Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

Audit Wales recommends that we:

- Use [Local Wellbeing Plans](#) to provide a comprehensive and co-ordinated focus on tackling poverty

- Use our local strategies, targets, and performance reporting for tackling poverty to support the targets and actions in the revised [Child Poverty Strategy for Wales 2024](#)

- Develop SMART local actions with a greater emphasis on prevention.

- Involve other public sector partners, 3rd sector and those with experience of poverty

- Include a set of consistent outcome indicators and measures to increase understanding of poverty locally

- Publish annual public reports to enable a whole system view of poverty locally

- Improve our understanding of our residents' 'lived experience' through involving them in decision making, using 'experience mapping' and/or 'Poverty Truth Commissions' to review and improve accessibility to and use of our services.

- Develop a single Web landing page for people seeking help

- Streamline and improve application and information services for people living in poverty

This Work programme describes how we will build on our work on Ceredigion Tackling Poverty Strategy 2020-2024, support the delivery of Ceredigion Local Wellbeing Plan and respond to the recommendations above.

Contents

Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

1. Reduce costs and maximise income

1a. What will we do? Provide online information and advice

How will we do this?	Who will do it?	How will we measure success?	Timescale	Link to WG Child Poverty plan
Scan money advice websites and forums and circulate innovations and examples of best practice.	All Poverty sub-group members	CCC Equalities and Inclusion team report regular input to bulletins from sub-group members	ongoing	Objective 1 - reduce costs and maximise the incomes of families
Produce a monthly Poverty Bulletin and regular Social Media posts in line with our communications plan.	CCC Equalities and Inclusion team, supported by all Poverty sub-group members	Satisfaction survey *(embedded in the bulletin)*	ongoing	Objective 1
Develop and promote the Council's Cost of Living webpage for people seeking help and those who support them (link to Connect website).	CCC Equalities and Inclusion team and CAVO, supported by all Poverty sub-group members	Number of hits to the Council's Cost of Living webpage *(Baseline Jan-March 2024: 1,767)*	ongoing	Objective 1

Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

1b. What will we do? Provide face to face information and advice

How will we do this?	Who will do it?	How will we measure success?	Timescale	Link to WG Child Poverty plan
Drop-in advice sessions in Aberystwyth, Lampeter and Cardigan.	Ceredigion Citizens Advice			Objective 1 - reduce costs and maximise the incomes of families
Drop in advice sessions for people aged 50+ in Aberystwyth (or elsewhere by appointment)	Age Cymru Dyfed	Number of people aged 50+ supported in Ceredigion Level of £ brought into Ceredigion as a result of the advice provided.		Objective 1
In person support from libraries in Ceredigion: Aberystwyth, Aberaeron, Lampeter, Cardigan, Llandysul and New Quay.	Ceredigion County Council (Customer Contact Service and Carers and Community team)	Number of CRM enquiries logged via face-to-face provision *(Baseline: 2022-23 – 1,911)*		Objective 1
Provide financial and budgeting support to students.	Aberystwyth University Trinity Saint David University, Lampeter Campus	Number of students that access the hardship fund		Objective 1
Deliver 'Inspire' sessions with young people (aged 16+) as part of the Youth Engagement Progression framework	CCC Support and Prevention team (with support from DWP, CCC Housing team, Hyfforddiant Ceredigion Training and Coleg Ceredigion).	Number of young people supported towards Education, Training or Employment		Objective 2 - create pathways out of poverty so that children and young people and their families have opportunities to realise their potential

Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

Co-ordinate and promote a programme of winter wellbeing events in Ceredigion.	CAVO	Number of events Number of attendees		Objective 1
Commission direct support to help unpaid Carers maximise their income and access benefits.	Hywel Dda Health Board and CCC Carers and Community team (W. Wales Carers Development group)	Number of unpaid Carers supported to maximise their income.	by March 2025	Objective 1
Promote Welsh Government's Dangos training for front line workers.	CCC Equalities and Inclusion team (via comms channels)	Number of front line workers in teams represented on the PSB Poverty sub-group that attend the training	ongoing	Objective 1
Enable Warm Welcome Spaces to include poverty related information and advice.	CCC Equalities and Inclusion team and CAVO	% of Warm Welcome spaces offering poverty related info and advice		Objective 1

1c. What will we do? Focus on specific campaigns

How will we do this?	Who will do it?	How will we measure success?	Timescale	Link to WG Child Poverty plan
Promote funding streams that help with childcare costs.	CCC Childcare Unit with support from all Poverty sub-group members	Number of hits to CCC Cost of Childcare webpage Uptake of support with childcare costs	by March 2025	Objective 2 - create pathways out of poverty so that children and young people and their families have opportunities to realise their potential

Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

Promote Pension Credit.	All Poverty sub-group members	Increased uptake of pension credit in Ceredigion	by March 2025	Objective 1 - reduce costs and maximise the incomes of families
Help Food Banks with volunteer recruitment.	CAVO	% Food banks with sufficient volunteers	by March 2025	Objective 1
Identify and promote Fuel Bank Foundation partners.	CAVO and Ceredigion Citizens Advice	Information about Fuel Bank Foundation is on CCC Cost of Living webpage	by Sept 2024	Objective 1
Promote the Period Dignity scheme.	CCC Support and Prevention team	Number of locations that stock free period products	ongoing	Objective 1
Support Welsh Government and Ceredigion Council's commitment to the Welsh Benefits Charter.	CCC Revenue and Benefits team, with support from all Poverty sub-group members	Increased number of people supported via WG benefit schemes	ongoing	Objective 1
Explore Tempo time credits volunteering opportunities	CCC Support and Prevention team and CAVO			Objective 2
Promote Healthy Start voucher scheme	All Poverty sub-group members	Uptake of the scheme in Ceredigion *(baseline: 63% March 2024)**	ongoing	Objective 1
Promote Baby Bundle Bank in Ceredigion	All Poverty sub-group members	Uptake of the scheme in Ceredigion *(baseline: 43 2023-24)*	ongoing	Objective 1
Promote School Essentials grant in Ceredigion	All Poverty sub-group members	Uptake of the grant in Ceredigion (baseline: XX 2023-24)		Objective 1

2. Increase understanding of local poverty and address the stigma of poverty

2a. What will we do? Continue to develop poverty related data and statistics

How will we do this?	Who will do it?	How will we measure success?	Timescale	Link to WG Child Poverty plan
Continue to develop the Tackling Hardship Dashboard.	CCC Performance and Research team		ongoing	Objective 5 - ensure that effective cross - government working at the national level enables strong collaboration at the regional and local level.
Make the Tackling Hardship dashboard available to all Poverty subgroup members.	CCC Performance and Research team	All Poverty subgroup members have access to the dashboard	Sept 2025	Objective 5
Prepare 'deep data dive' reports on specific topics: • Older People • School Areas Poverty • Borth • Top 10 Most Deprived Areas	CCC Performance and Research team	Reports are available bilingually for all Poverty sub-group members.	March 2025	Objective 5
Collect and monitor monthly private rental data in Ceredigion and neighbouring counties.	CCC Performance and Research team		ongoing	Objective 5
Establish an online library of poverty related data and statistics (use PSB Gorwel platform).	CCC Equalities and Inclusion team	Library is established Number of people using the online library	March 2025	Objective 5

Forward Work Plan Ceredigion PSB Poverty sub-Group (draft 5)

2b. What will we do? Raise awareness of the impact of poverty

How will we do this?	Who will do it?	How will we measure success?	Timescale	Link to WG Child Poverty plan
Gather examples of lived experience from the front line to inform decision makers.	Age Cymru Dyfed Ceredigion Citizens Advice Hywel Dda Community Development Outreach team	Number of case studies Number of completed surveys Number of attendees at focus groups	ongoing	Objective 4 - ensure children, young people and their families are treated with dignity and respect by the people and services who interact with and support them and to challenge the stigma of poverty.
Establish an online library of case studies and lived experience (use PSB Gorwel platform)	CCC Equalities and Inclusion team	Library is established Number of people using the online library	March 2025	Objective 4
Develop an 'Addressing Poverty Stigma' toolkit and promote its use	Ceredigion Citizens Advice Coleg Ceredigion CCC Equalities and Inclusion team	Toolkit is developed and piloted. Number of times the toolkit is used.	December 2024	Objective 4
Develop reporting templates that enable other PSB project groups to report on their poverty mitigation activity.	CCC Partnerships team and CCC Equalities and Inclusion team			Objective 5 - ensure that effective cross - government working at the national level enables strong collaboration at the regional and local level.
Report to Ceredigion PSB on progress of this work programme	CCC Equalities and Inclusion team, with support from all Poverty sub-group members	Regular reports to PSB	minimum, annually	Objective 5

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3. Links and Resources

Joseph Rowntree Foundation [Examples of Lived Experience .docx (sharepoint.com)](#)

* Healthy Start vouchers uptake [Healthcare professionals – Get help to buy food and milk (Healthy Start)](#)

Caveat

Care should be taken in the interpretation and use of percentage uptake of Healthy Start vouchers as:

- Pregnancies are included in the number of people on the digital scheme as this is the most accurate data we hold. Pregnancies are not included in the eligible beneficiaries data which is provided to the NHSBSA (NHS Business Services Authority) by DWP and HMRC

- Both the number of people on the digital scheme and eligible beneficiaries do not include those people who are not able to make a digital application to the scheme. This includes those who receive a legacy benefit such as Income Support, or people who are under 18 and pregnant who do not receive any benefits.

- The number of people on the digital scheme may include ineligible or duplicate applications. Following audit and investigation, if we find that the published data includes ineligible or duplicate applications, cases like this are identified and removed from the scheme and the published data will not be amended retrospectively.

When using the uptake data, please consider these limitations.