



# Tackling Deprivation within Selby District

**Policy Review Committee  
16<sup>th</sup> January 2018**



# What is deprivation?

Deprivation is the damaging lack of resources and standard of living considered to be basic necessities in society.

Although this is strongly linked to poverty, deprivation is about more than just low incomes, and also takes into account wider factors (education levels, crime, health, etc.)

Social Mobility – this refers to someone's ability to move out of deprivation and improve their standard of living.

# Index of Multiple Deprivation

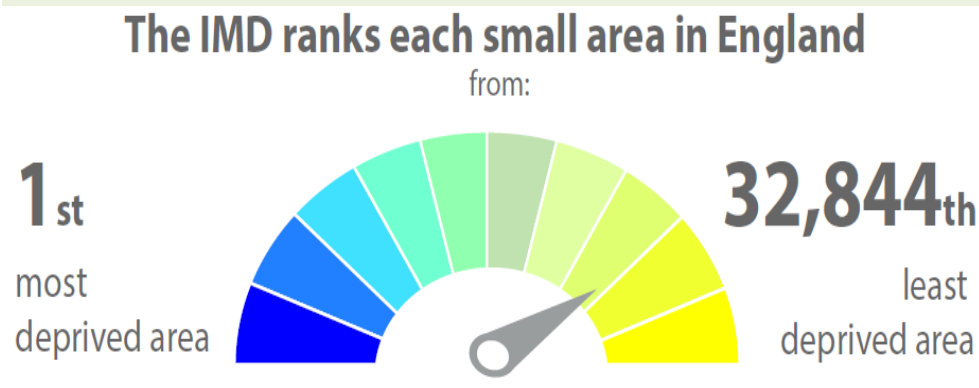
The Index of Multiple Deprivation (IMD) is a UK government study of deprivation across England. The study uses **seven domains of deprivation**.



The IMD can be used to rank areas according to their relative level of deprivation – though it cannot tell us if an individual or area is definitively deprived.

# How does Selby rank?

## Deprivation rank:



Selby District is ranked **254** out of 326 local authorities – relatively very low deprivation  
(where 1 is most deprived)

## Social mobility rank:

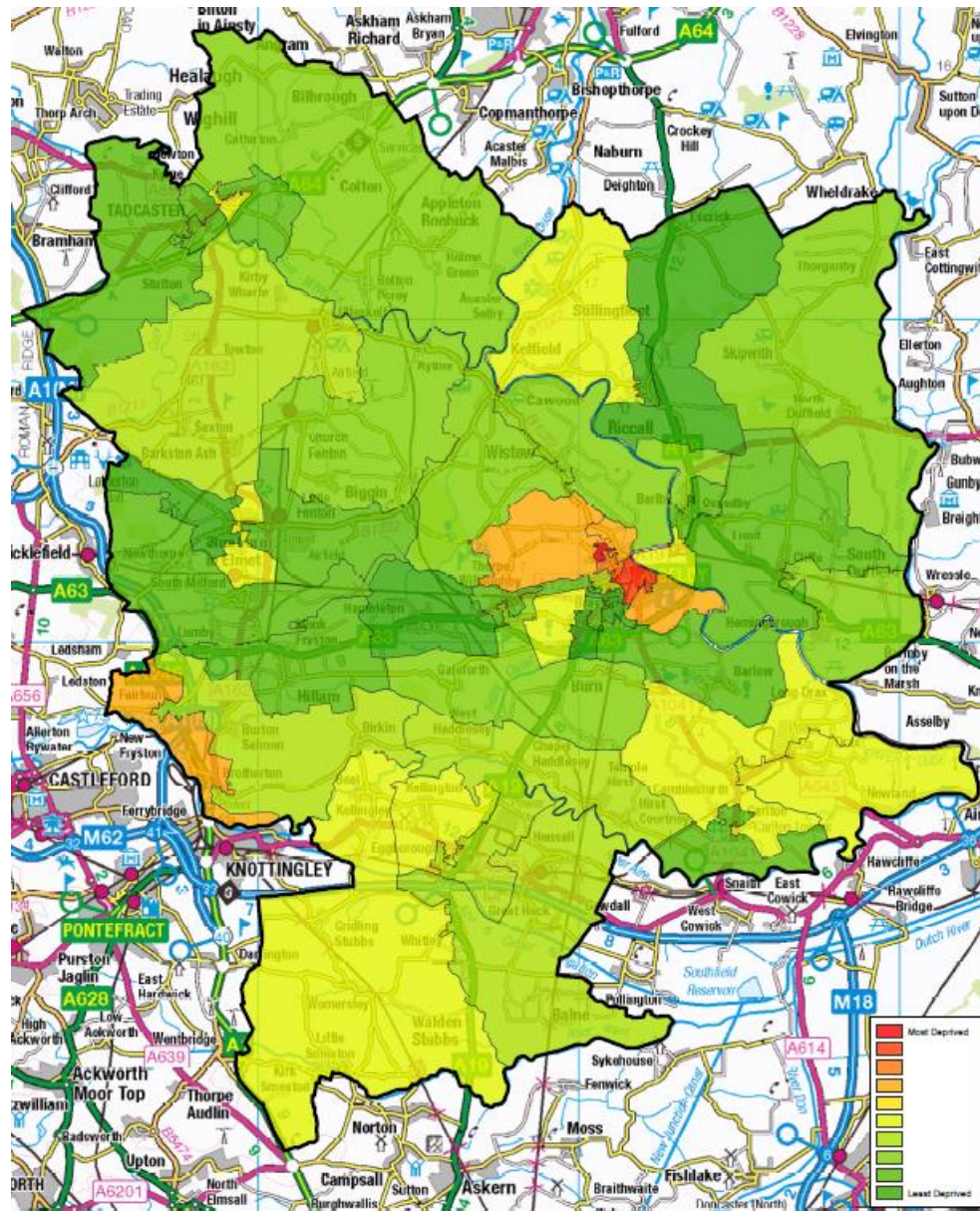
Selby District is ranked **196** out of 324 local authorities – slightly worse than average  
(where 1 is highest social mobility)

# Deprivation Rank Comparisons

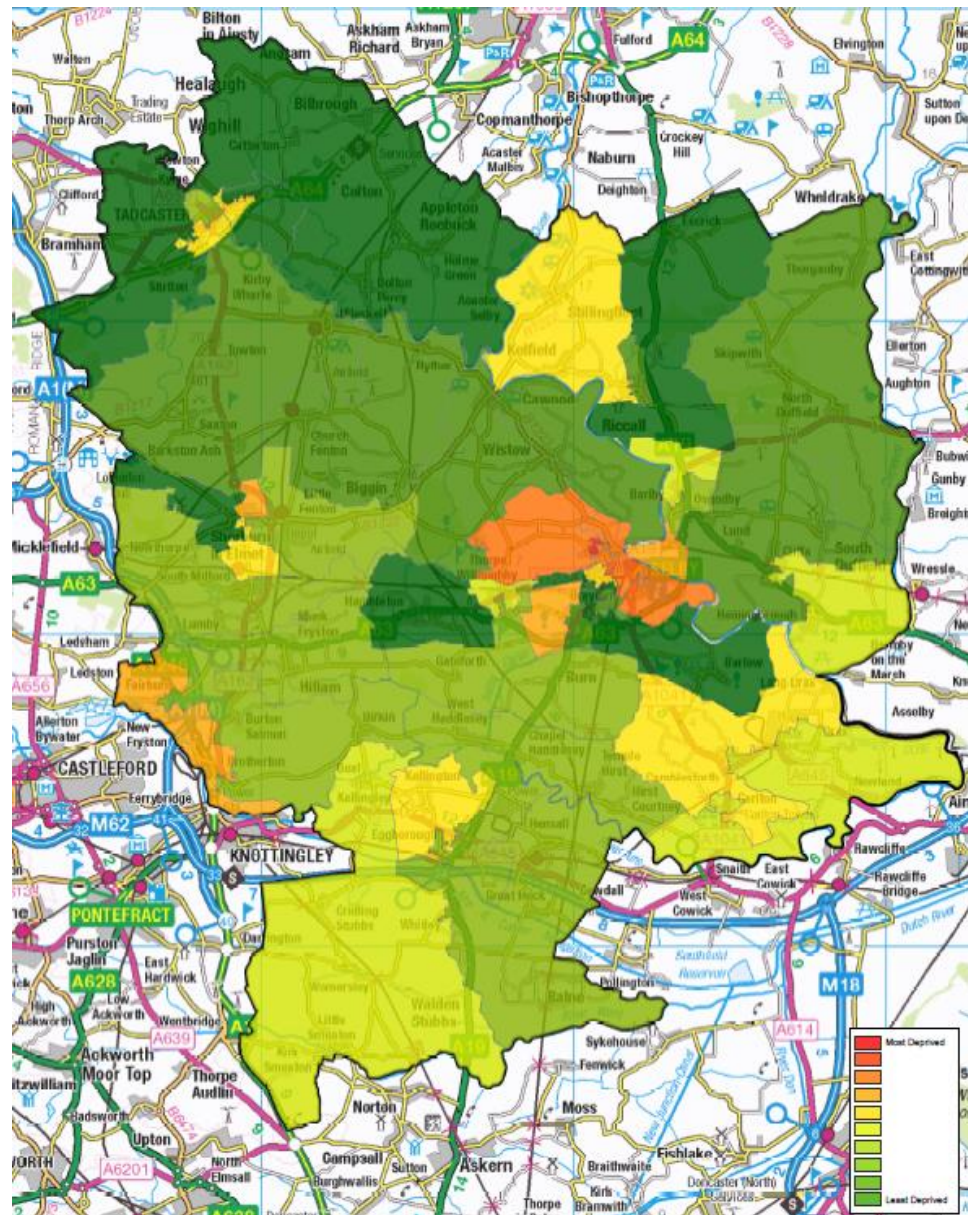
Deprivation rank out of the 326 English District local authorities  
(1=most deprived, 326=least deprived):

Doncaster	48
Wakefield	73
Scarborough	90
Leeds	100
Ryedale	184
East Riding	215
Richmondshire	225
Hambleton	245
Craven	250
<b>Selby</b>	<b>254</b>
York	270
Harrogate	289

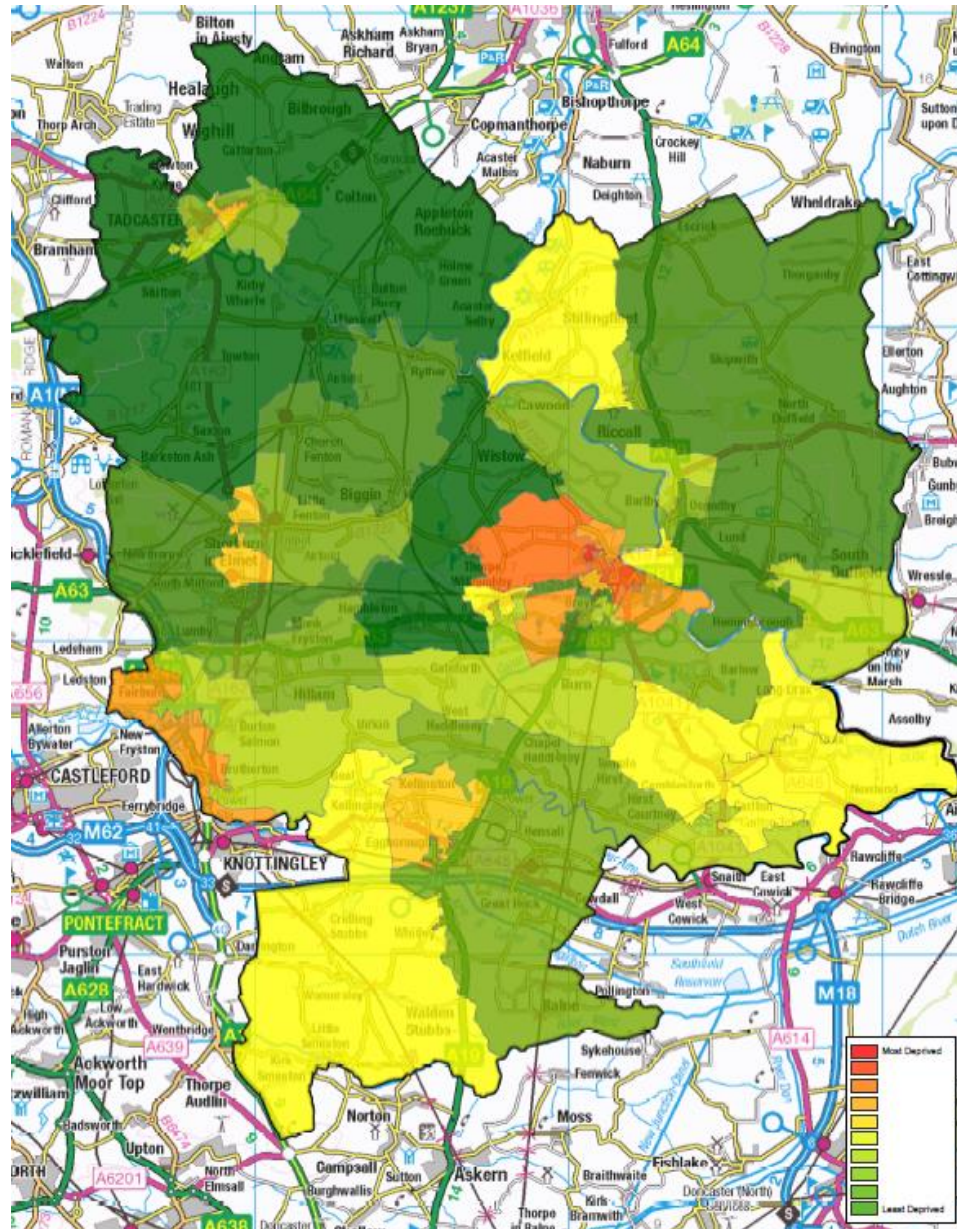
# Overall Deprivation in Selby



# Income Deprivation

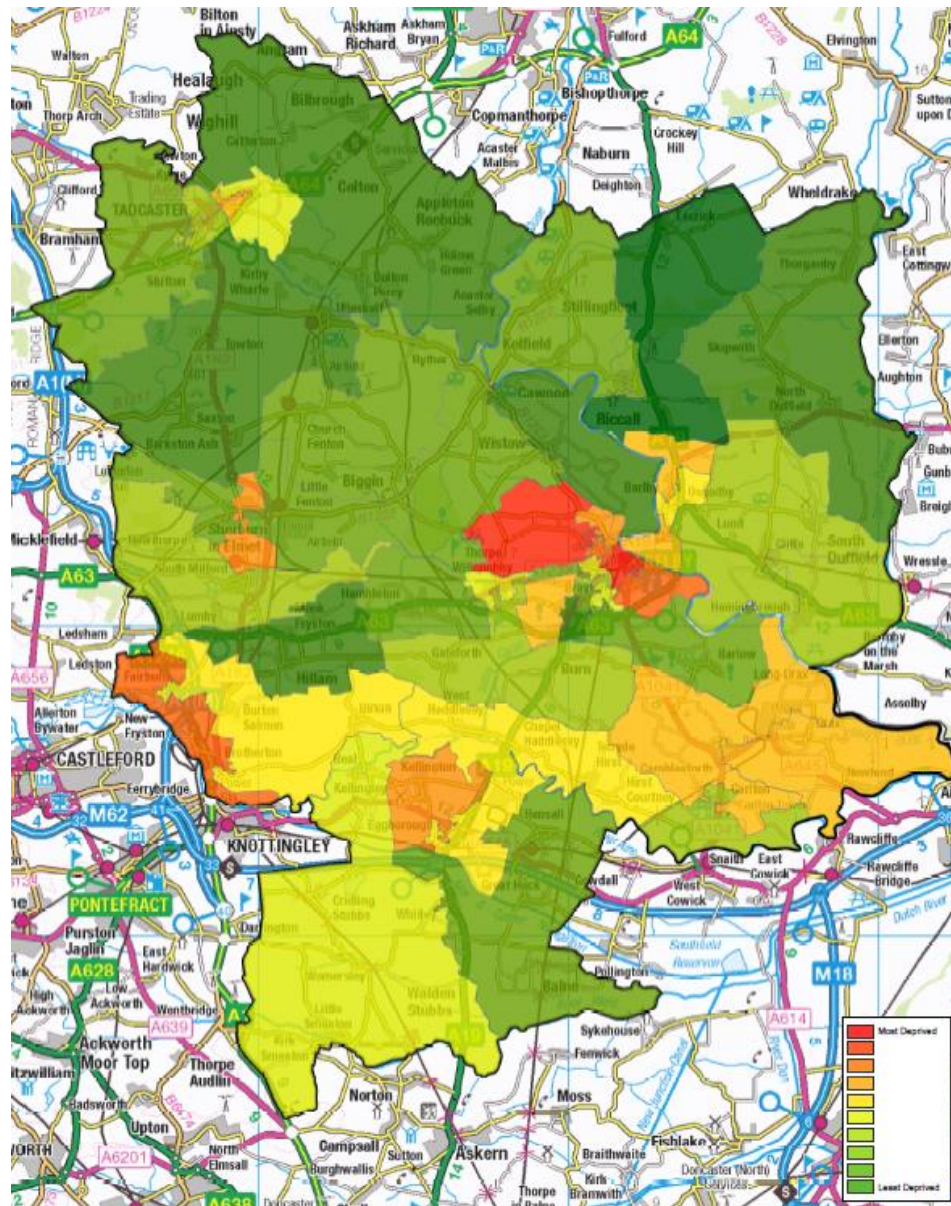


# Employment Deprivation

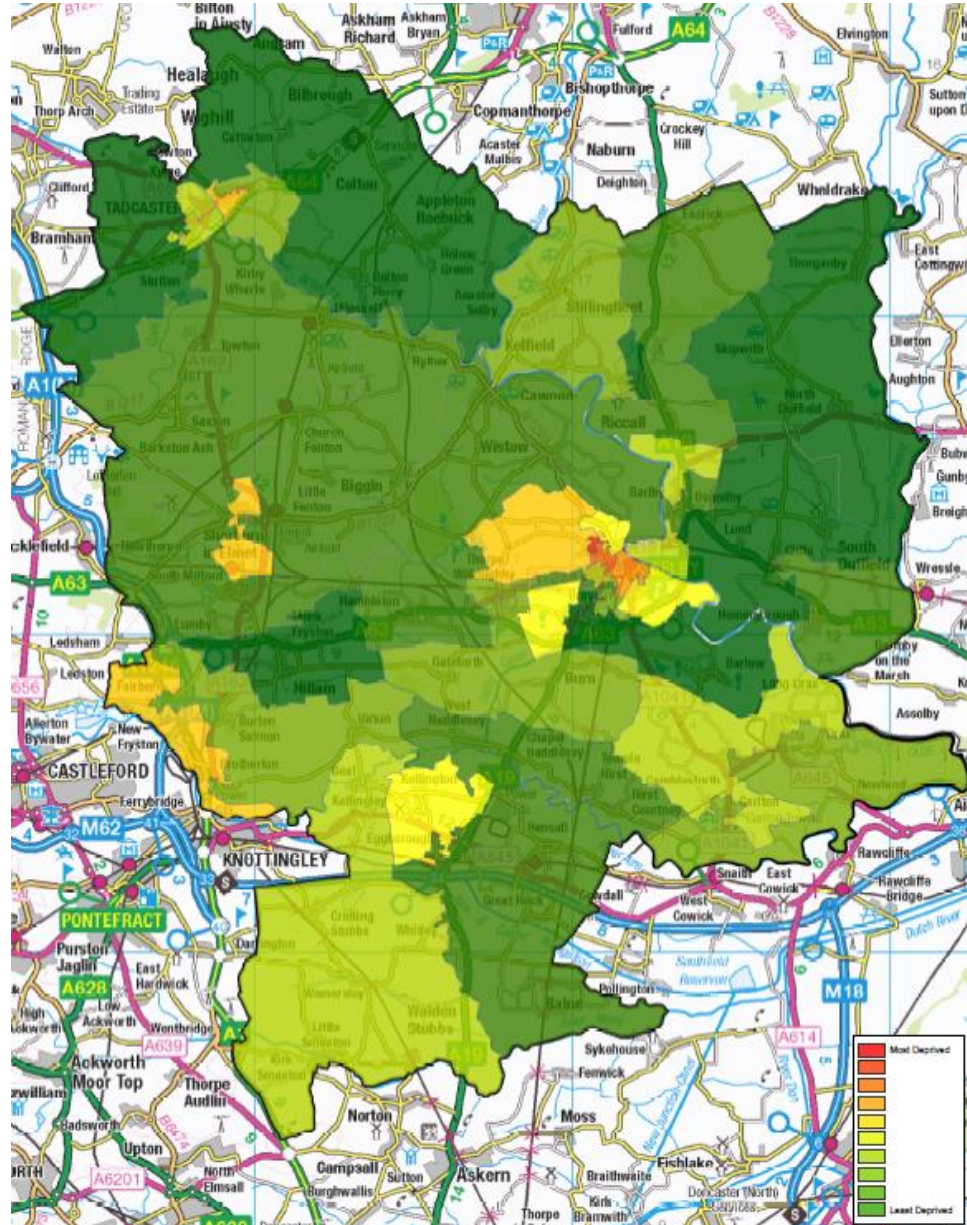




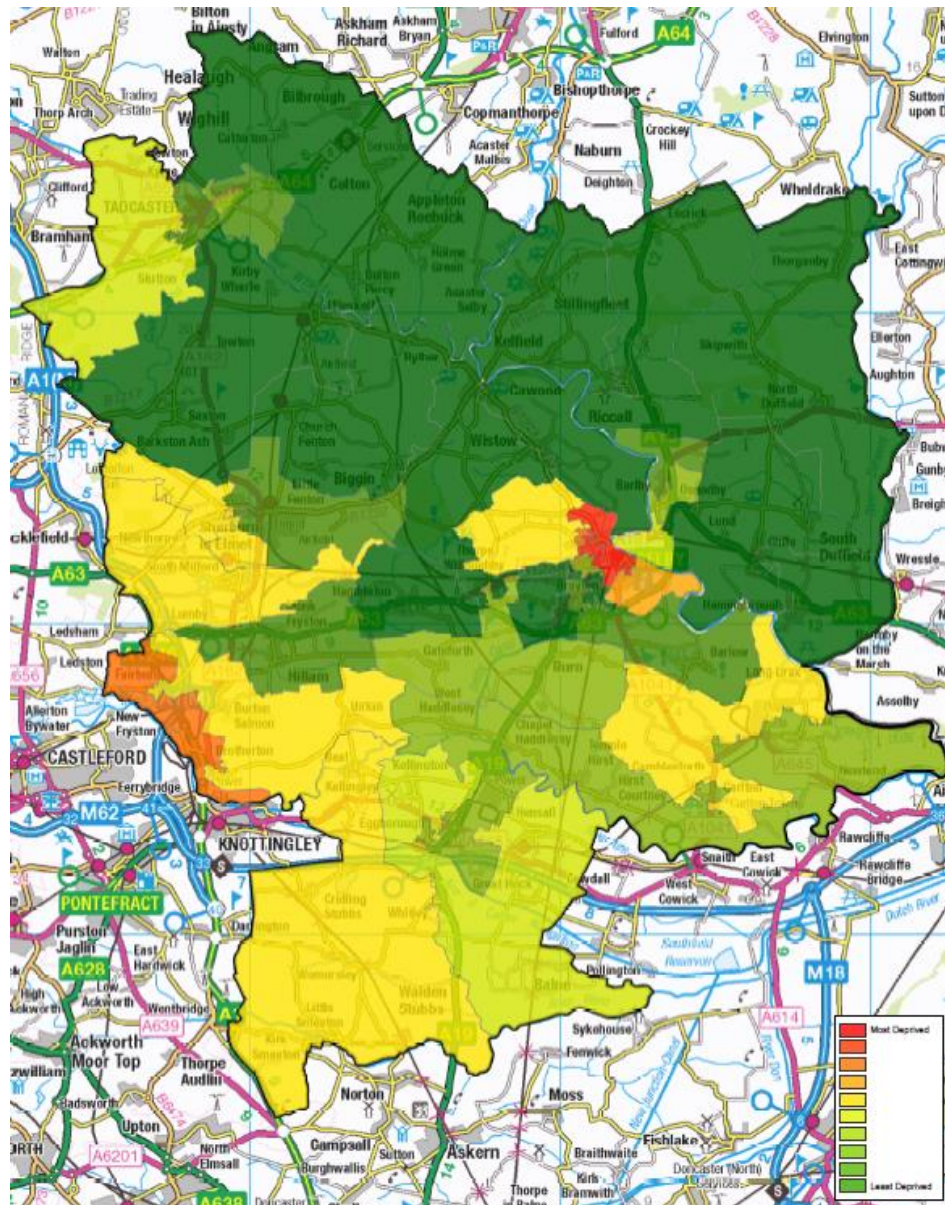
# Education, Skills & Training Deprivation



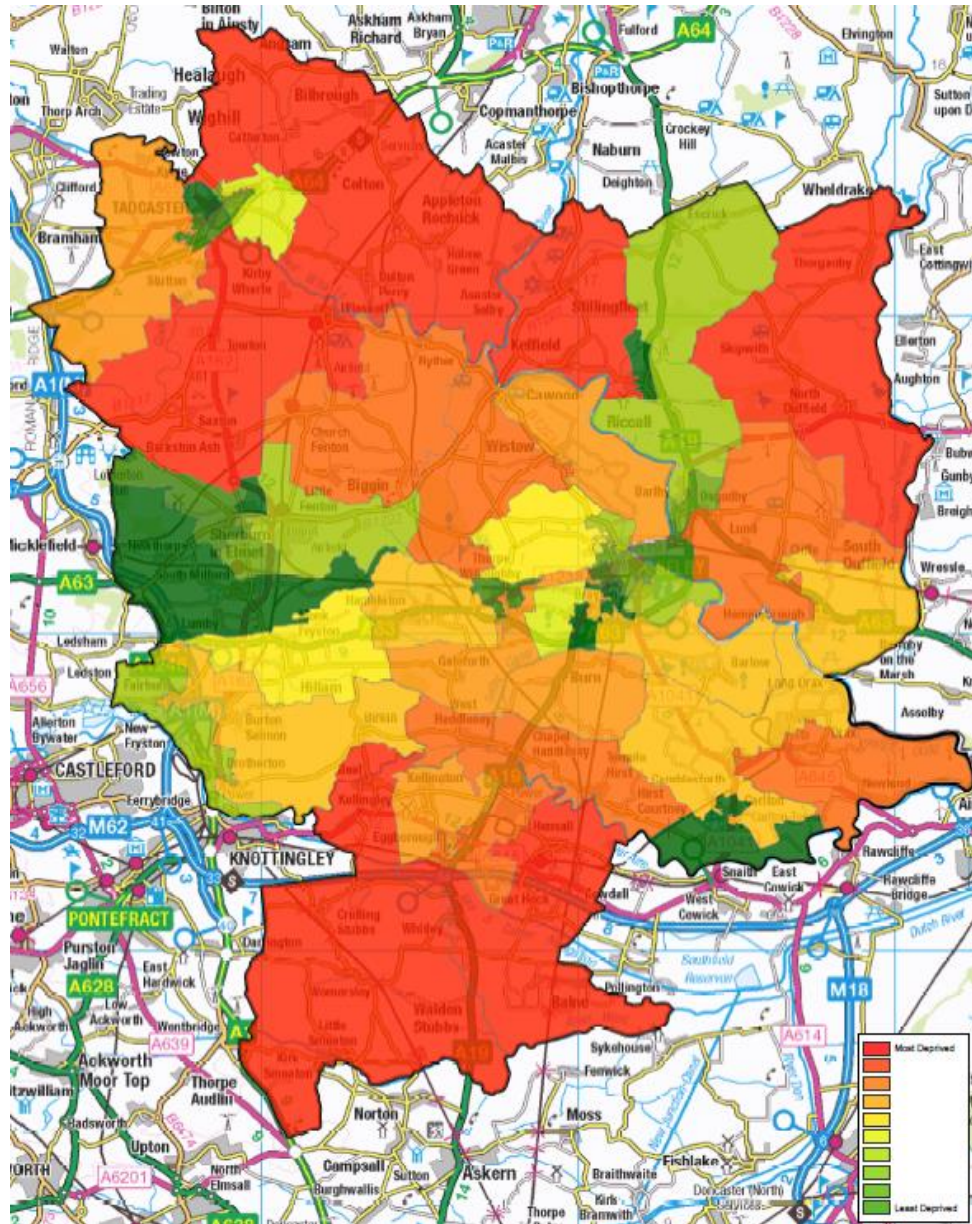
# Health Deprivation



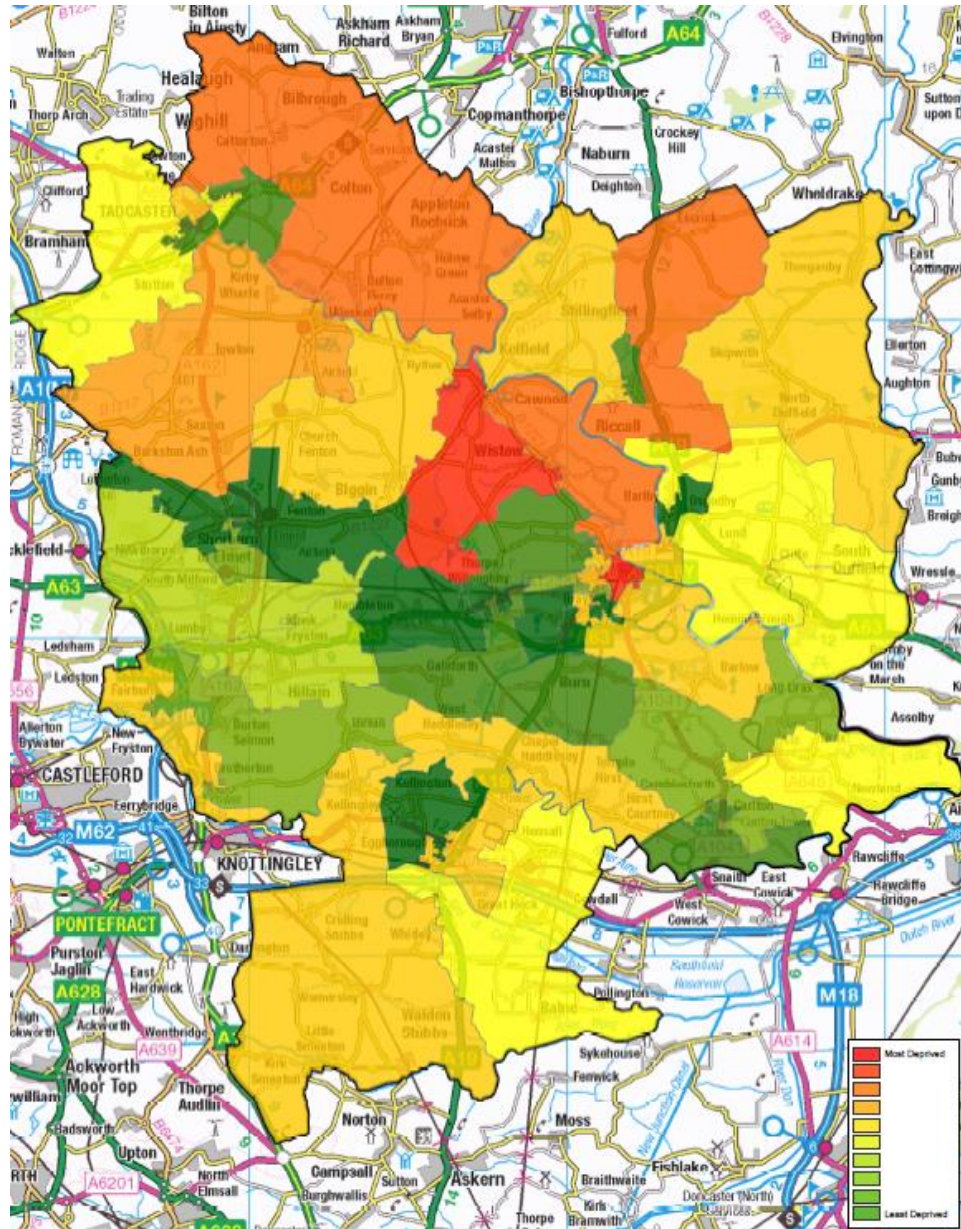
# Crime



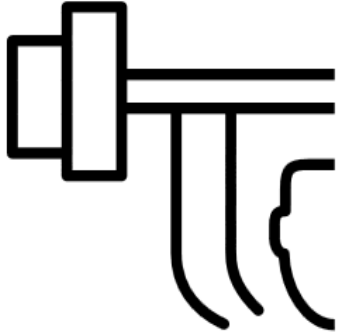
# Barriers to Housing and Services



# Living Environment Deprivation

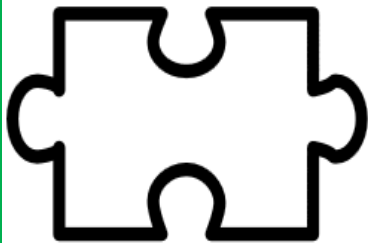


# Key Strengths & Challenges



## Strengths

- Particularly in terms of **employment, income and health** the District performs very well
- The rate of children living in 'out of work' households or poverty in the District is significantly lower than the national average



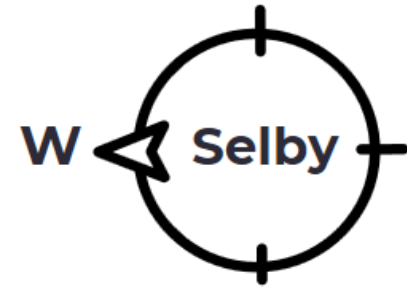
## Challenges

- 2 small areas of Selby Town fall into the 20% most deprived areas in the country
- Barriers to housing and services is by far the biggest deprivation issue facing the District
- Rural poverty and fuel poverty
- Improving social mobility

# High Deprivation Zones

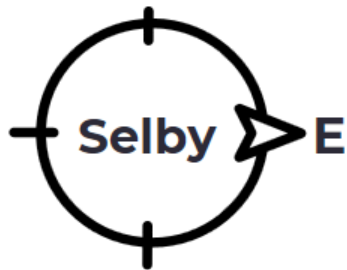
**Selby West** (Flaxley Road, Charles Street) (within **10%** most deprived areas):

- **39%** have no qualifications
- **17%** are unemployed
- **33%** of children from low-income families
- **21.4%** have a limiting long-term illness



**Selby East** (Abbots Road) (within **20%** most deprived areas):

- **26%** have no qualifications
- **25%** of children from low income families



# What approach is needed?

Requires a long-term whole systems approach, whereby the causes of poverty and deprivation (i.e. unemployment and low incomes, lack of education and skills) are addressed

## JRF's strategy to solve poverty in the UK



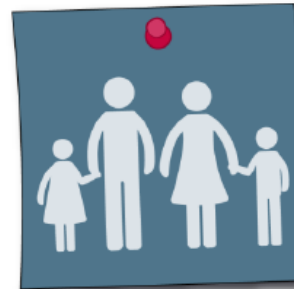
Boost incomes  
and reduce costs



Deliver an effective  
benefit system



Improve education  
standards  
and raise skills



Strengthen families  
and communities



Promote long-term  
economic growth  
benefiting everyone



# What can Selby District Council do?

Making Selby District a great place...

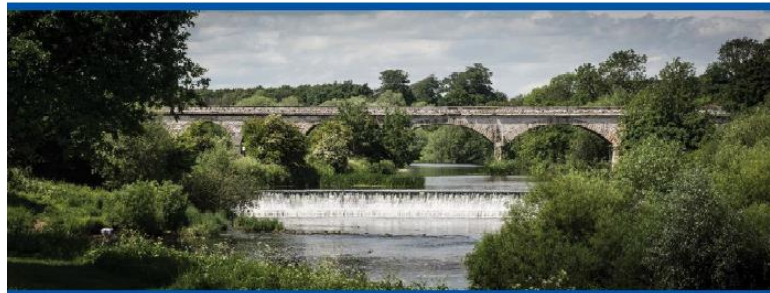
## SELBY DISTRICT CORPORATE PLAN 2015 – 2020

**Economic growth**

**Job creation**

**Education and  
skills**

**Increased housing  
supply**



**SELBY**  
DISTRICT COUNCIL  
*Moving forward with purpose*

**Affordable  
housing**

**Health and  
wellbeing**

**Strong  
communities**

**Supported  
residents**

# Partnership Working

Everyone has a role to play in tackling the challenges relating to deprivation. We must take a whole systems approach and work with key partners.



# Economic Development & Inclusive Growth

SELBY DISTRICT MEANS  
**GROWTH**  
AT THE HEART OF YORKSHIRE

Increase in good  
quality jobs

Support unemployed  
adults to gain suitable  
skills and achieve  
sustainable work

Increased  
housebuilding



Attracting  
investment to  
the District

Seek to address  
transport  
barriers

Increase  
apprenticeships and  
vocational training  
opportunities  
– [video link](#)

CONNECTIVITY  
OPPORTUNITY  
BUSINESS  
LIFESTYLE  
SKILLS  
HOME

SELBY DISTRICT  
ECONOMIC  
DEVELOPMENT  
FRAMEWORK

2017–2022... and beyond



# Health and Wellbeing

- Healthy Living Concept Fund
- Active Healthy Schools and Targeted Holiday Camps, Daily Mile
- Slimming World, Move It Lose It
- Mental Health Conferences and Forum
- Health Action Plan for Selby District (Selby Health Matters)



Selby Health Matters



# Supporting Vulnerable Residents

- Transition to Universal Credit
- Citizen's Advice Bureau
- Moving Forward – transition to independent living
- STAY Selby – for people at risk of homelessness



# Supporting Local Communities

- **Neighbourhood Team** - weekly drop-in surgery at Flaxley Road Community Primary
- **Tenant Participation** – Repairs & Maintenance Group, Open Door publication, TARAs, Estate Walkabouts
- In 2016-17 we gave **£290,321 of grants** to fund **70** community projects
- **Actively engaging** with the local community



# Selby Big Local



- One of 150 areas in England chosen to deliver Big Local – a community led, 10 year Big Lottery funded programme which helps residents create lasting change through an investment of at least £1 million.
- The Selby Big Local area represents the most deprived wards in Selby District - the largely residential areas of the Flaxley Road and Abbots Road estates, and the town centre.
- Resident-led Partnership responsible for delivering a community action plan, informed by ongoing community engagement and consultation. Plan has 4 key themes:
  - **Community involvement and participation**
  - **Health and wellbeing**
  - **Opportunities for young people**
  - **Education, training and skills**

# Selby Big Local



- Current projects and initiatives include:
  - Big Aspirations: working with 3 primary schools to raise career aspirations
  - Bringing Credit Union outreach to the Selby Big Local area
  - Small groups: over 50's IT club, Polish community support, community choir
  - Youth film initiative - [https://www.youtube.com/watch?v=ZY\\_sIT-tGm8](https://www.youtube.com/watch?v=ZY_sIT-tGm8)
  - Working in partnership with Selby District Foodbank
- Future focus areas include:
  - Community based health including focus on mental health
  - Improving open spaces
  - Supporting adults access employment and training
- Selby Big Local will be publishing an updated community action plan in January 2018



# Conclusion

The Council is taking a long-term strategic approach to improving quality of life across the District, focusing on:

- Fostering inclusive growth to improve prospects for all of the District's residents
- Health and wellbeing
- Working with local partners
- Effective support for our vulnerable residents and local communities

Is there more we could do? What role do Councillors want to play?