

1.Foreward

The Bury *Let's Do It!* strategy, which was built upon conversations with local communities, sets out a clear goal for Bury to be the place that is achieving **faster economic growth than the national average with lower than national average levels of deprivation by 2030**. The council is leading a borough-wide effort to deliver this vision through an ambitious programme of economic development and a parallel “people and communities” focus, which tackles the entrenched and prolonged inequalities which have been deepened by the Covid pandemic and subsequent cost of living crisis.

Bury has become relatively more deprived compared to other areas with more people living in (the same) areas of deprivation in 2019 than in 2015 and the pandemic likely to have compounded this further. The Council has therefore significantly strengthened its focus on anti-poverty over the last 18 months:

- Socio-economic exclusion was incorporated as a protected characteristic within the Council's inclusion strategy, as recommended by the Greater Manchester Poverty Action Group. It is recommended that many of the other nine statutory protected characteristics are disproportionately vulnerable to poverty. This is explored in the accompanying EIA to this report
- A more proactive and targeted approach has been taken to identifying and supporting households in need and crisis support was complemented with direct referrals for benefits assessment and financial management support.

The national economic context, particularly the cost of living crisis, now demands a review of the council's strategy. This strategy sets out the latest socio-economic analysis of Bury residents; a short- and medium-term approach to respond and the evaluation of success. It includes:

- An immediate, urgent offer to support Bury residents with the cost of living crisis
- The ongoing development of an anti-poverty strategy to improve livelihoods and reduce hardship, structured against the six Greater Manchester Poverty Action (GMPA) themes and delivering of the March 2022 Bury Council Motion of tackling the root causes of poverty.
- The medium term *Let's do it!* principles to tackle deprivation, with action plans for delivery and contribution across each political portfolio,
- Action against the enablers of 'digital inclusion' and to 'challenging and address stigma and unconscious bias in relation to poverty'

Consistent with good practice, this strategy will:

- Be data and insight driven, to best target resources and support
- Celebrate successes and build upon these
- Target immediate hardship support in a co-ordinated manner
- Maximise opportunities for increased awareness and access to provision to increase resilience; increasingly linking local people and place.
- Align activity from related strategies to ensure coherence

2. What do we mean by poverty and what does it look like in Bury?

There is no single measure of poverty and no single experience of what it means to be 'in poverty' or 'experiencing hardship'

There are a number of terms and measures which are most frequently used, including:

- Relative Income Poverty - where households have less than 60% of contemporary median income
- Absolute income poverty - where households have less than 60% of the median income in 2010/11 uprated for inflation
- Material deprivation - where households cannot afford essential items and activities
- Destitution - where households cannot afford basics such as shelter, heating and clothing



(Source: Joseph Rowntree Foundation)

Analysis undertaken within the last six months indicates that the households at greatest risk of poverty against these measures in Bury are:

- Bury 007E – Moorside ward, East neighbourhood (around Kingfisher Drive/Thrush Drive)
- Bury 016C – Radcliffe North & Ainsworth ward, West neighbourhood (around Coronation Road/Westminster Avenue)
- Bury 021B – Besses ward, Whitefield neighbourhood (around Ribble Drive and down to Westminster Avenue)
- Bury 007D – Bury East ward, East neighbourhood (around Hazelwood High School)
- Bury 020C – Unsworth ward, Whitefield neighbourhood (around Rufford Drive/ Rippon Avenue)
- Fernhill and Pimhole, at 32.09%, have the highest percentage of households at risk of food insecurity in the Borough
- Childhood poverty hotspots have been identified as Sedgley; Bury East ward and Radcliffe West

Further analysis of the specific people and locations experiencing financial vulnerability is described in the rest of this strategy. The forthcoming State of the Borough report will provide more analysis to inform the targeting proposed in this strategy and Appendix 1 provides further breakdown of the Lower Super Output Areas with the highest Index of Multiple Deprivation ranking.

3. How has Bury been tackling poverty to date

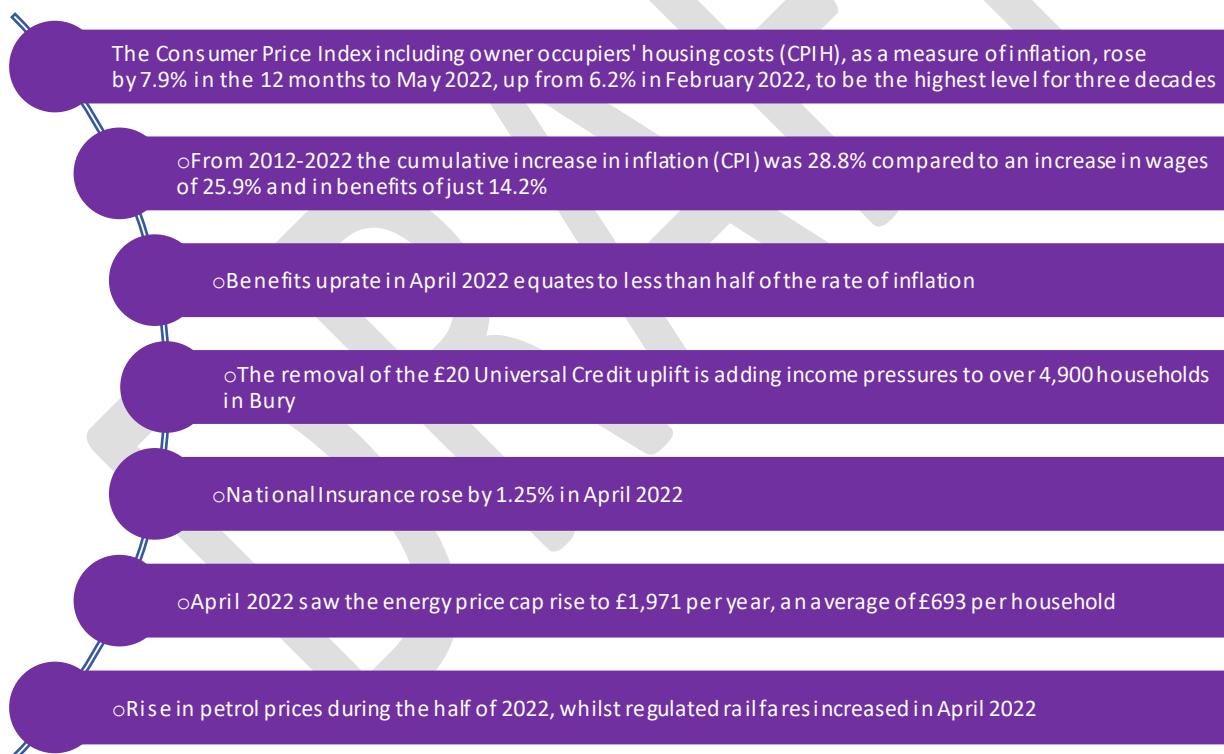
Tackling the root causes of poverty and addressing the manifestation of hardship in the Borough is not new. Considerable work has taken place over the last 18 months to strengthen the local approach to anti-poverty. Highlights of the work undertaken are included below, with further examples in Appendix 2.

- Targeted direction of funding, including national urgent winter hardship support to provide direct financial support for food, fuel and winter essentials, including emergency boiler repairs and support with essential white goods. This included Bury Community Support Network, school pastoral teams and the development of a voucher exchange programme to allow households to use the voucher in kosher retailers who provided an uplift in the voucher as social value
- The co-development of a People and Communities Plan for Radcliffe, to ensure that local people are best able to take advantage of the opportunities that are being realised through the physical regeneration set out in the Strategic Regeneration Framework and Levelling Up project.
- In December 2021 Bury became the only Greater Manchester council to be both a Greater Manchester Good Employment Charter Member and a Real Living Wage accredited employer. This means that all council jobs and contracts will be paid at least Real Living Wage value and has given a direct increase in earnings to over 4,000 local people who are involved in the supply and delivery of Council services. The Council is now setting an example across the Bury system about high quality employment, with Dunster's Farm and Six Town Housing also Good Employment Charter Members.
- Fit and Fed campaign addressing holiday hunger in school children, run by Families Active officers from the Live Well Service, working in partnership with the Public Health Team, School Catering Team, local schools, community centres and foodbanks.
- Sustained funding support to Citizens Advice Bureau Bury and Bolton (CABB) from Bury Council and Six Town Housing, including additional funding within 2021 to sustain dedicated case management support. CABB have in particular provided support for individuals to ensure they're received all benefits they're entitled to and debt management support if required to those who have received immediate financial hardship support through Covid related grants.
- Joint work with Bury Community Support Network to explore possibilities of increasing access to and offer of Credit Union provision, putting service user voice and experience at the heart of considerations.
- Neighbourhood based pop-up support, advice and information on financial and money management, including partnership guidance in Chesham at the Step into Bury East event; Radcliffe Neighbourhood Pitch and joint activity with Jewel Foundation in Prestwich Library
- The Family Learning provision via Bury Adult Learning Centre has been delivering family budgeting courses, including within community settings such as at Trinity Foodbank. Courses include, *Family Finance -Budgeting for the Family*; and *Keep Calm and Budget* (for learners with mild to moderate mental health issues). Brandlesholme Community Centre provided slow cookers as an incentive for participation in their Cooking on a Budget course, with participants identified in conjunction with the neighbourhood Children's Early Help Team.

- Foundation Funding has been secured to undertake 130 energy efficiency visits during 2022 by disabled facilities grant surveyors to provide energy efficiency advice and distribute small scale energy efficiency measures
- Six Town Housing have proactively identified properties for energy audits and provided free energy efficiency training to tenants who can act as ambassadors in the community, helping others to understand how to cut down on energy usage and be more environmentally friendly.
- Engagement of over 1,200 residents in community digital activity including the distribution of 300 refurbished Samsung tablets.

4. Bury Council's immediate response to the current cost of living crisis

The Council recognises that many people are experiencing unprecedented pressures on household income and expenditure, driven by:



In response, the Council has made available a range of urgent offers of help:

- Targeting of Bury's national allocation of £1.534m from the national Household Support Fund (HSF) to the most vulnerable people. This funding is designed to support the most vulnerable with the cost of food and fuel; government guidelines require councils to target some of this funding on children and families and older people but beyond that there is the flexibility to apply local discretion. The council will therefore use its business intelligence and networks to direct this funding by:

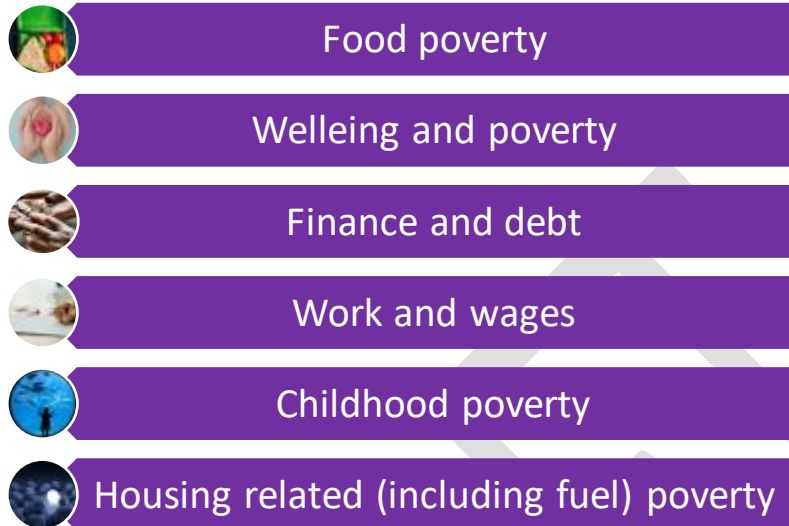
- Ensuring all practitioners in our neighbourhood-based teams understand how to spot signs of poverty; the support available and how to have strengths-based conversations with people to understand what help they need and connect them to resources
- targeting very proactively the streets in the borough where residents are known to face greatest socio-economic risk, as highlighted in Section 2, with strengths-based conversations to understand people's experience of poverty and the support they need now. This work will be led by the proactive work of the Council's community hubs; engagement with community groups including Bury Community Support Network and the work of our ward councillors
- Continuation of the provision of vouchers for those households eligible for Free School Meals over the whit half term and six week summer holiday
- Direct payment of £100 to 4,700 pensioners in receipt of Council Tax Support
- Resilience support to foodbanks across the Borough, consistent with previous levels of support

In addition to the Household Support Scheme:

- Council Tax rebates are being administered to households following national funding in relation to increase fuel costs. This has included over £7 million of rebates for residents in Council Tax Band A-D and is continuing through delivery of the discretionary element of the scheme, which will be targeted specifically to those households in band E-H in receipt of Council Tax Support, and uplift the rebate to assist 13,360 households.
- £240k was committed by the Council to enable the introduction of a school uniform grant to support those families most in need. The Council agreed to the payment of a grant to all benefits related Free School Meal eligible families, on the basis of £30 per primary age child and £50 per secondary age child, to be administered through schools in the same way that the Council funded food voucher scheme has operated. This will be a one-off payment to those families eligible during the summer term 2022, with vouchers being issued during June.
- Through the targeting of Household Support Fund provision, place-based public service colleagues and community leads will identify households who would not ordinarily be eligible for welfare support but who are experiencing extreme financial pressure. This builds on the £100k committed by the Council, with immediate support and wrap-around resilience advice and guidance.
- Bury Council is working with local partners and regional colleagues to promote an increase in uptake in Pension Credits, with approximately £4m not claimed each year across the Borough. Information on this will be included in any payments to this cohort.
- Collectively this builds on national support to address the cost-of-living pressures including a direct one-off cost of living payment of £650 for households on mean tested benefits by DWP; a pensioner cost of living payment for £300 to be paid directly by government in November; a £150 direct disability payment in September and households will receive a £400 direct discount on their energy bills in October 2022.

5 . The Medium term anti poverty strategy

In parallel with immediate crisis support, medium term work to prevent poverty and address the underlying issues will continue. Work will be organised to respond to the key pillars of poverty proposed by Greater Manchester Poverty Action.



The *Let's do it!* strategy has the eradication of poverty at its heart, through the overarching aims of driving growth and tackling deprivation. The following sections take each pillar in turn

A borough-wide delivery plan with priorities for the next 12 months is in production across Team Bury. Pending this, the Council's areas of focus across each political portfolio are summarised below

5.1 Food Poverty

Greater Manchester Poverty Action have studied food insecurity across the region and concluded that nearly a third of households in Fernhill and Pimhole are experiencing food insecurity, with high rates also present in Radcliffe and Whitefield.

<i>Food insecurity rates – highest prevalence in the Borough (GM Poverty Action)</i>			
<i>Fernhill & Pimhole</i> 32.9%	<i>Radcliffe</i> 29.66%	<i>Buckley Wells & Fishpool</i> 25.8%	<i>Besses</i> 25.77%

Data from recent research commissioned by the Council has also indicated the presence of 'E-food deserts' running across from Ainsworth, through to East Bury. A risk of "e-food desert" is based on the proximity and density of grocery retail units, transport and accessibility to these and e-commerce. Whilst Prestwich displays greater access it should be noted areas of considerable access neighbour areas with some of the least in the Borough and provides insight to use in targeting provision.

The Council has supported the ongoing development of Bury Community Support Network (BCSN), which is comprised 18 members and led by the Bury Voluntary, Community and Faith Alliance (VCFA). The BCSN provides a community-led gateway to food and wider support for people at risk of poverty. It has been successful in attracting funding from the Albert Gouby Foundation and has been working with Sabine Goodwin at the Food Aid Network on the impact of Covid and beyond. There is an opportunity to build on

this work to further develop a pantry model to increase resilience – this is one of the key actions set out in the delivery plan below.

Priority	Key Actions	Lead	By when
Ongoing development of the Bury Community Support Network	Ensure shared understanding and awareness of schemes (including apps) to eradicate food waste, including Fareshare, to maximise local uptake	Bury Community Support Network (BCSN) Chair	Q2
	Increase reporting consistency	Bury Voluntary and Faith Alliance (VCFA)	Q2
	Promotion of social eating schemes (currently at Green Café; Welly Café; Listening Ear; Attic Project)	VCFA Networking Officer	Q2
	Build on connections with Sabine Goodwin at Good Food Network	BCSN Chairs	Q2
	Strengthened partnership activity on identifying place-based offers experiencing the greatest hardship, including flexible use of buildings and assets	VCFA Networking Officer	Q2
	Resilience support activity to food banks and pantries on group development, volunteer support and sustainability	VCFA Networking Officer	Q3
	Development of a sustainable food pantry model	BSCN Chairs	Q3
	Increased membership of food clubs	BCSN Chairs	Q4
Deliver the Bury Food Strategy and Partnership	Promote use of Essential Parent as education resource for health nutrition and build in guidance on Healthy Start voucher and cookery sessions	Project Lead, Public Health	Q2
	Establish a Lead Member for Food Poverty to drive forward local efforts to end hunger in our Borough, as per the Labour Group Motion of 16 th March 2022	Cabinet Member for Communities and Finance	Q2
	Raise promotion of the Bury Good Food Charter through local businesses (including Bury Catering Award) and communities through the Hub network	Nutrition Lead, Public Health	Q2
	Continue to identify food deserts	Nutrition Lead, Public Health	Q2
	Continue to strengthen voluntary and community sector representation within the partnership	Project Lead, Public Health; BCSN Chairs	Q2

Priority	Key Actions	Lead	By when
	Develop food growing opportunities including community garden schemes, working with partners such as Incredible Edibles; with a focus of areas and groups with the greatest food insecurity	VCFA Networking Officer	Q4
	Improve uptake of Free School Meals among eligible families through improvements to school catering offer	Nutrition Lead, Public Health	Q3
Inclusivity of emergency food provision	Build on Kosher voucher scheme developed during Covid and breadth of provision through BCSN to ensure inclusivity in provision including pantry model	Community Hub Team Leader	Q2
Delivery of Household Support Fund	Targeted provision of Household Support Fund support for individuals identified through the Bury Community Support Network as trusted referrers; with associated referral to partners including Citizens Advice for resilience guidance	BCSN Chairs	Q2
Fit and Fed	Additional proactive targeting of Fit and Fed activity within areas of greatest food insecurity	Project Lead, Public Health	Q2
Market related campaigns	Healthy Eating for Less campaign at Bury Market promoting nutritious ingredients and suggestions on low-energy cooking techniques	Head of Commercial Services	Q2
	Satellite provision of Healthy Eating for Less within Moorside ward – Fernhill and Pimhole to promote engagement with the campaign	East Public Service Leadership Team	Q2
	Healthy Eating for Less campaign in Radcliffe, including with the newly located Village Greens in Radcliffe Market.	West Community Hub Manager; Public Health Lead for Radcliffe	Q2
	Review approaches to food growing and social enterprises to address e-food deserts, including geographical focus in Bury East, Besses and Rainsough and consideration of different cultural practices	VCFA Networking Officer	Q3
Cookery sessions	Targeted programme of Cooking Well for Less sessions prioritised to Fernhill, Pimhole, Radcliffe, Fishpool and Besses, working with local anchor community groups and facilities	Bury Adult Learning Centre (BALC) Lead	Q2
	Bespoke sessions for larger families	BALC Lead	Q2

5.2 Poverty and Wellbeing

The relationship between poverty and wellbeing can cause a spiral of decline in physical and mental health, in turn impacting on the ability to work or live a fulfilling life.

Locally there is a correlation between individuals of excess weight, and underweight children, with areas of relatively higher levels of deprivation.

<i>In Bury almost 1 in 10 reception age children are obese; this doubles to 1 in 5 by the end of year 6.</i>	<i>In Bury less than half of adults are eating the recommended 5 portions of fruit and veg a day</i>	<i>Physical activity is lowest in Bury East at 56.2% compared to a high in Tottington and North Manor</i>	<i>43% of people accessing Bury CAB debt support provision reported having a long-term health condition</i>
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At a ward level, the highest proportion of underweight children at reception age are in Radcliffe West (5.4%), Bury West ward (5.3%) and Moorside (4.6%); the highest proportion of very overweight are in Besses (9.5%), Radcliffe East (9.4%) and Radcliffe North and Ainsworth (7.9%)

A recurring theme of this strategy, which will continue, is to increasingly target advice, information and direct provision of activity whilst raising overall awareness to opportunities – enabling and empowering our communities to be able to support themselves. The following deliver plan outlines the key actions to support this in relation to this pillar.

Priority	Key Actions	Lead	By when
Proactive targeted engagement and support	Co-designed sessions led by Healthwatch Bury in localities of greatest health and income deprivation on access to self-care/self-support	Healthwatch Bury	Q2
	Focus within Health and Care Integrated Neighbourhood Teams on cause and effects of poverty and ill-health, including increasing awareness of preventative opportunities	INT leads / Older People Staying Well Leads	Q3
Maximise Social Prescribing	Beacon Service Link Workers to review casework to identify poverty related causes of referrals and develop neighbourhood based pathways to address principle causes	Beacon Service Manager	Q2
	Joint initiative between Beacon Service and Ingenus to link clients aged 18-24 into Social Prescribing and assist young people to move into employment and training.	Beacon Service Manager	Q2
	Explore opportunities for BeeWell young persons social prescribing services to address childhood related poverty	Beacon Service Manager	Q3
Tackling stress and anxiety	Targeting of Getting Help Helpline to LSOAs experiencing highest rates of deprivation	Integrated Commissioning Officer (Mental Health)	Q2

Priority	Key Actions	Lead	By when
	Engage in discussions on mental wellbeing support capacity in relation to additional pressures being felt on household income and expenditure	Integrated Commissioning Officer (Mental Health)	Q2
	Evaluate impact of travel costs and other expenses on accessing mental wellbeing provision as a barrier to access	Integrated Commissioning Officer (Mental Health)	Q4
Specific wellbeing awareness campaigns	Promotion of Ask for Jesse campaign through Early Years setting – a project between Boots and The Hygiene Bank	Project Lead, Public Health	Q2
	Increase uptake of Daily Mile and nutrition related accreditation at schools and early year settings particularly in Besses, Bury West, Moorside and all Radcliffe wards	Project Lead, Public Health	Q2
	Awareness and access to menstrual equality provision, such as promoted through the Bloody Good Period project	VCFA Networking Officer	Q3
Targeting an increase in financially accessible physical activity	Actively promote Health Improvement Fund projects as a means of accessible provision within neighbourhoods	Live Well Lead	Q2
	Review Radcliffe Move More Local Delivery Pilot and associated Community Investment Fund to tackle barriers to activity driven by financial hardship and poverty	Wellness Team/ VCFA	Q3

5.3 Finance and debt

Locally, Bury has areas of extreme income related deprivation, with a disproportionately high number of Lower Super Output Areas in the top 10 and 20% most income deprived nationally. These locations tally with demands experienced across welfare support provision and the Co-operative Group's Community Wellbeing Index insight on household income and relative affluence, which identifies Fernhill and Fern Grove as areas where targeting of support and information should be prioritised.

The data shows a considerable concentration of financial vulnerability in the East of Bury but importantly shows that there are elements of vulnerability in every neighbourhood. This is important when targeting activity as within relatively affluent corners of the Borough there are those experiencing financial hardship and provide hyper-local concentrations as areas of focus for partnership activity.

<i>Citizens Advice Bureau Bury and Bolton data</i>			
<i>In 2021/22 CABB supported 3,645 people across 22,711 issues, with the average amount of debt at £1,826 (3rd highest of local CAB branches)</i>	<i>Top benefit issues presented locally : Personal independence payment; initial claims and limited capacity for work element of UC.</i>	<i>Biggest debt issues people requested support with were Council Tax Arrears and Fuel Debts. 13% of those seeking support were in full time employment.</i>	<i>Income gain through CABB in 2021/22 of £8.32m benefiting over 770 residents</i>

<i>Wards with highest number of Council Tax Support claims</i>			
<i>Moorside 1,398 (979 working age/ 419 pension age)</i>	<i>Bury East 1,302 (919 working age/ 383 pension age)</i>	<i>Radcliffe West 1,201 (843 working age/ 358 pension age)</i>	<i>Redvales 1,153 (759 working age/ 394 pension age)</i>
<i>Followed by Besses 1,029; Radcliffe East 1,027; Radcliffe North & Ainsworth 965; St. Mary's 798</i>			

Bury's approach to increasing financial inclusion and resilience is embedded within the strengths-based principle of the LET'S strategy:

- person-centred approaches
- supporting budgeting to focus on prevention
- early intervention and resources for people and families in debt to access information and support to reverse the detrimental cycle impacting on their income and wellbeing.

These principles run throughout the deliverables for this pillar, set out below.

Priority	Key Actions	Lead	By when
Money Advice Referral Tool	Multi-agency partnership to work with Greater Manchester Poverty Action to co-design tool on back of successful Expression of Interest	Head of Revenues and Benefits	Q2
	Bury Money Advice Referral Tool to be piloted and rolled out, including on The Bury Directory	Strategic Partnership Manager	Q3
Reviewing Cost of Access	Review of free or low-cost numbers across Team Bury advice/ information services	VCFA Networking Officer	Q2
Neighbourhood level advice and support	Anti-Poverty focus within refreshed Borough placemats including localised budget/financial advice	Community Hub Managers	Q2
	CAB presence within Primary care settings, in particular Moorside, Radcliffe and Whitefield	CABB Advice Lead	Q2
	Targeted Pension Credit uptake campaign, building on the Greater Manchester initiative through the Independent Age, particular at those Wards with	Integrated Commissioning Manager (Older	Q2

Priority	Key Actions	Lead	By when
	largest current underclaimed values. Partnership activity through the Older People's Network, AgeUK Bury, DWP and Six Town Housing	People) / Older People's Network	
	Bury Adult Learning Centre to further develop and deliver family Learning offer on budgeting and money management, particularly targeting Moorside, Radcliffe West and Redvales	Bury Adult Learning Lead	Q3
Community Wealth Building and Financial Inclusion	Secure commitment from Barclays in relation to Thriving Local Economies pilot legacy and their social value associated with provision of finance, budgeting and money management support to different communities of Bury	Unit Manager, Economic Development	Q2
	Review Credit Union arrangements in Bury to ensure provision meets financial inclusion requirements of the Borough and explore sustainable, ethical lending options	Business Manager, Six Town Housing	Q2
	Extend to social value from each Team Bury partners banking contract	Unit Manager, Economic Development	Q3
	Explore Fair4All Finance work with community development finance institutions to grow sustainable access to affordable credit	Business Manager, Six Town Housing	Q3
	Ensure Bury actively involved in the implementation of the Greater Manchester Community Wealth Building Hub	Unit Manager, Economic Development	Q3
Review provision of advice provision locally	Structured review of public service contracts and grants providing funding/commissioning of finance and debt related advice, information and direct support – in particular with a view of geographical and demographic considerations	Strategic Partnerships Team	Q2
	Drafting of refreshed, co-ordinated, commissioning intentions in light of VCSE Accord	Strategic Partnership Manager	Q2
	Commissioning process to be undertaken and agreements from April 2023 to be drawn up and agreed	Strategic Partnerships Manager	Q3, sign off Q4
Maximising Levelling Up and Shared Prosperity	Define opportunities for Bury to maximise opportunities of the British Bank Regional Investment Funds and new Global Britain Investment fund to increase access to finance for SMEs	VCFA Networking Officer	Q3

Priority	Key Actions	Lead	By when
Opportunities for Bury	Lobby to ensure that Bury benefits from the Local Government Pension fund by matching or exceeding the levelling up target of 5% of assets investment in projects which support local areas	Payroll Services	Q4
	Explore opportunities for Bury to benefit from the Regional Angels programme supporting high potential businesses with early-stage equity finance; and similar support to community organisations to increase their resilience	Unit Manager, Economic Development / VCFA	Q4
Enabling Bury's enterprising spirit to alleviate financial pressure	Explore opportunities for developing a local social enterprise to support with the cost of white goods, in the manner of Emmaus Leeds, Under One Roof Lancashire, StandFirm Social Enterprise, Glasspool UK and Changing Lives Together (Cheshire)	VCFA Networking Officer	Q3
Increasing awareness of pinch points in resilience	Cataloguing known transition points of financial pressures and local wrap around offer at these points, examples being becoming parents; leaving care; leaving prison; entering retirement; bereavement	Community Hub Team Leader	Q2

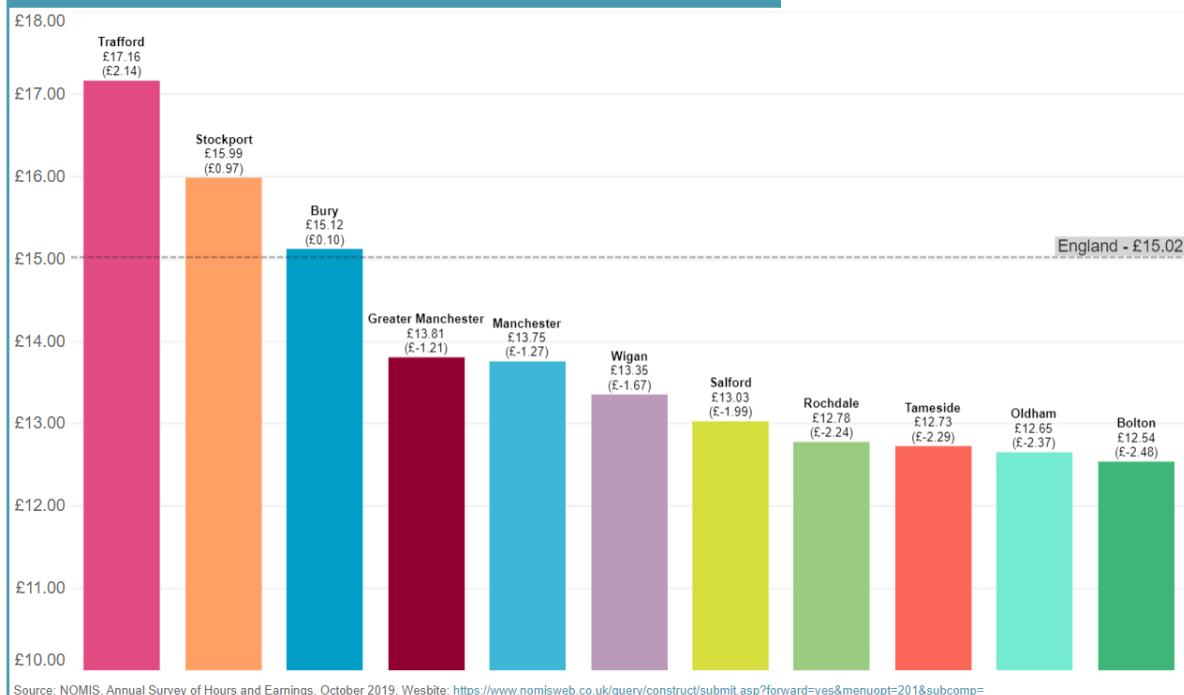
5.4 Work and Wages

Within Bury currently there is inequality in terms of employment and wage levels that are often hidden when considering Borough wide level data – for instance, the data and graph below shows an economically active population in work higher than the regional and national average and wage rates at a favourable level compared to elsewhere in Greater Manchester

<u>% of working age population economically active (and of which self-employed)</u>	<u>% of households that are workless</u>
Bury 79.1% (9.9%) North West 76.9% (8.3%) GB 78.5% (9.5%)	Bury 14.2% - equated to 8,300 households North West 15.5% Great Britain 13.6%

Hourly pay in Greater Manchester compared to England

The average hourly pay in England, calculated in May 2020, is £15.02. The plot below shows the average hourly pay for each borough in Greater Manchester. Each borough is labelled with its average hourly income and the difference to the England average.



The Borough picture masks local variations, for instance, there are as many 16–18-year-olds not in education, employment or training (NEET) in Radcliffe East as there are in Bury West, North Manor, Pilkington Park, St. Mary's and Tottington wards combined.

The Council is leading work to drive economic growth and increase the number of high quality jobs for local people. The Economic Development Strategy will further this work and formalise a community wealth building approach, along with a broader suite of actions listed below.

Priority	Key Actions	Lead	By when
Encourage increased uptake of the GM Good Employment Charter	All Team Bury partners to strive to become a Good Employment Charter Supporter by December 2022	Team Bury leads	Q3
	Develop a local support scheme to support businesses in low paid sector roles to adopt principles of the Good Employment Charter	Director of Business Growth and Infrastructure / BBLG	Q3
	All Team Bury partners to strive to become a Good Employment Charter Member by December 2023	Team Bury leads	Q4
Delivery of GM Housing Provider Pledges	Align Steps to Success activity to GM Housing Provider Pledges including identifying and delivering accessible pathways for tenants to access jobs in the growth sectors of Digital and Zero Carbon	Business Manager, Six Town Housing	Q2

	Work collaboratively to support under-represented groups into construction and supply chains	Unit Manager, Economic Development	Q3
Diversification of promoting job opportunities and encouraging careers	Responding to race-listening activity in Bury, identifying recruitment source beyond <i>greater.jobs</i> for public service roles.	Director of People and Inclusion	Q2
	Increase awareness of advice, information and support to self-employed individuals given the increased likelihood of experiencing poverty	Unit Manager, Economic Development	Q2
	Support the delivery of 'have a go' sessions at diverse career and technical training opportunities, particularly focused on opportunities through regeneration activity in relation to construction roles, building on activity in Radcliffe in spring 2022.	Unit Manager, Economic Development	Q3
Maximising Levelling Up and Shared Prosperity Opportunities for Bury – with this built into the emerging Economic Strategy for Bury	Ensure Bury's contribution to, and benefit from, Greater Manchester Innovation Accelerator pilot as a cluster of 4 th Industrial Revolution Foundries	Director of Business Growth and Infrastructure	Q3
	Determine opportunities for Bury's communities of the Multiply Scheme which targets disparities in numeracy levels with investment in courses for adults	Unit Manager, Economic Development	Q3
	Submit an Expression of Interest to take part in the Local Supported Employment Initiative through DWP to support people with LD, autism or both into work	Unit Manager, Economic Development / Director of Adult Services, OCO	Q2
	Build on local success of Working Well to further target and promote in-work progression offer, including through the Health and Disability Green Paper	Unit Manager, Economic Development	Q4
	Embed Radcliffe Works at the heart of the Radcliffe People and Communities Plan, including expansion of Working Wardrobe initiative and driving a employment and skills key worker model	Unit Manager, Economic Development	Q4
Increase neighbourhood level support	Neighbourhood level focus, including reference to deprivation and impact on skills, aspiration and opportunity, within refreshed Bury Economic Strategy	Unit Manager, Economic Development	Q2
	Enhance DWP neighbourhood based offer within Bury East People and Communities Plan, in particular addressing different communities within the Bury East, Moorside and Redvales Ward	Partnership Manager, DWP	Q2

	Determine and quantify specific local barriers to accessing skills and employment opportunities, eg interview travel costs	Bury Health Employment and Skills Taskforce	Q3
	Target Community Wealth Building activities of pathways into employment, such as Kickstart, apprenticeships and T-levels, in particular reaching individuals currently furthest from employment.	Partnership Manager, DWP	Q4

5.5 Childhood Poverty and Education

The childhood poverty rate (after housing cost) for Bury as a borough is 32.1%. This is down from 34.3% in 2017 but higher than it was in 2015 (30.5%) and currently ranks as 4th lowest in Greater Manchester. It is noticeable that locally the percentage of children living in poverty has some correlation with the areas of greatest deprivation overall, though an exception to this is Sedgley in Prestwich which, after housing costs, has the highest rate of childhood poverty with over half of children experiencing hardship. Of note, the neighbouring Holyrood ward has half the level of Sedgley.

Percentage of children living in poverty, before and after housing costs by ward			
<i>After housing costs</i>	<i>Sedgley ward 50.4%*</i>	<i>Bury East Ward 45.5%</i>	<i>Radcliffe West 42.3%</i>
<i>Before housing costs (Absolute Poverty)</i>	<i>Bury East ward 37.2%</i>	<i>Redvales 31.2%</i>	<i>Moorside 27.4%</i>

GM Poverty Action Poverty Monitor data also shows a decrease in relative poverty rates before housing costs in the East neighbourhood, but increases in the north of the Borough.

Education attainment, and the respective impact on future access to high wage jobs and opportunities, has been seen to correlate with childhood experiences of poverty – and be a major factor in determining a person’s risk of continued poverty through life. In Bury, there is a gap between the school readiness levels of all pupils and those eligible for free school meals (FSM) of 11.6. The table below outlines the geographical spread of those eligible for FSM, which varies from 75 young people in North Manor to 774 in Moorside.

Percentage of pupils entitled to free school meals			
<i>Moorside 35.5%</i>	<i>Radcliffe West 35.2%</i>	<i>Bury East Ward 32.9%</i>	<i>Besses 30.2%</i>
<i>Note, this correlates with the Index of Multiple Deprivation data in relation to the Income Affecting Children domain</i>			

In recent years there has been a decline in the uptake of Healthy Start vouchers. This is a means-tested scheme available to pregnant mothers and those with children under 4 years old, providing families with vouchers that can be used to buy basic foods and vitamins. This national scheme is useful to reduce inequalities and improve access to healthier foods for families who may struggle afford them. However, in Bury, uptake is the 3rd lowest uptake in Greater Manchester. Whilst the decrease is consistent with a

trend across Greater Manchester work is to take place to improve uptake of this scheme, this includes understanding the reasons behind the low uptake rates and addressing these, particularly targeting those wards where insight demonstrates particularly high childhood poverty rates.

Bury Healthy Start uptake rates			
January 2016	January 2018	January 2020	January 2022
69% 1,075 of 1,564 eligible households	60% 917 of 1,536 eligible households	53% 829 of 1,645 eligible households	42% 575 of 1,370 eligible households

Under the two child limit policy, parents are not entitled to any extra support through universal credit or child tax credit to help with raising a third or subsequent child born after 6th April 2017. Research by Child Poverty Action Group estimates such families lose out on up to £2,935 per year. In Bury there are 320 households in receipt of Universal Credit and 610 households in receipt of Child Tax Credit impacted by this. Sedgley has 459 households with three or more dependent children in the family with the youngest child aged 0-4; more than twice any other ward (Redvales having the next highest rate at 196).

Priorities for this pillar centre on the further co-design of steps to increasingly target support to those families experiencing, or at risk of experiencing, the greatest hardship through the young people's co-production network, including Youth Cabinet representation.

Priority	Key Actions	Lead	By when
Increase update of Healthy Start Vouchers	Targeted promotion through Early Years Settings and Health Visitors	Project Lead, Public Health; Early Help Lead	Q2
	Healthy Start developments as a standing item on the Bury Food Partnership Agenda	Project Lead, Public Health; Early Help Lead	Q2
	Details on how to apply and guidance available to be added to GP/health centre screens	Communication & Engagement Officer	Q2
	Promotion through Community Hub newsletters	Community Hub Team Leader	Q2
	To review the above in relation to 30 hours free childcare provision	Project Lead, Public Health	Q2
Delivery of School Uniform Support Scheme	Co-design of Uniform Support Scheme to deliver £240k of support through Children's Strategic Partnership Board	Director of Education and Skills	Q2
	Exploration of feasibility to develop social enterprise scheme related to school uniforms, in the style of Uniform Reuse by Zero Waste Leeds, Pickni uniforms in Croydon and Uniformity by Tauheedul Islam Boys' High School in Blackburn	BCSN Chair	Q2

Priority	Key Actions	Lead	By when
Maximising Levelling Up and Shared Prosperity Opportunities for Bury	Specific engagement with Youth Cabinet through a Circles of Influence approach, and with Children's Strategic Partnership Board on maximising opportunities of the future whilst addressing pressures of today	Youth Participation Co-Ordinator	Q2
	Development of local proposals that outline opportunities to tackle childhood poverty and attainment through Bury's position as an Education Investment Area and Local Skills Improvement Plans	Director of Education and Skills	Q4
	Explore specific local opportunities in relation to local attainment for Bury's neighbourhoods through the UK National Academy	Director of Education and Skills	Q4
	Co-develop proposals for young people, particularly those in areas of greatest deprivation to benefit from the emerging National Youth Guarantee Scheme, and GM Opportunity Pass	Director of Education and Skills	Q4
Targeted and proactive local provision	Further engage participants at Sedgley Children's Centres, community leaders in Sedgley and the Early Help Team in Prestwich to conduct a deep dive into specific local conditions exacerbating childhood poverty and deliver a suite of mitigations to address these.	Children's Early Help Lead (Prestwich)	Q2
	Work with local school to review a 'Cost of the School Year' calendar, as per the Child Poverty Action Group, to identify and quantify costs within a school year and local opportunities to manage these https://cpag.org.uk/cost-school-day-calendar-2021-22	Director of Education and Skills	Q2
	Embed anti-poverty principles at the heart of the development of the Family Hub pilot in Bury East	Assistant Director Early Help and School Readiness	Q2
	Develop a series of free cooking on a budget sessions across childcare settings in wards of greatest childhood poverty, in particularly focused on larger families given the disproportionate impact of family size on poverty	Bury Adult Learning Lead	Q3

5.6 Housing related Poverty including Fuel Poverty

Data from Greater Manchester Poverty Action states that 13.4 of households in Bury are fuel poor (up from 10.6%) – in that they have required fuel costs that are above average (the national median level)

and were they to spend that amount they would be left without a residual income below the poverty line. Whilst the average for the Borough is 10.6% there are areas with significantly higher rates

Lower Super Output Areas with greatest levels of households who are fuel poor				
007E 32.9% Moorside Ward (Kingfisher Drive/ Thrush Drive)	008E: 27.1% Bury East Ward (East Street/ Lord Street/ Cecil Street)	021B: 25.3% Besses ward (Ribble Drive/ Westminster Avenue)	008F: 25.1% Bury East Ward (James Street/ Alfred Street/ Openshaw Street)	018D 23.2% - Radcliffe West (Hawthorn Avenue/ Greendale Drive)

National Government support measures in relation to the energy price cap rise include a £200 discount of energy bills (to be repaid in £40 instalments over 5 years); £150 Council Tax rebate for those in bands A-D; new discretionary funds for those ineligible for the Council Tax Discount. As of March 2022, in Bury there are c. 73,000 Council Tax accounts in Council Tax bands A-D and such will receive a £150 rebate from May 2022. Of these 50,000 pay by Direct Debit, with the remaining 23,000 being written to for bank details for the rebate to be paid.

The experience of being in poverty also influences the type, quality and size of dwellings households are able to access. At worst, households in poverty can experience destitution, homelessness or rough sleeping. Poor housing quality, overcrowding and a reliance on temporary accommodation for vulnerable families also contribute to unnecessarily poor health and quality of life for many.

Poverty rates are highest for social and private renters, nationally at 3-4 times the rate of those buying with a mortgage or own a property outright. Median housing costs for low-income private and social renting households have increased substantially over the last 25 years, while for those buying with a mortgage costs had fallen.

For Bury, Greater Manchester Poverty Action data on the lower quartile monthly rent figures when benchmarked against lower quartile monthly gross earnings position the borough 4th lowest in the region at 37.7% - at £525 vs £1391. By comparison those in Manchester are paying over 60% of their earnings on rent whilst Wigan is lowest at just under one-third. As with other measures, however, this isn't felt equally across the Borough and is in part driven by changes in house prices which vary significantly. In Prestwich in particular, but also areas just north of Radcliffe Town Centre and on the eastern edge of Bury Town Centre there have been price increases of over 100% in the last decade

In addition, just over 6,000 Bury residents are accessing financial support from United Utilities; by proportion of population this is the 4th lowest in GM (Manchester 12.3%/Stockport 3.7%)

Priority	Key Actions	Lead	By when
Increasing fuel poverty support awareness	Targeted distribution of Household Support Fund immediate resilience support to meet fuel costs, with funding payments conditional on referral to increased resilience support, through CABB or Energyworks	Head of Revenue and Benefits/ Public Service Leadership Teams	Q2
	Deliver local discretionary support to households outside of government rebate scheme associated with energy price cap rise; in particular HMOs where individual householders likely to not benefit directly from a rebate	Head of Revenue and Benefits	Q2

Priority	Key Actions	Lead	By when
	Continued targeting of support through integrating services such as LEAP (Local Energy Advice Partnership) into existing community/ public service activity, including Six Town Housing Summer Roadshows and Community Hub engagement events	Public Service Leadership Teams	Q2
	Target Warm Homes Discount promotion in the 5 LSOA neighbourhoods with the greatest level of fuel related poverty	Unit Manager, Housing	Q2
	Appraise opportunity to utilised Policy in Practice Low Income Family Tracker tool to deliver targeted discretionary housing payment campaign – as utilised in Gravesham – to retain tenancies, prevent homelessness, and increase resilience through increasing access to eligible payments.	Head of Revenue and Benefits / Unit Manager, Housing	Q2
	Borough wide Fuel Poverty event delivered in conjunction with Ingeus	Health and Employment Officer/ Katie Davis	Q3
	Explore opportunities to develop social and community enterprises supporting people to meet housing repair costs in an affordable manner, such as DELPHER (Disabled and Elderly Plumbing and Heating Emergency Repair)	VCFA Networking Officer	Q3
Increasing awareness of support to mitigate potential behaviour change impacts driven by fuel poverty	Partnership delivery of fuel safety messages, including promotion of Fire Service Home Safety Assessments, to spread guidance and preventative support in relation to alternative fuel usage	GMFRS Community Safety Lead	Q2
	Public Health guidance in relation to consequences of behaviours potentially driven by fuel cost pressures, such as concern of potential increase in co-sleeping with babies in households experiencing fuel poverty	Public Health Lead (Early Years)	Q3
Delivery of Affordable Warmth Schemes	Determination of additional resource required to develop a specific Fuel Poverty Action Plan	Unit Manager, Housing	Q2
	Targeted delivery of the Green Home Grant Local Authority Delivery activity, supporting energy efficiency measures	Unit Manager, Housing	Q3
	Active involvement in the development of the GM Retrofit Accelerator, including partnership activity with E-On and the Growth Hub, and target local engagement into areas of greatest fuel poverty and financial insecurity	Unit Manager, Housing	Q4

Priority	Key Actions	Lead	By when
	Delivery of the Department for Business, Energy and Industrial Strategy Testing Toolkit Pilot, to enhance enforcement of the Energy Efficiency regulations in relation to private rented property, based on identified clusters of F and G rated EPC properties using data from Landmark	Unit Manager, Housing	Q4
	Review the Energy Company Obligation Local Authority Flex arrangements with the Greater Manchester Combined Authority to ensure this best meets the needs of the low income, vulnerable and fuel poor households of the Borough	Unit Manager, Housing	Q4
Delivery of the GM Housing Provider Pledge	Proactively identify preventative measures to address avoidable arrears, and where these do occur to manage through refreshed tenancy sustainment arrangements and if required Improving Adult Lives case management	Tenancy Sustainment Lead, Six Town Housing	Q2
	Six Town Housing to deliver on the pledge through improving energy efficiency and energy (carbon) literacy of tenants to reduce their outgoings	Business Manager, Six Town Housing	Q4
Maximising Levelling Up and Shared Prosperity Opportunities for Bury	Delivery Bury's Housing Strategy and house-building priorities within Regeneration Masterplans across the Borough including developing ways to use Modern Methods of Construction to accelerate the delivery of good quality new homes	Director of Business Growth and Infrastructure	Q4
	Develop local proposals in light of white paper on introducing legally binding Decent Homes Standard in the private rented sector	Head of Housing & Homelessness/ Head of Public Protection	Q4
Fuel costs for community venues	Delivery of energy advice sessions for voluntary, community, faith and social enterprise organisations to explore options for mitigating rising fuel and running costs of community assets	VCFA Networking Officer	Q2

6. Tackling deprivation

Tackling deprivation requires a collaborative approach, hence the borough wide delivery plan with priorities for the next 12 months with partners across Team Bury. Within the Council, tackling deprivation will be a focus across each political portfolio are summarised below:

LETS Principle	Council Portfolios	Priorities to prevent poverty & tackle deprivation
Local	<p>Finance and communities</p> <p>Environment</p> <p>Housing</p>	<p>A People and Communities' plan for every neighbourhood, starting with Radcliffe and Bury East, to develop the skills, strengths and successes of individuals and communities in order that some of the great causes of inequality may be tackled: a poor start in life; blinkered horizons; poor education and poor-quality work</p> <p>Targeted delivery of the Green Home Grant Local Authority Delivery activity and promotion of measures to increase sustainable, affordable warmth.</p> <p>Implementation of our Housing Strategy which drives up standards of housing including for those in the private rented sector; tenancy sustainment support for Six Town Housing residents and proactive help for people with complex lives who are at risk of homelessness</p>
Enterprise	<p>Strategic Growth</p> <p>Culture and Economy</p>	<p>Continuing to take advantage of the national Levelling Up agenda including delivery of the two schemes agreed to date, to boost productivity, employment and pay, particularly in areas where this has previously lagged behind national levels.</p> <p>An ambitious programme of regeneration across our townships including a Strategic Regeneration Framework for Radcliffe which has the highest proportion of deprivation of all of the Borough's townships</p> <p>The development of an Economic Strategy to drive growth in the borough including:</p> <ul style="list-style-type: none"> • an all-age skills strategy which ensures adults have the education and aspiration to be connected to the opportunities that will come • community wealth building
Together	<p>Finance and communities</p> <p>Corporate Affairs (Inclusion)</p>	<p>The development of our Voluntary, Community and Faith Alliance to help the sector continue to develop and provide support for communities in need</p> <p>Over £1m of participatory budgets passed to our neighbourhoods, to support community economic recovery and drive health improvement</p> <p>Leadership through Cabinet Member for Finance on demonstrating the principles of socio-economic duty in decision making</p> <p>To apply the socio-economic duty of giving due regard to reducing the inequalities caused by deprivation and poverty in decision making and service delivery, as per Bury's Inclusion Strategy</p>

LETS Principle	Council Portfolios	Priorities to prevent poverty & tackle deprivation
Strengths	Health & Wellbeing	Neighbourhood teams providing targeted support to the most vulnerable, including direct referrals for those who need crisis or hardship help and addressing the wider determinants of wellbeing.
	Children & Young People	Continued co-production of targeted support with those families experiencing or most at risk of the experiencing the greatest hardship, including through pastoral teams and Youth Cabinet.

7. Enablers

Two enablers have been identified to support all workstreams and evolve the council's offer.

- Challenging and addressing stigma and unconscious bias in relation to poverty
- Digital inclusion

7.1 Challenging and addressing stigma and unconscious bias

Amongst the stresses of living in poverty is the stigma faced by individuals and families in seeking to access support. Indeed the word poverty is a loaded term that can add pressure and bias to describing an household and through which there is a danger of generalising, missing the detail of the individual lives of local people.

The *Let's Do It!* strategy sets out to take a strength-based approach to improving the lives of local people and reducing inequality. This means an approach which is built around respect, empathy, compassion and fairness; one in which people are empowered to live their best lives, direct their own destiny and recognises for different people this will take a different form.

Language and terminology are central to this. There is the need for open and honest conversations on terminology which undermines or degrades individuals even when it is not set out to do so. The voice of those experiencing hardship is critical to this, so that collectively we can develop a shared understanding and language locally which is clear and respectful; understood and constructive.

The Council's Inclusion Working Group is working on inclusive language across inclusion and equality terminology and will seek to explore options with those with lived experience. In the meantime, a specific initiative to enable requests for Household Support Fund monies to be made via text through local shops is being explored, and the table below outlines further actions which will be taken.

Section 1 of the Equality Act 2010 contains the duty for public authorities to actively consider the way in which their decisions – such as in policy development or changes to services – could increase or decrease inequalities that result from socio-economic disadvantage. This duty was never enacted in England and so is not currently a legal requirement for public authorities such as Councils. However, in recognition of the importance of considering socio-economic disadvantage in our decision making and in support of our *Let's do it* ambition to improve the lives of all our residents and mitigate the impact of inequalities on life chances, the Council's Inclusion Strategy considers socio-economic disadvantage alongside the other legally recognised protected characteristics. As such this is specifically referenced within our standard Equality Impact Assessment template and guidance to ensure due regard is given in decision making to the potential impact on socio-economic disadvantage.

This ensures Members are fully informed of how Council decisions may impact our most disadvantaged communities and provides a framework for us to put in place mitigations to any potential negative impacts. A recent report by Greater Manchester Poverty Action on the scale of socio-economic duty in England has shown that 55% of local authorities have taken such an approach, which helps give due regard in light of intersectionality with other protected characteristics (though not all authorities went as far as including socio-economic vulnerability as a local protected characteristic), whilst 14% who had not built this into existing inclusion frameworks have voluntarily adopted the Socio Economic Duty.

Priority	Key Actions	Lead	By when
Poverty listening session	Conduct listening sessions and facilitated focus groups to capture additional insight on lived experience of socio-economic vulnerability in the Borough to identify most prevalent local stigmas and experiences of bias	VCFA; BCSN; Strategic Partnerships Manager	Q2
Develop strengths-based language and terminology	Develop session with Bury Inclusion Working Group, based on their previous work on inclusive language, to determine options of language and terminology in keeping with the principles of Let's Do It and the learning from the above listening session	Director of People and Inclusion	Q2
	Review this Anti-Poverty Strategy in light of the previous actions	Strategic Partnerships Manager	Q3
Further strengthen inclusive practice	Further training on Equality Impact Assessments, which in Bury include due regard to socio-economic vulnerability, through the newly appointed Inclusion Manager; increasing the robustness of assessment completion and analysis	Inclusion Manager	Q2
	Council and CCG staff to have additional training with regards to this duty in the context of this strategy (in terms of data and activity)	Inclusion Manager	Q3
	Review of Council communications and engagement to identify and address any barriers to people who are socio-economically disadvantaged from accessing information, in particular in relation to the following of the duty	Head of Communications and Engagement	Q3

7.2 Digital Inclusion

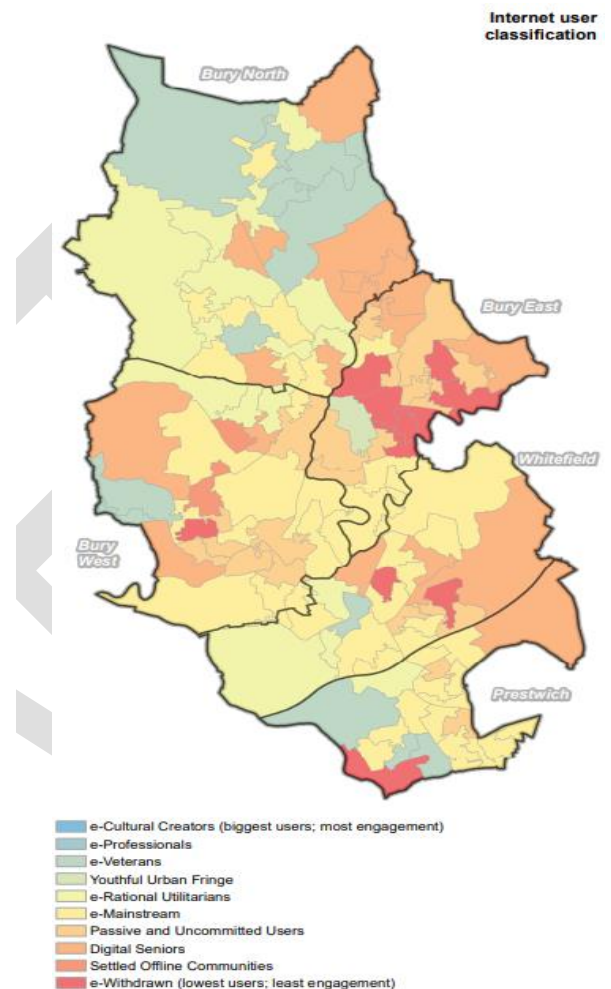
There are a number of determinants of digital poverty in itself and of the impact digital exclusion has on hardship:

- Affordability of devices and connectivity
- Capability to utilise technology through lack of access to skills
- Lack of awareness of capability of online platforms, ie benefits available through having online access to retail, webchats with support organisations; awareness of support organisations, such as through the Bury Directory.
- Support into digital inclusion – enablers and access to (peer) support
- Cultural sensitivities and norms with regards to the use of technology

Bury’s communities experience different approaches to utilising digital services and online offers. This map from research by Temple indicates not just geographic areas to target digital inclusion activity but also the prominent means of online access to inform targeted on broader anti-poverty approaches, for example a social media campaign to increase uptake in pension credit is less likely to be successful in the southwest corner of Prestwich than in other parts of the Borough

A key delivery outcomes of *Bury’s Let’s Do It!* strategy is improved digital connectivity through improvement in the borough rank for digital connectivity based on the percentage of people over 16 who state they have not used the internet in the past 6 months.

The table below outlines how the means by which digital connectivity will be considered and acted upon as a tool to enable people to tackle hardship in the Borough.



Priority	Key Actions	Lead	By when
Build on existing digital inclusion offer	Review the Bury offer in light of the Good Things Foundation approach of Affordable Internet, Digital Skills and Community Support – with a workstream against each of these	Digital Inclusion Lead	Q2
	Explore linkages with the Digital Poverty Alliance including Tech4Families and Tech4PrisonLeavers campaigns	Digital Inclusion Lead	Q3

Priority	Key Actions	Lead	By when
	Maximise local connectivity into regional funding and policy initiatives related to digital through the Greater Manchester Combine	Digital Inclusion Lead	Q3
Identify opportunities for local social enterprise development	Explore opportunities for social enterprise development such as Wavelength CIC which provides TVs, radios and tablets to isolated people and those living in poverty	VCFA Networking Officer	Q4
Target digital inclusion provision in light of Temple data	Develop bespoke approaches for promotion of digital awareness, access and infrastructure provision to match geographical online usage preferences	Digital Inclusion Lead	Q2
	Determine locations for partnership activity to increase access to digital equipment, including loans	Digital Inclusion Lead	Q3
	Determine locations for partnership activity to increase access to skills and confidence development, including through the Staying Well Team and Social Prescribers	Digital Inclusion Lead	Q3

7 Outcomes Framework and Measuring Success

Each theme, described above, details key local baseline data against which progress may be measured. A summary and proposed outcome shifts is proposed below, noting that shifts in outcomes will take time to achieve but the actions in this strategy will contribute towards the delivery of these.

Source	Outcome measure and imperative
<i>Let's Do It!</i> Outcome	<ul style="list-style-type: none"> • Reduce the life expectancy gap within the Borough to under 13 years for men and 10 years for women • Narrow the gap between school readiness of all pupils and those eligible for free school meals, to be no more than 8.5 • Narrow the gap in average attainment 8 score for all pupils and those eligible for free school meals to improve on 8.8% • Reducing the number of adults with no qualifications with the gap between adults with no qualifications and those of NVQ Level 3 and above to over 58.5% • Maintain position in top 3 GM ranking for average total household income and increase the proportion of households in the top quartile • Improvement in the borough rank within GM for digital connectivity based on the percentage of people over 16 who state they have not used the internet in the past 6 months or ever.

<p>Index of Multiple Deprivation</p>	<p>The table outlines the number of Lower Super Output Areas (LSOA) within Borough with the highest levels of deprivation. There are 120 LSOAs across the Borough.</p> <table border="1" data-bbox="339 293 1244 504"> <thead> <tr> <th>IMD Domain</th> <th>Top 1%</th> <th>Top 10%</th> <th>Top 20%</th> </tr> </thead> <tbody> <tr> <td>Overall deprivation domain</td> <td>1</td> <td>12</td> <td>27</td> </tr> <tr> <td>Income deprivation domain</td> <td>1</td> <td>12</td> <td>30</td> </tr> <tr> <td>Income domain affecting children</td> <td>2</td> <td>11</td> <td>29</td> </tr> <tr> <td>Income domain affecting older people</td> <td>0</td> <td>8</td> <td>21</td> </tr> </tbody> </table> <p>Target:</p> <ul style="list-style-type: none"> • To have no LSOAs in top 1% most deprived in every domain • To reduce the number of LSOAs in the top 10% most deprived to 8. • To reduce number of LSOAs in 20% most deprived to 20. 	IMD Domain	Top 1%	Top 10%	Top 20%	Overall deprivation domain	1	12	27	Income deprivation domain	1	12	30	Income domain affecting children	2	11	29	Income domain affecting older people	0	8	21
IMD Domain	Top 1%	Top 10%	Top 20%																		
Overall deprivation domain	1	12	27																		
Income deprivation domain	1	12	30																		
Income domain affecting children	2	11	29																		
Income domain affecting older people	0	8	21																		
<p>Strategy specific measures</p>	<ul style="list-style-type: none"> • Reduce food insecurity across all priority neighbourhoods • Reduce the proportion of underweight children at reception age • Reduce childhood obesity by the end of year 6 • Increase in physical activity in the neighbourhoods with the highest levels of deprivation, with the activity rate above 60% in all wards. • Maintain percentage of working age population economically average to remain above the North West and national average • Reduce the number of households that are workless to meet the national average • Maintain hourly pay rate for the Borough at a rate above the national average • Increase the number of organisations which are Living Wage employers and members of the Good Employment Charter • Reduce the percentage of children living in poverty before and after housing costs • Reduce the percentage of households that are fuel poor <p>In addition, the following measures will be reported on</p> <ul style="list-style-type: none"> • Citizens Advice demand volume, nature of demand and income gain for local residents • Foodbank demand volume • Council Tax support data • Number of households supported through Household Support Fund • Number of households engaged in Fit and Fed 																				

8 Governance

It is proposed that the Bury Health and Wellbeing Board (HWB) assumes accountability for driving forward the activities set out in this strategy, in the context of its mission to reduce inequalities and improve quality of life.

Each of the thematic priorities will have a named officer lead drawn from across the Team Bury system who will come together as a Partnership Delivery Group, which will ensure delivery against the plans, track progress of activity, share good practice across thematic areas and work together to unblock any barriers. The group will report on progress to the HWB, with regular oversight through the portfolio of the Cabinet Member for Finance and Communities.

Priority leads

Theme	Role
Cost of Living Crisis	Strategic Partnerships Manager, Bury Council
Food poverty	Chair, Bury Community Support Network
	Bury Food Network Lead
Wellbeing and poverty	Consultant in Public Health
Finance and debt	Bury and Bolton Citizens Advice Lead
	Bury Council Welfare Support Lead
Work and wages	DWP Partnerships Manager, as chair of Bury Health Employment and Skills Taskforce
Childhood poverty	Children’s Early Help Lead
Housing and fuel poverty	Six Town Housing Lead
	Affordable Warmth Officer, Bury Council

Enabler Leads

Theme	Role
Digital	Digital Inclusion Lead, Bury Council
Stigma and communications	Communications Officer, Bury Council and CCG
	Inclusion Manager, Bury Council

Appendix 1: Index of Multiple Deprivation – Top 5 most deprived Lower Super Output Areas in the Borough

Overall income deprivation domain	Income Deprivation Affecting Children Index	Income Deprivation Affecting Older People Index
Bury 007E Moorside ward East neighbourhood (around Kingfisher Drive/Thrush Drive)	Bury 007E Moorside ward East neighbourhood (around Kingfisher Drive/Thrush Drive)	Bury 008E Bury East Ward East Neighbourhood (around Bury Town Centre, South Cross Street and Cecil Street)
Bury 016C Radcliffe North and Ainsworth , West neighbourhood (around Coronation Road/ Westminster Avenue)	Bury 021B Besses ward, Whitefield neighbourhood (around Ribble Drive and down to Westminster Avenue)	Bury 007E Moorside ward, East neighbourhood (around Kingfisher Drive/Thrush Drive)
Bury 021B Besses ward Whitefield neighbourhood (around Ribble Drive and down to Westminster Avenue)	Bury 007D Bury East ward East Neighbourhood (around Hazelwood High/ Bridge Hall Lane)	Bury 008C Moorside ward East neighbourhood (around Park Road/ Castlecroft Road)
Bury 007D Bury East ward, East neighbourhood (around Hazelwood High School)	Bury 025B St. Mary's ward Prestwich neighbourhood (around Rainsough Brow/ Kersal Road)	Bury 016B Radcliffe West ward West neighbourhood (around Water Street & Bolton Road junction)
Bury 020C Unsworth ward Whitefield neighbourhood (around Rufford Drive/ Rippon Avenue)	Bury 016E Radcliffe East ward West Neighbourhood (around Milltown Street/ Irwell Street)	Bury 008F Bury East Ward East Neighbourhood around Alfred Street/ James Street)

Appendix 2 – Tackling financial hardship and anti-poverty activity 2021/22

Food Poverty

- The Council has supported the ongoing development of Bury Community Support Network (BCSN), which is comprised 18 members and led by the Bury Voluntary, Community and Faith Alliance (VCFA). The BCSN provides a community-led gateway to food and wider support for people at risk of poverty. It has been successful in attracting funding from the Albert Gouby Foundation and has been working with Sabine Goodwin at the Food Aid Network on the impact of Covid and beyond. There is an opportunity to build on this work to further develop a pantry model to increase resilience.
- Development of a multi-agency Bury Food Strategy with priorities built on the Sustainable Food Places network which focuses on healthy and sustainable food in Bury being accessible to all. This includes a Good Food Charter with the stated ambition to tackle food poverty and diet-related ill health.
- Urgent winter hardship has been provided through food vouchers as part of the national Government Household Support Fund. In Prestwich this included the development of a voucher exchange programme to allow households to use the voucher in kosher retailers who provided an uplift in the voucher as social value.
- Brandlesholme Community Centre are providing slow cookers as an incentive for participation in their Cooking on a Budget course, with participants identified in conjunction with the neighbourhood Children's Early Help Team.
- Fit and Fed campaign addressing holiday hunger in school children, run by Families Active officers from the Live Well Service, working in partnership with the Public Health Team, School Catering Team, local schools, community centres and foodbanks.
- Proactive engagement with Fair Futures CIC through the Traveller Education Service and African Caribbean Women's Network to raise awareness of tactical anti-poverty support, embedding as trusted referrers into the Household Support Fund and increasing awareness of their offer across public service leadership team colleagues.
- The Bury Food Partnership have been successful in receiving a Bronze Sustainable Food Places award in June 2022.

Poverty and Wellbeing

- Promotion of the *Helping Yourself to Wellbeing* approach - a 7 week course designed to help individuals to practice self-care and improve their health and wellbeing. The course provides participants with the knowledge, skills and tools to improve their confidence and motivation to set realistic goals for making changes to their lifestyle. Topics include: behaviour change, self-esteem and confidence, dealing with stress and anxiety, lifestyle choices, healthy eating, alcohol and smoking.
- The Older People's Staying Well Team have been a key trusted referrer into the Household Support Fund, maximising their engagement contact to not just provide immediate support but

to link people into broader services to improvement movement, social connections, access to financial and wellbeing support, and how to Keep and Live Well.

- During the Covid-19 pandemic the Getting Help Helpline was set up and continues to operate. Run through Early Break, this provides non-urgent, non-clinical support for anyone experiencing difficulties with their mental wellbeing, including anxiety or concern over their financial or broader situation. People can leave a message to receive a call back to avoid having to worry about phone charges.
- Citizens Advice Bury and Bolton are actively engaged with the Beacon Service and their social prescribing link workers to connect
- Delivery is taking place of the 'Live Well, Move More' Local Delivery Pilot, including engagement with Youth Cabinet. Key priorities include increasing movement amongst those who are unemployed and there is specific place-based focus in Radcliffe. This includes linking people with community sports and recreation groups in some of the areas of greatest deprivation locally to test and learn new approaches to increasing participation in physical activity.
- Refresh of the Armed Forces Covenant which has included Community Hub manages completing online training on supporting included Defence related money advice provisions and linked into Armed Forces Breakfast session

Finance and Debt

- Sustained funding support to Citizens Advice Bureau Bury and Bolton (CABB) from Bury Council and Six Town Housing, including additional funding within 2021 to sustain dedicated case management support. CABB have in particular provided support for individuals to ensure they've received all benefits they're entitled to and debt management support if required to those who have received immediate financial hardship support through Covid related grants.
- Targeted direction of the government's Household Support Fund based on combination of welfare data and local insight from public services and community leads, including school pastoral teams and foodbanks. This provided direct financial support for food, fuel and winter essentials, including emergency boiler repairs and support with essential white goods.
- Joint work with Bury Community Support Network to explore possibilities of increasing access to and offer of Credit Union provision, putting service user voice and experience at the heart of considerations.
- Neighbourhood based pop-up support, advice and information on financial and money management, including partnership guidance in Chesham at the Step into Bury East event; Radcliffe Neighbourhood Pitch; Prestwich Library pop-up
- The Family Learning provision via Bury Adult Learning Centre has been delivering family budgeting courses, including within community settings such as at Trinity Foodbank. Courses

include, *Family Finance -Budgeting for the Family*; and *Keep Calm and Budget* (for learners with mild to moderate mental health issues)

Work and Wages

- In December 2021 Bury became the only Greater Manchester council to be both a Greater Manchester Good Employment Charter Member and a Real Living Wage accredited employer. This means that all council jobs and contracts will be paid at least Real Living Wage value and has given a direct increase in earnings to over 4,000 local people who are involved in the supply and delivery of Council services. The Council is now setting an example across the Bury system about high quality employment – Dunster’s Farm and Six Town Housing are also Good Employment Charter Members.
- The development of a People and Communities Plan for Radcliffe and for Bury East (with other neighbourhoods to follow) to specifically link local people to the opportunities being born out of two successful Levelling Up bids for Radcliffe town centre hub and Bury Flexihall.
- Additional Job Centre Plus capacity in the Millgate Centre, Bury, to support the government’s Plan for Jobs and Way to Work campaign.
- Six Town Housing have signed the GM Housing Provide Pledge which commits to a series of actions to supplement the local Steps to Success scheme:
 - Paying the real living wage and seeking accreditation on this
 - Working collaborative to identify and deliver accessible pathways for tenants to access jobs in the growth sectors of Digital and Zero Carbon
 - Work collaborative to support under-represented groups into construction and supply chains
 - Embedding employment support work across all activities, including pathways into entry level jobs
 - Creating job opportunities for all ages with an emphasis on supporting those from vulnerable and diverse backgrounds that have been significantly disadvantaged

Childhood Poverty and Education

- As referenced previously, Bury Council has announced £240k of funding to support families in poverty with the costs of school uniforms.
- Specific focus on children and families within the local utilisation of Household Support Funding, maintaining provision during all school holidays for those eligible for Free School Meals, in conjunction with a vibrant multi-agency Holiday Activity Fund offer.
- Proactive role of school and early years setting pastoral teams in the identification of children and families with whom to target resource, including immediate assistance in relation to food, fuel, essential winter clothing and linkage to financial resilience guidance.
- Early Help Locality Teams targeting resources in neighbourhoods to prevent families reaching crisis, connecting people to local support within their communities

- Brandlesholme Community Centre have been delivering the Bury Family Bank during the Covid pandemic to help provide baby products and children's clothing, which is offered alongside referring families into broader hardship support.
- Start of targeted drop-in antipoverty activity at Sedgley Children's Centre in conjunction with the Jewel Foundation, as a response to data-driven insight on poverty levels affecting children, to tailor local offers and bring support closer to families in this neighbourhood.

Housing related poverty including fuel poverty

- Foundation Funding has been secured to undertake 130 energy efficiency visits during 2022 by disabled facilities grant surveyors to provide energy efficiency advice and distribute small scale energy efficiency measures
- A further £100k of funding has been identified by Bury Council to support individuals facing hardship due to the cost of living, targeting those who would not ordinarily be eligible for support through existing schemes, such as those not currently receiving benefits.
- Proactive, multi-agency targeting of national funding, including the Household Support Fund and vulnerable renters scheme through the Homeless Partnership Board. In relation to the latter 36 households supported to avoid tenancy failure through a combination of a new process agreed with DWP to utilise the duty to refer portal; with Revenue and Benefit colleagues to highlight suitable cases through Discretionary Housing Payment requests; and through Citizens Advice and their mortgage rescue cases.
- Six Town Housing offers free energy efficiency training to tenants who can act as ambassadors in the community, helping others to understand how to cut down on energy usage and be more environmentally friendly. Neighbourhood Advisors proactively identifying properties for energy audits. 8 staff are trained in city and guilds energy awareness, 4 staff trained city and guilds fuel debt advice in the community and 22 front facing staff and contractors liaison advisors trained energy awareness and identifying vulnerable situations and fuel poverty
- Successful in attracting funding from the Social Housing Decarbonisation Fund to improve thermal properties of homes which are not suitable for cavity wall insulation
- Local Energy Advice Partnership (LEAP) and Energyworks attendance at Community Hub activity including Neighbourhood Pitch in Radcliffe

Digital Inclusion

- Over the past 12 months the Council has led the digital eco-system to:
 - engage over 1,177 residents in community digital activity and over 250 learners via an adult learning digital course (since February 2021). The project aims to engage 1,500 residents by June 2022.
 - Deliver 172 digital drop-in activities since June 2021, offering bespoke and reactive support 684 times. To encourage sustainability, each community partner is receiving a package of support with connectivity, to train volunteers and access digital equipment

- Distribute over 300 refurbished Samsung tablet devices which were received via the GM Tech Fund. 175 tablets were distributed to Bury schools, the remainder have been retained by the digital eco-system for a Loan Scheme which was launched in August 2021 for Bury Council services, local partners, organisations and residents.

- Six Town Housing have signed up to the GM Housing Pledge which includes the commitment to reduce the digital divide through the provision of training, funding, and support for digital inclusion measures, and by engaging with the GMCA Digital Inclusion Task Force to maximise the opportunities available for tenants and residents

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Appendix 3– Proposed Household Support Fund Allocations

Families	Continuation of the Free School Meals for Whit half term and six week summer holiday	7 weeks at £90k £630k
	Continue school/early year pastoral teams and locality Early Help teams proactively identifying young people and families who would most benefit from the scheme (in particular those who are not eligible for FSM)	£50k
Pensioners	Direct payment to pensioners in receipt of Council Tax Support 4,700 cases that are householders where pensioner is lead claimant; if one partner isn't a pensioner the household is treated as working age)	4,700 x £100 voucher £470k
	Targeted identification of individuals/ households through public service colleagues including the Older Peoples Stay Well Team, and trusted referrers through the Older People Network, supported through Age UK Bury. The Bury Older People Network were keen there was this option recognising pressures felt by those beyond those in receipt of certain welfare support measures.	£120k
	Capacity support to Older People Network via VCFA/Age UK Bury to assist with targeting activity	£15k
Broader population	Ongoing targeted identification of households through public service leads in neighbourhoods and trusted referrers, including Bury Community Support Network. Immediate resilience in conjunction with wider financial resilience advice and information. Connection through Community Hubs where individuals not engaged in wider services	£175k*
	Resilience support to foodbanks across the Borough, consistent with previous levels of support	£40k
Administrative Support	Capacity for Welfare Support Service to administer scheme in timely manner.	£34k (c.2% of total allocation)
Total		£1.534m