
- Joint data discussions and targeting support – with Police and Fire & Rescue Service colleagues
- Policy & Performance have developed a repository of data resources and assets which will sit under the JSNA

# Next Steps & Actions

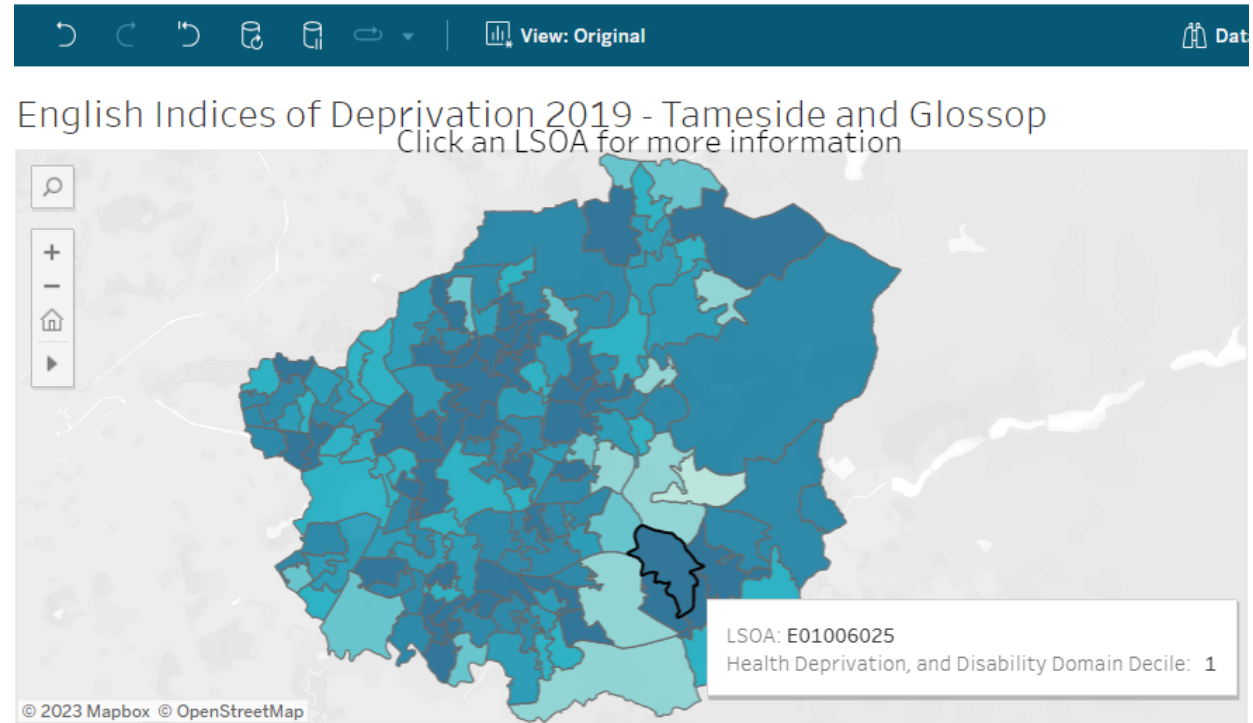
- Expanding membership based on initial discussions – including Police, Fire & Rescue, Active Tameside; and more lived experience and community engagement input
- Developing prioritisation matrix for work-plan and clear process
- Mapping all live needs assessments currently available to ensure accessibility and review gaps
- Dedicated focus on how to prioritise community voice into needs assessment work, including lived experience input into the wider JSNA process
- The steering group is not Task & Finish – this will be a continuous approach
- Next meeting of the group in April (bi-monthly)
- Ongoing reporting into Health & Wellbeing Board with a work-plan for the JSNA to come to the next public meeting

# Ambitions

- ✓ To have a wide range of accessible documentation that everyone can use to inform a variety of work
- ✓ Set quality standards for all needs assessment work to sit under the JSNA to ensure it is robust
- ✓ To have parity of insight from communities and community voice, alongside data intelligence
- ✓ The JSNA will be a comprehensive resource with practical recommendations to inform decision making

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[Tameside Joint Strategic Needs Assessment \(tameside.gov.uk\)](https://www.tameside.gov.uk)



The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of




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# Agenda Item 7.

<b>Report to:</b>	<b>HEALTH AND WELLBEING BOARD</b>
<b>Date:</b>	16 March 2023
<b>Reporting Officer:</b>	James Mallion - Assistant Director of Population Health Sarah Jamieson - Head of Economy, Employment & Skills
<b>Subject:</b>	<b>HWB PRIORITY - WORK &amp; SKILLS: INTRODUCTION</b>
<b>Report Summary:</b>	This presentation gives an overview of the situation around Work & Skills in Tameside with a range of challenges and opportunities for improvement. This introduces this topic for further work and discussions across the Health and Wellbeing Board following it being allocated as one of the three key priorities for the Board in 2022 (alongside Poverty and Healthy Places). Following an initial task and finish group in the autumn, this presentation further outlines the current picture with work & skills in the Borough and poses some of the potential areas of further work for the Board to focus on.
<b>Recommendations:</b>	That Health and Wellbeing Board members note the content of the presentation and engage in discussions as part of the meeting.
<b>Corporate Plan:</b>	This presentation and the wider work of the Health and Wellbeing Board around the priority of improving Work & Skills across the Borough supports priority two in the Corporate Plan, aspiration and hope through learning; priority four, opportunities for people to fulfil their potential, as well as a range of other priorities including nurturing our communities and people living longer, healthier lives.
<b>Policy Implications:</b>	This work and discussions directly influences the future direction of the work of the Health and Wellbeing Board and partners in improving opportunities around work & skills in the Borough. This directly links to the Tameside Inclusive Growth Strategy, particularly priority two within this strategy, which sets out to increase aspirations, employment, pay, skills and health across our whole population.
<b>Financial Implications:</b> (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	There are no direct financial implications arising from the presentation at this stage. Related implications will be reported to Members of the Health and Wellbeing Board as further developments arise from this key priority.
<b>Legal Implications:</b> (Authorised by the Borough Solicitor)	There are no immediate legal implications arising from this report, which is intended to provide the Board with an overview to facilitate discussion to assist progress going forward.
<b>Risk Management:</b>	There are no direct risks associated with this piece of work or presentation.
<b>Background Information:</b>	The background papers relating to this report can be inspected by contacting James Mallion, Assistant Director of Population Health

 Telephone: 07970946485

 e-mail: [james.mallion@tameside.gov.uk](mailto:james.mallion@tameside.gov.uk)

## **1. INTRODUCTION**

- 1.1 Following development work of the Health and Wellbeing Board in 2022, three key priorities for the Board were set, which were Poverty; Work & Skills; and Healthy Places. A series of task and finish groups were held in the autumn including a session on Work & Skills to further define the key priorities, which the Board would focus on in this area in the coming months.
- 1.2 Following an initial focus on Poverty in late 2022 and early 2023, the presentation sets out the current situation and challenges around Work & Skills in Tameside, proposing next steps for further discussion, and opportunities for improvements across all partners of the Health and Wellbeing Board going forward.
- 1.3 There are a number of links between the Work & Skills agenda and some of the wider evidence around the impact of poverty, which will also form part of the discussion.
- 1.4 The discussions at the Health and Wellbeing Board will inform next steps including a further session on Work & Skills as part of the next meeting.

## **2. RECOMMENDATIONS**

- 2.1 As set out at the front of the report.

# HEALTH & WELLBEING BOARD

## HWB Priority: WORK & SKILLS Introduction

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# Work & Skills - Pen Portrait

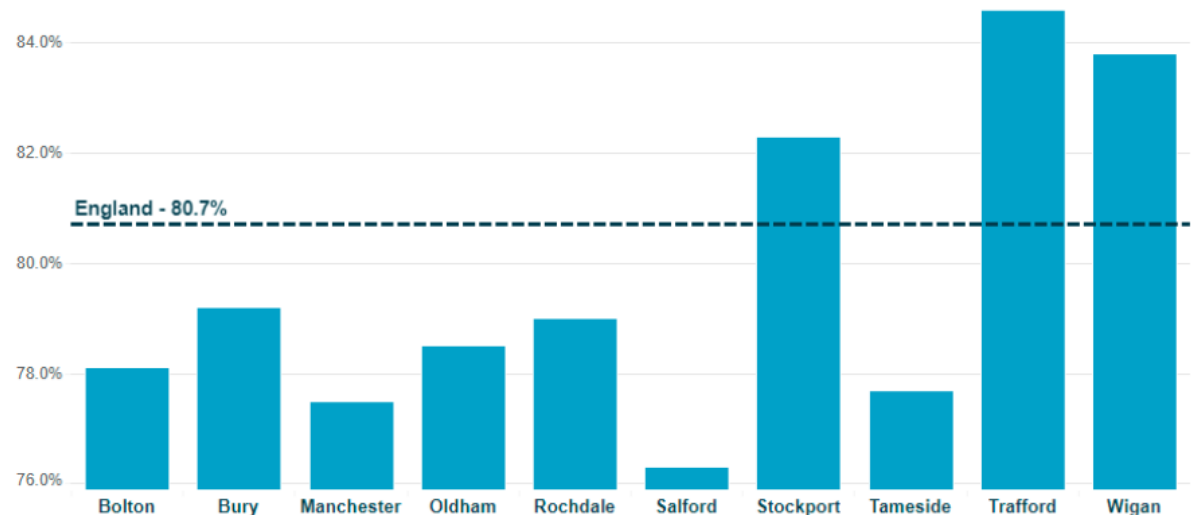
- Being in good employment protects health, while unemployment (particularly long-term) contributes to poor health, and vice-versa
- Key areas of focus:
  - Sectoral mix
  - Equality/Equity of opportunity
  - Education & Skills
  - Pay
- Tameside has the lowest level of attainment of NVQ Level 4 (or equivalent) in GM
- But the highest proportion of young people going into trade apprenticeships

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Percentage of jobs paid below living wage in 2021, by local authority		
Region	Proportion of below LW jobs	Number of below LW jobs
Bolton	22.40%	24,000
Bury	22.90%	12,000
Manchester	14.60%	43,000
Oldham	23.10%	16,000
Rochdale	19.40%	12,000
Salford	16.30%	16,000
Stockport	17.80%	17,000
Tameside	28.50%	13,000
Trafford	19.30%	21,000
Wigan	23.50%	21,000

## Destinations post 16 - 18 study

The plot below displays the percentage of pupils with sustained education, apprenticeship or employment destinations or non sustained destinations in the year after completing 16 - 18 study.



# Educational Inequalities/NEET

- At KS4...
  - Pupils eligible for free school meals and SEN students have lower average Attainment 8 scores than their respective counterparts.
  - White pupils have lower average Attainment 8 scores than other racial groups.
  - Cared for children, CINO, and children on child protection plans have lower average attainment 8 scores than the overall average

• NEET

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Bolton	4.7
Bury	3.6
Manchester	5.6
Oldham	6.9
Rochdale	6.8
Salford	6.9
Stockport	2.8
Tameside	8.1
Trafford	4.1
Wigan	4.2

Proportion of NEET or 'Not Known' 16-17 Yos

Tameside is currently 7<sup>th</sup> worst in the country at 8.1%, care leaver NEET figures currently stand at 50% and are a key focus

# Work & Skills – Recap from Task & Finish Group

- Job applications being more accessible is a key issue
- Discussion about a call out to the organisations on the HWB – could they provide staff / volunteers/ senior management time to support this agenda
- More real living wage employers in the borough needed
- Hospital have worked to get people from diverse backgrounds into employment
- Need to continue developing relationships with businesses – approach from a social value perspective / sell it as a way to get a good profile and reputation
- Need to leverage more social value & get more out of the STAR procurement
- Discussion about schools and children living in poverty being a barrier to education
- Discussion around disabilities – Routes To Work programme – is a small team with low capacity but fantastic outcomes. Given economic pressures, employers are now less likely to have neurodiverse workforces due to the extra time and support needed

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# Opportunities – The role of the HWB in delivering Work & Skills

- Work and strategies already in place:
  - Inclusive Growth Strategy
  - Business Resilience Hub
  - Tameside In Work- in work progression proof of concept project
  - Support for Care Leavers
  - Routes to Work Supported Employment Service
- Focus on post-16 and factors such as pay and job design
- Poverty is a separate priority – but is relevant as it cuts across everything. Tackling poverty and improving cost of living support will help to deliver good work and skills



# Links to Tackling Poverty Strategy

The following actions appear in the Tackling Poverty Strategy:

- Influence employers in the borough to become both Living Wage and Living Hours employers
- Expand the capacity of the Routes to Work programme to meet demand.
- Reform Social Value to increase the weighting applied to “real living wage” and “real living hours” provider
- Continue to identify skills gaps in the local economy and drive education and training opportunities to match
- Further develop the Tameside-in-work progression programme
- Promote awareness of skillsets that disabled and neuro-diverse people can offer to drive employment and reduce barriers
- Improve access to employment opportunities and address in-work poverty for people in housing need or those at risk of becoming homeless
- Continue to drive supply of Further Education opportunities in the borough and increase demand through improved communication and celebrating success.



# Survey Results

Recently commissioned survey of 1200 residents on employment provided following insights:

- One-quarter of respondents say they find difficult to access employment in their local area
- A lack of jobs and jobs that match their skills are the main reasons why people feel accessing employment is difficult
- Salaries of advertised jobs that wouldn't cover expenses is also seen as a barrier to employment
- Disabled respondents, those earning less than £30,000 per year and those who are unemployed are more likely to feel there are barriers to accessing higher paying employment opportunities.
- The majority of those lacking the skills to access better employment have not accessed any related support services
- 60% of respondents are doubtful they will be able to access a role that offers a higher salary within 12 months

# Next Steps

- Future session to explore what more we can do
- Look at how we can respond to the survey results, for example how can we help residents engage with the support available for them to move into or progress their current employment
- Consider who we employ and our recruitment pathways
  - Do we have an understanding of whether our vacancies are accessed by young people, especially care leavers?

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