

# Levelling Up: Update

Cllr Louise McKinlay, Deputy Leader & Cabinet Member for  
Community, Equality, Partnership and Performance



Essex County Council

# LEVELLING UP ESSEX: YEAR ONE

...IT'S EVERYONE'S ESSEX

## BROAD AND STRONG ENGAGEMENT



## PLACE LAUNCHES AND DELIVERY



## NEW WAYS OF WORKING



# BROAD & STRONG ENGAGEMENT

...**"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER"** – AFRICAN PROVERB



**EMBEDDING  
LEVELLING UP AS A  
CORE  
ORGANISATIONAL  
PRIORITY FOR ECC**

**Regular  
comms**

**Multi-  
disciplinary  
co-ordination**

**Cross  
cabinet  
engagement**

**Levelling Up  
'Subject  
Leads'**



**WORKING IN  
PARTNERSHIP IS  
CRITICAL TO  
SUSTAINABLE  
PROGRESS**

**Local  
partners**

**Businesses**

**Strategic  
Partners**

**HE  
Institutions**

**MP's**

**Community  
and voluntary  
sector**

# PLACE LAUNCHES & DELIVERY

**...SPEARHEADING ACTION; DEMONSTRATING COMMITMENT; CREATING BUY IN**

## 8 LEVELLING UP PLACE LAUNCHES



- **COUNTWIDE LAUNCH**
- **PLACE LAUNCHES**  
(Harlow; Basildon;  
Braintree; Clacton;  
Harwich; Canvey  
Island; Colchester)

## LEVELLING UP PROJECTS LAUNCHED



- **23 PROJECTS LAUNCHED**
- **TARGETING DRIVERS OF  
LEVELLING UP** (skills;  
education; employment;  
community; literacy)

## LU INVESTMENT FUND ESTABLISHED

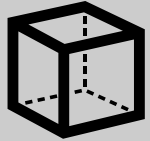


- **£11M ONE OFF SEED  
FUNDING**
- **£5.01m COMMITTED TO  
LU PROJECTS**
- **£950K TRANSFORMATION  
INVESTMENT**



# NEW WAYS OF WORKING

**TO ACHIEVE LEVELLING UP OUTCOMES, IT IS NECESSARY TO IMPLEMENT AND EMBED NEW APPROACHES AND WAYS OF WORKING.**



## **MULTI-DIMENSIONAL – ALL POLICY AREAS CONTRIBUTE**

**ESSEX WHITE PAPER  
HEAD OF LU CO-ORDINATION  
LU SUBJECT LEADS  
DELIVERY FRAMEWORK**



## **CAPACITY ALIGNMENT AND COLLABORATION WITH PARTNERS**

**PLACE PARTNERSHIPS  
ALIGNMENT WITH THE COST OF LIVING  
STRATEGY  
ESSEX PARTNERSHIP BOARD**



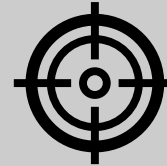
## **DISCOVER AND AMPLIFY GOOD PRACTICE**

**NIGHTINGALE BURSARY  
ACTIVE ESSEX  
COMMUNITY HUBS**



## **EMPOWERING COMMUNITIES**

**RURAL BRAINTREE COMMUNITY ENGAGEMENT  
COMMUNITY CHALLENGE FUND  
COMMUNITY SUPERMARKETS  
LU LOCALITY FUNDS**



## **TARGETED DELIVERY AT ROOT CAUSES**

**ESSEX YEAR OF READING  
PHYSICAL HEALTH – ACTIVE ESSEX  
EARLY YEARS BEST START – CANVEY ISLAND  
EDUCATION – TENDRING  
RAISING ASPIRATION – HARLOW FUTURES**

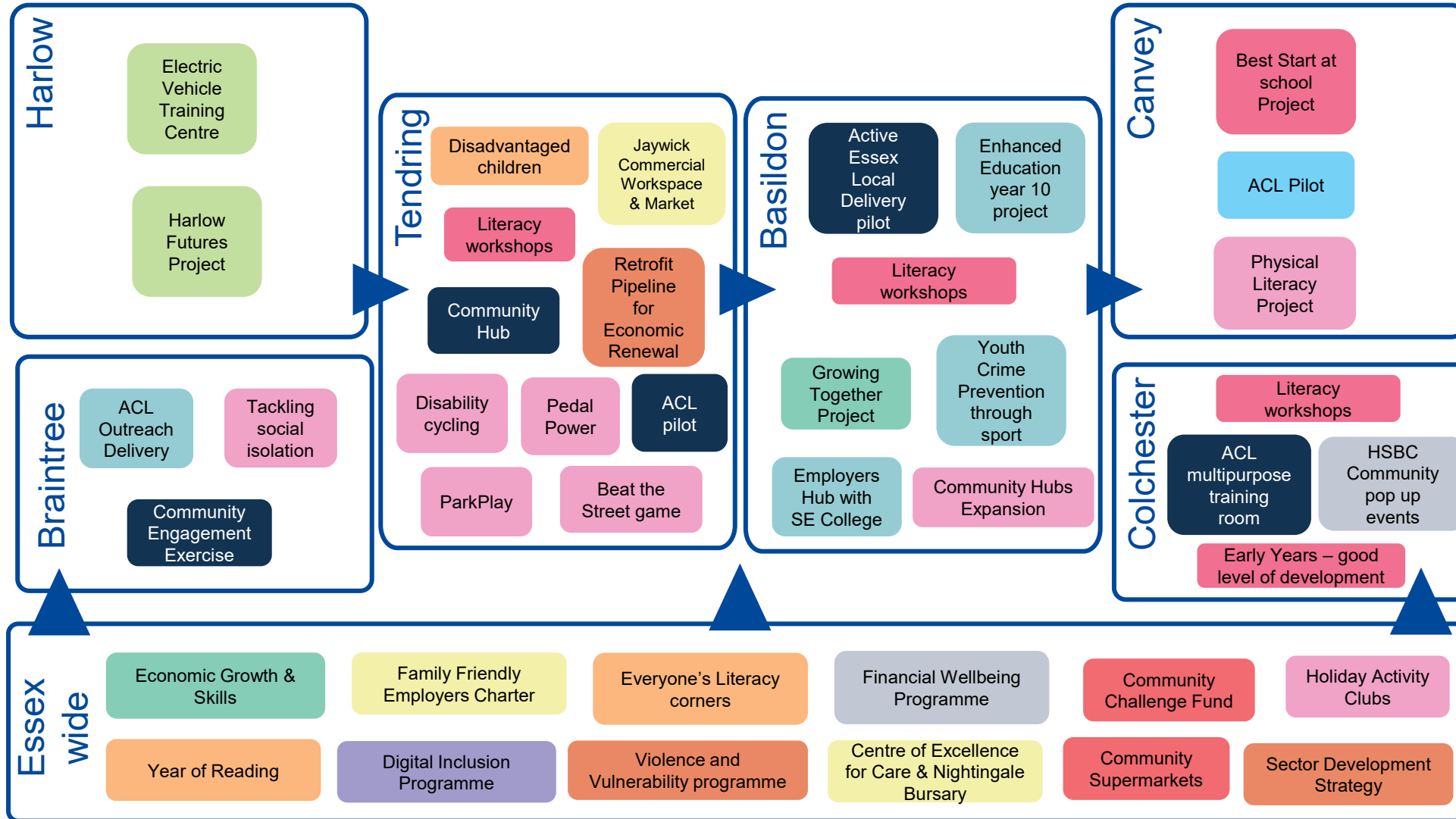


## **TEST & LEARN WITH ROBUST EVALUATION**

**ACL PILOT – CANVEY ISLAND  
EVALUATION CAPACITY & APPROACH  
ADECCO IMPACT REVIEW WORK**

# Levelling Up Announcements

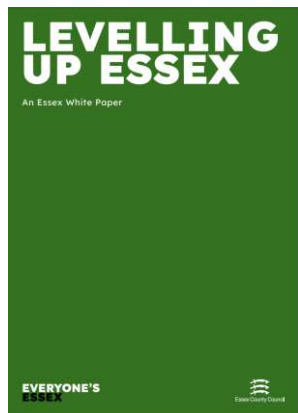
## Programmes launched to date



# LEVELLING UP ESSEX: WHERE NEXT?

...YEAR TWO AND BEYOND

## ONE YEAR ON



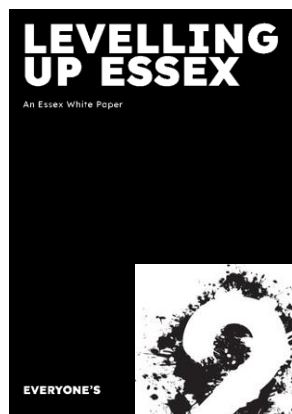
## DELIVERY – LU PLACES



## EVALUATION



## LU YEAR TWO



## LU COHORT DELIVERY

TRANCHE 1 –  
Q1 2023

### WORKING FAMILIES

16-25 NOT IN EMPLOYMENT  
EDUCATION OR TRAINING FOR  
12+ MONTHS

TRANCHE 2 –  
Q2 2023

### CHILDREN ON FREE SCHOOL MEALS

PEOPLE WITH LEARNING  
DISABILITIES (LD), MENTAL  
HEALTH NEEDS (MH) OR  
SPECIAL EDUCATIONAL NEEDS  
OR DISABILITIES (SEND)

# Levelling Up Locality Fund Update

Cllr Louise McKinlay, Deputy Leader & Cabinet Member for  
Community, Equality, Partnership and Performance



Essex County Council



# Local Levelling Up Fund

## Background

Following a decision made in March 2022, the Council established a **£375,000** fund called the Local Levelling Up Fund.

This fund operates as twelve separate funds, each covering the area of a district council. The fund for each district will be **£5,000** for each County Councillor in that district.

The fund must be spent on improving outcomes for one of the **priority cohorts**.

## Current Position

So far, two CMAs have been approved by Councillor McKinlay.

As a result, nine proposals totalling **£72,960** have been approved. There are another seven proposals which have been made but not yet approved as officers are gathering further information.

The final deadline for proposals is **27 January 2023**, after which a third and final CMA will be published.

In Sept 2022 it was agreed that the Local Levelling Up fund could also be used for Cost of Living initiatives.

# Local Levelling Up Fund – Approved Proposals

So far, nine proposals totalling £72,960 have been approved. A summary of these is as follows:

Recipient	Amount	Purpose
Independence Clubs	£22,500	Installation of a training kitchen for students with SEND.
Chat 1st	£9,360	Support and coaching for people with mental health needs.
The Parish of New Town & The Hythe	£3,500	Start up costs for a Youth Club.
Great Tey Primary School	£1,500	Outdoor learning equipment to support SEND students.
Barnardo's (Essex Child and Family Wellbeing Service)	£5,000	School readiness sessions for children.
Squirrels Pre School	£1,100	Outdoor learning equipment to support SEND students.
GO4 Enterprises	£1,500	A fridge and food storage space to safely store food.
SEND in the Dengie	£3,500	Monthly music therapy sessions for children with SEND.
Trustlinks	£25,000	Support sessions for young people with mental health needs.

# Cost of Living: ECC Response

Cllr Louise McKinlay, Deputy Leader & Cabinet Member for  
Community, Equality, Partnership and Performance



Essex County Council

# THE DATA

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A significant number of Essex Households will face challenges as financial pressures increase

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As of 2021 approximately 220,000 households already considered as on lower income (less than £30,000 per annum):

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28% of households having a discretionary income of less than £125.00 per month – high concentration in Harlow and Tendring

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40,000 additional households becoming classified as 'fuel poor'

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Working Families on low incomes; single parents (especially women); and single women aged over 65 are particularly at risk of COL pressures

# OUR ROLE

**WE ARE  
FRONTLINE  
DELIVERY**

**THROUGH  
INFORMATION,  
ADVICE AND  
GUIDANCE**

**AS AN EMPLOYER**

**AS A PURCHASER  
THROUGH OUR  
SUPPLY CHAIN**

**AS A  
COMMISSIONER  
AND PROVIDER  
OF SERVICES**

**AS A PARTNER TO  
OTHER  
ORGANISATIONS**

**AS A GRANT  
GIVER**

**AS AN OWNER OF  
ASSETS**

07 November: Hosted a Cost of Living Summit with Essex Partners – to establish a shared understanding with ECC partners and stakeholders of the potential long- term impacts of COL and consider the behaviours and actions that will be most effective.



# Cost of Living Survey: Executive Summary

The survey received a total of **883 responses**.

1

Respondents suggested that more practical/immediate types of help and support were **most important**. This includes items to help stay warm this winter, home energy saving packs, and emergency food packages.

2

Of the types of support that respondents said they **would use**, the top responses were a home energy saving pack, items to help stay warm, and tried and tested top tips for making your money go further.

3

**Suggestions for help and support** from residents included help to make homes more energy efficient, reduced council tax/council tax breaks, and community initiatives (such as via libraries, cafes and churches to offer meals, food banks, activities, warm spaces, and welfare check schemes).

4

37% expressed interest in taking part in further engagement.

# COST OF LIVING SUPPORT FOR HOUSEHOLDS AND COMMUNITIES

SEPTEMBER 2022

**EVERYONE'S  
ESSEX**



## THREE PILLARS

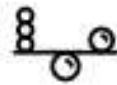
### OUR APPROACH TO TACKLING THE COST OF LIVING CHALLENGE IS BASED ON THREE PILLARS

The cost of living challenge raises urgent issues that need to be addressed in the short-term, but also intensifies some of the challenges we were all already confronting – that is why we need a response that also delivers greater resilience for the medium and long-term. Our approach is based on three pillars.



#### 1. RESPONSE

We know that people are struggling right now. We are providing a short-term crisis response that can be delivered quickly and that will help people with the most pressing needs. This paper is an articulation of this pillar.



#### 2. RESILIENCE

By and large we want to make sure that as far as possible our residents and communities are resilient and able to support themselves to withstand future pressures. This pillar will be delivered through the choices we make as part of our budget and service provision to support the independence that is necessary for people to flourish rather than to create dependency.

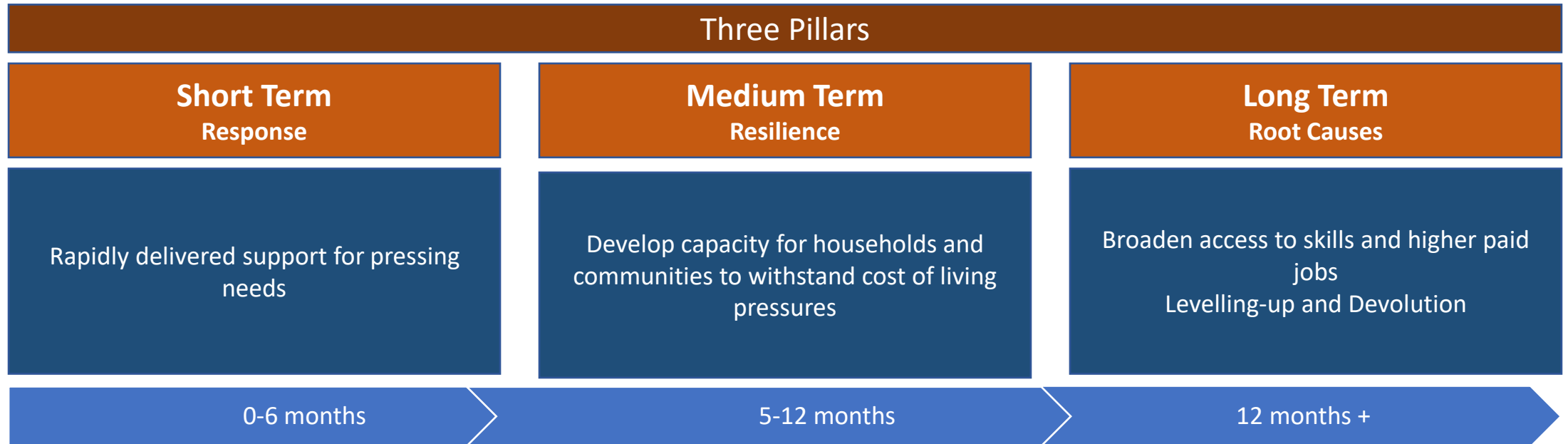


#### 3. ROOT CAUSES

We recognise that over the long-term, economic prosperity is the key to enabling people to live fulfilling lives. Essex is not an island and we cannot avoid the impacts of wider economic forces on our communities but we can focus on supporting our businesses to drive economic growth and target our attention through our levelling up work on those places and people that need most support. This pillar is delivered through our long-term political priorities, set out in Everyone's Essex.

# ECC Approach to Response to cost of living

We are adopting a “Local First” system wide collaborative approach to Cost of Living based on three pillars.



Community needs are expected to last at least 1 to 2 years with periods of acute household crisis. Impacts on businesses, public services and charities/community organisations also expected.

# ECC Approach to Response to cost of living

We are adopting a “Local First” system wide collaborative approach to Cost of Living aligned to six thematic areas.

## Six Point Plan

### Essential Living

Support with essential living items both through community activity and the Essential Living Fund working collaboratively

### Keep Warm

Working with community organisations, providing targeted advice/support to those most at risk from living in a cold home

### Eating Well

Supporting healthy and free meals for children from families on low incomes during school holidays and providing advice and education on cooking healthy meals

### Money Management

Developing money management tools and advice to support families to make their budgets go further.

### Information Advice and Guidance

Investing in additional capacity and resources to provide information to enable people to make informed decisions that can help to reduce their bills

### Wellbeing

Working with communities, organisations and partners to improve the wellbeing and health of local people to build resilience and self-reliance.



## 1. Support with Provision of Essentials

- £18.8m of support from HSF e.g. fuel vouchers, food vouchers, ELF to support those on low incomes
- Funding Community organisations

## 2. Keeping Warm

- £17m in Sustainable Warmth Programme – targeted at home owners with household incomes below £30,000
- New £100,000 Community Winter Warmth and Welcome Programme
- Library warm welcomes launch

## 3. Eating Well

- Extension of Essex ActivATE Holiday Activity and Food Programme – have supported 30,000 children and young people, 400,000 free spaces and over 500,000 free meals
- More targeted food education e.g. slow cooker clubs
- Two new Community supermarkets – Jaywick and Basildon



## 4. Money Management

- New tools e.g. Essex Multiply – new £7.9m initiative that will over 14000 residents access to free maths and finance training
- HSBC Financial literacy
- COL calculator

## 5. Information, Advice and Guidance

- Pulling together and signposting to COL resources
- Using digital communities effectively
- Investing in partner networks e.g. Citizens Advice Network

## 6. Wellbeing

- Invested £6m in the Essex Wellbeing Service to support residents, including help with day to day needs
- Working with partners – Nov COL summit



# **COST OF LIVING SUPPORT FOR HOUSEHOLDS AND COMMUNITIES**

SEPTEMBER 2022

**EVERYONE'S  
ESSEX**

## Resources

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[Helping you with the cost of living - Essex County Council](#) – details/links to support available

[Essex is United Digital Community](#) – a digital space to discuss/create movements around societal issues. Cost of living conversations/content/support/tips can be found here

[Cost of Living Support for Households and Communities Strategy](#)

# Any Questions?



Essex County Council