

Agenda for Poverty Working Panel Monday, 26th April, 2021, 2.30 pm



Members of Poverty Working Panel

Councillors M Allen, M Armstrong (Chair), M Chapman, B De Saram, S Hawkins, P Jarvis, F King, M Rixson, J Whibley and T Woodward

East Devon District Council
Blackdown House
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Venue: Online via the Zoom app. All Councillors and registered speakers will have been sent an appointment with the meeting link

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Tuesday 20th April, 2021

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Please do not attend Blackdown House.
Members are asked to follow the [Protocol for Remote Meetings](#)**

This meeting is being recorded by EDDC for subsequent publication on the Council's website and will be streamed live to the Council's Youtube Channel at <https://www.youtube.com/channel/UCmNHQruge3LVI4hcgRnbwBw>

Public speakers are now required to register to speak – for more information please use the following link: <https://eastdevon.gov.uk/council-and-democracy/have-your-say-at-meetings/all-other-virtual-public-meetings/#article-content>

- 1 Public speaking
- 2 Apologies
- 3 Declarations of interest
- 4 Minutes of the previous meeting held on 15 March 2021 (Pages 3 - 7)
- 5 Discussion paper on the Community and Voluntary Sector - Jamie Buckley - Community Engagement and Funding Officer (Pages 8 - 21)
- 6 Draft Poverty Strategy and Updated Action Plan - John Golding - Strategic Lead - Housing, Health and Environment (Pages 22 - 64)
- 7 Breathing Space Regulations - Libby Jarrett - Service Lead - Revenues, Benefits, Customer Services and Corporate Fraud
- 8 Date of the next meeting

[Decision making and equalities](#)

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EAST DEVON DISTRICT COUNCIL**Minutes of the meeting of Poverty Working Panel held at Online via the Zoom app on 15 March 2021****Attendance list at end of document**

The meeting started at 11.00 am and ended at 1.40 pm

41 Public speaking

There were no members of the public registered to speak.

42 Declarations of interest

44. Presentation by the Housing Service.

Councillor Bruce De Saram, Personal, Designated Person for EDDC tenants.

46. Updated Draft Poverty Strategy Action Plan

Councillor Mike Allen, Personal, Involved in local church which runs a food bank.

43 Minutes of the previous meeting held on 15 February 2021

The minutes of the meeting held on 15 February 2021 were agreed as a correct record.

44 Presentation by the Housing Service

The Chair welcomed Jo Garfoot - Acting Housing Service Lead; Andrew Mitchell - Housing Solutions Manager; Sophie Davies – Housing Business and Customer Improvement Manager, and Sue Bewes – Housing Services Manager, to the meeting.

Jo Garfoot gave an overall introduction to the Housing Service and the work of various officers and stated that;

- Upgrading properties to be carbon neutral was likely to have the biggest impact on costs for tenants in terms of reducing the potential for fuel poverty.
- Upgrading properties was also likely to be the biggest expenditure that the Council had ever made.

Andrew Mitchell gave a presentation about Homelessness and this included the following points:

- Homelessness and poverty go hand in hand and the Council had a number of initiatives to address these inter-related issues.
- There was a clear increase in demand for temporary accommodation in 2019 and 2020, and when the COVID pandemic started to make its impact felt several months later. This had given rise to initiatives such as 'Everybody In', increases in Domestic Violence, and the inability for people to 'sofa-surf'.
- EDDC had responded with schemes including the Rent Deposit and Bond scheme to assist people into the private sector, and the Homemaker Financial Advice and Assistance scheme which were working well and assisting an increasing number of people.

- Housing First was a scheme to provide accommodation for rough sleepers who had no other options. Accommodation was provided by the Local Authority with support provided by others and funded by monies from the Rough Sleeper Initiative. EDDC has 3 properties in 2020-21, but is hoping to apply to MHCLG to double that to 6 over the coming months.
- The Furniture Project is set up to assist people moving from temporary accommodation into more settled housing, but have no means of furnishing it. The project ensures that people have what they need when they move into a property and uses recycled furniture which may have been donated.
- This links to a number of Council strategies in tackling homelessness, climate change and poverty.
- There are a number of challenges facing officers in this work in relation to how far the Council can go to assist on top of its statutory duties, including storage, transport, and lifting of items amongst others.

Debate following the presentation included the following comments:

- There were currently about 25 residents in B&Bs presently which had a big financial impact on the Council and those concerned, and was not ideal for families or single people.
- It was harder to move people on at present due to the COVID situation.
- Domestic Violence victims originated from both urban and rural areas and the Housing Service just needed to respond as fast as they could.
- In the current circumstances EDDC were allocating 60% of accommodation to temporary needs and was actively looking for 3 or 4 bedroom properties in order to bring more properties into EDDC stock.
- After the eviction moratorium, there will be an expected influx of people who will need rehousing.
- Temporary accommodation is exempted from the Right to Buy rules.
- Mutual exchanges occur each year, which are private swaps between existing tenants to suit a variety of circumstances.
- In terms of a moving on programme, there is always a plan to suit the situation of individuals.
- The Housing Service are quietly confident that additional funding will be made available to increase the number of properties from 3 to 6 as previously referred.
- EDDC is expecting monies to become available under the Domestic Violence Bill 2020, which will increase the responsibilities for local Councils in future.
- In response to a question, officers confirmed that carpets can be recycled for temporary accommodation.
- Work is ongoing with letting agents to understand forthcoming cases and assist with deposits and rents.
- The former Housing Company TaFF is evolving into a different kind of group hoping to increase levels of housing stock.

Sophie Davies (who was replacing Graham Baker – Housing Property & Asset Manager due to an unexpected appointment) gave a presentation about the Green Energy Project and this included the following points:

- The aim of the project was to improve the energy performance and affordable warmth of some of the worst performing and most expensive to heat properties; to improve living conditions for tenants and reduce carbon emissions by more than half.

- Funding was made available by Government in 2020 as part of their Green Homes Grant Local Delivery Scheme. EDDC successfully bid for funds on condition that it was able to match fund the project costs by a minimum of 50%, which it confirmed that it would.
- The grant fund was to install more efficient air source heat pump powered heating systems to 100 homes, while EDDC match funds would be used to put in additional measures to improve the energy performance of the homes.
- 100 properties will have received the pumps by the end of March 2021, with other measures to follow.
- Tenant feedback to date has been very positive about the new heating systems.
- Funding models to cover EDDC housing stock and to meet climate change targets need to be developed.
- The Stock Condition Survey will form the basis of future work on the suitability of different properties to green works. It will enable a forecast of the cost of carbon efficient works required on Council housing stock and facilitate the planning of spend over the next 20-30 years.

Debate following the presentation included the following comments:

- Criteria for prioritising which tenants are assisted are given as part of the scheme.
- Tangible benefits for tenants who have provided feedback include how life has changed by, for example, being able to afford to heat a whole house instead of only one room.
- Issues were discussed in relation to the cost of upgrading properties which could then fall under the right to buy and money being lost for the benefit of future Council tenants. This would effectively mean public sector funds were being handed to the private sector, and would be an issue facing Councils everywhere.

Sue Bewes gave a presentation (on behalf of Nettie Giles who was unable to attend) about the work of the rental team in preventing poverty and this included the following points:

- The challenges currently facing EDDC tenants include having no money for rent or council tax, for food, for heating and many are living in fear of poverty.
- The pandemic has taken away financial and emotional security of tenants and the rental team ensure that they do not lose their homes, and that they can live in a comfortable environment in which they can care for and feed their families. This is done with outside agencies.
- Financial support is offered via referrals to Homemaker Southwest, as well as to food banks and charities for furniture or other goods.
- Tenants will also be given support with claims for Universal Credit, Council Tax Reduction and Discretionary Hardship Payments.
- The team work across the Council with Housing Benefits and Council Tax teams to assist tenants.
- Three case studies were referred to, to indicate the various ways in which the Rental Team had worked with others to assist tenants in positive and practical ways.

The Chair thanked Jo Garfoot, Andrew Mitchell, Sophie Davies and Sue Bewes for their presentations which would be circulated after the meeting.

45 **Review of Council poverty-related activities 2020-21 - Helen Wharam - Public Health Officer**

Helen Wharam gave a brief summary of her Review of Council poverty related activities during 2020-21. She stated that this was compiled from readily available documents supporting Service Plans across the Council. The last year was the year of the pandemic and not a typical year, but the review gave an indication of the huge range and volume of activities undertaken by services under the five headings of the Poverty Strategy Action Plan;

1. Helping people on low incomes
2. Strengthening families and communities
3. Inclusive economy
4. Housing
5. Improving health outcomes

It was clear that a staggering amount of work had been done across the Council, made more difficult because of the COVID pandemic which had made life worse for many people.

The Chair thanked Helen for presenting her report.

46 **Updated Draft Poverty Strategy Action Plan - John Golding - Strategic Lead - Housing, Health & Environment**

John Golding presented the latest iteration of a developing Poverty Strategy Action Plan which had been circulated prior to the meeting. Some elements had been updated to reflect different themes covered and issues such as digital inclusion.

He hoped to conclude work on the document at the April meeting of the Panel and then implement the actions, all of which needed to be aligned with all the updated Service Plans over the next few weeks.

He referred to predictable problems which could not be resolved by EDDC alone, such as poverty amongst older people, or the disparity in pay between men and women which would impact on pensions, but that the Council would need to lobby Government on such issues. He also confirmed the need for financial resilience and how the Council could promote positive messages and information.

The Chair thanked John for this latest draft of the Action Plan.

47 **Date of the next meeting**

The next meeting will be held on Monday 12th April when a final draft of the Poverty Strategy should be available.

The Chair said that the work done by Jamie Buckley on community engagement and with the Community and Voluntary sector will be a topic for the next meeting. Libby Jarrett – Service Lead for Revenues and Benefits, suggested briefing members of the Panel in April, on the new ‘Breathing Space’ regulations which would be introduced in May, and which would put all debts on hold for 60 days. The Chair agreed.

The Panel would also discuss a report for Cabinet about how it would evolve into more of a monitoring group over the coming months, reviewing how the Action Plan is being progressed.

Future meetings will be held on 10th May, 14th June, 19th July, 20th September and 22nd November 2021.

Attendance List

Councillors present:

M Allen
M Armstrong (Chair)
M Chapman
B De Saram
P Jarvis
M Rixson
T Woodward

Councillors also present (for some or all the meeting)

P Arnott
P Faithfull
M Howe
A Moulding
J Rowland
E Rylance

Officers in attendance:

Jo Garfoot, Acting Housing Service Lead
Sue Bewes, Housing Services Manager
Amanda Coombes, Democratic Services Officer
Sophie Davies, Housing Business & Customer Improvement Manager
John Golding, Strategic Lead Housing, Health and Environment
Susan Howl, Democratic Services Manager
Libby Jarrett, Service Lead Revenues and Benefits
Andrew Mitchell, Housing Solutions Manager
Helen Wharam, Public Health Project Officer

Councillor apologies:

S Hawkins
F King

Non Panel Councillor apologies:

I Hall

Chair

Date:

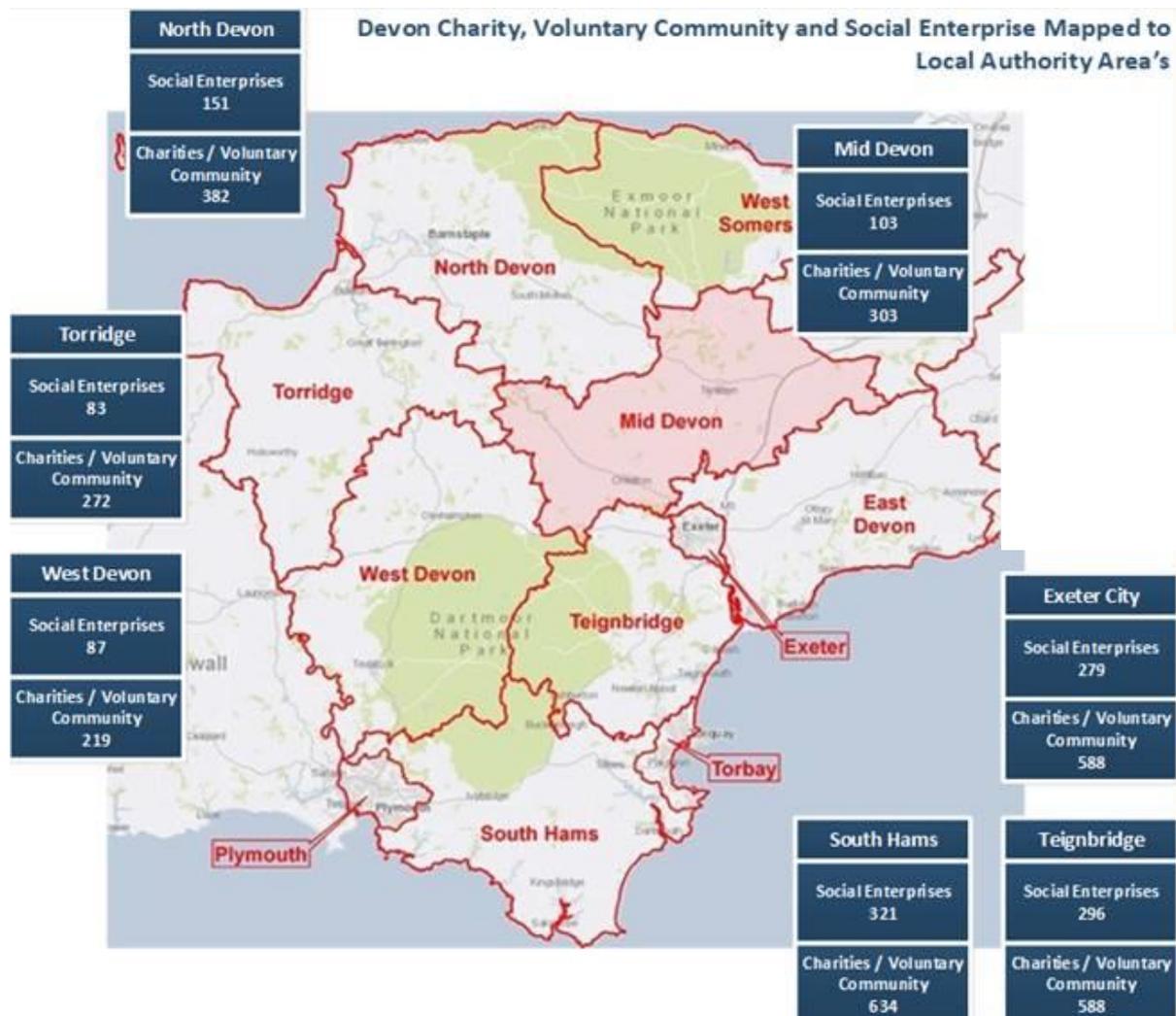
East Devon Community and Voluntary Organisations

East Devon has hundreds, if not thousands, of not for private profit:

- Charities
- Community and voluntary organisations
- Social enterprises

These are termed VCSE groups, which stands for Voluntary, Community and Social Enterprise.

There are around 627 registered charities within East Devon and 204 registered social enterprises. In addition, there are then the many, many voluntary and community groups and social enterprise type organisations that aren't registered as either of these. The image below shows roughly how we compare to other Devon local authorities in terms of registered charities and registered social enterprises.



To search the national list of registered charities for those in each town / village:

<https://register-of-charities.charitycommission.gov.uk/charity-search>

A high percentage of these VCSE organisations will work with vulnerable people, including people affected or potentially affected by poverty.

The value the VCSE sector adds to East Devon

The VCSE sector in East Devon is, in my experience, outstanding overall. The VCSE sector can, and already does, vital work to help with the council's strategic actions on poverty. The work they do is very wide ranging.

For example taking the points from the one page draft Poverty Plan:

1. Jobs

The VCSE sector can both provide paid jobs for people, and help people get work, for example Exmouth's Glenorchy Work Club: <https://www.facebook.com/glenorchyworkclub/>

2. Education

Volunteering with any VCSE can provide important experience and skills to people.

3. Money

East Devon Citizens Advice Bureau helps provides free, impartial and confidential advice and information on a range of issues, including benefits and financial issues.

4. Health

There are main VCSE groups related to improving health in each of East Devon's main towns. The East Devon Community Network is a network set up to help the main health VCSE groups to network, support each other, apply for joint funding and share best practice.

5. Food

East Devon's multiple foodbanks and community larders provide food to those in food poverty.

Who are the VCSE organisations?

Although the registered charities and registered social enterprises can be found as they're on national databases, unfortunately there is no accurate list of VCSE organisations within East Devon. This can be achieved to a certain extent through networking and mapping. Due to the thousands of groups this would take significant resources. However, as some groups move on, close, open and change details fairly rapidly this information would be out of date as soon as it's created. Devon County Council have struggled for years to create and keep an accurate and up to date database of VCSE groups. The one they use at the moment is out of date and incomplete but is still a great resource: <https://www.pinpointdevon.co.uk/>

Recently, some of the VCSE groups have been creating and updating their own lists of certain categories of VCSE groups in their area. This ensures they are more local and well maintained. However, this takes them time and resources, and there is no overarching list. An example of this is Sid Valley Help's list: <https://www.sidvalleyhelp.co.uk/organisations>

Examples of just a few of the numerous amazing VCSE organisations within East Devon that do work that influences the poverty agenda:

1. Parental Minds CIC: <https://www.parentalminds.org.uk/parental-minds-counselling/>

Parental Minds CIC was set up by a local resident and is going from strength to strength. It aims to improve communication & collaboration between mental health services in East

Devon & nationally and ensure the voices of Mental Health Caregivers are heard and valued. They provide well-being workshops, using their own resources to aid prevention and early intervention of mental health issues within families, promoting open communication, self-care and acceptance. They also provide safe, secure wrap-around care to Mental Health Caregivers at Honiton's Parent+ Support Hub, including access to low cost Talking Therapy.

2. Project Food: <http://halff.org.uk/>

Project Food (formerly known as HALFF) is about good food and good health. It's based in Axminster but covers a lot of East Devon. It is about the importance of cooking, eating and sharing real food on a budget. It is also about improving people's understanding of the links between the food they eat and the health they get to enjoy. They adapted recently to provide online support to people, and expanded their fresh food delivery service.

3. Ottery Help Scheme: <https://www.otteryhelpscheme.org.uk/>

The Ottery Help Scheme are based in Ottery St Mary but cover quite a bit of East Devon. They work closely with many other organisations with the aim of sharing best practice to enable them to provide thoughtful and joined up support to our community. Their aims are to unite and mobilise the goodwill of our community, offering support to local residents where it is needed most in times of illness, difficulty or life-changing circumstance. They mainly support older people.

4. Honiton TRIP: <https://www.tripcta.org/>

TRIP is the Honiton-based charity dedicated to relieving rural isolation and loneliness in East Devon by providing affordable services - transport, specialised disability equipment and a personal befriending service. During the Coronavirus pandemic they took on extra responsibilities for delivering free, hot / freshly prepared meals to people in need, amongst other things.

5. Exmouth Foodbank: <https://www.exmouthfoodbank.org.uk/>

The Exmouth Food Bank was set up in 2012 by a group of churches in Exmouth, including the Brixington Community Church, Holy Trinity Church, the Salvation Army, Holy Ghost Church and Exmouth Chapel. It was created to help individuals and families in crisis by providing free emergency food help. The majority of the food they distribute is donated; they then use cash donations to buy what else is needed to provide nutritionally balanced food parcels.

The outstanding work of East Devon VCSEs during Coronavirus

The recent Coronavirus pandemic has really highlighted the large and vital contribution that East Devon's VCSE sector makes, and can make to the local community and shines a spotlight on what they achieve. If the VCSE sector (including town and parish councils) had not existed, adapted and stepped up quickly there would have been major, unmanageable gaps in support for residents during Coronavirus.

All other local authority areas within Devon have a Council for Voluntary Service (CVS), East Devon doesn't have one. At the start of the Coronavirus pandemic, these CVSs in most cases, if not all, mobilised, supported and co-ordinated the response effort to support their communities through the pandemic.

However, in East Devon, the VCSE groups themselves did this, in a few cases with help and support from EDDC. The rate at and success with which most of them got their individual town / parish responses off the ground was overwhelming. Within weeks every area of East Devon was covered by some sort of community response, EDDC gathered in this information and put it on our website and helped fill in any gaps. Residents can find the information for themselves on our website, or they can call our Coronavirus Community Support Hub and the team will refer them: <https://eastdevon.gov.uk/coronavirus-covid-19/community-support/community-contacts-in-east-devon/>

For example:

- In Honiton a wide variety of over 27 VCSE groups and other relevant organisations got together on 17 March 2020, led by the voluntary sector, and set up all aspects of their community response to help residents through Coronavirus. They decided what they were going to do, and had a leaflet printed within 5 days detailing how residents could get help in terms of foodbanks, prescription delivery, free hot meal delivery etc. This leaflet was then delivered to all households in Honiton. They successfully dealt with thousands of support requests.
- The Random Kitchen was set up in Honiton, and was using the Rugby Club kitchens. They delivered over 20,000 free three course meals to people in need in Honiton and the surrounding areas.
- Budleigh Salterton Relief in Need expanded the work they were already doing. They found families in need through local schools etc and sent 53 separate households in Budleigh Salterton, East Budleigh, Otterton and Exmouth vouchers they could spend in local food shops.
- The Ottery Community Volunteers VCSE group was created, organised and mobilised within a very short space of time. Their aim was/is to help the local support teams within Ottery with the large volume of those in lockdown, isolated or being shielded. They have helped deliver 650 prescriptions, made 376 grocery deliveries and checked on vulnerable family members etc, helping over 370 different households within Ottery St Mary.
- East Devon's amazing foodbanks adapted quickly to delivering food parcels, social distancing when in their premises and a change in volunteers as many of their previous volunteers were advised to shield. Most have also experienced a significant increase in demand and donations.

To try to help these and groups like them EDDC:

- Set up a Coronavirus Community Food Fund, which gives grants of up to £2,500 to those VCSE groups helping people in food poverty: <https://eastdevon.gov.uk/coronavirus-covid-19/community-support/coronavirus-community-food-fund/>
- Set up a joint Covid 19 Fund with Devon County Council, this was a small grants fund available for all sorts of projects: <https://eastdevon.gov.uk/coronavirus-covid-19/community-support/covid-19-fund/>
- Researched, wrote and sent out regular email newsletters emailed to the 70+ groups to keep them up to date and let them know of any support we could give them.
- Set up monthly Zoom meetings for all representatives of our Coronavirus community support groups. The idea being that we arrange and host the meeting but the agenda is led by the groups and what they want to discuss with each other. There have now been five of these Zoom meetings with between about 12 and 18 attendees, some groups have been to most and find them very useful.

- Further work on mapping food related groups and supporting groups has also been carried out by Housing's Community Development Workers.

For the Panel's information, these are the main poverty related concerns were raised by the VCSE groups in the last Coronavirus community support groups Zoom meeting. This makes it clear that VCSE groups have and are working with similar concerns to the Poverty Panel.

- Starting to see people who are flourishing, Covid has released them from worrying situations and anxiety producing activities. These people have huge anxiety about going back to normal.
- Some people now have huge financial worries, but some are much better off financially. Some people on benefits have broken the cycle and can now manage financially. When things go back to normal, they will find it hard to manage money. How do we stop these people going back to previous financial habits?
- There are quite a lot of people already in financial crisis who would not normally be. Poverty will keep increasing and the need for financial support will keep increasing. There is a lot of hidden debt that will surface at the end of payment holidays, financial support, furlough, fewer jobs, whether people be able to afford their mortgages, the end of landlords being unable to evict tenants etc. A perfect storm of financial crisis.
- It's a big step for some people who never expected to need financial support such as food banks to need it and ask for it, could harm their mental health significantly.
- There will be a mental health crisis, how do we deal with that? Already volunteers encountering more people with more serious mental health issue.
- Don't be blind to the fact that many problems existed before Covid. Covid has shone a light into some dark places.
- Problems will not go away; we need resilience beyond the crisis. How do people keep their support networks going and how do we keep support going?
- There has been a benefit in the towns of Honiton and Axminster where there are now open lines of communications between voluntary groups, statutory agencies etc that were not there before. We need to keep those lines of communication open.
- The volunteer base is getting older, how do we shore that up from the bottom? Volunteers are wearing so many hats all at once it will be difficult to fill gaps once they burnout or can no longer do it. How do we get younger people to volunteer? More recognition is needed for volunteers.

The work that I do with VCSE groups

I manage and administer several of the council's grant funding streams that VCSE groups can apply for. Currently the corporate grants we have available to VCSE groups are:

- Crowdfund East Devon: <https://eastdevon.gov.uk/grants-and-funding/grants-available-from-us/crowdfunding/>
- The Coronavirus Community Food Fund: <https://eastdevon.gov.uk/grants-and-funding/grants-available-from-us/coronavirus-community-food-fund/>
Over £45,000 in grants has been given VCSE groups supporting those in food poverty.
- The Community Buildings Fund: <https://eastdevon.gov.uk/grants-and-funding/grants-available-from-us/community-buildings-fund/>

I also provide advice and guidance to those applying for EDDC funding. I provide extensive training on crowdfunding, which is the future of funding, but not something many East Devon groups have done before.

I provide funding advice and support to people at all levels of EDDC, our partners and the VCSE sector. Throughout my employment at EDDC, I have advised VCSE groups on all aspects of funding. This includes hearing about and suggesting improvements to their projects, where to find funding, and how to apply. Now I get around four of these enquiries a week, some of which take a long time to deal with.

I set up and update grants opportunities pages available on the council's website and let relevant people / organisations know about any new funding opportunities.

I publicise funding, engagement and consultation opportunities to relevant audiences such as town and parish councils, voluntary and community groups, businesses and the community.

I provide general advice to VCSE groups, or signpost them to the right places to find the answers if I cannot help them. For example this could be queries about how to become a registered charity, how to publicise what they do, who to contact within the council about particular queries. This is currently a small area of my work, which I have not publicised due to my limited capacity, but as there is no East Devon CVS it's a task that I've taken on.

Pre-Covid I organized all aspects of EDDC's Working Together Event. This was an annual event for all of East Devon's VCSE groups. Around 110 representatives of VCSE groups normally attended. This was a whole day event in a hall, with speakers that were timely and relevant, and gave the VCSE groups a chance to network. Very useful links were made between groups who then ended up working together.

Post-Covid I organize all aspects of the council's monthly networking Zoom meetings for Coronavirus community support groups, which they find really useful.

At the start of the Coronavirus pandemic, I collected in details of all the VCSE groups providing Coronavirus support to residents, helped support set up where there were gaps, listed them on our website and kept them up to date. Residents can find them there, or they can call our Coronavirus Community Support Hub and the team will refer them: <https://eastdevon.gov.uk/coronavirus-covid-19/community-support/community-contacts-in-east-devon/> I write update emails to be sent out to all of East Devon's Coronavirus community support groups to keep them informed and send them useful information and web-links.

I am working with Cllr Armstrong and other statutory agencies to investigate and develop the idea of EDDC providing some sort of VCSE support within East Devon.

I have developed great working relationships with some of East Devon's VCSE groups.

Other EDDC staff

Other EDDC staff work with VCSE groups as well. I think these are mainly:

- The benefits team
- Housing's Community Development Workers

Suggestions

- Improved partnership working between the VCSE groups and the statutory sector, and within the statutory sector regarding VCSE groups. There is often a lack of a joined up approach and a lack of communication. For example:
 - We may have schemes for example that some VCSE groups do not know about, or they may be working with some people in poverty that we have no idea about and could help.
 - Different teams within the council are working with some of the VCSE groups but those teams do not always talk to each other. There could be more sharing of knowledge and information between council teams to avoid duplication and make sure the work is as effective as possible.
 - Different statutory sector organisations are working with the same VCSE groups, sometimes on the same things. As has happened recently in East Devon, the statutory sector should work together more and go to the VCSE groups as more of a united front where possible.
- Help the VCSE sector to evaluate themselves and see if any of them could work more effectively. Maybe some could do more work to try to prevent poverty as well as deal with its outcomes. There have been instances of informal food support being given repeatedly, rather than working with people asking for the support on why they need that food support and seeing if the issues can be sorted. Or, referring the people they're helping onto other organisations who can help break the cycle.
- Ask the VCSE groups what we can do to help them, this has been done to a certain extent in terms of Coronavirus community support groups, many of whom can have some sort of impact on the poverty agenda, but yet from not the vast wealth of groups who are or could be linked to helping combat poverty. There is a proposal for EDDC to commission VCSE support, this proposal is due to be sent out to all VCSE groups for consultation.
- Put improved structures in place to help VCSE groups network with each other, particularly with those doing similar work. This will improve partnership working between VCSE groups and improve outcomes for East Devon residents. In the annual Working Together Events we used to host in person for the VCSE sector, and more recently the Coronavirus community support groups Zoom meetings hosted by Cllr Armstrong, very useful links have been made between groups that have benefitted the people they're helping. Housing's Community Development Workers and Project Food have already been working on networking food support groups.
- Influence and lobby Government where possible. For example:
 - Foodbanks are often finding they are stepping into the breach and supplying three weeks of food parcels to people purely because of the 3-week delays in paying people through the Government's Universal Credit scheme.
 - Campaign to Government for them to make more funding available to smaller VCSE groups who are doing vital work to try to prevent poverty. Often Government grants schemes are only for much larger, not so local organisations, and the deadlines for applications are sometimes so short it does not allow a co-operative of groups to get together and apply.
 - Campaign to Government for more action on poverty generally.

- Create extra grants funding streams that will fund costs they would normally struggle to find money for. This would include the revenue costs of running the actual organisation, as most funders will only fund short-term projects. It is also difficult for them to find long term funding, so they can focus on whatever they're doing and not be constantly worrying about finding the next pot of money, or when they find projects that work it's difficult to keep them going.
- Help with volunteers. Work with VCSEs to run a campaign to help them recruit volunteers, particularly younger volunteers. They are finding that as the older volunteers can no longer take part, they are struggling to replace them. Enhance and promote EDDC's staff volunteering policy. Some employers organise work parties where a group of staff in the same team volunteer together to carry out a specific project. Recognise East Devon's amazing volunteers and the work that they do. This could be in terms of the communications campaign, or an awards scheme.
- Know who our VCSE groups are, and make sure they know each other to make sure we're communicating with all of them, not just the ones we already know about, and they're helping each other where possible. However, do not underestimate this task. This can be achieved to a certain extent through networking and mapping. However, as some groups move on, close, open and change details rapidly this information would be out of date as soon as it's created. Devon County Council have struggled for years to create and keep an accurate and up to date database of VCSE groups, the one they use at the moment is out of date. Where it has not already been done, we could fund the local VCSE groups creating their own list which they are then responsible for updating and we host one overall list? Alternatively, maybe local groups could be funded to keep the Devon County Council database up to date?
- Help the VCSE groups find the people they can help, and help the people that need help find the VCSE groups that can help them. EDDC has more resources and information than VCSE groups and a wider reach in terms of communication.
- Some of these suggestions could and would normally be carried out by a well-resourced / funded Council for Voluntary Service (CVS). East Devon is currently the only local authority in Devon without any formalised organisation to support its VCSE groups. East Devon District Council paying long-term for an organisation to provide support, advice and guidance to East Devon's VCSE sector could be a great advantage. East Devon is currently the only local authority in Devon without a support organisation for its VCSE groups. As East Devon does not have a CVS, after feedback from the Coronavirus community support groups, EDDC have put together a draft proposal, which could result in EDDC paying for an organisation to support the vital VCSE sector within East Devon. This draft paper will soon be sent out to VCSE groups to see how they all feel about the proposals before being presented to a wider group of Councillors. This could be a traditional CVS, but we also need look at other alternatives to see if they are better. For example, an extension of a grassroots organisation from within East Devon or something similar to Exeter City Council's CVS support. We would suggest there would need to be a commitment to several years of funding. This would give the organisation confidence to grow and develop, and to help it not ending up competing for grants against the VCSE groups it's trying to support. This is explored more in Appendix 1.

- The VCSE Coronavirus community support groups we meet with regularly are very concerned about the immediate future in terms of increasing poverty and mental health concerns. The sooner, the better.
- Collect and use data on the reasons we are aware of for people needing help in terms of poverty and encourage VCSE groups to do the same, and share this with each other so we can all see if we can better target our and their services.
- Provide spare places on any EDDC training that might be relevant to VCSE groups.
- Look at what already exists and use grassroots organisations, and do not try to impose things on VCSE groups. For example, the 'East Devon Community Network' has representatives from health-based organisations in several of the towns. This is a grassroots based network containing some of the biggest community activists and could potentially be a great resource.

Appendix 1

East Devon's lack of a Council for Voluntary Service

Unlike every other local authority within Devon, East Devon does not have a Council for Voluntary Service (CVS). We have not had one for a few years now, since the organisation that used to be our CVS stopped being one and was not replaced.

What a CVS is

A CVS is "the place at which local voluntary and community organisations speak to each other". They offer a wide variety of services and support for other local organisations, for example training, or advice on funding.

CVSs are also involved in advocacy for the organisations they represent, and aid in communication between the local voluntary and community sector and the statutory sector. They will typically provide fora for organisations to meet, often a Community empowerment network, and will interact with, or have a seat on, the local strategic partnership. They may also advocate on behalf of the organisations they represent on a one to one basis.

A CVS may or may not incorporate the local Volunteer Centre.

What has happened since East Devon has not had a CVS

Since then, there has been a gap in provision with more piecemeal, limited support. For example:

- EDDC's Community Engagement and Funding Officer providing VCSE groups with services such as funding advice and networking groups.
- The East Devon Community Network is a network set up to help the main health VCSE groups within each of the towns to make links with and support each other. This may be developing further with initial monies from Devon County Council; they are currently both looking into it and keeping us updated.
- EDDC Housing's Community Development Workers have undertaken mapping exercises and given support.

This gap in provision became very apparent at the start of Coronavirus. All other local authority areas within Devon had a CVS, which mobilised quickly to help provide Coronavirus support both directly to residents and to VCSE groups. In East Devon, we were reliant upon VCSE groups mobilising themselves, without much support / guidance / advice, and covering the whole of East Devon.

Examples of how two other local authorities provide support to not for private profit groups in their areas

1. Teignbridge

Teignbridge has a very good CVS, mainly due to having an excellent Chief Executive and experienced very long-term staff. Prior to Coronavirus, they had a physical office that was open Monday to Thursday. Now all working from home and services are delivered remotely. They have been invaluable during Coronavirus.

Their CVS is funded by Teignbridge District Council, £60,000 a year. This is £35,000 for core costs, £8,000 for the volunteer agency, and £14,000 for funding advice. They are coming to the end of a three year Service Level Agreement. Next year they will probably operate it from

one year Service Level Agreements. The CVS also have access to funding from the NHS and access external grants on their own behalf.

As it's an SLA they report to the council on a quarterly basis, on a whole range of outcomes. The council aren't overly prescriptive about what should be provided, as the CVS are experts in what is needed. They provide learning opportunities, community development, advice and support and are currently working towards a quality mark.

They organise and undertake several of forums such as ones on health and wellbeing, foodbanks and youth services. The CVS are good at helping groups join up and network so they can get funding together.

They have recently formed a new trading arm with money from the district council. This was to help them be more sustainable, making a small charge for things such as training.

The council feels that it's all about having the right people do it, the staff are key to a successful CVS.

2. Exeter

Exeter used to have a Council for Voluntary Service (CVS) but this changed to Co-lab Exeter: <https://colabexeter.org.uk/> this left a gap in support for the Voluntary, Community and Social Enterprise sector.

Exeter City Council reviewed its entire grant process 3 years ago, using a consultation run by external consultants so it was independent. There were many historical grants totalling £1.3million that the council was giving out, for example to the CVS and Citizen's Advice Bureau (CAB) in the form of revenue grants, rent grants on council buildings or land etc.

Community groups and residents were asked to identify how the £1.3million should be spent. All of the groups receiving grants, rent subsidies etc. and residents identified what their priorities were for the £1.3million. All the community groups receiving grants in any form were given the opportunity to comment and had the chance to meet one to one to give their input. The consultation identified key services, which were then tendered as a contract. Where grants were going to end, the Voluntary, Community and Social Enterprise (VCSE) groups were given 6 to 12 months' notice.

- CAB Exeter won a contract to provide their support to individuals and got more than they were doing previously, amounting to £200,000 a year. This allows more working in partnership, as it's a contract, and has been more beneficial than the previous grant.
- Wellbeing Exeter now exists in the city. There are Community Builders throughout the city who fulfil a community development role, including working with individuals and helping them get together and mobilise and form VCSE groups. The Community Builders are managed by Exeter Community Initiatives. Social prescribing fits in with this.
- The more traditional type CVS role is now fulfilled by Exeter Connect. They provide services such as advice on managing volunteers, advice on funding, support to become constituted etc. They receive £180,000 a year from the council, the contract is for three years with the opportunity to extend. Exeter Connect is managed by Exeter Community Initiatives. They were appointed in December last year, the new team were brought into post and were tied in straight away to Coronavirus support. The fact that it's a contract has meant that the council has a team it can work closely with; there is monthly monitoring and portfolio holder involvement. It is a tricky role

being linked to the council as sometimes they are helping projects that Councillors do not support, and there was a lot expected of them. They are currently working on a digital inclusion project and Coronavirus related work as well as the traditional CVS type role.

Coronavirus Community Support VCSE groups

Westbank

As there is no CVS in East Devon, throughout the Coronavirus pandemic Devon County Council has, through Devon Voluntary Action (DeVA) paid for Westbank to provide the following very limited but important support to East Devon's VCSE groups that have been providing Coronavirus support to residents. This however is now at an end.

- Support with good practice (e.g. DBS checking under new Coronavirus regulations) and safe ways of working with volunteers and / or those relying on volunteers to deliver service, or to meet needs.
- Providing guidance relating to all aspects of volunteering and utilising volunteers.
- Helping to promote volunteering opportunities.
- Support with funding applications.

East Devon District Council findings about support for VCSE groups

As East Devon lacked a CVS at the start of the Coronavirus pandemic, EDDC collected in details of all the VCSE groups providing Coronavirus support to residents, helped support set up where there were gaps, and listed them on our website. Residents can find them there, or they can call our Coronavirus Community Support Hub and the team will refer them: <https://eastdevon.gov.uk/coronavirus-covid-19/community-support/community-contacts-in-east-devon/>

EDDC then started organising monthly Zoom networking meetings for all of East Devon's Coronavirus community support groups. The idea being that we arrange and host the meeting but the agenda is led by the groups and what they want to discuss. There have now been five of these Zoom meetings with between about 12 and 18 attendees, some groups have been to most and find them very useful.

Many of the groups already existed and stepped up their support, a few were new groups. At these meetings we have discussed the support VCSE groups in East Devon may need. Key common points raised about support needed were:

- Help to find longer term funding, so they can plan for the future. In addition, funding for core costs, not just for projects.
- Guidance, advice and funding for helping communities become more digitally included, so more people can access online services and take advantage of online social opportunities.
- Opportunities to network and communicate are key, building relationships both within the voluntary sector and between the voluntary sector and statutory agencies. Bring everyone together, currently having the same conversations with different groups. Forums were suggested, where everyone could get together to discuss issues and a way forward.

- Guidance on recruiting, keeping and supporting volunteers. Ways to reduce volunteer fatigue and help people realise even a couple of hours of volunteering can mean a lot.
- Working with the voluntary sector themselves to devise what support is needed.
- Finding out what's already going on and building on what's already there.
- Guidance on building resilience and sustainability within the voluntary sector.
- Needs to be flexible, what is needed today might not be what is needed tomorrow.
- Help to reach those who are most isolated and disengaged.
- Lack of volunteers/volunteers with skills/knowledge
- Rural nature of District meaning people that live in between villages/town do not know where to get help.
- The need for a cohesive approach (possibly digital) to enable group communication, sharing of expertise and best practice.
- How to reach people who are not online.
- How to encourage people who may need help to come forward.
- Funding issues
- Don't necessarily need an overarching body, should be a conduit for projects like I Belong.
- CVSs should be separate to service delivery to make sure they are separate and objective.
- A CVS would be better as it would formalise the support and would be an easy point of contact.
- There is a huge job to do in terms of capturing what community groups there are throughout East Devon, some towns already have lists for their areas.
- Need to know funding would be there long term.
- There is a huge range of community organisations out there. Needs and access to support would be very different between them all.
- The pressure on grant funding support in the future will be huge, but cannot take any funding away from voluntary sector groups.
- There are areas the voluntary sector needs support in now.



Poverty – Plan on a Page

Our purpose is to – **reduce poverty across East Devon**

The Council’s approach set out in this strategy reflects updated evidence on the nature of poverty in East Devon and changes in the national context over the past decade.

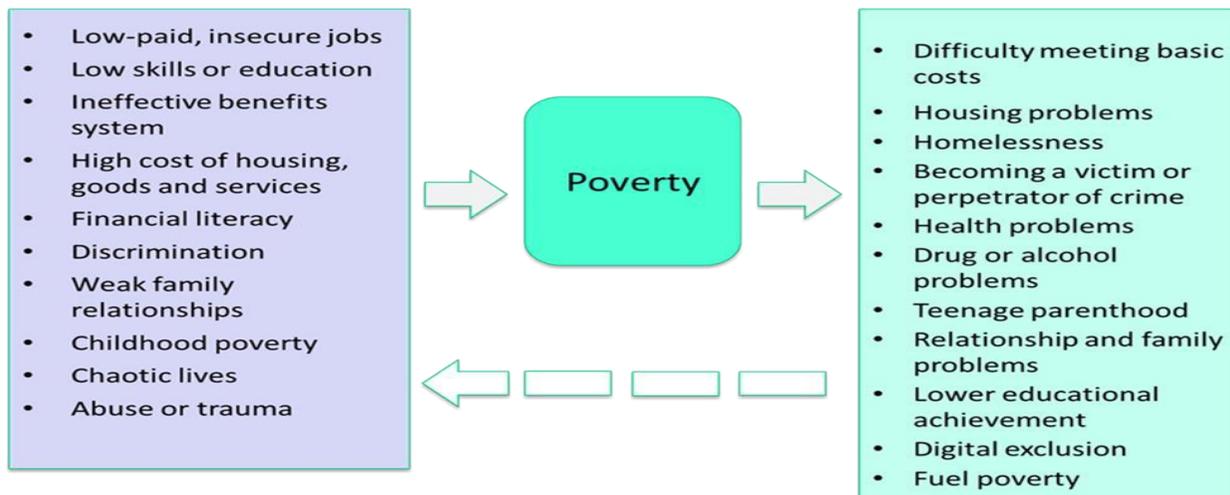
It also builds on the learning from the Council’s existing approach to supporting individuals and communities. This learning includes:

1. The importance of balancing efforts to address the immediate effects of poverty, with preventative work to address the root causes of poverty.
2. Being clear on which issues can be addressed by direct delivery by Council services, which issues can be achieved through partnership working (where more can be achieved through collaboration), and which issues require influencing and lobbying activity (where powers lie with Government or other agencies).
3. A need to build the capacity and resilience of residents and communities.

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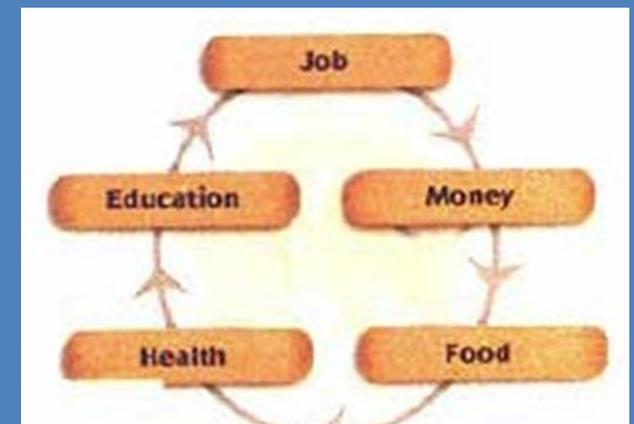
Causes

Effects



Strategic Actions:

- 1 Helping people on low incomes to maximise their household income and minimise their costs, building financial resilience and reducing indebtedness.
- 2 Strengthening families and communities, including supporting groups of people that are more likely to experience poverty, and community and voluntary groups working to combat poverty.
- 3 Promoting an inclusive economy, by raising skills and improving access to a range of employment opportunities for people on low incomes.
- 4 Addressing the high cost of housing, improving housing conditions, creating affordable warmth and reducing homelessness.
- 5 Improving health outcomes for people on low incomes, including access to good diet, health care and ill health prevention.



East Devon District Council Anti-Poverty Strategy

Introduction and Context

East Devon is a prosperous area for many. It has a strong economy, driven by a combination of small businesses, agriculture, tourism, the service sector, and a significant cluster of hi-tech and bio-technology businesses.

However, despite the continuing growth of the East Devon economy, we have identified pockets of poverty, using measures which takes into account data on wages, pensions, benefits and other income. While some jobs in the district command very high salaries, there are a significant proportion of households in the area living on low incomes, or in poverty.

The incidence of poverty is unbelievably high for the 2020's and a sad reflection of the failure of social policy and societies priorities. The Covid-19 pandemic is making matters worse for many. Poverty is a serious equalities issue for modern society. This is evident internationally, nationally and locally. We live in an inequitably society with vast differences between those that are 'well off' and those who have insufficient to meet their basic needs.

We are seeing increased levels of debt with many households taking on debt to make ends meet, leading to problems in prioritising debts and incurring high interest on debts. This has been combined with an increase in food bank usage. There are important safeguarding links with poverty and the impact on vulnerable households needs careful consideration and intervention.

Poverty is defined in different ways including not having enough possessions or income for a person's needs; the condition of being extremely poor; a person or community that lacks the financial resources and essentials for a minimum standard of living; household income below 60% of the average.

Through national studies six types of poverty have been recognised – situational; generational; absolute; relative; urban; and rural.

Poverty has been defined simply as not having enough possessions or income for a person's needs; the condition of being extremely poor; a person or community that lacks the financial resources and essentials for a minimum standard of living; and where a household income is below 60% of the average.

The Joseph Rowntree Trust have illustrated poverty in the diagram below:

East Devon District Council Anti-Poverty Strategy

Levels of poverty



There are 3 levels of poverty

Poverty in East Devon

Accepting that there are several different definitions of poverty. The most common is relative income poverty, where households have less than 60% of contemporary median income (after benefits and taxes). We know that 60% of median household income (including earnings, pensions, investment income, benefits and taxes) in the UK was £17,759 in 2018/19. The Joseph Rowntree Foundation's report found that once housing costs are included in this definition, fourteen million people (22%) are in poverty in the UK.

Office of National Statistics data shows that in financial year ending (FYE) 2020, the period leading up to the implementation of measures against the coronavirus (COVID-19), average household disposable income (after taxes and benefits) was £30,800 – up 2.3% (£700) compared with FYE 2019, after accounting for inflation.

Over FYE 2020, real earnings increased by an average of 1.5%, however more recently total annual pay growth for March to May 2020 fell by 1.3%, after accounting for inflation, which will likely impact adversely on income growth rates in FYE 2021. The increase in median income in FYE 2020 continues an upward trend seen since FYE 2013, where average household income increased by an average of 2.1% per year.

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Median gross weekly earnings £ East Devon - source DCC website

Indicator	2016	2017	2018	2019	2020
Male Full Time workers	570	559	564	623	575
Female Full Time Workers	420	452	450	465	529
Female Part Time Workers	206	195	200	213	
Male	529	514	476	563	499
Female	344	321	326	353	381
Total	414	395	393	426	423
Full Time Workers	519	513	496	550	554
Part Time Workers	207	193	191	213	196

Median household incomes (including earnings, pensions, investment income, benefits and taxation)

	2014/15	2015/16	2016/17	2017/18	2018/19
UK median income	£28,783	£29,819	£30,674	£31,465	£30,918
60% of UK median income	£17,270	£17,891	£18,404	£18,879	£18,551

Source: ONS, 2020, Time series of mean and median equalised household disposable income

It is difficult to accurately measure the level of poverty in East Devon, as comparable data on household income is not available at a local, district level. The Council has access to income data from CACI, but this is only available in income bands of £5,000, and unlike the national data above, it does not factor in taxation. However, this does suggest that the proportion of households in East Devon with gross incomes below £20,000 per annum and £15,000 per annum has declined steadily between 2014/15 and 2019/20.

While a number of the indicators have improved, poverty remains a significant issue in East Devon. The income related indicators show that:

East Devon District Council Anti-Poverty Strategy

- Average weekly earnings for the lowest 10% of earners were £xxx per week in 2019, which is xx times less than the average for all East Devon employees (£xxx per week).
- More than 1 in xx East Devon residents in 2019 lived in households claiming benefits. 13,968 people lived in households claiming Housing Benefit and/or Council Tax Support.

During this strategy period we will be developing a poverty indicator **dashboard** to provide visibility of poverty in the district. This will recognise the multi-dimensional nature of poverty and there being no single indicator.

The impact of coronavirus on poverty

The national policy response to the coronavirus, including the short-term and longer-term impacts of lockdown on the local, national and global economy, is likely to lead to many more people in East Devon experiencing economic hardship. Many people in the district have already experienced a loss of income due to furloughing, redundancy or difficulty finding self-employed work.

It is likely that the lockdown will push some people into economic hardship who have previously been relatively well off. It will also exacerbate existing poverty for people on low incomes, with those who have no credit history or savings to fall back likely to be hit particularly hard. A combination of economic hardship and the social restrictions of lockdown have also led to an increase in mental health issues, loneliness and isolation.

During 2020 and subsequent years, it is likely that the economic and social effects of Covid-19 will continue to be felt in the district. If the recession continues, it is likely that unemployment will increase, incomes will drop for many residents, and the number of people claiming Universal Credit and other benefits will increase. People who were already on low incomes before lockdown are more likely to be impacted by the longer-term economic consequences of the pandemic.

As part of its Anti-Poverty Strategy, the Council will work with partner organisations and local communities to respond to both the initial and longer-term impacts of coronavirus on residents and local communities.

East Devon District Council's response to poverty to date

The Council is committed to tackling poverty in the district. For some years the Council has produced policies, which aim to:

East Devon District Council Anti-Poverty Strategy

- improve the standard of living and daily lives of residents in East Devon who are experiencing poverty; and
- help alleviate issues that can lead households on low incomes to experience financial pressures.

The Council has stated that it wants to ensure that:

- Nobody should get into poverty without immediate help from EDDC
- Nobody should be in involuntary poverty longer than 2 years in East Devon

This will be achieved through collaborative working and effective relationships with partners.

Evolving our approach - our strategy for tackling poverty

The Council's approach set out in this strategy reflects updated evidence on the nature of poverty in East Devon and changes in the national context over the past ten years.

This learning includes:

1. The importance of balancing efforts to address the immediate effects of poverty, with preventative work to address the root causes of poverty.
2. Being clear on which issues can be addressed by direct delivery by Council services, which issues can be achieved through partnership working (where more can be achieved through collaboration) and which issues require influencing and lobbying activity (where powers lie with Government or other agencies).
3. A need to build the capacity and resilience of residents and communities.

These three lessons inform the three underpinning themes in this strategy which are outlined below.

This Strategy has been shaped and encouraged through the work of the Council's **Poverty Working Panel** established to gather evidence on poverty and develop a plan to alleviate poverty in the district.

Three underpinning themes

1. Addressing the causes and effects of poverty

The Joseph Rowntree Foundation identifies a number of different causes of poverty. Some of these causes can also be consequences, creating a cycle that can trap people in poverty. The causes are summarised in the table below.

East Devon District Council Anti-Poverty Strategy

Cause	Explanation
Unemployment and low-paid jobs lacking prospects and security	Low pay leads to low income and inadequate savings or pensions. Indebtedness adds to the adverse financial situation for many households. Redundancy amongst older people can also be a factor in poverty.
Low levels of skills or education	Low levels of skills or education make it difficult to secure a job, with security, prospects and decent pay.
An ineffective benefit system	A range of issues with the current benefits system, including insufficient levels of benefits to meet high costs; difficulties in moving into work or increasing hours; difficulties in engaging with the benefits system and delays; and low up-take of some benefits.
High costs of housing and goods and services	High living costs can help create poverty, including high costs for housing, goods and services, and higher costs due to increased need (e.g. personal care for disabled people). There can also be a 'poverty premium', where people in poverty pay more for the same goods and services.
Discrimination	Discrimination can limit people's access to good qualifications or jobs and can restrict access to services
Weak family relationships	Family breakdown can lead to poverty and lack of supportive parenting can impact on a child's education and development. Domestic abuse can also have poverty implications.
Chaotic lives and traumatic life events	Chaotic lifestyles Including problematic use of drugs and alcohol. Poverty can also occur with sudden onset of illness, disability or other life changing events.
Abuse or trauma	Neglect or abuse as a child, or trauma in adult life, can have negative impacts on a person's mental health, which can contribute to poverty.

The JRF also identifies a number of key effects of poverty, some of which are similar to some of the causes of poverty listed above:

- housing problems
- homelessness
- being a victim or perpetrator of crime
- health problems - including mental and physical health
- drug or alcohol problems

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- teenage parenthood
- relationship and family problems
- lower educational achievement
- poverty itself – poverty in childhood increases the risk of poverty in adulthood

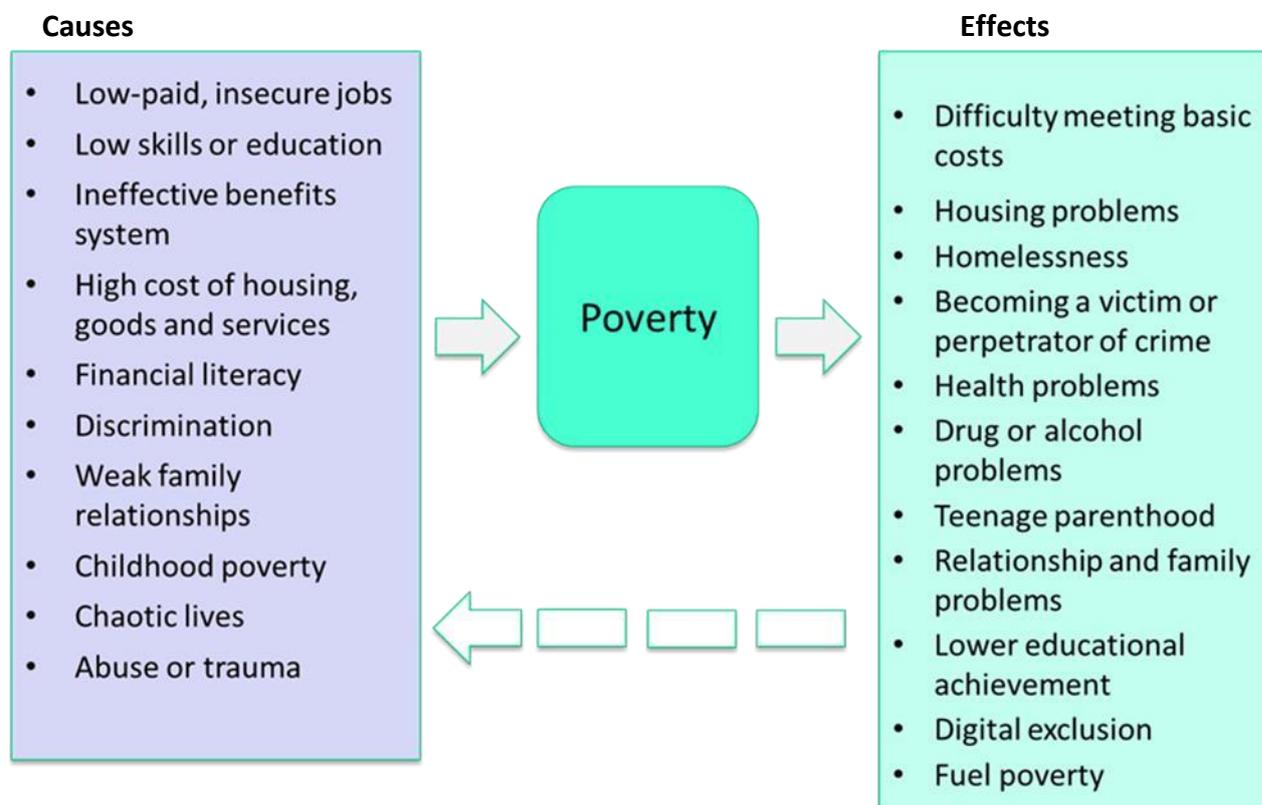
The Poverty Working Panel considered that discussions with key stakeholders and residents combined with local knowledge confirmed that many of the issues identified by the Joseph Rowntree Foundation impact on residents in poverty in East Devon. In addition to these issues, residents and consultees identified the issues summarised in the table below:

Issue	Explanation
Difficulty meeting basic needs	People in poverty can struggle to meet basic needs including food, fuel costs, furniture and appliances, and shelter.
Digital exclusion	People on low incomes are less likely to be able to afford internet access, which can make it difficult to apply for Universal credit and other benefits, access cheaper utility deals, apply for jobs and access public services. Rural isolation can also be a factor in poverty.
Financial literacy	Including understanding of how to manage finances and debt.
Fuel poverty	People in poverty can experience fuel poverty, resulting from rising energy costs and poor home energy efficiency.
Impacts of welfare reforms	Including the progressive roll-out of Universal Credit, the Benefits Cap, and the Spare Room Subsidy or 'Bedroom Tax'

The causes and effects of poverty identified by the JRF and local stakeholders and consultees are summarised in the diagram below.

East Devon District Council Anti-Poverty Strategy

Figure 2 – The causes and effects of poverty



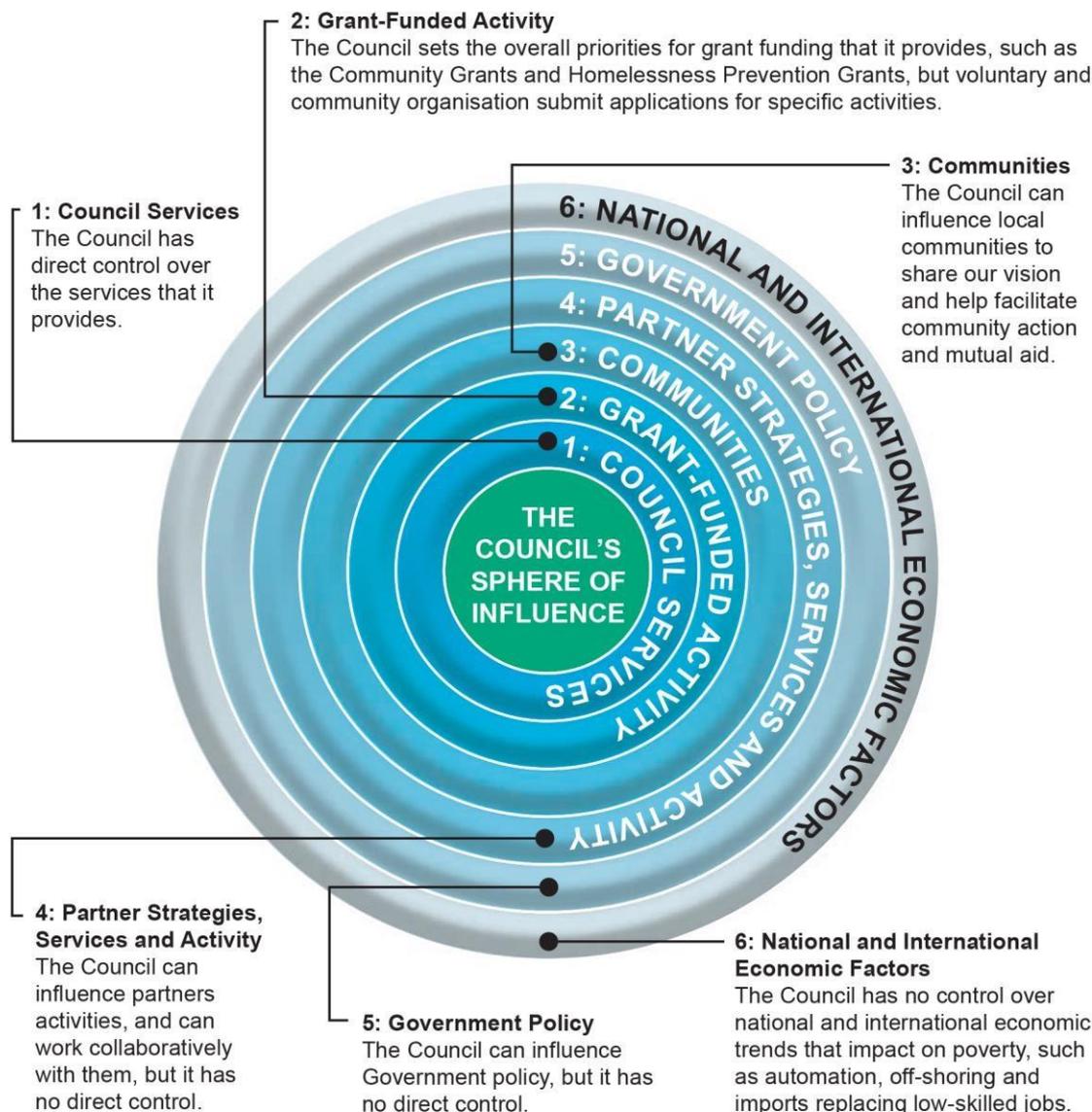
This strategy seeks to balance our ongoing efforts to address the effects of poverty, with a further focus on preventative work (often in partnership with other agencies and organisations) to address some of the root causes of poverty outlined above.

2. Balancing direct delivery, partnership-working and influencing activity

A range of different organisations and factors have an impact on poverty in East Devon. As shown in the diagram below, the Council has varying levels of control and influence on these different organisations and factors, from Council service delivery, where the Council has direct control, through to national and international economic factors, where the Council has no control or influence.

East Devon District Council Anti-Poverty Strategy

Figure 3 – The Council’s Sphere of Influence in relation to poverty



The Council’s Anti-Poverty Strategy focuses primarily on actions that the Council can deliver directly, together with some actions that are delivered in partnership with public, voluntary and community partners. Our approach will seek to be clear on:

- which issues can be addressed by direct delivery by Council services;
- which issues can be achieved through partnership working (where more can be achieved through collaboration); and
- which issues require influencing and lobbying activity (where powers lie with Government or other agencies) to bring about change and secure funding.

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The Action Plan that accompanies this strategy clearly highlights which actions will be achieved through direct service delivery, partnership working or influencing and lobbying.

Through its mainstream services the Council is well placed to take action to address some of the causes and effects of poverty identified above. For example, through provision of Council housing, housing advice services, and funding for homelessness support services, the Council can help to address housing affordability issues, housing problems and homelessness. The Council also provides and commissions a range of services that help promote public health and active lifestyles, and provides access to green spaces across East Devon.

However, as shown in the table below, there are many other issues where, while the Council provides some relevant service or grant funding, other local partners in the public, private or voluntary sector have greater responsibilities and capabilities to make a difference. Through this strategy, the Council will continue to seek opportunities to work effectively in partnership with these organisations.

Issue	Lead agency or agencies
Benefits system	JobCentre Plus (for Universal Credit)
Crime	Police, Probation Service
Mental and physical health problems	NHS, Devon County Council, Devon Partnership Trust
Discrimination	Voluntary and community groups focused on equalities issues
Family relationships, abuse and trauma	Devon County Council Social Services, voluntary and community groups

There are aspects of poverty where the Government or other organisations have greatest influence and the Council currently has little or no service delivery responsibilities or regulatory powers. On these issues, the Council will seek to show 'leadership' and lobby for changes in Government policy and funding to address immediate financial needs and bring about long-term, lasting changes to the underlying causes of poverty. Some of these issues are shown in the table below.

Issue	Lead agency or agencies
National policy on the benefits system	Government policy on welfare benefits
Unemployment, pay and job security	Government fiscal and labour market policy, local employers, JobCentre Plus

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Skills and education

Government education and skills policy, schools, further education colleges, Universities

3. Building the capacity of residents and communities, and facilitating community action and mutual support

The Council's approach to tackling poverty will also focus on building the capacity of local residents and communities. The Council intends to work collaboratively with local residents, community groups and voluntary groups to build their capacity and help them to become more self-sustaining.

We will listen to residents' views on local issues and work with communities to identify the solutions. As a Council, we will seek to coordinate and facilitate community action and mutual aid to help address poverty, focusing on the strengths and assets that communities bring to the table.

The outstanding community response to the Coronavirus emergency shows the desire East Devon residents and communities have to support each other, and particularly the most vulnerable. The emergence of a network of mutual aid groups potentially provides one route for developing this aspect of East Devon life, and the Council will continue to facilitate and build such community-led approaches in the period where the district begins to recover from the pandemic.

Our five strategic objectives

The three themes set out above are woven through five strategic objectives with lead Services identified:

- 1 Helping people on low incomes to maximise their household income and minimise their costs, building financial resilience and reducing indebtedness. Lead Service – Finance.
- 2 Strengthening families and communities, including supporting groups of people that are more likely to experience poverty, and community and voluntary groups working to combat poverty. Lead Service – Housing.
- 3 Promoting an inclusive economy, by raising skills and improving access to a range of employment opportunities for people on low incomes. Lead Service – Growth, Development & Prosperity.
- 4 Addressing the high cost of housing, improving housing conditions, creating affordable warmth and reducing homelessness. Lead Service – Housing.

East Devon District Council Anti-Poverty Strategy

- 5 Improving health outcomes for people on low incomes, including access to good diet, health care and ill health prevention. Lead Service – Environmental Health.

The rationale for each objective, and the key activities we will undertake to help achieve each, is set out below and in the Action Plan. For each objective, we set out how the activity fits within our underpinning theme of balancing actions which are within the council's direct delivery; which will be developed and delivered in partnership; and which we will lobby Government and others to deliver.

Objective 1 - Helping people on low incomes to maximise their income and minimise their costs, building financial resilience, and reducing indebtedness.

While East Devon as a whole is very prosperous and average wages are comparatively high, a significant proportion of residents are receiving low levels of pay and/or are claiming benefits:

- One in xx people receive weekly pay (£xxx) which is less than xx% of the average weekly pay (£xxx) in the district.
- More than 1 in xx people live in households claiming Housing Benefit and/or Council Tax support.

High costs of living make it difficult for people on low incomes to meet basic costs. The JRF highlights that while globalisation, competition and innovation have pushed down the prices for many consumer goods and services, boosting living standards overall, rises in housing, transport, food and fuel prices have increased the cost of living, particularly for people in poverty. JRF research shows that nationally in 2018 families needed 30% more disposable income to meet basic costs than in 2008.

The cost of living is particularly high in East Devon, making it difficult for people on low incomes in the city to meet basic costs. Evidence shows that:

- Housing costs are high in East Devon. In 2019, the average lower quartile monthly rent was £xxx, while lower quartile average house prices were xxx times the average lower quartile earnings.
- Food poverty is an issue in East Devon, with the numbers of people receiving emergency food from Foodbanks steadily increasing from xxx in 2015 to xxx in 2020.
- Fuel poverty affects xx% of people in East Devon in 2019, due to a combination of low incomes, high energy costs and poor energy efficiency of some properties.

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The high cost of living can be exacerbated by “poverty premiums” where people in poverty pay more for the same goods and services. For example, many people on low incomes use pre-payment meters for gas and electricity, at greater cost. Similarly, people on low incomes are less likely to have internet access, and are therefore less likely to switch their energy supplier to get a better deal or access other cheaper online deals.

Income poverty has a very real impact on people’s lives, putting them under constant pressure. The JRF highlights the following effects of poverty:

“Poverty means not being able to heat your home, pay your rent, or buy the essentials for your children. It means waking up every day facing insecurity, uncertainty, and impossible decisions about money. It means facing marginalisation – and even discrimination – because of your financial circumstances. The constant stress it causes can overwhelm people, affecting them emotionally and depriving them of the chance to play a full part in society.”

Action to date

To help address income poverty in East Devon the Council has taken a range of actions to date as part of its Anti-Poverty Strategy. To increase incomes for people in low-paid employment, we have:

- run a campaign to encourage local employers to become accredited with the Living Wage Foundation and pay all their staff the Real Living Wage.
- supported benefit claimants to receive their full entitlement of Housing Benefit and Council Tax reduction.
- Run a loan shark awareness campaigns.

We have also taken a delivered a range of actions to help reduce costs for low income residents, including:

- Funding voluntary and community groups to provide a range of activities to help reduce social or economic inequality through the Council’s annual Community Grants programme. This has included funding Citizen’s Advice to provide free legal, debt and money advice, financial capability support, and specialist welfare rights casework.
- Providing a dedicated Community Support Hub in addition to the Council’s Customer Service Centre (CSC), where residents can access debt, financial and rent advice from Council officers and voluntary and community groups.

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- Training Rental Officers and funding HomeMaker to support Council tenants and other low income residents in financial crisis to access financial support, benefits and budgeting and debt advice.
- Nominating an Environmental Health Officer to advise on Fuel and to assist low income residents to reduce their fuel and water costs by installing energy or water saving measures in their homes.
- Supporting volunteer digital champions to deliver a programme of digital inclusion sessions for older people in sheltered housing.

We have also carried out a significant amount of work in partnership with other local organisations to address food poverty in East Devon. This has included:

- Providing funding for local Food Banks in our towns.
- Funding HALFF to provide a programme of cookery sessions in areas of deprivation over 3 years, helping participants to prepare healthy, low cost meals.
- Assisted with food deliveries.
- Promoted access to food banks on our website.

Actions for 2021- onwards

To help address income poverty in East Devon, the Council will progress a range of actions from 2021 onwards to help people on low incomes to maximise their income and minimise their costs. These actions are set out in detail in the action plan that accompanies this strategy. The key actions include:

District Council actions

- Supporting Housing Benefit and Council Tax support claimants to receive their full entitlement.
- Supporting low income residents to access financial support, and providing advice on benefits, budgeting and debt issues.
- Providing an advice in the Council's Customer Service Centre to provide space for organisations offering debt, benefits and financial advice to low income residents.
- Supporting digital inclusion sessions for Council tenants and leaseholders, and older residents in sheltered housing schemes and more widely.
- Promoting the Real Living Wage, and ensuring that our contractors and partner do the same.

Partnership actions

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- Working with partner organisations and local communities to develop measures to support residents experiencing economic hardship and poverty as a result of the coronavirus pandemic.
- Working in partnership with Jobcentre Plus, local housing providers and the voluntary sector to support vulnerable benefit claimants in the transition to Universal Credit following the full roll-out to all claimants in East Devon.
- Provide funding to voluntary and community groups through the Council's Community Grants for activity focussed on reducing social or economic inequality, including funding for debt advice services and other activities that will help reduce poverty.
- Work in partnership with local voluntary and community groups to address food poverty, including working with Food Banks to develop a food re-distribution hub.
- Work with partner agencies and community groups to develop sustainable networks to support residents in fuel or water poverty to reduce their energy and water costs.
- Support partner organisations and community groups to develop sustainable activities to support low income residents to access the internet and develop digital skills.
- Promote credit unions and the dangers of using loan sharks.

Influencing and lobbying actions

- Promote Living Wage accreditation to employers in East Devon, including businesses, public bodies and voluntary and community sector organisations.
- Work with local businesses to identify ways in which they might use their skills, capacity and resources to support achievement of shared objectives around tackling poverty and disadvantage.
- Lobbying and influencing Government on welfare benefits policy issues.

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Objective 2 - Strengthening families and communities, including supporting groups of people that are more likely to experience poverty

While many areas of East Devon are comparatively affluent, there continues to be concentrations of poverty and deprivation in particular communities in the district.

According to the Government's Index of Multiple Deprivation (IMD), xx of East Devon's Lower Super Output Areas (LSOAs) were in the most deprived 20% of LSOAs in the country in 2019. Each LSOA represents an area with a population of around 1500 people. The two most deprived LSOAs are in **Littleham** and **St. Pauls** ward.

The concentrations of poverty and deprivation in particular localities suggests that there is a need for collaborative area-based work in the most deprived neighbourhoods and communities in the district to identify and address the underlying issues that lead to persistent deprivation. Through this Anti-Poverty Strategy, the Council will work with partner organisations to develop area based approaches, building on the County Council's approach, and other multi-agency initiatives.

As well as supporting geographical communities where there are higher levels of poverty and discrimination, key local stakeholders have suggested that there is a need to support particular communities or groups of people that are more likely to experience poverty. Available national and local data shows that older people, children, disabled people, BAME people, LGBT people and women are more likely to experience poverty.

Actions for 2021- onwards

The key actions the Council will take from 2021 onwards to strengthen families and communities are set out in detail in the action plan that accompanies this strategy. They include:

District Council actions

- Reviewing the needs of the community and voluntary sector in building stronger communities, and identify where the Council can best provide support.
- Supporting and promoting volunteering, including holding events to increase the number of people volunteering for local community and voluntary groups.
- Funding and supporting events which increase community pride and cohesion.
- Providing a programme of 'community days' in low income areas.

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- Using planning policy to ensure that new developments promote permeability, connectivity and accessibility.
- Ensure that the Council's community development and environmental programme includes schemes in more deprived wards in the district.
- Highlight the issue of rural isolation and poverty.

Partnership actions

- Develop a collaborative, area-based approach to support communities with high levels of deprivation in partnership with a range of organisations.
- Support an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations.

Influencing and lobbying actions

- Greater recognition of the need for building resilience and to support households get back on their feet.
- Funding local authorities to undertake this work and greater recognition of the benefits by central government.

Objective 3 - Promoting an inclusive economy, by raising skills and improving access to a range of employment opportunities for people on low incomes

As outlined above, while East Devon is very prosperous overall, there are significant levels of inequality in the city and a proportion of residents are on low incomes or in poverty. As part of the Anti-Poverty Strategy, the Council will seek to promote a more inclusive economy, where all residents can benefit from East Devon's prosperity. The OECD defines inclusive growth as: "economic growth that creates opportunity for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society."

One of the key causes of poverty and inequality is differences in education, skills and employment levels. Evidence suggests that in East Devon there is:

- an **educational attainment gap** in East Devon, which impacts on longer term life chances for young people from low income households.
- a **skills gap** in East Devon. xxx% of the working age population in East Devon had higher level qualifications (NVQ Level 4 and above) in 2019.
- a low level of **social mobility**, possibly as a result of these education, skills and employment issues.

Actions for 2021- onwards

East Devon District Council Anti-Poverty Strategy

The key actions the Council will take from 2021 onwards to promote an inclusive economy are set out in detail in the action plan that accompanies this strategy. They include:

District Council actions

The Council will seek to use its planning powers to help create a more inclusive economy. One of the themes identified in the East Devon Local Plan is: Wellbeing and social inclusion – how the plan can help spread the benefits of growth, helping to create healthy and inclusive communities. As the plan is developed consideration is being given to how this theme can be integrated throughout, drawing on relevant evidence.

There are also opportunities to promote inclusive growth through major new developments, such as Cranbrook. Specific policies will be firmed up as the development progresses, but should include a requirement for developers to submit an employment and skills plan with planning proposals, setting out how they will seek to employ a skilled local workforce and provide training and apprenticeships throughout the delivery of the development.

Partnership actions

We will work with local businesses to identify ways in which they might use their skills, capacity and resources to help tackle poverty and disadvantage. This could include businesses making financial contributions, engaging with local schools or providing skilled volunteers to support local voluntary and community groups taking action to reduce poverty.

We will also work in partnership with those organisations which have greater responsibility for education, skills and employment issues, including Devon County Council, JobCentre Plus, schools, further education colleges, the University of Exeter.

Influencing and lobbying actions

As identified above, there are a number national and international economic factors that affect the shape of the local economy, which it is difficult for a local authority to influence. We will take opportunities to lobby Government on relevant economic policy issues, and seek to influence the strategic approach of the Local Enterprise Partnership.

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Objective 4 - Addressing the high cost of housing, improving housing conditions, and reducing homelessness

As highlighted above, the Joseph Rowntree Foundation (JRF) identifies high housing costs as a key cause of poverty and housing problems and homelessness as potential effects of poverty. We recognise this locally as a factor influencing poverty levels.

This strategy does not seek to replace the East Devon Housing Strategy and related plans, which sets out the Council's approach to broader housing issues. Instead this section, highlights some of the housing issues facing people in poverty in East Devon, and some of the actions that are being taken to address these issues.

Addressing the high cost of housing

The JRF states that: "The high cost of housing and childcare in many parts of the UK creates the biggest squeeze on people in poverty.... Increasing the supply of genuinely affordable housing to bring down costs across tenures has become central to solving poverty in much of the UK."

While strong economic growth in East Devon has brought investment into the area and created employment, it has also led to an in-migration of highly skilled workers and high demand for houses, leading to high housing costs.

Housing is particularly unaffordable for people on lower incomes in East Devon. For many people on low incomes in the city, owning their own home is unachievable. Renting accommodation in the private sector has also become less affordable for lower income households, with lower quartile monthly private rents in the district increasing significantly typically xxx per week in 2019.

Renting privately is particularly difficult for people who are claiming benefits. There has been a significant gap between Local Housing Allowance (LHA) rates (which determine the level of Housing Benefit entitlements for private rented housing and the housing element of Universal Credit) in East Devon and private rents in the district. This is because the Local Housing Allowance rate is based on a Broad Rental Market Area (BRMA) which includes places where rents are much lower than in East Devon.

This gap has reduced as a result of special measures introduced during the coronavirus pandemic, but we will continue to lobby government to seek alignment of the BRMA with actual rents in the city on a permanent basis.

Actions for 2021-onwards

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Part of the solution to high housing costs is to increase the supply of housing, particularly affordable housing, to meet the high levels of demand in East Devon. The majority of new affordable homes will come from private developments. The Council has set requirements in the current Local Plan for the proportion of affordable homes that must be delivered as part of new developments, including a requirement for 40% of homes on sites of 10 or more dwellings to be affordable (of which 75% should be social housing). In 2019/20 a total of 356 new affordable homes were delivered, and it is anticipated that more will be delivered through future developments.

The Council owns and manages over 4,200 homes in East Devon and we are committed to building new council homes which are affordable to those on low incomes. The Council has an ambitious programme to deliver at least 100 new council homes over 5 years subject to funding being available.

Improving housing conditions

While delivering new affordable housing is a priority in East Devon, the majority of residents will continue to live in currently existing homes, some of which are in poor condition. Due to a combination of low incomes, high energy costs and poor energy efficiency of homes, many low income residents struggle to pay their utility bills. In 2019 xxx% of households in East Devon were in fuel poverty.

Actions for 2021-onwards

The Council has made significant investments in maintaining our homes to a good standard and making them more energy efficient. The Council will invest a further £5 million from 2020-2023 in improving the energy efficiency of Council-owned homes with the lowest energy efficiency ratings. We will also identify opportunities to reduce energy consumption as part of the development of new Council affordable housing schemes.

The Council will also support residents on low incomes by:

- Supporting private tenants in their homes, taking enforcement action against landlords / property managers whose properties do not meet the required energy efficiency standards.
- Ensuring Houses in Multiple Occupation (HMOs) are licensed where required and proactively take enforcement against landlords or property managers that are not complying.
- Working with partner agencies and community groups to develop sustainable networks to support residents in fuel or water poverty to reduce their energy and water costs.

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Reducing Homelessness

The number of homeless people, and those threatened with homelessness, approaching the Council for assistance has significantly increased over the last five years. The Council's Homelessness Review identifies a number of key causes of homelessness:

- Homelessness due to a lack of appropriate accommodation.
- Breakdown of personal and family relationships. Our data shows that three of the four most common reasons for homelessness are: being asked to leave by family or friends; family breakdown; and domestic abuse.
- Financial difficulties. Loss of a private sector tenancy is the second highest reason for homelessness, with some people losing privately-rented tenancies because they are unable to meet rental costs due to debt, cuts in welfare funding and low Local Housing Allowance rates.

Particular groups of people are more at risk of becoming homeless, including single person households, people with mental health problems, and ex-offenders being discharged from prison.

As part of its mainstream work to address homelessness the Council:

- Provides a housing advice service, which provided advice to 600+ households in 2019/20 on a range of housing concerns including homelessness.
- Carries out work to prevent homelessness, or relieve homelessness where it cannot be prevented or has already occurred. xxx households were successfully prevented from homelessness or relieved from homelessness in 2019/20.
- Funds a network of prevention, relief and support activity delivered by partner organisations through a combination of contracts and £xxx annual grant funding.
- Secures private rented housing for single homeless people, the Council's Rent Deposit Scheme.

Preventing and tackling homelessness requires a co-ordinated and strategic response, and the Council works in partnership with a wide range of statutory and voluntary agencies. The Council has a Homelessness & Rough Sleeping Strategy, which sets out in detail our plans to prevent and manage homelessness in the district.

Rough-sleepers

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The numbers of rough sleepers in East Devon has fluctuated in recent years. The number of rough sleepers counted in the district during the course of a year increased from 3 in 2015/16 to 12 in 2019/20.

Rough-sleeping is a complex issue, and people find themselves sleeping rough as a result of a variety of personal factors. However, evidence from local counts of rough sleepers shows that people are much more likely to end up on the street if they have mental health problems or alcohol or substance misuse issues. Street homelessness also disproportionately affects men, people who have suffered trauma, people who have been in some kind of institutional care or organisation and people who have little by way of financial or social capital.

Actions for 2021-2023

- **Homelessness and Rough Sleeper Strategy** – A key focus of the proposed new strategy will be measures to increase access to private sector tenancies for homeless people. This will enable people to progress more quickly along the pathway from sleeping rough, to overnight shelters, to short-term hostel accommodation and into rented accommodation.
- **Promoting Housing Benefit Plus** – The gap between private rents and the Local Housing Allowance makes it difficult for homeless people to meet private rental costs. The Housing Benefit Plus scheme provides a supplement to Housing Benefit (1 year for single people up to £133pcm, 2 years for families up to £200pcm) to bridge the gap. This is accompanied by employment and income maximisation advice, which helps people to increase their incomes to the point where they are able to meet private rents on an ongoing basis.
- **Housing First** – the Council is piloting the Housing First approach to help people to come off the streets. Experience shows that hostel accommodation is not suitable for some rough sleepers with complex needs, who often end up sleeping rough again. Housing First involves providing a secure self-contained home, together with personalised support, for rough sleepers with multiple and complex needs. Providing a home first can provide a stable platform from which other issues can be addressed and can lead to better outcomes as a result.

Objective 5 - Improving health outcomes for people on low incomes

The Council's Public Health Strategy observes that while health outcomes overall in East Devon are broadly very good, there are significant health inequalities in the district.

Overall East Devon has a low proportion of people with unhealthy weight, but as our strategy shows, a greater proportion of children have excess weight in the most

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deprived wards in the district. Obesity can increase the risk of health conditions such as diabetes, joint problems and heart disease.

The Public Health Strategy notes that there is a strong link between health outcomes and the following factors:

- Income levels.
- Levels of education, due to better employment prospects and incomes for people with higher qualifications, but also better 'health literacy' and adoption of healthier lifestyles.
- Lifestyle and health behaviours, including dietary factors, smoking, and lack of physical activity and are also important risk factors.
- Substance misuse (including alcohol and drug use).

The Doughnut Economic model has regard to equality and the basic needs of individuals and households. We are starting to use this to guide decision making and influencing the development of local strategies and policies.

Actions for 2021-2023

District Council actions

The Council has a role to play in providing a range of preventative public health services that can have a positive impact on health outcomes for low income residents and communities. These range from supporting physical exercise through provision of leisure centres, promoting active lifestyles, and providing access to green spaces, to working with local voluntary groups and businesses to promote healthy eating and access to sustainable food.

The key actions the Council will take from 2021 onwards to help improve health outcomes for people are set out in more detail in the action plan that accompanies this strategy. They include:

- Providing a discount in entry prices at LED run sports and swimming facilities for people receiving benefits.
- Providing free swimming sessions for low income families with children, and free and discounted swimming sessions for young people.
- Using planning policy to help ensure new developments help create a good living environment which supports good mental and physical health outcomes, through provision of open space and the design of the built environment.
- Reduce obesity, promote healthy eating and healthy weight programmes.

Partnership actions

East Devon District Council Anti-Poverty Strategy

The Council will also support delivery of a number of activities to improve health outcomes with local partners, including:

- Supporting free exercise referrals by GPs for low income residents in East Devon.
- Supporting cookery skills and healthy eating programmes for low income residents delivered by local voluntary and community organisations.
- Providing a programme of free lunches with churches and other partners for low income families during school holidays in areas of highest need in the district.
- Supporting outreach advice service for residents experiencing mental health issues due to low income, debt or addiction.

Influencing and lobbying actions

While the Council provides a number of services which impact on public health, it is not the lead agency on public health, social care and clinical issues, so it will seek to collaborate with and influence a range of NHS bodies, Devon County Council and voluntary and community organisations to help improve health outcomes for people on low incomes. This can be achieved through several key partnership structures, including:

- Devon Health and Wellbeing Board, which includes representatives of NHS England, Clinical Commissioning Group, NHS providers, Healthwatch and local authorities.
- Primary Care Networks, which bring together GP practices in East Devon and are focusing on developing Integrated Neighbourhood models to address key health and social care issues in local communities.

Conclusions

Poverty prevention and alleviation is a priority for the Council. We will use our powers and influence to improve the quality of life for our residents by implementing an ambitious strategy and action plan of measures to improve lives.

We will align our services towards poverty alleviation and ensure that our activities are coordinated, effective and have a positive impact.

We will measure and monitor our actions, refining our commitments as we learn and listen to the needs of our communities.

We have set ourselves a challenging ambitious agenda, but with determination and a consistent focus we are confident that we will succeed.

Anti-Poverty Strategy 2021 – onwards. An Action Plan

No.	Action	Service	Completion date	Narrative, performance measures and outcomes
Objective 1 - Helping people on low incomes to maximise their household income and minimise their costs, building financial resilience and reducing indebtedness.				
1.1	Exploring the opportunity for developing a poverty dashboard that draws on data from a range of different sources to allow us to gather, understand and use the data to help shape policy and inform on future interventions	Finance	Subject to resources following Covid-19 response	<ul style="list-style-type: none"> ➤ Understanding of the different types of poverty and issues being experienced in different demographic areas of district. ➤ Breakdown by Ward if possible to illustrate difference and rural poverty. ➤ Dashboard that breaks poverty down into types; relative, absolute and in-work so that future interventions are based on needs of individuals living within certain areas. ➤ Demographic areas of highest need shown on a map that can be used to help inform and target future interventions including hidden poverty. ➤ Dashboard to be used as a measure on the trajectory of poverty within the District. ➤ Relevant data provided in an easy to understand format to help inform poverty panel and internal departments on future interventions for supporting financially vulnerable households.
1.2	Working with partner organisations, such as Citizens Advice, schools, etc. to promote and reach out to those who aren't currently engaging but are financially struggling (hidden poverty)	Finance & Housing partner organisations plus	Ongoing	<ul style="list-style-type: none"> ➤ Capturing data on where referrals have come from, e.g. schools, local charities & support agencies, foodbanks, etc. ➤ Breaking the cycle of repeated emergency support measures. ➤ Feedback from partner organisations.
1.3	Creation of Financial Resilience Team within Revenues and Benefit responsible for administering discretionary funds. Team to work in	Finance	Ongoing	<ul style="list-style-type: none"> ➤ Future financial resilience is achieved for residents living on low incomes e.g. repeat arrears in future financial years. ➤ Numbers of residents requiring repeat support. ➤ Average length of time taken to support residents out of poverty.

	close partnership with other internal departments (Housing and Council Tax) to ensure that joint approach is taken to supporting residents experiencing poverty. Team to also work in partnership with other external agencies and organisations to ensure that residents are receiving necessary support not provided by East Devon through referrals and signposting			<ul style="list-style-type: none"> ➤ Type and amount of discretionary support used. ➤ Number of referrals made to outside agencies. ➤ Number of cases working in partnership with outside agencies/ organisations. ➤ Recognition of rural isolation and digital poverty. ➤ Recognition of poverty amongst older people. ➤ Recognition of poverty caused by major life events/crisis i.e. disability, unemployment etc.
1.4	Support Council tenants and other low income residents' households to access financial support, and provide advice on benefits, budgeting and money issues	Finance & Housing	Ongoing	<ul style="list-style-type: none"> ➤ Income maximisation, minimisation of expenditure and budgeting support to help customers live within their means. ➤ Number of residents supported to access financial support. ➤ Number of residents provided with advice on benefits, budgeting and debt. ➤ Number and type of interventions undertaken. ➤ Advice on avoiding loan sharks and offering credit unions as an affordable lending source. ➤ Environmental Protection team will continue to provide National Assistance Burials, making arrangements and covering costs for individuals who die without anyone to arrange the burial or cremation. ➤ The Environmental Protection team's Pest Control service operates at significantly subsidised costs compared to private sector costs for the control of rats, mice and wasps.
1.5	Support low income households to access entitlements to welfare benefits and continue to work in partnership with Job Centre Plus and DWP to support vulnerable households with the continued migration of claims from Housing Benefit to Universal Credit. Analyse and assess trends and patterns on claimant profile to determine future actions, interventions	Finance	Ongoing	<ul style="list-style-type: none"> ➤ Ensures that income is maximised for those who are experiencing poverty. ➤ Number of households who have been supported to apply for and subsequently receive Welfare Benefits. ➤ Using data to identify patterns and trends in future needs.

1.6	Operate a Council Tax Reduction scheme (working age) which strikes the right balance between providing the right level of support for those that are financially vulnerable whilst also recognising the importance of protecting council tax income for providing essential services	Finance	Ongoing	<ul style="list-style-type: none"> ➤ Monitor and evaluate household data to identify patterns and trends in caseload. ➤ Use the data to identify actions, appropriate interventions to help shape and inform policy and strategy. ➤ The effectiveness of the scheme in relation to collection and arrears levels. ➤ Ensuring scheme protects the most financially vulnerable and meets our equality duties.
1.7	Promote the Real Living Wage and encourage our contractors and partners to pay their staff the Real Living Wage	Human Resources/ Services	September 2021	<ul style="list-style-type: none"> ➤ Measure progress towards the Real Living Wage year on year. ➤ Benchmark against the Minimum Wage and the National Living Wage. ➤ Document conversations with contractors and partners.
1.8	Promote Living Wage accreditation to employers in East Devon, including businesses, public bodies and voluntary and community sector organisations	Growth, Development & Prosperity	March 2023	<ul style="list-style-type: none"> ➤ Increase the number of East Devon employers that have achieved Living Wage accreditation to 100, of which at least 55 will have received direct support from the Council. ➤ Number of employees working for employers that have achieved Living Wage accreditation. ➤ We could support this via communications and through our business ambassador programme. Many of them will be our larger employers. ➤ Discourage zero based contracts or where employees have low contracted hours as these have a big impact on how much people get paid/job security as we know these are factors that low income households are caught up in as its low skilled/low paid work.
1.9	<p>Review the funding arrangements for Money Advice and how these are delivered to ensure they are meeting the Council's priorities in helping to alleviate poverty.</p> <ul style="list-style-type: none"> • reducing indebtedness • Improving money management skills • Maximising household income • Addressing hidden poverty 	Finance	March 2022	<ul style="list-style-type: none"> ➤ How the service is being delivered to reflect the make-up of the district – digital tools (apps, social media, web), face to face, phone, etc. ➤ The effectiveness of the service being provided. ➤ Numbers of residents provided with debt, benefits and financial advice broken down by different demographic groups. ➤ Number of debt referrals made. ➤ Number of Debt Relief Orders applied for. ➤ Number of Bankruptcy Cases made. ➤ Number of residents attending budgeting courses. ➤ Number of recurring cases of arrears after debt actions taken. ➤ Number and type of money advice campaigns.

1.10	Implement new Breathing Space legislation that comes into force May 2021 that will need to be reflected in the way that we manage debts within the Council. This will include updating our corporate debt policy, implementing changes to our working practices and ensure contracts/agreements with external agents involved with the collection of debts are updated	Finance in conjunction with Housing & Environmental Health	May 2021	<ul style="list-style-type: none"> ➤ Capturing data on the number of residents that seek professional debt help under the 'Breathing Space' scheme and the types of council debts this includes- council tax, business rates, rents, sundry debts, car park debts, etc. ➤ An initial review (3-6 months) from when the scheme goes live to understand how this scheme is working within the district and whether it is delivering against the aims so that we can assess and provide useful feedback to the poverty panel. This review will also help to identify further actions that we will need to take.
1.11	Implement a common financial statement for capturing income and expenditure so that we have a consistent approach across all Council services for assessing income and expenditure, and exploring how we can work with partner organisations and agencies (Citizens Advice) for sharing this information more widely (subject to GDPR)	Finance in conjunction with Housing	Subject to resources following Covid-19 response	<ul style="list-style-type: none"> ➤ Remove barriers for residents in accessing support. ➤ Providing consistency of approach across all Council services for determining financial support. ➤ Will reduce timelines for determining financial support to residents as will only have to complete this information once.
1.12	Review the rent deposit/loan scheme that the Council operates to better understand the effectiveness and whether the scheme could be better linked in with other discretionary funds to ensure that these debts do not lead to wider financial problems	Housing and Finance	Subject to resources due to ongoing response to Covid-19	<ul style="list-style-type: none"> ➤ Number of rent deposits/loans that are repaid. ➤ Number of loans requested that are supported via other discretionary funds. ➤ Number and reasons for subsequent defaults.
1.13	Review the use of Discretionary funds, (Discretionary Housing Payments, Exceptional Hardship Fund, DEFRA funding etc.), to ensure that funding in is working to the same goals in providing long term financial resilience and helping to alleviate poverty as other internal departments	Housing and Finance	Ongoing	<ul style="list-style-type: none"> ➤ Ensures that residents are supported to stay in affordable/suitable accommodation, whilst meeting statutory requirements. ➤ Number of customers presenting with arrears or for debt advice after discretionary funds have been awarded to secure tenancies.

1.14	Support digital inclusion sessions for Council tenants and leaseholders, and older residents in sheltered housing schemes and more widely in the community, and by into training sessions already funded by Job Centre plus	Housing/Finance	September 2021	<ul style="list-style-type: none"> ➤ Numbers of digital inclusion sessions held in community centres. ➤ Numbers of digital inclusion sessions held for older residents in sheltered housing schemes and more widely. ➤ Outcomes for those attending sessions.
1.15	Providing greater accessibility for our low income households through the development of our digital solutions including the online app	Finance	Subject to resources (including Strata) following Covid-19 response	<ul style="list-style-type: none"> ➤ Easy to access and complete using various electronic devices when applying for financial support. ➤ How applications and numbers are being received across different digital channels.
1.16	Work with partner organisations and local communities to develop measures to support residents experiencing economic hardship and poverty as a result of the economic impact of the coronavirus pandemic	All services	March 2021	<ul style="list-style-type: none"> ➤ Expand the relationship with Citizens Advice and community & voluntary groups to support residents.
1.17	Provide funding to voluntary and community groups for activity focused on reducing social or economic inequality, including funding for debt advice services and other activities that will help reduce poverty	Finance	March each year June each year	<ul style="list-style-type: none"> ➤ Main Community Grants budget is fully allocated each year to voluntary sector activities that meet Council's grants priorities. ➤ Grant awards are monitored to ensure they deliver the outcomes set out in funding agreements - Summary report produced each year.
1.18	Work in partnership with local voluntary and community groups to understand and address causes of food poverty, including developing a food re-distribution hub	Finance/ Growth, Development & Prosperity	April 2021	<ul style="list-style-type: none"> ➤ Budget agreed. ➤ Premises secured. ➤ Business Plan agreed. ➤ Underlying reasons for referral. ➤ The different types of wider support required and provided. ➤ Number and reasons for referrals made to foodbanks. ➤ Explore with our network of local food and drink producers through Gate to Plate to ensure any surplus/potential waste is appropriately channelled.

1.19	Work with partner agencies and community groups to develop sustainable networks to support residents in fuel or water poverty to reduce their energy and water costs	Environmental Health	March 2022	<ul style="list-style-type: none"> ➤ Networks in place and operational by March 2021. ➤ Additional performance measures and targets to be set once scale of network has been established and is in place.
1.20	Support partner organisations and community groups to develop sustainable activities to support low income residents to access the internet and develop digital skills	Growth, Development & Prosperity	March 2023	<ul style="list-style-type: none"> ➤ Numbers of digital champions providing support to residents. ➤ Numbers of residents receiving support from digital champions.
1.21	Work with local businesses to identify ways in which they might use their skills, capacity and resources to support the achievement of shared objectives around tackling poverty and disadvantage	Growth, Development & Prosperity/ Environmental Health	October 2021	<ul style="list-style-type: none"> ➤ Number of businesses and employers engaged. ➤ Number and type of new corporate social responsibility activity undertaken by businesses and employers following engagement with the Council. ➤ Support engagement and promotion of best practice. ➤ Environmental Health Commercial team help to boost residents on low incomes who want to start small food-based businesses. The team ensure these start-up businesses comply with legislation in ways that do not require large investments, until they have proved that they will be able to generate income to fund the improvements they need.
1.22	Lobbying and influencing Government on welfare benefits policy issues	Portfolio Holder & Poverty Panel	Ongoing	

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Objective 2 - Strengthening families and communities, including supporting groups of people that are more likely to experience poverty, and community and voluntary groups working to combat poverty.

2.1	Review the needs of the community and voluntary sector in building stronger communities, and identify where the Council can best provide support	Housing	September 2021	
2.2	Review, develop and implement the Volunteer programme of activities,	Housing	October 2021	

	including holding an event to increase the number of people volunteering for local community and voluntary groups in East Devon			
2.3	Provide a programme of 'community days' in low income areas of the district to: save residents money from disposing of bulky waste; encourage residents to have a sense of pride in their neighbourhood; and encourage community engagement to help create sustainable communities	Housing	September 2021	<ul style="list-style-type: none"> ➤ Number of community days held in low incomes areas of the district (target 6 in 2021/22). ➤ Number of skip days held in low income areas of the district. ➤ Tonnage of bulky waste collected at community days.
2.4	Ensure that Cranbrook residents and neighbouring disadvantaged communities benefit from enhanced service delivery and improved physical, social and psychological linkages between the existing and new developments.	Planning + Growth Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Reduction in number of residents receiving unemployment benefits. ➤ Prioritise investment in Cranbrook Town Centre – ensuring delivery of local facilities – including supermarket, GP surgery, dental surgery, early years child care, library, etc. ➤ Provide employment skills support to enable disadvantaged residents are able to apply for jobs within local facilities (in partnership with JSP). ➤ Work with RSLs to support disadvantaged households (e.g. Live West). ➤ Use the poverty dashboard to identify the socio-economic make-up of Cranbrook to help understand the need.
2.5	Use planning policy to ensure that new developments promote permeability, connectivity and accessibility	Planning	Ongoing	<ul style="list-style-type: none"> ➤ Planning policies promote safe, legible, permeable, and accessible public realm.
2.6	Ensure that the Council's Environmental Improvement programme includes schemes in more deprived wards	Environmental Health	Ongoing to March 2023	<ul style="list-style-type: none"> ➤ Raise awareness of the EIP scheme amongst residents ➤ Seek and consider EIP scheme proposals from local communities ➤ The Environmental Protection team have proposed new links with Housing officers to work more closely with our own tenants in conflicts with neighbours. ➤ Our Community Safety Partnership Coordinator will continue to work with a wide network of contacts across the district, sharing information - most aimed at supporting families, young people and preventing harm or exploitation.

				<ul style="list-style-type: none"> ➤ Our Community Safety Partnership Coordinator will continue to use social media to share key messages and opportunities around community safety themes. ➤ Our Community Safety Partnership Coordinator anticipates a further grant from the Office of the Police and Crime Commissioner for community-strengthening activities throughout 2021/22.
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No.	Action	Service	Completion date	Narrative, performance measures and outcomes
				<ul style="list-style-type: none"> ➤ Develop and delivery priority schemes identified by local communities.
2.7	Develop a collaborative, area-based approach to support communities with high levels of deprivation in partnership with a range of organisations	Housing	Ongoing to March 2023	<ul style="list-style-type: none"> ➤ Performance measures to be developed as area-based approach and initiatives are explored.
2.8	Support an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations	Housing	Annually from March 2022	<ul style="list-style-type: none"> ➤ Successful programme of events delivered linked to each national or international event, including free events and events with free spaces for people on low incomes.

Objective 3 - Promoting an inclusive economy, by raising skills and improving access to a range of employment opportunities for people on low incomes.

3.1	Explore opportunities to spread the benefits of economic growth across the District, ensuring that all communities have access to high quality skills and education provision in order to access employment opportunities and that the development of the new Local Plan is supported by a robust evidence base	Planning/ Growth Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Develop a Local Plan evidence base that identifies the needs for employment land across the district and make site allocations through the new Local Plan to meet those needs. <i>This process should include discussions of where the LA should invest to improve access to employment.</i> ➤ Opportunities explored for anti-poverty considerations to be included in viability assessments for new developments <i>What does this mean? Can we insist new development factor in contributions toward mitigating existing deprivation? I think we'd need a robust methodology showing the activities and measures to be funded are effective at reducing local poverty. The overall impact on development viability would need to be considered</i> ➤ Opportunities explored to support “meanwhile uses” for land that is earmarked for development not necessarily an anti-poverty action. Can the council use revenue generated from meanwhile uses to support anti-poverty action?
3.2	Ensure that the proposed developments in the West End of the District benefit both new residents and existing neighbouring disadvantaged communities by maximising local employment, skills and training opportunities	Planning/ Growth Development & Prosperity		<ul style="list-style-type: none"> ➤ See comments at 2.4
	<i>Suggest something around digital inclusion here – could speak with Julie at Cosmic as it would need to cover skills/training as well as infrastructure provision</i>			

No.	Action	Service	Completion date	Narrative, performance measures and outcomes
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3.3	Seek funds to continue the Activate project, working with local arts and cultural organisations to deliver a programme of cultural activities for a cohort of young people on free school meals, who will benefit from a programme of different activities to develop self-awareness, resilience and leadership skills	All Services	March 2021	<ul style="list-style-type: none"> ➤ Number of young people taking part in the programme who are eligible for free school meals and have been identified by the college as being at significant risk of not reaching their potential. ➤ Educational attainment of participants, as measured by the school, compared to expected educational attainment without the programme. ➤ Aspiration levels of participants, including number of participants aspiring and planning for further or higher education.
3.4	Ensure all large scale/major developments develop and deliver an Employment and Skills Plan as part of their S106 agreement. Delivery against agreed targets will be monitored to ensure provision of tangible benefits to local employment and skills development	Planning/Growth, Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Encourage developers to provide a satisfactory ESP as a standard requirement of each legal agreement for all large scale major developments. ➤ Consider new planning policies through the new Local Plan to make ESP's a requirement for large scale major developments and potentially some smaller scale developments. ➤ The provision of a satisfactory ESP will be a requirement of both the appointed contractor at construction stage and the operating tenant at occupation stage where development is for commercial use. ➤ Delivery of ESP targets in line with CITB Key Performance Indicators. Monitored by Building Greater Exeter.
3.5	Include employment, training and skills development opportunities in regular communications to East Devon businesses and residents	Growth, Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Provision of relevant information in regular business updates and resident newsletters. ➤ Analysis of unique click through and forwarding data to assess impact.

3.6	Hold quarterly DWP updates to ensure our local JCP branch managers are aware of all approved developments in district so they can prepare work coaches to discuss associated local employment opportunities with benefit claimants	Growth, Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Quarterly virtual meetings with DWP Partnership Manager. ➤ Monitor engagement with relevant construction contractors and site occupiers where commercial.
3.7	Ensure suitable provision of a Gateway service to maximise the benefit and value of the DWP Kickstart Scheme to both local employers offering jobs and the 16-14 yr. old UC claimants who take on these local placements	Growth, Development & Prosperity	Ongoing (18 month scheme beginning Sept, 2020)	<ul style="list-style-type: none"> ➤ Identify the optimal Gateway provider to work with local business and training providers ➤ Regular liaison with employer and Kickstarter to ensure the right wrap around support and employability training is being provided. ➤ Formally partner with this gateway provider, support with regular communications to encourage compliant placements and refer all enquiries received.
		All Service Teams	June 2021	<ul style="list-style-type: none"> ➤ If we're serious about tackling poverty and improving access to employment, this strategy could include a simple requirement for all service teams to take on and train X no. of kickstart placements (16-24 yr. old claiming Universal Credit) to bolster our staff resource and tangibly improve the future employability of the benefit claimant, many of whom will be from less wealthy households. This would improve both access to employment, training and education and help address some of the limiting self-belief and confidence issues mentioned earlier. ➤ We could also establish a 50+ work placement scheme to address the needs of that age group.
3.8	Lobby Government on relevant economic and skills policy issues	Growth, Development & Prosperity with Portfolio Holder	Ongoing	

3.9	Seek to influence the strategic approach to the local economy taken by the Local Enterprise Partnership	Growth, Development & Prosperity	Ongoing	➤ Hard to identify performance indicators for this. If we are to facilitate a shift in focus from productivity to inclusive prosperity.
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Objective 4 - Addressing the high cost of housing, improving housing conditions, creating affordable warmth and reducing homelessness.

4.1	Develop new Council homes for rent, and ensure that rent levels are as affordable as possible	Housing	Annually March 2022	<ul style="list-style-type: none"> ➤ Number of new homes for rent provided annually on Council owned sites. ➤ Number of new Council homes started in East Devon. ➤
4.2	Develop a new business plan/strategy for a further Council affordable housing programme	Housing	October 2021	➤ Business Plan approved by the Council's Housing Review Board.
4.3	Identify opportunities to reduce energy consumption as part of the development of new Council affordable housing schemes and consider the cost impact of alternative energy sources on Council tenants	Housing	September 2021	

No.	Action	Service	Completion date	Narrative, performance measures and outcomes
4.4	Ensure that existing council homes are well maintained and implement a programme of energy efficiency improvements to lower-rated council homes	Housing	Ongoing March 2023	<ul style="list-style-type: none"> ➤ Percentage of reactive repairs completed within target timescales. ➤ £2.5 million programme of energy efficiency improvements delivered in Council properties, predominantly in properties with Energy Performance Certificate (EPC) ratings of D, E, F or G

4.5	Support private tenants in their homes, taking enforcement action against landlords / property managers whose properties do not meet the required energy efficiency standards	Environmental Health	Ongoing	<ul style="list-style-type: none"> ➤ Measurable once Government enforcement toolkit has been trailed and released. Expected from April 2021 onwards. ➤ Numbers of cases/investigations that have resulted in enforcements action taken. ➤ The Private Sector Housing team will continue to work on improving conditions of housing in private ownership for rented and owner occupiers. ➤ The Private Sector Housing team will continue to combat fuel poverty by helping to reduce energy bills, improve energy efficiency and maximise household income. ➤ The Private Sector Housing team will continue to work on eliminating EFG EPC rated homes occupied by fuel poor households. ➤ The Private Sector Housing team are planning a park homes insulation project. ➤ The Private Sector Housing team plan to review their communications processes and update their website. ➤ The Private Sector Housing team manager plans to develop a strategy and action plan for their activities.
4.6	Ensure Houses in Multiple Occupation (HMOs) are licensed where required and proactively take enforcement against landlords or property managers that are not complying	Environmental Health	Ongoing	<ul style="list-style-type: none"> ➤ Number of HMO licences issued. ➤ Number of cases / investigations that have resulted in enforcement action for failure to licence. ➤ Breakdown of enforcement action taken: <ul style="list-style-type: none"> ○ Warning letter ○ Simple Caution ○ Civil Penalty ○ Prosecution
4.7	Implement the Council's Homelessness and Rough Sleepers Strategy and embed within it a range of measures to significantly improve access to the private rented sector and retention of a private sector tenancy for homeless people	Housing	Ongoing	<ul style="list-style-type: none"> ➤ Increase the number of households assisted to move into the private rented sector.

No.	Action	Service	Completion date	Narrative, performance measures and outcomes
4.8	Review, rebrand and promote the Rent Deposit scheme to enable more people to find a private rented sector solution to their homelessness	Housing	March 2021	<ul style="list-style-type: none"> ➤ Increase in the number of households taking up the Housing Benefit Plus scheme. ➤ Number of households supported into private rented accommodation (target: 40 households supported into PRS accommodation per annum).
4.9	Extend the Housing First pilot programme to provide self-contained accommodation and support for 20 rough sleepers	Housing	Ongoing	<ul style="list-style-type: none"> ➤ 10 'Housing First 1' units to be tenanted by June 2020. ➤ 12 'Housing First 2' social housing units (with an onsite caretaker for every 2 tenants) provided. ➤ 4 'Housing First 2' units to be tenanted by March 2021.
4.10	Embed improvements identified as good practice in tackling Domestic Abuse into service delivery	Housing	Ongoing	<ul style="list-style-type: none"> ➤ Analysis of customer and partner feedback. ➤ Case audits results. ➤ MASH completions/MARAC/Safeguarding referrals by service and individual. ➤ Evidence of target-hardening budget usage.
4.11	Work with developers through the planning process to enable the delivery of new high quality, energy efficient affordable homes	Housing	Ongoing	<ul style="list-style-type: none"> ➤ Number of affordable homes delivered on strategic growth sites and on other sites. ➤ Planning policies ensure that affordable housing is well integrated on sites and indistinguishable from market homes. ➤ Number of affordable homes delivered to BREEAM standards or equivalent (PassivHaus etc.). ➤ Number of affordable homes delivered close to transport infrastructure.
4.12	Work with Registered Providers to ensure homes are genuinely affordable to those that need them	Housing	Ongoing	<ul style="list-style-type: none"> ➤ Encourage social rents in place of affordable rents.

4.13	Develop the furniture poverty initiative to ensure that tenants have access to basic household furniture items	Housing	September 2021	➤ Option review report to Housing Review Board January 2021.
No.	Action	Service	Completion date	Narrative, performance measures and outcomes
Objective 5 - Improving health outcomes for people on low incomes, including access to good diet, health care and ill health prevention.				
5.1	Provide a reduction in entry prices at LED operated sports and swimming facilities for people receiving Means Tested Benefits	Countryside & Leisure	Ongoing	<ul style="list-style-type: none"> ➤ Number of people holding concessionary cards. ➤ Number of entries to Council-owned leisure facilities by people holding concession memberships. <p><i>(N.B. Attendance numbers during 2020/21 will be affected by pool closures as a result of Covid-19).</i></p>
5.2	Provide free swimming sessions for low income families with children, and free and discounted swimming sessions for young people	Countryside & Leisure	March 2021	<ul style="list-style-type: none"> ➤ Number of Surestart sessions for families with young children run and number of attendances. ➤ Number of attendances at free swim sessions for juniors between 4-6pm on weekdays. ➤ Number of attendances at discounted (£1) sessions for young people. <p><i>(N.B. Attendance numbers during 2020/21 will be affected by pool closures as a result of Covid-19).</i></p>
5.3	Provide monthly free health sessions for low income groups	Countryside & Leisure	March 2021	<ul style="list-style-type: none"> ➤ Number of free health sessions held. ➤ Number of people attending free health sessions.

No.	Action	Service	Completion date	Narrative, performance measures and outcomes
5.4	Use planning policy to help ensure new developments help create a good living environment which supports good mental and physical health outcomes, through provision of open space and the design of the built environment	Planning Service/ Growth Development & Prosperity	Ongoing	<ul style="list-style-type: none"> ➤ Planning policies that emphasise design quality of new homes and enhance and increase open space provision and public access to it. ➤ Planning policies ensure that developments with mixed tenures provide the same access to shared amenities for all residents of the development. ➤ Provision of green space serving new developments.
5.5	Support free exercise referrals by GPs for low income residents in East Devon <i>Link to the Sport England pilot here?</i>	Environmental Health	August 2021	<ul style="list-style-type: none"> ➤ Total number of free exercise referrals made by GPs for residents on low incomes. ➤ % of participants on low incomes completing an activity programme.
5.6	Support healthy eating programmes targeted at low income residents and delivered by local voluntary and community organisations	Environmental Health	October 2021	<ul style="list-style-type: none"> ➤ Number of cookery skills workshops delivered in low incomes areas of East Devon. ➤ Number of people participating in cookery workshops.
5.7	Provide a programme of cooking skills with local partners for low income families in areas of highest need in East Devon	Environmental Health	September 2021	<ul style="list-style-type: none"> ➤ Number of venues providing cookery skills around the district and number of people reached.
5.8	Support outreach advice and support for residents experiencing stress and anxiety due to low income and debt	Environmental Health	September 2021	<ul style="list-style-type: none"> ➤ Number of clients seen by the outreach advisor in total. ➤ Total value of additional income for clients identified by the outreach advisor.
5.9	Influence key health strategies, including the Devon Health and Wellbeing Strategy and the models being developed by Primary Care networks	Environmental Health	Ongoing	<ul style="list-style-type: none"> ➤ Partner health strategies take account of key issues identified by EDDC. ➤ The Public Health Project Officer will continue to work with services to influence annual implementation plans and collate annual reviews of our public health activities across the council. ➤ The Public Health Project Officer will continue to identify projects that help to implement our public health strategic plan, which aims to tackle health inequalities and deprivation.

				<ul style="list-style-type: none">➤ The Public Health Project Officer will continue to represent EDDC at County-wide meetings e.g. Devon Smoke free Alliance and contributes to County-wide developments e.g. JSNA working group.➤ The Public Health Project Officer will continue to represent EDDC with local groups e.g. WEB Community Health & Wellbeing Board as required, to help tackle health inequalities.➤ The Public Health Project Officer will continue to liaise with local NHS colleagues as required, and continue efforts to influence potential projects e.g. via their Population Health Management programme.➤ The Public Health Project Officer will continue to liaise with other agencies to support those community-strengthening activities which are likely to improve health/wellbeing outcomes.➤ The Public Health Project Officer will continue to source, evaluate and share reliable and locally relevant health information; communicating messages with a wide range of contacts as appropriate, and using various formats.
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