

Manchester City Council Report for Resolution

Report to: The Executive – 18 January 2023

Subject: Manchester Anti-Poverty Strategy

Report of: Strategic Director (Growth and Development)

Summary

This report provides an overview of the work undertaken to date to develop a refreshed poverty strategy for the city which for the purpose of this report will be referred to as the 'Manchester Anti-Poverty Strategy'. The report will set out the approach, evidence base and engagement process for developing the strategy.

This report also outlines the relationship between the new strategy and existing work on Making Manchester Fairer, developing a more inclusive economy, tackling the Cost-of-Living Crisis and other linked areas of work.

Recommendations

The Executive is recommended to adopt the new Anti-Poverty Strategy for Manchester

Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

The report recognises that it is important to ensure a just transition to a zero-carbon economy. Some measures, such as retrofit of housing to increase energy efficiency and reduce energy costs, should be targeted at the households with the lowest incomes. The Anti-Poverty Strategy commits to doing this within our existing zero-carbon work and climate change action plan.

Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

A full Equalities Impact Assessment has been completed.

The focus of the anti-poverty strategy will consider the impact of poverty on the different protected characteristics. Poverty has a disproportionate impact on people with protected characteristics and therefore the strategy will seek to include priorities which will be aimed at mitigating and or lessening the impact of poverty on these groups.

To inform the priorities for the strategy, consultation has been undertaken with the relevant VCSE groups across the protected characteristics.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The report recognises the importance of good quality employment and commits to working to connect residents on low incomes to better quality employment opportunities.
A highly skilled city: world class and home grown talent sustaining the city's economic success	The report recognises the importance of skills and employment as a route out of poverty.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	As a citywide Strategy, the Manchester Anti-Poverty Strategy will directly support the delivery of this Our Manchester Strategy priority by contributing towards making Manchester a more equal and inclusive city.
A liveable and low carbon city: a destination of choice to live, visit, work	See environmental impact assessment section above.
A connected city: world class infrastructure and connectivity to drive growth	Working via the city's Digital Strategy, tackle digital exclusion and ensure access to digital services. Working via the City Centre Transport Strategy work to ensure access to accessible and affordable transport.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

There are no direct revenue budget consequences arising from this report. The delivery of the strategy will be met through existing resources.

Financial Consequences – Capital

None proposed.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy, please contact one of the contact officers above.

- Manchester Family Poverty Strategy – Executive, 13 September 2017
- Manchester’s Support for Families Living in Poverty – Economy Scrutiny, 9 September 2021 & Executive, 15 September 2021 including the appended Poverty Truth Commission final report.
- Family Poverty Strategy Update – Economy Scrutiny, 6 March 2019
- Notice of Motion Cost of Living Crisis – Council, 5 October 2022
- Making Manchester Fairer, Tackling Health Inequalities in Manchester 2022-2027 – Health Scrutiny Committee, 12 October 2022
- Build Back Fairer – COVID-19 Marmot Review: Housing, Unemployment and Transport – Economy Scrutiny, 14 October 2021
- Our Manchester Strategy, forward to 2025 – Executive, 12 February 2021
- UK POVERTY 2022 The essential guide to understanding poverty in the UK, Joseph Rowntree Foundation, January 2022
- Poverty Strategy Update, Economy Scrutiny Committee – 10 November 2022

1.0 Introduction

- 1.1 Manchester has long recognised the significant challenge of tackling and reducing poverty in the city. In 2017, a Family Poverty Strategy was launched which focused on families with children and young people up to the age of 19. A significant amount of partnership work was undertaken to deliver the Family Poverty Strategy in the last five years, against a backdrop of health and economic challenges which have highlighted and exacerbated poverty in Manchester. The new Anti-Poverty Strategy provides an opportunity to take account of the impact of these challenges and extend the strategy to cover all households in the city to include those without children.
- 1.2 Extensive research and engagement work has taken place with residents and partners to determine the main themes and priorities for the new strategy. This has consisted of desktop research using local and national sources and data, alongside a process of listening to our residents, partners and other stakeholders about their experience of poverty in Manchester.
- 1.3 As a result, there are four main themes which have emerged to guide this strategy:
 1. **Preventing Poverty** – the action we can take to prevent residents from experiencing poverty
 2. **Mitigating Poverty** – making life easier for the people that are experiencing poverty
 3. **Pathways out of Poverty** – raising people’s incomes
 4. **Inclusive and effective delivery** – working together to tackle poverty and ensure that tailored support is available to the communities which are most affected by poverty
- 1.4 Sitting under each of these themes are a further 51 priorities which outline the city’s commitments to tackling poverty in Manchester.
- 1.5 A formal consultation has been carried out to find out if our interpretation of the information presented to us during the initial research and engagement phase was correct, and that the priorities identified for the new strategy are the right ones for our city.
- 1.6 This report provides additional background and context to the refresh, its relationship to existing work in Manchester, and an overview of the consultation and engagement process that has taken place to support the Strategy’s development.

2.0 Background

Family Poverty Strategy 2017-22

- 2.1 The Family Poverty Strategy was adopted in 2017 with the aim of addressing child poverty. The Strategy is based on the three themes of:
 1. Sustainable Work as a route out of poverty – creating more opportunities for secure and more highly paid employment
 2. Getting the basics right – supporting families with everyday living costs
 3. Boosting resilience and building on strengths – works to enhance the resilience of communities by giving them the tools they need to empower themselves.

- 2.2 The Family Poverty Core Group has overseen delivery of the Strategy. Working groups on each of the three themes are attended by partners from across the statutory, voluntary and community sector. Efforts have been made to include residents with lived experience of poverty on each of the working groups, although consistent engagement of this group has proved challenging due personal circumstances of these residents.

- 2.3 In 2020, the Family Poverty Strategy went through a reprioritisation process to ensure that it was fit for purpose and could continue to meet the needs of children and families living in poverty, and support families that were disproportionately affected by the COVID-19 pandemic. The Family Poverty Strategy Reprioritisation was agreed in December 2020 and can be found in background documents above.

Family Poverty Strategy Outcomes

- 2.4 Over its lifetime, the Strategy has been well supported by partners and has delivered a wide range of activity, with highlights over the life of the strategy including:

Sustainable Work	Basics	Boosting Resilience
<ul style="list-style-type: none"> • Support for and development of a network of 50 work clubs • Support for and development of affordable and flexible childcare including capital investment and grant support. • Achieving Living Wage City recognition 	<ul style="list-style-type: none"> • Council and Groundwork partnership delivers energy efficiency and income advice to almost 1,000 low-income households • Produced winter warm homes leaflet in 17 languages and delivered to 1,250 households in at risk areas 	<ul style="list-style-type: none"> • Work to “poverty proof” the school day together with Cedar Mount Academy. • Produced a pocket guide of support information distributed by voluntary organisations across the city.

	<ul style="list-style-type: none"> • Set up and managed food distribution hubs and carried out research into “food deserts”. 	
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2.5 Delivering the Family Poverty Strategy has led to some lessons which can be applied to the new Anti-Poverty Strategy. These include:

- The importance of partnership working. There is an opportunity to widen the range of stakeholders involved and to ensure that delivery is led and co-owned by these stakeholders, not just the Council.
- The need for additional delivery resources. Extra funding during the COVID-19 pandemic allowed additional temporary support measures to be established to support vulnerable residents, however, we do not currently have a dedicated team of officers working on poverty so must consider ways of adequately resourcing the delivery of actions in the new Strategy.
- Ensuring that actions are supported by clear and measurable targets and indicators.
- Considering place and using data more effectively to understand the specific needs of areas in more detail.
- Utilising evidence from work during the pandemic has highlighted the wider vulnerability and poverty of single adults and all adult households which has resulted in agreement to focus the new Strategy on all households, not just those with children.

Case Study: Manchester Living Wage Place

- 2.6 Manchester gained Living Wage Place recognition in September this year. The recognition was approved by the Living Wage Foundation following a three-year action plan which was collectively developed by a group of employers and anchor institutions who are committed to paying the real living wage. The plan sets targets for increasing the number of living wage employers in the city including those sectors which experience greater challenges in paying the real living wage.
- 2.7 The targets include increasing the number of living Wage employers in Manchester from 162 to 300 and the number of living wage employees from 63,908 in 2022 to 118,348 by 2025. Given the current economic challenges, the group’s initial focus will be to support and maintain existing living wage employers.
- 2.8 This work has highlighted the importance of working in partnership with anchor institutions and other large employers from different sectors to tackle poverty and particularly in-work poverty.

3.0 External Context

- 3.1 Whilst Manchester has experienced many successes over recent decades, poverty remains a significant and deeply entrenched problem that affects too many of the city's residents. It is a complex problem, driven by many external factors and one that has persisted despite the best local efforts to reduce it. Recent national and international issues such as the COVID-19 pandemic, Cost of Living Crisis and economic uncertainty have further exacerbated the problem.
- 3.2 Manchester was ranked as the 6th most deprived local authority in the country in the 2019 index of multiple deprivation and as of March 2021, the End of Child Poverty Coalition estimated that 46,700 children (42%) in Manchester were living in poverty, the third highest rate amongst core cities.
- 3.3 It is important to recognise that the two most important factors contributing to poverty is unemployment and dependency on benefits, with the most effective intervention in many cases being to secure a route into fairly paid and secure employment. The Anti-Poverty Strategy itself includes more detail on what poverty looks like in Manchester and is supported by some recent statistics.

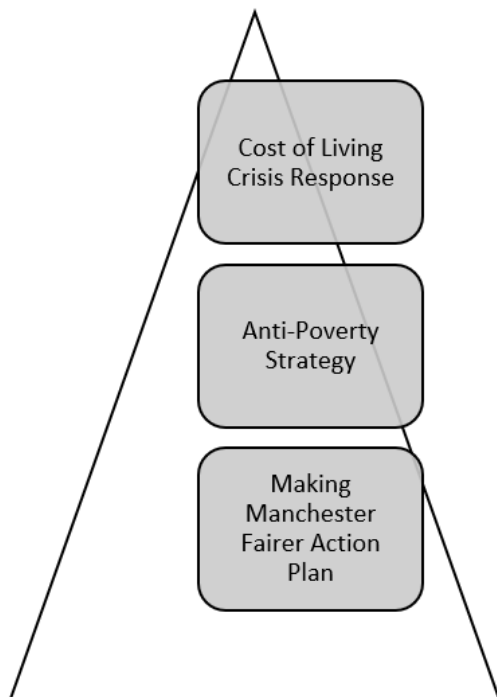
4.0 Strategic Context and Links

- 4.1 In developing the new Strategy, the linkages and dependencies with and between other Manchester strategies have been mapped out, to ensure clear interfaces and avoid duplication.
- 4.2 The Our Manchester Strategy 2016 –2025 provides the overall strategic framework for the city. As a citywide Strategy, the Manchester Anti-Poverty Strategy will directly support the delivery of the Our Manchester Strategy priority "*We will strive to create a truly equal and inclusive city, where everyone can thrive at all stages of their life, and quickly and easily reach support to get back on track when needed*" and its cross-cutting priority of improving equality in the city.
- 4.3 In addition, there are other citywide strategies which are closely linked to this work.

Making Manchester Fairer

- 4.4 Professor Sir Michael Marmot's report, *Build Back Fairer in Greater Manchester: Health Equity and Dignified Lives*, sets out systemic and structural inequalities and the wider social determinants of health impacting life outcomes in Greater Manchester. At a Manchester level, a multi-agency group has developed the *Making Manchester Fairer Action Plan* which sets out how Manchester will respond to the recommendations by adopting a whole system approach to addressing health inequalities across the five-year period 2022-27.

- 4.5 The plan includes tackling poverty and debt as one of the most significant routes to improving health outcomes in Manchester. Actions to address poverty, income and debt identified in the plan will be included in the new strategy.
- 4.6 Given the strategic relationship between poverty and health inequalities, the Manchester Anti-Poverty Strategy will sit under the Making Manchester Fairer Plan and will support the delivery of these priority actions, along with other key actions identified through the development of the Strategy.
- 4.7 Figure 1 (below) illustrates how the Manchester Anti-Poverty Strategy supports delivery of Making Manchester Fairer and provides a longer-term focus than the current emergency response to the Cost-of-Living Crisis.



The **cost of living crisis** is putting immediate pressure on residents of Manchester who will be unable to afford the basics of daily life – food, fuel and shelter. This is the tip of the iceberg that requires a rapid and collaborative response to support those most at risk whilst continuing to work on the longer term solutions that will improve lives and address inequalities beyond the immediate crisis.

The Anti-Poverty Strategy is focused on delivering three positive changes to tackle poverty in the long-term; lessening the chances of a person experiencing poverty, lessening the impact of poverty on people who do experience it, and increasing the chances of a person being able to move out of poverty. It will be a plan that focuses on deliverables, but also which signposts to other areas of work that are relevant and linked.

Making Manchester Fairer provides the leadership, framework and whole system level change building the foundations for long-term improvements in life chances for Manchester’s residents. Addressing the causes of poverty is critical to improving health equity, and MMF will also influence the delivery of the poverty strategy. We cannot improve health equity without tackling poverty.

Figure 1: Relationship between Poverty Strategy, Making Manchester Fairer and Cost of Living Crisis

- 4.8 The Anti-Poverty strategy will also support and link into several other strategies and key strategic priorities including:
- **Manchester Work and Skills Strategy** – focuses on linking Manchester residents to better quality local employment opportunities and creating the learning and training pathways that enable residents to access these opportunities. Also focuses on Manchester’s most vulnerable residents including those in poverty and so forms the main delivery vehicle for employment and skills related outcomes.
 - **Housing Strategy** – includes objectives to increase affordable housing supply, reduce homelessness, ensure housing is affordable and accessible to all. Also seeks to address spatial inequalities between

neighbourhoods and improve the energy efficiency of new and existing homes.

- **Children and Young People's Plan** - sets out eight priority actions and underpinning KPIs to improve children and young people's outcomes, several of which relate to addressing poverty and deprivation. Specifically, the plan commits to challenging poverty and inequality by ensuring everyone in the city has the same opportunities and life chances no matter where they are born, live or their ethnicity.
- **Climate Change Action Plan** - includes several work areas that are relevant to Anti-Poverty work including housing retrofit and energy efficiency measures, improved access to active travel which reduces transport costs, the creation of an action plan for 'green' jobs (links to Work and Skills Strategy).

Cost of Living response

- 4.9 At the same time as developing Manchester's strategic response to poverty, the immediate impact of the Cost-of-Living Crisis has resulted in the establishment of a working group that is bringing forward several support measures for residents. Some of these measures are based on feedback from the development of the Anti-Poverty Strategy, Making Manchester Fairer and experience from implementing the existing Family Poverty Strategy. The new strategy commits to continuing these measures should they still be required and subject to the availability of ongoing funding.

5.0 Strategy Development

- 5.1 The development of the strategy can be broadly understood in two phases. An initial phase one of development which used a mixed methods approach to research and engagement, to enable a breadth of understanding of the current challenges and issues facing Manchester. Followed by a second phase of consultation and engagement to refine the city's priorities and to develop a concise and effective set of priorities to tackle poverty which are fit for purpose for our city.

Strategy Development Phase One

- 5.2 A mixed-methods approach to research and engagement was conducted by the Council's Strategy and Economic Policy Team and Work and Skills Team to develop the Anti-Poverty Strategy. Activities included:
- A review of recent literature concerning poverty, including published reports and research to collate recommendations from other sources.
 - A review of the Council's existing consultation and engagement responses to pick out any information relevant to anti-poverty work.
 - Conversations with other Core Cities to understand their approaches to tackling poverty and taking on board any lessons learned and best practice.

- Detailed conversations with partner organisations and stakeholder groups to understand the issues in their areas of work and to collect ideas for inclusion in the final strategy.
- A wider online engagement event to engage a larger group of stakeholders.
- Resident engagement via front line workers and existing networks to test out ideas and findings and to gain input from people with lived experience of poverty.

5.3 An Equality Impact Assessment (EIA) was also undertaken in June 2022, which examined qualitative and quantitative data to identify how poverty impacted different communities of identity. The EIA indicated that all communities of identity were more likely to live in or experience poverty. The biggest impact was felt by disabled residents, people from Black, Asian and Ethnic Minority backgrounds, the over 50's and younger. People with one or more protected characteristics were also most likely to live in or experience poverty. The EIA has been used to inform the engagement process of the Strategy, particularly engagement undertaken with residents.

Stakeholder Engagement

5.4 Consultation was undertaken with most of Manchester's major partnership boards to identify their priorities based on their respective areas of expertise and interests. These included the Our Manchester Forum, the Age Friendly Board and the Children's Board. Additional conversations took place with 25 different groups of stakeholder organisations networks that included:

- Children and young people's organisations
- Food organisations
- Health organisations
- Housing organisations
- Advice and guidance (including debt advice) organisations
- Equalities organisations

5.5 Council officers also ran an online engagement event to reach a wider audience. The online event was held in September 2022 and allowed organisations to give feedback on the work to date and to make suggestions for actions to include in the final strategy. The online event was attended by over 70 individuals representing around 50 organisations and departments.

5.6 A full list of organisations engaged and consulted with is included in appendix 2. The total number of organisations consulted was over 70.

Resident Engagement

5.7 Recognising the sensitive, personal and nuanced nature of poverty and the need to build on established and trusted relationships to avoid consultation fatigue, it was agreed that partners and organisations with existing relationships with residents would provide the best route into engaging with residents. Due to the inequalities described earlier in this report, those

organisations representing and working with people who are disproportionately impacted by poverty were targeted.

5.8 This targeted approach involved working with the following partners:

- Manchester Adult Education Service
- COVID Health Equity Manchester sounding boards
- Trussell Trust Food Banks
- Neighbourhood and work and skills teams delivering cost of living events across the city

5.9 Key themes arising from this engagement included:

- Access to advisory services
- Employment opportunities and advice
- Social isolation / lack of access to affordable and enjoyable activities
- Mental Wellbeing
- Despondency
- Culmination of costs and feeling out of control or hopeless

5.10 Responses from this resident engagement fed directly into the development of the strategy's themes and priorities. Ongoing resident and community engagement will be built upon throughout the implementation of the Anti-Poverty Strategy under the Making Manchester Fairer framework and the governance model.

Strategy Development Phase Two

5.11 After completing a synthesis of the outputs from phase 2 of the strategy development, an update on emerging priorities and themes was taken to Economy Scrutiny Committee. This provided an opportunity for members to feed into the early development of the strategy.

5.12 Following this, a further extensive programme of consultation took place on the draft Anti-Poverty strategy's themes and priorities with a range of audiences. The purpose of the consultation was to test out officers' interpretation of information provided during the initial phase 1 of research and engagement was accurate, and to provide a final opportunity for stakeholders to identify any remaining gaps within the strategy. Consultation activity included member policy panel meetings, engagement with the Family Poverty core group, conversations with colleagues from University of Manchester, a city-wide online consultation and a final virtual drop-in session for key external partners.

Responses from city-wide consultation

5.13 The online consultation was open between Monday 28 November and Sunday 11 December and was completed by 187 people and organisations. The survey questioned whether respondents agreed or disagreed with each of the draft priorities and provided a final opportunity to suggest additions to the

strategy.

5.14 The consultation was promoted through council communication channels, including social media and press briefings. Officers also directly contacted partners and organisations who had been involved in the initial strategy research and engagement to ensure consistency throughout the engagement phases. Additional support was also received from organisations like Manchester Pride, who promoted the consultation through their networks.

5.15 The responses to the consultation came from a mix of people and organisations, which included:

- 119 (64%) residents of Manchester
- 28 (15%) voluntary community organisations
- 15 (8%) public sector organisations
- 11 (6%) 'other' organisations, which mostly included people who work in Manchester
- 8 (4%) businesses based in Manchester
- 6 (3%) learning or training providers

5.16 Most respondents provided demographic information in addition to the survey questions:

- 63% of respondents were female and 31% were male
- Most respondents identified with a White ethnic origin (83%), followed by Mixed or multiple ethnic groups (5%), Black ethnic origin (4%), Asian ethnic origin (3%), and another ethnic group (1%). The remaining 4% of respondents preferred not to state their ethnic identity.
- 19% respondents advised that their day-to-day activities had been limited because of a health problem, long-term condition or disability
- 13% of respondents described their sexual orientation as LGBTQ+
- Most respondents identified with No religion (47%), followed by Christianity (39%), Islam (3%), Buddhism (3%), Another religion (2%), and Agnostic (1%). The remaining 5% of respondents preferred not to state their religion.
- 15% of respondents reported that they were a carer

5.17 Most respondents agreed with the draft priorities (93-99%). The consultation provided the opportunity for respondents to give free text commentary to provide feedback if they had disagreed with a priority, and a final opportunity to outline any gaps they felt were missing from the strategy.

5.18 A full report providing a detailed analysis of the consultation responses is included under appendix 3.

6.0 Priorities and Outcomes

6.1 The research, engagement and consultation work enabled us to arrive at a set of themes, priorities and actions for the new strategy which incorporated many

of the ideas proposed by our partners. These are included in full as part of appendix 1 and summarised here.

6.2 Our vision is that *the whole of Manchester will work together to reduce poverty and lessen the impact of poverty on our residents*. This is our vision because we recognise that tackling and ending poverty requires a coordinated and whole system approach, where individuals and organisations act as allies for people who are the most in need.

6.3 **Theme 1: Preventing Poverty.** The priorities in this theme are about the things that we can do to prevent residents experiencing poverty.

- Priority 1.1 - Identify residents at risk of poverty and connect them to help and support that is tailored to their needs.
- Priority 1.2 - Help residents on low incomes to manage their household expenditure and reduce debt.
- Priority 1.3 - Avoid taking action that will push residents into poverty or debt.
- Priority 1.4 - Connect residents who are working to better paid and more secure employment.

6.4 Theme 2: Mitigating Poverty. The priorities in this theme are about trying to make life easier for people who are experiencing poverty and making sure that their basic needs are met.

- Priority 2.1 - Make sure everyone has access to appropriate and good quality, accessible advice.
- Priority 2.2 - Meet people's basic needs of food, warmth, shelter, health & hygiene.
- Priority 2.3 - Ensure access to culture and leisure opportunities to help people experiencing poverty have a good quality of life.
- Priority 2.4 - Make sure that the support available treats people with dignity, is respectful of their needs and operates in a way that is best for them.

6.5 Theme 3: Pathways out of Poverty. The priority in this theme is about raising people's incomes so they can move out of poverty.

- Priority 3.1 - Help residents on low incomes to maximise their household income.

6.6 Theme 4: Inclusive and effective delivery. Inclusive and effective delivery is about improving the way that the ecosystem of people and organisations supporting people in poverty operates.

- Priority 4.1 - We will make sure that people with lived experience of poverty have a voice in anti-poverty work.
- Priority 4.2 - We will find new ways of funding and resourcing anti-poverty work in Manchester.

- Priority 4.3 - We will use data to help understand poverty in Manchester and to design and target interventions accordingly, making sure that we consider inequalities and inequity in how poverty is experienced.

7.0 Delivery and measuring success

Delivery

- 7.1 Learning from our experience with the Family Poverty Strategy 2017-2022 and considering the information we have gathered from research and our conversations with partners, there is an opportunity to make some changes to the governance for the new strategy to ensure that it is as effective as it can be. The strategy will be led by a Making Manchester Fairer and Anti-Poverty Programme Management Team made up of council officers and our partners. Delivery will ultimately be accountable to the Making Manchester Fairer Programme Board. Specific actions relating to governance and delivery are outlined within the text of the strategy under theme 4 (appendix 1).
- 7.2 Incorporating resident engagement and lived experience in delivery of the strategy is also a key component of Making Manchester Fairer, which includes a whole workstream on this agenda. We acknowledge the continued difficulty in reaching certain people and communities in Manchester (as evidenced by the responses to our online consultation) and are committed to developing this work through the life of the Making Manchester Fairer Action Plan and Anti-Poverty Strategy. More detail on this approach is included within the draft strategy itself.
- 7.3 Delivery of the strategy will be undertaken through partnership working and collaboration between Manchester's Voluntary and Community Sector organisations and public sector institutions with the support of the city's private sector. Poverty is a complex issue which no one organisation or team holds all the levers to address. Resources for this agenda are extremely limited, and at present are focused on the immediate response required to the Cost of Living Crisis.
- 7.4 To ensure effective and sustainable resourcing throughout the duration of this strategy, a "virtual team" will be convened to bring together different expertise from across the Council and partner organisations. The team will continue to look for opportunities to bring in funding and other resources to support Manchester's anti-poverty work.
- 7.5 Additionally, it is proposed that the strategy's priorities are embedded in the Council's Team Around the Neighbourhood work plans. The team already works to bring together services at a local level and are best placed to utilise local connections and assets to manage delivery which is responsive to local needs.

Measuring Success

- 7.6 Measuring the impact and success of the new strategy will be challenging due to external factors beyond the Council's control. The worsening economic context is likely to put pressure on household budgets in the medium term, whilst constraining the ability of the Council and our partners to deliver effective services. Additionally, the action that we are collectively able to take is already limited in scope when compared to the scale and complexity of the factors driving poverty in Manchester.
- 7.7 In response to these challenges, a series of indicators have been selected which will assist in telling us about the risk of people experiencing poverty, and the volume and need of individuals accessing certain services. This will help us understand how external factors are likely to drive demand and adapt our collective approach in response to changing needs.
- 7.8 We will know we have been successful when our evaluation of individual activities shows that they have made a positive difference to people's lives and when demand on MCC and our partner services reduces. This will be backed up in the longer term by changes in more longitudinal data.
- 7.9 A full list of the proposed indicators is outlined within the draft strategy.

8.0 Conclusion

- 8.1 The current economic challenges and rising inflation means that poverty is going to continue to be a significant issue in Manchester for several years to come. Manchester has a robust system and network of professionals and organisations who remain committed to this issue, and who work together to ensure that we are doing everything we can as a collective to reduce the number of people experiencing poverty.
- 8.2 We also recognise that in some areas our powers to tackle poverty are limited, and we are prepared to work together to identify new solutions and ways of working to maximise our collective impact on this issue. Where we do not have the powers locally, we will continue to make the case to UK Government for the legislative changes that we believe are required to create the right conditions to effectively reduce poverty in our city.

9.0 Recommendations

- 9.1 The Executive is recommended to adopt the new Anti-Poverty Strategy for Manchester

10.0 Appendices

- Appendix 1: Anti-Poverty Strategy
- Appendix 2: Full list of consultees
- Appendix 3: Analysis of consultation responses