

Cost of Living Dashboard

TWO COUNCILS
ONE TEAM



Rochford
District Council

National indicators

Spending

- Inflation has eased to **7.8%** in April 2023
- Around **two-thirds** of adults are spending less on non-essentials due to cost-of-living increases
- Around **one in 4** adults are borrowing more money or using more credit

Energy

- Gas price inflation eases to 36.2% in the year to April 2023
- More than Half of adults are using less fuel in their homes due to cost-of-living increases
- Electricity price inflation eases to 17.3% in the year to April 2023

Food

- Inflation rate for food and non-alcoholic beverages eases slightly to 19.1% in April 2023
- Around half of adults are buying less food when food shopping in the past two weeks
- Inflation rates for restaurants and café's eased further to 9.4% in April 2023

Housing

- March 2023 saw UK house price annual percentage change slow to 4.1%
- Around 4 in 10 adults are finding it difficult to afford rent or mortgage payments
- The UK annual private rental price growth rose to 4.8% in the 12 months to April 2023

Transport

- Motor fuel inflation rates fell further to -8.9% in April 2023
- Around a third of adults are cutting back on non-essential journeys due to cost of living increases
- Rail fares up by 5.1% in the year to April 2023

Work

- After taking inflation into account , average pay has fallen
- The redundancy rate decreased in the last 3 months

ONS has a tool whereby you can look at how the increases in cost of living have affected you in the past year.

[How is inflation affecting your household costs? - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/how-is-inflation-affecting-your-household-costs)

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#ByYourSide Campaign

- Campaign ran **from December 22 to February 23**
- Provided a consistent message and branding across a number of social media platforms
- Total number of posts during this period 100 across all platforms
- Total reach was 47,667 people
- Total engagement (likes, comments, shares and clicks) was 777
- Cost of Living page views 3706, most viewed was the warm hubs
- Community Connect trailer last year April 22 – March 23 saw 1250 engaged
- Cost of Living event was delivered on April 19 April together with 50 partner organisations

ActivAte programme

- The ActivAte programme provides free activities for those children that are in receipt of Free School meals or families on low income.
- In Brentwood there are 1,602 children in receipt of free school meals and the programme is delivered throughout the school holidays - In December 435 places were offered and 298 children attended
- In February 188 places were offered and 168 attended
- In April 1640 places were offered and 628 attended

#ByYourSide



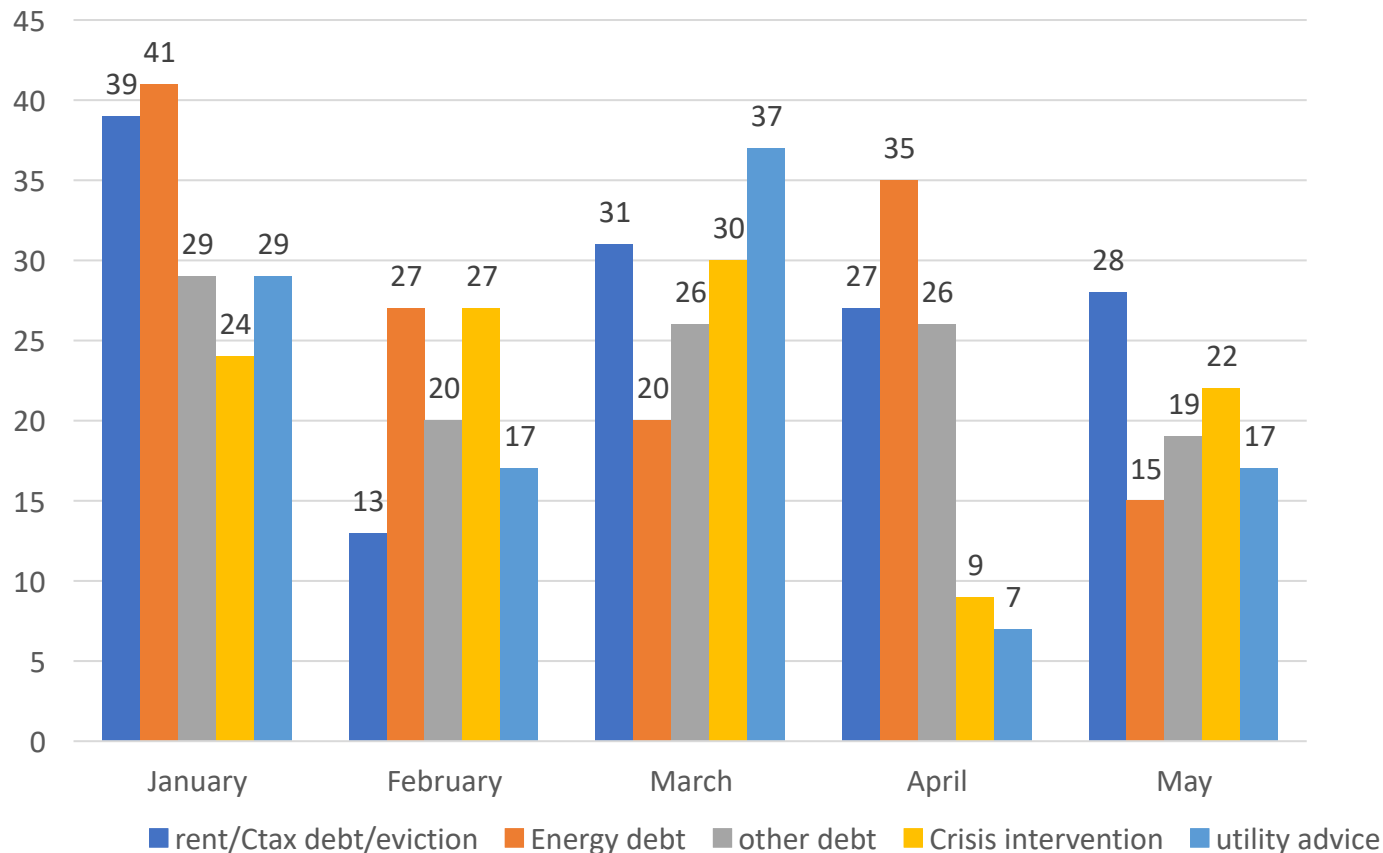
We are committed to helping you, your family and community as the cost of living increases.
Click this banner for information, advice and support from us and our service providers.

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Citizens Advice Brentwood



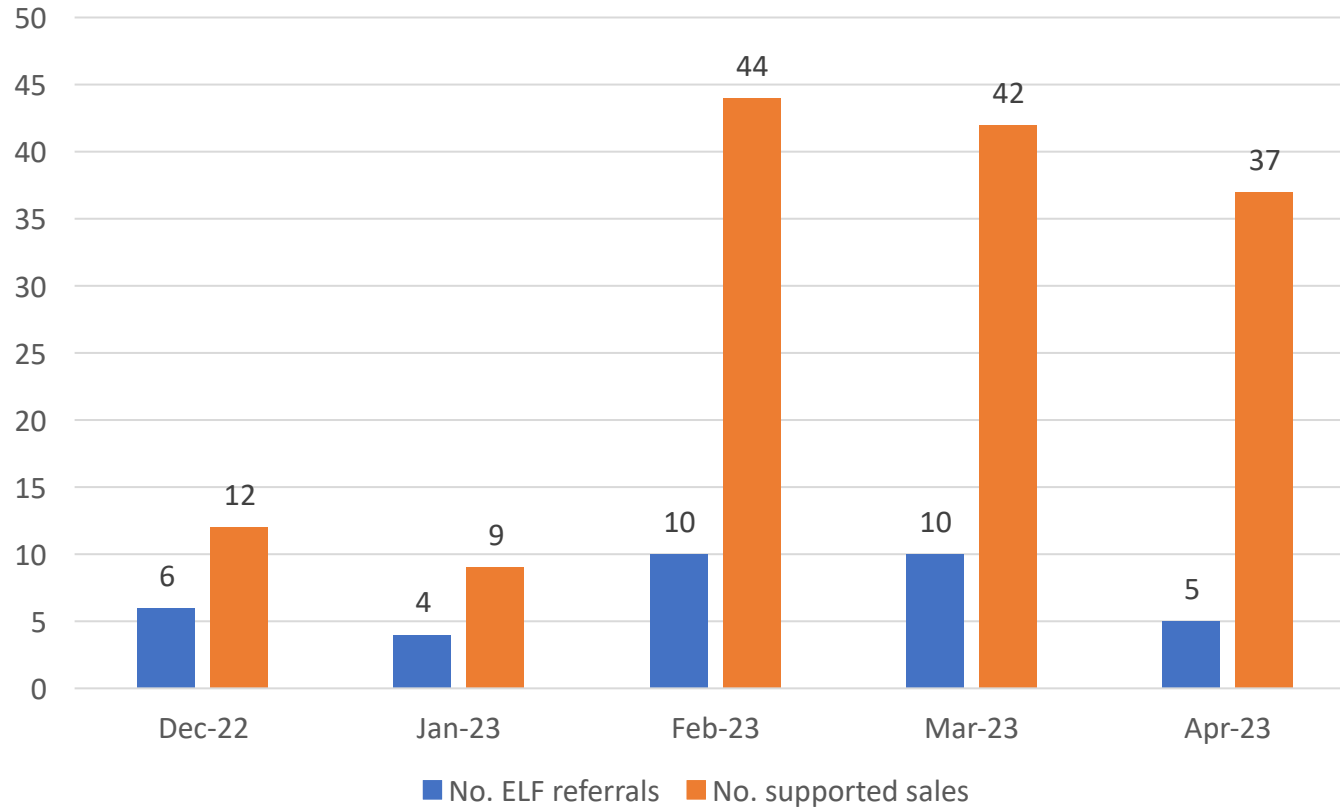
- 2022/23 CAB saw 3109 unique clients
- Higher demand, can only answer 20% of phone calls to the service
- Volunteers – working with 60% of the number of volunteers compared with pre-pandemic
- Increase in debt advice, charitable support and people struggling to pay utility bills
- More people seeking financial help food and fuel vouchers
- Some only engage with advice process until they receive their Household Support Fund, fuel voucher or food voucher, then come later because underlying issues have not been resolved
- New service with MacMillan to support people with a financial impact of a cancer diagnosis
- Every Penny Counts - budgeting support

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Lighthouse Furniture Project



Essential Living Fund – to help vulnerable people live as independent a life as possible in the community – meet short term needs

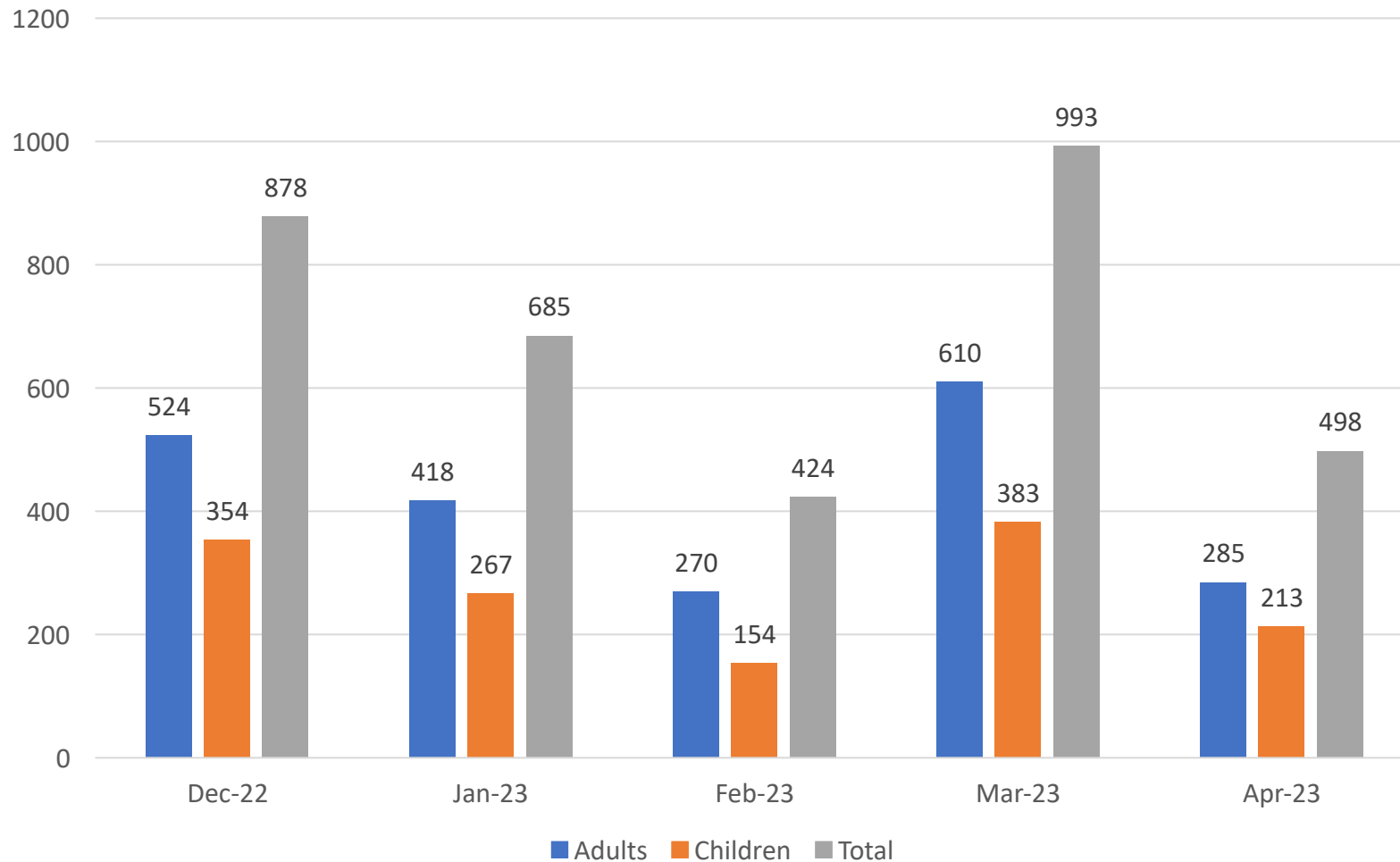
Supported Sales – Items that are discounted for those that are in receipt of benefits

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Number of people utilising Foodbank



Nationally Foodbanks have seen a 37% increase in users compared with last year and this is reflected in the numbers seen at Brentwood Foodbank. Parcels last 4-5 days.

Total for all months parcels is 11,816 days of food.

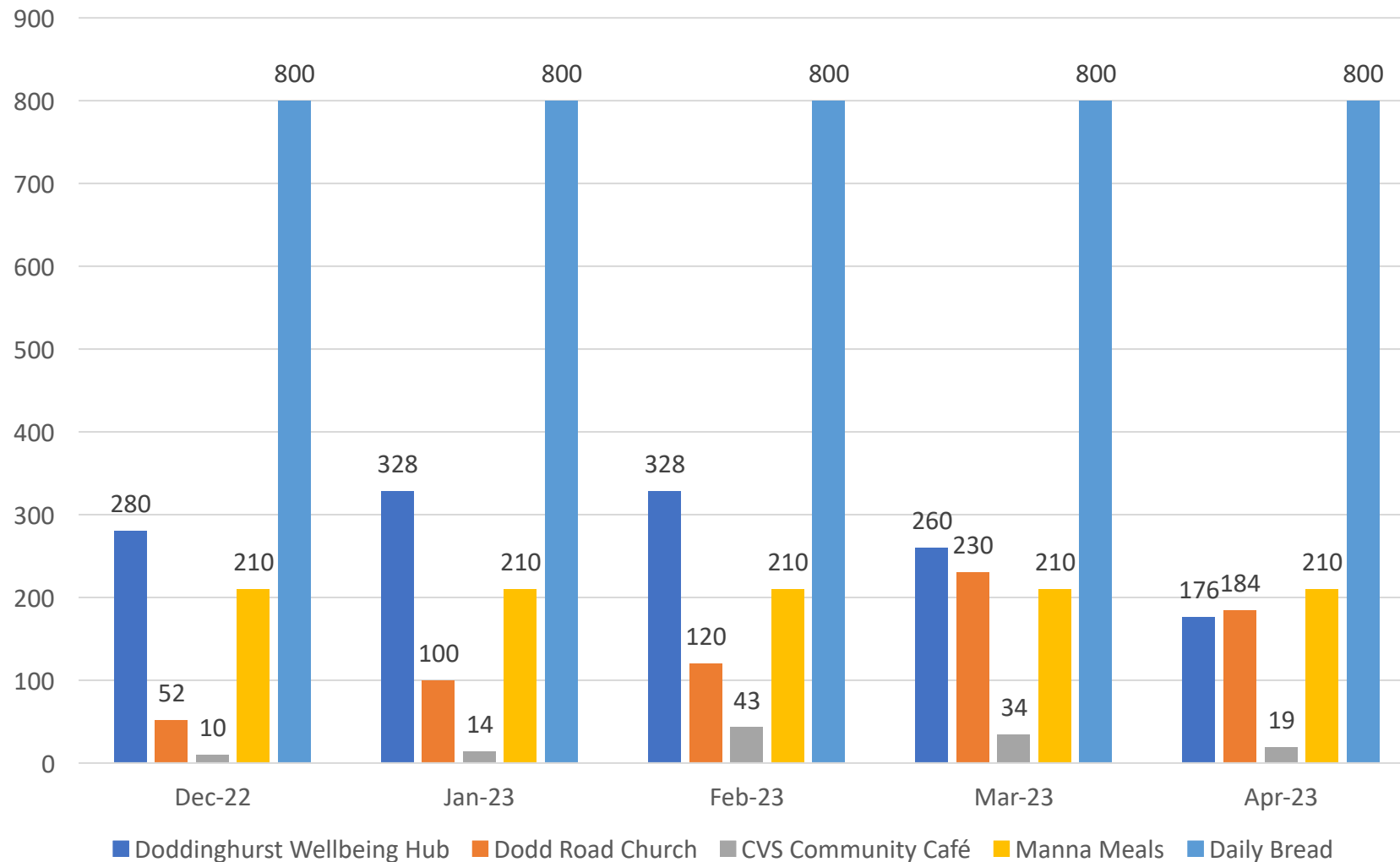
Can in the Van event on 9 June outside Sainsbury's

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Warm Hub Attendance



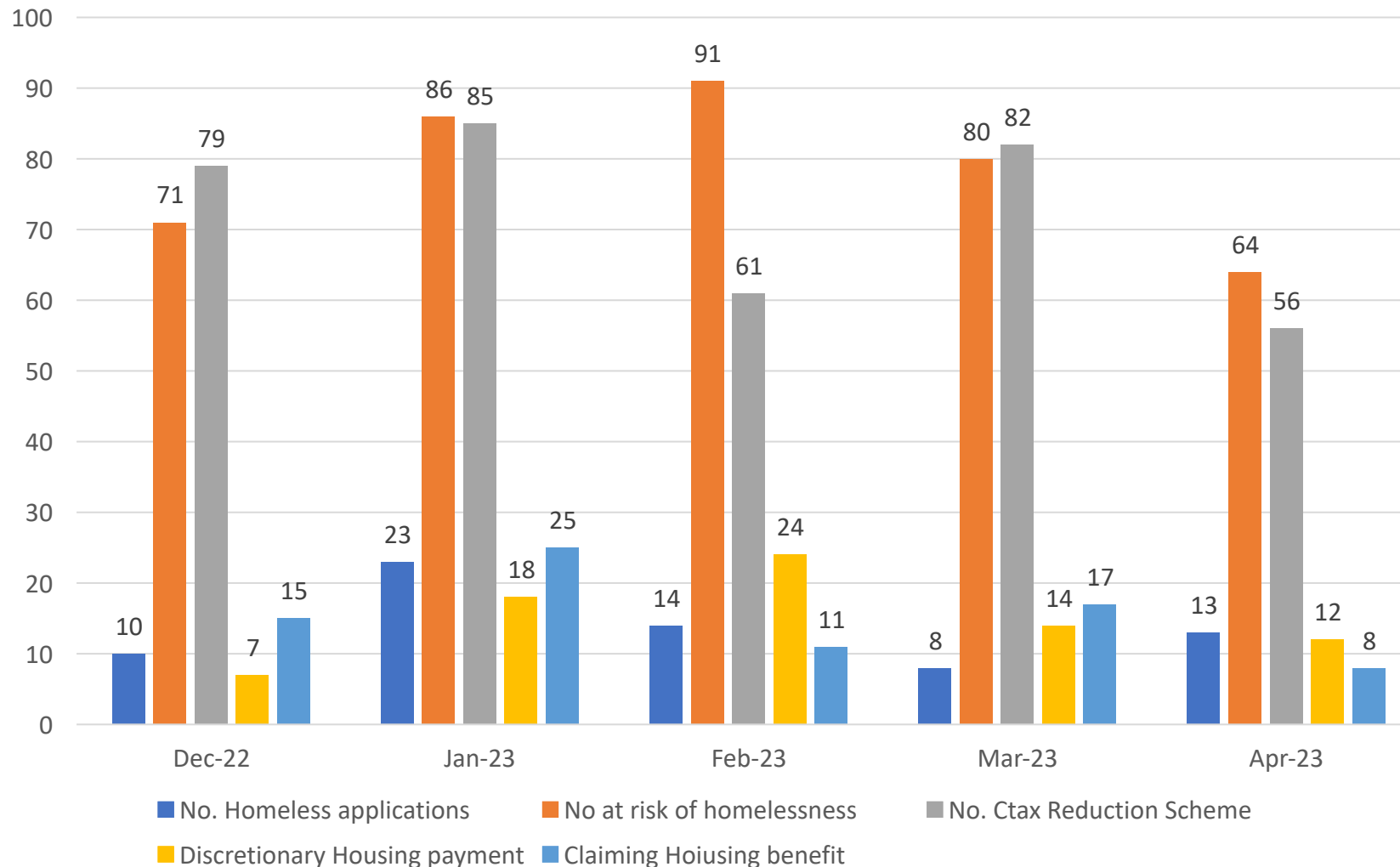
Figures for Manna Meals (based at Bishops Hall) and Daily Bread Café in Hutton have been estimated

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Housing



Number of new Homeless applications, the number of people at risk of homelessness, Number of people applying for the Council Tax reduction scheme, The number in receipt of Discretionary Housing Payment and the number of people claiming housing benefit