

# LOCAL POVERTY

Reality and Response

10<sup>th</sup> June 2014  
Talbot Campus, Bournemouth University



*From left to right: Cllr Jane Kelly, Bournemouth Borough Council; Cllr Elaine Atkinson, Leader of the Council - Borough of Poole; Tom Papworth, CentreForum; Richard Bristow, Poole Citizens Advice Bureau; Lynda Ford-Horne, Faith Links; Rev'd Clare Downing, Wessex Synod of the United Reformed Church; Jim Andrews, Bournemouth University and Professor John Fletcher, Bournemouth University.*

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# Summary

*“Very interesting, educational, informative. I look forward to participating in making ideas reality” – Quote from an Event Attendee*

Over 150 people gathered at Bournemouth University at the Local Poverty Summit – Reality and Response on the 10<sup>th</sup> June to debate and discuss the realities of poverty in the local area. The event saw representatives from local authorities, community and faith groups as well as residents and businesses including supermarkets and utilities attend a series of workshops designed to help everyone work together to address issues caused by living in poverty.

The summit featured keynote speeches from Tom Papworth, Associate Director for Economic Policy from CentreForum, and Richard Bristow, Chief Executive Officer of Poole’s Citizens Advice Bureau. Their presentations gave both national and local perspectives on the realities of poverty - one in five people in the UK are classed as living in poverty, whilst on a local level close to 10,000 children in Bournemouth and Poole are living in deprivation.

Delegates attended themed workshops on key topics around poverty including food banks, fuel costs, homelessness and the impact poverty can have on health and wellbeing. These workshops resulted in a number of commitments being made, with organisations pledging to work in partnership to put these commitments into practice.

In addition to the presentations and workshops, delegates were shown a short film created by the university students specifically for the event to highlight just some of the issues in the local area, featuring residents and staff from the Rossmore Jobs Hub, West Howe Community Enterprises, Footprints and Quay Foyer. Quay Foyer also hosted a photography exhibition at the event, with images providing a contrast between Poole’s affluent reputation and the realities for some residents living in deprivation.



Attendees gave really positive feedback about the event. Many felt enthused and encouraged by hearing from so many different people/agencies who are actively engaged in combating poverty and helping people locally. Many are keen to ensure that the actions and commitments made will follow through.

The event was organised in partnership between Faith Links, Faithworks Wessex, Boscombe Independent Advice Centre, Bournemouth Borough Council, Borough of Poole and Bournemouth University.

## Commitments Agreed by Workshop Groups

Each workshop group made some key commitments at the event as follows:

### **Workshop 1: Creative ways of managing a budget ...**

- To set up a “task and finish” group of workshop participants to investigate how more can be done in the education sector about budget management on the wider curriculum
- Create a directory and set up an online forum, especially to support newer organisations working in this field.
- Encourage more local, community gatherings at “shared meals” when food from stores which otherwise would be thrown away can be used. Also at these events, there can be “swap-shops”, free money advice sessions, free budgeting workshops

### **Workshop 2: Housing and Homelessness**

- Directory of services (updated regularly and computerised) including promotion of a homelessness prevention approach
- Developing independent living skills in schools for young people (e.g. money management, cooking, and avoiding homelessness)
- Closer links with private sector landlords (to help maintain tenancies, settle people into new tenancies and prevent evictions)
- .... And one on fuel poverty .. Organisations to negotiate lower fuel rates

### **Workshop 3: Preparing people for good jobs ...**

- Set up an employment support provider forum and carry out some mapping on provision in the conurbation
- Help entrepreneurs develop and grow in unexpected places
- Directory of employers willing to offer help to support workless people into work

### **Workshop 4: Beyond Food Banks**

- Create greater awareness of who is doing what, where and work together more effectively
- Create a common assessment that asks all the right questions and all the possible referral routes
- Expand community meals network as a skills provider and relationship point for people coming out of crisis

### **Workshop 5: Meeting the challenge of rising energy costs**

- Set up a Bournemouth and Poole energy company, generating renewable energy, selling it cheaper to residents
- Using students to provide research to raise awareness

- To link with the My Health, My Way from Dorset CCG to make the best of the opportunity

### **Workshop 6: Impact of poverty on (Mental) Health and Well-Being**

- Equip staff from many organisations to have well-being conversations using the ‘5 ways to well-being’
- Develop social prescribing as mainstream practice, supported by a visible marketplace

[Full workshop notes available in the Appendix.](#)

## Pledges, Offers and Other Resources

There was an Event Pledge and Offer Wall which allowed delegates to add their own individual pledges and offers. There were several pledges made, such as delivering financial education to residents and raising awareness of the problems of payday loans. Others have also committed to supporting community lunches and cooking projects, to support people in poverty. See [Appendix for the full list of pledges.](#)



*From Left to right: Alistair Doxat-Purser, Faithworks Wessex; Richard Bristow, Poole Citizens Advice Bureau; Ian Jones, Bournemouth University; Cllr Elaine Atkinson, Borough of Poole; Sue Newell, Borough of Poole; Sue Bickler, Bournemouth Borough Council; Martin Broad, Boscombe Independent Advice Centre; Cllr Jane Kelly, Bournemouth Borough Council; Mark Phillips, Faith Links and Rev'd Clare Downing, Wessex Synod of the United Reformed Church.*

# Appendices

## Appendix 1. Pledges, Offers and Other Resources

<b>Pledges</b>	
<b>Bournemouth Food Bank</b>	<ul style="list-style-type: none"> <li>- Try to connect and support clients more (clients first, work second)</li> </ul>
<b>Moneytalk Bournemouth</b>	<ul style="list-style-type: none"> <li>- To work with the local community and existing support services to deliver financial education to residents and support professions in the area to share money management skills.</li> </ul>
<b>West Howe Community Enterprises - Diane Humphries</b>	<ul style="list-style-type: none"> <li>- To provide links to the local community/residents of West Howe through the Community Shop and local newsletters etc.</li> <li>- To help support and recruit for local initiatives</li> </ul>
<b>St Clements Church - Rev.d Jonathan Foster</b>	<ul style="list-style-type: none"> <li>- I/we pledge to continue to work with other groups/ agencies / churches to address poverty in Newtown/ Alderney Area through advocacy, pastoral support, a foodbank collection and voucher issue, support community groups, referring to appropriate services and through the provision of premises to community groups.</li> </ul>
<b>Faithworks Wessex</b>	<p>Alistair Doxat-Purser pledges:</p> <ul style="list-style-type: none"> <li>- Work with at least 30 churches to act on food/relational poverty – and to find and join up with at least one practical skills course to help equip people for work</li> <li>- To engage – equip and support – older people in their journey to reconnect within the community</li> <li>- To start cooking classes in the local location, to join up agencies and groups</li> </ul>
<b>Faith Links</b>	<ul style="list-style-type: none"> <li>- Faith Links will support Quay Advice Centre.</li> </ul> <p>Mark Phillips pledges:</p> <ul style="list-style-type: none"> <li>- Explore cheaper/subsidised venues for those working on poverty issues</li> </ul>
<b>Quay Foyer</b>	<ul style="list-style-type: none"> <li>- Put up MASSIVE posters about payday loans at Quay Foyer (Karen Cowser)</li> <li>- To do a weekly budget plan for myself and those who are in need of one. (To try and organise a local team to help deliver a budget plan) (Anonymous)</li> </ul>
<b>Spectrum Housing</b>	<ul style="list-style-type: none"> <li>- To use buying power to increase work and training opportunities through procurement.</li> </ul>
<b>Boscombe Independent</b>	<ul style="list-style-type: none"> <li>- Ongoing commitment to collaborative working in the advice sector – making it easier to get money advice (Martin Broad)</li> </ul>

<b>Advice Centre</b>	
<b>Bournemouth University</b>	<ul style="list-style-type: none"> <li>- To encourage the local tourism industry, through the National Coastal Tourism Academy, to more actively promote job opportunities among disadvantaged communities in Bournemouth. (Philip Long, Tourism Academic Group)</li> <li>- One year on hold another Poverty Summit (if that's what the community wants).</li> </ul>
<b>Borough of Poole</b>	<p>Community Strategy Team will:</p> <ul style="list-style-type: none"> <li>- Support the Poverty Summit delegates to continue to network and take forward their actions.</li> <li>- talk to HR about signposting lower paid employees to advice and support.</li> <li>- Continue to support local giving to Poole Communities Fund</li> <li>- Coordinate timely, regular giving to Poole Food Bank</li> </ul> <p>Colin Phillimore, Children and Young People's Learning, Borough of Poole</p> <ul style="list-style-type: none"> <li>- Join and promote a Credit Union</li> <li>- Support satellite food banks in Poole when they start operating.</li> </ul> <p>Craig Anderson, Borough of Poole</p> <ul style="list-style-type: none"> <li>- Pledge some time to attend workshops for agencies and partnerships</li> </ul>
<b>Pinehurst Community Church</b>	<p>Sarah Jackson</p> <ul style="list-style-type: none"> <li>- Pursue employment in helping those in debt or poverty</li> </ul>
<b>Anonymous pledges</b>	<ul style="list-style-type: none"> <li>- Tell everyone about the potentially negative consequences of getting a payday loan</li> <li>- Encourage recycling of computers. Digitalisation percentage gets given away to community</li> <li>- Explore all options around communal/community lunches in Poole. Look into what Bournemouth and Dorset are doing to look at good practice.</li> </ul> <p>Thanks to the workshop participants who also pledged to take forward their agreed actions.</p>
<b>Offers</b>	
<b>Bournemouth and Poole College</b>	<ul style="list-style-type: none"> <li>- Community Link Rooms at Bournemouth and College sites can be access and booked by community groups. Contact: Gemma Genco</li> </ul>
<b>Life and Money Skills</b>	<ul style="list-style-type: none"> <li>- Delivering Money and Skills workshops for agencies Contact: Natalie Sherring</li> </ul>
<b>Anonymous offers</b>	<ul style="list-style-type: none"> <li>- Gardening equipment loan to promote growing vegetables</li> </ul>
<b>Illegal Money</b>	<ul style="list-style-type: none"> <li>- The <a href="#">Illegal Money Lending Team</a> has FREE educational</li> </ul>

<b>Lending Team</b>	resource packs. All are PFEG quality marked. The are for 5-11 year olds 11-19 yr olds (which can also be used for adult groups if tweaked slightly).
<b>Connecting Advice in Dorset</b>	- Mapping of Dorset advice organisations – click <a href="#">here</a> to download the spreadsheet
<b>Faith Links - Mark Phillips</b>	- Garden and shopping help in Parkstone/Poole town centre - Easter/ Christmas and general appeals for local /season collections

## Appendix 2. Workshop Notes

### Workshop 1: Creative ways of managing a budget..

There is a **perception** that many in the population struggle to manage a budget or are in unmanageable debt – what evidence is there for this?

- System constraints
  - o Banks – don't help to prevent debt
  - o Supermarkets – food now thrown away in large amounts
- Education in budgeting in schools
  - o Consistent?
  - o Access to early help for excluded pupils is difficult.
- Anecdotal evidence
  - o Payday loans create unmanageable debt/cycles
- Crisis payments – numbers applying
- CAB – rise in numbers
- More one to one support needed – grass roots level

#### Tools & Agencies

- Less vulnerable to loan sharks and payday lenders

#### Education

- More money education – children and adults, pre-tenancy
- Education in school, family, community, youth groups. OAPs, stat orgs, uni/college
- Budget accounts “jam jars”
- Process – knowledge of: Entitlements, Open access (community), Target groups, Forums, Online budgets
- Encourage saving for life events – CU
- Highlight zero hours contract

#### Agency info system

- Increased political pressure – national and local
- Central agency directory re money info: CAB, Life and money skills, Footprints, CAP, Coastal credit, FWW, Age UK, Sustain, Bmth and Poole Borough Councils, PHP, BIAC
- Essential agency directory re money. Info and building connections + online forum
- Greater access to support for members of society
- Local community swap shops – community actions. \* (recycling resources)
- Online forum – with expert team on hand

- Task and finish group to take items from today forward
- Using corporate procurement processes to enhance job opportunities (make obligatory)
- Community action and events
- Investigate resources and training available for schools eg from banks

## **Workshop 2: Housing and Homelessness**

### **Reality**

#### **Summary:**

- National – Job Seekers Allowance (JSA), elections, policy, access to private sector, lack of affordable housing, under 35s rule, cost of living, right to buy schemes, **BENEFIT SANCTIONS**
- Local impact – increase in people seeking advice, drugs and alcohol, fuel poverty, education, housing repairs, increased numbers of homeless.
- Benefit sanctions – finding work and missing out, time intensive. Knock on effect – begging / sleeping rough. Target for benefits – zero tolerance
- Skills
  - o delaying in system, JSA, income support – missing out on training.
  - o Job centre expectations – unreasonable, bus fare or food?
- General election – policies to gain votes??
- Mock interview initiative
  - o restoring hope to job seekers,
  - o empowering people,
  - o making sure support is there,
  - o perception change/alleviating negativity
- Community engagement
  - o getting as many involved as possible,
  - o provision of transport / interview clothing
- Selling of housing stock (1980s)
  - o Housing shortage
  - o Access to supported housing
  - o Investment in housing – finding the right model
  - o Affordable housing (4500 people on housing register)
  - o Need versus supply
- Planning
  - o Stopping the cycle of deprivation – regeneration – providing a mix of accommodation.
- Privately rented - 1 in 3 properties. Landlords can attract customers above HB level
- Age groups – under 35s, policy
- Bedroom tax – support needed.
- Rent in advance/ rent deposits – prohibits access to private rented sector
- Cost of living crisis – food, benefits, rent
- Interest rates
- Mortgage lenders – increased flexibility, keep mortgage borrowers where they are.
- The German Model – national perceptions. Higher prices over a larger period.
- Poor housing – no legal rights for spot checking that isn't linked to complaints.

### **The impacts of poverty on Bournemouth and Poole...**



- Number of homeless / rough sleepers
- Housing standards
- No fixed abode – access
- Reliance on food banks – not just rough sleepers, people in work
- Entrenchment – isolation, self esteem, social impacts
- Arrival of universal benefits – how will this effect housing? – money management, knowledge, accessibility of the system
- Provision of advice – what works well?
- Youth – future citizens
- Bedroom tax – 500 households in bmth. (rules in private and social housing are now aligned)
- Creation of a directory – communication and information sharing
- Incentivising community engagement
- Fuel poverty
  - o Ownership of utilities??
  - o Practical aspects – payment methods/installation
  - o Negotiating rates in blocks – alternative model for Dorset
- Loan sharks – create homelessness
- Drug and alcohol use – increasing, coping mechanism
- Education – what should be taught in the classroom? Life skills.

### **What could be done locally?**

- Self build project – increase community spirit
- Banks lending – worried about PR perspective but lenders can be reassured local authorities (Las) can provide supply
- Private landlords offers decreased security for tenants.
- Landlords – want guarantors / non available. Employers not signing
- Local housing allowance doesn't match – especially single persons allowance
- 33% increase of landlord complaints – condition of property – then lose their housing.
- Challenge of rent services – annual set
- Definitions of homelessness... monitoring of “where people are housed”
- Local creativity?
  - o Social enterprises to match need eg garden maintenance.
  - o New Tower Park enterprise – increasing employability
- Problems of revising threshold for support by councils
- Information – ease of access to info for everyone – too complex
- How many groups supporting in community
- Some co-ordination of support across the conurbation \*\*
- Problems of DWP on phone claims only
- More than half the people on housing benefit are in work.
- No local connection therefore lack of awareness
- Transient population in Bournemouth
- Some local authorities have capacity in terms of housing
- Do we have enough house building in the local area?
- Priority in Poole – property and land problems of NIMBYism
- Social housing associations – now in charge not Local Authority?
- Local Authority nominations 100% locally
- Prevention – early intervention very expensive service support
- Why is B&B so expensive? Therefore private – tourists / area for holiday.
- What wider costs of emergency accommodation?
- Other L.A taking over care homes etc and converting and support
- ! Supply problem – houses and range of. Planning restrictions.

## The Response

### Prevention = support

- How do we get enough housing?
- Priority of prevention – of becoming homeless, working with people before need emergency accommodation
- Linked to this – what is everyone else doing? How information to identify people at risk? Coordination of support.

### Future / New actions

- Mapping sheet – directory of services.
  - o Promote services we have got at the right time and at the right point.
  - o Keep updated
  - o Credit card sized info (fold out)
  - o Local Authority website
- More resources for confidence and skills building.
  - o More use of local community to help their own community
- Problem of planning vs housing and nimbysism locally. Message – that we need less Nimbysism in building
- Employability skills – culture shark
- 14 year old – target around HB is NOT the answer
- The illegal money lending team – download. Sept – legal – finance/budgeting.
- Financial qualification before leaving school.
- Money management services / debt advice.
  - o Not enough face to face. People need contact
  - o Catch it earlier – where do they go?
- Developing more affordable
  - o Rented lower rates + help to buy schemes.
  - o Right people involved – who, finance
- Negotiate
  - o Lower fuel rates –
    - for those on benefit – card provided by the system
    - Perhaps housing association could provide this?
  - o £47m available for community self build.
    - For housing association – problems therefore if no back up support – long term problem.
  - o Need long term support, ONGOING SUPPORT, cyclical support.
  - o Planning and communication – self build, support settlement.
- Landlord specific service
  - o Dealing with any potential issue with a tenant
  - o Liaison between landlords and tenants – 3<sup>rd</sup> party.
  - o Longer term tenancy agreements and agent fees? Is this regulated?
  - o Reduction as a “good tenant”
- Landlord service support
  - o housing and support liaison – third sector support, mediation landlords and residents

- can take on management. Access to grants / finders fee for large families. Tenancy support for landlords.
- Package if resettlement move of families to smaller or matched housing provision.
- Talk about upskilling - social mobility but this means we need to be settled – housing accommodation away from social networks/schools etc.

#### Future planning policy

- Appropriate group of people and finance to get homes built
- Local authority to underwrite?
- Strategic housing assessment taking place across Bournemouth and Poole
  
- Supply problem
  - No joined up government
  - Change policies that take power from nimbys
  - Security of tenure – fear of losing home. Through complaint about standard.
  - Short term tenancy / insecurity.
  
- Cost and standards
  - Agency cost - For renewal – not landlord to tenants. 6 month fee. Housing benefits don't cover it.
  - Housing health standard – for private housing – only if raised as a complaint.
  - Some enforcement powers.
  - Spot checks.

### **Workshop 3: Preparing for Good Jobs**

#### **The Reality**

Complexity of effectively supporting employment for people with additional needs, disabilities, mental health problems. Need to ensure the Work Programme is able to meet these needs

Key skills, literacy, numeracy and ICT both for young people leaving school and older adults

Digital inclusion especially with entry level work. Barrier for people especially some age groups and men, affecting benefits and job availability. Combination of internet access, equipment availability, reliance of PAYG phones, no landlines

Motivating young people can be challenging

Parent support and motivation, both to help inspire children and to develop parents' skills and motivation. Skills and training challenging around parenting support

Issues around in work poverty, insecure jobs, people moving in and out of poverty

People don't necessarily recognise their own skills, especially entrepreneurial thinking

Low success for people needing employment support. Work programme providers not able to provide intensive support for people with additional needs

## **The response**

Ensure we don't make judgements on job types or employers, especially carers – myth busting

Employment support advice needs to go where the people are

Job coach support is important after someone has got a job to help it stick, especially through a transition period. Can be practical help with clothes, bus fares etc

Use behavioural economics to support unemployed people, eg nudge to develop and recognise wider skills, build self esteem etc. Encourage people to think outside the box on what their skills are

Make a partnership between employment support organisations/DWP/JCP and employers

Networking and coordination is key, continuity of approach, everyone working together with the same aim. Build aspirational thinking led by the individuals

Explore existing employment support programmes – how many extend into employment

Involve GPs in supporting employment

## **Key Actions**

*Develop a provider forum/mapping, improve coordination to be taken forward*

*Brokerage between employment support organisations and companies offering opportunities*

*Legitimising micro enterprise and helping entrepreneurs develop and grow in unexpected places – positive coaching*

## **Workshop 4: Beyond Food banks**

The discussion was deemed as timely in line with the release of Oxfam's report- Below the Breadline and the recent Channel 4 Dispatches programme look at Child Poverty.

[Below the Breadline: The relentless rise of food poverty in Britain | Oxfam GB | Policy & Practice](#)

Food poverty seemed to be linked with numerous other issues including:

- Illegal and legal money lenders, advertising on television making it socially acceptable.
- Education on food types and healthy eating.
- Fast food and the availability- poor eating.
- Bad eating habits passed down generationally
- Limited exposure to “different” foods
- Lack of cookery skills.

Discussions surrounded how we can help our clients with resilience and networks in turn reducing crisis, accelerating positive outcomes.

### **The Trussell Trust work to the ethos of:**

#### **3 “p’s”**

- Provide- (Provide to the community)
- Partnered- (working in partnership)
- Pointed too- (sign posting – providing a multi agency solution)

The Trussell Trust also cited that 70% of there clients only visit the foodbank once every three months

### **Radical ideas- potential objectives for the future. - agreed by the group.**

- “Radically reducing the number of families and people accessing the food banks in Dorset.”
- Dorset to create time banks for volunteering opportunities.
- Promote community meals - many social benefits
- Promote hosting opportunities within the community, i.e. local fire station.

### **Areas needing further clarification.**

- Asking for further clarification about the agenda/policy of Public Health and the County Council food agenda.

## **Workshop 5: Rising Energy Costs**

### **The Reality**

- PHP solar panels reduce fuel poverty and generate an income to reinvest.
- Crises payments cover the gaps in fuel funding.
- Keeping warm was a key tenant of poverty. Average fuel has doubled in the last ten years. 14,000 households in fuel poverty. Nearly 200 people die in Bournemouth and Poole due to cold.
- Pre-payment meters lead to higher costs – some like it because they budget. Local welfare fund cannot help those who are not on prepayment. Councils aren’t allowed to give them cash to ensure that it pays for electricity. A lack of guidance and advice for people on fuel switching and heating operation can be a contributing factor.
- All energy companies have funds which will help with funding.
  
- UK has the leakiest housing stock in Europe and little action has been taken in the private rented sector. Projects need consistency. Private landlords are unwilling to take action.

### **Good things**

- Fuel Poverty fund and Warmer Homes Healthy People funds
- Free insulation for landlords.
- Fuel Poverty Funding from DECC, 413 homes improved saving 2.1million pounds
- Befriending and outreach
- 100 people helped crochet for comfort.

- Working with national energy action to work with communities to improve their energy bills
- The government will have four tariffs for each company where people will automatically be out on the best one..
- Public health helping to fund schemes.
- SAIL can join everyone up to reach a client group.
- Sembcorp water sure scheme works very well. Wessex has the tap scheme to help with debt.
- Debt advice from organisations have improved but there is little awareness of grants, DEAC can no longer advertise grants.
- Job centre promotions
- Tenants with PV on the roof pay in a month what they would pay in the week. More investment in PV required.

## Response

### Awareness raising:

- Encourage volunteering, with knowledge about energy issues to get the message out through ads or information hubs.
- Using GIS to provide a centralised place which can show what is available to people. Bringing professionals together as a one stop shop to increase accessibility. Is there a way Bournemouth University students could contribute to the fuel programmes, with research etc. BU students to research links between the health and fuel poverty. Asking students to help door knock and help with customer journeys here. Using the media section at the university to pass the message on.
- A talking leaflet. Making students aware of how to deal with condensation within their building.
- Improve partnership working with energy companies.

### Help to maximise income:

- Problems with direct debits being adjusted upwards but not down. Caution should be around switching suppliers to save when on direct debit.
- Making sure that clients are using their energy as efficiently as possible, intervening before it reaches the courts is key to set a responsible repayment scheme.
- There are things which can be done to bring the efficiency of the buildings up at no cost which is best done face to face. Training the people who are going into the home to provide the correct advice. A role for the voluntary sector in home visits? Home M.O.T's?
- The CAB has been mentioned and could have a role to spread this. Students could be trained by advice agencies.
- Family champions DCCG, my health my way, with an overview of what is available for them as a life coach.
- Ensuring that residents are receiving the benefits which they are entitled to.

### Energy efficiency and generation:

- Passive houses to reduce energy use. Lobby for improved conditions.
- Long term version of local energy generation which provides reduced cost energy for people and keeps the income in the community to be reinvested in energy efficiency measures.

## **Workshop 6: Mental Health and Well-being workshop**

### **Reality**

**The workshop opened with a presentation from Sam Crowe (available on the web page)**

The basic points made were:

- Health affects poverty and poverty affects health
- Short term initiatives are of limited value - we need sustained interventions
- Life expectancy is determined by neighbourhood income level
- Prevention is important - disadvantage accumulates throughout life
- Being out of work impacts on life expectancy and overrides “class”

However, we need to ask “what contributes to well being?” and remember that poverty does not equal poor family life. You can build resilience and there are protective factors that overcome the potential impact of poverty.

We also need to remember that the life expectancy gap is often the result of a small number of early deaths - not everyone dying on average at a younger age.

Well being prevents death, the factors include having social contact, your basic “disposition”. People who “feel good” function well. In Bournemouth we have carried out Well being surveys, and feelings of well being are less prevalent in Kinson South and Boscombe

Sam set out the “5 ways to wellbeing”, i.e.

- being active
- connecting to others
- learning
- taking notice
- giving.

The Marmot report strongly recommended the principle of “proportionate universality”, meaning we should not single out groups in terms of service delivery, but adjust universal services for local needs.

### **Key discussion points**

#### **Asset based approach**

We should use an asset based approach, rather than deficit approach in working with communities / families and individuals. It is damaging to label disadvantaged areas and their residents.

Well being is protective, building on personal assets. So how can we grow this locally? We can't easily affect structural issues such as pay and housing, but we can impact on well being.

The Recovery Education Centre applies this approach, asking the question “How can I stay well?”

#### **Networks**

Isolation a big problem, and prevents well being. Networks and relationships are crucial to well being.

How do we link people up to all the services that are available in the community through the voluntary and community sector?

### **Personalised services**

Services can be too outcomes focussed - not personalised or human enough.

A negative example was given where the recommissioning of Children's Centres (changing providers and focus) has damaged existing relationships. Others suggested that eventually some Centres have "come out the other end".

How can we build compassion into services that need to prove VfM and have stringent targets to meet?

There is a tension between targeting services to those who most need them, and the risk of stigmatising and labelling people.

On a positive note, examples were given by the Water Company of treating clients compassionately in relation to debt, and collection rates improving.

Community led Jobs Clubs / Hubs also get the approach right - are friendly, warm, "here to help". They are a good example of an asset based "protective" approach. But community and voluntary services tend to have few resources.

Do organisations take responsibility for increasing personal resilience.

Schools can help to grow resilience. But schools can't do everything - we need to work in partnership with them.

But the home has the biggest impact. People need "a family".

## **Part 2 Response**

### **The groups discussed the following 3 themes**

- How to promote resilience and wellbeing
- How to build social support and reduce isolation
- How can services treat people as people in the face of reducing resources

### **The group identified some things that currently work well:**

- Community centres in Bournemouth
- West Howe Inspiring Change Shop
- College promotes well being
- Local Advice Network (but only 2 year funded)
- Community Mental Health Nurses training
- On line / resilience training

### **....and some things we should develop**

- Advice services e.g. CAB working in partnership with others and taking their services to where clients are e.g. College / Children's Centres etc.
- Providing advice in different ways e.g. by Skype
- Long term funding for voluntary sector groups

### **The group then moved on to thinking about what actions could be taken, and suggested the following:**

- Promote more awareness of well being e.g. housing workers will think of broader issues, normal part of work. Ask how are you? Train front line staff and as part of appraisal. So people can say "how are you" and then move on to the service specific questions
- Give clients ownership - asking what will you do, not always do "for" people



- All services to use the 5 factors in (as set out above) in their contact with people

But the group felt that we all need some practical tools to help us have these conversations  
So, the specific ideas we developed:

### **Idea 1**

What All services / staff having wellbeing conversations with clients, using the “5 ways to well being”

Who Sam to lead, many interested

### **Idea 2**

What Roll out the asset based approach to community development, area based initiatives working with well being

Who All those involved in area based community development work

### **Idea 3**

What Social prescribing - roll out the model developing in Poole with link workers in GPs surgeries linking to community services

Develop a Market place for well being - build this in to the contract for

Who Public Health (build into Health Hub contract) / Faithworks / CVS / College (marketing)

## **Appendix 5 . Further reference information**

This section includes some recent reports and information on the poverty agenda that delegates may find useful:

Mapping of Dorset advice organisations – click [here](#) to download the spreadsheet

Local welfare assistance schemes - CPAG have launched a new postcode look up service, which takes you directly to the information you need on the local welfare assistance scheme in your area – click [here](#) to find out more

[The debt trap – the impact of debt on families with children- - a report from Stepchange Debt Charity and the Children’s Society – click here](#)

Debt Statistics May 2014 – click [here](#) for the latest statistics

UK Household Debt to Rocket by 43% in the Next Five Years – new report from the Money Charity – click [here](#) to see more

A report into Poverty in Suburbia from the Smiths Institute – click [here](#) for more information

Approaches to Reducing Poverty and Inequality in the UK: A study of Civil Society Initiatives and Fairness Commissions – click [here](#)

[Child Action on Poverty](#)

[The Equality Trust](#)

[Centre for Economic Performance](#)

[‘Life on the Edge’ – a report from Stepchange Debt Charity – click here](#)

[How does money influence health?](#) JRF, 2014.

[‘Lending, debt collection and mental health’ – a report from](#) the Royal College of Psychiatrists and the Money Advice Trust [- click here](#)

‘Multiple Cuts for the Poorest Families: 1.75 million of the poorest families have seen their benefits cut to date due to welfare reform – click [here](#) for more information

***Austerity bites: a journey to the sharp end of cuts in the UK***

<http://www.policypress.co.uk/display.asp?ISB=9781447315605&>

### **Austerity**

To support their own publication (noted above), Policy Press have pulled together some available resources to help research this further. These include:

Warwick University Centre for Human Rights in Practice which has produced *The Human Rights and Equality Impact Assessments of Public Spending Cuts – A Resource Database* – see:

<http://www2.warwick.ac.uk/fac/soc/law/chrp/projects/spendingcuts/resources/database/>.

This includes:

*Reports on the Impact of Public Spending Cuts on Different Disadvantaged Groups within the UK* – see:

<http://www2.warwick.ac.uk/fac/soc/law/chrp/projects/spendingcuts/resources/database/reportsgroups>

Joseph Rowntree Foundation *Austerity in the UK* website – see:

<http://www.jrf.org.uk/topic/austerity>.

Annette Hastings *et al.* *Coping with the cuts? Local government and poorer communities*. JRF (Programme Paper – Austerity), 2013. Available to download as a pdf (763.4 kb) from: <http://www.jrf.org.uk/sites/files/jrf/local-government-communities-full.pdf>.

### **Final additional notes.**

Refreshments were provided by Evelyn’s Bakery, with excess perishable food being donated to Langdon House Trust in Poole. Cakes were also provided by COAST, supporting work related activity for adults with disabilities. £26.60 of your donations for cakes has been given to the Dorset Community Foundation.