

Child Poverty Forum West Cumbria

New Horizons



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John Fyfe Building, Westlakes Science and Technology Park, Moor Row, Cumbria, CA24 3JY

Child Poverty Forum
West Cumbria



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Chair Foreword

Since its inception in 2009 the West Cumbria Child Poverty Forum (WCCPF) has developed organically in response to incremental social and economic changes and their concomitant stresses on children and families.

While there are many benefits to be derived from incremental change, prompted by politically driven factors, wisdom dictates that the ability to pause and take account of such pressures becomes imperative. When these challenges present alongside opportunities to build capacity then so much the better.

The confluence of changes at both National and Local Government levels which we are experiencing in Cumberland is coinciding with the increased capacity being developed through our principal support body, the University of Central Lancashire (UCLan), funded by Westlakes Research Ltd (WRL) at its Westlakes campus.

It is patently obvious to those familiar with WCCPF's work that the emergence of Suzanne Wilson as Research Fellow for Social Inclusion at UCLan resulted in an exponential shift in the ability of the Forum to exert a knowledge led and professionally supported influence on our work. The recent appointment of Katherine Jewell as Research Assistant to work alongside Suzanne offers additional capacity.

The optimistic political mood prevailing in 2009 emerged twelve years into a progressive, reforming government with a thriving economy. Partnership working, initiated in West Cumbria by the previous administration and nurtured by its successors, created the ideal conditions for a high degree of collaborative and responsive working, embracing the statutory, voluntary and community, and private sectors and focussed upon the wellbeing of the local community. Both WRL and WCCPF are two of the surviving elements of that Local Partnership and both continue to embody and promote the values of commitment to the whole community in a spirit of trust, engagement and collaboration.

The principle of Asset-Based Community Development (ABCD) developed by Professor John McKnight who realised the efficacy of building upon the 'untapped assets including the skills of local residents and the local clubs and associations, as well as small businesses,' offered an approach whose thinking aligned with the exercise in which we were engaged. The McKnight lesson was readily embraced as an insightful model for a bottom-up approach to community development.

The contrast with the present outlook could hardly be starker and in itself is sufficient reason to demand a realignment of our vision or as we have put it, seek new horizons, which can be interpreted as a readjustment of our boundaries or – a re-imagining exercise while remaining faithful to the fundamental elements that we must retain.

In WCCPF's early engagement with national movements addressing issues around poverty it recognised a plausible colloquial translation of ABCD in a banner/mantra of the anti-poverty lobby:

Don't do it **for** me
Don't do it **to** me
Do it **with** me

The consequences of failing to heed this clear message would, I suggest, go some way towards explaining and understanding the fractures evident in our society today.

Willie Arwin

Executive Summary

This report acts as an artefact of the dissemination stage of West Cumbria's Child Poverty Forum's (WCCPF) recent cross-sector investigation into poverty within the region, as part of its framework for co-producing local policy and influencing practice. First, it provides an updated assessment of local and national data on poverty, alongside summaries of WCCPF activities and events that took place between June 2023 and May 2024. This collaborative research underpins visions for future work and development within new political landscapes that have recently been established locally through the creation of Cumberland Council in April 2023, and nationally with the new Labour government following the UK General Election in July 2024. This report leads to a number of recommendations which have been designed to reflect the interests of impoverished and disadvantaged families within the region. It is hoped that through the iterative and continuing process of reflexivity and evaluation, local change agents can assist families and communities to move towards 'new horizons', bringing tangible improvements to equality and social justice in West Cumbria.

Nationally, many recent reports have documented that the scale of poverty and material deprivation are consistently rising, with increasing levels of destitution, food poverty, poor educational attainment, inequality and mental ill health (see Appendix A). This trend has been reflected locally, with, for example, the proportion of children living in relative poverty increasing from 18.2% to 18.5% in Allerdale and from 16.9% to 17.1% in Copeland between 2019 and 2023 (Department for Work and Pensions, 2023).

Over the last 18 months, WCCPF has engaged in a stakeholder-led process to develop an understanding of the real impact of poverty in West Cumbria, involving a number of collaborative events. In June 2023, an initial report was published which drew together data and experiences from over 100 people representing more than 30 organisations; this report found that the local picture of poverty is complex and fluid, as well as often being intergenerational. The extent of poverty is deepening, driven by food and fuel poverty, low quality housing and debt, as evidenced by an increase in eligibility for Free School Meals and a deterioration in children's mental health within the region. Two Policy Lab events on 10 June and 22 November 2023 included group discussions which identified local priorities and generated recommendations particularly around four policy and practice areas: Community-School Partnerships, Inclusive Employment, Building on Existing Community Networks and Family Well-Being. Additionally, case study examples of good practice were identified in each of these areas.

Following on from these discussion forums, two further events focusing on family well-being were held. First was a symposium on 7 February 2024 featuring speakers from UCLan and Cumberland Council on the theory and practice of social prescribing, with workshop discussions on potential barriers to ensuring equal access to social prescribing in the region. Key themes included access to transport, the use of medicalised language and lack of funding, and the event also resulted in new and improved collaboration opportunities between UCLan's Social Prescribing Unit, Cumberland Council and the NHS social prescribing team. Finally, on 17 May 2024, WCCPF hosted critically acclaimed author and Orwell Book Prize winner Darren McGarvey who spoke about his life journey and lived experience of trauma. Delegates were able to take part in a deeply personal and emotional panel discussion with Darren, which touched on themes around embedding authentic relational practice within institutions, acknowledging existing power dynamics, avoiding assumptions about what individuals want, and understanding the effects of poverty-related trauma.

Drawing together the discussions from this series of events, WCCPF has identified opportunities and challenges across a number of policy and practice areas, with calls to action for organisations in both the private and third sectors as well as actors within local and national government:

- Understanding Unmet Needs as a Human Rights Crisis: We argue that child poverty should be seen as an infringement of the fundamental human rights of children and families, as stated in the UN Convention on the Rights of a Child (1989). We implore all partners to recognise the scale of this crisis, and to adopt a rights-based approach to addressing poverty.
- National Review of Child Poverty: We urge central government to develop its vision for grassroots community engagement and participation as part of a national review of child poverty, with a focus on reconnecting Britain and fostering solidarity and relationality between communities and across power structures.
- Cumberland Council Plan: As part of the establishment of strategies aimed at poverty and community engagement, we urge Cumberland Council to follow the lead of central government in setting up a local Child Poverty Task Force, drawing from WCCPF's knowledge and expertise and employing a locally-driven, evidence-based participatory approach to developing initiatives.
- Nuclear Sector Role in Challenging Inequality: WCCPF has accumulated a body of evidence suggesting that local income inequality created by highly paid employment in the nuclear industry contributes to an incomplete understanding of local poverty. We encourage the nuclear industry to consider innovative strategies to support efforts to challenge inequalities across West Cumbria, and believe that doing so has the potential to help break the persistent intergenerational transmission of poverty experienced by many families.

Whilst WCCPF's established relationships with elected politicians and representatives from other stakeholder organisations remain a continuing strength, we embrace the challenge of ensuring that our research capability and experience becomes integral to local policy conversations and decision-making. WCCPF will continue to offer all interested parties the opportunity to join our regular roundtable gatherings for honest and critical reflection, with an open-mindedness to explore fresh and innovative ideas to create a more inclusive West Cumbria for all.



Introduction And Background

West Cumbria Child Poverty Forum

West Cumbria Child Poverty Forum (WCCPF) exists to promote social inclusion in families experiencing poverty by working with key stakeholder organisations to ensure that policy development and implementation reflect the best interests of such families. Facilitated by UCLan, members include the local authorities, statutory services and the third sector. WCCPF influences change by holding themed events attended by MPs, local authorities, schools, housing authorities and third-sector organisations, facilitating dialogue and encouraging collaboration. The events have received a collective audience of over 400 people and have led to the publication of a suite of reports.¹ These publications have attracted national and international interest through multiple dissemination events and presentations.

Purpose of the Report

This report is aimed principally at institutions that have a significant influence on determining the well-being of the community of West Cumbria. Our recommendations refer to national and local government, the public sector, and large business corporations. In this report, we aim to:

- Provide a consolidation of our activity between spring 2023 and summer 2024.
- Critically reflect on the new opportunities presented in the new political landscape, both local and nationally.
- Challenge local stakeholders across all sectors to move beyond words to action in ensuring the rights and best interests of families experiencing poverty are at the forefront of local policy and practice.

WCCPF is developing an innovative policy-lab methodology, which aims to provide a new framework for co-producing local policy and influencing local practice, which consists of four stages:

- **Stage one:** Dialogical forum: Multi-stakeholder events will bring diverse stakeholders together to co-create a series of recommendations concerning a specific issue related to child poverty.
- **Stage two:** Intermediate dissemination: Results are shared with a small selection of stakeholders from Cumberland Council and other key stakeholders.
- **Stage three:** Refine recommendations: Delegates from the dialogical forums will be invited to reconvene to refine the recommendations. Data from the event will be analysed, and a final set of recommendations written.
- **Stage four:** Disseminate recommendations to appropriate audiences: Recommendations are presented to influential decision-makers and practitioners to influence policy and practice regarding the alleviation of poverty for families in Cumberland.

This report alludes to activities undertaken during stages one, two and three. It acts as an artefact of stage four, presenting co-created, cross-sector recommendations to ensure that policy development and implementation reflect the best interests of such families.

We hope the presentation of our work and calls to action energise and mobilise readers to proactively respond to the challenges ahead and work collectively to create a culture that provides opportunity and equality for families facing the daily struggle of social injustice and hardship.

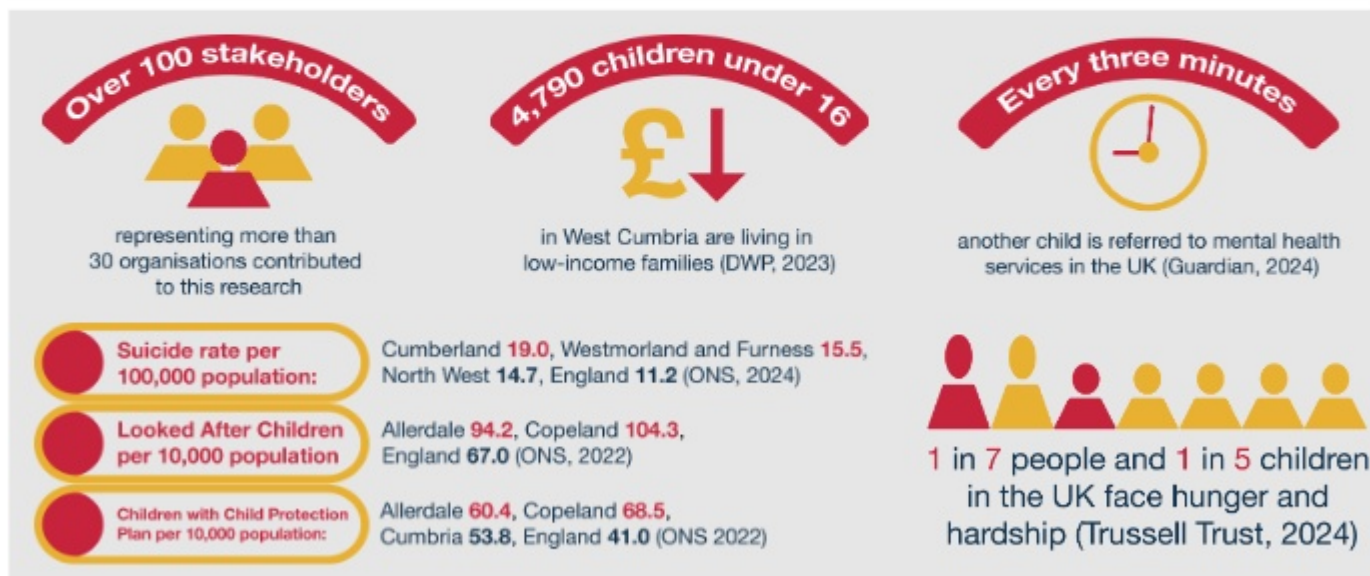
¹ WCCPF Reports: Building a Therapeutic Community around Child in Poverty <https://clock.uclan.ac.uk/36074/1/WCCPF%20Therapeutic%20Community%20Report.pdf>, The Impact of COVID-19 on families in West Cumbria, <https://clock.uclan.ac.uk/33498/1/WCCPF%20Child%20Poverty%20and%20COVID-19%20May%202020.pdf> Moving from a Transactional to Relational Approach to Meet the Needs of Families <https://clock.uclan.ac.uk/30664/1/Child%20PR%202nd%20Proof.pdf>, The Impact of Poor Housing on Children's Life Chances <https://clock.uclan.ac.uk/26024/1/Housing%20Report%204th%20Proof%20A4.pdf>, Making a Difference in Your Community <https://clock.uclan.ac.uk/21887/1/WCCPF-Roundtable-Report-Sept-2017.pdf>

An Updated Summary of Local and National Data Concerning Poverty

The National Picture

There has been a recent surge in national publications surrounding poverty, which is beyond the scope of this report. Links to key reports are available in Appendix A, and the main headlines are summarised below:

- Inequalities:** The UK is the 7th most unequal OECD country globally. The changes to household formation and household employment patterns have continued to put upward pressure on inequality in household incomes, even after higher minimum wages and increased working among women began to reduce measures of individual-level inequality in the labour market. The growth in state support to working families in the 1990s and 2000s had a crucial role in holding down inequality in household income among working-age households (Bourquin, et al., 2023).
- Poverty and Deprivation:** Material deprivation rose substantially between 2019–20 and 2022–23, as more households reported being unable to afford all sorts of essentials. For example, the share of working-age adults that report being unable to adequately heat their home rose from 1.8 million to 4.6 million (4% to 11%), while the share who reported being unable to keep up with bills rose from 2.1 million to 2.5 million (5% to 6%). Increases were seen across all age groups and at all income levels (IFS, 2024).
- Destitution:** Approximately 3.8 million people experienced destitution in 2022, including around one million children. This is almost two-and-a-half times the number of people in 2017 and nearly triple the number of children (Joseph Rowntree Foundation, 2023).
- Food Poverty:** Overall, 14% of UK households – comprising 7.2 million adults and 2.7 million children – experienced food insecurity in June 2024, meaning they could not afford food, skipped meals or did not eat for a whole day, the foundation’s latest survey found (Food Foundation, 2024).
- Education:** The first post-pandemic study of the attainment gap finds pupils from low-income families have fallen further behind richer peers except in London (Education Policy Initiative, 2024).
- Mental Ill Health:** More than 500 children a day or one every three minutes are referred to mental health services in England, with NHS referrals for anxiety in children more than double pre-Covid levels (Guardian, 2024). Poverty is understood to be a critical risk factor for poor mental health (Children and Young People’s Mental Health Coalition, 2024), with professionals claiming it is “impossible to overestimate how important poverty is as a driver” (Young Lives, 2023).



West Cumbria²

Below is a summary of local data. Much of this has been kindly shared by Citizen's Advice Allerdale and Copeland, and Cumbria Community Foundation. We are grateful for their generosity in sharing their data. More information can be found in Appendix B.

- **Child Poverty:** Latest figures indicate that 4,790 children in West Cumbria aged under 16 are living in relative low-income families before housing costs (Department for Work and Pensions, 2023). Between 2019 and 2023, the percentage of children living in relative poverty has increased from 18.2% and 18.5% of children in Allerdale and from 16.9% to 17.1% in Copeland. The true prevalence of child poverty is hidden within these statistics due to above-average incomes within the nuclear sector (Wylie, 2020).
- **Hardship:** Both Allerdale and Copeland Citizen's Advice tell us that people's issues are becoming more complex and therefore taking more time to try to resolve. Debt, energy, crisis support and housing are consistently the biggest enquiry areas with benefit queries being the most prevalent by a significant margin. Both Citizen's Advice Centres have seen a reduction in crisis support since 2022 (22-23 - 1242 clients, 2600 issues / 23-24 - 991 clients, 2307 issues / 24-25 so far - 412 clients, 756 issues) which is positive, but both organisations are concerned that this will increase again as utility bills are expected to rise in the autumn, in addition to the removal of the Winter Fuel Payment.
- **Free School Meals:** Copeland has the highest average proportion of pupils known to be eligible for free school meals across Cumberland (23.6%). Allerdale displays distinct pockets of vulnerability, with areas such as Moorclose and Moss Bay showing up to 53.5% children being eligible for FSM (Cumberland Council, 2024a).
- **Children In Care and Children at Risk:** Both Allerdale and Copeland have higher rates of children who are looked after than national rates. Using figures from 2021/2022, Allerdale has 94.2 and Copeland has 104.3 of looked after children per 10,000 of the population compared to a national rate of 67 (Office for National Statistics, 2020). Similarly, Allerdale and Copeland have higher numbers of children subject to child protection plans when compared with Cumbria as a whole and nationally per 10,000 of the population (Allerdale: 60.4; Copeland: 68.5; Cumbria: 53.8; nationally: 41, Office for National Statistics).
- **Health Inequalities:** Residents of West Cumbria experience worse health than both Cumbria overall, the wider Northwest and England across many standard indicator measures. Of particular concern is the suicide rate, which is amongst the highest in the country, and has been getting steadily higher each year for the past decade. Recent local authority boundary changes make it hard to compare rates before and after the establishment of Cumberland Council, but the last available data for Allerdale was 16.4, and for Copeland was 19.2, compared to 15.5 for Cumbria overall, 12.7 for the Northwest and 10.5 for England. Suicide rates are presented in deaths per 100,000 population, which means that during the period 2019-2021, there were approximately 16 suicides in the Allerdale area and 13 in Copeland. Based on the average rate for England, it could have been expected to see around 17 deaths across both areas, almost half as many as occurred during that period. Since combining to form Cumberland, and despite the inclusion of a historically lower rate from the Carlisle area, the region's suicide rate has continued to rise to 19.0 in 2021-2023, widening the gap between the local area and other comparator measures across the country: 15.5 in Westmorland and Furness, 14.7 in the Northwest and 11.2 in England (Office for National Statistics, 2024). Furthermore, Cumberland experiences high rates for health-related behaviours linked to mental distress, including self-harm, addictions and suicide. Copeland in particular has very high rates of alcohol specific mortality, both in comparison to Allerdale and Carlisle as well as the rate for England, and across all three areas the death rate due to other drugs is also much higher than the national average and rising (Cumberland Council, 2024b).

² When we use the term West Cumbria, we refer to the former Allerdale and Copeland Borough Council areas.

Our Activity And Outputs (2023-2024)

Over the last 18 months, WCCPF has engaged in a stakeholder-led, iterative process of understanding the real impact of poverty in the context of West Cumbria. The diagram below summarises each step, demonstrating how new learning acquired at each stage informed the development and deepening of our understanding in distinct topics.

Understanding the Real Impact and Consequence of the Increased Cost of Living

WCCPF Report: June 2023				
Food and Fuel Poverty	Housing	Education	Debt	Health and Wellbeing

Policy Lab Event: 10 th June 2023			
Community School Partnerships	Building on Existing Community Networks	Inclusive Employment	Family Wellbeing

Policy Lab Event: 22 nd November 2023			
Community School Partnerships	Building on Existing Community Networks	Inclusive Employment	Family Wellbeing

Poverty Informed Social Prescribing: 7 th February 2024
Family Wellbeing

Trauma, social exclusion and policy reform: An Audience with Darren McGarvey 17 th May 2024
Family Wellbeing

Understanding the Real Impact and Consequence of the Increased Cost of Living

WCCPF Report: June 2023³

To understand the experiences of families and services in West Cumbria, WCCPF adopted an inductive method driven by the voices, concerns and experiences of those on the front line. We then used quantitative data to gain a more comprehensive understanding of each emerging issue. During local partnership meetings, public and third-sector organisations were invited to share their concerns regarding the increased cost of living. Over 100 people representing more than 30 organisations have participated in discussions as part of this scoping exercise, including those from local authorities, third-sector organisations and beyond. Contributions have been anonymised, and when quotes have been used, we have contacted the source for permission. The responses were thematised to identify key challenges facing families in West Cumbria, and have been reviewed by several sources to ensure an accurate data representation. In addition, minutes from various meetings, further observations, and anecdotal evidence have contributed to this report.

The report showed that poverty is complex, fluid and intergenerational. The extent of poverty is deepening in families already facing hardship, and there is a growing number of working families experiencing hardship for the first time. The most significant challenges facing families experiencing poverty are:

- **Food and Fuel Poverty:** There is a widespread increase in the use of Foodbanks and food vouchers and family centres are seeing an increased demand for baby milk and formula. Fewer people are donating to Foodbanks and families have limited food options when seeking to reduce energy use. Families will be going into the next winter already in energy arrears.
- **Housing:** Renters are vulnerable to increased costs due to poor insulation, with cold, damp or mouldy homes having significant health and well-being consequences. An increasing number of residents are turning to payday loans, doorstep loans and credit cards to pay everyday bills.
- **Education:** There is an increase in children on Free School Meals (but this only accounts for some of the children experiencing hardship). Schools are experiencing financial strain in meeting the basic needs of their pupils and are facing fuel insecurity themselves, being responsible for their own energy costs.
- **Debt:** There is an increase in the number of families experiencing debt and the amount of debt, with many families waiting until they reach crisis before seeking support. Those who have not previously experienced hardship are often unaware of how to access support.
- **Health and Wellbeing:** Children are unable to access sports due to the affordability of clubs and kits. Families are struggling to afford personal hygiene products. Family stress is increasing, as are reports of domestic violence incidents. An increasing number of people are feeling suicidal due to the cost of living crisis. Gambling is increasingly being used in an attempt to meet the increased cost of living.

³ To access the full report please contact Suzanne Wilson (swilson21@uclan.ac.uk)

Policy Lab Events: 10th June 22nd November 2023



The report highlighted a number of critical themes in identifying barriers that impact on the lives of families experiencing poverty. After much critical discussion and reflection, the WCCPF steering group chose four core areas to develop further, providing members of the wider network with the opportunity to participate in specific working groups. A wealth of rich and valuable detail was shared in all working groups, and it is impossible to present a comprehensive summary of all the issues discussed within each area. Below is an overview of the priorities and recommendations identified by each group, drawing on the most salient issues discussed. In response to multiple requests, a case study example of best practice from each area is also presented.

Community School Partnerships

Schools are increasingly under pressure to provide basic care for children, for example, providing food, warmth, and clothing. Schools in areas experiencing high levels of poverty are familiar with these demands, but the prevalence of this need is becoming deeper and wider.

Alleviate Food Poverty: Food poverty remains a significant challenge facing many families in West Cumbria; some families are not aware of how to claim or if they are eligible; others aren't eligible but are struggling. Many families get to a crisis point before they will seek help. Cumberland Council is actively encouraging all Cumberland primary schools to become early adopters of the new central Government initiative for universal breakfast clubs.

Recommendation: Local authorities should continue to recognise and contribute to the increasing need for schools to respond to children experiencing hunger through their coordinated response to ensure that children in the greatest need are supported. This could include a review of existing food provision in all schools to ensure that children suffering from hunger have the provision that meets their needs throughout the school day.

Unlock Volunteer Support: Harnessing the human assets within communities through volunteering was identified as a way to bring the school and community together and develop the capacity of schools to support families in need. For example, some Holiday Activity Fund (HAF) projects are supported by retired residents who drive minibuses to transport children for the HAF programmes. Volunteers from the business sector have also supported local schools in numerous ways, such as Chapter One reading programme in many West Cumbrian schools.

Recommendation: Work with local third-sector professional networks such as Cumbria CVS and the Centre for Leadership and Performance to further develop links between local schools and potential volunteers.

Strengthen Early Help: Early intervention was recognised as critical in supporting families experiencing and preventing the worsening of their conditions. A significant barrier to people accessing early help is ensuring that families are aware of the support available. Sharing information through social media, employers and doctor surgeries was suggested as a way to ensure that information reaches a diverse range of families. Cumberland Council are developing training for all partners involved in the early help process. Focus Family at Cumberland Council can offer early help to families experiencing hardship. Services include providing advice and guidance on benefits, running financial checks on support eligibility, and supporting families into employment. Families can self-refer, or schools can.

Recommendation: Co-create a cross-sector Early Help communication network, facilitated by Cumberland Council.

Example of Local Practice: **The Centre for Leadership Performance (CforLP)**

CforLP is a non-profit leadership development company working to develop Cumbria's leaders for today and tomorrow. The CforLP works in partnership with local businesses and schools to facilitate dialogue and relationships between young people and businesses across Cumbria, promoting a longitudinal, co-ordinated approach to the development of leadership skills, and addressing inequalities among young people in terms of opportunity, experience and aspiration.

Employers can connect with young people, at every stage of their learning journey, to shape the skills needed for the future, broadening their horizons, increasing their aspirations, and linking learning to real life examples beyond their own social networks; 'You can't be what you can't see'. The principal delivery routes for primary school engagement are Bright Stars, an enterprise scheme co-created and funded by local businesses, and Primary Business Partnership – a free matchmaking and signposting service for primary schools and business across West Cumbria - funded by OneAIM and Sellafield Limited SiX – Social Impact Multiplied.

The Primary Business Partnership continues to grow with more than 170 local businesses involved and over 12,000 interactions between businesses and children working regularly with more than 90 schools in West Cumbria. The most recent Bright Stars programme - Spring 2024 - saw 760 pupils from dozens of schools engaged with businesses to develop their own social enterprises designed to 'make a difference' in their local communities. The scheme provides opportunities for children to lead change in their communities.

Inclusive Employment

Millions of pounds are invested locally to alleviate poverty, yet West Cumbria still has some of the highest rates of income and employment deprivation in the country (IMD, 2019), including significant income inequality. Providing inclusive employment was seen as a critical strategy for overcoming intergenerational poverty.

Remove Post 16 Barriers: Ensuring that all children have sufficient employment experience and skills is critical and can be influenced by their immediate families' employment status and social network. This includes interview skills, CV development, and knowledge of the interview process. It also provides access to meaningful work experience opportunities and apprenticeship vacancies, both of which are often driven/shaped by the social networks of those around them. Moreover, those with limited access to material resources may encounter further barriers in accessing employment, for example, in affording equipment or transport, which warrants additional support and flexibility from employers. Local employers could develop long-term opportunities for those with fewer local social networks to become engaged in meaningful and fair employment, thereby overcoming long-term barriers to accessing good quality education, training and employment.

Recommendation: Create a new collaborative group to take these issues forward – ‘A new deal for Cumberland’s young people’ - a guarantee for young people.

Develop an Inclusive Employment Framework: Sellafield and the supply chain are moving towards removing some GCSE requirements for jobs where this is not necessary for the work. Other inclusive practices are being implemented across sectors, but there is a need to provide a network for the facilitation and sharing of best practices.

Recommendation: Develop a network of Inclusive Employment Champions who share and promote best practices locally and nationally.

Realising Social Value: West Cumbria hosts a number of large organisations subject to the Social Value Act, which requires all public sector organisations and their suppliers to look beyond the financial cost of a contract to consider how the services they commission and procure can improve an area's economic, social and environmental wellbeing. The Public Services (Social Value) Act 2012 stipulates that public services must “think about how they can also secure wider social, economic and environmental benefits” (Cabinet Office, 2021). It is recognised that competition in the supply chain tender process inhibits some collaboration; a more transparent and networked approach to community-driven social value is needed.

Recommendation: Cumberland Council to lead in a facilitated conversation with the local supply chain to explore how to collectively use social value, working with key community anchor institutions to identify social value priorities and indicators.

Example of Local Practice: **All Together Cumbria**

All Together Cumbria are a social enterprise, delivering programmes on skills and employability. One of our focus areas is workforce inclusion, which aims to support those in our community who face additional barriers to get closer to the workplace.

As part of this focus area, we have developed and delivered several programmes, including our neurodiverse employability programme, supporting adults with a number of neurodiverse conditions in accessing the workplace. This included workshops to build confidence, help develop essential skills, mock interviews and ended with a work placement. This has resulted in adults being offered part-time employment and opening up new volunteering opportunities to further develop their skills and support them towards work.

It is also important for ATC to support young people in developing their skills prior to entering the workplace. We have also developed and delivered supported work experience programmes for SEND students, to ensure they appreciate their skills, how they can develop them and illustrate the potential opportunities for them post 16/18.

All our programmes are developed and delivered with our partners. With true collaboration at its heart, we are supporting a more inclusive work environment in West Cumbria.

Building on Existing Community Networks

Example of Local Practice: **Operation Respect, Cumberland Council**

Operation Respect aims to bring communities and services together in focused activity to build pride in the local area, such as clearing homes and gardens of waste and sprucing up the neighbourhood. A market stall area also provides opportunities for communities to connect with wellbeing and advice services and participate in fun activities offered by partners.

Everything about Operation Respect is built around relationships, from our social landlord's relationships with the tenants on the estates where we deliver the events to the agencies supporting each other to deliver a fun, friendly, non-judgemental interaction on the day. As partners, we believe that by meeting people where they are, we communicate a clear message that they matter, that we want to share community spaces and that these spaces, their homes, are important to us.

We work alongside our communities shoulder to shoulder, clearing their estate, playing games, laughing and talking, discussing services and providing support. When we leave, their shared experience remains, and this starts the foundations of more lasting relationships and the notion that 'we can and we DO help each other'. Over the last four years of running these events, we see the community power growing exponentially – to a point where we reflect and think pretty soon, these events could be community-led, they may take their own path, and we will be invited to come along and join in. Time apart has drawn an invisible divide in some communities – operation respect brings connection, new beginnings, hello, how are you and the start of new relationships with the same people, the same – but different.

As so ably demonstrated in this Case Study from one of our constituent Local Council Areas, one of West Cumbria's greatest assets is the sense of pride, social cohesion and capacity for engagement that is discernible in each locality. This is our recurring 'relational' mantra translated into action, led by the Local Authority and its Statutory and Voluntary Sector partners and working 'with' the community.

Its aspiration for community leadership of the conversation is entirely in keeping with the principle of subsidiarity which is about devolving decision making to the lowest appropriate level. The companion principle of solidarity in these terms is that the service provider authorities and organisations continue their involvement collaboratively, as equal partners, to ensure maximum efficacy. In those areas in which the effects of poverty are most prevalent, the success of intervention by statutory and voluntary organisations, working to alleviate the effects of poverty, will be immeasurably enhanced by building upon this residual relational strength.

Generating an ethos of relational community engagement is a pre-requisite of all service delivery by any statutory or non-statutory organisation. Enhanced, sensitive, well informed and properly resourced relational engagement is an absolute essential element of working with families living with the debilitating effects of poverty.

One of the challenges to comprehensive community engagement that we highlight above is the realisation of the powerful and unique role of the Business Sector in this collaborative venture. Community engagement in economic regeneration is an area replete with potential and, in an era of low birthrate, ever more urgent and mutually beneficial.

Recommendation: The Local Authority commits to further developing leadership and resources to engage all the key players in committing to collaborative working.

Maximising Financial Resources

We understand and welcome Cumberland Council's approach to social value procurement. Conducting an audit of the combined public and community financial resource available and seeking to maximise its efficacy by joint action planning is worthy of consideration in difficult times. Carefully considered Local Authority Commissioning allied to the Voluntary sector's access to external funding and the Business sector's investment in meeting its Social value responsibilities, is an ambitious but achievable objective.

Recommendation: The Local Authority takes the lead in developing its social value strategies by facilitating a network to enable further collaboration and resource maximisation.

Family Wellbeing

Poverty impacts all areas of health and well-being, including mental and physical health. It also affects relationships and social networks, educational outcomes and access to sports, leisure and cultural opportunities.

Provide Accessible Resources and Services: Financial hardship limits access to immediate resources to meet the basic needs of families, including food and personal hygiene products. This can exacerbate the stress experienced within households. Moreover, access to sport, leisure and culture is limited, not only through financial hardship but through more subtle mechanisms, such as families' worry about stigmatisation.

Recommendation: Work with key partners such as Cumberland Council, Active Cumbria, and third-sector organisations to further develop a poverty-proofing sports, leisure and culture programme to ensure equal access to services that promote family health and wellbeing.

Build Positive Relationships: Shifting from a transactional to a relational approach to supporting West Cumbria's most vulnerable children and families is critical in providing the conditions for poverty alleviation and prevention. Acute interpersonal skills and sensitivity are needed when developing relationships with families experiencing poverty, many of whom distrust local institutions, informed either by feeling their needs have not previously been met by services and/or by negative community narratives surrounding institutions.

Recommendation: Co-create a cross-sector relational charter to secure a commitment to relational practice in working with families experiencing poverty.

Challenge Poverty Stigma and Champion Dignity: The perceived stigma surrounding poverty can impact negatively on mental health and act as a barrier to accessing services. It is critical that the narrative around poverty is changed to one promoting dignity in times of greatest need. For example, rather than vilifying people seeking food vouchers who feel interrogated to "verify their hunger", allow people the choice and autonomy to pay a nominal sum at food banks and pantries.

Recommendation: Develop a poverty awareness and activism strategy, such as a Poverty Truth Commission, which seeks to mainstream conversations about poverty.



Example of Local Practice: **Cumbria Family Support Network**

In December 2022, Northside Estate in Workington was identified as a Priority Location by Allerdale Local Focus Hub. They are community-based locations where several presenting needs, issues and trends have emerged; culminating in increased crime rates, rise in anti-social behaviour, breakdown in community cohesion and increased tensions. Since then, an approach to tackling this has been developed with partners with the aim of 'Working with residents and partner agencies to develop positive and sustainable solutions for the benefit of the whole community.' Recognising that the process of sustainable change does not come from working for the community but with it. The approach is underpinned by the key principles of active inclusion, community cohesion and addressing inequalities (Cumberland Council, 2024).

Initial multi-agency research found that parents raising young children on the Northside estate are often deeply isolated. Many do not trust local or health authorities and refuse to go into the town for appointments or shopping, with few opportunities to mix socially, and little sense of community. Many of the parents have no experience of being positively parented, having grown up in cycles of poverty, addiction, homelessness, or abuse.

Northside Primary school was supporting these parents, helping where they could with advice and guidance, but were noticing an increase in children joining the reception year with no speech development, an inability to play or share with other children and many still wearing nappies that teachers had changed the day before. The lack of speech and play were worrying signs of a lack of attachment. At home an over reliance on phones and tablets instead of encouraging conversation (as well as overuse of dummies to keep children pacified) was the cause.

Our project was initially developed by Cumberland Council Specialist Inclusion and Diversity Officer in partnership with Cumbria Family Support Network and Northside Primary School works with a group of mothers and their children who meet with our Family Support Worker at Northside Primary School. The children attending the group are 0-3 years, a key development period where a lack of positive parenting means lack of emotional attachment and/or developmental skills such as speech, play and socialisation.

Our Family Support Worker coaches and encourages the mothers.

- Befriending, building confidence and creating a peer group.
- Developing and practicing skills around speech, attachment/play, and health.
- Signposting and accompanying parents so they can access other services.

For the first term 12 mothers and their children attended (we anticipated maybe 3!). The women appreciated the non-judgmental space (off of the estate), they asked for support with practical skills (such as how to change a nappy or how to hold your baby). The element of peer support is key to success, the project hopes to create a like-minded community who can support one another back on the estate, especially out of term time.

Poverty Informed Social Prescribing

Wednesday 7th February 2024



WCCPF sought to explore the impact that poverty can have on health outcomes and introduce the concept of social prescribing as an intervention to help meet the needs of families experiencing poverty. This symposium brought together 30 delegates from Cumberland Council, the NHS, along with the business, HE and third sectors.

Social Prescribing in Theory and Research

Overview of UCLan Social Prescribing Unit: Sam Pywell, Mental Health Research, UCLan

The Social Prescribing Unit focuses on research, teaching, and knowledge exchange specific to social prescribing. For this purpose, the unit hosts a wide variety of events, tweet chats, and seminars and also participates in local, national, and international projects. The unit is actively contributing to the evidence base underpinning social prescribing, specifically surround the themes of Adventure Based Social Prescribing, Link Worker Service in evaluation and developing sustainable social prescribing models.

Children and Young People's Social Prescribing Fiona Routh, Lecturer in Children, Schools & Families, UCLan

There is a growing body of data supporting the value of social prescribing in children and young people (Muhl, et al., 2024; Hassan, et al., 2023; Charlton, et al., 2022; Hassan, et al., 2020; Hayes, et al., 2020). Social prescribing has been found to be particularly effective for young people in poverty who experience poor mental health (National Children's Bureau, 2022). The benefits of the intervention include a flexible approach which can be tailored to specific needs and responds to individuals' lived experiences. Moreover, social prescribing allows young people to feel valued and their voices heard and encourages new social connections and physical activity. More research is needed into how young people are accessing support and there are clear gaps in terms of an understanding of what services children and young people want. The policy focus is remains on adults, and children and young need to be part of the process of policy design and implementation.

Social Prescribing in Practice

Community-Based Social Prescribing: Emma Baughan, Senior Social Prescribing Officer, Cumberland Council

Community-Based Social Prescribing aims to connect groups and services together, supporting the local social infrastructure. It offers a step-up step-down signposting to residents and encourage partners to fulfil gaps in provision. Along with connecting volunteers to groups and services, the service users the mobile app 'Joy' to connect residents with active groups and services. In practice, this is delivered through:

- o Facilitation of self-help and signposting to access individual resident support through community connectors
- o Development and maintenance of the Joy App, the directory of services and referral system
- o Development and delivery of engagement workshops and large-scale community health and well-being events
- o Supporting local tactical response and helping shape the strategic direction around inclusive community activities

Social Prescribing Involvement

- Winter drop in's
- Walking sports
- Falls prevention project
- Creative Pathways event
- SP summer festivals
- Creative Wellness
- Dementia Awareness
- Great Big Green Week
- SP Drop in's
- Christmas Project
- Partner Drop in's
- DWP Drop in's
- Refugee Support
- Singing for Joy
- English Cafe
- Cost of Living Events
- Harbour Fest
- Green SP
- Gambling Support
- Winter Warm Hubs

Just to name a few!

Health and wellbeing is at the heart of everything we do

Our values: Wellbeing, Collaboration, Inclusion, Empowerment, Resilience

We connect anyone over 18 living in Copeland to local support services covering these topics:

- Welfare & benefits
- Digital Inclusion
- Financial hardship
- Physical health
- Low level Mental Health
- Loneliness and isolation

Health and wellbeing is at the heart of everything we do

Our values: Wellbeing, Collaboration, Inclusion, Empowerment, Resilience

NHS Social Prescribing: Gwyn Lishman, NHS Link Workers, NHS

NHS Social Prescribing Link Workers and Health Coaches specialise in providing individual mental health support for young people. The service covers all six North and Central Copeland GP Surgeries and works in 47 primary schools and four secondary schools.

COPELAND WELLNESS SERVICE NHS

Case Example: Fiona, 14

Referred by School: Had been bullied - now withdrawn and not attending regularly. "consent obtained from parent"

Worried and spoke to Mum, asked that we meet her initially at school, we contacted school, private room booked. Mum thinks she needs a "happy tablet"

Initial assessment - Fiona would like best communication initially. Identified that she feels there was truth behind the comments from her bullies that she hasn't any friends. Her likes: being outdoors listening to music, art and gaming

Mum worried a referral in her own name - identified she was struggling with money and housing her home - adult term support for her

Over time started talking more, less tears - wanted a visit at home after school identified she wants to have someone other than Mum to talk to feels she has all this "bottled up"... "Mum has her own problems..."

Introduced a creative journal which Fiona called her scrapbook. Includes pictures, reflections, achievements, challenges and goals.

COPELAND WELLNESS SERVICE NHS

Outcome:

- Referred and coached through the Koosh App: identified self-help tools
- Started a creative journal
- Started sharing pictures with Mum - these helped Fiona express herself, "no longer bottled up"

Her "happy" tablet needed: Joined an after school creative writing class - has met someone who has a "scritable pet" too

Had the time and space Fiona needed to trust her social prescriber and express herself in a way that was meaningful to her

Mum found the pictures a "hey" that connected them - Mum shared she had been bullied herself and understood how Fiona felt

Fiona could tell her Mum she was worried about her Mum's anxieties around money

Workshop Discussion

Keen to understand what local stakeholders perceived as the main challenges to engaging with social prescribing, Julie Friend, Social Inclusion and Housing Team Leader Cumberland Council facilitated a workshop discussion exploring the question:

What are the challenges in ensuring families experiencing poverty have opportunities to access social prescribing?

The key themes identified were transport, language, and funding.

- **Transport:** Accessible public transport was identified as a barrier not only for families accessing services but also for services being able to access families. The £2 bus cap was recognised as helpful, but the cumulative costs of bus travel can be challenging for families. Rural transport is a particular issue impacting on those experiencing rural poverty and urgently requires funding.
- **Language:** The term social prescribing was considered too clinical, and it was agreed that the term needs to be “un-medicalised”. A general and accessible definition of social prescribing is needed to engage both professionals and communities better.
- **Funding:** It was suggested that social prescribing is pushing the need onto the third sector, which is under considerable financial constraint. To overcome this, the possibility of ‘strategic social prescribing’ was presented, a system that connects organisations with funding. Such a strategy could synergise with social value and the private and nuclear sectors.

Event Outcomes

The event saw new connections, which have already resulted in tangible outcomes. For example, UCLan’s Social Prescribing Unit and Cumberland Council have established a new relationship with the view to explore potential future collaboration. Moreover, the Centre for Leadership and Performance have developed connections with both the NHS and Council Social Prescribing Teams, which will further inform their practice.



Trauma, Social Exclusion and Policy Reform: An Audience with Darren McGarvey

Friday 17th May 2024



WCCPF, Cumberland Council and UCLan sought to bring relevant parties together to critically discuss ways to involve marginalised groups authentically and sustainably in policy and practice. This included some honest reflection on our own biases, stereotypes and feelings about really sharing power. The event included senior management from the local authorities and other stakeholders holding positions of power in Cumberland, for example, local funders and significant public and private sector partners.

Critically acclaimed author and Orwell Book Prize winner Darren McGarvey provided a provoking account of his personal journey by sharing his story as someone with 'lived experience'. As part of his national tour, Darren spoke about the importance of ensuring the wellbeing of those who seek to share experiences of trauma are sufficiently protected from harm.

Issues that emerged from the panel discussion with Darren were:

- Embedding authentic relational practice within institutions
- Acknowledging existing power dynamics
- Avoiding assumptions about what people want
- Understanding the effects of poverty-related trauma

Many delegates have described the deeply personal and emotional impact that the event had on them. For example, one delegate shared:

” Darren being so open and honest about his experiences and especially sharing them as a stream of consciousness – it was very powerful.

Another said:

” Darren spoke so openly about his experiences - as he does in all he writes and puts things into context. Having the questioning session was really useful to put things into a local perspective.

Delegates widely reported that the event will impact on how they will “work with lived experience volunteers and how better to support them” and will “discuss these issues with colleagues to increase understanding.” One delegate described the event as solidifying their commitment to ensuring the perspectives of those with lived experience are represented in policy decision-making:

” I will keep trying to get the messages out to everyone who don't know or understand what's happening on the ground. Decision makers take at face value what they're told is happening but the reality for the families in the community is very different. Try to develop future services by getting the community more involved in our own organisation's decision making.




New Horizons: A Call to Action in the New Political Landscape

Child Poverty: Understanding Unmet Needs as a Human Rights Crisis

Since its inception in 2010, the WCCPF has seen rates of child poverty fluctuate, which are now at a staggering level. We see systems and institutions which are failing to meet the fundamental needs of families. A wealth of international evidence, including our own, describes the impact of poverty on families through the applications of Maslow's Hierarchy of Needs. This literature shows the pervasive impact that poverty has on all levels: physical, safety, love and belonging, esteem, self-actualisation (Deutsch & Silber, 2024; Harper, et al., 2003; Medcalf, et al., 2013; Watson, 2014; Wilson & Slavin, 2019).

We argue that this is an infringement of the fundamental human rights of children and families as stated in the UN Convention on the Rights of a Child (1989), particularly in relation to Article 27, which states:

 Every child has the right to a standard of living that is good enough to meet their physical and social needs and support their development. Governments must help families who cannot afford to provide this.

We implore all partners to appreciate the magnitude of the crisis and adopt a rights-based approach to addressing poverty.

Relational over Transactional Practice

We hope that the summary of the above work has captured the worsening state of poverty and exclusion nationally and regionally and highlighted the innovative and potentially transformative ways stakeholders across sectors are working to improve the conditions of families experiencing poverty in West Cumbria. Where interventions have worked, partners have invested in developing relationships with the families they seek to work with.

Relational approaches appreciate the value of lived experiences and seek to work with families in an equal, co-creative way. It also involves listening and responding to potentially uncomfortable truths about the ways institutions and services have worked with families previously. However, embracing the relational above the transactional can create new, more positive dynamics between services and families, potentially overcoming historical barriers concerning trust and promoting engagement.

The following provocations are directed at national and local institutions, delivered from our respected position of critical friend. We welcome the opportunity to come together to critically discuss these provocations in the future.

National government:

We welcome the new Labour government's child poverty strategy and child poverty task force, which implies an appreciation of the poverty crisis facing families across the UK. WCCPF urge central government to recognise the value of lived experience within this strategy and the powerful impact that co-production with the third sector and families can have.

The current government has abandoned the phrase 'levelling up', in favour of the phrase 'power up Britain' through a proposed take-back control act, which seeks to provide a framework for devolution throughout England (Labour Party, 2024). This new decentralised approach is still being developed, but there appears to be a focus on directly-elected mayors and local authorities, at the expense of the involvement and representation of the Community and Voluntary Sector and citizens in general. In 2023 Labour did launch a 'Vision for Community Power: Participation, prevention and devolution'

(New Local, 2023), but since establishing its national government community power has thus far been missing from the devolution narrative.

Local evidence indicates that devolution alone is not the answer to preventing communities from feeling disenfranchised (Wilson, 2024). We urge central government to develop its vision for grassroots community engagement and participation, placing communities (particularly marginalised communities) at the centre of developing a shared understanding of what community power means. Within this, we recommend a focus on re-connecting Britain, resorting to solidity and relationality, within communities, between different communities and across different power structures.

All the indications are that our recently elected Members of Parliament are committed to working closely with WCCPF. We welcome their interest and look forward to developing this critical link into a government that has committed to a national review of Child Poverty.

Local government:

Cumberland Council has expressed a commitment to improving the health and wellbeing of communities and reducing inequalities in their Council Plan (Cumberland Council, 2022), and this can be seen in policy through the development of the forthcoming Poverty Strategy and a revised Community Engagement Strategy. It can also be seen in practice through the new Cumberland Health Determinants Research Collaboration project, the new Family Hub in the Harbourside in Whitehaven, a transformation of family services and a commitment to co-production in adult social care. We recommend that Cumberland Council follow the lead of central government in setting up a local Child Poverty Task Force and continue to embed their policy and service developments in local data, drawing on WCCPF's body of knowledge and experience. A locally driven, evidence-based approach, including participatory action research and co-production, will help to develop initiatives that are response to the nuanced challenges facing families in West Cumbria.

Nuclear sector:

WCCPF has accumulated a body of evidence over its 15 years of working, which has seen the conditions facing many West Cumbrian families deteriorating. This reflects the national position in terms of child poverty. However, if one factors in the evidence available about the impact of inequality in West Cumbria, we suggest that the nuclear industry creates the most significant social determinant of inequality in West Cumbria. The income inequality created by the nuclear industry skews the hyper-local level of analysis when examining deprivation data, meaning it is difficult to get a comprehensive quantitative understanding of the material conditions experienced by families experiencing poverty.

These findings echo WCCPF's first report, publishing in 2009. We encourage the nuclear sector to consider innovative and original strategies to challenging inequalities in West Cumbria. Doing so has the potential to create sustainable opportunities for those on the margins and break the persistent intergenerational transmission of poverty seen in West Cumbria.

Concluding Comments

Recent events have demonstrated the pervasive impact that prolonged and ingrained marginalisation can have on society. The recent civil unrest in marginalised communities around the UK serves as an example to stress the importance of addressing the root issues surrounding poverty, social exclusion, and marginalisation. It warns of the potential danger of the ways in which communities that feel they have been marginalised and unheard for a significant period of time can be manipulated to direct their anger towards another socially excluded group.

To protect against further civil unrest driven by populist and divisive rhetoric, we must all be willing to face up to the taken-for-granted, structural, and ingrained causes of poverty. By this, we mean that we must all consider our own complicity in maintaining these inequalities.

One of the advantages of having tracked the trends in addressing the issues associated with Child Poverty over the last fifteen years is observing how the mood of the national debate has changed and how the narrative has been manipulated to fit the prevailing 'perceived' state of the economy. The downward improving statistical trend ended abruptly with the imposition of a state of austerity. That was a political decision that history has demonstrated was made on dubious economic grounds. Poverty in this country exists as a result of government decision making. It is systemic rather than accidental.

Over the course of the past fourteen years, for a variety of reasons - some beyond government control - the economy has declined further and is now acknowledged to be in a parlous state. Centralised control has left Local Government finances in a similar state.

What has changed for the better is the mood fuelled by a determination at both local and national government levels to halt the decline; seek an acute understanding of the problem and to systematically ensure that life chances for our children and young people are systematically improved.

For advocating bodies like WCCPF, the pushback previously experienced as the prevailing response has begun to give way to more open-minded dialogue. The challenge is to ensure that what we have to offer by way of advice and support, led by our research capability and experience, becomes integral to the local conversation. Our established relationships with our elected representatives and their key officers remain a continuing strength.

WCCPF will continue to offer opportunities to all interested parties to join our regular roundtable gatherings for honest and critical reflection, with an open-mindedness to explore fresh and innovative ideas to create a more inclusive West Cumbria for all.

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Appendices

Appendix A – Recent Publications on Poverty

Government Reports and Briefings

- Poverty in the UK: statistics
<https://commonslibrary.parliament.uk/research-briefings/sn07096/>
- Child Poverty: Statistics, causes and the UK's policy response
<https://lordslibrary.parliament.uk/child-poverty-statistics-causes-and-the-uks-policy-response/>
- Income Inequality in the UK
<https://commonslibrary.parliament.uk/research-briefings/cbp-7484>
- Rising Cost of Living in the UK
<https://commonslibrary.parliament.uk/research-briefings/cbp-9428>
- Food Poverty: Households, food banks and free school meals
<https://commonslibrary.parliament.uk/research-briefings/cbp-9209>

Institute for Fiscal Studies (IFS)

- Dimensions of Inequality: The IFS Deaton Review
<https://ifs.org.uk/publications/living-standards-poverty-and-inequality-uk-2024>
This collection covers a multitude of topics including income and wealth and inequalities, to the role of early childhood, families, education, the world of work, tax, welfare, and public services, among others.
- Living standards, poverty and inequality in the UK: 2024
<https://ifs.org.uk/publications/living-standards-poverty-and-inequality-uk-2024>
- Child Poverty Trends and Policy Options
<https://ifs.org.uk/publications/child-poverty-trends-and-policy-options>

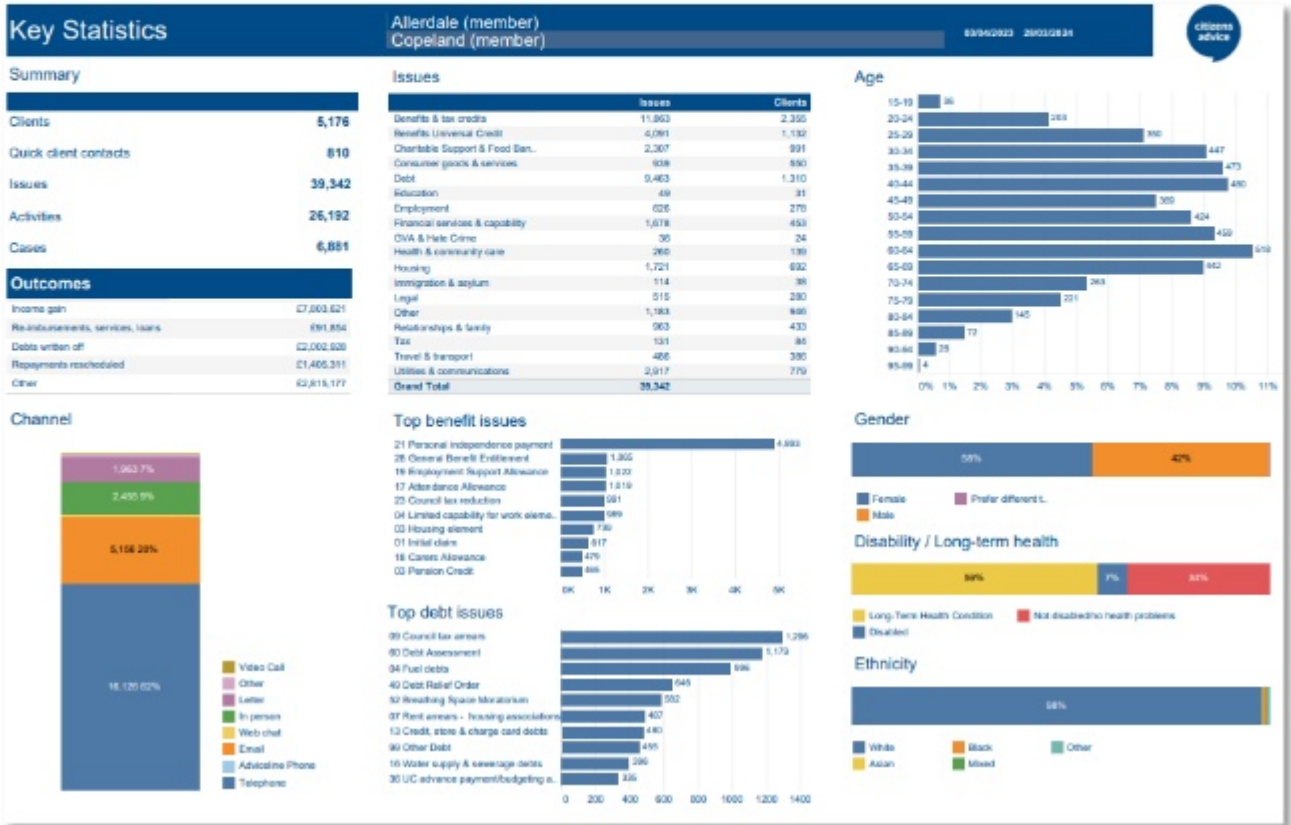
Joseph Rowntree Foundation

- Deep Poverty and Destitution in the UK 2023
<https://www.jrf.org.uk/deep-poverty-and-destitution/destitution-in-the-uk-2023>
- UK Poverty 2024: The essential guide to understanding poverty in the UK
<https://www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk>

Other Resources

- Centre for Analysis of Social Exclusion (CASE, London School of Economics)
https://sticerd.lse.ac.uk/CASE/_new/publications/CASEpapers/
This link provides a list of recent publications from CASE, covering a wide variety of topics relating to poverty and social exclusion.
- Education Policy Institute Annual Report 2024
<https://epi.org.uk/annual-report-2024-foreword-executive-summary/>
This report examines the gap between disadvantaged students and their peers.
- Trussell Trust Cost of Hunger and Hardship Interim Report October 2024
https://trusselltrustprod.prod.acquia-sites.com/sites/default/files/2024-10/Cost%20of%20Hunger%20and%20Hardship_Interim%20report.pdf

Appendix B – Statistics Provided by Citizen’s Advice Allerdale and Copeland, and Cumbria Community Foundation



Key Statistics

Allerdale (member)
Copeland (member)

01/04/2024 31/07/2024

clients advice

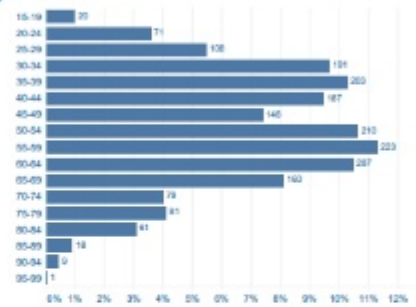
Summary

Clients	1,973
Quick client contacts	238
Issues	12,275
Activities	8,825
Cases	2,049
Outcomes	
Income gains	£2,465,291
Re-imbursements, services, loans	£32,956
Debt written off	£483,896
Repayments reestablished	£534,782
Other	£355,630

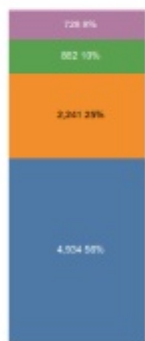
Issues

Issue	Issues	Clients
Benefits & tax credits	4,380	800
Benefits Universal Credit	1,243	373
Charitable Support & Food Ban.	657	363
Consumer goods & services	311	136
Debt	2,460	410
Education	30	10
Employment	170	77
Financial services & capability	663	169
Gifts & Male Crime	12	6
Health & community care	100	91
Housing	473	214
Immigration & asylum	34	19
Legal	136	85
Other	510	260
Relationships & family	189	136
Tax	25	21
Tobac & transport	133	130
Utilities & communications	734	229
Grand Total	12,275	

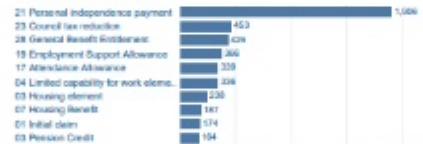
Age



Channel



Top benefit issues



Top debt issues



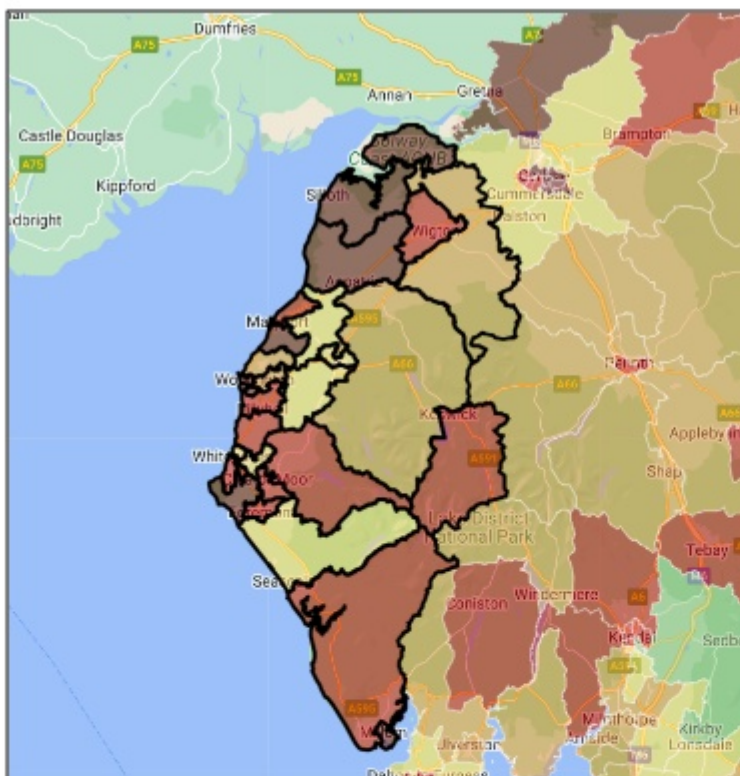
Gender



Disability / Long-term health



Ethnicity



Children aged 0-19 in relative low-income families

% of children aged 0-19 in relative low-income families

Current Level: **Electoral Wards/Divisions**

- 0.00% - 9.40%
- 9.41% - 13.16%
- 13.17% - 17.75%
- 17.75% - 24.21%
- 24.21% - 100.00%

DETAILS

YOUR AREAS

DOWNLOAD

WD: None

Value: None

Custom Areas

Aspatria