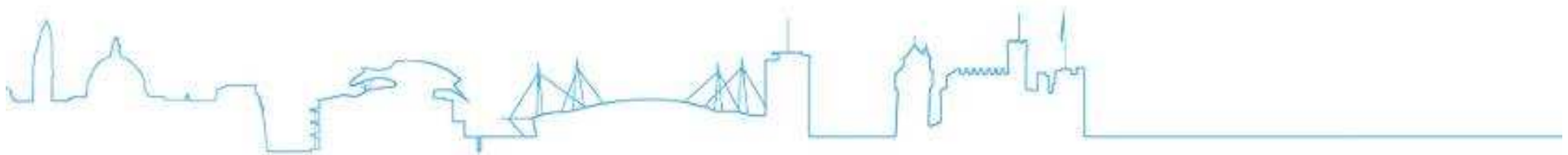


Item 5.1



Cardiff West:

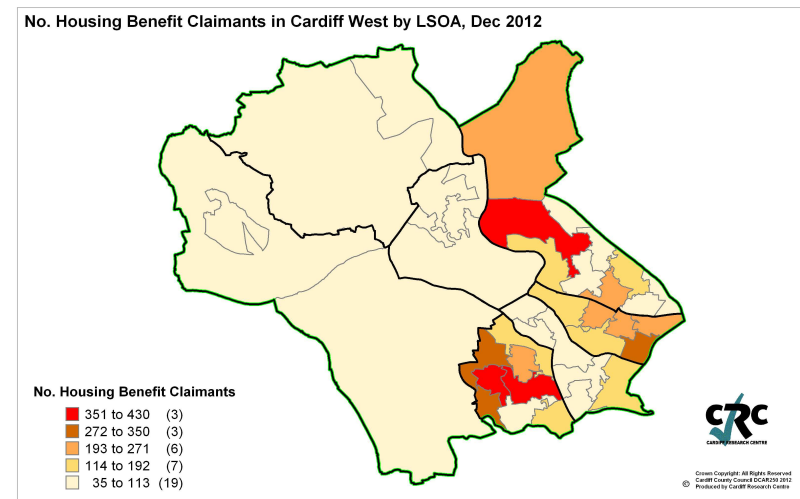
Poverty & Social Inclusion – Impact of Welfare Reform in Cardiff West



What's the issue?

Whilst Cardiff West is a largely affluent Neighbourhood, the affects of Welfare Reform are still a serious concern.

- 12 LSOAs in Cardiff West fall within the top 5 deciles of housing deprivation
- This affects 40.6% (24,745 people) of the whole of Cardiff West's population
- 27.9% (17,008) of the population fall within the top 3 deciles of housing deprivation



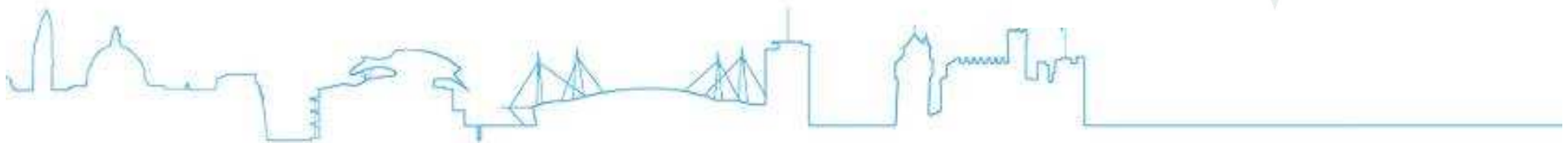
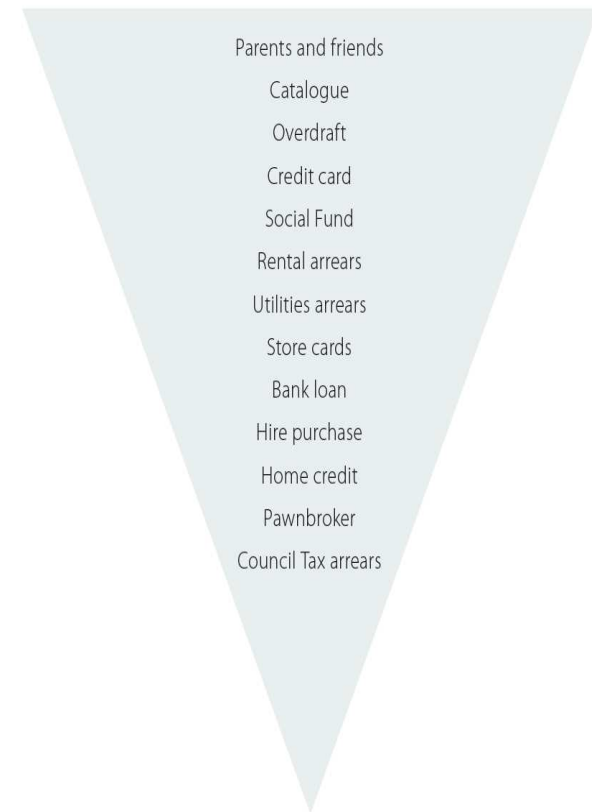
- *Source: Cardiff Council, Customer & Business Knowledge Team, Cardiff West Neighbourhood Intelligence Report.*

What did we do?

A dedicated task group for Poverty and Social Inclusion has been established within Cardiff West, focusing on the areas of deprivation within the neighbourhood and providing:

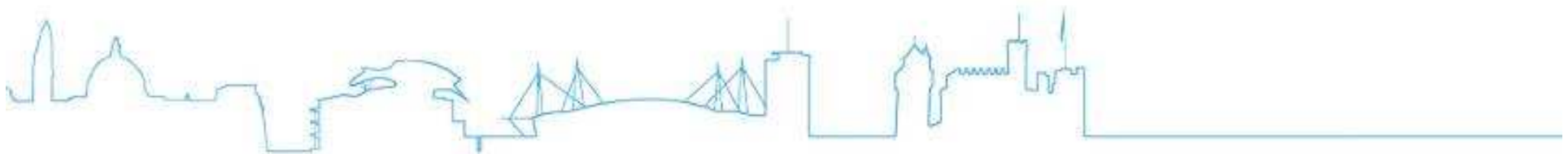
- Awareness raising of welfare reform
- Provision of workshops to better inform key workers within the neighbourhood
- Making links with the strategic welfare reform task group

Hierarchy of credit usage



What barriers did we face?

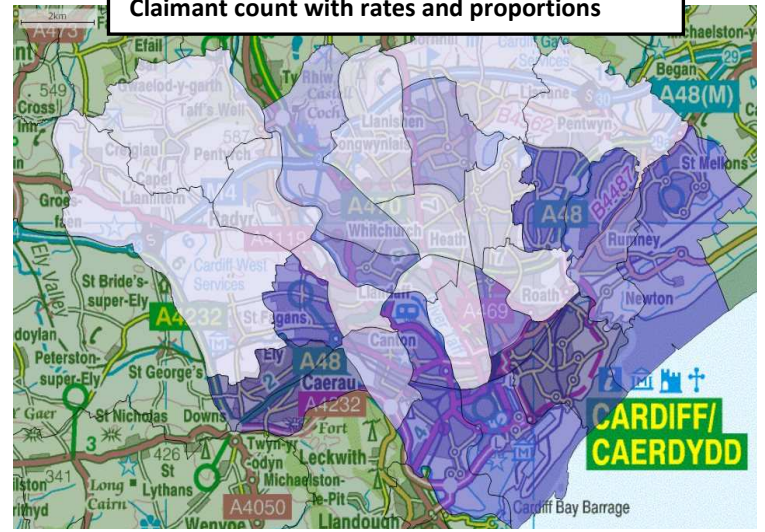
- Lack of awareness of Welfare Reform within the Community
- The complexity of the changes
- Targeting isolated areas of deprivation within an affluent Neighbourhood
- Additional support through Communities First only available in Fairwater
- Limited number of Community Facilities to advertise changes and to offer access to ICT Facilities
- Limited number of specialist workers in Cardiff West Neighbourhood



What are we doing next?

- Continue to raise awareness of Welfare Reform
- Make connections with Social Landlords
- Identify locations with publicly accessible ICT facilities
- Make additional resources available to the more isolated communities

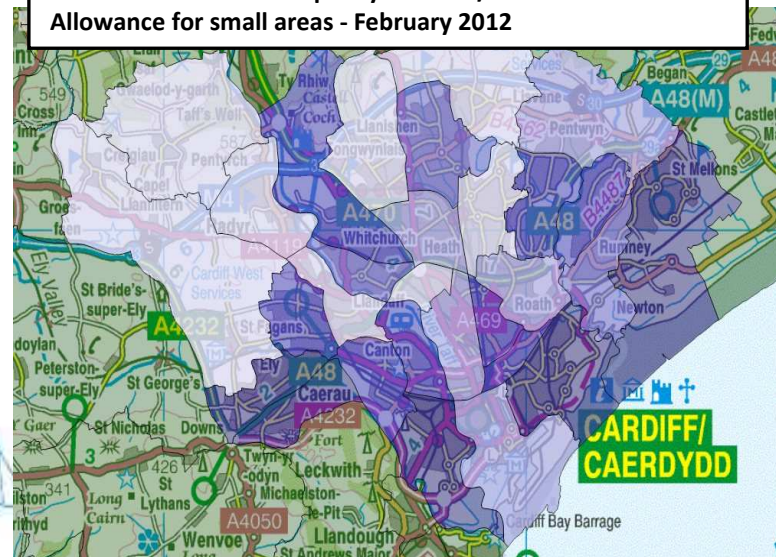
Unemployment Map
Claimant count with rates and proportions



Key

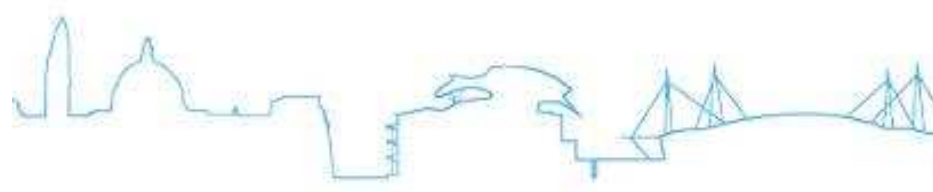
| |
|-------------|
| 7.00 - 8.40 |
| 5.60 - 6.99 |
| 4.20 - 5.59 |
| 2.80 - 4.19 |
| 1.40 - 2.79 |

Benefit claimants – Incapacity Benefits/Severe Disablement Allowance for small areas - February 2012



Key

| |
|-----------|
| 605 - 751 |
| 459 - 604 |
| 313 - 458 |
| 167 - 312 |
| 21 - 166 |



What do we need from CPB?

- 1. Provide residents with access to all local ICT facilities via appropriate partner venues.**
- 2. Instruct all organisations with a presence in Cardiff West to submit details of venue and opening hours to the Welfare Reform officer. Be imaginative in use of ICT access - Schools?**
- 3. Direct front-line staff to signpost residents to these facilities where they believe it may be appropriate.**

