



Lead Member: Leader of the Council, Councillor Alec Brown
Officer Leading on Delivery: Managing Director, John Sampson

Poverty Strategy 2025-2027

STRATEGY AIMS:

The aim of the Poverty Strategy is to put in place a framework through which the council will seek to mitigate the impact of poverty on people of the borough. This will mean, doing what is directly within the gift of the council to support residents, to listen and learn from the lived experience of people with firsthand knowledge, as well as being a facilitator by bringing together and working with Government and key partners to further influence our collective efforts across the borough.

ALIGNMENT WITH COUNCIL PRIORITIES

Start Life Well	Live and Age Well	Prosper and Flourish	Clean and Tidy	A Strong and Sustainable Council
To mitigate the impact of poverty the Council must deliver upon all of its interdependent strategies which have been developed to deliver the Council’s Corporate Plan priorities. A good start to life with a good education, an environment where people can access good quality jobs and housing, as well as enabling support and a united voice on the interventions needed to reduce overall poverty and the stigma of poverty.				

PRINCIPLES

Principle 1	Principle 2	Principle 3	Principle 4	Principle 5
Learning by listening to children and families with real life experience – then piloting the solutions.	Deliver practical local interventions which will help impacted groups & people. *	Seizing opportunities for a better future through increase opportunities for paid work.	Ensuring private and social housing provision is of a decent standard and readily available.	PFA (Preparing for Adulthood) outcomes are embedded in all practice across the partnership.

*(Families with Children, Minority Ethnic Groups, Disabled People, Informal Carers, People in Workless Households, Social & Private Renters and People claiming income related Benefits)



ACTIONS

Principles	Actions and timescales	Survive: Years 1 - 2 – Quarter to be delivered 2024/25, 2025/26	Strive: Years: 3 - 5	Thrive: Years 6 - 10
Principle 1 - a	To facilitate a pilot, through the Neighbourhood Plan for Towns (TS6) funded project to ascertain appropriate interventions to impact on Child Poverty <ul style="list-style-type: none"> ■ To look to 'Poverty proof' children & families as they process through our schools – ensuring transition from Primary to secondary education is not impacted due to poverty related factors ■ To look to ensure that activities outside of the normal curriculum are available to all and funding options are provided to low income families ■ To ensure access to transport to reduce NEETS 	December 2025	TBA	TBA
Principle 1 - b	To actively feed-in the Council's views on all poverty related consultations, to directly impact national policy	Spring 2025	TBA	TBA
Principle 1 - c	To mainstream the auto-enrolment project for access to 'Free School Meals' – benefiting both the child and the school through increased funding	Ongoing	TBA	TBA
Principle 2 - a	To expand the use and offer of the Multibank provision to address need directly with families in poverty <ul style="list-style-type: none"> ■ This will look to expand the offer of provision and the type of products available to residents, to address their needs. E.g White goods etc... 	Ongoing	TBA	TBA
Principle 2 - b	Arrange an ongoing consultation and communications process to understand the potential solutions that would support impacted groups to step out of poverty <ul style="list-style-type: none"> ■ Such as the establishment of Health & Well Being networks to reduce poverty and its impact 	Summer 2025	TBA	TBA
Principle 2 - c	Adult Social Care to complete Poverty Proofing Training with its staff and to undertake a poverty proofing pilot in one of its key service areas.	Summer 2025	TBA	TBA
Principle 3 - a	Increase take-up of employment/training advice at Grangetown Employment Hub, East Cleveland Training Hub and all other appropriate venues.	Ongoing	TBA	TBA
Principle 3 - b	Increase access to Adult Education Skills through the Council's Adult Education Service and our local colleges and University <ul style="list-style-type: none"> ■ To address adult literacy and financial understanding 	Ongoing	TBA	TBA
Principle 3 - c	To look at the Council's flexible retirement scheme – to facilitate pension aged staff to reduce hours to support their wider families to get back into work, whilst retaining knowledge in the Council	July 2025	TBA	TBA
Principle 4 - a	To address Homelessness within the Borough ensuring support and actions of the Council are effective and timely	Ongoing	TBA	TBA
Principle 4 - b	To ensure that the formulation of the Council's Local Plan addresses Housing Poverty as part of its ongoing assessment and consultation	Ongoing	March 2028	TBA
Principle 4 - c	To work with Housing Partners to support their approach to delivering a quality and expanded 'decent home' housing offer in the Borough <ul style="list-style-type: none"> ■ Specifically addressing multi room floor coverings and appropriate furniture, to facilitate a better quality overall housing provision 	Ongoing	TBA	TBA
Principle 5 - a	Improve the fulfilment rate of claims for Council Tax support and Housing Benefits	Quarter 3 2025/26	TBA	TBA
Principle 5 - b	To establish a specific programme that facilitates the Welfare Rights Team to maximise the take up of benefits of eligible claimants	March 2026	TBA	TBA
Principle 5 - c	To work across community groups and charities to support the take up of all supporting benefits and opportunities	Ongoing	TBA	TBA



To see the full strategy document, go to:
www.redcar-cleveland.gov.uk/corporate-plan

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Measure of success	Performance indicator/outcome	Survive: Years 1 - 2	Strive: Years 3 - 5	Thrive: Years 6 - 10
Measure 1 – a	To identify the positive impacts for transport and educational poverty factors that need to be implemented for the benefit of our children	n/a	n/a	n/a
Measure 1 – b	To achieve a 100% response rate to all Government consultations that have a Poverty consideration	100%	100%	100%
Measure 1 - c	To ensure that 100% of willing & eligible children are auto enrolled on Free School Meals	100%	100%	100%
Measure 2 - a	To ensure the Multibank works with an increasing number of families to support their needs	Base being Established	Increasing on Base	Increasing on Base
Measure 2 - b	To facilitate networks that look to address poverty and its impacts with the various impacted groups (Families with Children, Minority Ethnic Groups, Disabled People, Informal Carers, People in Workless Households, Social & Private Renters and People claiming income related Benefits)	2 per annum	2 per annum	2 per annum
Measure 2 - c	To deliver the poverty proofing pilot in a specific Adult related service and produce a policy/process for all Adult related services thereafter	Pilot complete and process established	All Adult Services	All relevant Council Services
Measure 3 – a	To ensure the Grangetown Hub works, East Cleveland Training Hub and all other appropriate venues with an increasing number of residents to support their needs and access to work opportunities	Base being Established	Increasing on Base	Increasing on Base
Measure 3 – b	To ensure the Adult Skills service works with an increasing number of students to support their learning needs and impacting on overall NEET numbers	Base being Established	Increasing students & reducing NEETS	Increasing students & reducing NEETS
Measure 3 - c	To implement a more appropriate Flexible Retirement Policy and have staff members utilise this in support of their wider family networks	Base being Established	Increasing on Base	Increasing on Base
Measure 4 – a	To ensure all Homelessness referrals are appropriately addressed within 24 hours of initial contact	100%	100%	100%
Measure 4 – b	That the formulation of the new Local Plan has a consultation and outcome focus on a range of Housing poverty related factors	Consultation on Poverty	Consultation on Poverty	Outcome that considers Poverty
Measure 4 - c	To help shape our Registered Social Landlords policies and plans to expand a local decent homes standard, beyond the current requirements	Base being Established	Increasing on Base	Increasing on Base
Measure 5 – a	To ensure all valid claims are dealt with in 25 days of submission	100%	100%	100%
Measure 5 – b	To support an increasing amount of advice related sessions, that facilitate increased access to benefits	Base being Established	Increasing on Base	Increasing on Base
Measure 5 - c	To drive down relative and absolute poverty levels in the Borough, as measured by the DWP indicators	1 per annum	1 per annum	1 per annum



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