

Tackling Poverty Strategy - Action Plan

Action	Tasks	Timescale	Lead	Measure	Supporting Strategies/ Workstreams	Progress (R / A / G)
Priority One - Improving our children's futures Children in poverty are 4 times more likely to become poor adults, so work to lift children out of poverty is a critical preventative strategy to alleviate poverty longer term. In particular, children living in poverty aged 0 - 3 years are much more likely to grow into poor adults, at risk of other poorer outcomes and so an early intervention strategy is critical.						
1. Providing a range of training and learning opportunities for frontline staff in new ways of working to improve outcomes and alleviate poverty for residents, to include budgeting, welfare reforms and fuel poverty	Deliver training and development opportunities via the Tackling Poverty Workstream Training and Development Programme for frontline staff ¹	Rolling	-Tackling Poverty Co-ordinator (PCC)	-3 x budgeting sessions delivered	-PCC Learning and Development Strategy -Children's Trust Plan -Joint Health and Wellbeing Strategy	
	Integrate tackling poverty messages into other training provision in the city e.g. Making Every Contact Count (MECC)			-2 x fuel poverty sessions delivered		
	Promote training to relevant leads/services/groups			-3 x Welfare Reforms sessions delivered		
				-2 x Changing Mindsets training delivered		
				Total 150 - 200 frontline staff/volunteers trained		
				-80% of evaluations rated as 'good'		
				-Positive case studies re impact of training		
2. Integrating the latest child poverty good practice and research into the Pre-	Support Children's Trust Plan Priority Leads to make child poverty actions visible within	End of 2015	-Children's Trust Plan Priority Leads	-Tackling poverty priorities evidenced in Children's Trust	-Children's Trust Plan, particularly the	

¹ This means any frontline staff across both the statutory and voluntary sectors in Portsmouth, who work one to one with people who may be vulnerable to financial hardship

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birth - 5 years, Prevention and Early Help and new Multi-Agency Teams (MATs) workstreams, supporting shared and consistent good practice across all agencies	their strategies			Priority Strategies -Visible finance and employment offer within MATs -Samples of case work evidencing work around alleviating poverty -Evidenced join up between relevant parts of child poverty and neglect training and tools	Pre-birth - 5 Pathway Strategy -Healthy Child Programme -Joint Health and Wellbeing Strategy	
	Build latest research and practice into training for frontline staff					
	Support the development of the MATs by building in finance and employment support for families					
	Raise awareness of the association between child poverty and neglect, and work with relevant agencies to ensure that training and tools enable frontline staff to correctly assess the presenting needs					
3.Working with Positive Family Steps to ensure that delivery of Phase 2 of the Troubled Families Programme includes work aimed at reducing child poverty	Work together with Head of Troubled Families to ensure that outcomes in relation to 'Worklessness/NEET' around reducing families' financial exclusion continue to meet priorities specifically around child poverty	End of 2015	-Head of Troubled Families	-Increase in families' take up and appropriate use of financial products. -Reduction in families' debt/rent arrears	-Portsmouth's Families Outcomes Plan (P-FOP)	
4.Support Navigators working with the Positive Family Futures Team to recognise the early signs of child poverty	Build a tackling poverty focus into the Positive Family Futures Navigator role through training, materials and support for frontline staff	Spring 2015 ongoing	-Positive Family Futures Lead	-Evidence that navigators in universal settings understand early signs of neglect and	-Children's Trust Plan	

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	Include measure in the evaluation document for the work of Positive Family Futures			respond appropriately e.g. -Take up of training -Demand log demonstrating number of requests for advice and support -Feedback from practitioners		
5. Building resilience ² in children and families by trialling a community approach to encourage growth mindsets, based on the learning from the Changing Mindsets Project evaluation	Develop changing mindsets work program for Somerstown area, linking in with the Health and Wellbeing Team, to include: 2 x Training sessions for frontline staff Activities for use in clubs, groups etc which develop growth mindsets 1 x consultation session/exercise with residents to explore community champions approach	Spring 2016	-Tackling Poverty Co-ordinator (with support from University of Portsmouth Changing Mindsets Lead and Public Health)	Evidence of success from evaluation e.g. -positive observations/records of service delivery -case studies -feedback from residents -take up of training and support -feedback from frontline staff	-Joint Health and Wellbeing Strategy	
6. Sharing evidence from bodies such as the national Child Poverty Unit of what works to 'narrow the gap' with schools and childcare providers in relation to	Share effective programs and methods of working with schools	Spring 2016 (ongoing)	-PCC Education Improvement Team -Tackling Poverty Co-ordinator	-Take up of guidance and training	-Championing Excellence: a Strategy for Improving Education in Portsmouth	
	Enhance current package of training for early years					

² See Vision Section page 16 for definition of 'resilience'.

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<ul style="list-style-type: none"> • use of the Pupil Premium • other interventions which can help to lift families out of poverty 	providers, finding out what support the tackling poverty workstream could offer				-Narrowing the Gap Framework -Children's Trust Plan	
Priority Two - providing good quality, sustainable employment opportunities that enable a reasonable standard of living for residents Poverty can be alleviated by availability of secure, sustainable employment, and by ensuring residents are equipped with the qualifications and skills they need to access these opportunities. It can also be alleviated by tackling low pay. Nationally, only one in four people progress from low pay over 10 years, and low pay is particularly problematic in Portsmouth.						
7. Work with employers to support strategy through clearer progression paths and implementation of the Living Wage	Following restructure, seek clarification of roles within PCC that can support work to alleviate poverty through employment	End of 2016	-Tackling Poverty Co-ordinator -PCC Employment, Learning and Skills Operations Manager* -PCC Employment Initiatives Manager* *Lead role subject to clarification of	-Engagement with businesses -Engagement with relevant forums -Case examples of changes in practice	-Business Skills and Growth Plan -Department for Work and Pensions (DWP) Employment Partnerships and Initiatives	
	Promote with businesses how, as part of their Corporate Social Responsibility agendas, they can support this strategy through clearer progression paths ³ and through implementation of the Living Wage					

³ The need for clearer progression paths refers to the issue of low pay in Portsmouth and that nationally only one in 4 workers escapes low pay over a 10 year period; hence the need for development and promotional opportunities in the workplace.

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	Work with forums to facilitate these discussions e.g. Employers' Federation, Chamber of Commerce, Business Leaders Group		roles as previously stated			
	Monitor the impact of the raise in the minimum wage (e.g. in adult social care/providers)					
8.Research into the nature of and exploring methods of addressing in work poverty with vulnerable families	Explore levels and nature of in work poverty through phase 2 of the Troubled Families Programme	End of 2016	-Tackling Poverty Co-ordinator -Head of Troubled Families -PCC Employment Initiatives Manager	-Research findings	-Business Skills and Growth Plan -DWP Employment Partnerships and Initiatives -Joint Health and Wellbeing Strategy -Portsmouth Post-16 Curriculum Plan	
	Work with PCC economic development directorate to ensure work supports creating routes to lift people out of low paid employment, including links with City Deal					
9.Support Navigators as part of the Positive Family Futures Programme to understand in work poverty and the implications of this	Provide opportunities through regular Navigator meetings to explore in work poverty	Ongoing	-Positive Family Futures Lead	Research findings	-Children's Trust Plan	

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10.Raising awareness across services of the importance of employment in alleviating poverty	Conduct activities with services to promote benefits of work around raising self-esteem, confidence levels and expectations. Raise awareness around the benefits of moving into better paid work	Ongoing	-Tackling Poverty Co-ordinator -PCC Employment Initiatives Manager -PCC Employment, Learning and Skills Operations Manager -DWP Lead	-Feedback from frontline staff -Case studies -Observations of service delivery (indicating increased awareness/work) -Increase in work experience and apprenticeship opportunities	-Children's Trust Plan -Business Skills and Growth Plan -Joint Health and Wellbeing Strategy -Portsmouth Post-16 Curriculum Plan	
	Challenge any misperceptions frontline staff may have around the benefits of work versus benefits, raising expectations around getting people into work					
	Raise awareness of financial benefits of 'dual earner' families					
	Promote apprenticeships, internships (including supported internships), especially amongst big employers in the city					
	Promote the benefits of providing work experience for young people/people trying to get back into work					
	Raise awareness of the importance of employment with services working with vulnerable groups, for example young people or adults with special educational needs and disabilities. Also see Action 13.					

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11.Ensuring frontline staff who work one to one with residents have clear, co-ordinated information about available employability support	Develop online directory of employability support for frontline staff to include: -range of support offered through Jobcentre Plus and its partners -support for those with additional needs such as special educational needs and disabilities -wider support from Registered Social Landlords and the voluntary and community sector	End of June 2016 (directory) Training - ongoing	-Tackling Poverty Co-ordinator -DWP Lead -PCC Employment, Learning and Skills Operations Manager	-Numbers of positive training evaluations -Evidence of outcomes for residents (through staff feedback)	-Children's Trust Plan -Business Skills and Growth Plan -Joint Health and Wellbeing Strategy -Portsmouth Post-16 Curriculum Plan	
	Upskill relevant care and support frontline workers to job coach and support people to access employment (integrated into wider training sessions)					
12.Co-ordinating the production of a Digital Inclusion Strategy - see Priority Three						
13.Researching and raising the profile of groups who are at a higher risk of poverty and may find it harder to access employment, in order to help agencies target	Work with other agencies to explore needs of groups such as: -children/adults with special educational needs and/or disabilities -looked after children and young people not in education,	September 2016	-Tackling Poverty Co-ordinator -DWP Lead -PCC Employment Initiatives Lead -PCC Employment, Learning and Skills	-Production of data/knowledge -Progress against actions (as determined by research)	-Business Skills and Growth Plan -DWP Employment Partnerships and Initiatives	

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services, information and advice effectively in order to help people into work	employment or training (NEETs) -people who have caring responsibilities -carers -black and minority ethnic communities, refugees and asylum seekers -self-employed people (who will be subject to new rules and potential implications under Universal Credit)		Operations Manager		-Joint Health and Wellbeing Strategy -Portsmouth Post-16 Curriculum Plan	
	Promote support and funding available for vulnerable groups e.g. new NHS framework funding for people with learning disabilities, DWP Personalisation Pilot					
	Support and inform work around addressing the skills gap between jobs available and resident skills, including soft skills required for work (e.g. asking frontline staff to help residents identify and develop these skills)					
	Discuss with partners the future of 'job clubs' - do these work? - if so, can multi agency working help to build capacity?					

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Priority Three - helping residents to be financially resilient A range of issues can result in people becoming financially excluded (e.g. not having access to the right financial products or services, such as bank accounts and insurance) and/or lacking financial resilience (e.g. lack of budgeting skills, lack of financial knowledge, impact of high cost credit and debt). In addition income maximisation can significantly help to stabilise finances, either through employment or through access to entitlements.						
14. Leading on behalf of the Council on 'Universal Support - delivered locally' for Universal Credit (UC), as part of the wider work around financial inclusion in the city	Develop a pathway of support for those who may have difficulties with the UC claimant's process	December 2015	-Tackling Poverty Co-ordinator -DWP Greater Wessex Partnerships Manager	-Local support offer -Successful transition of residents onto UC	-Digital Inclusion Strategy -UC Universal Support - delivered locally	
	Work with DWP to maximise employment opportunities for those who remain on 'legacy' benefits, with a focus on any additional barriers, including health and disability	Ongoing		-Evaluation of outcomes for relevant groups -Evaluation of any relevant pilot projects		
15. Refreshing the city-wide welfare reform risk assessment in relation to July 2015 government budget announcements on changes to welfare benefits	Refresh risk assessment in light of changes	September 2015	-Tackling Poverty Strategy Group	-Revised risk assessment and plan in place -Success of measures to alleviate impacts e.g. numbers of people finding work to address impact of benefit cap (to be detailed in risk assessment)	-City-wide Welfare Reforms Risk Assessment	
	Identify those most vulnerable to changes					
	Undertake relevant program of work, co-ordinating actions across agencies					

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16.Developing a Digital Inclusion Strategy and Action Plan in partnership with relevant agencies in order to address barriers and co-ordinate support, including co-ordinating where people can access free IT provision in the city, and/or where they can get help with gaining the skills they need	Produce strategy to include income maximisation benefits e.g. -helping people get into work -helping them to access online savings -accessing benefits they may require	December 2015	-Tackling Poverty Co-ordinator -PCC Adult Learning Lead	-Production of strategy -Success against action plan targets (as to be detailed in separate Digital Inclusion Strategy Action Plan)	-Digital Inclusion Strategy	
	Explore models which may not only address digital inclusion but also provide wider work and training opportunities e.g. 'Textstart' model in Aldershot					
17.Supporting the Personal, Social and Health Education (PSHE) Education Leads Group with training and materials for financial education in school	Provide information on available resources for the PSHE Portsmouth Program of Study e.g. -Changing Mindsets training -financial education lesson plans -support from the business community -university visits	September 2015	-Tackling Poverty Co-ordinator -PCC PSHE Lead	-Evidence of resources in Program of Study -Feedback/usage from schools	-Effective Learning for Every Pupil Strategy -Children's Trust Plan -Joint Health and Wellbeing Strategy	
18.Delivering an ongoing, dynamic program of training to services around key areas that can alleviate poverty - see Priority One						

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19.Delivering and co-ordinating public education messages around diverting people away from high cost credit/promoting financial inclusion	Co-ordinate information and support around products that increase financial inclusion	Ongoing	-Tackling Poverty Co-ordinator -Public Health Lead	-Numbers of promotions (e.g. Flagship) -Numbers of contacts with relevant services for support -Reduced demand at advice services for debt advice re high cost credit	-Joint Health and Wellbeing Strategy	
	Promote forms of affordable credit in the city e.g. Credit Unions, including exploring use of products such as jam jar accounts in preparation for Universal Credit					
	Research with other agencies the prevalence of problem gambling in Portsmouth in order to develop initiatives/support					
20.Providing co-ordinated information and tools on the above on the Council's website	Maintain and develop money advice pages on PCC website	Ongoing	-Tackling Poverty Co-ordinator	-Number of 'hits' on pages -Feedback from staff in training sessions -Ratings for web pages	N/A	
	Update to reflect key changes e.g. welfare reforms					
	Provide tools for frontline staff to assist in alleviating poverty					
Priority Four - helping people move out of immediate crisis, but also helping them to solve their problems longer term. Helping people to address the under-lying causes of their problems can help to move them away from crisis and become more resilient to future problems.						
21.Working with services to use this point of crisis to understand and address deeper underlying causes and solve problems longer term and thus develop	-Work with crisis services such as foodbanks and advice services to develop more preventative response to demand (e.g. training support, tools, networking, joint bids for	Ongoing	-Tackling Poverty Co-ordinator	-Feedback from training sessions -Case study examples of more preventative response/outcomes	-Joint Health and Wellbeing Strategy -Children's Trust Plan	

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financial resilience	funding) -Share information across foodbanks to understand why levels of demand may fluctuate/increase/drop in foodbanks			-Feedback from Foodbank Network		
22.Continuing to co-ordinate directory of crisis resources Seeking sustainable options for provision of affordable furniture and white goods	Maintain and update directory of resources on website	Ongoing/ April 2016	-Tackling Poverty Co-ordinator	-Amount of provision available -Take up -Take up of alternative community resources	-Joint Health and Wellbeing Strategy -Children's Trust Plan	
	Manage and target any available welfare assistance funds to those most in need					
	Assess and plan any available provision for next financial year					
23.Working with services to provide the right support and advice for people in financial crisis who might have mental health issues	Upskill wider frontline staff to do this, or providing specialist provision where resources permit this	April 2016	-Tackling Poverty Co-ordinator	-Case study examples of more customer focused provision -Evaluation St James Peace of Mind Project -Customer feedback	-Joint Health and Wellbeing Strategy -Children's Trust Plan	
24.Skilling up the wider workforce through the Strategy's Training Program to work more holistically with people around a range of needs, not just their specialism -						

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See Priority 3 (re Training Program)						
25.Ensuring that all work is based on evidenced need, and a sound understanding of what matters to residents	Collate learning from interventions and/or observe the work in different (relevant) services to understand nature of demand	Ongoing	-Tackling Poverty Co-ordinator -Tackling Poverty Strategy Group	-Resident feedback about services	N/A	
	Regularly gain feedback from frontline staff and customers as to their experiences of using services					
	Engage a customer focused approach to reviewing and designing services					
26.Providing advice/ contributing to assessment frameworks in the city to ensure better assessment of people's financial and employment circumstances	Contribute tackling poverty focus to mechanisms such as the Common Assessment Framework, Adult Social Care assessments (and the forthcoming Single Assessment Framework)	January 2016	-Tackling Poverty Co-ordinator	-Assessment process/forms and guidance to staff	-Joint Health and Wellbeing Strategy -Children's Trust Plan	

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Priority Five - improving residents' lives by recognising the links between poverty and health inequalities						
27. Further understanding the impact of poverty on health and vice versa, ensuring that the tackling poverty work integrates with public health objectives	Undergo joint work with the Health and Wellbeing Service, focusing work in areas of deprivation, integrating work on the some of the causes of reduced life expectancy and poor health such as smoking, debt, and unemployment	September 2016 onwards	-Tackling Poverty Co-ordinator -Public Health Lead	-Evidence of joined up approaches with common outcomes framework -Evidence of increased health and reduced poverty as a result of activity	-Joint Health and Wellbeing Strategy -Children's Trust Plan -Mental Health Strategy	
	Develop Changing Mindsets work in Somerstown, alongside Health and Wellbeing Team					
	Explore use of Equality and Health Impact Assessments to influence planning policy on potentially harmful developments/decisions for people in poverty/people's health					
28. Working together with public health to look at the associations between debt and mental health issues, in order to develop more customer focused holistic approaches to working on these issues	Undergo joint work with public health, building on success of St James Peace of Mind Project	January 2016	-Tackling Poverty Co-ordinator -Public Health Lead -Adult Social Care -Solent NHS Trust (Joint Mental Health Team) -Clinical Commissioning	-Evidence of joined up approaches with common outcomes framework -Evidence of increased health and reduced poverty as a result of measures	-Joint Health and Wellbeing Strategy -Children's Trust Plan -Mental Health Strategy	
	Build tackling poverty and mental health combined work into MECC training					

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			Group			
29.Promoting joined up work across health, social care and education services on children's health and wellbeing, linked to their ability to achieve a good quality education	Share and promote best practice in the use of Pupil Premium funding	January 2016	-Tackling Poverty Co-ordinator -Consultant in Public Health for Children and Young People -Public Health Development Manager -Education Lead -Early Support Commissioning Manager	-Children's Trust Priority 2 Outcomes Framework on attendance, behaviour and attainment -Improvement in health outcomes as monitored through the Healthy child programme -Take up of positive activities by vulnerable young people	-Effective Learning for Every Pupil Strategy -Children's Trust Plan -Joint Health and Wellbeing Strategy -Review of delivery of Healthy Child Programme	
	Review the delivery of the Healthy Child Programme, including the use of a 'whole school approach' to strengthen school-level interventions					
	Promote positive activities for all young people across city, with proportionate universalism to focus services on the most vulnerable					
	Promote support such as the 'Local Offer ' of services and support, and the SEN Support and Education health and care needs assessment for those with complex needs					
30.Aiming to reduce fuel poverty and excess winter deaths Co-ordinating the delivery of tools and resources to support frontline staff in these aims	Continue to support and develop the work of the Fuel Poverty and Affordable Energy Working Group, with multi agency delivery of the Fuel Poverty Plan	Ongoing	-Tackling Poverty Co-ordinator -Fuel Poverty Working Group	-Reduction in excess winter deaths -Hits/ratings for fuel poverty web pages -Feedback from staff in training sessions	-Fuel Poverty Action Plan -Joint Health and Wellbeing Strategy -Children's Trust Plan	

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31. Doing targeted work to reduce fuel poverty in the city	Work to ensure people can access the most cost effective tariffs	Ongoing	-Tackling Poverty Co-ordinator -Fuel Poverty Working Group -Energy Strategy Lead	-Reduction in excess winter deaths -Case studies re income maximisation -Numbers of homes provided with energy efficiency measures/advice	-Fuel Poverty Action Plan -Joint Health and Wellbeing Strategy -Children's Trust Plan	
	Work to ensure homes are energy efficient					
	Work to ensure residents can access grants such as the Warm Home Discount					
32. Supporting foodbanks to work more preventatively with people in crisis	Provide support to the city's foodbanks to meet regularly	September 2016 onwards	-Tackling Poverty Co-ordinator -Foodbank Lead Action Portsmouth	-Provision of network -Examples of joint work/bids -Case studies re preventative work -Reductions in 'returners'	-Joint Health and Wellbeing Strategy	
	Co-ordinate approaches and maximise resources					
	Provide training opportunities Help develop bids					
33. Further co-ordinating approaches to work around healthy eating, budgeting and cooking skills through the networks as above	Explore the integration of health and wellbeing work further into foodbanks e.g. -co-location of staff -'surgery' approaches	November 2016	-Tackling Poverty Co-ordinator -Public Health Lead	-Case studies re effective joint work - Evidence of increased health and reduced poverty as a result of measures	-Joint Health and Wellbeing Strategy	
34. Opening up opportunities for people in financial hardship to improve their health and wellbeing	Promote use of Portsmouth Leisure Card to increase discounted access to sport, culture and leisure activities	Ongoing	-PCC Business Support Manager	-Increased take up rates	N/A	

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Priority Six - shaping wider policies and decisions so they reduce the risk of poverty. There are many policies and decisions that are made by Public Services and other partners which can impact either positively or negatively on people in poverty. Ensuring these decisions have fully accounted for the needs of people in poverty can help to make these processes fairer.						
35. Trying to influence wider decisions around services in light of local authority cuts, highlighting the impacts for people in poverty in the city	Provide information and support to the Equality Impact Assessment process detailed above	Ongoing	-Tackling Poverty Co-ordinator -Tackling Poverty Strategy Group (through recommendations)	-Evidence of decisions that have accounted for the needs of people in poverty -Quality of equality impact assessments	-Equality and Diversity Strategy	
36. Seeking to further build into commissioning and procurement the need to support tackling poverty priorities, building in social value into this process	Ensure that the full weight of the public sector's purchasing power is directed at achieving social benefits alongside financial efficiency	Ongoing	-Tackling Poverty Co-ordinator -Integrated Commissioning Unit Lead -Contracts and Procurement Lead	-Evidence of the need to address poverty in contracts	-N/A	
	Support the Voluntary and Community to evidence their Social Value					
37. Promoting the benefits of creating positive environments in the city	Explore how planning and/or licensing laws can be used to control the numbers and locations of gambling and high cost credit organisations in the city	December 2015	-Tackling Poverty Co-ordinator	-Evidence of use of policy to prevent harm	The Portsmouth Plan	
38. Promoting and influencing how economic regeneration can also benefit Portsmouth's residents in financial	Work with businesses to address low pay through promotion of the Living Wage and career progression pathways, raising standards of living for local	Ongoing	-Tackling Poverty Co-ordinator -PCC Employment, Learning and Skills Operations	-Initiatives which evidence getting people vulnerable to poverty into jobs	-Business Skills and Growth Plan	

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hardship, for example through creation of jobs	people		Manager -PCC Employment Initiatives Manager			
	Exploring opportunities such as the City Deal to support the above					
39.Promoting to services the need for affordable homes and affordable rents	Promote tackling poverty strategy to housing, planning and development services	Ongoing	-Tackling Poverty Co-ordinator -PCC Planning Lead -PCC Housing Lead	-Availability of affordable homes -Availability of affordable rents	-Shaping the future of housing - A strategic plan for Portsmouth -The Portsmouth Plan	
	Work with private sector landlords to increase affordability and access to homes					
	Use the welfare reforms risk assessment to flag and address issues such as increased rent arrears due to Universal Credit, which may impact on housing providers' provision of affordable housing					
40.Maximising resources, working together across statutory, voluntary, business and community sector services	Explore the impact businesses, third sector agencies, volunteers and members of the community can have in providing advice and support	Ongoing	-Tackling Poverty Co-ordinator -Tackling Poverty Strategy Group	-Evidence of effective partnerships and increased resources	N/A	

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	Promote representation from the business world in key strategic groups as appropriate, building on the success of the Shaping the Future of Portsmouth Business Leaders Group					