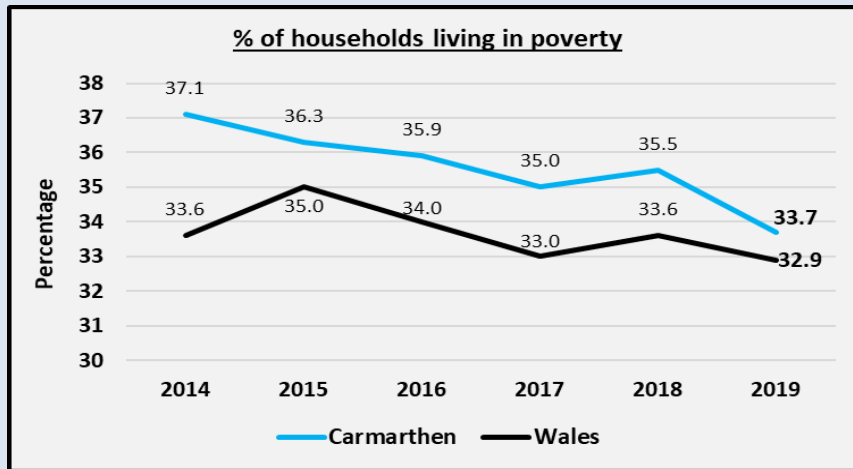




Well-being Objective 5

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

Over a third of households in Carmarthenshire continue to live in poverty



During 2019, **27,576** households in Carmarthenshire were classed as living in poverty, unfortunately this is expected to increase during 2020 due to the COVID-19 crisis

Poverty is defined as when a "household income is less than 60% of the GB median income" (in 2019 less than £19,285)

Why it is important

- Poverty and deprivation have serious detrimental effects across all aspects of well-being. It limits the opportunities & prospects for children & young people, damages the quality of life for families & 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,
- Two Carmarthenshire wards (Tyisha and Glanymor) were in the top 20 worst wards for childhood poverty in Wales (both at 41.3%) *Source: End Child Poverty, Loughborough University, 2019*

Success Measures



46.4% of households threatened with homelessness were successfully prevented from becoming homeless
declined from previous year (59.5%)



The number of households in material deprivation continues to reduce **11.3%**
Reduced from previous year (13.5%) 11th highest in Wales
Source: National Survey for Wales



There's a **17.9%** gap in the results of pupils receiving Free School Meals and those who don't
(19.7% gap in the previous year)
Source: StatsWales

Explaining the Results

- Of the 416 households **threatened with homelessness** during 2019/20, **193 were successfully prevented from becoming homeless - 46.4%**, a decline of **13.1** percentage points on 2018/19. More work needs to be carried out to ensure people who are facing housing difficulties do contact us as soon as possible, as now there are far more people with complex housing issues (i.e. drugs, alcohol, substance misuse), which makes prevention much more difficult. Unfortunately, complex cases come to us very late which leaves us very little time to find a resolution for their problem which is often with their landlord or family thus they end up becoming homeless. Through additional funding that has now been made available from Welsh Government we are looking at solutions to help those who are more complex to come forward sooner i.e. work in the communities where high volumes of presentations come from to identify and provide solutions earlier and providing more support particularly for complex individuals via the work around Housing First.
- According to the 2019/20 [National Survey for Wales](#) **11.3%** of participating households in Carmarthenshire were classed as **living in material deprivation**, this is below the Welsh average of 12.9% and a reduction on last year on 13.5%.
- The **gap** between **exam results** for pupils receiving **Free School Meals (FSM)** and those who don't (**Non-FSM**) has reduced by 1.8 percentage points but remains the 7th smallest gap in Wales.

Progress Made

Preventing Poverty

- ⊙ To ensure vulnerable residents are supported appropriately, work has continued to implement key *Homelessness Strategy* actions. This includes delivering a wider degree of affordable housing options, and a new commissioning plan for *temporary and supported housing* that will see smaller, more dispersed offers of accommodation. We are continuing to work with partner agencies to ensure people with housing difficulties contact us earlier to prevent their homelessness happening in the first place.
- ⊙ The *Buy With Confidence* Carmarthenshire scheme was officially launched at a networking event in February. It provides consumers with a list of local businesses that have given their commitment to trading responsibly and fairly. This scheme helps protect customers from rogue traders and illegitimate businesses.
- ⊙ We are helping Council house tenants to reduce their energy bills by continuing to assess options, and to trial new technology to improve the comfort of their homes and reduce carbon emissions to levels set by Welsh Government.

Work

- ⊙ After receiving Communities 4 Work and Communities 4 Work Plus programmes,
 - 385 adults received employability support with 100% feeling more confident about seeking work.
 - 218 received digital inclusion support with 100% feeling more confident in using the computer.
 - 258 residents gained accredited qualifications in employment related courses.
- ⊙ We have continued to work towards addressing childcare gaps and local parents/carers have been supported to balance their working and caring responsibilities. Promoting childcare as a career choice to try and attract potential new childminders has seen a major media campaign this past year. There have been 8 new childminder registrations during the year, 4 from targeted areas. There are currently 110 registered childminders within Carmarthenshire with a total of 817 registered childcare places.
- ⊙ Work is no longer a guaranteed route out of poverty. The unemployment rate in Wales remains at historically low levels, and yet, over half the people living in poverty in Wales today are in work.
- ⊙ We need to support people to develop skills and secure decent work, procure goods and services fairly and locally, where the foundational economy generates local wealth and employment, and where we move towards a low carbon society. The foundational economy is about the basic goods and services on which every citizen relies on and which keep us safe. For example, health and care services, food, housing, energy, construction, tourism and retailers on the high street. Foundational businesses, both large and small, are typically embedded or 'grounded' in the local economy. They help retain and recirculate wealth in an area, reducing leakage of surpluses and profits out of the area. As social businesses are anchored in their communities, investment in them stays in the community; recycled for wider economic & social benefits.
- ⊙ £100k has been invested to increase the number of local and regional businesses supporting the public sector in the area

Improving the lives of those living in poverty

- ⊙ To make front line support services more accessible to residents, we have extended the *Hwb* model developed in Llanelli to **Ammanford** and **Carmarthen**. On average, Llanelli deals with 2,900 appointments per month, Ammanford 1,100 and Carmarthen 2,000. The *Hwb* allows residents to: access a self-help computer point that links directly into our website, to the housing portal; direct telephone access to our Contact Centre; access employability and job search options with Partner organisations such as Workways+; pay Council related bills
- ⊙ Further work will be undertaken to analyse the different effects of poverty in different geographical areas of the county and that a plan to address those issues will be developed
- ⊙ We are supporting the **socio-economic duty** under the Equality Act 2010 to address the inequalities that result from differences in occupation, education, place of residence or social class, by embedding into the new Integrated Impact Assessment to be introduced during 2020-21

We have been recognised in the [Future Generations Commissioners Report 2020 \(Chapter 3:More Equal Wales, p 17 & Chapter 3:Cohesive Communities, p7\)](#) as a good example of considering poverty holistically, under this well-being objective "... including steps focusing on early intervention programmes such as Flying Start, supporting people into employment & financial literacy."

The way we work

The Vision...

'To deliver better housing, mixed use development community facilities & environmental conditions. This in turn will support improvement of the social & economic profile of the area & provide opportunities for education, training & employment.'

Tyisha: The way forward



We will be investing millions of pounds to transform the area for the benefit of the community

After extensive engagement and consultation with the Tyisha community, our ambitious regeneration masterplan is being put into action. We have been carrying out a lot of 'behind the scenes' work since the Planning for Real consultation exercise took place. We have listened to the views of the community on the area and what they wanted to change about it and now we want to put some of those ideas into action. With the community's help, we have developed a masterplan for Tyisha looking at the main issues and how we can improve on these.

What we are doing and what we plan to do:

- *Develop a community hub to provide a range of services such as early years family support, youth support and employability education and training;*
 - This is a key project within the area. We are working closely with the Llanelli Railway Goods Shed Trust to restore the Grade II listed building & bring it back into use for the benefit of the community.
- *Build new family and first-time buyer homes that are affordable to buy or to rent;*
 - We have been working with property owners in Station Road to help bring derelict buildings back into use as part of the *Targeted Regeneration Investment Programme*. The aim is to support area-based projects that promote economic regeneration with a focus on individuals & areas most in need
- *Work with landlords to improve private rental properties;*
 - There is a high level of social and privately rented properties in Tyisha and we are looking at working with a partner company to deliver a better mix of housing which will include affordable and options to buy especially for first-time buyers
- *Reduce crime, drug and alcohol issues;*
 - We are working closely with Dyfed Powys Police to tackle the drug, alcohol and antisocial behaviour issues in Tyisha. We want to make the area a safer place to live.
- *Provide a park within the ward for children to play in;*
 - Feedback has showed that there were no children's parks in the Tyisha ward. By working closely with Llanelli Town Council, we have been able to fund a play area at Ann Street together with a designated dog walking area. Work will start shortly.
- *Review bin collections and tackle litter problems*
- *Create a gateway near the train station and the site of the Wellness Village;*
- *Make the area more appealing, greener and create a 'boulevard' along Station Road*



Executive Board Member For Communities and Rural Affairs
Cllr Cefin Campbell