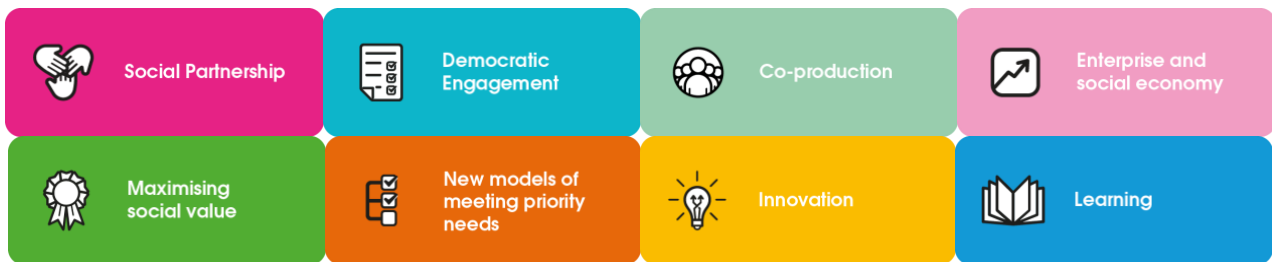


## POVERTY



## Tameside Council

### Developing a Poverty Strategy & Charter

The onset of the Cost of Living Crisis put into sharp relief the issue of poverty in Tameside. The Local Authority began the process of developing a Strategy for the borough early last year but it was clear that this could not be done in isolation.

Tameside's Health & Wellbeing Board took the mantle of generating the appetite for a joint approach to develop a Strategy which unlocked resource commitments from Partners across the system to better understand the picture in Tameside.

Firstly, to clearly describe the issue and provide a resource for all to use we developed a Poverty Needs Assessment. This work and the subsequent development of the Strategy were informed by a broad range of engagement and consultation:

- Tameside Poverty Truth Commission - The commission brought together grassroots commissioners, people with lived experience of poverty and senior civic, political and business leaders on an equal footing to identify a shape a series of recommendations
- Focus Groups – Commissioned from an independent organisation, a series of focus with people from socio-economically disadvantaged backgrounds to examine in more granular detail some of the key issues.
- Partnership Engagement Network - Poverty was the headline focus for a Partnership Engagement Network Conference with members of the public and Partners,
- Inequalities Reference Group – With membership drawn from statutory and VCFSE Partners, this group produced a range of papers looking at topics relevant to this issue.

Launch of Tameside Hub

# Building Resilience

Tackling poverty in Tameside 2023-27

## Charter

In March 2023 we launched a new Strategy to tackle poverty in Tameside. The ambitions from the Strategy as set out below were compiled from research undertaken throughout 2022 and, most importantly, were informed by the views of those with lived experience of poverty not least of which those provided by Tameside's Poverty Truth Commission:

-  **Raising incomes** - supporting residents to maximise income and access all benefits they are entitled to
-  **Making Tameside work for everyone** - securing high-quality and high-wage employment for all residents
-  **Poverty is everybody's business** - supporting residents, communities and partners to spot the signs of poverty and signpost to support
-  **Climbing out of the debt trap** - understanding why Tameside residents have relatively high levels of debt, high insolvencies and poor access to good credit to help alleviate this issue.
-  **Breaking the cycle** - specific focus on providing the best start in childhood and education
-  **Laying the foundations** - ensuring residents have access to what they need in order to live in comfort and dignity, including food, housing, warmth etc.
-  **Putting people first** - making sure that working practices (both customer-facing and internal) are best placed to identify and support those in poverty
-  **No one left behind digitally** - specific focus on digital inclusion
-  **One size doesn't fit all** - additional support for residents identified as being at particular risk of poverty
-  **Advocating for change** - highlighting the need for action on poverty-related issues where responsibility lies with national government.

Collective implementation of these ambitions will be overseen by Tameside's Health & Wellbeing Board and the signatories of this Charter.

Finally a range of public surveys concluded the development of our “BUILDING Resilience – Tackling Poverty in Tameside” Strategy which was launched in March 2023. The Health & Wellbeing Board will oversee its implementation over the next four years.

To reinforce this a Charter was signed by members of the Board as a symbolic show of support and commitment to jointly deliver the ambitions set out in the Strategy. The Charter mirrors the 10-point plan from the Strategy to reduce poverty in Tameside by 2027.

Running concurrently was our ‘Helping Hand’ campaign to assist residents who were struggling with the cost of living and link them with local support services. Having one resource for all Partner’s information, supplemented by a series of roadshows delivered jointly ensured the system was delivering one message for the people of Tameside.

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