Report to	Cabinet 04 November 2015	**Item**
Report of	Executive head of strategy, people and neighbourhoods	8
Subject	Reducing inequalities action plan	

Purpose

To consider proposals to progress the council's work to reduce social, economic and health inequality in the city and to consider a proposal for a geographic focus in Lakenham.

Recommendation

To approve the attached action plan programme with an initial focus upon Lakenham ward for the trial of new ways of working across partners and with residents

Corporate and service priorities

The report helps to meet the corporate priority "A fair city".

Financial implications

None – activity to be met from within existing budgets

Ward/s: All wards generally and Lakenham specifically

Cabinet member: Cllr Thomas - Fairness and equality and Cllr Waters - leader

Contact officers

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Background documents

None

Report

1. Cabinet agreed a reducing inequalities action plan in March 2015. This established some principles in terms of areas of focus both in terms of workstreams and geography together with some key actions. As a key priority for the council activity since March has focussed on drawing together an updated action plan for the rest of 2015-16

2. The underlying principle has been that wherever possible this should build upon existing work and service plans and tweak or draw into sharper focus particular activity that:

    a) Coordinates and maximises advice and support for residents hardest hit by welfare changes.

    b) Maximises opportunities for residents to access apprenticeships and jobs.

    c) Ensures the council's services, procurement and assets have maximum impact in reducing inequality.

    d) Trials locality-based solutions to improving wellbeing amongst disadvantaged groups.

3. A geographic focus is also desirable to help concentrate activity.

4. A draft updated *Reducing inequalities action plan programme* for 2015-16 is attached at appendix 1.

5. Whilst this is a long plan, it also means that if a small number of activities slip or need to be dropped, the overall delivery will not necessarily suffer. For example, three of only eight actions slipping.

6. The plan also includes a suggested geographic focus concentrated on Lakenham. Discussions with the Norwich Clinical Commissioning Group show a keenness to collaborate and develop some joint initiatives in this area. Whilst four wards were identified in the original cabinet report, Lakenham experiences some significant issues of inequality as well as appearing to offer a number of live opportunities. Some of these opportunities include:

    a) A link to one end of a planned pedalway to promote physical activity and greener travel.

    b) The possibility of jobs and skills afforded by major new developments alongside new community and employment infrastructure.

    c) Identified physical and social assets to test options on local food initiatives

    d) The possibility of small-scale estate redesign to tackle some clusters of anti-social behaviour.

    e) Willingness of local GP surgeries to run community events and reach beyond traditional patient-based activity toward wider preventative considerations.

f) A high level of council housing stock, which may afford opportunities to utilise existing teams and resources to support and target activity.

g) The chance to encourage local schools to work with communities and support local initiatives. This is as yet untested.

h) An chance to test the willingness of residents to be more active in developing community responses to local issues.

7. A draft programme of activities that aim to reduce heath inequalities in Lakenham are included at appendix 2.

8. Ongoing changes and prioritisation will be undertaken by the executive head of strategy, people and neighbourhoods in consultation with the portfolio holder for fairness and equality.

Integrated impact assessment

NORWICH
City Council

The IIA should assess **the impact of the recommendation** being made by the report
Detailed guidance to help with completing the assessment can be found here. Delete this row after completion

Report author to complete	
Committee:	Cabinet
Committee date:	04 November 2015
Head of service:	Russell O'Keefe
Report subject:	Reducing Inequalities Action Plan
Date assessed:	20 October 2015
Description:	

	Impact			
Economic (please add an 'x' as appropriate)	**Neutral**	**Positive**	**Negative**	**Comments**
Finance (value for money)	☐	☒	☐	Better working across services and involving residents should reduce duplication and improve community self reliance
Other departments and services e.g. office facilities, customer contact	☐	☒	☐	Cross organisational working reduces duplication and wasted effort
ICT services	☒	☐	☐	
Economic development	☐	☒	☐	Within a locality basis better links to target income deprived communities into jobs and training should long term improve economic productivity through reduced inequality
Financial inclusion	☐	☒	☐	
Social (please add an 'x' as appropriate)	**Neutral**	**Positive**	**Negative**	**Comments**
Safeguarding children and adults	☒	☐	☐	
S17 crime and disorder act 1998	☒	☐	☐	
Human Rights Act 1998	☒	☐	☐	
Health and well being	☐	☒	☐	As a key determinant of poor health income inequality impacts poor health and well being

	Impact			
Equality and diversity (please add an 'x' as appropriate)	**Neutral**	**Positive**	**Negative**	**Comments**
Relations between groups (cohesion)	☐	☒	☐	Greater equality should reduce tension
Eliminating discrimination & harassment	☒	☐	☐	
Advancing equality of opportunity	☐	☒	☐	A targeted approach should proactively support those furthest away from the job market or at most risk of social isolation
Environmental (please add an 'x' as appropriate)	**Neutral**	**Positive**	**Negative**	**Comments**
Transportation	☐	☒	☐	Part of the action plans are designed to make better use of active travel options
Natural and built environment	☐	☐	☐	
Waste minimisation & resource use	☒	☐	☐	
Pollution	☐	☐	☒	Increased income may lead to increases in for example car use
Sustainable procurement	☐	☒	☐	Better use of contracts to deliver and support local jobs
Energy and climate change	☐	☐	☒	See above

	Impact			
(Please add an 'x' as appropriate)	**Neutral**	**Positive**	**Negative**	**Comments**
Risk management	☒	☐	☐	

Recommendations from impact assessment
Positive
Overall reductions in inequality should improve cohesion, health and indeed longer term economic productivity
Negative
There may be some increase as income and wealth increases in less sustainable or more polluting activity e.g. car use
Neutral
Issues

APPENDIX 1

Reducing Inequalities Action Plan 2015-16

Workstream	Lead	Deadlines	Status
Coordinate and maximise advice and support for residents hardest hit by welfare changes			
Ensure a smooth transition to Universal Credit which minimises negative impacts on residents	Strategy and Housing	December 2015	On Target
Encourage residents to take up benefits they are eligible for	Local Neighbourhood Services	November 2015 onwards	Yet to start
Provide coordinated advice and support around debt and other issues to include e.g. fuel poverty, digital inclusion and working across partners and actions	Local Neighbourhood Services, Strategy, Housing and Strategic Housing	June 2015 onwards	Debt and money advice in progress, fuel poverty action ongoing
Review Go for Less in the light of benefit changes such as Universal Credit	Leisure and sports development	Dec 2015	Yet to start
Maximise opportunities for residents to access apprenticeships and jobs			
Support young people into jobs, work experience and apprenticeship opportunities	City Development, HR and Procurement	March 2016	Ongoing

Workstream	Lead	Deadlines	Status
Maximise opportunities for residents to access local jobs (e.g. Jobs Fair, target support to those away from the job market etc.)	City Development, Local Neighbourhood Services, Strategy and Customer Contact	March 2016	Ongoing, Jobs Fair delivered and local activity trialled in Lakenham
Co-ordinate planning functions to support local work and training solutions where possible	Planning	December 2015 onwards	Yet to start
Ensure our services, procurement and assets have maximum impact in reducing inequality			
Ensure services deliver maximum impact in reducing inequalities	Strategy and Democratic Services	November 2015 onwards	Yet to start
Maximise social value delivered through procurement	Procurement, Strategy and City Development	November 2015 onwards	Yet to start
Promote innovative use of assets to reduce inequality	Local Neighbourhood Services	December 2015 onwards	Yet to start but links to e.g. community assets work
Maximising external funding in a co-ordinated manner which supports key reducing inequalities aims	Strategy	Ongoing	Review of policies and opportunities as they come up

Workstream	Lead	Deadlines	Status
Trial locality-based solutions to improving wellbeing amongst disadvantaged groups			
Plan and instigate delivery of an area-based initiative in Lakenham	Strategy, Local Neighbourhood Services	March 2016	Work started and will extend beyond March 2016
Promote food growing	Strategy, Local Neighbourhood Services, Housing, Citywide Services	October 2015	Due to start
Investigate Community shop initiative	Strategy, Local Neighbourhood Services	October 2016	Initial proposals complete
Safe and active travel	Strategy, Local Neighbourhood Services, Housing, Leisure	March 2016	Work started and will extend beyond March 2016
Neighbourhood improvements	Housing	March 2016	Yet to start
Delivery mechanisms			
Officer inequalities group to offer advice, support and co-ordinate activity	Strategy	November 2016	Principles and key teams identified

APPENDIX 2

Outline pilot activity within Lakenham

Title	Description	Priority	Possible partners/ links
GP referrals to debt advice	Set up local referral routes to debt advice and wider support from GPs, potentially with appointments offered within the surgery. This could be delivered via the existing advice contract or an extension of this and could be broadened to include benefits checks as part of a wider financial 'health check'. The service could also be offered from other local partners.	Maximising income	GP surgeries, Children's Centre, fuel poverty referral route project via Healthy Norwich – also engage integrated care coordinators, mental health service and public health schools provider
Jobs support	Deliver a local awareness raising campaign (via local networks) about available new employment opportunities and offer associated local 'jobs clubs' where residents can access the internet and get advice on CVs/applying.	Maximising income	New employers, Apprenticeships Norfolk and active organisations who may deliver support sessions, including voluntary agencies
Get Active sessions	Deliver a programme of 'Get Active' sessions, aimed at getting families or other targeted audiences to be more active. These could be run as weekend events or taster sessions and should utilise local facilities	Reducing excess weight, reducing isolation	Bicycle Links, Walk Norwich, Active Norfolk, other local facilities and projects
Food growing and healthy eating project	Pilot a growing and healthy eating project in the area of unused open space. This could involve a range of residents in growing activities (e.g. people with learning disabilities, older people, schools) and run linked healthy cooking sessions at nearby venues.	Reducing excess weight, reducing isolation	Possible sponsorship from local firms? Involvement from local organisations and schools

Title	Description	Priority	Possible partners/ links
Cycling schools	Deliver targeted work to promote walking and cycling with local schools, linked to opening of yellow Pedalways route on Lakenham Way (and 20mph zones?)	Reducing excess weight	Pedalways, 20mph zones, healthy schools
White ribbon project	Domestic violence project/campaign linked to local white ribbon event (to be delivered in Nov)	Domestic Violence	White ribbon campaign and other voluntary and community groups
Digital inclusion	Project in sheltered housing possibly	Digital inclusion and social isolation	Possible focus for developing digital inclusion project