

BRADFORD DISTRICT  
**ANTI-POVERTY STRATEGY**  
2022-2027



Protection • Prevention • Pathways • Participation



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# BRADFORD DISTRICT SHARED VALUES

**WE PROTECT**  
each other and the world we share so that everybody can be happy, healthy and safe

**WE SHARE**  
ideas, resources, knowledge and skills as well as our challenges and opportunities

**WE RESPECT**  
ourselves, each other and our communities

**WE CARE**  
for each other and treat each other with kindness

# EXECUTIVE SUMMARY



We want to make sure that Bradford District is a place where everyone, regardless of background, can realise their potential and lead fulfilling and prosperous lives free from the scarring effects of poverty and inequality.

We have some of the wealthiest places in the country in our district but many more of the poorest. Far too many of our people are living in poverty and there are wide inequalities in life chances and opportunity across the district. This is quite literally a matter of life and death. A child born into the poorest family can expect to live ten years less than a child born into the wealthiest.

Across the district, one in five of our working age families live in relative poverty and two in five children aged under 15 live in relative poverty. In the constituencies of Bradford East and Bradford West, half of children aged under 15 live in relative poverty.

Even before the pandemic hit, poverty and deprivation were increasing. In 2015, Bradford was the 19th most deprived city in England, by 2019 it was the 13th most deprived. Increases in life expectancy had stalled, deep health and educational inequalities marked our district and our economic potential was limited by an economy with a large number of poorly paid, low skilled jobs.

The pandemic deepened poverty and shone a spotlight on the deep inequalities that scar our society. Those who had least were hit hardest. From March 2020 – February 2021, half of COVID-19 fatalities occurred in the 20% most deprived areas of Bradford. The 20% least deprived areas of Bradford had 7% of fatalities. Unemployment rose, food bank use soared, debt increased. Our children and young people were heavily

hit by the wider social, educational and economic consequences of the pandemic. This will have long term consequences.

In addition to the pandemic, we now face a cost of living crisis. We know the crisis will deepen poverty and make the daily struggle to get by even more difficult.

Inflation is at a 40 year high. This is most obvious in the steep rise in energy, food and fuel costs. This hits the poorest households hardest; they spend a higher proportion of their income on essentials such as heating and food. Research shows that, on average, the poorest 10% of households face inflation rates 1.6 times higher than the richest 10% of households. In cities like Bradford, inflation rates can be up to 3% higher than the national average. As well as

higher costs, household budgets are being squeezed by changes in taxes and benefits. Living standards are falling as wage increases fall behind price rises.

The impact of the cost of living crisis will be both short and long term. Short term impacts will be evident in a rise in poverty levels, in particular food and fuel poverty, debt problems and greater stresses on already vulnerable families and groups. This can be expected to increase demand on key support services. It is no exaggeration to say that many more of our poorest families will struggle to get by, facing harsh choices between eating and heating.

Longer term impacts arise from the lifetime scarring effects of poverty. These will be seen in outcomes such as educational achievement, life and healthy life expectancy, jobs and skills. The key drivers of health outcomes, for example, are socio-economic. Reduce poverty and population health outcomes will improve in the long run.

**Even before the pandemic hit, poverty and deprivation were increasing. We know the cost of living crisis will deepen poverty and make the daily struggle to get by even more difficult.**

This strategy sets out the Bradford approach to meeting the challenge of poverty. Building on previous strategies and the good work taking place across the district, it sets out:

- what we mean by poverty, how much poverty there is across our district and why tackling poverty matters;
- our vision and four core goals;
- our wide ranging plan to meet our four core goals. This is based around seven work themes; each theme has a set of priorities and accompanying programmes.

The strategy is built on a partnership approach. It is owned by all stakeholders who have an essential role to play in preventing and reducing poverty in Bradford District. This means public agencies, the voluntary, community and social enterprise sector, businesses, and communities themselves. We must all work together to tackle poverty at a local level. We must at all times work with our communities. We must build them in not out. We must base our work on what works best for them. We will follow the “nothing done to us without us” principle.

The strategy is steered by the Anti-Poverty Co-ordination Group and overall governance responsibility lies with the district Health and Wellbeing Board.

### Our four core goals aim to:

- Protect people in poverty
- Prevent people falling into poverty or falling further into poverty
- Provide pathways out of poverty
- Ensure those in poverty can participate in the full social, political, economic and cultural life of their communities

### Our seven work themes aim to ensure that we achieve our four core goals by ensuring:

- Financial inclusion
- A great start and a great education
- Better skills, good jobs and a growing economy
- Better health, better lives
- Better housing and inclusive and sustainable communities
- Supporting vulnerable groups
- Participation and voice

Our strategy provides help in the short term, with the day by day struggle to get by. It also provides help in the long term, by preventing poverty and providing routes out of poverty.

We need to be realistic. Poverty is an entrenched problem. The continuing impact of the pandemic and now the cost of living crisis will further entrench poverty. Many of the key policy levers influencing poverty lie with

national government and are outside of local control; these include economic, welfare, education and health policy. At local level, we cannot determine these. Further, the capacity of local government has been severely reduced since 2010 because of austerity. This resulted in approximately a £413 per person spending cut from 2010-2019. Also, many of our current programmes are dependent on national funding.

But if we work together and build on our strengths, we can meet the challenges we face.

### Our strengths

- First and most important, our people. We are the youngest city in the UK. Our district has one of the most diverse and vibrant populations. In 2025 we will be the UK City of Culture.
- Second, the Bradford economy is worth £9.5 billion, the 11th largest in England. It has a strong, broad-based, innovative and entrepreneurial business community. And we are one of the most internationally connected cities in the UK.
- Third, we have some excellent assets in the district to help us: the expertise of Born in Bradford (BiB), award winning youth and social cohesion projects, integrated careers and vocational skills programmes, the University of Bradford’s achievement as the number one UK University for social mobility and fantastic programmes such as Better Start Bradford, JU:MP and the Bradford Outcome Area. All of these in a diverse, vibrant district of outstanding natural beauty, rich cultural heritage and entrepreneurial innovation.
- Fourth, the pandemic has shown the central importance and strength of Bradford’s public services and local partnership working and how Bradford excels in partnership working and provision.

By working together, we can ensure that the services we provide, the budget decisions we make, and the strategies and policies we develop protect our poorest and most vulnerable citizens and work toward reducing poverty.

As a measure of our commitment to reducing the impact of poverty and inequality, the Council has adopted the socio economic duty. This means low income groups and people living in poverty are one of our protected characteristics when conducting Equality Impact Assessments. All policies and strategies are now assessed to ensure that they work toward reducing poverty and inequality. We are working closely with our partners to ensure this is a district wide approach.

# OUR VISION AND OUR FOUR CORE GOALS

By working together, we want to make sure that Bradford District is a place where everyone, regardless of background, can realise their potential and lead fulfilling and prosperous lives free from the scarring effects of poverty and inequality.

To do this we need to focus on:

**1**

### PREVENTION

to stop people falling into poverty by maximising household income and ensuring people have access to the resources they need to take part in society and participate in the life of their community.

**2**

### PROTECTION

from the harms of poverty through maximising income, minimising expenditure and providing support to enable access to the goods, services and opportunities that ensure our poorest citizens can live a decent and secure life.

**3**

### PATHWAYS

to help people out of poverty through providing clear pathways that develop the skills, capacities, jobs and opportunities through which people can prosper. For example, ensuring digital inclusion, developing the skills necessary to secure work and progress in the workplace, and growing the number and range of decent, well paid jobs.

**4**


### PARTICIPATION

to ensure our poorest citizens can take part in the full social, political, economic and cultural lives of their communities. This means expanding the public realm – providing goods, services and facilities that ensure all our citizens can participate in their communities. For example, a public park with good play facilities and holiday activity programmes opens the community to all, regardless of income.

## WHAT WE MEAN BY POVERTY

There is no one agreed definition or measure of poverty. This can make it difficult and confusing when discussing poverty. However, running across a range of definitions is a broad consensus that poverty means that individuals or families lack the necessary income and resources to meet their minimum needs, including the need to take part in society and participate in the life of their community.

**Poverty denies people basic citizenship rights. This is captured in the following definition:**



Individuals, families and groups in the population can be said to be in poverty when they lack the resources to obtain the types of diet, participate in the activities, and have the living conditions and amenities which are customary, or at least widely encouraged or approved, in the societies to which they belong. Their resources are so seriously below those commanded by the average individual or family that they are, in effect, excluded from ordinary patterns, customs and activities.

*(Townsend, 1979: 31)*

This definition draws out attention to three fundamental features of poverty which mark out the approach taken in Bradford.

- **First**, poverty is **relative** to the society we live in. What it is to be poor changes over time and place. For example, access to the internet would not have featured in a definition of poverty 100 years ago. Today, however, access to digital technology is crucial to accessing a wide range of goods and services and being able to participate in society. We saw in the pandemic how important access to digital technology was to maintaining education and how disadvantaged pupils struggled to access online education.
- **Second**, poverty is not just about income levels. It is about wider **deprivation** and the ability to **participate** in society. Poor people do not just

lack money. They are disadvantaged in a range of ways – poor education, health and housing; less opportunity to participate in social, cultural, economic and political life; and less opportunity to sources of support and status that help to develop our sense of self-worth.

- **Third**, poverty is **structural**. It is not about bad behaviour or choices. It is about the ways we organise our society and economy. It is not that individual decisions don't matter; they do. But whatever decisions individuals make, they are always made in circumstances that they do not fully control. If this seems confusing, think about how much the pandemic or cost of living crisis has affected our lives. None of us chose this. Levels of poverty are really determined by the ways in which we organise our society and economy.

## MEASURING POVERTY

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Given that there is no one definition of poverty, measuring poverty is not easy. A wide range of statistics and measures are used to capture poverty. A range of terms are used to describe poverty, for example; relative poverty, absolute poverty, destitution, low income, deprivation and disadvantage.

The UK government commonly uses two measures of low income to describe poverty. These low income measures can be calculated before or after housing costs are taken into account.

- **Relative poverty** - household income of less than 60% of the current UK average. In 2021, households whose total earnings were less than £17,760 would have been classed as living in relative poverty. Before housing costs, one in six people had an income below the poverty line. After housing costs, one in five households in the UK had an income below the poverty line and 30% of children lived in households below the poverty line.
- **Absolute poverty** - the government's definition is those who earn less than 60% of the median income of 2010/11. So, in 2021 households living on less than £13,166 after housing costs would have been classed as living in absolute poverty. This definition is not the same as other organisations' definition of absolute poverty. It is not an

international poverty line, and it is not defined as being able to afford essentials.

The Government measures, while important, give little insight into the experience and consequences of poverty. They say nothing about:

- the lived reality of poverty, the daily struggle to meet basic needs, trying to make too little income meet to many costs. The cost of living crisis has made these daily struggles, such as having to decide between heating and eating, much more public;
- the way in which poverty and deprivation affect all areas of life from the ability to afford essentials to the quality of housing and employment. We can see the long term effects of poverty and deprivation in people's health and in their life expectancy.

As we saw earlier, the Bradford approach is to view poverty in terms of wider deprivation and its impact on people's ability to participate in the life of their communities.

We need data on income but we also need data on costs and spending - what people can afford - so that we can measure whether people's incomes are sufficient to meet their needs. For example, minimum income standard approaches try to measure material

deprivation by asking families if they can afford certain goods, services or activities that are deemed essential.

We also need data on the impact of poverty on life expectancy, health, education, housing, employment, community safety and so on. Without essentials such as an adequate diet, good health, jobs, decent education and access to good housing, people cannot live long, prosperous and fulfilling lives. They are denied the most basic citizenship rights. They are not free to live the kinds of lives open to other people in their society.

And crucially, we need to understand the lived experience of poverty. Behind all the statistics lie real people. We need to understand their lived experience and provide a voice for those whose daily lives are dominated by the struggle to get by.



We want our strategy to be based on the best evidence. We will work closely with our partners, including academic partners, and our communities to:

- build a better understanding of poverty;
- capture the lived experience of poverty;
- evaluate what we do so we know what works best for our communities.

## WHO IS AT RISK FROM POVERTY?

The simple truth is we all are. Any one of us can suddenly have our lives turned up-side down by illness or injury, loss of a job or break up of a family.

But it is true to say we do not all experience the same chance of being in poverty. For a privileged few there is virtually no risk, for others it is very high. We do not all have the same resources to help us avoid falling into poverty, to survive poverty or to escape a period of poverty without it leaving long lasting effects on our lives.



Across Bradford, as across the country, some groups are more likely to be in poverty than others. The risk of being in poverty is particularly high if you fall into one or more of the following groups:

- Large families
- Children
- Single parents
- Those with a registered disability
- Households headed by someone of Bangladeshi/Pakistani/Black ethnicity and, in Bradford, those from a Roma/Gypsy background
- Highly vulnerable groups such as the homeless, care leavers or carers, those with severe mental health problems or drug/alcohol addiction.
- Pensioners on pension credit
- People living in social housing


Geographically, poverty is concentrated in the following wards: Manningham (the most deprived), followed by Little Horton, Bowling and Barkerend, Bradford Moor, Tong, Keighley Central, City, Great Horton, Toller, Eccleshill, Royds, Keighley West, Clayton and Fairweather Green, Wibsey.

# OUR CHALLENGES – POVERTY ACROSS THE DISTRICT

Bradford is one of the most deprived local authorities in the country. The poverty profile shows the extent of poverty and deprivation across the district as we entered the cost of living crisis. We know the crisis will increase poverty and make the daily struggle to get by even more difficult. This is not to deny the strengths and potential of our district. We have an economy worth £9.5 billion, the 11th largest in England. We have some of the wealthiest places in the country in our district. But it is to recognise the challenges we face in ensuring that everyone in our district enjoys the benefits of our economy and can fully participate in the life of their communities.

A sea of poverty flows around islands of wealth and the tide is rising. To summarise key statistics from the poverty profile:

- Bradford is the 13th most deprived local authority in England out of 317 and the 5th most income deprived.
  - 14 of Bradford's 30 wards were in the 10% most deprived wards in England.
  - 240,000 people in our district were living in wards which were in the 20% most deprived wards in England and 157,000 in the 10% most deprived.
- 22% of working age people live in relative poverty.
- Two in five of our children aged under 15 live in families in relative poverty and one in three are in absolute poverty. Half of children in poverty are in families with someone in work.
- Bradford has the 3rd highest percentage of children living in relative poverty and 2nd highest in absolute poverty in England, when judged before housing costs are taken into account.
- 20% of families are in food and fuel poverty.
- There is a ten-year difference in life expectancy between people living in the most deprived area and people living in the least deprived area.
- Educational attainment is lower than the national average and especially for those from the poorest backgrounds, who on average are 18-22 months behind by age 16.
- Average full-time wages are lower than the regional and national average. We have a very high number of people in low paid occupations, a low skill base and very high economic inactivity rates - higher than the regional and national average. In 1997, the average income per person in Bradford was 13% below the national average. By 2019, it was 26% below the national average.



The **Social Mobility Commission (2021)** noted:

Bradford has some of the worst outcomes for disadvantaged young people in the country, with earnings of £9,500 per year and one of the largest pay gaps between young people from working class and better off backgrounds, even with the same levels of education. In comparison, disadvantaged people from neighbouring Harrogate earned £18,000 per year – almost twice as much – with a smaller pay gap.



## THE LIVED REALITY

“ I’m scared all the time, scared that I can’t pay for things the kids need, scared if the fridge or washer breaks, scared if the kids are still hungry. What can I do? ”

“ We all go to bed early now, it saves electric if we don’t use the lights and TV but I think this will be worse in winter when it’s dark early. ”

“ I cry a lot, every time you think it’s as bad as it can be it just gets worse. I keep crying thinking about the next lot of price rises. ”

“ What are we supposed to do when the washing machine breaks? We have no choice; we have to get loans out even if we know it’s a rip off. ”

“ I missed my smear test twice, once because work couldn’t let me have time off and once because I couldn’t afford the bus fare to get there. ”

“ Birthdays and Christmas are supposed to be happy times but they’re not, not anymore. Even the six week holidays are a nightmare. ”

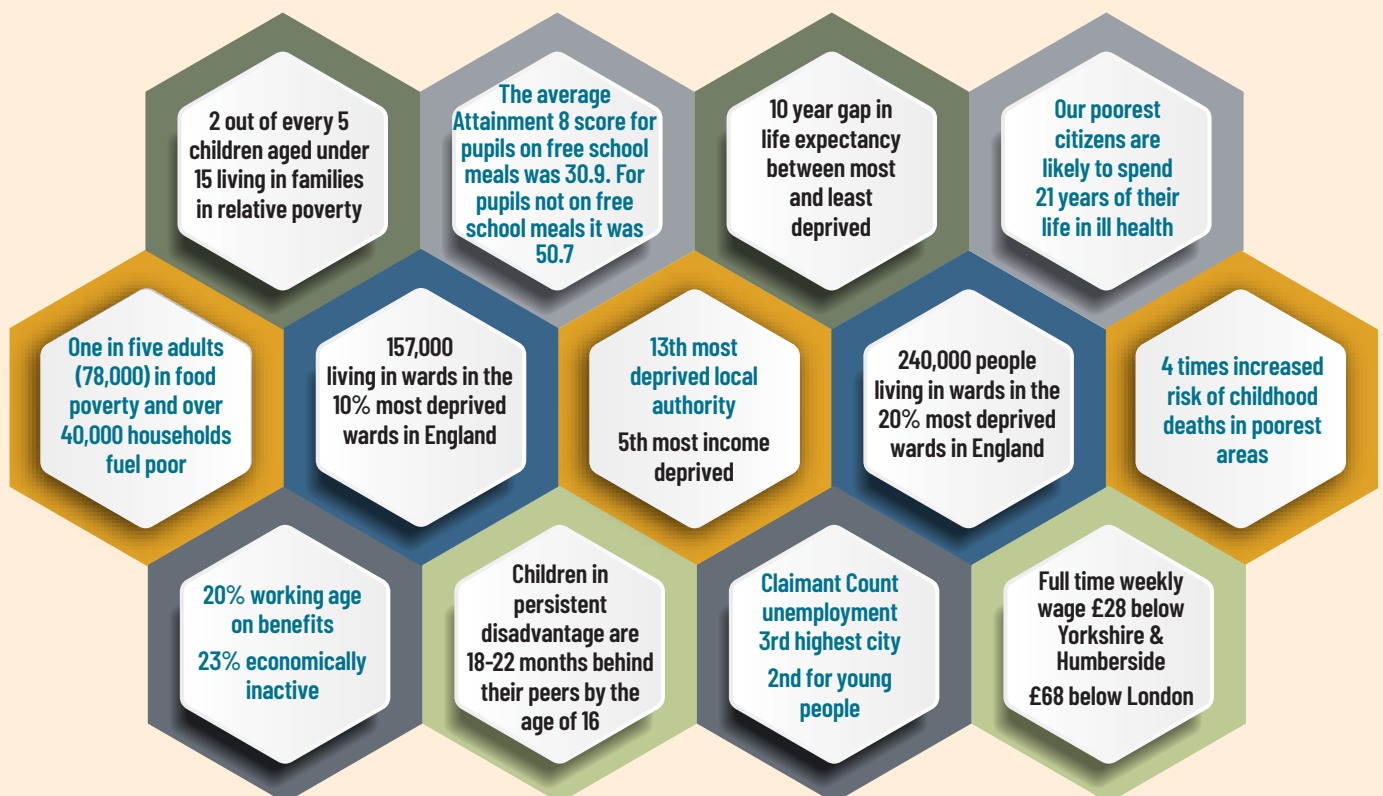
“ It’s hard when the kids talk about what their friends do and I have to keep telling them no. I’m sure they’ll grow up hating me. ”

“ You keep hearing about cutting out one take out coffee a day would make a difference like we can even afford one in the first place. ”

“ We had to give our dog away, we couldn’t afford his food anymore. ”

“ My kids get called names because their uniform gets dirty but I can’t afford to put the washer on every day or buy them spares and I know it’s my fault. ”

## In numbers: the district’s poverty profile as we entered the cost of living crisis



# WHY POVERTY MATTERS

Imagine two babies, one born into the poorest family in the district and one into the wealthiest. Knowing only this one thing about these two babies, it is a sobering statistical fact that we can predict their life chances will differ substantially.

There are few areas of life that poverty does not affect. The poorer you are the lower your life expectancy, the poorer your overall physical and mental health, the less likely you are to get higher level qualifications, secure good jobs with good wages in adult life, secure access to good housing and participate in the full social, economic and cultural life of your community.

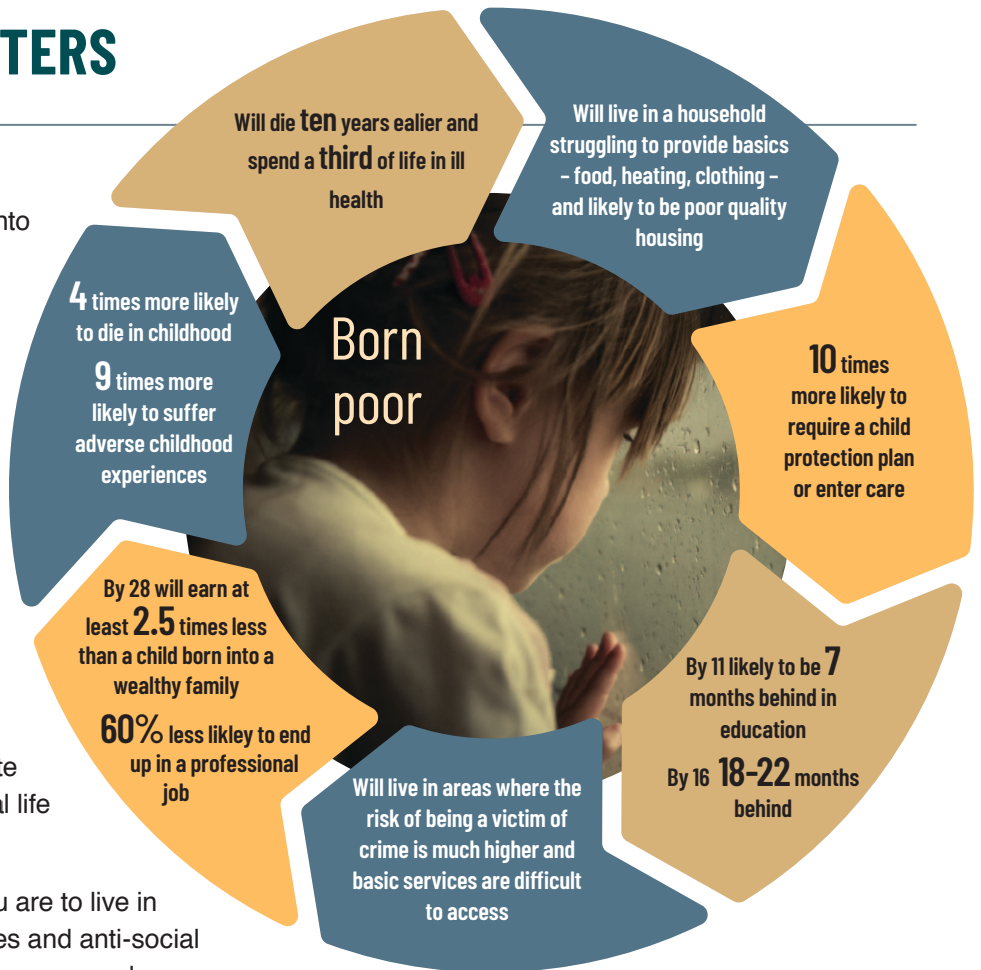
The poorer you are the more likely you are to live in neighbourhoods with higher crime rates and anti-social behaviour, have less access to green spaces and play areas, suffer high risk of exposure to pollution, accidents and injury and pay more for essentials such as food, water and energy (this is known as the **poverty premium**), often facing difficult choices between whether to eat or pay a bill.

The more likely you are to experience lack of access to basic services such as health care (this is known as the **inverse care law**), and spend a larger part of your adult life coping with illness or disability. The stresses and anxiety of living in poverty impose huge strains on individuals and families. They can lead to family breakup, homelessness and higher rates of harmful behaviours, such as drug and alcohol use and smoking.

Poverty can also corrode self-worth and self-esteem. It often brings with it a sense of shame and inadequacy, a direct consequence of being marginalised, stigmatised and “othered”.

But poverty is not only a huge cost to those individuals and families living in poverty, it is also a huge cost to our wider economy and society.

- First, it is an enormous waste of people’s lives and potential. It deprives our society and economy of the skills and talents of those who have valuable contributions to make.



- Second, it is a brake on our ability to develop a strong, diverse and inclusive economy and society. Poverty means that people have little income to spend. This reduces demand in the economy so that businesses cannot grow and develop. Low wages, insecure jobs and low skill levels reduce productivity, slowing economic innovation and development.
- Third, dealing with the consequences of poverty imposes huge strains on public services and the public purse - around £1 in every £5 of public spending is spent dealing with the effects of poverty. At the same time, high levels of poverty reduce tax revenues and income, reducing the ability to provide services that meet need and develop the economic, social and cultural wealth of our communities.

We cannot hope to achieve the potential of our district and ensure that all our citizens live long, happy and fulfilling lives unless we can reduce the impact of poverty on life chances.

# OUR SEVEN WORK THEMES

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We cannot really make a difference to levels of poverty in Bradford unless we can move from protecting those in poverty to preventing people falling into poverty and providing pathways out of poverty. This is how we ensure that all our citizens have the ability to participate fully in the life of their communities.

This means we must develop a more inclusive economy with better paid jobs, raise educational achievement, provide people with better housing, reduce health inequalities and so on.

We know this is complicated and difficult. The causes and consequences of poverty are inter linked. For example, we know that poor children do less well in school and have poorer educational outcomes. We also know that doing less well in school and having poorer educational outcomes increases the chances of being poor as an adult. So, poor educational outcomes are both caused by poverty and can, in turn, cause poverty in adult life.

This is why we have developed a wide ranging action plan to meet our goals, based around seven work themes. These themes are specifically designed to capture the different dimensions of poverty such as income, health, education, and to align with our district plan priorities and wider strategies.

## Our seven themes

- **Financial Inclusion:** We cannot hope to reduce the impact of poverty unless we can maximise the income of our poorest citizens and reduce the costs they face. We want to ensure that we reduce food and fuel poverty, maximise take up of benefits and, where possible, minimise the costs of accessing goods and services essential to living a decent life.
- **The Best Start and Best Education:** We want to ensure all our children and young people grow up in families free from the scarring effects of poverty on life chances and to ensure they can make successful transitions into adult life. This means ensuring all children get a good start in life through high quality early years care and providing pathways into good, well paid jobs and further and higher education.
- **Better Health and Better Lives:** The poorest in our community die earlier, they spend more years in ill health and are least likely to have access to services. If we want all our citizens to enjoy the

prospect of safe, long, happy and fruitful lives then we must tackle health poverty and inequalities.

- **Better Skills, Good Jobs and a Growing Economy:** Work should provide a progression route out of poverty but too many of our citizens are trapped in low paid and low skilled jobs. For all our adults in work, we want to ensure access to well paid jobs, with clear progression routes, and the training opportunities to allow progression in the work place.
- **Better Housing, Safe, Active and Inclusive Communities:** We want all our citizens to feel safe and nurtured in their communities, where decent homes and accessible services are provided, where cultural diversity is celebrated and where everyone can participate and play an active role in their community.
- **Protecting the Most Vulnerable and Supporting Families:** We want to ensure that our most vulnerable and marginalised citizens are protected from harm and that they and their families are provided with the services and support to enable them to secure their rights to maximise their potential to the fullest.
- **Participation and Voice:** We want to ensure that those living in poverty are heard and that they are actively engaged in developing and delivering the strategies and policies that affect their lives. This means adopting the “nothing done to us, without us” approach. This is fundamental to recognising the moral equality of all our citizens, poor or not, and ensuring those in poverty secure recognition, respect and equal rights. We also want to ensure that the voices and interests of our poorest citizens are represented in regional and national policy making.

The seven work themes are wide ranging. If we are to be successful we need to ensure:

- a joined-up approach to anti-poverty work. District wide strategies such as our economic strategy, skills strategy and educational attainment strategy are key to preventing people falling into poverty and providing pathways out of poverty.
- low income groups and people living in poverty are one of our protected characteristics when conducting Equality Impact Assessments. Therefore, we have adopted what is known as the

socio-economic duty. This means all policies and strategies are now assessed to ensure that they work toward reducing poverty and inequality. We

are working closely with our partners to ensure this is a district wide approach.

## Joining-up: key strategies underpinning our anti-poverty work

Key Strategies/Policies (Developed or in development)	Partnerships/Lead Bodies
Pioneering, Confident and Connected	Bradford Economic Recovery Partnership Board
People, Skills, Prosperity	Business, Employment and Skills Board
Bradford Council Procurement Strategy	Finance
Joint District Health and Wellbeing Strategy	Wellbeing Board
Health Inequalities Strategy	Wellbeing Board – Reducing Inequalities Alliance
ActEarly	Wellbeing Board
Living Well Programme	Wellbeing Board/Health and Social Care Economic Partnership
Equality Strategy	Office of Chief Executive
A Place to Call Home, a Place to Thrive Housing Strategy for Bradford District 2020 - 2030	Wellbeing Board
Bradford Homelessness and Rough Sleeping Strategy 2020 - 2025	Housing Partnership
Bradford Food Strategy	Sustainable Food Partnership

Key Strategies/Policies (Developed or in development)	Partnerships/Lead Bodies
Alliance for Life Chances	Wellbeing Board – supported by Sustainable Development Partnerships/Public Health
Holiday Activity and Food Programme	Department for Education
Raising Attainment Strategy	Children's Services, Education and Learning
Children, Young People, Families Plan	Children, Young People and Families Executive
Child Friendly Communities	Children, Young People and Families Executive
Culture is Our Plan	Children, Young People and Families Executive
Warm Homes/Healthy People	Public Health
Housing Improvement and Neighbourhood Retrofit	Housing Partnership with Public Health leading commissioning
Digital Inclusion Programme (key pillar of the Digital Inclusion Strategy)	Wellbeing Board
Mental Health Strategy	Mental Health, Learning Disabilities, Autism Health and Care Partnership Board

## OUR ACTION PLAN

Our wide ranging action plan sets out our priorities for each of the seven themes of the strategy. It identifies all the programmes we are currently running and provides a set of outcomes by which success can be measured.

Table 1 contains a full summary of all that we are doing and planning to do. The plan builds on our successes, continues to move existing work forward and develops new work.

### Building on success and moving forward, our actions include:

- Delivering emergency support. Since the start of the pandemic and still ongoing, emergency support has been delivered by drawing on national funding, combining this with local discretionary spending and drawing on the Council's and partner's organisation and delivery capacity.

This includes: providing a range of support to help with food and fuel poverty; holiday meals for children on Free School Meals, support for vulnerable groups, such as carers and care leavers, and support for innovative schemes such as FoodSavers.

- Adopting the socio-economic duty and conducting Equality Impact Assessments on all our policies and strategies to protect our poorest and most vulnerable citizens and communities.
- Delivering the Holiday Activities and Food Programme. This is a DFE funded programme but locally organised and delivered. The programme has been very successful to date and has been shortlisted for the LGC's national community involvement award. Its success is a direct result of collaboration between the voluntary and community sector (VCS), schools and Council



departments such as Sport and Leisure; Public Health; Neighbourhoods; Youth Service and Children's Services.

Over the summer of 2021:

- Over 109 lead providers delivered Holiday Clubs across the six-week summer break with 34,964 children participating across the district.
  - 20,912 children attended Holiday Clubs. 14,166 Free School Meal Children and 6,746 non Free School Meal Children.
  - HAF Sports and Leisure Parks sessions were held across the district. The sessions had a total of 14,052 children participate. 8,431 Free School Meal Children and 5,621 non Free School Meal Children.
  - All children received a meal at holiday clubs and the park sessions.
- Developing the credit union. Membership currently 9,000. Of these, 2,500 people would face total financial exclusion if there was no credit union support.
  - Developing a 0-5 Early Years Programme and an Early Childhood Services Outcomes Offer.
  - Implementing the Raising Attainment Strategy to raise attainment for children across the district. Key areas:
    - **Focus on Phonics**, Literacy & Numeracy, targeting groups of children at risk of underachieving in Primary Schools (KS1& KS2)
    - **Reducing Persistent Absence**, including specialist support for children & young people with SEND
    - **Investing in Therapeutic Approaches** to engaging with Learning
    - **Capital funding in Digital Inclusion for Disadvantaged Children & Young People**, providing access to devices and the internet
  - Investing £3.57 million in funding SkillsHouse. In the past year, 13,800 adults have enrolled on education or training; 5,460 people have had careers support; and over 2,100 residents have been supported in or into work.
  - Further developing our 5-year plan for integrated careers and technical education (CTE) for all our young people through the Bradford Pathways Model.
  - Continuing the final year of our Bradford Outcome Area programme to improve educational attainment in our most disadvantage schools. This includes developing a tuition programme for 600 disadvantaged year 11 pupils to improve their KS4 maths results.
  - Investing £2million into the provision of integrated locality based welfare advice services to ensure our most vulnerable communities can access the support and services to which they are entitled – 11,500 people supported in the past year with 33,000 enquiries.
  - Working closely with our partner organisations such as the NHS, schools and the voluntary sector to develop mental health services for young people.
  - Implementing the Digital Inclusion Programme supporting communities with access to devices, internet and digital skills to engage in the digital world. Working closely with the VCS, NHS, local and national organisations to reduce the digital divide across the district.
  - Over £60 million of levelling up funding successfully bid for to date supporting redevelopment of Shipley and Keighley and integrated health and leisure provision on Squire Lane and “mini hub” mental health and support services in Manningham and Tong.

- Collaborative working through the ActEarly Consortium. To date this has resulted in:

- Over 50 broad ranging interventions that are currently being evaluated, with successes including the **Glasses in Classes** initiative and a **ground breaking project to identify autism in an early years settings**; both have now been rolled out nationally.
- A whole-system test-bed that provides rigorous and efficient evaluations and evidence for public health commissioning.
- A co-production and citizen science approach that values, and builds on, community assets. **Videos** from this work premiered at COP26. Innovative citizen science initiatives have featured on BBC and Channel4 showing children measuring air pollution on their way to school.
- System-wide routine data tapestries with data linkage across health, education, social care, housing and the environment using the latest artificial intelligence techniques to visualise unique local datasets. This enabled us to develop an electronic vulnerability index (eVI) to identify the most vulnerable families.



Bradford and Tower Hamlets ActEarly Programme has been shortlisted for the LGC Public Health award 2022.

## FIVE YEARS ON – WHAT SUCCESS LOOKS LIKE

- **Prevention:** A shared district wide approach to protecting our poorest communities which maximises income, minimises costs and supports access to and participation in community life. Food and fuel poverty would fall, vulnerable groups would receive the support they require and more people would live in decent, affordable homes. All policies and strategies would be assessed against our commitment to the socio-economic duty.
- **Protection:** Every child to start out with the foundations for good health and wellbeing throughout their lives. We will have a 0-5 prevention and early help offer for families from birth to starting school. This will offer integrated and high quality early years care for all. It should help families provide warm, supportive and nurturing environments and ensure access to early play and learning opportunities for all children, especially those most in need. Success here will lead to a higher percentage of children starting school with a good level of development

and succeeding in school. Our young people should enjoy healthy childhoods which lay the foundations for long and healthy adult lives. This means they need to live in communities which promote healthy living and have services to support those in need. This will be reflected in lower obesity rates, increased physical activity, better support services for young people with mental health problems and fewer families living in poor housing.

- **Pathways:** Our young people making successful transitions into adult life; to reach adulthood with a sense of belonging, purpose, wellbeing and the skills and resilience they need to succeed. This means higher numbers of young people in school getting access to vocational courses in schools, more apprenticeships, higher attainment at Level 3 and a reduction in the numbers of young people not in education, training or employment. For all people of working age, our economy would provide access to decent, well paid jobs. The

numbers in low paid, insecure and temporary jobs would decrease.

- **Participation:** Those in poverty having a voice through newly created participation and engagement structures. We need to collaborate with communities in the co-production of solutions that meet their needs. We need our communities to be safe, inclusive and sustainable. This will be reflected in lower crime rates, increased

sense of community safety, better housing conditions, development of green spaces, parks and play facilities, the development of a full cultural engagement strategy and a move toward integrated local service provision. All meaning our poorest citizens can participate in the social, cultural, economic and political life of their communities.

## Key measures of poverty and deprivation: where we are now and what we are trying to achieve

Area	Key measures	Where we are now	What we are trying to achieve
<b>Deprivation</b>	Index of Multiple Deprivation	13th most deprived local authority in England in 2019	Improvement in ranking position
<b>Income</b>	Relative and absolute poverty Child poverty (relative and absolute) Numbers of people on benefits Levels of Food and Fuel poverty	In 2020 22% of working age people in relative poverty 40% of children in relative poverty in 2021	Reduced rates of absolute and relative poverty for both adults and children
<b>Food and Fuel Poverty</b>	Levels of food and fuel poverty	20 -25% % in food and or fuel poverty in 2020	Reduction in food poverty Reduction in fuel poverty
<b>Employment and Pay</b>	Unemployment levels Average full time weekly wage Economic inactivity rate	Adult and youth unemployment almost twice national average 23% economically inactive	Reduction in the levels of unemployment and economic inactivity Improvement in access to good jobs which pay the living wage and offer decent progression prospects
<b>Education and Skills</b>	Achievement of disadvantaged pupils Numbers of people with no qualifications Number of people with Level 3 qualifications	Disadvantaged pupils 22-18 months behind at age 16 10% workforce no qualification Poor outcomes for vulnerable groups such as care leavers and those not in education, employment or training (NEET)	Increased educational attainment across all groups and reduction in the achievement gap between disadvantaged pupils and their peers Increase the skill and qualification level of the workforce Better outcomes for vulnerable groups
<b>Health</b>	Gap in life expectancy between wealthy and poor Number of years in ill health Risk of death in childhood Childhood obesity rates	10-year gap 20 years in ill health 4 times higher risk of death if live in deprived area High childhood obesity rates	Reduction in health inequalities Increase in average life expectancy Reduction in years spent in ill health
<b>Housing and Community</b>	Homelessness and overcrowding Housing quality Levels of crime and anti-social behaviour Access to transport and local services Digital Inclusion	10% overcrowding High levels of crime compared to regional and national average Most deprived communities with limited access to transport and access to local services One third of poorest households lack access to decent broadband services	Reduction in homelessness and overcrowding Increase in number of affordable houses Reduction in crime and anti-social behaviour Digital inclusion Increased opportunities for participation in the full social, political, economic and cultural life of the community

# OUR ANTI-POVERTY ACTION PLAN

## Theme 1 Financial Inclusion

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
1.1 Food Poverty	Household Support Fund - food poverty projects	<p>HSF is funding a range of programmes to help with food poverty</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>Funding for school to provide emergency support packages to their most vulnerable families. In 2022, support has been provided for 8,000 families and 11,000 pupils.</li> <li>Helping free school meal families (up to 27,000 children) over the summer break. Schools could provide support over summer holidays in a range of ways such as by providing food hampers and food vouchers.</li> <li>Supporting our VCS partners providing emergency food support. Over 100 organisations have been funded to provide food support to the most vulnerable families. This includes both foodbank support and delivering direct emergency support to the most vulnerable families. Food hampers are provided which can feed a family of four for a week. Recipes are also included.</li> <li>Foodbank support. Funding provided to Storehouse to ensure our most vulnerable residents are provided for.</li> </ul>	Provision to help ensure that all our children, families and vulnerable residents experiencing food poverty are supported	Children's Services and Revenues and Benefits	Ends March 2023
	Holiday Activity and Food Programme	DFE funded programme to provide holiday activities, food and advice to families on FSM and other vulnerable families. All attending children receive a hot meal and a wide range of activities is provided: clubs, sports and leisure activities.	Provision of holiday activities, clubs, sports and leisure activities in school holidays for children on FSM and vulnerable families	Children's Services	Started 2020, ends 2024
	Bradford Food Banks	Food bank provision is supported by ongoing partnership work between the Council and VCS. The Council commissions InnChurches to support food banks by centrally purchasing food and then distributing this to food banks. Council funding, combined with InnChurches and VCS partners' own collections, ensures well over 1 million meals per year can be provided.	From Jan to Aug 2021 on average 1,387 people supported every day	VCS	Ongoing
	FoodSavers	Pilot Food insecurities project to reduce dependency on free food banks. Based on a low-cost subscription model where people save into the Credit Union to start their own savings habit. This two-year programme, run by InnChurches, aims to have 30 FoodSavers outlets with each new member receiving a free £10 'Saving Starter'. Ten new projects are now starting up. It is an addition to foodbank provision.	30 Foodsaver outlets by Dec 2022	Innchurches Credit Union	Ongoing
	Free School Meals Take Up	Ongoing work with schools and other partners to maximise take up.	Ensure all eligible pupils can access entitlement	Children's Services	Ongoing
	District Food Insecurity Strategy	As part of Bradford Sustainable Food Strategy, a food insecurity plan is being developed. It aims to develop a common approach to food security across the district. The feasibility of ensuring all children have access to a healthy diet every day of the year is being assessed.	District wide approach to tackling food insecurity established	Public Health	Ongoing



## Theme 1 Financial Inclusion continued

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>1.2 Fuel Poverty</b>	Household Support Fund – fuel poverty projects	Providing direct payments to our poorest families and pensioners to help reduce costs of energy bills. In total, from October 2021 to March 2023, approximately £9 million will have been provided to support our poorest residents with spiralling energy costs, mostly through direct payments. Additionally, some funding has been provided to supplement the Warm Homes, Healthy People project.	Financial support with the cost of energy bills for working age low income families and pensioners	Revenues and Benefits	Ends March 2023
	Warm Homes, Healthy People	<p>£70,000 programme to alleviate fuel poverty. A 3 year all round programme launched in Oct 2021. Programme can provide some emergency support to help people keep warm, provide advice and guidance on keeping home warm and reducing fuel bills, signpost and refer people on to other sources of support.</p> <p>For 2022, £231,000 provided to City of Bradford MDC from the West Yorkshire NHS Integrated Care System for the alleviation of fuel poverty.</p> <p>£131,000 to expand the overall fuel poverty service to a further 1,350 households who meet the criteria set out in NICE Guidance, during the period 14th February 2022 – 31st December 2022.</p> <p>£20,000 for crisis fuel top-ups.</p> <p>£80,000 to support servicing of heating systems.</p>	800 households per year supported	Groundwork	Ends December 2025
	Fuel Payments Scheme	Means tested and discretionary scheme offering support with fuel payments, delivered in partnership with Citizens Advice Bradford. Top ups to fuel meters can be paid up to £80 twice a year. Payments can also be made direct to fuel suppliers of up to £300 to cover arrears and/or debt relief order fee	Ensure emergency provision for the most vulnerable groups	Revenues and Benefits & CAB	Ongoing
	Fuel Support Team	One of the funded welfare services (see below) provides a fuel support team to provide low income families with advice, guidance and support to reduce fuel costs.	Ensure emergency provision for the most vulnerable groups.	Housing	Ongoing
<b>1.3 Welfare advice, guidance and support</b>	Welfare Support Services	<p>£2 million invested into recommissioning locality based welfare advice services, targeted at areas of greatest need.</p> <p>Range of advice services provided: debt, welfare, housing, immigration, fuel. Key to maximising household income through securing entitlement, minimising expenditure and securing specialist help for vulnerable groups, e.g. homeless, those at risk of domestic violence, people with mental health issues, etc.</p>	Based on 2020/21 figures a minimum of 10,500 people will be supported	Bradford Council in partnership with VCS	Secures services until December 2025
	Bundles of Creativity	Information booklet designed for low income families, particularly those who cannot access digital information. It provides welfare advice, information and guidance, and signposting to services and the credit union.	10,000 households provided with advice, guidance and signposting information	Anti-Poverty Events Group	Reviewed yearly



## Theme 1 Financial Inclusion continued

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>1.4 Maximise Household Income</b>	Council Tax Reduction	Eligible working age families can get up to 70% reduction on Council Tax Bills. Typically, 12,000 households benefit from this.	Reduced Council Tax bills for eligible low income households	Revenues and Benefits	Ongoing
	Assisted Purchases Scheme	The Council funds and runs a scheme to help our poorest and most vulnerable residents to purchase white goods such as cookers, fridges and washing machines. Through 2022 and until 2023, additional Household Support Funding supports the scheme.	Ensure access to essential white goods	Revenues and Benefits	Ongoing but Household Support Fund ends March 2023
	Affordable Childcare	Developing access to childcare and providing advice and guidance on options available.	Increased access to childcare	Bradford Council	Ongoing
	Bradford District Credit Union	Growing the Credit Union. Membership of 8,589, increased by 571 over the pandemic, 30% of whom would be financially excluded without CU help and with no access to low-cost loans. 20% are community investors, people in the community who save with the Credit Union to help others. 50% are payroll staff savers at 33 payroll companies - that helps BDCU be strong and stable. Of this, 2,296 are Council staff saving over £3.2 million and borrowing £6.91k.  BDCU is also supporting FoodSavers and Uniform Savers Schemes - see below.	8,589 supported to date. Of these 2,500 face total financial exclusion if no CU support	BDCU/ Financial Inclusion Officer	Ongoing
<b>1.5 Integrate all provision in one District wide Financial Inclusion Strategy</b>	Financial Inclusion Strategy	Developing a common approach to financial inclusion. We will review ways in which a shared strategy across the district can help reduce costs and debt repayments, maximise income and promote access to goods and services.	District wide shared approach to financial inclusion	Anti-Poverty Co-ordination Group	Ongoing

## Theme 2 A Great Start and Great Education

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>2.1 A high quality early years service for all</b>	0-5 Early Years Programme	Developing a 0-5 Early Years Programme and an Early Childhood Services Outcomes Offer. As part of this work, we will deliver a prevention and early help offer for families to support children and young people from conception to 5 years. All schools will have an Early Health Coordinator. Families in need of support will have a single lead professional, based around schools, who will co-ordinate inter agency support. There are 4 locality Family Hubs developing integrated local offers based on inter agency working.	Integrated Early Years and Early Childhood Services Offer	Early Years	Ongoing
<b>2.2 Reduce the educational attainment gap and ensure no child is left behind</b>	Bradford Opportunity Area	Ongoing project aimed at reducing educational inequalities and improving attainment. Currently, 17 schools are being supported to improve their Ofsted grading through a school improvement programme <ul style="list-style-type: none"> <li>Developing a tuition programme for 600 disadvantaged year 11 pupils to improve their KS4 maths results.</li> <li>Develop further parental engagement programmes and expand the network of parent champions; local residents (who are themselves parents) who understand the barriers faced by parents in their communities and are a source of creative solutions to improving children and young people's attainment.</li> </ul>	Improved attainment at KS4  Reduction in the gap between disadvantaged pupils and non-disadvantaged	Bradford Opportunity Area Board	Ends summer 2023

## Theme 2 A Great Start and Great Education *continued*

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>2.2 Reduce the educational attainment gap and ensure no child is left behind</b>	Living Well Schools	Schools programme housing several projects aimed at improving the health and wellbeing of pupils. One of its key strands is combating classroom inequalities by poverty proofing the school day and reducing discrimination and prejudice.	Reduction in the hidden costs of schooling Improved attainment	Public Health	Ongoing
	Raising Attainment Strategy	Implementing the Raising Attainment Strategy to raise attainment for children across the district. Key areas: <ul style="list-style-type: none"> <li>• Focus on Phonics, Literacy &amp; Numeracy, targeting groups of children underachieving in primary school.</li> <li>• Reducing Persistent Absence, including specialist support for children &amp; young people with SEND</li> <li>• Investing in Therapeutic Approaches to engaging with Learning</li> <li>• Capital funding in Digital Inclusion for Disadvantaged Children &amp; Young People, providing access to devices and the internet.</li> </ul>	Improved performance at KS1 and KS2  A reduction in persistent absence  A reduction of digital poverty with children able to access digital learning opportunities	Education	2020 – 2023
<b>2.3 Poverty Proofing the School Day</b>	Uniform Savers	This project provides a saving scheme to help with the costs of school uniforms.	Reduction in costs of schooling	BDCU, Britannia House/ Incommunities	Ongoing
	Poverty Proofing the School Day	A pilot programme running across 18 schools which aims to reduce the costs of schooling. Research has been conducted with school pupils to develop initiatives such as active wear uniform policy which helps reduce the costs of school clothing.	A shared approach across Bradford schools to reducing the costs of schooling	Public Health	Ongoing
	Action for Sports	Supporting a local charity which works with schools to provide free sports kit for disadvantaged pupils. The work is being promoted through Bradford Schools Online and being integrated into Poverty Proofing the School Day. As an example of the help provided, in just four months in 2022 £19,700 worth of sports kit was distributed to some of our poorest families.	Provision of free sports kit and increased participation in sports	Public Health/ Action for Sports	Ongoing

## Theme 3 Better Skills, Good Jobs and a Growing Economy

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>3.1 Provide job experience programmes</b>	Kickstart	Government funded programme to fund 6-month job placements for 16–24-year-olds on universal credit. The Council has supported 439 young people on Kick Start places.	439 (16–24) provided with 6-month placements	HR/ Employment and Skills	Ends September 2022
	LCEP	Pilot using Government and Council funding to support 12 months paid placements for care leavers.	Up to 15 young people to be supported	All directorates	Pilot ends in 2022 and a review will be conducted
<b>3.2 An integrated and coherent careers &amp; technical education offer which allows young people to pursue vocational pathways alongside more traditional academic pathways</b>	SkillsHouse	£3.57 million invested in SkillsHouse partnership to provide locality based multi-agency support. So far, the impact has been considerable. In Financial Year 21/22: 13,800 adults enrolled on education or training; 5,460 people have had careers support; and over 2,100 residents have been supported in or into work. We have also been successful in reaching groups that were disadvantaged in the Labour Market prior to the pandemic: 45% of participants have been women, 47% from an ethnic minority and 20% have declared a disability.	24,200 people supported. 11,700 supported into work by March 2024	Business Employment and Skills Board/ SkillsHouse Advisory Board	Ongoing

## Theme 3 Better Skills, Good Jobs and a Growing Economy *continued*

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>3.3 Provide access to high quality careers education, information and guidance</b>	SkillsHouse Youth	New partnership approach to ensure that young people will have access to support into fair employment. It includes: careers support, mentoring, work placement, guaranteed college place, apprenticeships and pathways to Higher Education.	Provision of an integrated careers, information and guidance service	SkillsHouse Advisory Board	Ongoing
<b>3.4 Levelling Up</b>	Towns Fund	£58 million secured from the Towns Fund to develop Shipley and Keighley.	Regeneration of local economy and environmental improvements	Department of Place	Ongoing
	Building Our Future	Building Our Future bid to the Community Renewal Fund will bring an additional £535,000 funding to focus on addressing inequalities of employment and engagement in education across a range of key groups (young people with disabilities, BAME, women graduates, care leavers, long-term NEET).	Reduction in labour market inequalities	Department of Place	Ongoing
	Squire Lane Health and Wellbeing Hub	£20 million capital funding through the Levelling Up fund to build the Squire Lane Health and Wellbeing Hub in Toller. This facility will be a combination of a leisure centre, health services and enterprise facilities.	Reduction in health inequalities	Department of Place	Ongoing
<b>3.5 Affordable and accessible transport</b>	Regional Transport Strategy	Working with WYCA colleagues and other West Yorkshire local authorities on developing a regional transport policy including capped fares for buses.	Affordable public transport	WYCA	Ongoing
<b>3.6 Sustainable, clean and inclusive economy</b>	Renewed Economic Strategy	Work has been commissioned to reset the Economic Strategy. The goal is for Bradford to become the UK's leading clean growth city district. Sustainable growth and regeneration will be focused on. As part of this business growth and expansion, productivity and workforce development will be prioritised.	Leading clean growth city district	Economic Partnership	Ongoing

## Theme 4 Better Health, Better Lives

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>4.1 Providing the best start in life</b>	ActEarly	<p>This project is driving a joined-up approach to early intervention policies aimed at giving our most vulnerable children and families the support they need to ensure the best start in life.</p> <p>The ActEarly Holmewood Initiative is one example of an area based project aimed at improving the physical health, mental health, educational attainment and social mobility of people within the area. If successful, the approach can provide a model for area regeneration.</p> <p>To date the ActEarly Collaboration has developed:</p> <ul style="list-style-type: none"> <li>• Over 50 broad ranging interventions that are currently being evaluated, with successes including the Glasses in Classes initiative and a ground breaking project to identify autism in an early years settings; both have now been rolled out nationally.</li> <li>• A whole-system test-bed that provides rigorous and efficient evaluations and evidence for public health commissioning.</li> <li>• A co-production and citizen science approach that values, and builds on, community assets. Videos from this work premiered at COP26. Innovative citizen science initiatives have featured on BBC and Channel4 showing children measuring air pollution on their way to school.</li> <li>• System-wide routine data tapestries with data linkage across health, education, social care, housing and the environment using the latest artificial intelligence techniques to visualise unique local datasets. This enabled us to develop an electronic vulnerability index (eVI) to identify the most vulnerable families.</li> </ul> <p>Bradford and Tower Hamlets ActEarly Programme has been shortlisted for the LGC Public Health award 2022.</p>	<p>Reduction in health inequalities</p> <p>Development of early interventions services for vulnerable children and families</p> <p>Evidence informed policy making</p>	ActEarly Consortium	Ongoing

## Theme 4 Better Health, Better Lives continued

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>4.1 Providing the best start in life</b> (continued)	Healthy Start Programme	Government programme aimed at pregnant women and families with children under four. Provides vouchers for food and milk. Work is focussing on increasing take up, especially in postcode areas with lowest take up rates and highest need. 8,500 families eligible, 3,400 missing out on support with essentials. InnChurches will support by running pop up pantries.	Improve take up rate from 60%	Public Health	Ongoing
<b>4.2 Develop community health/welfare hubs</b>	Community Hubs	£1.2m Bradford District and Craven Health and Care Partnership project. VCS organisations are being funded to provide six hubs, offering services which meet community health and social needs. The hubs will provide evidence based interventions delivered by commissioned providers such as Mental Health, Alcohol, Domestic Violence, Carers' Support, Physical Health and Welfare Benefits Advice.	Provision of 6 community hubs	Bradford District and Craven Health and Care Partnership	Ongoing
<b>4.3 Evidence based policy to tackle inequalities</b>	Set up a Health Determinants Research Collaboration	Build research infrastructure, skills and culture across Bradford Council to support evidence-based decision making to improve health outcomes.	Health Development Research Collaboration Established	Bradford Council	Ongoing

## Theme 5 Better Housing and Inclusive and Sustainable Communities

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>5.1 Decent housing for all</b>	District Housing Strategy	Our District Housing Strategy. A Place to Call Home, A Place to Thrive sets out a range of programmes to increase housing quality, provide affordable homes, support vulnerable groups and reduce overcrowding and homelessness.  The Housing Options Service is 17.5% above the Yorkshire and Humber average for successful homelessness preventions and 5.2% above for successful relief outcomes.	411 Affordable homes per year  Improvement in housing quality  Increase in successful homelessness prevention and support  Reduced length of stay in Bed and Breakfast to no more than 7 nights	Housing Partnership	Ongoing
<b>5.2 Cultural and social inclusion</b>	Cultural and Social Engagement Strategy	A cultural engagement strategy for all our children and young people is being developed as part of our 2025 City of Culture bid. We will extend the opportunities for cultural and social enrichment within local communities through, for example, developing sports, arts, theatre and music engagement activities. Our communities should offer young people a rich cultural life.	An inclusive cultural and social engagement strategy	Department of Place	Ongoing
<b>5.3 Digital and travel inclusion</b>	Connecting Communities	We are developing a strategy to connect our communities, both digitally and through green transport links. For some groups, such as people with a disability, travel concessions are available.	Digital Inclusion Strategy  Inclusive transport	Digital SME, Finance, IT, Procurement Service	Ongoing

## Theme 6 Supporting Vulnerable Groups

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>6.1 Provision of mental health services</b>	Mental Health Services	A range of programmes being run by a variety of services covering CYP, working age adults, and older adults across a range of settings. Examples: <ul style="list-style-type: none"> <li>Community Champions. 250 volunteers supported by several VCS organisations in local areas. October 2021-March 2022 focus on mental health support, with a main objective to reach people from all areas and demographics, especially our most vulnerable.</li> <li>Mental Health promotion campaign (currently in process of arranging a provider) with focus on people in deprived geographical areas and those from BAME communities.</li> </ul>	Increased access to mental health services and support and reduction in mental health problems	CCGs/Public Health	Ongoing
	Partnerships for People and Place Pilot	£248k pilot programme providing a single point of contact for disadvantaged people with mental health issues to access services. Based in two hubs in Manningham and Keighley.	Improved mental and physical health	Public Health	Started April 2022, ends March 2023
<b>6.2 Homeless/at risk of eviction</b>	Discretionary Housing Payments.	National means tested discretionary scheme. Tops up housing payments where HB or UC don't meet full cost. Council administers the scheme. Awards usually short term but can be longer term for some groups; for example, people with a disability. Bradford spends all its budget every year. In 2021/22 total budget is £1.1million. Budget is provided by Government but can be topped up to certain levels if local authority chooses to do so from its own funds.	Support for homeless and those at risk	Revenues and Benefits	Ongoing
<b>6.3 Children &amp; young people in care</b>	Household Support Fund Children in Care/Care Leavers	Funding has been provided to support both carers and care leavers with the cost of living and purchasing essentials. This support has included food vouchers and direct payments to help with such things as purchasing clothing and paying energy bills.	Emergency support for Care Leavers	Children's Services	Started in October 2021, ends March 2023
	Support for Children in Care/ Care Leavers experiencing period poverty	Looked after Children in the care of the local authority who are menstruating receive sanitary products as required. Financial allowances paid to foster carers also accounts for the costs of period products.	Reduction in period poverty	Children's Services	Ongoing
	Council Tax Relief for Children in Care/Care Leavers	Those aged 18-21 can be exempt from Council Tax and from age 21-25 can receive a 50% discount.	Financial support for children in care and care leavers	Revenues and Benefits	Ongoing
<b>6.4 People with Drug and Alcohol use problems</b>	Rough Sleepers, Drug and Alcohol	Rough Sleepers Drugs & Alcohol Treatment approach being instigated in the district and has also allowed universal services to be supported with additional funding. Both approaches are targeted at reducing drug related offending and deaths in the district.	New service provision	Drug and Alcohol Treatment Services	Ongoing
<b>6.5 Young people at risk of involvement in serious crime</b>	Breaking the Cycle	The Breaking the Cycle programme is an ongoing programme designed to break the cycle of youth offending. In its first two years, more than 800 young people benefited from Breaking the Cycle Project team's intensive, intelligence led support. The team were commended in the Local Government Chronicle (LGC) Awards.	Reduction in youth offending and improved life chances	Youth Service	Ongoing



## Theme 7 Participation and Voice

Priorities	Programme	What we are doing	Outcomes	Lead	Timescale
<b>7.1 Ensure the voice of those living in poverty is reflected in all strategies, policies and programmes</b>	Poverty Equality Impact Assessment	All Council strategies, policies and budget decisions will be poverty proofed by including those living in poverty as a protected group in our equalities impact assessment processes. We will also work with partners across the district to develop a district wide approach.	EIAs conducted	CCGs/ Public Health	Ongoing
	Poverty Equality Champions	Poverty Equality Champions will work across Council directorates to help poverty proof strategies, policies and programmes.	Poverty Champions appointed	Equalities Lead	Ongoing
	Anti-Poverty Events Network	Supporting the Anti-Poverty Events Network. This is a grass roots community forum which advocates for the interests of those in poverty and organises a range of events and programmes to support people in poverty.	Events programme run by the Network	Anti-Poverty Events Network	Ongoing
<b>7.2 Ensure the Bradford voice is heard in regional and national policy</b>	Regional and National Advocacy	Conducting lobbying and advocating work in a range of national and regional partnerships.	Active engagement in regional and national partnerships	Anti-Poverty Co-ordination Group	Ongoing



