

BUILDING RESILIENCE

Tackling Poverty in Tameside

Strategic Neighbourhood Forums

March 2023



Building Resilience

Tackling poverty in Tameside 2023-27



Evidence

- Focus groups.
- Client feedback.
- Public surveys and PEN.
- Poverty Truth Commission.
- Inequalities Reference Group.
- Benchmarking & mapping.
- Needs assessment (linked to JSNA)





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).



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%.



7th highest rate of individual insolvencies in the country.

36% of respondents expected their financial circumstances to worsen.

What Does
Poverty
Look Like in
Tameside?



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%.



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



14.1% of households in Tameside are estimated to be in **fuel poverty**. This is higher than the national average of 13.2%.



30% of Children in Tameside were eligible for **Free School Meals (FSMs)**



Developing the Building Resilience Strategy



Framework for an effective local anti-poverty strategy

Based on the findings of our report, Local anti-poverty strategies – Good practice and effective approaches, Greater Manchester Poverty Action (GMPA) has developed a framework that highlights what elements an anti-poverty strategy needs to maximise its impact. This framework is intended to be of use to local authorities seeking to develop or refresh an anti-poverty strategy.

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



Define poverty and its drivers

Local authorities need to adopt a relative definition of poverty and identify the drivers of poverty (using appropriate and available metrics).



Political and officer leadership

Active committed leadership on poverty (politically and officially) is required to drive change and coordinate strategic and policy responses.



Focus on prevention, reduction, and mitigation

A medium and long-term perspective is needed that includes actions that prevent and reduce the root causes of poverty.



Prioritisation

Local authorities need to be clear about what the strategy seeks to achieve and how actions will be taken to achieve it.



Partnership working

An anti-poverty strategy requires buy-in from local stakeholders to achieve its aims and objectives.



Lived experience engagement and co-production

An anti-poverty strategy should be developed with people with lived experience of poverty to challenge the existing ways of working and ensure that anti-poverty efforts are centred around the needs of the community.



Reinforcing and aligning with existing strategies

Tackling poverty needs to be incorporated within existing strategies rather than operating as 'ad-hoc' to existing commitments and services.



Governance

Anti-poverty strategies should be subject to both internal and external governance.



Action Plan

Accompanying the anti-poverty strategy should be a high-level action plan detailing who is responsible for the delivery of the actions, timelines, and milestones, and associated outcomes.



Adopting the socio-economic duty

To support the effectiveness of an anti-poverty strategy, local authorities should voluntarily adopt the socio-economic duty.



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.



Monitoring and evaluation

Local authorities and partners need to identify a clear set of metrics (quantitative and qualitative) against which progress on tackling poverty can be tracked. Working collaboratively to identify data and evidence gaps and addressing these together.

- Poverty Needs Assessment
- Engagement and lived experience listening.
- Poverty Truth Commission.
- Adoption of the socio-economic duty in 2022.
- Partnership approach / Health & Wellbeing Board.
- Named Executive Member (Cllr Wills).
- Piloted Money Advice Referral Tool.
- Developing action plan (now).
- Developing poverty dashboard (now).

Building Resilience:

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.













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.



Key Priorities

-  **Raising incomes** - supporting residents to maximise 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 signpost to support
-  **Climbing out of the debt trap** - understanding why Tameside residents have relatively high levels of debt, high insolvencies and poor access to good credit to help alleviate this issue.
-  **Breaking the cycle** - specific focus on providing the best start in childhood and education
-  **Laying the foundations** - ensuring residents have access to what they need in order to live in comfort and dignity, including food, housing, warmth etc.
-  **Putting people first** - making sure that working practices (both customer-facing and internal) are best placed to identify and support those in poverty
-  **No one left behind digitally** - specific focus on digital inclusion
-  **One size doesn't fit all** - additional support for residents identified as being at particular risk of poverty
-  **Advocating for change** - highlighting the need for action on poverty-related issues where responsibility lies with national government.

Next Steps

- Working group established with system wide input – reporting to Health & Wellbeing Board to drive actions forward
- Draft action plan on delivering on the 10 key priorities
- Poverty Charter – what can we all do to help deliver on the priorities?

