

Ensure a Healthy Standard of Living for All – Living Well

Why is This a Priority in Solihull?

- Local evidence suggests that Solihull is subject to lower levels of poverty than both national and regional benchmarks, however within Solihull there are clear geographical variations in the extent of households and children in poverty, broadly corresponding with patterns of overall deprivation (as measured by the Index of Multiple Deprivation) and worklessness.
- In North Solihull 36% of all children live in relative poverty compared to 15% across the Borough as a whole.
- There are pockets in the rest of the borough (Lyndon, Elmdon, Shirley and Castle Bromwich) where more than one in five children are in relative poverty.
- Debt enquiries to the three Citizens Advice Bureaux in Solihull increased by 33% between 2008/09 and 2010/11, while benefit enquiries increased by 24%.
- In 2010 there was a reported increase of Solihull's households in 'fuel poverty' with an estimated 13,469 or 15% of Solihull's households falling into this category.
- Fuel poverty is considered to be a contributory factor to excess winter mortality. In Solihull there were approximately 96 excess winter deaths during 2011/12.

What Do We Need to Do in Solihull?

- Continue to implement the Solihull anti-poverty strategy, focusing attention on interventions with the greatest impact.
- Focus on the multi-agency identification and referral system for advice, information and counselling on debt, education, training, employment, welfare, housing and health.
- Assess impact of welfare reforms and provide local assistance as necessary.
- Tackle fuel poverty and excess seasonal deaths through the 'Winter Warmth Campaign' and other programmes.