



Education Alliance for Life Chances

TACKLING INEQUALITIES FOR OUR CHILDREN

Act Locally: Central Keighley High Level Summary



Focus Priority: Tackling food insecurity, poor diet and nutrition

The data tells us:

- Central Keighley is one of the most deprived areas in the Bradford district. **Over half of families living in the area are classed as living in a low income household** (recipient of two or more welfare benefits)
- The data shows Keighley to score very highly on related markers of deprivation in comparison to the rest of the UK, for example **8.2% of adults experienced hunger** in 2021 and on average nearly **20% of families struggled to access food**.
- Food insecurity also has a significant impact on the mental health of those suffering. For example, in Keighley **11% of adults described themselves as 'worrying' about not having enough food**.
- Keighley also has **6.5% higher level of obesity** when compared to the national average and has **6.4% lower level of healthy eating** (defined as eating 5 portions of fruit/veg a day) compared to the rest of the UK.

Convening Partnership

Our convening partnership includes representatives from the Local Authority, Bradford Children & Families Trust, the West Yorkshire Police, schools and Multi Academy Trusts, VCS organisations, Public Health, ICB, Youth Service, Family Hub/Early Help, Born in Bradford and Age of Wonder research .

Statement of intent

We agreed our 'Statement of Intent' which contextualises the issue using data and community voices and states our locally agreed actions and recommendations for commissioners.

From this, we have developed an action plan so we can keep our convening partnership updated and we can monitor progress.

Intended Outcomes

Our intended outcomes for our focus priority are:

1. Young people and children in central Keighley are food secure and have their nutritional needs met (eating regular balanced meals)
2. Our work is recognised as a place based contribution to supporting Bradford's Good Food Strategy.
3. Keighley Schools find the local offer (schools signposting resource) helpful in signposting families to local support beyond the school gates
4. School absence due to dental reasons is reduced compare to 2022/23 data
5. Local businesses support our ambition for Keighley pupils and families to be food secure
6. Further research is produced that references our local action
7. Increase the take up of Keighley families eligible for government vouchers, scheme or further support
8. Evaluation provided by CAER/Age of wonder to enable us to monitor the success and take up of our work.



Longer term ambitions

- We move onto focusing on our next collectively agreed priority issue
- We secure funding so our convening partnership has a 'community budget' that they can use to commission support/activity above and beyond what is currently available.
- We develop a school hub to serve the central Keighley area as a base for co-located, integrated service delivery

Our partners include

