

Combined Meeting of the Health and Wellbeing Board, and Surrey Heartlands Integrated Care Partnership - Formal (public)

1. Reference Information

Paper tracking information	
Title:	Enabling a Surrey system approach to poverty: signing and enacting the End Poverty Pledge
HWBS/Surrey Heartlands IC Strategy priority populations:	All
Assessed Need including link to HWBS Priority - 1, 2 and/or 3/IC Strategy Ambition 1 and/or 2:	HWBS Priority 3/IC Strategy Ambition 1 Prevention - Supporting people to reach their potential by addressing the wider determinants of health
HWBS or IC Strategy Outcome(s):	HWBS outcome - The needs of those experiencing multiple disadvantage / people's basic needs are met IC Strategy Ambition 1 Prevention - wider determinants/root causes of poor health
HWBS system capabilities/IC Strategy Ambition 3 enablers:	HWBS - Empowered and Thriving Communities; Equality, Diversity and Inclusion; Data, Insights and Evidence IC Strategy - Working with Communities; Data; Workforce; Leadership and development; Estates; Innovation and Research
HWBS/IC Strategy Principles for Working with Communities:	<ul style="list-style-type: none"> • Community capacity building: 'Building trust and relationships' • Co-designing: 'Deciding together' • Co-producing: 'Delivering together' • Community-led action: 'Communities leading, with support when they need it'
Interventions for reducing health inequalities:	<ul style="list-style-type: none"> • Civic / System Level interventions • Service Based interventions • Community Led interventions
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Sponsor(s)/Champions:	Mark Nuti, Cabinet Member for Health and Wellbeing, and Public Health, Surrey County Council
HWB/ICP meeting date:	18 September 2024
Related HWB/ICP papers:	Refer to May/July informal HWB papers
Annexes/Appendices:	<p>Appendix 1: Combined meeting of the HWB and ICP actions to implement the End Poverty Pledge</p> <p>Appendix 2: Invitation to Poverty Truth Commission celebration event</p> <p>Appendix 3: Self-assessment for organisations/businesses</p> <p>Appendix 4: Poverty data/insights and opportunities system map</p>

2. Executive summary

This paper outlines the existing commitment of the HWB, recommends the adoption of this commitment by the ICP and outlines the support offer from [Good Company](#) and those with lived experience to HWB/ICP members' organisations to sign the [End Poverty Pledge](#) for a poverty-free Surrey and take action. It also outlines how progress will be monitored and how activity will inform a Surrey system approach to poverty in the future.

3. Recommendations

The HWB and Surrey Heartlands ICP are asked to **formally** approve the following July informal HWB recommendations:

1. Recognise the impact on our communities and services of taking no action to mitigate or prevent poverty in Surrey and the need to be community-led.
2. Lead from the front, adopt the suggested leadership, culture and accountability actions (see Appendix 1) and monitor progress.
3. Support members' organisations/networks to consider signing and enacting the pledge.

The HWB and Surrey Heartlands ICP are also now asked to:

4. As individual HWB and ICP members representing **single organisations**, advocate for the signing of the pledge within their organisations and enacting it, using the resources and support provided.
5. As HWB and ICP members representing **networks**, advocate for the signing of the pledge and enacting it with a view to prompting the networks they belong to also sign, using the resources and support provided.
6. To inform and support the development of a Surrey system approach to poverty framework.

4. Reason for Recommendations

There is no single definition of poverty and measures of poverty (absolute and relative) are routinely debated, particularly with regard to if housing and other costs should or shouldn't be included. The [Joseph Rowntree Foundation definition](#) is 'when a person's resources (mainly their material resources) are not sufficient to meet their minimum needs (including social participation)'.

In 2022/23, 8.5% of children aged 0-19 years in Surrey live in relative low-income families. That figure rises to 24.4% in the HWBS key neighbourhood Canalside (Woking). The proportion of households in Surrey experiencing fuel poverty is 8.3%, rising to 15% in the HWBS key neighbourhood Westborough. Members can find more data and insights in the [HWB Strategy Index and Scorecard](#) and the SCC [Cost of Living dashboard](#). Whilst there is existing activity, particularly in the VCSE sector, to address these inequalities, as a system it is recognised a more joined-up response is necessary, particularly with winter approaching. This activity needs to be community-led to adhere to the principles for working with communities in the [Surrey Health and Wellbeing Strategy](#).

The mission of the Surrey Health and Well-being Strategy is to reduce health inequalities so no-one is left behind. Priority 3 of the Strategy directs the system to 'Support people to reach their potential by addressing the wider determinants of health', with a focus on the outcome: 'People's basic needs are met (food security, poverty, housing strategy etc') as measured by the HWB Strategy Index and annual scorecard. The recommendations also support the delivery of outcomes in the Surrey Heartlands Integrated Care Strategy around contributing to delivery on the wider determinants of health.

5. Detail

At the informal July HWB, it was noted that the Chair had signed the pledge developed by Good Company on behalf of the HWB, with the aim that the HWB and

ICP adopt that commitment at this formal September meeting. SCC aim to sign the pledge at a full Council meeting via a motion.

The July HWB resolved to:

1. Recognise the impact on our communities and services of taking no action to mitigate or prevent poverty in Surrey and the need to be community-led.
2. Lead from the front and consider the suggested leadership, culture and accountability actions (Appendix 1).
3. Support members' organisations to consider signing and enacting the pledge.

It also approved the following next steps:

1. HWB and ICP members will receive an invitation to the East Surrey Poverty Truth Commission celebration event in late November.
2. The Good Company will continue to develop resources to share with the HWB and ICP and will provide an update on the support offer in September.

The **invitation and support offer** have now been developed; the support offer for those who are considering signing and/or sign the pledge currently includes the following:

- An invitation to the **Poverty Truth Commission's celebration event** 11.30am-1.30pm on 27 November 2024 to hear from those with lived experience of poverty (Appendix 2). The adoption of the pledge by the HWB and ICP will be acknowledged at this event if formally approved; **members are encouraged to attend.**
- [A short guide to participation: how and why to involve people with lived experience of poverty](#) i.e. in the design, delivery and review of programmes, services and policies and in cultural change. Doing so demonstrates a commitment to redressing the structural inequality that exists within the systems that we operate within. When an organisation/business strengthens participation, it chooses to value the diverse, unique and insightful contributions of people whose voices are often marginalised and under-represented. It also leads to better services, as people with lived experience are best placed to highlight issues affecting their experience of services/policies and how to improve these. This resource has been developed by Good Company and [the Poverty Truth Commissioners](#).
- **An interactive video resource** for local organisations, businesses, charities, networks and partnerships in Surrey, which can be used to raise awareness with staff and volunteers of poverty and its effects. This training resource will encourage constructive discussion within teams about how to support service users who are experiencing poverty/financial hardship. The video will be based around the stories of people in Surrey with lived experience of poverty who have faced challenges in accessing support, as well as positive examples of when support has been delivered well and the difference this has made. These stories will be combined with questions to stimulate a discussion around the barriers that people on low incomes may face in accessing

services and how services could help to reduce or overcome these barriers. This resource has been developed with Good Company and the Poverty Truth Commissioners.

- [A self-assessment discussion guide for leadership teams](#) to prompt organisational reflection, developed by Good Company as a result of their extensive experience of working to help re-shape the culture in organisations. The Good Company will be available to support those who are interested in using this resource to explore what more they could do to help tackle poverty in their own context.
- **Online self-assessment forms** (Appendix 3) for organisations / businesses and networks/partnerships to support the development of an action plan, informed by the menu of actions on the Good Company's website. The SCC Health and Wellbeing Team will be available to support larger organisations/businesses and networks/partnerships who are interested in using this resource to explore what more they could do to help tackle poverty in their own context.

Action plans developed as a result of these self-assessments can be reported as part of monitoring on progress in the delivery of the HWB strategy, reporting back to the HWB and ICP, and will help inform the development of a Surrey system approach to a poverty framework which will be measurable via the appropriate indicators in the [HWB Strategy Index](#).

- [A resources list](#) for further background reading and resources for implementing change.

[Surrey Health Determinants Research Collaborative](#) (HDRC) will support the local authority and its partners to become more research active, boost research capacity, and build an evidence-base relating to poverty as a wider determinant of health. This includes research relating to the prevention and reduction of poverty (including both fuel poverty and food insecurity) as local research themes and priorities. Surrey HDRC will also increase community participation in local research relating to these priority areas through the public involvement panel and peer researcher programme. Research facilitated through Surrey HDRC and other programmes/opportunities (Appendix 4) will also inform the development of the whole system approach to poverty framework.

6. Opportunities/Challenges

The signing of the pledge by the HWB and its adoption by the ICP today, alongside the six actions around leadership, culture and accountability, will prompt individuals, organisations, businesses, networks, partnerships and charities to do the same. There have been ten new signatories since the HWB signed the pledge from individuals and organisations including charities.

The Equality Act 2010 legally protects people from being discriminated against on the basis of 9 [protected characteristics](#) in the workplace and in wider society. The new Government has committed to enacting [Section 1 of the Equality Act 2010](#) in England, making it a duty of all public bodies to consider the needs of those experiencing socio-economic disadvantage in all decision-making. This duty is already required in Wales and Scotland. Signing and enacting the pledge will put public bodies in Surrey ahead of the curve of this development nationally.

Signing the pledge will also support ICSs and partners to deliver on the NHS [Inclusion Health](#) framework, encourage the consideration of becoming/focus attention on socio-economic disadvantage within an [anchor institution](#) and support public bodies focus the implementation of their commissioning responsibilities under the [Public Services \(Social Value\) Act 2012](#) for those with experiencing socio-economic disadvantage.

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7. Timescale and delivery plan

If the six actions around leadership, culture and accountability (Appendix 1) are adopted by this partnership board, these ways of working will be embedded in its business and will be considered during agenda setting.

It is envisaged that HWB and ICP members' organisations consider signing/enacting the pledge in the next three/six months, utilising the resources in the appendices. Progress on this will be reported back at the next formal, public meeting in December 2024 and regularly thereafter via the highlight reports.

8. What communications and engagement has happened/needs to happen?

Surrey County Council and The Good Company will continue to work together and with those with lived experience of poverty to enhance this support offer. [The short guide to participation](#) will enable organisations that sign the pledge to work with people with lived experience of poverty to develop their action plans and implement organisational change.

Surrey County Council will continue to implement a communications and engagement strategy for the signing/enactment of the pledge by HWB / ICP members' organisations and networks.

9. Legal Implications – Monitoring Officer:

There are no legal implications arising from this report.

10. Next steps

Any change to cost of living/poverty indicators in the HWB Strategy Index will be specifically referenced in the quarterly Highlight Report to monitor progress.

Questions to guide discussion:

- *What are your initial thoughts on any barriers you may encounter to signing/enacting the pledge?*
- *Are there other resources/support that would be useful to enact the pledge?*

Appendix 1

HWB and ICP actions to implement the End Poverty Pledge:

Leadership: We will support the strategic targeting of those at risk of or in poverty in Surrey

ACTION: We will encourage a focus on poverty in the Surrey system through the HWB Strategy's [Priority Populations](#) (including the Key Neighbourhoods) by considering adding further communities of identity/geography known to be / more likely to be in poverty locally as identified in the [Joint Strategic Needs Assessment](#) (i.e. migrants and refugees, in line with the Rapid Needs Assessment recommendation) and the [HWB Strategy Index](#), ensuring a focus on these in future JSNA chapters and when the Index of Multiple Deprivation/HWB Strategy is reviewed in 2025/26.

ACTION: We will promote effective local funding/allocation of resources for those known to be in or at risk of poverty including advocating for closer collaboration between organisations, and nationally for changes in national policy and strategy that we see impacting negatively at a local level.

Culture: We will challenge each other to embed the HWB Strategy's [Principles for Working with Communities](#) by engaging those with lived experience of poverty in Surrey

ACTION: We will listen to individuals and communities with lived experience of poverty to build relationships and trust, co-design and co-produce solutions, and encourage shifting power to communities so that they lead from the front; we will also support the VCSE sector to maintain its capacity to support those in poverty.

ACTION: We will value, advocate for and promote asset-based community development/health creation (including EDI, anti-stigma / trauma informed care approaches), training and development in organisations.

Accountability: We will explore funding sources/share good practice, and help to monitor progress towards preventing and reducing poverty across Surrey.

ACTION: We will support the cross-system Cost of Living Partnership Group and advocate for other system boards (eg Surrey Forum, Greener Futures, Economy and Growth Boards) to create / promote opportunities to share resources across the system to address the needs of those in or at risk of poverty.

ACTION: We will ensure opportunities for organisations to share best practice (including in the adoption and implementation of the socioeconomic duty in the Equality Act 2010 by public sector bodies and for larger organisations, in becoming an anchor institution).

Appendix 2

[East Surrey Poverty Truth Commission Celebration Event Tickets, Wed, Nov 27, 2024 at 11:30 AM | Eventbrite](#)

Book tickets here

EAST SURREY POVERTY TRUTH COMMISSION

Celebration Event

When: Wednesday 27th November
11.30-1.30 including lunch
Where: Bourne Hall, Spring Street,
Ewell, KT17 1UF

good company supporting our community
Charity No. 1197493

"Nothing about us, without us, is for us."

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Appendix 3

Online self-assessments

Online self assessments - Organisations and businesses

Please use this to reflect on what your organisation/business is already doing, and what more you could do to prevent, reduce and alleviate poverty and its effects in Surrey.

For each statement, consider whether your organisation/business is:

- Already doing this well
- Already doing this but needs to improve
- In the process of doing this
- Open to exploring this
- Not currently planning to do this

Leadership

Do we deliver on our vision for the prevention and/or reduction of poverty?

- Our organisation's/business's vision includes the aim of alleviating poverty or the effects of poverty.
- Our organisation's/business's vision is understood/owned by people in key leadership roles and frontline staff.
- Poverty prevention and/or reduction is integrated into the work of all parts of our organisation/business and is a core part of our key delivery plans.
- We regularly advocate for and exert influence locally, regionally and nationally on relevant issues which impact on people in or at risk of poverty.
- We are part of a wider network of organisations/businesses that are working together to tackle poverty and share our funding/resources and practice.
- We are a Living Wage/Living Hours employer.
- We pay invoices to small businesses on time.
- We improve the skills and/or job security of our employees.

For larger organisations/businesses only

- We secure wider socio-economic benefits when we are commissioning services as per the Social Value Act 2013.
- We are an Anchor institution.
- We have considered the impact of socio-economic status in all our decision making as per the socio-economic duty in the Equality Act 2010.

Culture

How well do we understand poverty within our organisation/business and how do we involve people with lived experience of poverty in shaping what we do?

- We provide training for our staff/volunteers to make them aware of the challenges facing people in financial hardship and how to minimise these
- Our organisation/business has a culture that focuses on the strengths (and not the problems) of those in financial hardship.
- We make every effort to ensure we are accessible to everyone, regardless of their financial circumstances or characteristics.
- We have effective systems in place to refer or signpost people to additional support, if they need it, so that no-one falls through the gaps.

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Accountability

Are we making a sustainable impact on outcomes and using our resources effectively for people who are at risk of or in poverty?

- We have effective systems in place to monitor outcomes for users on lower incomes and other disadvantaged groups.
- We consider the impact of our existing projects, services and policies on services users/customers who are in or at risk of poverty.
- When developing new projects, services or policies, we consider the impact on service users/customers who are in or at risk of poverty.
- We involve people with lived experience of poverty in providing ongoing feedback on the effectiveness of our existing projects, services or policies to help shape them in the future.
- We work effectively with all those with lived experience of poverty to build trust/relationships and work with them to co-design/co-produce solutions, including those solutions where communities take the lead.

For larger organisations/businesses only

- We have the right amount/balance of investment between reducing poverty and/or upstream poverty prevention given the vision of our organisation.
- We support the VCSE sector organisations to deliver services to prevent and reduce poverty in Surrey by commissioning them to provide local initiatives.
- We use our public relations/communications capacity effectively to highlight the needs / celebrate the input of those with lived experience of poverty.

Online self-assessment - Networks and Partnerships

Please use this to reflect on what your network/partnership is already doing, and what more you could do to prevent, reduce and alleviate poverty and its effects in Surrey.

For each statement, consider whether your network/partnership is:

- Already doing this well
- Already doing this but needs to improve
- In the process of doing this
- Open to exploring this
- Not currently planning to do this

Leadership

We support the strategic targeting of those at risk of or in poverty in Surrey

- We encourage a focus on poverty in the Surrey system by advocating for the consideration of the needs of those at risk of or in poverty in our network/partnership.
- We promote effective local funding/allocation of resources for those known to be in or at risk of poverty including calling for closer collaboration between organisations, and nationally for changes in national policy and strategy that we see impacting negatively at a local level.

Culture

We challenge each other to embed the Surrey HWB Strategy's [Principles for Working with Communities](#) by engaging those with lived experience of poverty in Surrey

We listen to individuals and communities with lived experience of poverty to build relationships and trust, co-design and co-produce solutions, and encourage shifting power to communities so that they lead from the front; we also support the VCSE sector to maintain its capacity to support those in poverty.

- We value, advocate for and promote asset-based community development, health creation, EDI, anti-stigma and trauma-informed approaches training and development in organisations.

Accountability

We explore shared funding/ resources, monitor progress towards preventing and reducing poverty across Surrey and share good practice.

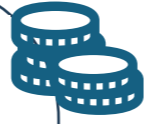
- We support the cross-system creation/promotion of opportunities to share funding/resources to address the needs of those in or at risk of poverty and monitor progress.
- We ensure opportunities for organisations to share best practice.

Existing data and insights around poverty and future opportunities

Local data & insights

(relating to poverty including food security and fuel poverty)

- [The Cost of Living Crisis in Surrey](#): Surrey-i dashboard
- [Residents Panel Surveys](#): including dashboards from the Cost of Living Crisis Surveys (August 2022 and August 2023), Surrey Food Strategy Survey (June 2023), Loneliness and Social Isolation Survey (February 2024)
- Impact of Cost of Living on Surrey Residents in 5 locations: research providing an in-depth view at the current health and wellbeing experiences of residents in 5 of the most deprived wards across Surrey
- [Cost of Living Crisis - the true cost](#): research carried out by Surrey Coalition of Disabled People
- [Warm Welcome Resident Insights](#): research to gather information on how Warm Welcome venues are assisting residents in crisis and if the benefits of this support are short or long term.
- [Fuel Poverty & related statistics](#): dashboard of fuel poverty and consumption in Surrey as well as other associated datasets which may be relevant to fuel poverty.
- [No One Left Behind - Skills and Employment discovery](#): research/network to build comprehensive understanding and insight into those most at risk of exclusion from skills and employment in Surrey.
- [Experiences of in-work poverty](#): research showing deeper understanding of how residents in Surrey experiencing in-work poverty feel about employment and what challenges they face.
- Surrey's [Joint Strategic Needs Assessments \(JSNAs\)](#): in particular chapters on economy, Surrey context: people and place, multiple disadvantage, food security, loneliness and isolation.
- [Health and Wellbeing Strategy Index](#): understanding healthy outcomes and inequalities in Surrey, and how wider determinants of health compare at different geographic levels.
- [Access to Food: Surrey Coalition of Disabled People's Access to Food research/ funding](#) to people with disabilities struggling with the cost of living who may also have difficulty getting to their local food bank.
- [The 21 Health and Well-Being Key Neighbourhoods in Surrey: Key Neighbourhoods | Surrey-i \(surreyi.gov.uk\)](#)
- [Household support fund \(HSF\)](#): HSF supports families struggling financially. The short-term nature of this funding could have significant impact on strategic planning for SCC/Ds and Bs/VCSEs delivering support locally



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National data & insights

- The UK Poverty Strategy Commission, [A new framework for tackling poverty](#): interim report bringing together first steps towards building consensus round the need to tackle poverty in the UK with new metrics, tools and approaches that could be successful in doing so. Final report due October 2024 TBC.
- Local Government Association, [Public health annual report 2023: Supporting communities in difficult times](#): Cost of living pressures have the greatest impact on people who are least equipped to deal with financial challenges but also extends to a far larger population who would normally be able to manage without support.
- Revolving Doors, [The Knot: Poverty, Trauma and Multiple Disadvantage Responses](#): collection of essays exploring the knots between poverty, trauma and multiple disadvantage, and allowing us to find greater connection between our understandings of the structural, interpersonal and institutional layers.
- Joseph Rowntree Foundation, [UK Poverty 2024](#): report looking at the current situation across different groups and regions, and the future forecasts for poverty in the UK.
- The Trussell Trust, [The True Cost of Living](#): research showing that for people already struggling to afford the essentials, the cost of living crisis goes much deeper.



Future opportunities

Local

- [Surrey Health Determinants Research Collaboration \(HDRC\)](#): enabling local authorities to become more research-active, embedding a culture of evidence-based decision making and boosting our evidence-base relating to wider determinants of health (including poverty, fuel poverty and food security and diet). Surrey HDRC can provide opportunities via:
 - [Building our local evidence-base](#): supporting research to better understand poverty in order to and to inform local impactful policies and interventions to address poverty in collaboration with the University of Surrey.
 - [Building research capacity](#): via Peer Researcher programme training opportunities.
 - [Public Involvement](#): increasing community participation in local research through our Health Inequalities Research Group.
 - [Embedded participatory and co-production researchers](#): two co-ordinating posts based at Good Company and Reigate and Banstead Borough Council.
- [Strengthening and collating data](#): via developing dashboards to bring together data, insights and analysis to help Surrey explore the drivers of health inequality and make the case for action on the wider determinants of health for the services they provide or have influence over.

National

- [Alignment with national policies](#): Government pre-election manifesto commits to:
 - 1) Adoption in England of section 1 of the Equality Act 2010 to require all public bodies to adopt transparent and effective measures to address the inequalities that result from differences in socio-economic status
 - 2) A strategy to reduce child poverty and break down the barriers to opportunity for every child.
 - 3) A review of Universal Credit .
- [Guarantee our essentials](#): campaign to help ensure the basic rate of Universal Credit at least covers the cost of essentials like food, household bills and travel.
- [Living wage/hours](#): campaign to ensure all have access to good/secure employment



Local mandates, pledges and strategies on poverty:

- Surrey County Council No one Left Behind: [Organisation Strategy 2023 to 2028 - Surrey County Council \(surreycc.gov.uk\)](#)
- Surrey Poverty Pledge ([End Poverty Surrey – Good Company/Surrey HWBB signspledge](#))
- Surrey Whole System Food Strategy: [Surrey Whole System Food Strategy | Healthy Surrey](#)
- Surrey County Council Equality, Diversity and Inclusion Strategy: [Equality, diversity and inclusion - Surrey County Council \(surreycc.gov.uk\)](#)



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