

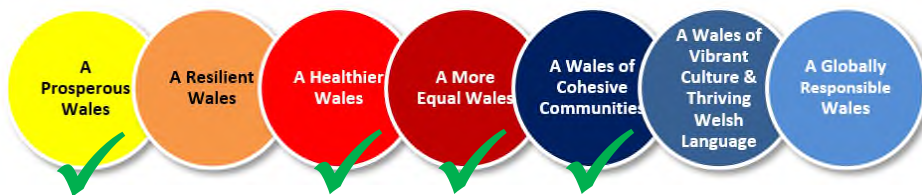


## Well-being Objective 5

Start Well/Live Well - Tackle poverty by doing all we can to prevent it, help people into work & improve the lives of those living in poverty

### So why is this Important?

- Poverty and deprivation have serious detrimental effects across all aspects of well-being. It limits the opportunities and prospects for children and young people, damages the quality of life for families and communities.
- Poverty can be a barrier to full participation in society and is too often an intergenerational experience which poses a significant threat to experiencing positive well-being both now and in the future.
- Research shows that children growing up in workless households experience consistently poorer outcomes than other children whose parents are always working, in relation to educational attainment and cognitive ability.



### Why this should concern us?

- 35.5% (28,881) of households in Carmarthenshire can be defined as **living in poverty**, 13<sup>th</sup> highest in Wales (Welsh average 33.6%).  
*Welsh Government defines poverty as when "household income is less than 60% of the GB median income". This means a household where income is **less than £18,868** a year (2018 - 60% of £31,446)*

### What do we need to do?

- We need to **prevent poverty** – There is a strong correlation between being born poor and experiencing a lifetime of poverty and many of the triggers of poverty experienced in childhood and later life are preventable if identified and addressed in a timely manner. Providing early, targeted and holistic interventions can therefore help reduce the likelihood of poverty occurring in our communities.
- We need to **help people into work** - work is one of the most fundamental and effective means of tackling poverty in all its forms. Work provides income and opportunities for social, emotional and cerebral development as well as improved health and well-being.
- We need to **improve the lives of people living in poverty** by supporting those in poverty and improving access to help to maintain basic standards of living.

### How will we do this?

- A. Our children and education services will work to **prevent poverty** through delivering key early intervention programmes such as flying start, team around the family (TAF) and financial literacy is on the school curriculum. In addition services such as housing will take a more proactive, preventative approach to addressing key triggers of poverty to prevent escalation of issues such as homelessness and fuel poverty.
- B. We will **help people into work** by building their confidence and skills through the dedicated Communities 4 Work and Communities 4 Work plus programmes and targeted support for those who are furthest from the labour market e.g. those who are Not in Employment, Education or Training (NEET). We will continue to extend the Hwb model as a one stop shop for employment advice and support.
- C. We will **improve the lives of those living in poverty** through promoting and supporting greater financial literacy via services such as trading standards and housing benefits. We will also deliver initiatives to support key vulnerable groups including the School Holiday Enrichment Programme (SHEP), Toy Box and Hamper appeal.

**Rural Poverty** – see also Well-being objective 6 - Create more jobs and growth throughout the county; Part C - By identifying and addressing the issues facing rural communities.

## Key measure

### Households Living in Poverty (CACI's 'PayCheck' Data)

Household Income Figures Source: CACI's 'PayCheck' data										
Households Living in Poverty	2014		2015		2016		2017		2018	
	Carms	Wales	Carms	Wales	Carms	Wales	Carms	Wales	Carms	Wales
	29,956 (37.1%)	446,586 (33.6%)	29,086 (36.3%)	459,283 (35%)	29,020 (35.9%)	460,322 (34%)	28,223 (35.0%)	450,616 (33%)	28,881 (35.5%)	456,971 (33.6%)

35.5% (28,881) of households in Carmarthenshire can be defined as **living in poverty**, 13<sup>th</sup> highest in Wales (Welsh average 33.6%).

Welsh Government defines poverty as when "household income is less than 60% of the GB median income". This means a household where income is **less than £18,868** a year (2018 - 60% of £31,446)

### An example of what we are doing

#### Community Engagement Programme in Tyisha Ward



Over the course of 2018 the Council has been working with residents of Llanelli's Tyisha ward in partnership with a number of key organisations to undertake a huge community engagement programme. The programme known as 'planning for real' sought to gain views and ideas from local residents to inform the development of a regeneration plan for the area. This means that residents, tenants and businesses have had a real opportunity to help plan for changes and improvements that will affect their future.

Cllr. Campbell has said: "We know that Tyisha has its problems, but we also recognise that it has a fantastic community spirit. People really want to see the area improve and we want people to be part of the change. There is real potential to do something and we're excited about what lays ahead."



Lead Executive Board  
Member  
Cllr Cefin Campbell



View our **detailed delivery plan**  
against this objective