

Initial Outcome Proposal to the East Suffolk Community Partnership Board – FY2023/24

(Stage 1 Proposal)

1. Name of Project/activity that will deliver the outcome(s)

East Suffolk Tackling Inequalities Programme

2. Key outcome(s)

- Improved mental health and wellbeing in East Suffolk communities
- Reduced numbers of families living in poverty and particularly absolute poverty
- Reduced impact of the cost-of-living crisis on individuals and families in East Suffolk
- Improved mental and physical health and wellbeing for young people in East Suffolk
- Improved quality of life for people with disabilities and long-term health conditions

3. How has the need been identified?

Following the Covid-19 pandemic, a new ‘Tackling Inequalities’ priority was identified for the Community Partnership Board. The pandemic shone a spotlight on both existing and new inequalities within and between communities, and new data available through both Integrated Care Systems that cover East Suffolk (including Population Health Management data) and the Suffolk Office of Data Analytics, as well as the East Suffolk Data Dashboard, reinforces this increasing inequality gap.

The Board agreed that the initial focus of the Tackling Inequalities programme would be on helping to mitigate the impact of the cost-of-living crisis in East Suffolk and allocated £100,000 towards the Ease the Squeeze programme in June 2022. This funding has been used to support 12 key projects including Community Pantries, Uniform Banks, Warm Rooms/Welcomes and Cooking on a Budget classes. For an update on Ease the Squeeze see [Ease the Squeeze on cost of living » East Suffolk Council](#)

When the refreshed Board met in June 2023, an overview of the current priorities and projects was presented at the start of the meeting. At the meeting, Board members agreed that Tackling Inequalities was still a clear priority and that they would like to broaden the focus out from (whilst still including) cost of living to consider other types of inequality.

At the September 2023 Board meeting, the Board received a presentation of key data on Inequalities in East Suffolk (see: [CPB September 2023 Tackling Inequalities Presentation](#)) and heard about what was already happening in East Suffolk to address inequalities including:

- Ease the Squeeze Cost of Living programme, East Suffolk Community Help Hub, Cost of Living referral process, financial inclusion work
- Food Poverty/Network work with Community Action Suffolk (funded through the Collaborative Communities Board and UK Shared Prosperity Fund) including a new Food Network and Pantry Development role at CAS and a Community Pantry grant scheme (two Pantries funded to date)
- Outreach into communities by the ESC Community Help Hub – including St Andrew’s and Bridge View (Lowestoft), Bungay Community Support, joint sessions/work with Citizens Advice

- Prevention work with our two ICS health systems including Cold Homes and Making Every Contact County pilot with James Paget University Hospital (Norfolk & Waveney ICS) and the Be Well bus (Suffolk and NE Essex ICS)
- Successful £150k bid with Public Health/Norfolk and Waveney ICB for funding for a 'Healthy Heart' CVD programme in Lowestoft
- UKSP fund programmes – Employment, Skills, Business Support, Towns/Communities (ends 2025) – the latter is funding four Ease the Squeeze projects
- Rural England Prosperity Fund (REPF)/CP Board Project – Community/Business Hubs in rural areas programme (now live and two projects funded to date)
- Feel Good Suffolk (Healthy Behaviours Programme) developed in partnership by SCC/all Districts/Boroughs, ICSs – Smoking, Physical Activity, Healthy Weight
- £101k per year for three years secured through SCC Public Health for a Community Centred Approaches to Health and Wellbeing programme
- Work to establish East Suffolk as an 'Age Friendly Community'

Through a workshop in the second half of their meeting, the Board identified priorities against four key themes highlighted by the data:

- Population Inequalities
- Health Deprivation and Inequalities
- Financial Inequalities and Deprivation
- Education, Skills and Economic Deprivation

Following table discussions, Board members voted to identify the top priorities for action across the four themes, with the five areas receiving the most votes being:

1. Mental Health and Wellbeing – higher levels of both depression and self-harm in East Suffolk
2. Poverty, particularly families living in absolute poverty - more than 40% of children in some areas of East Suffolk are on Free School Meals
3. Young People's Health outcomes – social, emotional and mental health needs, high levels of obesity in some area, hospital admissions and dental problems
4. Access to Services – this was the lowest score in the ONS Health Index for East Suffolk
5. Disabilities and Long term Health conditions

A Task and Finish Group was formed to consider the priorities identified by the Board and develop a programme for consideration at the December Board meeting. This group, which included the Cabinet Member for Communities, representatives from Suffolk County Council and individual Community Partnerships and the ESC Head of Communities, met on November 1st. At the meeting the Group considered what is already happening against each of the five priorities and action planned against the gaps identified.

The group proposed that the focus should be on the first three themes – Mental Wellbeing, Poverty and Young People. However they also agreed that a focus on Disabilities should be included. Disability runs through the first three priorities - mental health and wellbeing, families living in absolute poverty and children's health and wellbeing - as a causation factor. According to research by the Joseph Rowntree Foundation (JRF) in 2018 nearly half of people locked in poverty are disabled themselves or live in a family with someone who is. Also, according to JRF, one in eight people in the UK is in persistent poverty (i.e. they are in poverty now and have been in poverty in at least two of the previous three years) but persistent poverty is highest for those in workless families and disabled families. Since 2018, the pandemic and the cost-of-living crisis have made things much worse. And when things get bad it's worse for the less well-off and it's always worst of all for those who are disabled or living with someone who is.

Disability Advice Service provide an overview in their [research article](#), "The disabled and poverty go hand-in-hand". And the gaps between the experience of the disabled compared to others under many headings (e.g. income, cost-of-living, domestic abuse, homelessness, and unemployment) is covered [here](#): "The (Uncomfortable) Truth About Disability".

Key aspects of both Access to Services and Long-Term Health Conditions were being picked up by other groups – including the CP Board Transport and Travel Task and Finish Group, the Waveney Health and Wellbeing Partnership and the three Integrated Neighbourhood Teams (INTs) in the south of the district.

It is important to note that Mental Health and Wellbeing was the top priority in the prioritisation exercise at the Board meeting under the Tackling Inequalities theme, but is another of the Board's four priorities in its own right. This outcome proposal therefore covers two of the four Board priorities – Tackling Inequalities and Mental Health and Wellbeing and is a funding request to deliver against both priorities.

4. Who will benefit from the outcomes?

The main beneficiaries will be:

- Community groups and voluntary organisations supporting people struggling with their mental health and wellbeing
- Individuals struggling with their mental health and wellbeing
- People with disabilities and their families/carers
- Individuals and families living in poverty, particularly those living in absolute poverty
- Schools and youth organisations working with young people
- Young people and their families/carers

5. How will the outcomes(s) be sustained after the funding period (if appropriate)?

This will vary depending on the project – this proposal includes a range of projects that form a programme that focusses on three key priorities.

6. Brief description of the project / activity that will deliver the outcome(s).

The Task and Finish Group would like to propose a programme that includes the following key elements (a more detailed overview is provided in the Appendix to the report/outcome proposal):

Mental Health and Wellbeing

1. A **Mental Wellbeing leaflet** for organisations and groups supporting individuals and families in East Suffolk (similar to the Cost-of-Living leaflet produced at Suffolk level)
Cost – £0 no additional cost as the funding for this is already available through the Well Minds East Suffolk programme
2. Pilot projects developed with the SCC Behavioural Insights Team to **encourage people to take steps to support their own mental wellbeing**
Cost - £0
3. **Projects focussed on promoting sleep** e.g. sleep hygiene leaflet (including mindfulness Apps), a potential 'Pillow Swap' programme, mattress toppers, SAD daylight lamps and promotion of Winter Warmth Packs available through the Warm Homes Team at East Suffolk Council
Cost - £TBC

Tackling Poverty

4. Additional funding for the **East Suffolk Ease the Squeeze cost of living programme to be used for practical, urgent support for people this winter** (including emergency food, hat, glove and scarf sets, bedding, underwear and cooking equipment, plus furniture and household items through Emmaus) and to fund transport to enable people to access food banks/pantries, Warm Welcomes etc.
Cost - £35,000 – as this element is needed now, it is requested that the Board treat this element separately and approve this £35k as of the date of the Board meeting given that it builds on the existing Ease the Squeeze programme

5. A pot of funding to work with East Suffolk schools to **implement the key findings of the ‘Poverty Proofing the School Day’ report** commissioned by SCC
Cost - £10,000

6. Workshops and funding for **uniformed and church groups to do work around food education** linked to the work being led by the East Suffolk Food Network Co-ordinator.
Cost - £3,000

7. A pot of funding to provide food banks and other food projects with **supplies of infant formula**. Currently supermarkets cannot legally accept loyalty points, vouchers provided by foodbanks/local authorities or store gift cards as a form of payment for infant formula. As prices have increased, families are struggling to cover the cost of around £90 per month. Foodbanks are always asking for donations of formula, but they have to be sealed and completely damage free to be passed on to needing families - there isn't enough to go round, as soon as formula is donated it is gone the same day. For more information, please see Petition · Allow UK families to spend store points and gift cards on infant formula · Change.org. The funding would be used to provide additional supplies of infant formula to food banks and pantries in East Suffolk.
Cost - £3,000

8. A pot of funding to be allocated in conjunction with Disability Advice Service and Disability Advice North East Suffolk for **projects to benefit people with disabilities living in poverty**:
Disability Advice Service have identified two areas of focus to enable them to reach those who could benefit from DAS services but do not access them for various reasons – these are 1) promotion: advertising in e.g. local Flyer/In Touch magazines, leaflet drops (targeted at more deprived post codes) and development of their website; and 2) the establishment of outreach centres on similar lines to Citizens Advice in key towns with a target of 4 or 5 of these up and running by the end of 2024.
Disability Advice North East Suffolk have indicated that they would use additional funding towards 1) repeating their “Warm & Well in Waveney” project targeted towards people in poverty, 2) setting up a carers support groups, 3) additional support for cancer patients, increasing outreach (particularly into rural locations) and home visits, 4) awareness raising and 5) helping clients to access transport support to support groups, including the new DANES ‘Warm Welcome’.
Cost - £20,000

9. An **East Suffolk volunteering campaign to help key VCFSE organisations to recruit volunteers**
Cost - £0 as funding already in place for this project although some funding could be allocated towards a pot for volunteer travel expenses i.e. to support volunteers from one part of East Suffolk travelling to another to volunteer

10. Use the Low Income Family Tracker (LIFT) to **identify families in absolute poverty and provide support through the ESC Community Help Hub**, including financial inclusion work
Cost - £0 direct support will be funded through 3

Young People’s Health Outcomes

11. Undertake a **programme of engagement with schools to understand needs and priorities** around a range of issues including mental wellbeing, poverty, oral hygiene, obesity and self-harm
Cost - £TBC funding required for projects to be identified following engagement with schools and youth settings (including through the East Suffolk Youth Priority Action Group – ESYPAG – and Youth Voice) which will be undertaken by ESC staff

12. Explore ways to increase **access for young people to both adult mentors and to counselling provision**

Cost - £TBC

13. **Reproduce the Lowestoft and Northern Parishes CP Healthy Habits booklet** for all primary schools in East Suffolk
Cost - £8,000
14. Fund **oral hygiene packs to be made available through schools, uniform banks, food projects** plus further work to be defined through forthcoming meetings with the Dental Wellness Trust
Cost - £6,000

The proposal is therefore to allocate the following amounts per theme:

Mental Health and Wellbeing - £25,000 – plus the £18,000 remaining in the Wellbeing Minds East Suffolk programme

Tackling Poverty - £71,000 - including the £35,000 Ease the Squeeze allocation for this winter

Young People’s Health Outcomes - £50,000

Total £146,000

Start and End dates: December 2023 for the Ease the Squeeze Winter Support, January 2024 for all others, with varying end times

7. Who is involved?

Who is involved in developing this outcome proposal?

The Tackling Inequalities Task and Finish Group has supported the development of this proposal, but a much wider range of partners including disability organisations, schools etc will be engaged in the next phase of the development of the Tackling Inequalities programme. It is important to note the connections to Suffolk-wide programmes, including the Tackling Poverty programme - the projects in this proposal have been chosen to compliment not duplicate these.

Who will deliver the project/activity?

Various, depending on the project

Name of East Suffolk Community Partnerships Board Member supporting the project:

Sarah Whitelock, Cabinet Member for Communities

8. Give information about match funding here:

Source of match funding:	Funding confirmed?	Amount (£)
East Suffolk Ease the Squeeze programme (range of funding origins)	Yes	£30,000
ESC – core funding for DAS and DANES	Yes	£24,000
Low Income Family Tracker (Suffolk allocation for East Suffolk)	Yes	£75,000
ES Volunteering Campaign and VCFSE organisation support	Yes	£10,000

Individual Community Partnerships (Lowestoft and Northern Parishes CP 'Healthy Habits' booklet, Carlton Colville, Kessingland and Southwold CP Children and Young Person's Mental Health Programme and Aldeburgh, Leiston, Saxmundham and villages CP Oral Hygiene Project (£5,800)		
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Total project / activity cost	£285,000
Total of confirmed match funding	£139,000*
Total amount of Strategic funding required	£146,000

*** plus the funding available through individual Community Partnership for aligned projects and through the CP Board for the Well Minds East Suffolk programme (£18,000)**

9. Identify where the Community Partnership Board Strategic Budget will be spent:	
Description of activity or item (by who and by when where appropriate)	Cost (£)
See above – more detail will be available for the Stage 2 outcome proposal	
Total	£146,000

10. How will the project / activity be monitored, and outcomes reported (including project risks)?
Each project in the programme will be monitored individually by the project leads and an overview report produced for the Board

Community Partnership Board Member Declaration:

I confirm that I support this proposal:

Name: Sarah Whitelock

Signature:

Date: 01/12/23

Lead Organisation Declaration:

I am authorised and eligible to sign and approve this proposal on behalf of the lead organisation and declare the information included in this proposal is true and accurate.

By signing below, the information you have supplied is being collected to allow us to process your application. By completing this form, you consent to East Suffolk using your information in this way.

I understand that in the assessment of this proposal the Council may share information contained within it, with other core funders for funding programmes we have applied too, relevant Council directorates and committees. If you do not provide your consent, we will not be able to process this proposal.

Your information will not be used for any other purpose unless we obtain your consent or unless permitted by law.

Due to corporate retention requirements for financial information, your information will be retained for 7 years. You can request that your information is deleted at any time.

Data will be processed and held securely and in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018 (and any updates).

Further information about data protection and the full Communities Team privacy notice can be found on the East Suffolk Website <http://www.eastsuffolk.gov.uk/assets/Your-Council/Access-to-Information/Privacy-Notices/Communities-Privacy-Notice.pdf>

Please enter your name below only if you agree to be bound by the terms set out in this form. We will treat this as your signature of the form.

Full Name: Nicole Rickard

Signature:

Date: 01/12/23

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.