



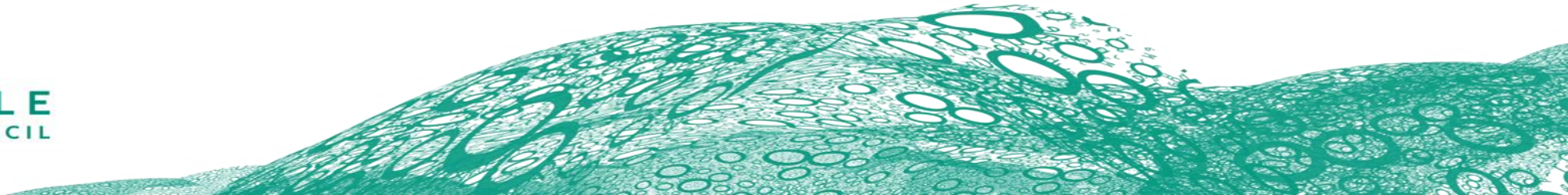
The Future We Deserve: Rochdale Borough's Anti-Poverty Strategy 2024 - 2029

Introduction

- In Rochdale, we believe in being compassionate towards one another and helping and protecting each other from harm
- It's our collective responsibility to ensure that people aren't being left behind.
- The strategy sets out our vision, our priorities for tackling poverty, and the specific actions we will take over its five year duration.



- The strategy sets out the poverty related issues we face
- It also suggests how we might define poverty, some of the main reasons why it exists and its impact on the health and wellbeing of residents.
- Our economy creates powerful currents that pull people into poverty and make it very difficult for them to get out.
- The strategy is based in values like compassion, care, cooperation and justice
- We recognise that solving poverty once and for all requires joined-up solutions at multiple levels from national governments to local communities



How we define and think about poverty

- Case studies, poetry, and the voices of those who are facing poverty and those who are trying to tackle it are used.
- The four Anti-Poverty Summit events that happened in February and March 2023, as well as other “listening opportunities” have helped create the strategy.
- We are building on what’s already working, as well as identifying where the gaps are.
- We are trying to do something different with this strategy through a process of participatory co-production.



Themes, Objectives and Actions

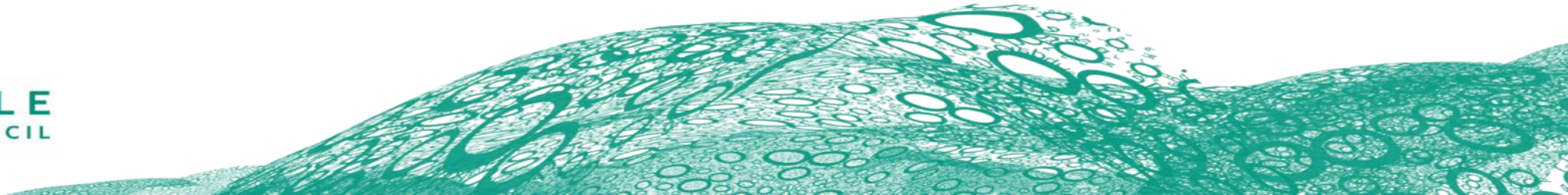
- The work that is going to take place as a result of this five-year strategy is separated into 4 themes and 11 objectives

Theme 1: Intervening Early – 3 Objectives and 18 Actions.

This theme is concerned with identifying those people who are at risk of falling down the trap door into poverty and intervening early to prevent this. For example:

Objective 1: Help people on low incomes to maximise their income and minimise their costs, to build financial resilience, and to reduce indebtedness

- Promote Rochdale Borough's Cost of Living Toolkit in all appropriate settings and commit to updating to ensure it remains current.

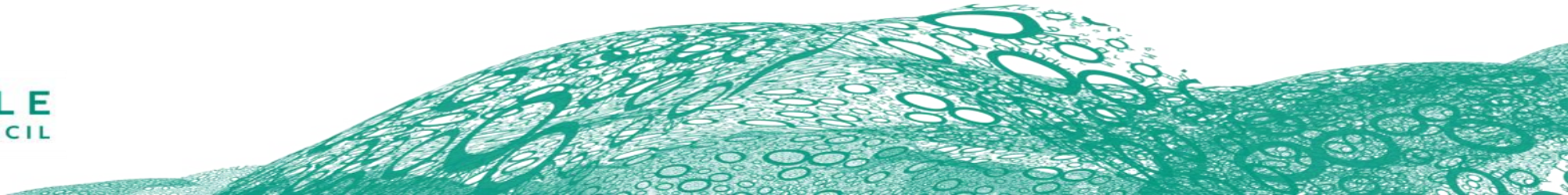


Theme 2: Alleviating Poverty– 2 Objectives and 9 Actions

Alleviating poverty is about helping those people who are already experiencing poverty. It's about ensuring residents' basic needs, like food, warmth and shelter, are met. Alleviating poverty also means ensuring that residents are not excluded from taking part in cultural and leisure activities because of their financial circumstances. For example:

Objective 4: Meet people's basic needs of food, warmth, shelter and health

- Build on the current “helping hand” communications plan to raise awareness of discounts and how to apply e.g. Winter Fuel Payment, Warm Home Discount, Cold Weather Payments, energy provider discretionary funds

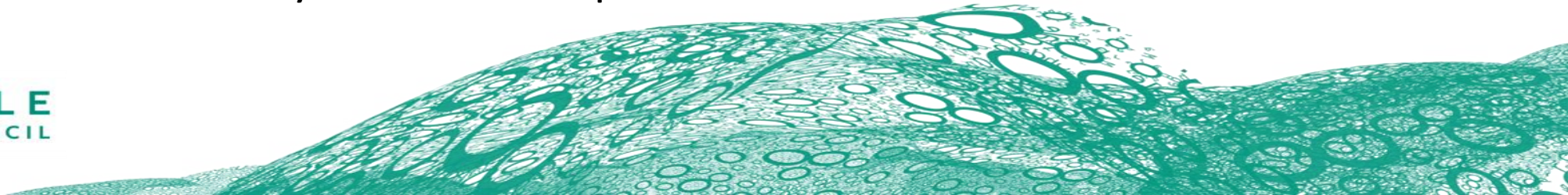


Theme 3: Solving Poverty – 2 Objectives and 10 Actions

Solving poverty is no simple matter and requires a long term and joined up approach. There is, therefore, no single solution to helping people find a way out of poverty. This theme is about helping those furthest away from the labour market back into employment or training. It's also about ensuring that the jobs that residents can access are good quality and decently paid. For example:

Objective 6: Raise skills and provide opportunities for higher value employment for people currently on low-incomes

- Sustain and increase the number of employers in Rochdale borough paying the Real Living Wage, as well as promoting its benefits. Promote and celebrate those organisations that have already taken this step.

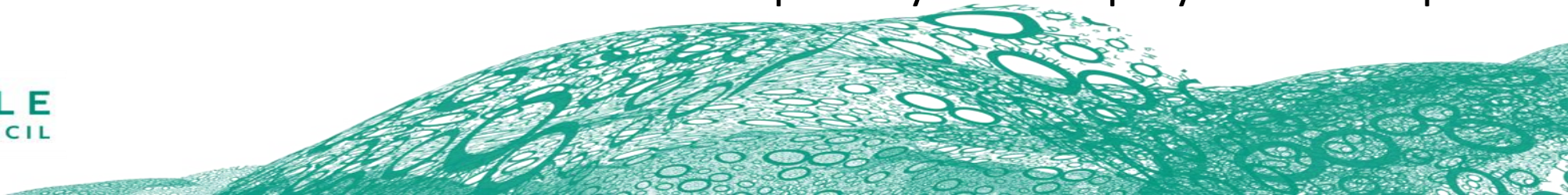


Theme 4: Inclusive and collaborative delivery – 4 Objectives and 15 Actions

Rochdale is the birthplace of cooperation, and the cooperative spirit permeates the borough. We must include those people within our communities who are directly affected by poverty in any anti-poverty work we carry out. This theme also includes finding the resources to sustain and increase the work already taking place, and finding ways in which to resource new areas of work or do things differently. For example:

Objective 9: Put co-operation is at the heart of our anti-poverty work, by ensuring strong relationships between policymakers, those with subject expertise, and those with lived experience and deep roots in communities.

- Embed the socioeconomic duty in decision-making of public, private and voluntary sector organisations, to ensure that the connection between poverty and inequity is made explicit in all work.



Making it happen

1. **Poverty Strategic Group:** This group will drive forward the Anti-Poverty Strategy. It includes partners from the public and VCFSE sectors
2. **Anti-Poverty Coalition:** This VCFSE-led group will bring together representatives of different communities, networks and forums, and will work to deepen our understanding and develop plans around addressing poverty.
3. **Lived Experience Circle:** Feeds into our anti-poverty work the insights, priorities and messages from participatory action and research undertaken by groups of people with lived experience of poverty.
4. **Health and Wellbeing Board:** The Health and Wellbeing Board leads the improvement of the health and wellbeing for Rochdale. Our anti-poverty work will feed directly into this board.



Measuring the difference we're making

- Measuring the difference we're making is complex
- Despite this, we have identified a number of KPIs that will help us to understand long term changes in the borough
- For each of the objectives in this strategy, there are several specific actions that will be put into an implementation plan and will include an evaluation framework.
- The different timelines and specific performance measures for each action, will be teased out in the implementation plan.



Next steps

- The strategy will be taken for feedback and sign off to HMR Integrated Leadership Team and Locality Board
- An implementation plan will be developed from January 2024, with clear timeframes, performance measures and responsible officers/teams.
- The strategy will be shared with colleagues across the council, including relevant portfolio holders, and colleagues in the VCFSE sector to gain wider buy-in.

