



Salford City Council

SHUSU

**Inclusive Growth in Cities: Global Lessons
for Local Action**

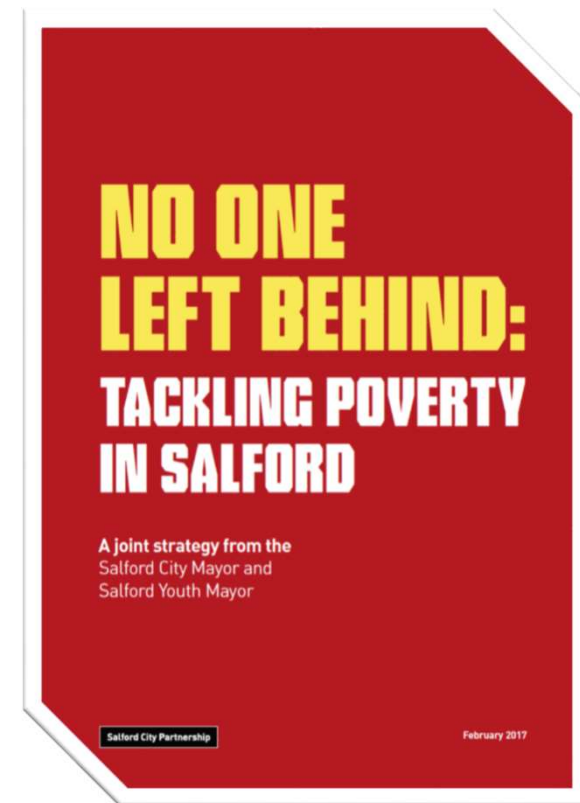
**The University of Manchester, UK
Tuesday 19th November 2019**

Salford's Anti-Poverty Task Force: Using knowledge exchange partnerships between universities and local government to tackle inclusive growth

Andrea Gibbons and Lisa Scullion

The Salford Anti-Poverty Task Force

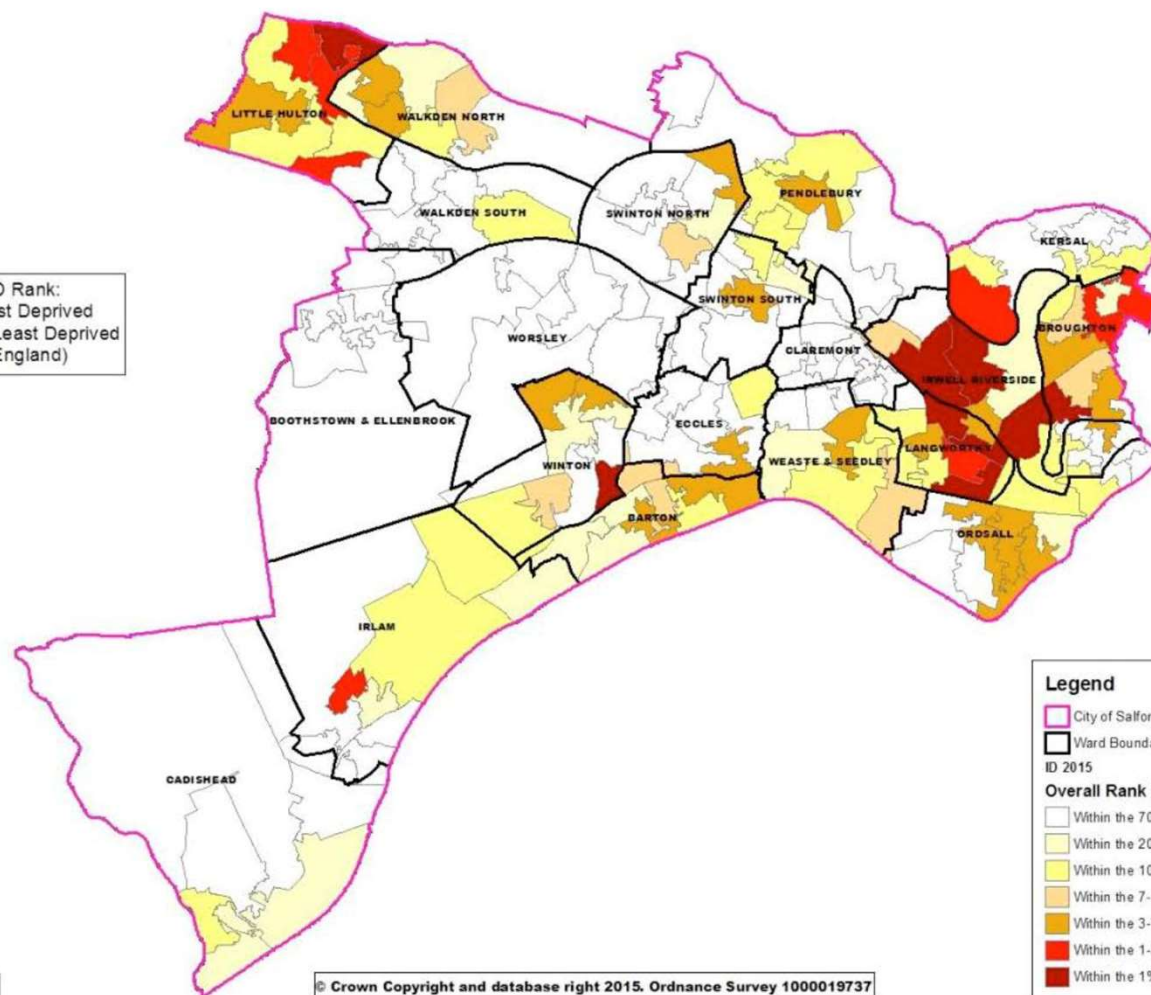
- Research and knowledge exchange collaboration between Salford City Council and the University of Salford
- Launched in February 2017 to provide research and analysis to support Salford's Anti-Poverty Strategy
- Specific focus on 'lived experiences' within the evidence base



- Salford is ranked as the 22nd most deprived local authority area in England (out of 326).
- Salford is ranked as the 3rd most deprived district in Greater Manchester behind Manchester and Rochdale.
- Around 70 per cent of Salford's population lives in areas classified as highly deprived and disadvantaged.
- Around 11 per cent of children in low income families are growing up in homes where at least one adult is working.
- Salford has the second highest proportion of primary school children eligible for free school meals in GM, at 24 per cent.



IMD Rank:
1 = Most Deprived
32,844 = Least Deprived
(in England)



Legend

- City of Salford
- Ward Boundaries
- ID 2015

Overall Rank by LSOA

- Within the 70% least deprived in England
- Within the 20-30% most deprived in England
- Within the 10-20% most deprived in England
- Within the 7-10% most deprived in England
- Within the 3-7% most deprived in England
- Within the 1-3% most deprived in England
- Within the 1% most deprived in England

Source: ID 2015

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Husband: ... the surrounding area isn't great and when [my wife] has parked in the street, the car got keyed, the back windows got smashed, her side lights, again, got targeted a lot...

Wife: Quite a hostile area in some ways. I think it's quite...an insular community, so it's possibly not somewhere that new people would want to move into

Husband: Yes, and this particular area is going into some gentrification as well...these flats have recently got refurbished, they're not occupied and I don't know if it that standard has kind of clashed that way and they get lots of new people in the area. There's also that resentment.



It's depressing as hell because they built an awful lot of shiny new flats... [my area] qualifies for less additional funding because it's not seen as deprived anymore, but nothing has materially changed for people who live on my estate. In fact, if anything, it's materially worse because they have as little as they always did and everything's being geared towards the new residents and they can't afford it.



Academics and students at the University of Salford delivering a programme of projects co-produced with Salford City Council:

- Poverty in the PRS
- 'A Place to Call Home' Commission
- Salford Living Rents
- Hidden Young People
- Understanding Emergency and Alternative Food Aid Provision
- Exploring the impact of welfare reform

“We don't know. We don't know who else is out there.”
-- Stakeholder on hidden young people

What Are We Going to Do About It?

ONE.

Supporting people who are struggling in poverty now.

TWO.

Preventing people from falling into poverty in the first place.

THREE.

Influencing the Government and other national organisations to get a better deal for Salford people.

1. Access to welfare rights and debt advice, increased access to affordable credit, **reducing cost of basic living, strengthening support for vulnerable groups**, protecting the safety net
2. Creating jobs with decent pay, **supporting people into work, supporting families**, improving mental health and wellbeing, **supporting people to stay in their homes, ensure enough good quality homes, enhancing green infrastructure**
3. Campaign for reversal of unfair welfare cuts, tackle high cost and illegal money lending, centering poverty reduction in Manchester devolution, **creating evidence base for action**

Precarity in the PRS

- Affordability
- Living Conditions
- Insecurity



Table 1 - Rent by area, bedrooms and year of entry

Year Entering Property	Number of Bedrooms	Base Rent
Eccles		
2009	1	£440
2013	HMO	£368
2015	2	£550
2017	3	£620
Langworthy		
2012	0	£412
2014	2	£500
2015	2	£600
2016	2	£590
2017	2	£725
2017	2	£595
Ordsall		
2009	3	£750
2012	2	£695
2014	2	£585
2015	0	£550
2016	1	£810
2016	2	£750
2016	2	£680
Swinton		
2011	3	£550
2015	2	£500
2016	2	£625
Weaste & Seedley		
2012	2	£650
2013	2	£500

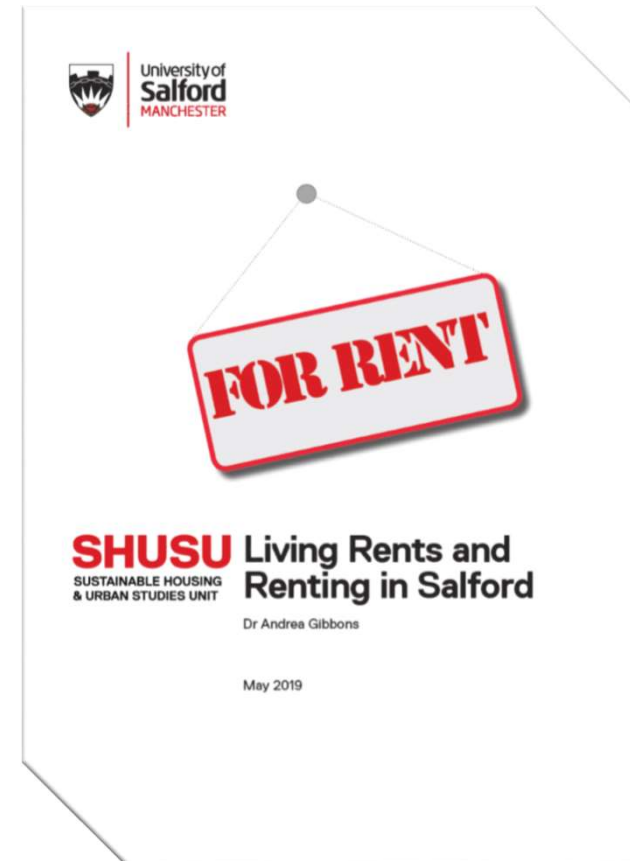
“Our shower is a
hosepipe...connected to the
boiler.”

-- Young family of 4

Living Rents

What Salford Council is Already Doing:

- Landlord licensing scheme
- Landlord accreditation scheme
- Enforcement
- Empty homes programme
- Bond scheme and tenant support
- Discretionary housing payments (to cover the gap between LHA and rent)
- Collection of Section 106 funds and enforcing affordable housing requirements
- Working with Registered Providers partners to deliver affordable housing within the city. 258 affordable homes were delivered in 2017/18 through the City's enabling role.
- The creation of a new housing development company 'Derive' and a programme of building new social rented units



It's been a race to the bottom: who can build the greatest number of houses with none or very little public sector grant? So what do you create? You create a tiny house that no one really can live in ... will these become the slums of the middle of the twenty-first century? Quite possibly.

--RSL



Hidden Young People in Salford

They're not nice people. They act like they're better than you and that makes you feel angry because even though you are signing on, it's not like you've never worked before. It's just not a nice place to go, so I'd rather have nothing than go and sit in their presence.

-- Hidden, female, age 25



Recommendations

1. Count and recognise the issue
2. Inform young people & their families about their rights to support through the benefit system
3. Review the adequacy of current provision for young unemployed people
4. Ensure support is available to young people who do not claim benefits
5. Ensure young people and their families are aware of local support services
6. Recognise the role of different organisations to engage young people through extensive outreach
7. Support local community organisations
8. Encourage 'youth friendly' employment practices



Understanding Emergency and Alternative Food Aid Provision through Lived Experiences: A Focus on the Cities of Salford and Birmingham

University of
HUDDERSFIELD
Inspiring global professionals

SHUSU
Sustainable Housing &
Urban Studies Unit



University of
Salford
MANCHESTER



UNIVERSITY OF
BIRMINGHAM

Morven McEachern, University of Huddersfield

Caroline Moraes, University of Birmingham

Andrea Gibbons and Lisa Scullion, University of Salford

 The
British
Academy

We went days without food. People don't realise how hard it was for me and John. They haven't got a clue. I mean, when we told his family about how we were, his brother looked - I mean, we couldn't even afford a pint of milk. I said, 'You've got no idea.' I said, 'It was like being homeless with a roof over your head,' and we were lucky we kept that.

-- Hazel, GM, part-time employed



Looking long term when everything pushes to short term thinking?

- Universal Credit's intersection with welfare cuts and caps
- 2012: separation of government allocations to local councils and any kind of measurement of need – how can we reinvent this budgeting process?
- *Devolution*
- *Tax*
- *National Planning Framework and the need for a massive build of social housing*



The background image shows a city skyline. In the foreground, there are older brick buildings with traditional architecture. In the background, there are modern buildings, including a prominent one with a glass facade and an orange section. The sky is overcast with grey clouds.

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Thank you!
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