

## Using public health delivery to address poverty in Salford

By Angela Eden, Health Improvement Manager

Salford City Council

### Introduction

Salford Health Improvement Service is a frontline, neighbourhood-based health and wellbeing service which delivers a range of community initiatives, courses and programmes to help people make behaviour changes. Our core areas of work most often cover topics such as stop smoking, weight support, healthy eating, physical activity and mental health. Recently the service has worked closely with our partners within the City Council and voluntary sector to develop a strategic approach to targeting the Health Improvement resource to address the impact of poverty on residents in the city. This meant thinking about innovative ways of delivering the service.

There are 30 frontline staff with the Health Improvement Service who have strong networks and trusted relationships within the local communities in which they work. These staff have a long history of working 'with' residents to develop community initiatives that really matter to local people, and of successfully delivering services that bring about real changes to people's lives.

Following a series of co-production workshops with frontline staff, key actions and tasks have been built into the Health Improvement Service's existing delivery plans, to contribute towards the Salford Anti-Poverty Strategy.

### Implementation of actions

Here are some examples of the initiatives that were delivered by the Health Improvement Service to support the delivery of the Anti-poverty Agenda:

- The service ensured that all staff and volunteers received sufficient training to be able to provide basic key messages and referral to Welfare Rights and Debt Advice, Salford Assist, Affordable Warmth and Salford Credit Union. Key messages were built into all HIS community programmes in order to increase financial literacy within Salford.
- The service used marketing on social media by including key messages about anti-poverty support services to reduce stigma and encourage members of the public to get in touch. This also included the promotion of free Wi-Fi zones throughout Salford. Awareness raising road shows with partners to place on estates with the highest levels of poverty improved access to the above-mentioned schemes. In addition, Health Improvement frontline staff delivered anti-poverty brief interventions when delivering workplace health programmes, particularly focussing on lower paid workforces.
- The service worked in partnership with the Salford Food Share Network to deliver four 'Cooking on a Budget' and two 'Positive You (confidence building)' courses specifically for residents using Food Clubs.
- All staff within the service have been encouraged to join the Salford Credit Union in order to support this valuable resource.
- The service continues to work to harness the strength of local communities to lead community action to tackle poverty through frontline community development, as well as delivering and promoting activities in communities that provide an opportunity to eat together' or 'grow your own'.



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## Using public health delivery to address poverty in Salford - continued

- The service has delivered a Winter Resilience outreach programme to proactively identify and support vulnerable older people who may be at risk of fuel poverty.
- Health Improvement has worked with partners to create the [Healthy Holiday Voucher Scheme](#) for families who are eligible for Free School Meals. These families received a £30 Aldi voucher per child. In the first year the scheme reached over 40% of eligible families.

### Conclusion

This project has been a useful example of how a service and staffing resource can be flexed to respond quickly to a particular priority, in this case poverty and the growing impact of welfare reform. It has been possible to demonstrate that a public health service has been able to make small but significant contributions to the Anti-Poverty agenda in Salford. The actions delivered through the project were co-produced with the staff who would be carrying out the direct delivery, and as such resulted in a number of practical, deliverable solutions that had the potential to make a real difference to some of our most vulnerable residents. For more information please contact [Angela Eden](#).



Angela Eden

## Greater Manchester Living Wage Campaign



Happy New Year to everyone. 2020 promises to be another busy year for the Greater Manchester Living Wage Campaign (GMLWC) and we hope that you will feel able to get involved in activities where you can. The first meeting of the GMLWC Group in 2020 will take place on February 5th at Church House in Central Manchester. The meeting is from 10am - 12 noon and is open to anyone interested in working to promote the Real Living Wage in Greater Manchester. Please let us know if you'll be able to attend by filling in [this form](#).

Please look out for the email notice if you are on GMLWC's mailing list. If you're not on this list but would like to be, [contact me](#) and I will put you on.

There will be lots to discuss at the meeting, building on interest generated by activities in Living Wage Week in November 2019 as well as discussing plans for our priority activities for 2020 which will include working with partners and stakeholders in Local Authority areas to build on the three existing Local Authorities that are already Living Wage Employers (Salford, Oldham and Manchester). In addition we will be continuing the campaign to persuade the Co-op to become a Living Wage Employer and promoting the Real Living Wage to employers in the Voluntary and Community Sector. We will be organising a training event in the Spring around the issue of Living Wage Hours and we will be continuing to work alongside GM Citizens particularly on their campaign to get Manchester United FC and Manchester City FC to become Living Wage Employers. Lots to be done. I hope that you can get involved and bring your energy and skills to this important campaign.



In other news you may have seen the Government announcement that the minimum wage for over 25 year olds (referred to as the 'National Living Wage') will rise from the current rate of £8.21 to £8.72 per hour in April 2020. You can read the cautious [response from the Chief Executive of the Living Wage Foundation](#).

Greater Manchester Living Wage Campaign Co-ordinator John Hacking  
Twitter : @GMLivingWage      Facebook: [www.facebook.com/gmlivingwage](http://www.facebook.com/gmlivingwage)

*The Greater Manchester Living Wage Campaign is a Greater Manchester Poverty Action project*



Wood Street Mission are looking for a van driver to join their team. This is a front of house and public facing role essential in representing Wood Street Mission through day to day public and community interaction. You will need to be physically fit, able to lift and load goods, organise your time, plan routes and use your own initiative. The closing date for applications is Friday January, 24th, 2020 with interviews taking place on Monday February 3rd, 2020. [More info](#)

## The Poverty Truth Network is recruiting a part-time Coordinator

The Poverty Truth Network is looking for someone who is organised and can sensitively organise others, has experience in managing budgets, is committed to issues of poverty and justice and has excellent written and verbal skills. A key objective is to ensure that our infrastructure is established to enable this work to continue to develop into the future. Together with the Network's Development Workers, this is a key objective for our new Coordinator role which can be fulfilled anywhere in the UK, but will involve travel and the need to communicate regularly using video conferencing.

If you are interested please go to the [website](#) to download the Job Information pack. If you would like an application form for the role or if you have any further questions, please contact [Andrew](#). The deadline for applications is **January 22nd, 2020**.

## The Good Food Bag

By Jenni Pocsai, Operations Manager, The Good Food Bag



The [Greater Manchester Food Poverty Action Plan](#) (March 2019) calls for local partnerships to set up more food clubs, especially in areas that lack affordable healthy food. There has been a positive increase since this plan was published and there are now 49 food clubs and pantries where at the time of the report, there were only 30. Food clubs and pantries help those who are struggling and could end up at crisis point or relying on food banks.

There is a new venture setting out to further help this group of people. The [Good Food Bag](#) is a social enterprise partnership between Irwell Valley Homes and One Manchester dedicated to disrupting the food economy, to help those affected by the poverty premium to access good, convenient ingredients to cook great meals at home. By providing choice with great value, we see a massive benefit for those who may be otherwise at the mercy of convenience foods.



The idea is simple, you can order a recipe kit — classic meals to feed as many or as few people as you wish — via text and pick it up at dedicated collection points close to work or home when it suits you. We are at the start of a 12-month pilot to see where and how this idea can have the most impact.

The Good Food Bag welcomes a new Operations Manager, Jenni Pocsai. She comes with a wealth of knowledge and enthusiasm as well as a love of great food. This appointment means we are one step closer to being ready to trade!

The plan is to be trading by March 2020 and we are looking to our partners to help this process along. If you are interested in helping us make The Good Food Bag amazing, please get in touch to let us know where you'd like to see us trading and making a difference to people's lives. You can get in touch via our [website](#)

**Trafford Housing Trust** has £100,000 grant funding for projects in **Trafford** supporting children and families during the school holidays. They will consider awarding grants to projects that meet the following criteria:

- Projects will run during one or more of the 20/21 school holidays - Whit, Summer, October and Christmas;
- Projects will deliver food relief to children and/or families to ease the stress of the school holidays;
- Projects will run in areas where there is an identified need for families to access food support;
- Projects can run activities alongside the food provision to support parents, encourage social interaction, healthy activity and to build community integration;
- Projects running activities will aim to use the 4x4x4 model – 4 hours a day, four days a week (4 weeks during summer);



To apply, please follow the normal application process [via their online portal](#), making clear you are applying for the Active Appetites fund. Expressions of interest must be completed **by January 17th, 2020 via the [website](#)**

To find out more, please make contact via [email](#) or call 0161 968 0151.

## Forthcoming events

### Decent Work and Productivity Research Centre at MMU - a series of seminars January - April 2020

The Centre are offering a series of free seminars, open to all, on subjects including 'Mandatory Activation - a case from Norway', 'Why do Oxbridge graduates dominate UK politics?' and 'What can HRM bring to the study of public employment policies?' [More information and booking](#)

### Stockport Food Bank Fundraiser Concert

Friday January 24th, 2020 from 7.30pm at Hazel Grove Baptist Church, Station St, Hazel Grove, Stockport SK7 4EX

'Only the Classics' - a Poynton Brass Band concert supported by the Vernon Building Society. Tickets are £6 from any Vernon Building Society branch, the Church or by sending an [email](#) and paying on the night.

### Free Digital drop-in: The Digital Bees

Thursday January 30th, 2020 from 12 - 4pm at The Media Centre, Manchester Central Library, Saint Peter's Square M2 5PD

Need a helping hand with a new smart watch, phone, laptop or tablet? These Bees can help you with buying something online, finding things to do locally, setting up your email, learning how to use a new device, staying safe using the internet or setting up online banking. The Digital Bees from The Co-operative Bank will be on-hand to help. It's completely free and everyone's welcome. [Please register to attend](#)

### Ten Years of Change in the Voluntary Sector – Exploring Research Findings in a Greater Manchester Context

Wednesday February 5th, 2020 from 10am - 4pm at St Thomas Centre Ardwick Green North, Manchester, M12 6FZ

For the past ten years a research team has been following a group of voluntary organisations to understand how they experience, navigate and bring about change. The Change in the Making study involves voluntary organisations of different sizes and geographical remits and has taken place during what have been ten incredibly challenging years for many in the voluntary sector. This conference will give representatives from the VCSE sector in GM an opportunity to explore and reflect on their own experience of change over the past ten years in the context of the research findings. Three organisations from GM will talk about how they have experienced change and Karl Wilding from NCVO will provide an overview of the national context. [More information and to book.](#)

GMCVO



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### Understanding poverty measurement, definitions and data

Thursday February 6th, 2020 from 9.30am - 3.45pm at the Honeywell Centre, Oldham, OL8 3BP

Debates about whether poverty exists in the UK and how to define and measure it have raged for decades. A multitude of data is available that helps quantify poverty, but that wealth of data can make finding the most useful and best supporting evidence difficult. By the end of this one-day course participants will have developed an understanding of what key poverty datasets tell us, how best to access data sources and how to use this knowledge to support the work that they do. [More information and book.](#)

### Maximising support for people on low incomes in the austerity era

Friday February 28th, 2020 from 9.30am - 3.45pm at Church House, 90 Deansgate, Manchester, M3 2GH.

This course will explore how to access and identify support for people on low incomes in the context of social security reforms and cuts. This course is for VCSE organisations who work with people experiencing poverty and who wish to understand how to maximise support for their service users and public sector professionals involved in service design and delivery. It will also be of interest to researchers seeking to understand the current social security landscape. [More information and book.](#)

There is also another course 'Exploring the Poverty Premium' on March 18th, 2020 and further dates for the two courses detailed above.

### For more information about Greater Manchester Poverty Action

please visit our [website](#), follow us on [Twitter](#) or visit our [Facebook](#) page.

We want to find new ways of working together, share the network's successes and provide a voice for the people living in poverty in our region but we can only do this with your help and support.

Copies of previous newsletters are available on our [website](#). If you would like to submit an article please [get in touch](#). For more information please contact us by [email](#)

**NB** GMPA does not have full-time dedicated administrative support so please do not expect an immediate response.



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