
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 16 October 2013

Subject: Family Poverty Strategy Update

Report of: John Edwards, Director of Education and Skills, David Regan,
Director of Public Health, Angela Harrington, Head of
Regeneration

Summary

The purpose of this report is to provide an update on the implementation of Manchester's Family Poverty Strategy which was initially presented to Economy Scrutiny Committee and the Executive in September 2012. This report presents the latest available Family Poverty data and summarises the activity that has taken place in the last 12 months in response to the recommendations made in the Strategy. These recommendations are grouped under the three main strands of the Strategy which are; Parental employment and skills; Education, health and family; and Place. The report concludes by identifying 10 priorities for the next 12 months.

Recommendations

Members of the Committee are requested to note and comment on this report

Ward Affected: All

Contact Officers:

Name: Angela Harrington
Position: Head of Regeneration
Telephone: 0161 234 3171
E-mail: a.harrington@manchester.gov.uk

Name: Richard Elliott
Position: Policy and Strategy Manager
Telephone: 0161 219 6494
E-mail: r.elliott@manchester.gov.uk

Background documents (available for public inspection):

Family Poverty Strategy
Executive Report on the Family Poverty Strategy, 12 September 2012

1. Introduction

1.1. The Family Poverty Strategy was discussed at the September 2012 Economy Scrutiny Committee prior to being submitted to the Executive. The main features of the Strategy as presented were that it:

- Draws on the Manchester Child Poverty Needs Assessment published in 2011;
- Takes a family centred approach to action on child poverty consistent with previous and current MCC initiatives;
- Is focussed on reducing dependency and tackling worklessness;
- Builds on existing approaches and initiatives of MCC and partners;
- Is consistent with the main actions in the Government's Child Poverty Strategy;
- Is focused on SRF areas and co-ordinated by SRF delivery groups and Children's Partnerships;
- Highlights the potential role of Community Budgets in tackling poverty;
- Recognises the increasing impact of welfare reform on poverty levels in the City and the need to monitor and co-ordinate activity to ameliorate some of those impacts.

1.2. The Committee recommended that officers considered incorporating the following into the Strategy:

- More emphasis on schools and the impact that they have in relieving poverty for children;
- More emphasis on the role that leisure plays in relieving the impact of poverty, and how the Council and its partners can support this;
- The importance of sharing good practice between different groups who are involved in supporting people back to work;
- More focus on the short term strategies that need to be implemented immediately;
- The inclusion of targets that have a longer term focus and are measurable and timely.
- More focus on how the strategy will be rolled out and what impact it will have on communities.

1.3. The Executive welcomed Economy Scrutiny Committee's recommendations and supported their incorporation into the Strategy. Authority was delegated to the Assistant Chief Executive (Regeneration) to make further amendments to the draft and then adopt and approve the amended Strategy.

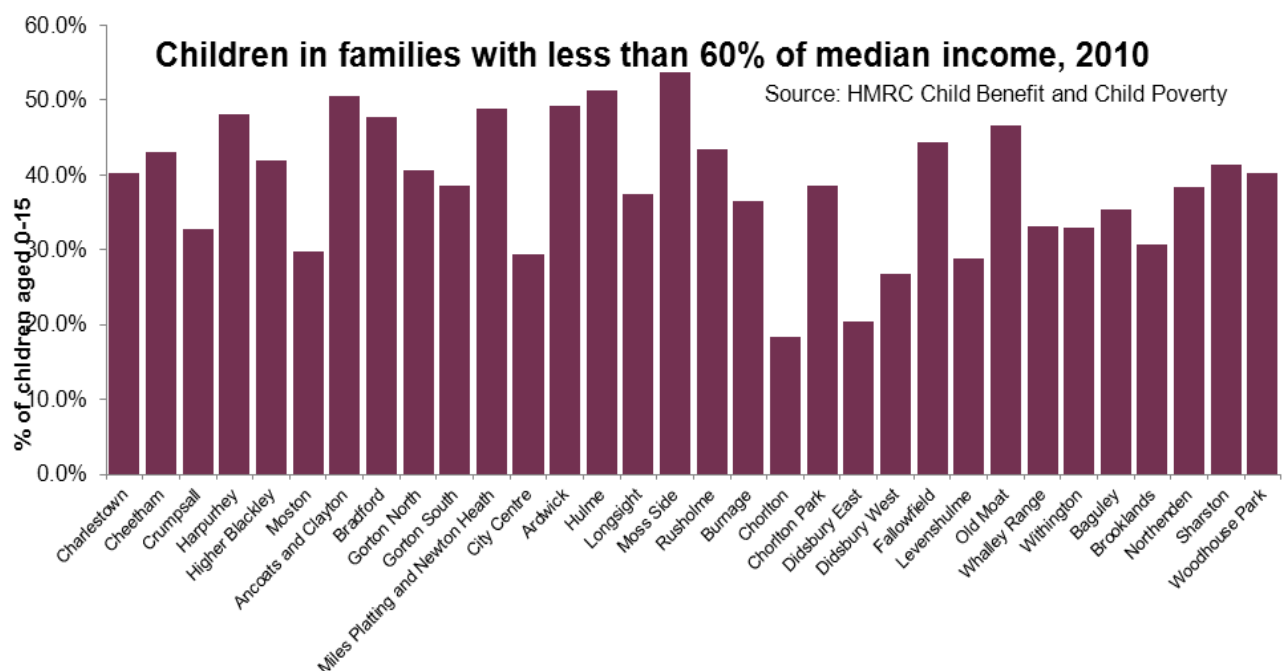
1.4. The Strategy was subsequently redrafted to include the Committee's recommendations and some of the data was refreshed to incorporate newly released data from Her Majesty's Revenues and Customs (HMRC) in autumn 2012. A Short Term Action Plan was developed with input from a range of officers and was presented to and approved by the Children's Board, Work and Skills Board (WASB) and the Health and Well Being Board (HAWB). As the underlying causes of family poverty are so broad, the recommendations made in the Strategy and the detailed actions in the Short Term Action Plan are all owned by one or more of the boards mentioned above.

2. Update on Family Poverty in Manchester

2.1. The following section provides the most recently available data and statistics that help to define the scale of family poverty. Unfortunately, the data required for the universal measure of poverty (households earning less than 60% of median income) always lags 2 years behind, meaning that it is difficult to track the impact of major changes such as the recession and Welfare Reforms. Other indicators of poverty are available more frequently and these are reported on below. Only the most relevant data is included in this report as comprehensive data on other contributory factors is already available via a number of other specific corporate reports such as the Real Time Economy and Welfare Reform dash boards.

2.2. The last HMRC data release was in November 2012 and includes data from summer 2010. The overall percentage of children aged 0-15 living in poverty in Manchester has been falling year on year. In 2007 the figure was 44.6%, in 2008 it was 41.8%, in 2009 it was 39.9% and in 2010 it had fallen to 38%. Although this downward trend up until 2010 is positive, this rate is still considerably higher than the 2010 figure for England which was 21.1%. The data in the table below displays the 2010 data for all Manchester wards. Although nearly all wards saw a reduction between 2009 and 2010, Moss Side, Hulme, Ardwick, Ancoats and Clayton, Harpurhey, Miles Platting and Newton Heath, and Bradford remain the 7 wards with the highest levels of child poverty.

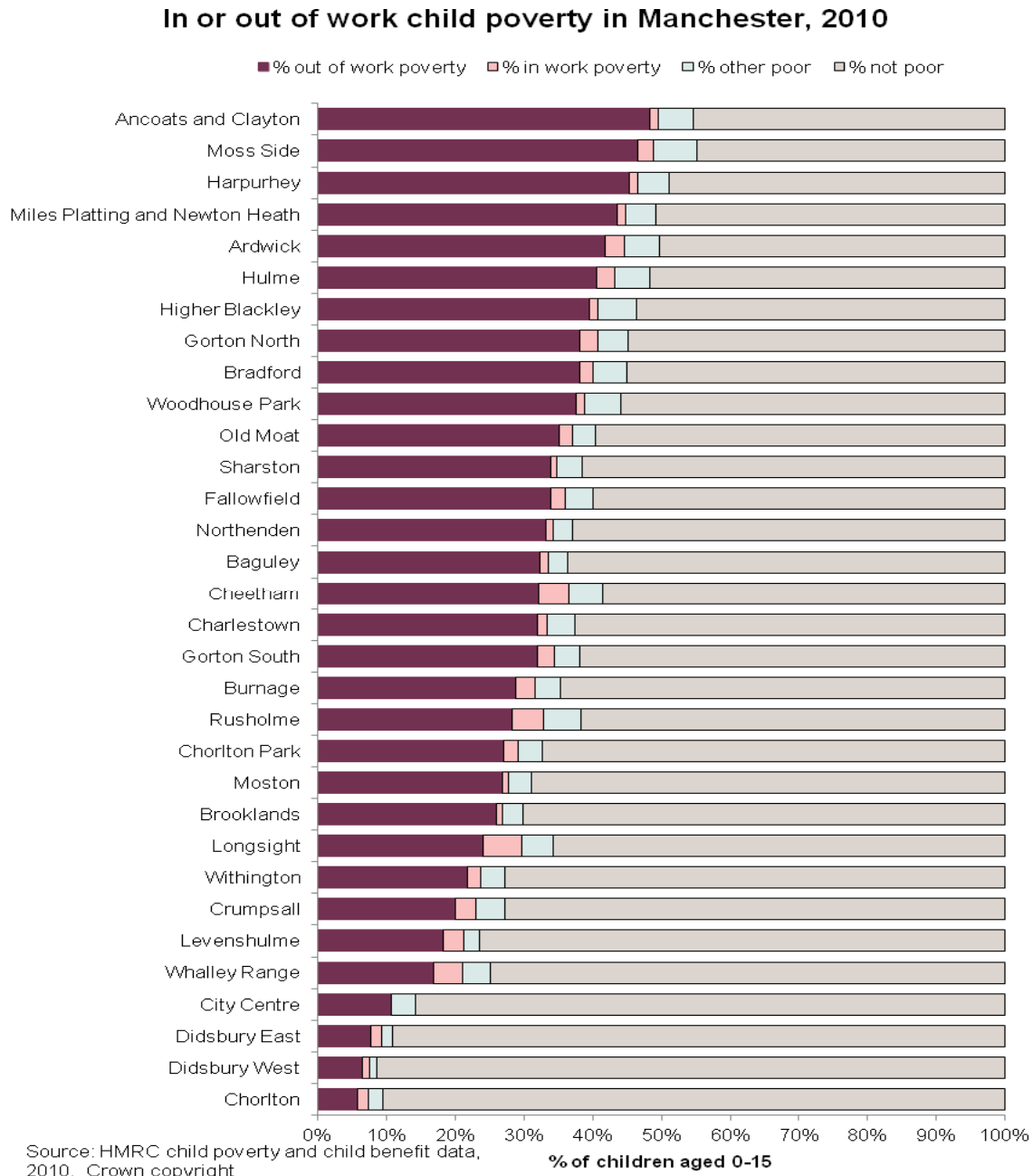
Figure 1: Under 16's living in poverty in Manchester wards, 2010



2.3. Out of work poverty is still the dominant category for Manchester families in poverty. However, some wards such as Cheetham, Longsight and Rusholme have higher numbers of families suffering from in work poverty as compared with other parts of the city. The Family Poverty Strategy focusses on moving people into work as the principal route out of poverty and this approach is consistent with the refreshed Community Strategy narrative. The implementation of Universal Credit, the

rise in low paid part-time employment and zero hours contracts need to be carefully monitored to ensure families do not move from out of work poverty to in work poverty over coming years. The table below shows the breakdown for Manchester wards in relation to poverty.

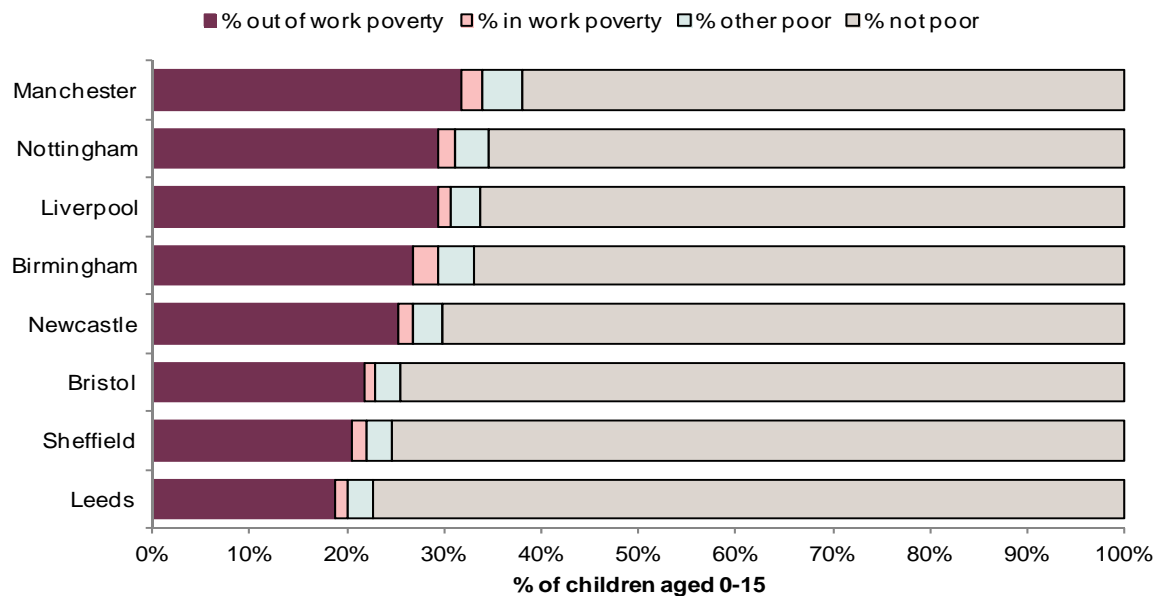
Figure 2: In and out of work child poverty in Manchester wards, 2010



2.4. When compared with the other Core Cities, Manchester has the highest level of child poverty and the highest percentage of out of work poverty (31.7%), with Leeds being the city with the lowest (18.7%).

Figure 3: In and out of work poverty in Core Cities, 2010

In or out of work child poverty in Manchester, 2010



Source: HMRC child poverty and child benefit data, 2010. Crown copyright

2.5. Free school meals are sometimes used as a proxy measure for child poverty and 35% of pupils in Manchester currently qualify for free school meals, compared with 17% nationally. In Moss Side 57% of pupils are eligible for free school meals which is the highest proportion in the city. The table below shows the breakdown between Manchester Primary and Secondary Schools.

Figure 4: Free School Meals in Manchester Schools 2010 – 2012

	2010	2011	2012
Total for Manchester Primary Schools	37%	37%	36%
Total for Manchester Secondary Schools	35%	34.9%	33.8%

2.6. The Government introduced a new measure of fuel poverty for 2013 which is a 'Low Income High Cost Model'. The new relative measure looks at whether a household's income is below the poverty line (after housing costs) and whether the household's energy costs are higher than a comparable size and type of property. Manchester has above average levels of fuel poverty and the highest rate in Greater Manchester with 13.3% of households (24,970) affected.

2.7. The Annual Survey of Hours and Earnings (ASHE) was last published in March 2013 and showed that Manchester Resident Wages are still lower than the North West and Core Cities averages and much lower than the national average. HMRC surveyed a 1% sample of the Pay As You Earn (PAYE) group in 2012 and found that the Manchester median resident wage was £326.60 whilst the Manchester workplace wage was much higher at £433. This gap in earnings has remained relatively consistent since 2006 but it must be noted that the sample size is relatively small.

2.8. Although local data on the activity of food banks is difficult to obtain, the Trussell Trust UK Foodbank Charity has reported that they have recorded a 170%

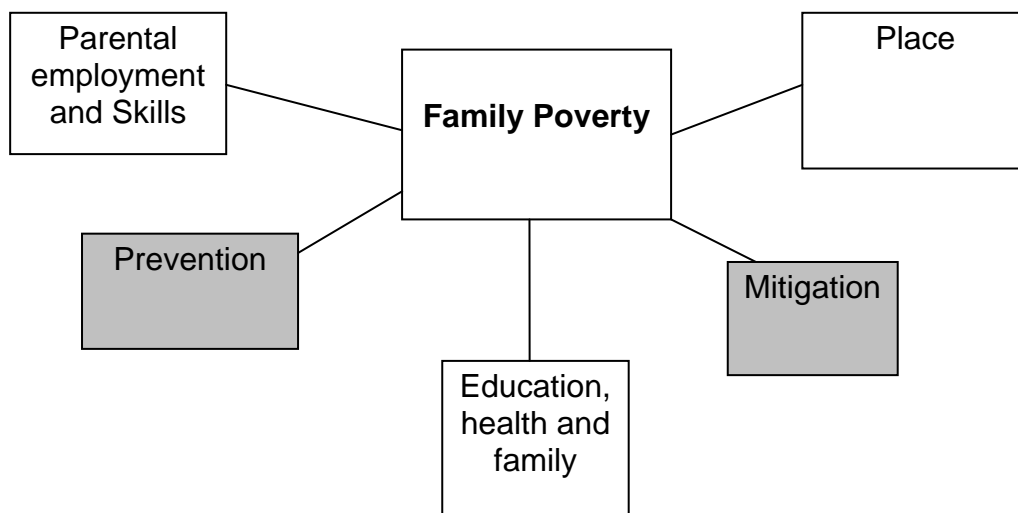
rise in the number of people turning to their foodbanks. Further research by the Centre for Economic and Business Research commissioned by Kellogg's shows that people in the UK are spending 20% more on food but eating 7% less.

2.9. The cost of living in the UK continues to rise and the Child Poverty Action Group and Joseph Rowntree Foundation have recently published their 2013 report on 'The Cost of a Child'. This report shows that the minimum amount of money needed to raise a child increased by 4% over the last year. This is at a time when wages are rising at a lower rate than inflation and a major overhaul of the welfare system is taking place.

3. Implementation of the Strategy Recommendations

3.1. The Family Poverty Strategy makes the distinction between activity that prevents poverty and activity that mitigates poverty. The high level diagram from the Strategy is included below which shows where the three main strands are placed in relation to prevention and mitigation.

Figure 5: The Family Poverty Strategy



3.2. The following section will provide a summary of some of the activity in relation to the recommendations made by the Strategy under these three main strands. Particular focus will be given to activity in the 7 wards mentioned in 2.2. above as having the highest levels of family poverty.

Activity and projects

Theme 1: Parental Employment and Skills – maximising family incomes

4.1 Maintaining family incomes

As well as maintaining a focus on parental employment, critical to maintaining family incomes is access to affordable credit and avoidance of debt. A task and finish group has been set up to look at affordable credit and is the subject of a separate report to this Scrutiny Committee.

The new National Minimum Wage for over 21 year olds rose to £6.31 from 1st October 2013. Manchester City Council increased the Manchester Minimum Wage to £7.15 in October 2012 and applied this to all staff. Recently, there have been a number of attempts to estimate a living wages for different areas of the country. The national living wage (outside of London) is estimated at £7.45 an hour, whereas a New Economy study 'Pay up? Living costs and the living wage in Manchester' estimates the Manchester living wage as £7.22 an hour. As the private sector is the largest employer in the City, MCC and partners need to use any leverage and influence to encourage private sector companies to follow the positive lead set by major public sector organisations in the city in relation to fair wages for their lowest paid employees.

4.2 Skills and Training for Parents

The Work and Skills Board and Partnership is responsible for developing strategies and co-ordinating activities of partner organisations to improve skills and support residents into employment. The Board's /Partnership priorities include: coherent & quality Information Advice and Guidance for young people and adults; developing pathways to work for those who are low skilled and furthest from the labour market; clearer progression pathways for young people to compete on the job market; apprenticeships; targeting skills training and employment support to those living in family poverty, affected by welfare reform and the introduction of Universal Credit; and business start-up and self-employment.

Agencies such as JCP, MAES and the Manchester College are committed to targeting their provision in the neighbourhoods with the highest levels of family poverty and where Welfare Reform impacts will be greatest. There are a range of community venues across the City where training and employment support are delivered in local neighbourhood venues. However, there will need to be a continued focus on areas of greatest need and supporting residents to become financially and IT literate

Work Clubs play an important role in helping low income residents progress into training and work but quantitative data on attendance and progression is not always available as they are a voluntary service and are not commissioned to deliver services by DWP or MCC. The City Council and JCP are currently working together to take a strategic approach to developing and sustaining Work Clubs across the City. A Manchester Work Clubs network is being coordinated and resources are being shared including the Work Star Tool and a Client Database. The National Careers Service meet clients at a number of Work Clubs and offer one to one interviews to discuss employment and training options.

Digital skills are increasingly important for accessing employment e.g. through universal job match and increasingly important for accessing benefits and Council services. Manchester has published a Digital Strategy which prioritises digital skills and connected citizens. The Urban Broadband Fund will provide up to £500k in voucher schemes to residents via Registered Providers to allow free broadband connectivity and Digital Champion volunteers have been recruited to support residents to get online within their local community. This will enhance current

provision available through Libraries and MAES.

4.3 Supporting parental employment

The Greater Manchester Fit For Work Service was funded by DWP for 3 years and targeted interventions at people in the early stages of sickness absence to test whether they would go back to work sooner and stay in work longer. The 3 year programme ended in March 2013 with a total of 2,341 clients referred into the service and a 92% success rate of returning people to work. MCC have commissioned the service to continue working with Manchester residents and the Fit For Work service has had 32 referrals between 1st April 2013 and 31st July 2013. The service has the potential to be targeted at out of work residents e.g. via the Troubled Families Programme.

Economy Scrutiny has received reports on the Work Programme performance on two previous occasions, the latest in July 2013. The Work Programme performance in moving unemployed Manchester residents in receipt of Jobseekers Allowance had improved substantially in the past year although performance of Prime Contractors in Manchester is still below the national average. Between April 2012 and March 2013 there were 370 job outcomes for JSA 18-24, 650 for JSA 25 and over, but only 20 for new ESA claimants and no job outcomes for long-term ESA or ex IB claimants. The lack of impact of the Work Programme with these groups would lead to a conclusion that to date the Work Programme has made little impact on poor households where the parents are long-term unemployed due to a limiting health condition.

Other examples of local initiatives supporting residents back into work include the Wythenshawe Real Opportunities project and the activity coordinated by the Corridor Manchester such as The Works and pre-employment programmes. Some more detailed examples of projects within the wards with the highest family poverty are included below under Theme 3.

4.4 Targeted support to families

Targeted support to families is being provided by a number of projects, many of which fall under the Public Sector Reform banner. The Troubled Families Programme itself is covered in more detail below under Theme 2.

The European Social Fund (ESF) Family Support Programme is a citywide intervention being commissioned by DWP that targets Troubled Families and adopts a whole family approach. The programme is being delivered by G4S but is sub-contracted to Pertemps, Pinnacle and Work Solutions. At least one member of the family must be in receipt of out of work benefit to be eligible and they must not be on the Work Programme. The family is allocated a Family Support Broker who deals with the barriers to work and works closely with other agencies to develop a coordinated plan to move family members into work or training. The ESF Family Support Programme is also one of the less intensive interventions within the Troubled Families New Delivery Model.

4.5 Transport to access employment, training and childcare:

A project has been developed in Wythenshawe to improve local unemployed residents access to training and employment opportunities. A baseline survey indicated that 55% of residents were not aware of the major transport interchange at Manchester Airport 2 miles away. The key aims of the project were:

- To provide information and advice for planning a journey on public transport
- To provide free bus tickets for those unemployed entering work or interview
- To provide a free second hand bicycle for those wishing to cycle
- For 9 months, a travel advisor was employed, based in Job Centre Plus (JCP) to issue free bus tickets, and also to assist in planning journeys.

The Wythenshawe Jobseeker Travel Service was initially piloted in Woodhouse Park but was rolled out to the rest of Wythenshawe. Unemployed people looking to get back to work can receive 4 weeks of free bus travel when securing a job and day tickets to attend interviews. Advice is also available to help them plan their journey, so they feel confident about their route and arrive on time. They are shown how to use online journey planners, so that they can repeat the process for further journeys. Initially public transport tickets were only issued by JCP but they are now available from JCP, Seetec and the Wythenshawe Community Housing Group.

Free bicycles are also provided enabling those who work shifts, live away from the main bus routes, or just want to cycle, to be able to do so. Customers are also given a cycle route map and details of Manchester City Council's free adult cycle training. Free bicycles are now refurbished by students at the Manchester College.

Figure 6: Wythenshawe Jobseeker Travel Service Beneficiaries

	2011-12	2012-13	2013-14 (Q1)
Number of residents into work	224	375	65
Number of residents into interview	436	315	92
Number of residents into vocational training	179	156	

Theme 2: Education, health and family

5.1 Background

The approach to delivering early years services in Manchester is based on bringing together key elements of reform at a locality level to provide an effective universal and targeted offer for children 0-5 and their families. This includes:

- Moving to a locality model based around the 39 designated Sure Start Children's Centres, with the designated centres acting as hubs within a local area to ensure that families in need of targeted support are identified and that there are links with midwifery, GPs, and Health Visitors as well as JCP and the Complex Families Programme (Sure Start Core Purpose);
- Implementing in full by 2015 the Early Years New Delivery Model (EYNDM);
- Ensuring access to sufficient and quality early education and child care provision (child minders, PVI providers and schools), implementing the free 15 hours entitlement for targeted two years olds and the universal 15 hours

entitlement for all three and four year olds.

5.2 Sure Start Core Purpose

The Sure Start core programme has at its heart improving outcomes for young children and their families and reducing inequalities in: child development and school readiness; parenting aspirations and parenting skills; and child and family health and life chances. This approach incorporates the new model for Health Visiting in accordance with the national Healthy Child Programme as well as sitting with the Living Longer Living Better (LLLb) Strategy for the City. The 30 designated centres will act as 'hubs' in localities to signpost parents to services and provide a base for the delivery of services.

5.3 Early Years New Delivery Model (EYNDM)

The EYNDM is based on a universal, integrated assessment pathway involving midwives, health visitors, GPs and early years workers. Assessments take place at 8 key stages in a child's development from pre-birth to age 5 years with better targeted early intervention where it is most needed. The 8 stage model covers all the requirements of the Healthy Child Programme. The model was implemented in Rusholme in April 2013 and is operating across the Rusholme Sure Start Children's Centre and the neighbouring Robert Derbyshire GP practice. The Team is made up of a Team Leader, five Health Visitors, one staff nurse and two student Health Visitors and two Early Years Outreach Workers

The model will be rolled out to Old Moat and Charlestown in October 2013 and will be fully implemented across the City by April 2015 in line with the expansion of the health visiting workforce.

There are c1,000 children 0-5 years in the Rusholme cohort. Between April 2013 and September 2013, 57 Manchester Common Assessment Frameworks (MCAFs) section ones were completed for all new born babies, providing background information on the parent and child; of these 23 have been progressed to an MCAF 2 indicating the presence of concern and including the reason for referral.

A catalogue of evidence based interventions have been developed and agreed for use across the City when a need is identified. These include for example: Parenting Programmes - 'Incredible Years' and 'Video Interactive Guidance', Speech and Language Therapy - 'It takes Two to Talk' and 'Every Child a Talker'.

The EYNDM is an example of 'Early Help' in action, appropriately supporting families to prevent needs escalating, including developing parental skills, signposting parents to work and/or training. Early identification of needs, support and intervention will mean that more children arrive at school with needs identified and 'ready to learn'. Evidence of the impact of this way of working will continue to be gathered and will inform the further implementation across the City.

5.4 Sufficient, Affordable and Quality Early Education and Childcare

A key strategic aim of transforming Early Years Service in Manchester is to ensure a

sufficiency of quality PVI day care following the withdrawal of MCC subsidised day care, delivered from 29 sites, by 30 September 2013.

The availability of quality and affordable day care promoted through PVI sector investment has the potential to improve outcomes for children and drive economic growth; where parents/carers have access to a range of affordable, high quality local education and day care they will be enabled to take up opportunities for education, training or entering employment. In this context and to deliver this vision the market in Manchester was under developed. A procurement process has now been completed to ensure quality and affordable day care continues to be delivered by the PVI sector from the Council's buildings. Providers have been secured to deliver 1,384 places, creating an additional 384 places and directly supporting the Council's statutory duty towards childcare sufficiency.

In terms of quality, information from Ofsted at the end of April 2013 shows that of 103 day care settings in the City, 73% are judged good or better with 27% judged satisfactory and no settings judged inadequate. 59% of settings providing sessional day care are judged to be good and 36% satisfactory. There are 478 registered childminders in Manchester; currently 22% are awaiting inspection, 42% are judged good or better, 29% are judged satisfactory, 2% inadequate and 5% have no children on roll.

The Quality Assurance Team continues to work alongside day care providers, sessional care settings and childminders to improve self evaluation and outcomes for children. Measures to improve quality include: targeted home visits, raised standards of entry and assessment for childminders, targeted training, peer support networks, child-minder 'drop-ins' with training attached, regular quality forum meetings for leaders and managers in settings, workforce training in key areas including special educational needs and the use of the Quality Assurance Framework (QAF).

The statutory offer of 15 hours per week childcare for 38 weeks of the year for three and four year olds who have not yet reached statutory school age is funded through the Dedicated Schools Grant (DSG). The Council receives £3,494 for each child recorded on the January pupil census; in 2013/14 this totalled £29m.

Parents/carers can choose to take up the 15 hour offer in a nursery class in a maintained primary school, academy or free school. Alternatively parents/carers can choose a private, voluntary or independent nursery school, playgroup or childminder where the free entitlement can be used more flexibly and, for example, additional hours purchased to meet extended childcare needs.

From September 2013 a new duty has been placed on Local Authorities to provide 15 hours per week (38 weeks per year) of free childcare provision for the 20% (2,211 in Manchester) most disadvantaged 2 year olds, increasing to 40% (4,422 in Manchester) from September 2014. All eligible families have been contacted by letter, the information has also been publicised through Children's Centres, Libraries and Health Centres. Early Years Outreach Workers are following up families on an individual basis. Work is well underway with PVI providers, childminders and some schools to ensure a sufficiency of places to meet the current and projected need.

5.5 Improved school attainment, aspiration and narrowing the gap for those on free school meals (attendance, pupil premium)

Schools and the Council are committed to developing a world class education system for Manchester where no school is rated by Ofsted as less than good, many schools are outstanding and where overall outcomes reach and exceed national benchmarks. Based on the latest Ofsted outcomes, 75% children and young people in Manchester attend a good or outstanding school. The progress made by children and young people exceeds the national average, this is the same for children on free school meals and those not on free school meals. Effective use is made of the pupil premium to support children to make good progress. This has been particularly evident in the primary phase where last year outcomes at the end of Key Stage 2 were very close to the national average. Primary school attendance is also very close to the national average. However, the gap between Manchester outcomes and national benchmarks, while continuing to reduce, remains.

Provisional data for 2013 which will not be validated until December shows the following:

- **Early Years Foundation Stage** - 46.6% children achieved a good level of development against a provisional national average of 52%; the gap between the Manchester outcome and the provisional national average remains similar to 2012 at 5.4%;
- By the end of **Key Stage 2** 73.6% of children attained the new measure of Level 4+ in Reading, Writing and Mathematics. This is slightly below the provisional national average;
- By the end of **Key Stage 4** 53% of young people attained 5 GCSEs including English and mathematics.

5.6 Integration of health and local authority services

The Council assumed new responsibilities for public health on 1st April 2013. Significant work is underway to integrate the public health focus on prevention and early intervention across targeted and specialist and universal services and all aspects of the Council's anti-poverty strategies.

The Manchester Health and Wellbeing Board is the new statutory committee responsible for overseeing the integration of health and care services within the City. It has agreed a Joint Health and Wellbeing Strategy which focuses on two key areas in relation to family poverty: Strategic Priority One 'Giving children the best start in life', and Strategic Priority Five: 'Turning round the lives of Troubled Families'.

There is growing concern regarding the impact of current changes and austerity measures on the most vulnerable children and young people in the City. These children and young people may be impacted upon by a number of factors including workless parents, low family income, or some form of additional needs, including health needs such as long-term conditions, disabilities, obesity, teenage conception, immunisation and developmental concerns. The Board has adopted these strategic priorities to ensure that any austerity measures do not further disadvantage such children and young people.

5.7 Troubled Families Programme

A detailed update on Community Budgets and Troubled Families is being provided elsewhere on the agenda. Within the context of Family Poverty, this is important because of its ability to target the most troubled and vulnerable families.

Interventions include those that support families to deal with debt, stabilise them and support them to become more independent including economic independence.

It is worth noting in the context of this report that single parent families make up 40% of the total cohort and 40% of all families are in some debt due to Council Tax arrears.

Theme 3: Place

6.1 Delivering regeneration to transform neighbourhoods

Regeneration in the City is focused on generating employment growth, connecting residents to the employment opportunities and creating attractive and sustainable neighbourhoods in the City. The following examples of activity focus on some of the wards with the highest levels of family poverty but it is worth noting that projects and activities such as these are taking place across the city. The examples below are place based projects but include activity that also fits under themes 1 and 2 of the Family Poverty Strategy.

6.2 Ardwick: The Works

A new employer led Work Club has been located in Fujitsu Tower, West Gorton through a partnership between Manchester City Council, University of Manchester and Guinness Northern Counties. Based on the successful model in Moss Side the Works will provide local people with information, advice and training. The project has direct links into local employment opportunities which ensure that local people in the most deprived wards are able to access jobs and pre-employment opportunities, thus helping to reduce dependency on welfare benefits.

6.3 Moss Side: St Mary's Primary School

St Mary's Primary School in Moss Side has made Enterprise Education a fundamental part of the culture and curriculum of the school. As well as developing pupils with high aspirations and ambition, practical learning projects are also delivered which have an enterprise focus. The staff and governors have taken a positive approach to employing local parents and understand the positive impact this can have on both the pupils and the local community. Parents can access classroom and lunch time organiser volunteering opportunities and can progress through to teaching assistants and fully trained teachers. This enterprising approach has resulted in 50% of the teaching and teaching assistant staff living in the local area and has led to the school winning a Times Educational Supplement (TES) national award for Enterprise and Community.

6.4 Hulme: New Hope Fellowship Church

New Hope Fellowship Church is an example of how the VCS is responding to needs in the community through a range of projects with very little funding. They have received Cash Grant for a family event and have applied for a Cash Grant to develop

their community hub project. A summary of their activity is provided below:

- Successfully delivered a family event on Barracks park "Brazil Comes to Hulme" with activity for all the family
- Collect and distribute clothing garments and household goods into the community
- Provide a well attended luncheon club on Wednesday
- Collect and distribute food parcels for the community
- Organise a youth football team for the young people of the area and have recently called a meeting of all the Hulme Ward football teams, to create a Community Hub for football and a number of other sports which is open to all the community.
- During summer 2013, the group raised their own funds to take their young peoples football team to Brazil, which was an experience the young people and their families will remember for a lifetime.

6.5 East SRF: Welfare Reform Community Champions

The purpose of the initiative is to raise the profile of the welfare reforms and support residents into work. This has been focused around front line worker briefings along with recruiting resident volunteers known as "Community Champions" who can signpost to services. These initiatives have been very successful and engaged with a range of residents in a support capacity. So far the Community Champions already recruited have been present at 22 events open to the public ranging from Work Clubs, parent support groups, face to face leafleting and giving talks to a specific client groups e.g. at Rainbow Haven. This work is ongoing and a further cohort of resident Community Champions are to be recruited and trained and a number will also receive an accredited IAG qualification. Two of the original champions have now accessed employment. In support of this work the "Help with Rent" bus and "Go On Manchester" bus has been utilised to help residents access support.

6.6 Miles Platting & Newton Heath: YES Manchester

YES Manchester is a social enterprise project based in Newton Heath that aims to provide a local service to equip tenants and residents with the right skills and training to make the transition into employment. The service offers a one stop shop approach for tenants and residents to access a wide range of multi agency support towards employment and services on offer including careers advice and guidance, information on job opportunities, bespoke training courses, information on volunteering opportunities, business and enterprise advice and education and advice on debt / financial matters. A key element of the project is to develop closer links with local employers to ensure that there are real jobs for people to move into.

Northwards Housing who lead on the project have proactively engaged a number of providers who have expressed an interest in supporting the aims and objectives of YES. These are:

- Manchester Credit Union
- Probation Service
- MAES
- Manchester College
- Manchester Solutions (Work Solutions & National Careers Service)

- The National Careers Service
- Standguide
- Big Lottery (Mind Your Money Project)
- Blue Orchid

6.7 Miles Platting: Education, training and skills

Adactus Housing runs a very successful work club from their housing office, which provides specific sessions on CVs, job applications and interview techniques. To date 70 residents from Miles Platting have attended and two local people volunteer at the work club, which is assisting with their development and skills. Pertemps and Mind Your Money help support the work club offering additional support and advice.

6.8 Bradford: Local Labour and VCS Activity

BAM Construction are the contractors for MCFC who are building the Manchester City Football Academy. There is a focus on encouraging local labour with 26 unemployed people employed on the site to date and circa 25% Manchester residents employed. In addition to the construction opportunities, BAM has engaged with UCATT (Union Learning) who will offer IT and other training opportunities for local residents at the learning centre on Ashton New Road.

4CT is a VCS sector organisation which delivers the Get Experience Volunteer scheme offering a volunteer / brokerage service, matching local residents wishing to volunteer. It provides training and mentoring support to volunteers which acts as a springboard to employment by building confidence, life skills and work experience.

The Manchester Settlement offers complementary education for young people across east Manchester and their building is an open access community centre offering a range of community training opportunities including a community legal advice service offering pro-bono legal advice in partnership with the University of Manchester.

6.9 Ancoats and Clayton: Mustard Tree Work Club and Volunteering

The Mustard Tree in Ancoats works with homeless and marginalised residents and runs a number of services including the Ready for Work Club. This Work Club is run in partnership with Business in the Community and provides a range of support for attendees, including mentoring, training and support with job hunting. In addition, all work club attendees are already engaged in one of Mustard Tree's volunteering programmes where they gain practical work experience which helps to develop their work readiness.

The 4CT Get Experience Volunteer scheme also delivers activity in the Ancoats and Clayton Ward and a number of local residents have progressed into volunteering roles with The Borrowers who are a VCS group that run the lending library at the Wells Centre (Clayton Surestart). The training and mentoring that the volunteers have received has proved to be a stepping stone to work, with several of them now in employment.

6.10 Harpurhey: Adult Learning

In Harpurhey The Manchester Communications Academy (Rochdale Road) hosts a community college for adults across Harpurhey and Collyhurst (in partnership with MAES), providing daytime and evening courses (including literacy, numeracy and IT),

work club style sessions and an enrichment programme which includes theatre, cookery and fitness. Over 500 residents have accessed the community college since its inception in 2011, many of whom are parents of students studying at the academy. The Harpurhey Neighbourhood Project also supports families across the ward, hosting a weekly work club session, advice and learning, as well as flexible community space for cultural activities.

As part of a large programme of support to reduce the impact of the welfare reforms across the ward, the Manchester Credit union has also opened a new base at the Harpurhey District Office, offering 3 days a week access locally to credit union facilities. Developments in the Harpurhey area have also provided residents with access to new local employment opportunities and apprenticeships. This has included the Redrow developments, where local young people have been supported to access apprenticeships and existing local labour has been given the opportunity to access roles with sub contractors on site.

7.1 Improving support services – helping families out of poverty

Fuel Poverty is a major issue in the city and is being addressed by an Energy Company Obligation (ECO) scheme which processes referrals and installs energy efficient measures and is delivered by Greater Manchester Energy Advice Centre in partnership with Carillion. The target is to make improvements to 500 fuel poor households across the city in some of the city's most deprived neighbourhoods. Improvements include energy efficiency measures including solid wall insulation. The ECO also provides insulation and heating measures to the most low-income and vulnerable households (lowest 15% on IMD) and insulation measures to low income communities. Eligibility is not limited to geographical areas but Harpurhey, Gorton South, Gorton North, Moss Side and Crumpsall are being targeted and there is a focus on community engagement to promote take-up and awareness raising activities.

The GM Fair Energy campaign offers savings of up to £250 for households by using a bulk buying approach to reduce costs. Although local data is not currently available, approximately 2,000 GM residents who signed up for the scheme stated that they did not have Internet access. A lack of Internet access could be seen as a proxy indicator for measuring poverty.

As Welfare Reforms are likely to impact more greatly on families already in poverty, a Welfare Reform Programme board has been established to provide the strategic lead on understanding and addressing the impacts of Welfare Reform on the city. Task and finish groups have been established in each SRF area which include local partners such as Registered Providers and report back to the Board. A detailed report on Welfare Reform was provided to the September meeting of the Committee so is not covered in detail within this report.

7.2 Tackling housing issues

The Family Poverty Strategy highlighted the need to improve housing in some of the most deprived areas of the city. Approximately 65,000 social housing properties in the city have been refurbished via the Decent Homes Programme, with a total of

£400 million being spent on improvements including new windows, kitchens, bathrooms and central heating. The social housing properties that did not benefit from this programme are being transformed via alternative projects such as the Brunswick PFI in Ardwick which will deliver refurbished and new build social housing, new build housing for sale and major investment in local facilities in the neighbourhood centre using approximately £110 million of government Housing PFI Credits.

The Residential Growth Strategy prioritises the development of a high quality rented sector, creating pathways to home ownership and working closely with Registered Provider partners. Registered Providers in the city are working in partnership with the Council and other agencies such as GMP at both strategic and local levels to improve neighbourhoods and tackle physical and social problems. Improvements to the management and condition of the private rented sector are more difficult to achieve as the Council has less leverage and capacity to intervene. This sector contains high value rental properties in desirable locations, many mid range properties targeted at working households or students, but also many poor quality properties concentrated in areas of high unemployment that may be occupied by families in poverty that are unable to access social housing.

7.3 Healthy Neighbourhoods, Leisure and Green spaces

The Council and its partners need to ensure access to cheap, healthy and nutritious food across the City, but as a priority, in the areas of highest family poverty so that children's development is not hampered and obesity is reduced. Whilst there are a number of good examples of projects that are addressing this, more needs to be done to scale up provision and put access to good food at the heart of all communities.

Working through the Food Futures Partnership, a range of activities are being supported to alleviate food poverty and to increase awareness and understanding of this issue. The impact of Welfare Reform coupled with rising food prices has left many individuals and families in food poverty. This is likely to increase as further reforms are implemented.

The following initiatives are being supported to help residents on low incomes to have access to affordable fresh food and the skills to cook and eat on a limited budget.

- Herbie, the mobile greengrocer, provides affordable fresh fruit and vegetables and food education to residents living in deprived parts of North and East Manchester. Herbie is a social enterprise run by MERCi – an environmental charity based in East Manchester.
- Community Food Coordinators support residents and community groups to eat well through increasing skills in cooking, nutrition and weight management. There is a current focus on supporting community groups to set up cooking clubs through training, community development support and start up funding to enable these to become embedded within communities. Cooking clubs are being supported in a number of different settings including Children's Centres

and Youth Projects.

- With support from Food Futures and Manchester Markets, Fareshare Northwest (part of Emerge) is running a pioneering project at New Smithfield Wholesale Market to capture food that would otherwise have been designated as waste and divert it back into the food supply chain. In the last three months, Fareshare captured 22 tonnes of fresh food which was distributed to 68 community groups across Greater Manchester. This project has the joint benefits of increasing access to nutritious food for those in need and achieving carbon savings by diverting food from composting. Fareshare are also accessing fresh food through 'gleaning' – collecting food directly from farms that would otherwise go to waste. This can be out-graded fruit and vegetables or produce that gets left behind in the fields after harvesting. This food is now directly benefiting residents. The next stage of the project is to test out the feasibility of preserving food before it spoils for sale / distribution.
- Food Futures is continuing to lead the Growing Manchester Programme. The Growing Manchester programme supports over 40 new and existing community food growing projects to ensure that local people with an enthusiasm to grow, have access to the training and support required to ensure their project succeeds. The programme offers both 'on' and 'off' site bespoke training packages to meet the individual needs of the various growing groups at all levels of experience, from introductory growing to advanced horticulture. Groups are supported within the programme to network, share their skills, experience and sustainable growing expertise with other groups across the city.
- East Manchester Regeneration Team is developing a response to food poverty and access through bringing together community groups and mainstream partners to discuss existing activity, understand community needs and develop future joint working around cooking, eating, growing and education in the east of the city.
- The Real Food Wythenshawe Programme is a five year lottery funded programme led by Wythenshawe Community Housing Group and involving a range of partners including the Wythenshawe Regeneration Team. The project aims to get Wythenshawe residents growing, cooking and eating fresh, sustainable food through a range of flagship projects including cooking and education, developing food enterprises, utilising green spaces for food growing and harvesting and distributing abundance.

Whilst the focus of the Food Futures strategy remains on addressing the underlying causes of food poverty, the need for emergency food provision for some families needs to be addressed. Food banks are on the increase in Manchester and existing emergency food providers have reported a significant increase in demand for food parcels and new food banks are being established within faith and community groups as a direct result of local need.

Food Futures has created a directory of emergency food providers known to be operating across Manchester. The aim of the directory is to better understand the

provision across the city and to be used as a tool for those wishing to access or signpost to support services. Seventeen services providing emergency food provision or food parcels in Manchester were identified, the majority in the Central, East and Wythenshawe SRF areas. A small number of organisations did not wish to be listed publicly, concerned they would be unable to meet the growing need amongst the population.

Food Futures will continue to monitor levels of food poverty and need in the City and develop a policy response accordingly to ensure that the Council and the partnership are promoting independence and routes out of poverty whilst responding to the needs of vulnerable residents and ensuring all groups have access to good food.

Active Lifestyles continues to provide activities that encourage residents to lead more active and healthy lifestyles and now has approximately 14,500 members across the city. Annual visit numbers across the City have risen from approximately 57,600 in 2011/12 to 71,300 in 2012/13. Summer activities are also commissioned for young people during the summer holidays and swimming is free for all under 16's over the summer. Over 60's can swim for free all year round. Ward Cash Grants are also directed at activities that promote healthy living and an active lifestyle for all generations.

Manchester's parks are free for residents to access for recreational purposes and many have retained their Green Flag status during 2013/14. External funding has been attracted to improve a number of parks including Heritage Lottery Fund grants for Alexandra Park in Whalley Range and Veolia Trust grant funding for Wonderland Park in Ardwick.

8.0 Next Steps

As the causes of family poverty are so broad, it is necessary to focus activity on a number of priority areas. The 10 suggested priorities for the next 12 months are listed below and are the areas where the Council and its partners have most direct influence and can have the greatest impact for low income families.

1. Focus on the role schools play in preparing young people to be able to access emerging employment opportunities in the conurbation. Specific priorities include narrowing the achievement gap for pupils on free school meals, improving educational attainment and the implementation of Raising the Participation Age.
2. Monitor the impact of Welfare Reform (especially the introduction of Universal Credit) on low income households
3. Target employment support initiatives at low income households or those most affected by Welfare Reform
4. Increase focus and delivery of the Troubled Families Programme and ESF Family Support Programme so that more families move into employment
5. Develop wrap around support for residents in low income families accessing apprenticeship or pre-employment courses
6. Ensure SRF Delivery Groups focus on tackling family poverty in the wards they cover, with particular focus on the 7 wards with the highest levels of poverty
7. Capture neighbourhood and ward level activity that helps to tackle family poverty such as VCS activity, Work Clubs and grant funded projects

8. Ensure advice services and financial inclusion support are targeted at families in poverty with greatest need
9. Roll out of early years new delivery model to help break the cycle of poverty by ensuring children are school ready
10. Continue to promote access to healthy food and healthy lifestyles to improve health

9.0 Conclusion

This report has summarised some of the activity taking place in the city that helps to address family poverty. The Committee will already be aware of many of these initiatives, especially those that are supporting residents into sustainable employment. The Family Poverty Strategy acts as a high level overarching framework for much of the detailed work already underway in the city. Initiatives such as the Public Sector Reform workstreams and the work of the WASP, Health and Well Being Board, Children's Board and SRF Delivery Groups are all helping to reduce dependency which ultimately helps address family poverty. Although progress is being made in many areas where the City Council and its partners have control or influence, the impact of macro economic activity on families such as the performance of the economy, the cumulative impact of welfare reform and the increased cost of living will have significant impact.