

CHESHIRE EAST HEALTH AND WELLBEING BOARD
Reports Cover Sheet

Title of Report:	All Together Fairer Commission – Poverty Review
Report Reference Number	HWB 79
Date of meeting:	1 st July 2025
Written by:	Guy Kilminster
Contact details:	Guy.kilminster@cheshireeast.gov.uk
Health & Wellbeing Board Lead:	Councillor Jill Rhodes

Executive Summary

Is this report for:	Information <input type="checkbox"/>	Discussion <input checked="" type="checkbox"/>	Decision <input type="checkbox"/>
Why is the report being brought to the board?	To advise the Board of the proposed review of Poverty that will be undertaken by the All Together Fairer Commission.		
Please detail which, if any, of the Health & Wellbeing Strategic Outcomes this report relates to?	1. Cheshire East is a place that supports good health and wellbeing for everyone <input type="checkbox"/> 2. Our children and young people experience good physical and emotional health and wellbeing <input type="checkbox"/> 3. The mental health and wellbeing of people living and working in Cheshire East is improved <input type="checkbox"/> 4. That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place <input type="checkbox"/> All of the above <input checked="" type="checkbox"/>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	Equality and Fairness <input type="checkbox"/> Accessibility <input type="checkbox"/> Integration <input type="checkbox"/> Quality <input type="checkbox"/> Sustainability <input type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input checked="" type="checkbox"/>		
Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	To note and comment upon the proposed work.		

Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	N/A
Has public, service user, patient feedback/consultation informed the recommendations of this report?	N/A
If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.	N/A

1 Report Summary

- 1.1 The All Together Fairer Commission was established as a sub-group of the Cheshire East Health and Wellbeing Board in late 2020. Its first focussed work led to the 'Living Well in Crewe' report endorsed by the Board in November 2022 and published in 2023. Councillor Rhodes is the Chair of the Commission.
- 1.2 Over recent months there has been discussion amongst officers and partners about potential subject areas for the Commission to look into this year and it is proposed that this should be poverty, specifically the interventions that are currently in place, both national and local; whether there are gaps or duplication and whether we are able to demonstrate impacts in relation to the levels of poverty within Cheshire East and on the health and wellbeing of our population.
- 1.3 There are many aspects of poverty that have been reported on and discussed over the last 12 months, for example child poverty, food poverty, fuel poverty and digital poverty. However, it is likely that if you suffer from one form of poverty, you will be affected by poverty in all aspects of your life.
- 1.4 The intention will be to produce a report that provides a clear system wide overview of what is in place to support people in poverty and considers how we ensure that the interventions are as effective and impactful as possible.

2 Recommendations

- 2.1 That the Cheshire East Health and Wellbeing Board consider and comment upon the proposed poverty review.

3 Reasons for Recommendations

- 3.1 To gain the support of the Board for the proposed review of poverty to be undertaken by the All Together Fairer Commission.

4 Impact on Health and Wellbeing Strategic Outcomes

4.1 The proposed piece of work will be of relevance in relation to all four of the strategic outcomes:

- Cheshire East is a place that supports good health and wellbeing for everyone
- Our children and young people experience good physical and emotional health and wellbeing
- The mental health and wellbeing of people living in Cheshire East is improved
- That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place.

5 Background and Options

5.1 In 2022 the Council, working with partners, initiated a piece of work to support people with the cost of living crisis that had materialised post-Covid and as a result of the impact of the war in Ukraine on energy prices. This included a spotlight review on the 'Right to Food' the creation of detailed 'Cost of Living' support pages on the Live Well website [Cost of living support](#) and a joint strategic needs assessment focussed upon [Poverty](#).

5.2 A number of recommendations came out of this work. These included, from the Spotlight Review:

- Establish a working group and co-create a strategy with service users
- Establish a referral pathway/process
- Upskill the volunteer workforce to advise, signpost and make referrals
- In collaboration with the Food Network, provide social space for information sharing
- Collaborate with producers and manufacturers to support a food surplus model of food procurement.

and from the Poverty JSNA:

1. **Work together with people with lived experience** to improve our understanding of the current and emergent challenges and to work out solutions for these. This will be supported by the Cheshire East People's Panel project and learning from the Transfer of Care hubs (see full report for more information).
2. **Widely share our knowledge of services and community assets** available to support people experiencing poverty, including those online and those available in person.
3. **Encourage professionals to take a holistic approach** to consider the why and the wider implications for the individual.
4. Encourage as many people who work with our residents as possible to **signpost** them to the support available. For example, schools, employers and health and care professionals. We need to make sure they are equipped to do this.
5. Work to **reduce the stigma** associated with seeking support, where possible.
6. Ensure support and advice is **accessible** for people with disabilities, where there are language barriers, where people are not online or where they do not have transport. Our community engagement teams will be important in highlighting gaps to us.
7. Further **explore approaches to addressing the rising rates of long term unemployment**.
8. **Explore ways to reduce and address the challenges in housing provision** and are mindful of these challenges when developing approaches to address fuel poverty.

In supporting people with **food poverty** we need to:

- Develop approaches to address food poverty that consider supply, sustainability and transport issues and focusing on areas at greatest need.
- Note the good practice examples and our areas of increased need.

In supporting people with **fuel poverty** we need to:

- Implement actions from the cold homes audit (see full report for more details) to ensure our local approach is following the best practice guidance in supporting people experiencing cold homes.
- Note the good practice examples and our areas of increased need.
- Use the Cheshire and Merseyside fuel poverty dashboard to inform our approach.

In supporting those experiencing poverty with their **health and wellbeing** we need to:

- Make sure we make the most of opportunities to **prevent illness** in deprived areas and particularly in Crewe. We need to promote signposting to support services across health and care including for support with transport, lifestyle change, NHS health checks, vaccination and cancer screening. We also need to make the most of schemes such as CORE20Plus5. (See full report for more details.)
- Explore ways of **supporting our areas with the highest patient GP ratios**, particularly in areas of deprivation.
- Make the most of, and **develop further, opportunities to walk or cycle safely** within deprived urban areas with low car ownership.

- 5.3 More recently the Cheshire and Merseyside Health and Care Partnership commissioned research into child and family poverty that was published in August 2024 and brought to the Health and Wellbeing Board in November last year [Child & Family Poverty](#) . The Cheshire East Plan 2025 – 2029 includes a commitment to ‘Unlock prosperity for All’ and the objective of reducing child and family poverty through a coordinated approach with partners. The work proposed for the Commission would help to establish this partnership approach.
- 5.4 The starting point of the Commission’s work will be to review the recommendations from the Cost of Living Spotlight Review, the JSNA and the Cheshire and Merseyside report, to determine progress made against them. There would also be a piece of research undertaken to identify the changes that have taken place over the last three years in relation to national policy / interventions that might have had a positive or negative impact and consideration of what is forthcoming that may provide opportunities for local people (for example there are a number of initiatives in hand in relation to boosting support for and the skills of those who are economically inactive to help them into work). Recent announcements regarding increased access to free school meals and the winter fuel payments are also relevant. Other measures such as auto-enrolment for free school meals will also be considered.
- 5.5 Officers from across the council will be involved together with representatives of the community and voluntary sector. Our housing providers will be important contributors and the Police and Fire and Rescue Services may have contributions they wish to make. It is recognised that local NHS colleagues are under significant pressure through reorganisation and demand pressures, but their involvement would be welcomed if feasible within the capacity available. The pieces of work referenced above included the voices of people with lived experience of poverty and we will work with partners to ensure these are heard again.

6 Access to Information

- 6.1 The background papers relating to this report can be inspected by contacting the report writer:
Name: Guy Kilminster
Designation: Corporate Manager Health Improvement
Tel No: 07795 617363
Email: guy.kilminster@cheshireeast.gov.uk