

On the UP



Dumfries and Galloway

Anti-Poverty Strategy 2015-2020



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Introduction

This first comprehensive Anti-Poverty Strategy delivers on the Commitment that was made by this Council on 18 July 2014. It sets out what we will do to improve the lives of people in our region experiencing poverty in all its forms. It is ambitious - we have to be ambitious; we have to be committed; and we have to work hard to ensure that this Strategy delivers for the people of Dumfries and Galloway and makes a real difference to their lives.

The Strategy sets out a clear vision and four Objectives. It details the areas of activity that the Council will deliver and the accompanying Action Plan details what Dumfries and Galloway Council services will undertake. It also develops the leadership role of our Council, using our position and influence to ensure that all sectors and organisations work together on these issues. In taking on this role, we are setting the bar for other partners at national and local level. We are clear what we can do as a Council but it is also important that we ensure our Scottish and UK Governments are working just as hard to improve the lives of the people in Dumfries and Galloway.

Our Council Budget for 2015-18 was agreed on 5 February 2015 and we have allocated significant funding over the coming three years for a number of different projects for the prevention of poverty; to support those in poverty; and to help people escape from poverty. The money is funding initiatives ranging from Living Wage accreditation and promoting its benefits to our partners and other organisations; improving information and signposting; increasing employment opportunities for young people; to creating community hubs; and poverty awareness training for staff in schools.

To make progress in an age of austerity is ambitious, but we are confident that by sharing our knowledge, expertise and experiences, and engaging honestly and openly with people experiencing poverty, we can take action that delivers and sees improvements.

There are a range of factors that contribute to poverty, some of which the Council cannot control directly. We recognise that our Council cannot tackle poverty on its own and we will work with our partners across the sectors, all of whom support and are ready to play their part in delivering this significant Action Plan that will reduce and mitigate poverty and inequality in Dumfries and Galloway.





Poverty - A Definition

Poverty comes in many shapes and forms and affects all areas of an individual's life. In 2004, the European Commission provided a widely accepted definition of poverty within its joint report on Social Inclusion. The European Commission defined poverty as:

'Income and resources are so inadequate as to preclude them from having a standard of living considered acceptable in the society in which they live. Because of their poverty they may experience multiple disadvantages through unemployment, low income, poor housing, inadequate health care and barriers to lifelong learning, culture, sport and recreation. They are often excluded and marginalised from participating in activities (economic, social and cultural) that are the norm for other people and their access to fundamental rights may be restricted.'

It is important to remember how this definition would translate into an individual's life and what areas we have to actively address to fulfil our priority of protecting our most vulnerable people.

The European Commission report defines what poverty means for individuals:

- Lack of basic necessities
- Isolation
- Too much bureaucracy and lack of information
- Lack of respect and hope
- Lack of decent work
- Fear for their children





Context

National

Poverty can be perceived as an enduring and persistent problem in Scotland. There is increasing pressure on low income families and individuals and it is well recognised that the effect of cuts in public spending are likely to impact disproportionately on those already living in poverty, on low incomes and often vulnerable.

In Scotland in 2012/13:

- 820,000 people were living in poverty, 110,000 more than the previous year
- 15% of pensioners were living in relative poverty

Source: Scottish Government (2012)

More recently research has shown in Scotland:

- Working age poverty has risen to 21%, among working age adults this equates to a rise in the number of people under 30 experiencing poverty by 29,000
- The percentage of households falling below society's minimum standard of living has increased from 14% to 33% over the last 30 years

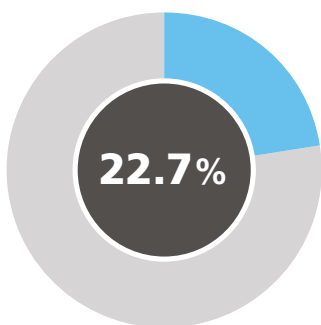
Source: JRF (2015); Poverty and Social Exclusion in the UK (2014)



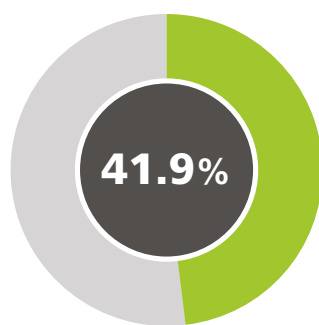
Regional

The picture of poverty in our region is one where there are a number of households within our region facing deep seated poverty and deprivation. Dumfries and Galloway is one of the lowest paid regions in Scotland and there is no doubt that this, coupled with the rural challenges we face, contributes significantly to the fact that we have families and individuals across our region suffering from poverty.

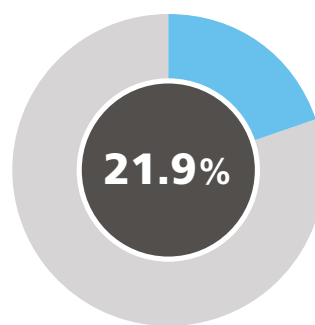
Research undertaken by the Crichton Institute has evidenced that people who are deprived in certain ways or at risk of deprivation live in all parts of the region, including more remote and rural areas. Many individuals on low incomes have complex, multi-faceted needs and as a result experience multiple types of deprivation. We have looked at national and local data to help identify where these pockets of poverty exist so that we are better placed to assist people in addressing them. While the pattern of poverty in our region is 'complex and intricate' the types of poverty that are most prevalent in our four areas are as follows:



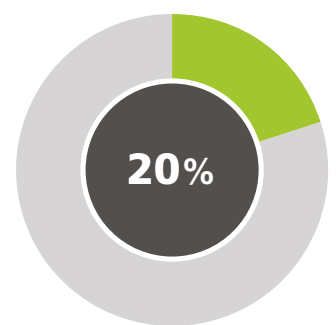
22.7% of the people in our region who are income deprived live in Annandale and Eskdale



41.9% of the people who are employment deprived in our region live in Nithsdale



21.9% of the people in our region who have no qualifications live in Wigtownshire



20% of the households in our region which have no central heating are in the Stewartry

Source: Poverty and Deprivation in Dumfries and Galloway, Crichton Institute (2015)

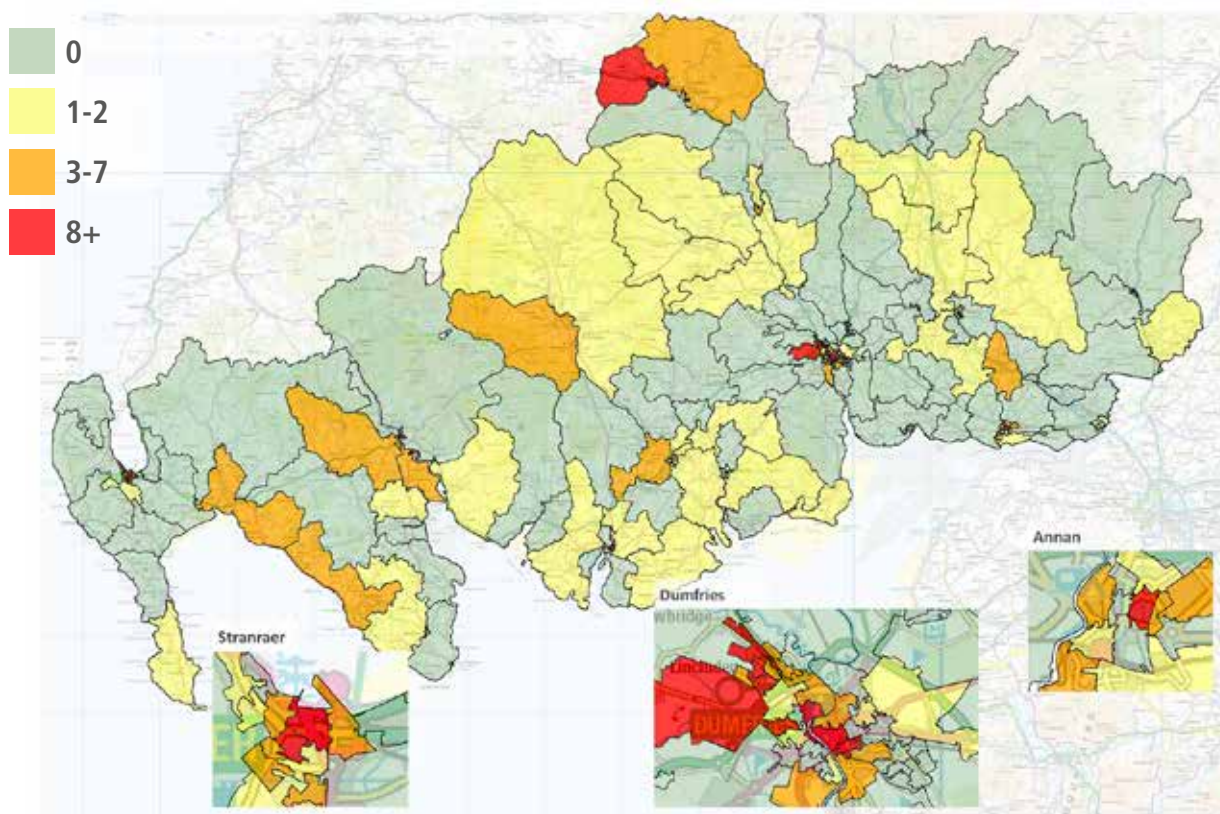
In total there are 4,025 households in Dumfries and Galloway affected by at least three dimensions of deprivation including:

- A person who is unemployed or long term sick/disabled
- No person with highest qualification of Level 2 or above
- A person with bad or very bad general health, or long term health problem/disability
- Overcrowded accommodation or no central heating



Datazones across Multiple Deprivation Indicators

In top 10% of 16 indicators
Dumfries and Galloway



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Indicators of deprivation

- Income Deprived
- Social Welfare Fund
- In-Work Low Income
- Employment Deprived
- Unemployed
- LT Unemployed/Never Worked
- Workless Households, Dependent Children
- LT Health Problem/Disability
- Unpaid Carers
- No Qualifications
- No Car or Van
- Selected Crimes
- No Central Heating
- Overcrowded
- Lone Parents with Dependent Children
- Single aged 65+

Source: Poverty and Deprivation in Dumfries and Galloway, Crichton Institute (2015)



Our Vision

Our vision is:

“People will be prevented from falling into poverty; supported to escape from poverty; and able to lead independent, safe, happy and fulfilled lives”.

To achieve our vision, we have identified four areas of activity that are needed. These four areas, set out as Objectives below, address local needs as identified through our research with people in poverty and statistical analysis, and are also shaped by our Council’s Priorities and Commitments and national drivers.

Objective 1:

To listen to people and families experiencing poverty and make sure their voice is heard

Objective 2:

To support people experiencing poverty to move from dependence to independence

Objective 3:

To ensure our information and services are easy to access

Objective 4:

To provide services that meet the needs of people experiencing poverty



Our Principles

The following principles support our approach:

Respect

treating everyone with dignity and valuing every contribution.

Resilience

helping individuals and households to manage their own affairs and make informed choices and decisions about their lifestyle; building resilience in people and communities.

Person Focussed

tailoring services and support to the different types and places of poverty and the different needs and characteristics of all our communities and identities, acknowledging that one solution does not suit all.

Fairness

removing barriers that prevent some people from taking part in life, socially and economically. Promoting a society in which individuals and groups are treated fairly and receive a just share of the opportunities that our region has to offer.

Sustainable

plan our actions for the long term, in an ongoing discussion with our residents. Designing and building services, infrastructure and organisations that are affordable and accessible.

Shared

making sure there is a joint understanding of the issues around poverty in our region and working together in partnership.

Communication

listening to and involving our residents, understanding their experiences and using their advice.





Stakeholders' Perspectives

In putting together our Strategy we talked to a wide range of stakeholders from across the region, particularly people experiencing issues of poverty. In addition to having input at our Workshops on specific aspects of poverty, four discussion groups took place, one in each of our four localities. These sessions covered a wide range of topics and there was very open and honest dialogue about people's experiences and views about the services available offering support, including the positives and the limitations, and the challenges being faced.

Over the course of the consultations undertaken by the Crichton Institute and Dumfries and Galloway Council, a number of themes and issues were identified by our stakeholders as being important and some ideas for future actions were also put forward:

- Increasing the availability of existing services and encouraging more helpful and positive customer service
- Need for greater information about the help that exists and the support that people are entitled to
- Availability and affordability of public transport, particularly to access employment opportunities and services
- Help with travel costs, particularly for people living in rural areas or small towns
- Help with financial management, especially given the planned introduction of Universal Credit
- Job opportunities for older people, including improved advice and support regarding gaining further qualifications



Challenges and Opportunities

To identify our challenges and opportunities, Dumfries and Galloway Council has consulted widely with people experiencing poverty across our region to understand the issues involved and to work with them to inform and to improve service design and delivery that will make a positive difference to the quality of life of individuals, families and communities.

Data has also been collected from many other sources such as face to face meetings with other councils; stakeholder workshops attended by over 100 individuals; results from a bi-annual Community Survey; engagement with representative diversity groups; and web based research.

Challenges

What we face and must address:

Low wage/low skilled work economy

Low pay (less than £7 per hour) is a particular issue in rural Scotland, where the tourist industry, agriculture and related activities - often seasonal - are significant employment sectors; this is pertinent to the challenges facing the low wage economy of Dumfries and Galloway.

National welfare reform

Many individuals and families throughout our research have expressed concern over the upcoming implementation of Universal Credit. There will be a particular challenge for us in helping our residents to understand the changes and what they mean for them, and how the changes affect their entitlement.

Fuel poverty

Fuel poverty is a particular problem for vulnerable consumers including pensioners and people with disabilities or long-term health problems. This is further exacerbated in Dumfries and Galloway due to the rurality of the region affecting fuel prices and mains gas access. Tackling fuel poverty will involve overcoming physical barriers like low levels of energy efficiency in homes and social barriers such as the low levels of consumer engagement with the energy market.

Equality and Diversity

We do not have large concentrations of individuals and households of minority groups across the region and therefore feelings of isolation can be more prevalent and there is a lack of accessible specialist support. We know from our Community Survey and national studies that people with a disability, from minority race groups, who are gay or going through gender reassignment are more likely to be unemployed, have health issues and lack confidence.

Demographics

The pattern of poverty in Dumfries and Galloway is complex and intricate and unlike other neighbouring local authorities. The Crichton Institute research demonstrates that because of the intricate nature of poverty in our region, a very tailored and flexible approach is needed to target the pockets of poverty.



Opportunities

What we can and will do:

Engagement of stakeholders and service providers to tackle poverty

Ongoing, meaningful and full engagement with our stakeholders is crucial and there will be continued involvement with them in the delivery and implementation of this Strategy. We will also continue to encourage and engage with the wide range of services that support the Strategy and endorse and work with us to deliver actions.

Secure resources for research, funding and policies at national and local level

We can use this Strategy to engage on both a local and national stage, particularly the Joseph Rowntree Foundation, Poverty Alliance and the Scottish Government. We will continue to put the Scottish Welfare Fund and its resources to best use to help support those in poverty and to enable them to escape. We can ensure that work to map the changing nature of poverty is continued throughout the lifespan of the Strategy and beyond; the statistics and briefing and guidance notes will provide the framework to support our actions to help prevent poverty, to support people in poverty and help them escape it.

Improved awareness of poverty and poverty issues facing our region

We can continue to raise poverty awareness throughout Dumfries and Galloway by working with our citizens in collaboration, so that we reduce the stigma of being in poverty and encourage people to come forward and get

the support they are entitled to. We will strengthen and shift the shape of our relationships and use personal testimonies and true encounters so we better understand what it is like to live in poverty. We will have discussions that are person-led and co-productive, tailored to the needs of individuals within every community. We will promote our services by increasing awareness of, and access to them, and ensure that we avoid any stereotyping and blame culture. All forms of media, and particularly social media, will be employed to promote these messages.

Use our leadership position to influence others

We can improve awareness of the Living Wage and supporting employers to deliver this. We are committed to raising awareness of the benefits of paying staff the Living Wage and will support other employers and our partners to do so too. We will promote this and other messages through events and supporting both local and national campaigns.

Health and Social Care Integration

The integration of our health and social care services during the lifetime of this Strategy offers an exciting opportunity through an innovative model, for people who need support. The main purpose of integration is to improve the wellbeing of people, particularly those whose needs are complex and involve support from health and social care at the same time. All adult social care, adult primary, community and acute health care services, as well as some elements of housing, will be integrated. This will ensure that our services are more accessible, joined up and tailored for individuals' needs, so that people are treated in an holistic way.



Objective 1:

To listen to people and families experiencing poverty and make sure their voice is heard

An important part of our work is to talk to, and listen to, people in poverty. When people are given the opportunity to explain their experiences and views and what would make a difference to them, we can ensure that services are responsive and that our activities are geared towards fulfilling local needs and wishes effectively to support people experiencing poverty. Personal testimonies are particularly powerful.

Our services need to be created and provided in a way that ensures people are prevented from falling into poverty and supported to escape poverty. Ensuring their buy-in to the services we offer is crucial if these services are to be meaningful, used and successful. We will make this a feature of our Involvement Strategy and in particular we will work with Elected Members as a way of connecting with and talking to people on an ongoing basis.

We will engage with our residents by:

- 1.1 Developing new ways of getting feedback from people who use our services
- 1.2 Talking to people facing poverty about their experiences, how we remove barriers to poverty, what works for them and what we need to do differently
- 1.3 Working with individuals experiencing poverty to help shape the solutions and help define front line service delivery that works

“They don’t treat you like a human being”

“They’ll know everything you are entitled to, but they won’t tell you unless you ask them”



Objective 2:

To support people experiencing poverty to move from dependence to independence.

We need to find ways of changing the perceptions of poverty so that people are encouraged to use the support that is available, starting with their personal resources. When people are confident they are able to make clear decisions that allow them to access the support they need to improve the quality of their lives.

It is important that people's independence is enhanced to help them escape from poverty; that they are in control of their lives; and that they enjoy good levels of self-esteem. Promoting independence, and moving away from dependence wherever possible, will allow services to focus activity and resources and prevent people falling into poverty. We will do this in a way that encourages personal pride, self-determination and hope for the future.

Our services and stakeholders will:

- 2.1 Promote the use of positive messages and language
- 2.2 Develop understanding and awareness of poverty
- 2.3 Work with partners, communities and individuals on resilience and capacity building initiatives

“Everybody needs to feel good about themselves to feel worthy, and I think when you're on benefits you don't have that feeling as you should”

“The support we give each other has helped a lot of people”

“People look down at you, you say you're on benefits... there are people out there who will just treat you as if you are a third class citizen”



Objective 3: To ensure our information and services are easy to access

Effective early intervention and prevention services play a crucial role in determining positive outcomes for people experiencing poverty and helping people escape from poverty. We are here to support people experiencing poverty, so it is vital that they understand exactly what support they can expect from us and how to access that support.

We want the range of universal, preventative and support services to achieve excellence in improving outcomes for people experiencing poverty. In providing good services we will ensure accessibility is appropriate to people's needs.

We will find ways of approaching people sensitively and positively. We will find 'honest brokers' and trusted people in organisations and communities that can help people and we will support Elected Members in directing people to services that can help people they represent. Traditional and social media all have a part to play in this work.

We will improve access in four ways:

- 3.1 Improve the availability of information
- 3.2 Increase the number of integrated services
- 3.3 Improve the signposting between services
- 3.4 Reduce the barriers to accessing information and services

"Someone used to come to my house every Wednesday to do all my paperwork and make sure it was done and then they cut the service"

"A lot of people don't know about the help available because it's not published. I mean there is help available but does everybody know?"



Objective 4: To provide services that meet the needs of people experiencing poverty

Our research clearly demonstrates that poverty does not equally affect families and individuals across Dumfries and Galloway. All service planning and activity should be sensitive to, and aligned around, the needs of each family. There are significant pockets of poverty in dispersed geographical areas and it is crucial that in each locality we have the correct balance of universal, prevention and intervention services, and work with existing structures and organisations.

We have identified six areas where an enhanced focus on our services and strategies must align to support people experiencing poverty:

Children and families

Services work to improve families' life chances, but it is important to recognise that the current difficult financial climate has increased the likelihood of families slipping into income poverty. An area to examine is the cost surrounding the school day, focussing on cost of lunches, textbooks and uniforms to social activities such as school trips. It is important that no child should be excluded from activities or treated differently. Children who live in poverty can feel different and vulnerable and, as they often don't participate in the activities their peers do, they can become socially isolated. This leads to a lack of confidence and low aspiration. We will make sure all school children are encouraged to be involved in their school day and we will support families by addressing and mitigating where possible, the cost of the school day.

Employment

Our drive will be to ensure all residents of Dumfries and Galloway are aware of and able to access employability services to support them into work. Our Regional Economic Strategy identifies the challenges and opportunities facing the region, and has a detailed Action Plan that will ensure there are better skills and employment opportunities for people across Dumfries and Galloway. Our Council will lead by example by becoming an accredited Living Wage Employer and we will encourage employers wherever, and however possible, across the region to pay the Living Wage. We will also tackle low pay and under employment for people across the region.

Finance

We will make sure that residents across Dumfries and Galloway have access to advice, information and affordable credit and have (or have access to) the skills and understanding to make informed decisions about their finances and purchases. There can be aspects of people's personal lives that mean they have to make difficult choices about the money that they have and what to spend it on. We will closely monitor the changes to the state benefits system and the introduction of Universal Credit in our region to ensure that people are claiming all they are entitled to and we will work with the Department of Work and Pensions to address any problems. The work on improving finances for families experiencing poverty is not a task which is exclusive to Dumfries and Galloway Council; we work with key stakeholders such as Registered Social Landlords (RSLs).



Health and Wellbeing

People's circumstances, particularly poverty and deprivation, occupy centre stage when we consider what creates health and social inequalities. Focusing action on three levels of intervention has been recognised at national level (in the NHS Health Inequalities Action Framework 2013) as the best approach - preventing inequality; mitigating the impact of inequality on health; and undoing inequality - and this echoes our overall approach to tackling poverty. Working in a way which focuses on assets and builds resilience is the most effective way to tackle inequality and again, this underpins the approach of this Strategy. It is recognised that there is a relationship between lower incomes and poorer health. Findings from local consultation with services, stakeholders and people experiencing poverty aligns with the national picture detailed by the Joseph Rowntree Foundation (2014) which identifies four broad routes through which income influences health:

Material - money buys goods and services that improve health; the more money families have, the more/better goods they can buy, (such as healthy food products);

Psychosocial - managing on a low income is stressful; comparing yourself to others and feeling at the bottom of the social ladder can be distressing. Such stress can lead to biochemical changes in the body, damaging its systems and eventually causing ill health;

Behavioural - for various reasons, people on low incomes are more likely to adopt unhealthy lifestyle behaviours (smoking and drinking for example), while those on higher incomes are more able to afford healthier lifestyles; and

Poor health leads to low income - this also applies to inequalities more widely - health may affect income by preventing people from taking paid employment. More indirectly, childhood health may affect educational outcomes, in turn affecting employment opportunities and earnings potential.

Home Energy and Fuel

People living on a fixed income, such as benefits and pensions, are particularly vulnerable to fuel poverty where they have to use a high percentage of their income to heat their home. For many it is a choice between using energy and paying other bills and that can cause immediate and long-term health problems. RSLs are again key partners to supporting improvements in insulation and fuel-poor households through the management of their stock and support to residents. The rural nature of the region means that many households are not able to access mains gas, and as such experience, on average, Liquefied Petroleum Gas (LPG) bills which are double that of mains gas.

Travel and Transport

Our transport system must deliver the internal and external connectivity required to sustain and enhance the region's economy and communities. It is about delivering genuine travel choices for our residents; providing access to jobs and public services; enabling goods to reach their markets; and providing the links that promote social inclusion and support quality of life. The cost of rural living can be higher than urban areas with costs of transport, such as the need for vehicle ownership, to lead a more independent life and/or costs of public transport to access services not available locally. Transport is also a particular issue for our disabled citizens and we need to ensure that our services and fares are suitable for their needs.



Delivering and Monitoring the Strategy

Action Plan

We already have a number of Plans that deliver activities that will support this Strategy. To ensure there is no duplication and that work is complementary, these Plans are referenced in Appendix 1.

Additional actions to achieve our Objectives have also been identified during our engagement with individuals experiencing poverty; stakeholders; Council service leads; and Elected Members. All relevant activities are set out in an Action Plan attached at Appendix 2.

There are a number of new projects and activities that will be required to deliver the Strategy. The detail of these will be developed and any funding required will be secured from allocations for 2015/16 – 2017/18.

These projects and performance indicators in the Action Plan will be incorporated into the relevant Council Departments' Business Plans. This means that Service Committees will be able to monitor progress in the activities within their particular remit.

An annual progress report on the overall Action Plan will also be submitted to Full Council.

Co-ordination Group

A Community Planning Anti-Poverty Co-ordination Group will be established to deal with operational issues and problem solving around the Action Plan and to develop the partnership approach.

The Financial Inclusion Working Group will form the basis of this Group with additional representatives of communities facing different types of poverty. This is consistent with our equalities arrangements and ensures that our poverty activity is developed by, and with, people facing these barriers and issues.

Training and support will be given to enable the Group to develop and work effectively.

The Group will report to the Community Planning Executive Group and the Strategic Partnership on an annual basis.



Evaluating the Impact of the Strategy

“There is no single or comprehensive measure of poverty/deprivation”. Therefore, our approach to monitoring and evaluating the strategy will be undertaken in a number of different ways.

The impact that the Strategy has made will be a long term evaluation over the five years of the Strategy. There are however opportunities to assess its impact on an interim basis using the developing Dumfries and Galloway Social Capital Index. Social Capital is the current ‘social’ health of individuals, groups and communities and is related to key indicators including physical and mental health, crime rates etc. and gives a consistent approach to assessing improvements and the impact of policy interventions. A performance measure will be developed with an annual target.

Projects and initiatives in the Action Plan may also use appropriate standard evaluation schemes such as LEAP (Learning, Evaluation and Planning) which is designed to support partnership approaches to achieving change and improvement in the quality of community life.

A Scrutiny and Performance Committee Scrutiny Review on Poverty and Deprivation has been agreed, starting in 2016. The purpose of the Review is to examine historic interventions on poverty and deprivation in our region and evaluate these with a view to learning lessons and informing future activity.

Specific objectives are:

Understand poverty and deprivation in Dumfries and Galloway over the five year period 2009-2013

Map place-based projects and interventions that have been implemented over the five years

Consider the impact of the interventions and projects

Investigate similar arrangements in other areas

Comment on lessons learned

Make recommendations for future interventions to inform the delivery of our Council’s Anti-Poverty Strategy



Appendix 1 Strategies and Plans linking to the Anti-Poverty Strategy

These are the most important strategies and plans that support the delivery of the vision and objectives within this Plan.

Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Regional Economic Strategy (RES)	2015 - 2020	DGC: Planning and Environment Services Partners: Economic Leadership Group (in development) to include DGC, D&G College, Crichton Campus, Leadership Group, Skills Development Scotland, Scottish Enterprise, Social Enterprise, Scottish Council for Development and Industry	The strategy outlines the economic ambition for our region which is to ensure that every member of every community has equality of access to a prosperous future. To achieve this ambition, the strategy recognises the contribution that the Anti-Poverty strategy and strategies to support children and vulnerable adults, have to make. The following are directly relevant: <ul style="list-style-type: none"> • Support the raising of the region's profile • Empower communities • Better skilled workforce • Tackle the region's low pay • Improve connectivity • Support those most distant from, or disadvantaged in, the labour market • Address worklessness • Promote the Living Wage 	Strategy agreed by DGC Economy, Environment and Infrastructure Committee 12 May 2015; Action Plan being developed
Financial Inclusion Strategy (FIS)	2013 -2017	DGC: Community and Customer Services Partners: RSLs, D&G Advice Services, Job Centre Plus, Credit Unions, Energy Agency	The Strategy outlines the work undertaken by the Council with its partners to support all residents across D&G to have access to advice, information, affordable credit and have the skills and understanding to make informed financial decisions. The following are directly relevant: <ul style="list-style-type: none"> • Financial Capability • Financial Advice and Information • Income Maximisation • Affordable Credit • Financial Education for school children Dumfries and Galloway Council leads the work of the Financial Inclusion Strategy Working Group with stakeholder representation from Registered Social Landlords and Dumfries and Galloway Advice Service integral to deliver a targeted service to people experiencing poverty.	Financial Inclusion Strategy Working Group in operation



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Council Business Plans	2015 - 2018	All DGC Departments	<p>Business Plans are a key element in the overall strategic planning and delivery of our Council Priorities and Commitments: they ensure Departments focus on short, medium and long term priorities to achieve outcomes and make service improvements. They outline the work undertaken by the Council and how it will be delivered within the four Council Priorities. The following are directly relevant:</p> <ul style="list-style-type: none"> • Provide the best start in life • Building our Economy • Support our most vulnerable and older people • Inclusive Council 	Currently being considered by Committees
Single Outcome Agreement (SOA)	2013 - 2016	All DGC Departments Partners: Further/ Higher Education Sector, Housing Sector, NHS D&G, Police Scotland, Private Sector, Regional Transport Partnership, Scottish Enterprise, Scottish Fire and Rescue Service, Third Sector	<p>The SOA presents the aspirations and commitments of the Council and our partners in Dumfries and Galloway to improve the quality of life for the people who live here. The following SOA Priorities are directly relevant:</p> <ul style="list-style-type: none"> • We will provide a good start in life for all our children • We will prepare our young people for adulthood and employment • We will care for our older and vulnerable people • We will support and stimulate our local economy • We will maintain the safety and security • We will protect and sustain our environment 	In operation Agreed by the Strategic Partnership June 2013
Children's Services Plan (Phase 1, 1 March 2015 - 30 September 2016)		DGC: Education Services Partners: Child Protection Committee, Early Years Group, Corporate Parenting Group, GIRFEC Group, Children's Services Executive Group	<p>This phase of the Plan is very much focussed on vulnerability i.e. "we need to recognise the impact of vulnerability and inequality and provide resources and support for those who are at risk of not meeting their potential." This is the single overarching Plan for all services which directly affect children and young people. The Plan sets out an integrated approach, working together in partnership, to prioritise, co-ordinate and focus everyone's contribution towards enabling all young people to achieve their full potential.</p>	Agreed by Full Council 26 March 2015 and D&G NHS Board 13 April 2015



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
<p>DG Health and Wellbeing Action Plan</p>		<p>DG Health and Wellbeing (DGC & NHS D&G) Partners: Third Sector, Independent Sector</p>	<p>DG Health and Wellbeing (DGHW) is a 'joint unit' set up with the Council and NHS in 2011. The purpose is to provide strategic leadership and take a key role in working in partnership to achieve the aims of improving the health and wellbeing of the population of Dumfries and Galloway and reducing inequalities. A range of principles underpin the work of DGHW including:</p> <ul style="list-style-type: none"> • Using an asset based approach – focussing on the strengths of individuals and communities • Building resilience at both individual and community level • Building capacity for health improvement • Using a robust evidence base for the work • Evaluating the work <p>DGHW therefore delivers interventions on health and wellbeing related issues that support people experiencing poverty. Particular areas of relevant work are:</p> <ul style="list-style-type: none"> • Mental health and wellbeing • Children's Health • Food and health • Physical activity • Building Healthy Communities • Workplace health and Healthy Working Lives • Welfare Reform and Financial Inclusion • Impact Assessment 	<p>In operation</p>
<p>Leisure and Sport Strategy</p>	<p>2011-2015</p>	<p>DGC: Community and Customer Services Partners: NHS D&G, local Police, SportScotland</p>	<p>The Leisure and Sport Strategy delivers impact on the health and wellbeing of people in poverty through provision for free and subsidised access to services. Active Start focuses on pre and primary school activity delivering lunchtime and after school activity through Active Schools and provision of Swimming Lessons at no extra costs to the individual.</p> <p>The Strategy also supports community groups to provide further access by vulnerable and older groups. The leisure and sport service also provides easy access scheme for children and families to access leisure services at a reduced price (this relates to benefits assessments)</p>	<p>Nearing completion New Strategy in development</p>



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Community Learning and Development Strategy	2011-2015	DGC: Community and Customer Services Partners: Building Healthy Communities, D&G College, D&G Volunteer Centre, LGBT Scotland, NHS D&G	Community Learning and Development (CLD) delivers youth work, adult learning and capacity building in local communities. CLD as a sector has a vital role in providing the links between individuals and communities experiencing poverty and those of support services. Areas such as providing adults with the skills to seek out employment and build skills to gain employment will play an active role in helping people escape from poverty. They will also provide support to community groups in signposting support providers as well as arranging support providers to attend local areas of need.	Nearing completion New Strategy in development
Swestrans - Regional Transport Strategy and Delivery Plan	Revised June 2008	DGC: Planning and Environment Services Partners: DGC, Scottish Enterprise, NHS D&G, Observers to the Board, the University of Glasgow, the University of Plymouth, Robert Gordon University, MVA Consultancy	The Transport (Scotland) Act 2005 placed a duty on the Scottish Ministers to create Regional Transport Partnerships covering the whole of Scotland. A statutory requirement of the Transport Scotland Act (2005) is that each Partnership produces a Regional Transport Strategy. The Strategy's vision is a transport system for the South West of Scotland that delivers the internal and external connectivity required to sustain and enhance the region's economy and communities whilst minimising the impact of transport on the environment. The following are directly relevant: <ul style="list-style-type: none"> • Facilitate access to jobs and public services • Support key sectors, vibrant places and inclusive communities • Enable goods to reach their markets • Provide travel choices that promote equality, social inclusion and support quality of life • Enhance the quality and integration of public transport • Support walking and cycling, not only as a leisure pursuit but as a means of healthy, active • Travel • Add value to the broader Scottish economy and assist the Scottish Government in attaining its national targets for increased sustainable economic growth, road traffic stabilisation, and reduced carbon emissions 	In operation
Community Transport Strategy	2016-19	DGC: Planning and Environment Services	Community Transport seeks to provide transport support for local groups and individuals. Historically there has been varying levels and types of provision across the region. Whilst some of the primary groups supported, including older people, families with children and the disabled, may experience financial issues, development of a Strategy for Council involvement and support of Community Transport groups can make this explicit.	In development due April 2016



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Public Involvement Strategy	2016-2020	DGC: Community and Customer Services	This Strategy will bring together a number of initiatives around involvement including national statistics; engagement with the public; partnership forums; ongoing customer and user groups; and role of the Elected Members. This links to the Anti-Poverty Strategy as it provides a focus on making sure that individuals and families who are experiencing poverty are listened to and have their voice heard.	In development Due in 2016
Health and Social Care Integration Strategic Plan	2016 - 2019	DGC: Social Work Services Partners: NHS D&G, Third Sector, Independent Sector	<p>The main purpose of integration is to improve the wellbeing of people who use health and social care services, particularly those whose needs are complex and involve support from health and social care at the same time. All adult social care, adult primary, community and acute health care services, as well as some elements of housing, will be integrated. The Strategic Plan sets out the local area delivery arrangements for integrated services and how the nine national Health and Wellbeing Outcomes will be achieved.</p> <p>The following key areas of focus in the Plan are directly relevant:</p> <ul style="list-style-type: none"> • Reduce health inequalities • Shift from institutional care to home and community based services • Develop communities/community resilience • Develop preventative and anticipatory (proactive) approaches • Support Carers • Maintain safe, high quality services • Enable people to have more choice and control • Optimise efficiency and effectiveness • Make the best use of technology • Integrate ways of working 	In development Implementation from 1 April 2016



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Cultural Strategy	2009		<p>The Cultural Strategy which was established in 2009 sets 10 Outcomes which are the focus for service delivery across the region. The focus relating to tackling poverty cover two main aspirations:</p> <ul style="list-style-type: none"> • To improve the business viability of the creative and cultural industries in Dumfries and Galloway, and therefore providing employment opportunities and opportunities to support individuals to start their own business within the sector. • Provide benefits to physical health, mental health, wellbeing and to quality of life. This will support people to live happier and healthier lives, integrate within local communities and be inspired to achieve their ambitions <p>The service provision includes many free access opportunities especially through libraries and museums which assist in improving knowledge, understanding and skills.</p>	New Strategy in development
Building Healthy Communities (BHC) Strategy and Action Plan 2008 - 2013	2008 -2013	<p>DGC: Community and Customer Services Partners: DGC (including Education, Housing, Community and Customer Services, Leisure and Sport, Community Planning partners, Community and Local Health partners, Local Rural Partnerships, Forestry Commission</p>	<p>BHC works on a one to one basis with people living in extremely vulnerable circumstances through coaching, support and development into volunteering roles. BHC is a partnership which reduces health inequalities using a community development approach to promote the health and wellbeing of individuals, families, communities and organisations in Dumfries and Galloway. The following principles in the Strategy are directly relevant:</p> <ul style="list-style-type: none"> • Promoting wellbeing and preventing ill health • Empower individuals • Reduce social exclusion • Promote opportunities • Tackle barriers to inclusion • Engage individuals and communities • Provide appropriate learning opportunities • Increase community capacity • Equality and diversity <p>BHC's work is delivered through programmes and activities such as:</p> <ul style="list-style-type: none"> • Jills of all Trades (DIY) • Creative Writing • Tambourelli (physical activity) • Arts and Crafts • Cooking Activities • Self-management for people with long term conditions • Tai Chi for Health, Reiki and Mindfulness • Newsletter production 	New Strategy in development Due by end December 2015



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Dumfries and Galloway College Outcome Agreement	2014-2017	Dumfries and Galloway College	<p>The objective is to sustain, enhance and grow current activities on the Campus, providing:</p> <ul style="list-style-type: none"> • Education that meets the needs and ambitions of the people of Dumfries and Galloway • Education that provides appropriate skills and education for the future economy of Dumfries and Galloway • A quality education experience that retains students in the region and attracts students from RUK and internationally • Collaboration between providers of school, further and higher education with seamless transition routes, providing 'one educational strategy' • Consolidated employability and training services <p>The Anti-Poverty Strategy and the Dumfries and Galloway College Outcome Agreement will complement each other as we know that good skills and qualifications are paramount to sustainable employment and economic development.</p>	Agreed by DAGCOL Management Board and endorsed by the Community Planning Executive Group April 2015
Customer Service Strategy	2015-2018	DGC: Community and Customer Services	<p>The strategy aims to provide services to all residents across the region irrelevant of their situation; however they will have a major role within assisting the Council in tackling poverty. There are three Strategic Aims which align clearly with the work within the Anti-Poverty Strategy</p> <ul style="list-style-type: none"> • Understand Customer Needs • Our Customers will be in Control • Supporting Access and Independence 	In development
Channel Shift Strategy	2015-2018	DGC: Corporate Services	<p>This Strategy aims to give our customers a range of ways of accessing the Council and to secure the most efficient and effective back office arrangements. It will draw on a number of customer journeys and personas to ensure it is relevant.</p>	In development



Strategy / Plans	Time Frame	Who	Link to Dumfries and Galloway Anti-Poverty Strategy	Status
Local Housing Strategy	2011-2016	Led by DGC Community and Customer Services (Strategic Housing Services) Partners: Social Work Services, Planning, Economic Development, RSLs, Third Sector, private landlords and Scottish Government	The Strategy sets out the objectives and priorities for the provision of affordable housing and housing related activity across the region and across sectors. This includes the increased provision of and access to new build affordable housing, housing investment in green technology for new and existing homes, provision of services to homeless people and provision of services to gypsy travellers. This Strategy will also address homelessness support issues such as prevention, responding to homelessness by providing details on services that provide for the homeless, securing permanent accommodation and health care for the homeless.	Agreed by Housing Sub Committee June 2011 and for planning period 2011-2016
Communications Strategy	2015-2018	DGC: Corporate Services	The strategy has identified the audiences and the relevant communication channels which will ensure that key messages get to the right people. The vision of the Strategy is to get "The right information to the right people in the right format at the right time". The strategy will aim to target communications to appropriate audiences, educate them on the work and achievements of the council, ensure the media are up to date with correct information and support departments to have ownership of their communication activity. The council's key messages will be delivered consistently and through user experience to encourage greater involvement from people with our regions communities.	In development



Appendix 2 Anti-Poverty Strategy Action Plan

Objective 1: To listen to people and families experiencing poverty and make sure their voice is heard

- 1.1 Developing new ways of getting feedback from people who use our services
- 1.2 Talking to people facing poverty about their experiences, how we remove barriers to poverty, what works for them and what we need to do differently
- 1.3 Working with individuals experiencing poverty to help shape the solutions and help define front line service delivery that works

Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Tackling Poverty Co-ordination Group – to manage and monitor the Anti-Poverty Strategy	<ul style="list-style-type: none"> • Identify additional members and organisations for the Co-ordination Group • Recruit members to the Co-ordination Group • Operate Co-ordination Group 	Community and Customer Services	Project Reports
Community Survey - gathering result and insights on poverty	<ul style="list-style-type: none"> • Design additional questions for the Community Survey • Identify distribution and data collection mechanism • Interrogate results • Utilise results to inform improvements 	Corporate Services – Planning and Performance Unit	Project Reports
Operate service discussion groups across the region	<ul style="list-style-type: none"> • Align service discussion groups with Anti-Poverty Strategy Objectives • Schedule annual programme across the region • Utilise results to inform improvements 	Corporate Services and Community and Customer Services	Project Reports
Utilise user and customer feedback	<ul style="list-style-type: none"> • Identify feedback mechanisms including 'mystery shopper' type approaches • Monitor feedback comments and changes made • Publish and communicate messages in line with "You Said" "We Did" format 	Corporate Services and Community and Customer Services	Feedback Reports



Objective 2: To support people experiencing poverty to move from dependence to independence

- 2.1 Promote the use of positive messages and language
- 2.2 Develop understanding and awareness of poverty
- 2.3 Work with partners, communities and individuals on resilience and capacity building initiatives

Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Poverty Awareness training	<ul style="list-style-type: none"> • Create content for Poverty Awareness training with the Poverty Alliance • Identify deliverers • Deliver to Elected Members, DGC Staff and partner organisations as required • Identify Champions – Elected Members and Departmental Staff • Identify champions from the community to use – poverty action volunteers 	Corporate Services – Training and Development Unit	KPI – Number of people attending training KPI – Number of sessions delivered
Poverty to be enhanced within Impact Assessment	<ul style="list-style-type: none"> • Review current poverty assessments within Impact Assessment • Make relevant changes to existing toolkit 	Corporate Services – Planning and Performance Unit	Project Reports
Develop inclusive agenda that incorporates confidence building initiatives, decreases stigmatisation and enhances ability	<ul style="list-style-type: none"> • Research current methods • Identify preferred methods • Identify deliverers • Deliver to relevant communities, individuals and organisations 	Community and Customer Services	KPI – Number of sessions delivered KPI – Feedback forms
Communicate “Challenging Myths of Poverty”	<ul style="list-style-type: none"> • Educate the public and DGC workforce on our region’s poverty issues • Ensure messages are re-inforced within Council Commitments and messages through communications • Use appropriate and sensitive language • Develop communication options for issues “Myth Busters” 	Corporate Services – Planning and Performance Unit	Project Reports KPI – Number of Campaigns operated



Objective 3: To ensure our information and services are easy to access

- 3.1 Improved availability of information
- 3.2 Increased number of integrated facilities
- 3.3 Improved signposting between services
- 3.4 Reduce barriers to accessing information and services

Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Quick and visible identity for support services on buildings, services and information	<ul style="list-style-type: none"> • Develop options for imagery associated with tackling poverty and providing support • Display on all relevant material • Implement across web based signposting • Implement at relevant buildings • Investigate options for a mobile service for very rural communities 	Corporate Services and Community and Customer Services	Project Reports
Deliver Community Hubs	<ul style="list-style-type: none"> • Identify appropriate buildings to be community hubs • Identify appropriate services • Identify facilities currently operating as hubs • Prioritise location of hubs to identified individuals and families that are experiencing poverty 	Community and Customer Services	Project Reports
Develop new channels for information and support	<ul style="list-style-type: none"> • Investigate dedicated telephone service • Identify 'honest brokers'/trusted people in communities • Identify staff to be contact points • Develop referral arrangements between partners 	Community and Customer Services	Project reports
Educate Elected Members and DGC staff about services	<ul style="list-style-type: none"> • Compile database of available support services • Educate Elected Members (and provide resources) for use at surgeries • Ensure all staff are aware of services and can signpost to support public may require 	Corporate Services – Training and Development Unit	KPI – number of Elected Members trained KPI – Number of staff trained



Objective 4: To provide services that meet the needs of people experiencing poverty

- 4.1 Children and families
- 4.2 Employment
- 4.3 Finance
- 4.4 Health and wellbeing
- 4.5 Home energy and fuel
- 4.6 Travel and transport

Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Children and Families			
Poverty Awareness training for staff in schools	<ul style="list-style-type: none"> • Deliver Poverty Awareness training 	Education Services	KPI – Percentage of school staff trained
Reduce the extra costs within the school day	<ul style="list-style-type: none"> • Identify areas where extra costs exist within the school day (e.g. Home economics, sports activities) • Identify the total value of extra costs across the school day • Identify areas where financial pressure could be alleviated or removed 	Education Services	Project Report KPI – Amount of extra costs removed from families experiencing poverty (£)
Employment			
Promotion of the Living Wage	<ul style="list-style-type: none"> • Dumfries and Galloway Council Accredited as a Living Wage Employer • Promotion of Living Wage accreditation to organisations and companies in Dumfries and Galloway • Support organisations and companies to become Living Wage accredited 	Corporate Services – Human Resources	Project Reports KPI – Percentage of staff earning Living Wage or above KPI – Number of Living Wage accredited employers achieved
Operate 'Youth Guarantee' in Dumfries and Galloway Every young person leaving school the opportunity for employment and/or training	<ul style="list-style-type: none"> • Implement policies and procedures to operate a 'Youth Guarantee' 	Education Services/ Planning and Environment Services	Project Reports KPI – Percentage of Youths with a positive destination



Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Energy and Fuel			
Promote the grants and support available for home improvements (Insulation and energy efficiency)	<ul style="list-style-type: none"> • Identify community groups and individuals for target promotion of grants • Develop a promotional campaign educating funding and grants available for homes 	Community and Customer Services	Project Reports KPI – Percentage of residents aware of opportunities
Inform people about how to manage their energy use	<ul style="list-style-type: none"> • Operate promotional campaign on awareness and energy management • Identify community groups and individuals for target promotion of grants 	Community and Customer Services	Project Report KPI – Percentage of residents aware of opportunities
Support individuals/ communities to improve efficiency of heating	<ul style="list-style-type: none"> • Identify cost effective heating alternatives • Map communities without access to mains gas • Identify connection opportunities • Identify costs and potential grants schemes available 	Community and Customer Services/Planning and Environment Services	Project Report including costs to deliver KPI – Number of homes supported to improve their energy efficiency.



Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Financial			
Poverty awareness training and financial awareness training for pupils in schools	<ul style="list-style-type: none"> • Delivery poverty and financial awareness training 	Education Services	KPI – Number of school pupils trained
Promotion of benefits advice services through communities	<ul style="list-style-type: none"> • Utilise stories from feedback of people experiencing financial exclusion to promote additional opportunities and how to access benefits • Identify community groups and individuals for target promotion of how to access benefits • Re-introduce “It’s your money” campaign • Work with RSLs and Commissioned Advice Services to deliver advice throughout communities 	Community and Customer Services	Project Reports Awareness Campaign
Promote Credit Unions	<ul style="list-style-type: none"> • Promote to DGC staff • Promote to partner organisations • Promotion to school children through financial education programme and ‘Savings Clubs’ • Work with RSLs and Commissioned Advice Services to promote the benefits of membership to Credit Unions 	Community and Customer Services	KPI – Number of members of Credit Unions in Dumfries and Galloway
Develop transitional support arrangements	<ul style="list-style-type: none"> • Investigate the options and potential arrangements for support during life transitions, including grants, to help people e.g. move from benefits to employment; homelessness to housing; and employment into retirement 	Community and Customer Services	KPI - Number of people supported into employment and housing KPI - Number of people supported from employment into retirement



Project or Plan	Actions / Milestones	Responsible Department / service	Progress / Performance Measure
Health and Wellbeing			
Support Food banks and Meal providers	<ul style="list-style-type: none"> • Map the current usage and contents of Food banks and Meal providers • Identify any additional provision or changes required to healthy food options • Deliver cooking and food education programmes in targeted locations, communities and individuals 	Community and Customer Service	Project Plans
Increase the safety of second-hand discounted consumer goods	<ul style="list-style-type: none"> • Deliver advice and information to consumers to support good value for money and safe purchasing • Test purchase or examination of second-hand and discounted goods such as cars and electrical items to ensure they are safe 	Planning and Environment Services	Project Plans
Travel and Transport			
Enhance travel choices for residents	<ul style="list-style-type: none"> • Ensure travel options are suitable for accessing work (consider shifts) • Travel suitability to accessing signposted services (Job Centres, Benefits Advice) – consider moving service – linked to community hubs • Review all transport provision across the region with poverty assessment (impact assessment toolkit) 	Planning and Environment Services	Project Reports
Expand discounted travel	<ul style="list-style-type: none"> • Review current discount schemes • Identify costs associated with additional scheme • Develop policy and procedure for expanded travel discount scheme 	Planning and Environment Services	Project Reports
Community Transport Support	<ul style="list-style-type: none"> • Review existing services provided by Community Transport groups as part of development of community transport survey • Identify good practice in and out of our region for development across Dumfries and Galloway and associated costs • Encourage community transport groups to focus greater element of their activities on support for those in poverty 	Planning and Environment Services	Project Reports



If you would like some help understanding this or need it in another format please contact 030 33 33 3000

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For further information, please contact the Planning and Performance Unit