

City of London Corporation

Responding to poverty and cost of living pressures

Action plan

The plan below summarises a more detailed plan overseen by a multi-agency steering group

Objective	Activity
Priority 1: Communications	<ul style="list-style-type: none">• Promote awareness of available benefits and other financial support via traditional media, social media and existing programmes and networks.• Run targeted activities and events to raise awareness of benefit entitlements, encourage take-up• Deliver a ‘no wrong door’ approach across tackling poverty programmes and services including ‘warm referrals’ and signposting between services where possible.• Design and distribute leaflet to all households
Priority 2: Targeting financial assistance	<ul style="list-style-type: none">• Distribute Housing Support Fund to households in need (third round expected)• Maximise take up energy rebate• Promote existing financial help: Emergency Support Scheme; School uniform vouchers; affordable childcare; Council Tax support;• Adult Social Care Early Intervention: providing assistance – including purchasing goods – to those on the margin of formal care thresholds
Priority 3: Tackling food poverty	<ul style="list-style-type: none">• Provide food support through the Housing Support Fund – directly, and third party food voucher distribution• Promote St Luke’s community centre food support offer to those living on Golden Lane Estate• Secure access to Tower Hamlets “food store” offer for those living in East of the City

Objective	Activity
	<ul style="list-style-type: none"> • Deliver school holiday Health Activity and Food Programme for children eligible for Free School Meals • Promote Healthy Start scheme to eligible households
Priority 4: Winter warmth	<ul style="list-style-type: none"> • Creation of a “warm spaces directory” • Delivery of warm spaces small grants programme • Cold Weather Packs: secure wider funding and distribution
Priority 5: Increasing income from employment	<ul style="list-style-type: none"> • Promotion of Connecting Communities – Bridge to Success programme, providing support to access training, build confidence, overcome any barriers to employment and find employment • improving access to affordable childcare
Priority 6: Wellbeing	<ul style="list-style-type: none"> • promote services for those whose mental health is affected by money worries • promote smoking cessation services

Further information

[Getting help with the cost of living - City of London](#)

[Emergency support scheme - City of London](#)