

Facilitating Financial Wellbeing

Moving from Crisis Response to Community Resilience – A local authority perspective

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Disclosure: Statement of Interests

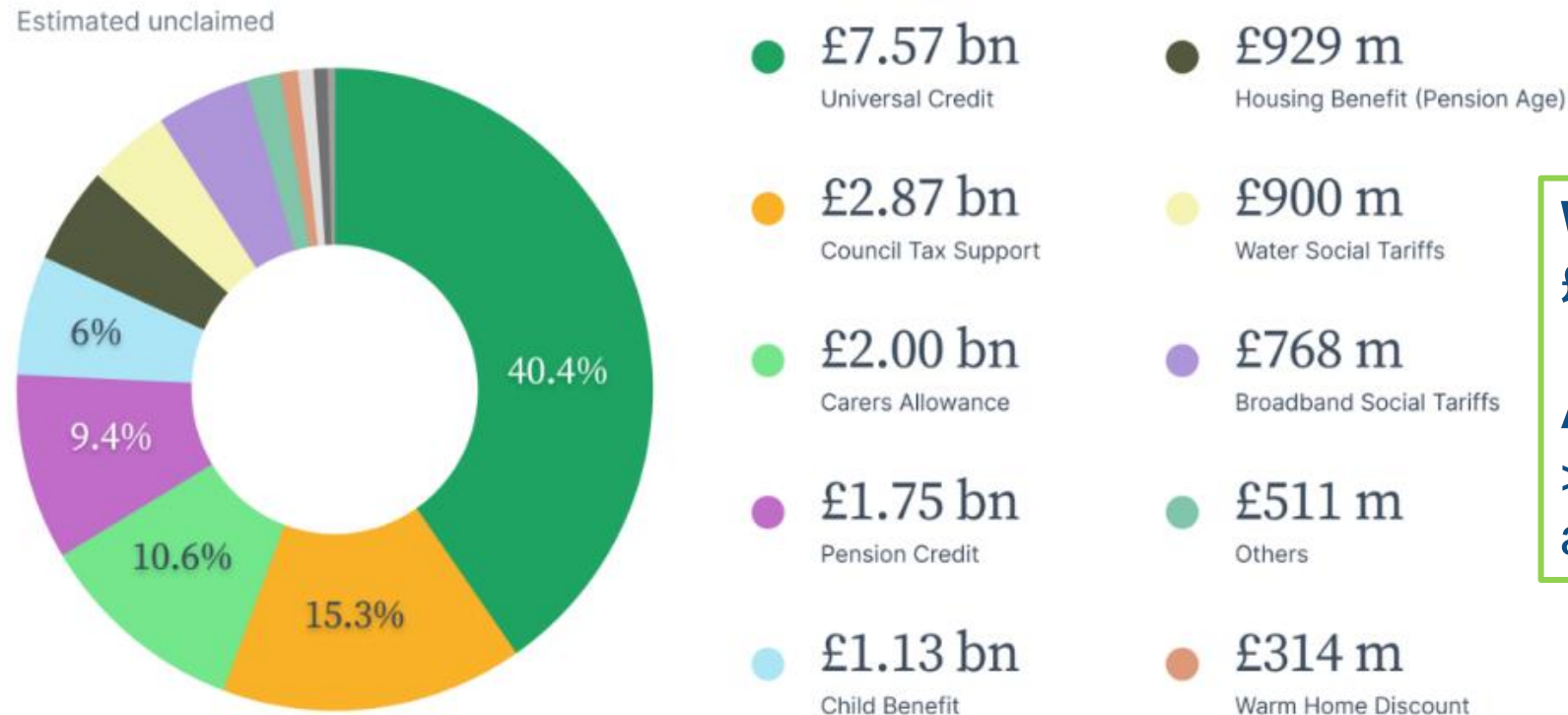
Public Health Registrar in the South West, on Placement with South Gloucestershire Council and member of the Faculty of Public Health's Poverty Special Interest Group.

South Gloucestershire Context

- Area of relative affluence
- Average salaries, with above average housing prices
- A large gender pay gap
- An 'economic powerhouse'
- A changing political context

Maximising income – An example

£19bn estimated unclaimed value by benefit, April 2023



What this means in South Glos:
£46,029,566 and 45,887 claims.

Average missing out claim:
> £1000 (well over the national average).

[Report: Missing out: £19 billion of support is unclaimed each year - Policy in Practice 2023](#)

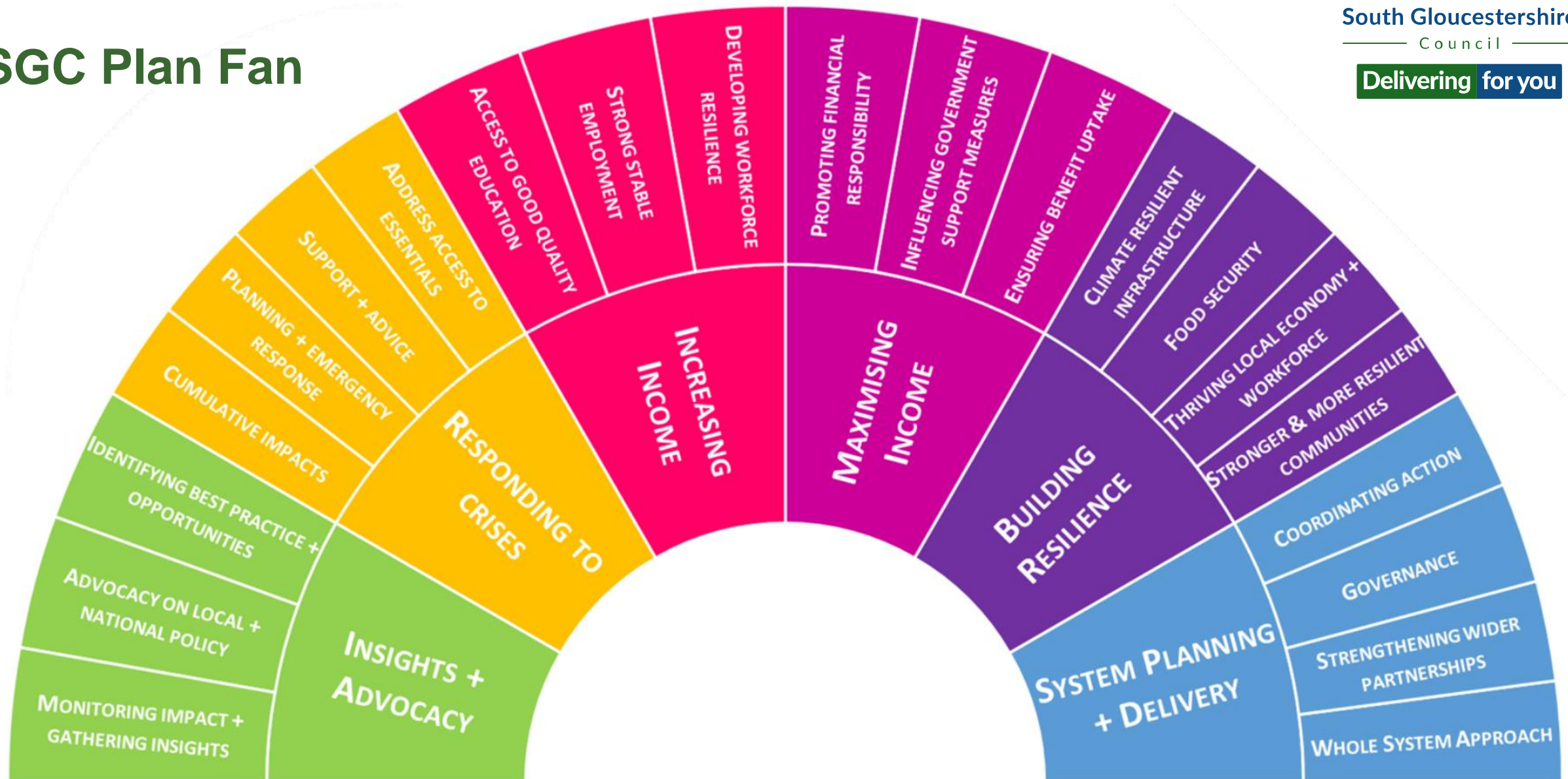


FINANCIAL WELLBEING FRAMEWORK 2024

Identifying Priority Areas

- 1) Insights and advocacy
- 2) Responding to crisis
- 3) Increasing income
- 4) Maximising income
- 5) Building resilience
- 6) System planning

SGC Plan Fan



What would help?

An open national conversation about the root causes and a shift towards long term solutions:

- Destigmatising discussions around inequality and claiming benefits
- Permanent funding for financial wellbeing to Local Authorities
- More freedom on what and how the funding can be used
- National changes to benefit and welfare systems, and the poverty premium
- Acknowledgement that costs / challenges in rural areas are different
- Acknowledgement that the data can hide need and deep inequalities and increase the challenges in supporting those who most need it.

Any Questions?

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[Financial support and wellbeing | BETA - South Gloucestershire Council \(southglos.gov.uk\)](https://www.southglos.gov.uk)