

A Fairer Shetland.....

**- A Framework for Tackling Poverty,
Deprivation and Social Exclusion in Shetland**

2011/12

A Fairer Shetland.....

- A Framework for Tackling Poverty, Deprivation and Social Exclusion in Shetland

Purpose and Use of This Framework

This framework has been developed for a number of reasons:

- to develop and update understanding of poverty, social exclusion and deprivation in Shetland;
- to set out how Shetland intends to achieve the requirements of the Scottish Government, in this area of work¹;
- to provide the strategic direction for the 'Fairer' element of Shetland's Single Outcome Agreement (SOA)²;
- recognising that solving these issues is not always about additional resources, to set out the ways in which people need to work together and with people to solve problems; and
- to inspire people to work together to reduce poverty in Shetland.

Timescale

This framework is about an approach, so is relevant for the long-term³. It will be reviewed on an annual basis, providing an opportunity to report progress and to ensure continued debate, challenge and changed culture.

Governance and Accountability

This work updates the findings of the 2006 research and action plan developed and approved at that time. Achieving the strategic and operational outcomes of this framework is everyone's responsibility. However the 'Fairer Shetland' group⁴ have responsibility for setting the outcomes and ensuring these are being achieved. Progress is reported to the Community Planning Partnership via the Single Outcome Agreement.

This framework has been developed by on-going dialogue with workers and managers, and an annual workshop to review progress and set priorities for the coming year. Further information and workshop reports can be found at:

<http://www.shetland.gov.uk/policy/Poverty.asp>

¹ "Achieving Our Potential', 'Equally Well' and the 'Early Years' Framework' are a suite of documents, that, taken together represent the Scottish Government's vision based around early intervention, and thus the means to reduce poverty, social exclusion and deprivation. This package of policy documents set out to support the necessary shift in investment and action from costly and ineffective reaction to social problems, to their prevention." Achieving Our Potential, Scottish Government . Also of relevance is the 'Valuing Young People' Framework.

² "The Single Outcome Agreements between the Scottish Government and Community Planning Partnerships will provide the vehicle for describing how poverty is being tackled at a local level." Nicola Sturgeon MSP Deputy First Minister and Cabinet Secretary for Health and Well being
<http://www.shetland.gov.uk/communityplanning/> .

³ 10 years.

⁴ See Appendix A for Remit and Membership.

1. Where Are We?

- Current National Context

The Scottish Government wishes to decrease the proportion of individuals living in poverty, recognising that there is more to poverty than low income, and all individuals need to have the opportunity to flourish. That flourishing involves well-being, relative living conditions and opportunity. The three social frameworks – Achieving Our Potential, Equally Well, and the Early Years Framework – look at poverty in this context. The frameworks set out long-term actions that, if delivered now, will deliver change in 10-15 years.

The key principles underpinning the frameworks are:

- Prevention of problems in the first place;
- Early intervention if problems have already started to manifest themselves;
- Joined up delivery; and
- A person centred approach to addressing poverty and inequality.

Equally Well focuses its activity on the underlying causes of health inequalities, the bottom two tiers of the Coherence Triangle (see Figure 1). This includes consistent parenting, safe, nurturing early years, and supportive education, as well as opportunity, decent housing, social networks, self-esteem and sense of control. The Early Years framework aims to deliver the support that builds a child's sense of the world as a comprehensible place, and a strong foundation in childhood that provides a bedrock for future years. Achieving Our Potential focuses on addressing income inequality, and ensuring individuals have enough money to live, making the world appear manageable.

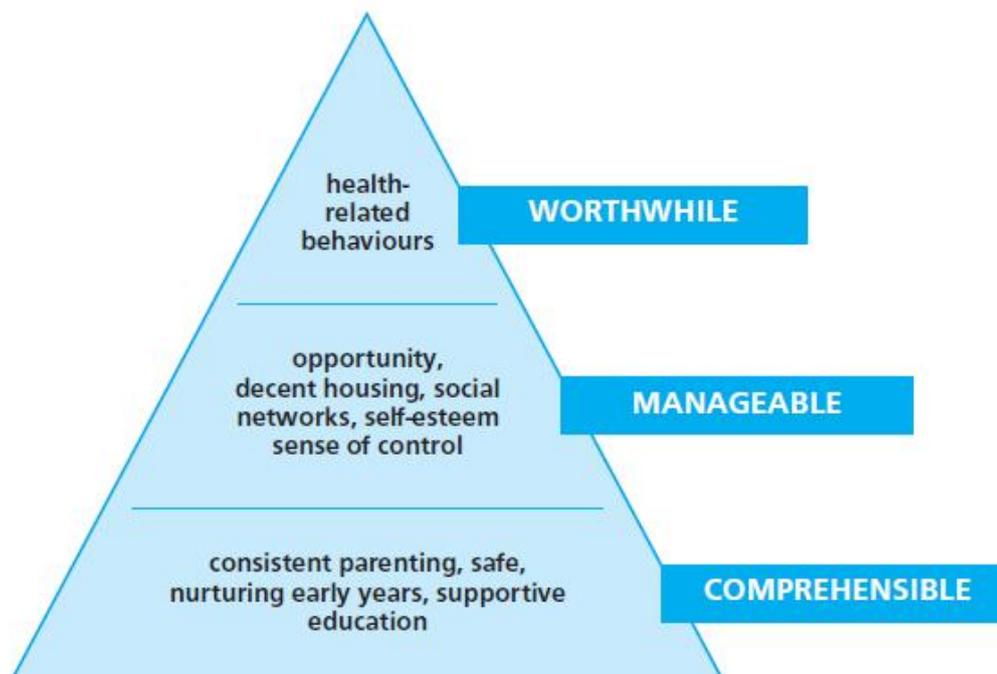


Figure 1: The Equally Well Coherence Triangle. This diagram illustrates a 'sense of coherence', in which the external environment is perceived as comprehensible, manageable and worthwhile. Without this sense of coherence, people are likely to be subject to chronic stress and poor health.

The review of the Early Years Framework evidenced the financial sense of prevention as a model for tackling inequality and poverty. In support, the Equally Well Review 2010 evidences that early intervention achieves improved outcomes. The reviews show that a new approach to delivering public services is required to tackle poverty effectively, and collaboration is required across different public services, the voluntary and community sectors as well as active engagement with service users. This means the redesign of

services needs to be responsive to those who are less likely to access them; not just offering equal access to all, but by addressing inequalities through targeted interventions with disadvantaged groups.

- Characteristics and Experiences in Shetland in 2010

This section sets out current findings about the characteristics of poverty, deprivation and social exclusion in Shetland.

The evidence comes predominantly from a detailed piece of work undertaken in 2005-06, with the intention of developing understanding of social exclusion and deprivation in Shetland⁵. This has been updated since the summer of 2009, with more recent evidence and experiences⁶.

The findings are still relevant, if not, more so.

- The research was based on the Scottish Index of Multiple Deprivation (SIMD2004)⁷. This showed that Shetland is not highly deprived at local authority level. At that time, it was the 5th least deprived local authority in Scotland and was the least deprived in comparison to similar remote and/or island authorities. However, 6.79% of the Shetland population was income deprived, 1492 individuals⁸. The complexity of the national benefits system contributes to the low uptake of benefits in rural areas and means that figures are likely to underestimate the true number of deprived people living in Shetland.
- The SIMD of 2006 showed deterioration in some areas and domains relative to the rest of Scotland, and across Shetland. The number of income-deprived individuals in Shetland was shown to have increased from 1492 (6.8% of the Shetland population) to 1934 (8.8%).

The SIMD published in October 2009 shows a further deterioration, with a further shift in distribution towards more deprived areas on a national scale, with a Lerwick area now one of the 20-30% most deprived areas in Scotland. The number of income-deprived individuals has stabilised at 1860 (8.5% of population)⁹. In addition, there has been a worsening situation across housing, education, health and employment. There has been no significant change in access or crime.

Characteristics

Shetland is characterised by a different geography and way of life than most of the UK. It is one of the most remote areas in the country, with some islands and parts of the mainland particularly remote; it has strong local cultural roots; and generally high standard of living. Therefore deprivation and social exclusion manifest in different ways.

Living in these circumstances is no better in Shetland than in any other part of the country: the day-to-day existence for individuals and households struggling to afford to eat and pay for other essentials is the same. Whilst the culture of self-reliance and high standard of living enjoyed by many, forces less fortunate people to keep these circumstances hidden. It can be particularly isolating and demoralising when people can see others around them

⁵ Research into Deprivation and Social Exclusion in Shetland (2006). For a full understanding of the findings, go to http://www.neser.org.uk/pdf/Deprivation_2.pdf. The research showed the experiences of deprived and socially excluded people living in Shetland.

⁶ Staff delivering services in Shetland in 2009 have updated the picture, including a workshop held on 9th October 2009. A report of this event can be found at: <http://www.shetland.gov.uk/communityplanning/SocialExclusion.asp>

⁷ The Scottish Index of Multiple Deprivation (SIMD) 2009 identifies small area concentrations of multiple deprivation across all of Scotland. It combines 38 indicators across 7 domains, namely: income, employment, health, education, skills and training, housing, geographic access and crime.

⁸ 2001 and 2002 figures.

⁹ 2010 Scottish Government, SIMD

enjoying these living standards and high quality infrastructure. There is little opportunity for social contact and support from others experiencing a similar situation.

There are higher numbers of deprived individuals dispersed in more remote areas of Shetland, and spatial pockets within concentrations of local authority housing. Nevertheless deprived individuals and households are fairly evenly distributed throughout Shetland.

Individuals in Shetland particularly prone and vulnerable to deprivation and social exclusion are:

- young people whose parents are not able to ensure they are able to access opportunities and grow up feeling a part of the community within which they live;
- adults of any age who have low self-esteem and/or poor mental health, often due to situations which have developed as a result of negative experiences in the past and can result in homelessness and substance misuse. This is particularly acute if their situation is not understood by the community within which they live;
- those who are physically disabled or with a long-term illness and their carers, when they do not receive adequate support and understanding;
- those looking after a young family without access to their own transport, particularly those living in remote areas of Shetland;
- older people unable to access opportunities that would enable them to feel a part of the community.

There is also evidence of social exclusion for ethnic minority individuals in Shetland, whether cultural or as a result of employer barriers, and of degrees of social exclusion for white incomers to Shetland.

Experiences and Trends

- Access

2006

- If people are unable to run a private vehicle, most opportunities available to them are severely restricted: employment, services, social opportunities, learning and leisure activities, such as swimming, for example. Weekly bus services are available, but it is difficult to get fresh food items and carry home a weekly shop;
- Many people rely on others for transport. This is humiliating and hinders independence;
- Households are not able to afford to use the bus, go to youth club or swimming;
- Access is also restricted by a lack of services close by, including childcare and for some, by illness and disability.

'You can try to get an appointment to fit in with the weekly bus trip - you have to plan when you're going to be ill!'

2010

- Increased cost of running private transport with increased fuel prices;
- Increased cost of public transport (bus and ferry fares);
- Blueprint for transport (mainline, hubs and feeder services; supporting community transport; integration) approved, but few improvements yet seen;
- Harder to get from and to Shetland: increased costs, accessing ID, subsidies don't help those on very low income as travel is such a luxury, computer skills (also banned from boat/place due to behavioural/mental health issues);
- Childcare issues remain, with plans to improve in Lerwick and the North Isles making progress;
- Rural areas losing services: shops, post offices (linked to job centralisation in Lerwick), but recent success at Hillswick Shop and the Council's has increased its commitment to Job Dispersal;
- Increase in outreach work;
- Less opportunities for rural banking as expectations of internet access increase?; and
- Digital divide, with increased digitalisation of forms and applications.

- Community

2006

- If people don't feel part of the community within which they live they tend to feel very unimportant and dissatisfied with their life;

'I would like to volunteer and be part of community things, but can't give the commitment. People do speak and say they will come along but don't. I think they may be embarrassed by a disabled child.'

- Those living in communities within which they were brought up are usually able to rely on local networks of family and friends in times of need. This safety net is less readily available for incomers;
- For most, communities are welcoming and people feel part of society. However, cultural differences, race, disability, health and past history can make people feel discriminated against, leading to extreme feelings of isolation and exclusion, both from the community and community events;
- In remoter areas the safety and feeling of safety were welcomed. However examples of anti-social behaviour, some directed at particular individuals, occur in more central areas of Shetland.

2010

- Stigma and isolation remain for those in poverty and misusing substances;
- But increased effort on the part of front-line workers to get people involved in social networks;
- Increase in migrant workers, with associated impact on job market/housing (and impact on private rents) / homelessness / impact on learning and language services;
- Many migrant workers living in poor housing, on low wages and 'under-employed';
- English classes, Welcome Point and Culture Club have supported migrants to access services, find out about Shetland culture and gain UK citizenship; and
- Young people are being excluded from their family home, with the expectation that the Council will look after them.

- Health

2006

- Levels of anxiety and depression are particularly high amongst those who are deprived and/or socially excluded. This is particularly as a result of the daily pressures of making ends meet and feelings of isolation. This affects people's ability to access employment and other opportunities;
- General levels of health are poor: with erratic diet, lack of exercise and weight issues (obesity or underweight);
- People experiencing deprivation often smoke: this is frequently seen as people's only luxury;
- Some people living with deprivation are reaching crisis point, with serious mental health issues, suicidal thoughts and/or a dependency, all of which can lead to sudden death.

'If mum or dad are feeling rubbish then I can't go out. I have to stay in to make sure nothing goes wrong'

2010

- Implications of ageing population;
- Mental health issues: including in young people, leading to children being excluded;
- Changes to GP out of hours services – health less accessible, but the Well North pilots have been a success in rural areas, and roll-out is planned to areas of Lerwick.
- Improvements to access of Lerwick Health Centre;
- Drug and Alcohol misuse has increased (1st use of drugs / alcohol age is getting lower and number of intergenerational cases rising to 3rd or 4th generation cases) with implications on being able to sustain employment;
- Shetland offenders have higher levels of alcohol misuse than in other areas of Scotland; and
- Continued domestic violence.

- Housing

2006

- Housing issues in remote areas of Shetland tend to be the poor condition of housing. Deprived inhabitants are seldom in a position to be able to pay for the necessary improvements, nor the heating costs to heat the house adequately. And poor health can exacerbate inability to resolve these issues.

'It's like we are constantly walking on egg shells to avoid arguments.'

- There is a shortage of housing, which is more common closer to Lerwick. This can result in cramped living conditions on a long-term basis, whilst others sleep a couple of nights at a time on different friends and

families' sofas;

- Living in a poor and/or temporary housing situation impacts on the health of household members.
- It is particularly difficult for those on national benefits to afford electricity cards: it is common for people to go without food in order to pay for electricity.

'The house is too small, too far away from others and we are packed in together all the time and can't afford to get out.'

2010

- Quantity of housing has increased, with new housing being more energy efficient;
- But choice of housing and location remain limited;
- Homelessness continues to increase, and moving into 2nd and 3rd generation;
- Private rental is high, leading to homelessness and people moving around a lot; but
- Grant schemes more targeted towards fuel poor and disabled.

- Income and Employment

2006

- Individuals and families in Shetland find it difficult to afford to eat; with some families living on soup to make ends meet. Buying clothes and shoes for growing children is difficult and impossible for parents.
- The benefits system, particularly national, is complex and confusing to people. People are divorced from claiming what they are entitled to. This is likely to increase with the recent centralisation of benefit administration from Shetland to Elgin and Clydebank.
- The relatively high cost of living for essential items, such as food and fuel means that nationally decided benefit levels do not buy as much as they do in some other places. Unplanned expenditure, such as an emergency admission to hospital on the mainland can push a household into debt, which they can be paying off for years;
- Employment can be difficult to access out-with central areas, particularly for those without private transport. The regular commute to Lerwick for those able to afford transport and for whom employment is 9-5 leaves behind others in the community without the same opportunities;
- Meanwhile the opportunity cost of participating in low skilled, low paid jobs is higher when the cost of private transport to access are included, but are a necessary requirement to access shift work in central areas.

'Shoes, that is such an expense for the children. It's the things you don't budget for, that's when it hits.'

'We don't have enough money to do what we need to do and it's not possible to earn more money with the jobs that are on offer.'

2010

- Economic downturn and pressure of traditional industries maybe pressurising people to secure extra employment, whilst cut-backs in overtime will be having a financial impact;
- Unemployment rate is still low, but rising, particularly amongst 18-24 year olds (400% increase July 2008 to July 2009, with qualified apprentices not being taken on full time)¹⁰;
- Concern and apprehension about loss of public sector jobs, but opportunities in the private sector, such as TOTAL;
- Concern and apprehension about changes to the national benefit system;
- Continued lack of jobs in rural areas (with barriers of lack of transport / childcare / employment and career progressions): 2007 65% FTE jobs in Lerwick and Scalloway (62.9% in 2003)¹¹, although the Council intends to increase emphasis on Job Dispersal;
- High number of enquiries for business start-ups;
- Large and widening gap between those in employment and those who are not;
- Rising and high levels of debt: last quarter of 2009/10, CAB saw £1,395,006 of debt;¹²

¹⁰ JobCentre Plus

¹¹ SIC, Economic Development Unit

¹² Citizen's Advice Bureau, Shetland

- Benefit trap remains: risk of moving into employment, and if it doesn't work out, benefits not easily re-started;
- Evidence of problems obtaining bank accounts and the cost implications of not having an account, such as needing to use expensive fuel cards, mobile phone deals etc.
- April 2009: 2 out of 22 Census Wards in highest septile for financial inclusion (likely to be most excluded from mainstream financial services)¹³;
- Increase staff at CAB for money advice, welfare benefit advice and housing: (£1mn of extra benefits generated at CAB. For every £1 generated, it is worth £7 to local economy¹⁴), but this service may have to be reduced;
- Fuel poverty has got a lot worse, and is felt by many more people. For example 49% of households in Unst (2009)¹⁵;
- There may be financial issues for individuals and households resulting from the repayment of tax and childcare vouchers; and
- Fuel payment for well-off older pensioners, when low income households are struggling.

- Learning

2006

'I don't feel I would do my best because of my dyslexia and folk make me feel thick'

- There is evidence that experiences at school, particularly negative ones, have an impact on people's inclusion and wealth later in life: for example those people who are experiencing particularly acute forms of deprivation and/or social exclusion tend to be those who did not obtain any qualifications at school;
- There is a desire to learn, but barriers, such as cost, transport and childcare, as well as people not having the motivation or time are often insurmountable to people.

2010

- Government research indicates that around 500 of the working age population in Shetland may have severe literacy difficulties and a further 3,300 may face some difficulties in their everyday life due to low literacy levels (National Literacy Survey percentages applied to Shetland context).
- These people are therefore likely to have low skilled and low paid jobs, or be unemployed, have health problems or disabilities or become offenders. A high proportion of literacy learners are in poverty and all are disadvantaged in everyday life;
- Importance of school education and experiences, yet 10% still excluded: those who do not succeed in education tend not to do so well in the workplace;
- English as a second language increased;
- Increased learning opportunities, including vocational pathways, community learning, night classes;
- Welcome Point for people coming to Shetland;
- Improved use of Video-Conferencing and SKYPE to support isolated learners.

Summary

Although there are positive examples of services developing and evolving to assist people who have a poor quality of life, the general trend is of a worsening picture in terms of numbers of people, and the quality of people's lives.

However, the most significant change impacting on this area of work into 2011/12 will be the reduction in public sector spend and changes to the national benefit system.

- Scottish Government Expenditure face reductions averaging approximately 12%-20% a year over the next three years. With current reductions, it is expected to be up to 16 years before the 2009/10 levels of government expenditure are reached again. Over this period, Scottish expenditure could reduce by £42 billion compared to a situation whereby the 2009/10 peak level remained unchanged.

¹³ Experian

¹⁴ Citizen's Advice Bureau, Shetland

¹⁵ Bobby Macaulay (2009), Analysing Fuel Poverty in Unst

- In Shetland, it is estimated that there will be a 10% reduction in annual public sector spend from £191 million in 2010/11 to £173 million in 2011/12, with predicted impacts on jobs, procurement, construction, and out-sourcing private sector.

There is still uncertainty, at this time, about how this will impact on Shetland:

1. Employment

- Currently, Shetland has a strong and buoyant economy, with a very high employment level, relatively high earnings and low unemployment. But Shetland relies on the service sector, with 26% of its employment in public administration, education or health roles.
- However, there are a number of potentially significant opportunities emerging in the Shetland Economy. These include: plans for major new capital projects, and stimulation for the construction industry; oil and gas developments arising from TOTAL's investment in Sullom Voe; renewable energy projects encompassing wind wave and tidal energy; investment in a low carbon future; and improvements of communication links in terms of fixed and mobile networks (i.e. the Faroese subsea fibre optic cable).
- **There will be a challenge as to how Shetland makes the most of these opportunities, particularly for those who are currently disadvantaged.**

2. Changes to National Benefit System

- The details are still emerging, but it will become harder to access national benefits, and the criteria required to access benefits as a result of ill-health will become more strict, particularly in relation to mental illness.
- **There will be a challenge as to how Shetland will provide support and services to people as their national benefits are withdrawn.**

3. Service Delivery

- As services are reduced or withdrawn, it will be the most vulnerable people, who require more support, who will be impacted on the most.
- There is a danger that the withdrawal of discretionary services, able to provide support at an early stage, will lead to increased problems for services responding to acute needs.
- **There will be a challenge as to how Shetland ensures that services continue to be provided and targeted to the most vulnerable, and that services are able to continue to strive for early intervention.**

2. Where Do We Want To Be?

This section sets out the national and local outcome framework for a Fairer Shetland.

The challenge will be for people working in Shetland to assess their activity, projects and resource allocation against these strategic and operational outcomes, to ensure they are doing all they can to reduce inequalities that currently exist within Shetland.

2.1 Nationally

NATIONAL PRIORITY AREA

WEALTHIER & FAIRER - Enable businesses and people to increase their wealth and more people to share fairly in that wealth.

NATIONAL OUTCOMES

We realise our full economic potential with more and better employment opportunities for our people.

We have tackled the significant inequalities in Scottish society.

We have improved the life chances for children, young people and families at risk.

2.2 Locally

SHETLAND 'FAIRER' STRATEGIC OUTCOMES¹⁶

A) Reduced Levels and Impact of Poverty, Deprivation and Social Exclusion in Shetland.

B) Socio-economic disadvantage does not impact on the opportunities people have.

SHETLAND 'FAIRER' OPERATIONAL OUTCOMES¹⁷

A) WE ARE MAXIMISING HOUSEHOLD INCOME, by

- Increasing uptake of national and local benefits;
- Reducing levels of debt; and
- Establishing Shetland's living wage.

B) WE ARE INCREASING EMPLOYMENT OPPORTUNITIES AND EMPLOYABILITY, by

- Removing physical barriers to work, through transport, childcare, improving poor health (in particular mental health and substance misuse) and remote working;
- Providing people with the appropriate skills and attitudes to obtain and maintain employment;
- Providing supported employment and volunteering opportunities; and
- Ensuring the Shetland economy can provide sufficient and varied job opportunities for the requirements of the population.

C) WE WORK WITH PEOPLE AS INDIVIDUALS TO IMPROVE THEIR LIFE CHANCES, by

- Providing every person in contact with a service with a 'lead professional' able to work with them, and others to improve their quality of life;
- Providing particularly vulnerable individuals, of all ages, with high intensity support programmes;
- Having expectations on all services to work proactively to improve quality of life.

D) WE PROVIDE OPPORTUNITIES TO IMPROVE QUALITY OF LIFE, including

- Improving access to IT to reduce and remove the digital divide;
- Improving access to affordable banking and credit; and
- Enabling people to access social activities and networks.

2.3 SHETLAND 'OTHER' STRATEGIC OUTCOMES¹⁸

Key Purpose: Maintain the Number of Economically Active People Throughout Shetland¹⁹

¹⁶ SOA Outcomes 2010-12

¹⁷ Fairer Shetland Partnership Outcomes 2010-12

¹⁸ These SOA outcomes have been developed by other partnerships in Shetland. Fairer Shetland recognises that there are links between this framework and these Other Strategic Outcomes.

National Priority Area: Cross-Cutting

National Outcomes

13. We take pride in a strong, fair and inclusive national identity.

15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.

Shetland Cross-Cutting

C.1 Efficiencies

C.2 Strengthening Communities

C.3 Culture

C.4 Equalities

National Outcome - Smarter

Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

Shetland Outcomes:

Sm.1 We provide a person-centred approach to ensuring positive learning pathways for the long-term, focusing on the long-term unemployed, those misusing substances and winter school leavers.

Sm.2 We recognise each person's strengths, building on these to ensure everyone can achieve their potential through learning opportunities that build capacity, increase confidence and encourage participation and responsible citizenship.

Sm.3 We take a proactive approach to ensuring Shetland's skills match Shetland's economic need.

National Priority Area: Stronger

Help local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life.

National Outcomes

10. We live in well designed, sustainable places where we are able to access the amenities and services we need.

11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

Shetland Stronger Strategic Outcomes – Transport

St.1 We will improve the availability, accessibility, affordability and usage of internal and external public transport

Shetland Stronger Strategic Outcomes – Housing

St.2 We will ensure the right house is available in the right place at the right price.

Shetland Stronger Strategic Outcomes – Childcare

St.3 We will sustain and, where necessary, grow the number of childcare places, to meet identified need.

National Priority Area: Healthier

Help people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to health care.

National Outcomes

5. Our children have the best start in life and are ready to succeed.

6. We live longer, healthier lives.

Shetland Healthier Strategic Outcomes

Hth.1 Maintain a healthy life expectancy, focusing on early years, healthy weight, alcohol, drugs and mental health.

Hth.2 Tackle health inequalities ensuring that the needs of the most vulnerable and hard to reach groups

Hth.3 We will support and protect the most vulnerable members of the community, promoting independence and ensuring services are targeted at those that are most in need.

¹⁹ This recognises unpaid work such as volunteering, childcare and caring responsibilities.

3. How Will We Know When We Have Got There?

This section sets out the measures and current baseline to be used to monitor progress.

SHETLAND 'FAIRER' STRATEGIC OUTCOMES²⁰

A) Reduced Levels and Impact of Poverty, Deprivation and Social Exclusion in Shetland			
<u>Indicator</u>	<u>Source</u>	<u>Baseline</u> (Data and Professional Assessment)	<u>Trend</u>
Number of Income Deprived People	SIMD/Nomis Annual	2004: 1492 (6.8% of population) 2006: 1934 (8.8% of population) 2009: 1870 (8.42% of population)	→
Total New Debt & Number of People with that Debt	CAB Quarterly	2008/09 Q1 – 15: £666,373 Q2 – 39: £625,654 Q3 – 23: £167,337 Q4 – 30: £894,531	→ 2009/10 Q1 – £428,851 Q2 – £464,554 Q3 – £413,106 Q4 – £1,395,006 = 1,071 new client contacts of which 532 (50%) were in Lerwick & Scalloway 2010/11 Q1 – £286,331 = 200 new client contacts of which 107 (54%) were in Lerwick & Scalloway
Number of Households in Fuel Poverty	Scottish House Condition Survey	Shetland 2004-07: 32%. 66% not in fuel poverty. 4% unobtainable. Unst 2009: 49%	↗ 33% (11% of these are in extreme fuel poverty). 63% not in fuel poverty. 4% unobtainable.
B) Socio-economic disadvantage does not impact on the opportunities people have			
<u>Indicator</u>	<u>Source</u>	<u>Baseline</u> (Data and Professional Assessment)	<u>Trend</u>

²⁰ SOA Outcomes 2010-12

Social Capital	Policy Unit	Your Voice, late Autumn 2010. Results expected early 2011. Annual Survey	
----------------	-------------	---	--

SHETLAND 'FAIRER' OPERATIONAL OUTCOMES²¹

Indicator	Source	Baseline (Data and Professional Assessment)	Trend
WE ARE MAXIMISING HOUSEHOLD INCOME			
Proportion of working age population (16-64 years) who are in employment	NOMIS ONS annual population survey	2008/09: 1,900 economically inactive (13.5% of resident working age population, working age population – 14,100). Of which 600 wanting a job and 1,300 not wanting a job. September 2010: 50 customers who are 50+ (approx 20 are long-term unemployed) - increase by 10 from August 2010	↓ 2009/10: 1,500 economically inactive (10.6% of resident working age population, working age population – 14,200). Of which 500 wanting a job and 1,000 not wanting a job. ↓
Increased up-take of in-work benefits	Inland Revenue	April 2009: 2,100 households in receipt of Child and Working Tax Credits.	↓ April 2010: 1,800
Improved access to benefits and money advice - number of benefit checks by year - number of benefit checks by area	CAB	04/09-09/09: 169 checks, of which 78 (46%) were in Lerwick & Scalloway.	↑ 10/09-03/10: 331 checks, of which 156 (47%) were in Lerwick & Scalloway and 51 (15%) were in the outer isles.
WE ARE INCREASING EMPLOYMENT OPPORTUNITIES AND EMPLOYABILITY			
Number of Incapacity / ESA customers who gain employment	DWP (May and August – 6mt delay in figures available)	May 2009: 745	→ Nov 09 – 745
Number of vacancies advertised through JobCentre Plus	Jobcentre Plus	Financial Year 2008-09: 832 vacancies and 1132 jobs resulted from these vacancies.	→ 2009/10 = 860

²¹ Fairer Shetland Partnership Outcomes 2010-11

Number of Modern Apprenticeships, Skillseekers, Get Ready for Work, Training for Work	SDS	2010/11 318 Modern Apprenticeship & Skillseeker places. 30 places on Get Ready for Work for young people not in work and 25 Training For Work places for adult unemployed.	New baseline established 2010/11.																																																
Number of Adult Learners gaining employability skills	Adult Learning, SIC / Shetland College	2008-09: Adult Learning – 72 participants Data to be made available by Shetland and Lifeskills Centre Shetland.	2009/10: 18 learners got a job as a result of taking part in Employability courses 30 learners progressed to accredited learning at Shetland College 42 individuals gained core skills qualifications 2009/10: 30 students on New Directions courses (27 enrolments in college, 3 in learning centres)																																																
Number of placements for supported employment opportunities - statutory agencies - social enterprise - other	Moving On	92 people in total on caseload for 2008 /09 <table border="1"><thead><tr><th></th><th>NHS</th><th>SIC</th><th>Other Employers</th><th>Training</th><th>School</th></tr></thead><tbody><tr><td>Paid</td><td>1</td><td>14</td><td>17</td><td></td><td></td></tr><tr><td>Unpaid</td><td></td><td>2</td><td>15</td><td>12</td><td>8</td></tr><tr><td>Total</td><td>1</td><td>16</td><td>32</td><td>12</td><td>8</td></tr></tbody></table> Training includes Bridges / Support Training Young people with ASN needs in transition period at school.		NHS	SIC	Other Employers	Training	School	Paid	1	14	17			Unpaid		2	15	12	8	Total	1	16	32	12	8	105 people in total on caseload for 2009 / 10, 2 health deteriorated, 1 moved out of area, remaining on job crew project <table border="1"><thead><tr><th></th><th>NHS</th><th>SIC</th><th>Other Employers</th><th>Training</th><th>School</th></tr></thead><tbody><tr><td>Paid</td><td>0</td><td>15</td><td>19</td><td></td><td></td></tr><tr><td>Unpaid</td><td>0</td><td>5</td><td>9</td><td>17</td><td>8</td></tr><tr><td>Total</td><td>0</td><td>20</td><td>28</td><td>17</td><td>8</td></tr></tbody></table> Training includes Bridges / Support Training / Shetland College; Young people with ASN needs in transition period at school		NHS	SIC	Other Employers	Training	School	Paid	0	15	19			Unpaid	0	5	9	17	8	Total	0	20	28	17	8
	NHS	SIC	Other Employers	Training	School																																														
Paid	1	14	17																																																
Unpaid		2	15	12	8																																														
Total	1	16	32	12	8																																														
	NHS	SIC	Other Employers	Training	School																																														
Paid	0	15	19																																																
Unpaid	0	5	9	17	8																																														
Total	0	20	28	17	8																																														
Number of placements for supported volunteer opportunities	VAS	Work in this area is ongoing, and an action for this year's framework: there are many interpretations of supported volunteering.	↗																																																
Number of volunteers moving into employment	VAS	Evidence shows a growing number of opportunities and value in supported volunteering.	↗																																																
Increased provision and flexibility of childcare	Shetland Childcare Partnership	2009/10: 29 active childminders registered in Shetland	↗																																																
Increased proportion of jobs in rural areas	Economic Development	2003 - 62.9% FTE jobs Lerwick and Scalloway	Survey postponed until Summer 2011																																																

	Unit Three year basis	- 37.1% Other 2007 - 65% LK & Scalloway - 35% Other	
Increased levels of transport	ZetTrans	2008-09: 40% of population has access to a DRT/ Shopper Service.	Towards the end of 2009/10, 2 new services came online, linking Scalloway to Burra and Whiteness/Weisdale.
WE WORK WITH PEOPLE AS INDIVIDUALS TO IMPROVE THEIR LIFE CHANCES			
Number of young people moving on to positive destinations	More Choices, More Chances	01/08/08-31/07/09 School Leavers: 91.7% in positive destination – month of Sept 2009, 0.7% decrease on previous year (24 not in positive destinations). Number not in employment (seeking) increased 0.8% to 5.9%. Of 34 students enrolled in Bridges, 41% have moved on to positive destinations, 50% remain, and 9% have dropped out (3 individuals).	➔ 01/08/09-31/07/10 School Leavers: 28 out of 248 school leavers not in positive destinations 26 young people at Bridges. Destinations were: Motherhood 2, GRFW 3, College 7, Moving On 2, Ongoing 6, None 1 and Employment 5.
Number of vulnerable families supported	Adult Learning / Shetland Pre- school Play / Bruce Family Centre	Baseline to be established as part of the parenting strategy.	
WE PROVIDE OPPORTUNITIES TO IMPROVE QUALITY OF LIFE			
Number of Households in Fuel Poverty	Scottish House Condition Survey	Shetland 2004-07: 32%. 66% not in fuel poverty. 4% unobtainable. Unst 2009: 49%	↗ 33% (11% of these are in extreme fuel poverty). 63% not in fuel poverty. 4% unobtainable.
Financial Inclusion: Number of Census Wards in highest septile for financial inclusion.	Financial Inclusion Champion for North of Scotland	April 2009: 2 out of 22 Census Wards in highest septile for financial inclusion (likely to be most excluded from mainstream financial services).	No new data available – to be made available shortly.
Number of Credit Union Members		0 (2009)	No change.

Enabling People to Access Social Activities and Networks: number of individuals supported.	Policy Unit, SIC	Your Voice, late Autumn 2010. Results expected early 2011. Annual Survey	
--	------------------	---	--

4. How Will We Get There?

This section covers how Shetland will continue to reduce levels of poverty, deprivation and social exclusion and improve people's quality of life.

It sets out:

- key principles for the way in which we must all work together;
- priority areas, with examples of what is required to address these; and
- actions, responsibilities and timescales.

In addition, the section is interspersed with examples of the sorts of practice and projects which this framework must support.

This framework recognises that a Fairer Shetland can be achieved, less by the use of additional resources, and more by changing the ways in which we work together across services and agencies.

Key Principles

The following Key Principles must be followed:

- Evidence-based, needs-led intervention;
- Holistic, person-centred approach, consistent across services in Shetland;
- Collaborative working;
- Responsive and flexible to the unique needs of individuals and families, able to adapt and evolve to assist and support the pathways of people;
- Break existing cycles of poverty, deprivation and social exclusion in order to provide long-term improvements in quality of life for people;
- Help people to develop own solutions, using accessible, high quality public services, as required;
- Celebrate diversity and actively challenge prejudice and discrimination;
- Safeguard and, where possible, enhance the environment of Shetland; and
- Be proactive for foreseeable future challenges.

Priority Areas, Indicative Actions and Projects

These are reviewed on an annual basis. Appendix B provides a summary of the key issues to be addressed in 2011/12, and how these have been incorporated into the actions and projects for 2011/12.

In recognition of the current context, the following areas will receive the most support during 2011/12:

- Parenting, due to the ability to achieve early intervention;
- Pathways to Mainstream Employment, through volunteering and supported employment, particularly at this time of national benefit changes, and tackling the stigma associated with poverty, disadvantage and/or substance misuse;
- Enabling people to access social networks that enable them to have a good quality of life and retain a positive pathway, including the development of the Smart Card;
- Support and Training for WYFY/GIRFEC to ensure all vulnerable individuals and families are receiving the assistance and support they require, at as early stage as possible.

A) WE ARE MAXIMISING HOUSEHOLD INCOME

A.1 Increase uptake of national and local benefits

A.1.1 Continue to provide benefits checks and advice, and undertake campaigns to improve uptake (out-of-work and in-work benefits);

A.1.2 Increase levels of out-reach work;

A.1.3 Ensure sufficient time is available to assist with other funding sources, such as hardship funds;

A.1.4 Increase financial capability of those on benefits;

- A.1.5 Continue to find ways for advice from JobCentre Plus to be delivered locally, including ensuring people in seasonal work are provided with advice and support;
- A.2 Reduce levels of debt
 - A.2.1 Continue to provide one-to-one support for debt
 - A.2.2 Continue to assist those experiencing bankruptcy
 - A.2.3 Taking an increasingly proactive approach by introducing financial capability training into all front-line delivery
- A.3 Establish Shetland's living wage, or equivalent, to be updated on a regular basis

B) WE ARE INCREASING EMPLOYMENT OPPORTUNITIES AND EMPLOYABILITY

- B.1 Ensure the Shetland economy can provide sufficient and varied job opportunities for the requirements of the population (including rural employment, job progression and reduced underemployment);
- B.2 Ensure services assist in removing physical barriers to employment, such as transport, childcare and providing decentralised employment opportunities;
- B.3 Improve the health of individuals: in particular addressing mental health issues and substance misuse;
- B.4 Provide people with the appropriate skills and attitudes to obtain and maintain employment;
- B.5 Provide supported volunteering and employment opportunities, including to
 - B.5.1 Provide voluntary and employment placements with appropriate levels of support and opportunities for positive long-term employment; and
 - B.5.2 Increase the number of supported volunteering and employment placements in large public sector organisations.

Best Use of Community Assets for Employment and Skills Development for Supporting Remote Areas

It is essential that jobs are available in communities, to ensure their sustainability. Working closer to home means people will put more money into their local economy to support local businesses, they will have more time to undertake activities to ensure a good quality of life, including spending more time on volunteering activities within their communities.

Often these jobs can be people working remotely from their main office location in Scalloway and Lerwick for one or more days a week, reaping the benefits of reduced commuting. There are a large number of community assets in Shetland, including community halls. Providing renewable energy sources to these buildings is a kick-start to achieving hot-desk opportunities within communities. Business units may also be appropriate. In addition to the work opportunities provided this should provide opportunities for income generation for community halls.

There are other opportunities, such as access to schools, care centres and leisure centres.

C) WE WORK WITH PEOPLE AS INDIVIDUALS TO IMPROVE THEIR LIFE CHANCES

- C.1 Enable everyone in contact with a service to have a lead professional, identified by the person: all front-line staff to be able to identify and work with people to improve their quality of life (following the key principles) with one action plan. This will require:
 - 0 C.1.1 Multi-agency use of assessment tool and delivery, and incorporation of training to all front-line staff.; and
 - 0 C.1.2 Funding to be freed up to fill gaps that can not be met in any other way.

Over time, resources will move to meet the needs of the community and individual.

Assessment Tool

The 2006 research highlighted the need to see people as individuals, and to take a holistic approach to working with them to improve their quality of life.

Since that time, national policy and local practice has been moving further towards this model of

working.

However, it is not consistent across services and organisations, and barriers still remain in terms of putting in place the right interventions at the right time, to assist people in achieving a positive pathway and remaining on it.

A one-page filter-assessment has been developed, with the vision of all front-line staff in Shetland using the questions, assessment and process when in contact with a person, in order to determine the complexity and extent of their needs, and provide the direction in which problem solving and intervention needs to take place.

This tool is based on the following principles and values:

- Enabling individuals to problem-solve and explore ways to improve their quality of life;
- Recognising that people have their own practicable solutions about how quality of life can be improved;
- Empowering individuals and building their capacity to act for themselves in order to lead self-determining, independent lives; and
- Achieving fairness and equality through needs-led interventions.

C.2 Provide particularly vulnerable individuals with high-intensity programmes:

C.2.1 Continue to provide support for young people, with a focus on employability;

C.2.2 Ensure this support is provided throughout Shetland, to ensure that young people in remote areas do not feel isolated;

C.2.3 Provide these programmes for other age groups, with chaotic lives; and

C.2.4 Provide support to vulnerable parents.

C.3 Expecting all services to take responsibility for improving quality of life: for example

- **Learning** centres in rural areas and life-long learning opportunities, taking a proactive approach to reaching 'hard to reach' learners;
- Ensuring a good school experience for everyone: all young people leaving formal **education** system with skills for life, skills for learning and skills for work;
- More effective provision of **transport**, especially for more remote areas
- Affordable **childcare** to enable parents to work flexibly;
- Taking a proactive approach to understand the skills required for a prosperous and diverse **economy**;
- Continue to tackle **fuel poverty** with resources available, through promotion and improved referral;
- To challenge **community** groups, developing intergenerational work, and to assist disempowered individuals to be involved in the political process;
- When the Climate Change legislation is implemented at a local level, efforts are made to ensure the financial burden is limited on those in poverty; and
- **Procurement**: to introduce community benefit clauses into public sector contracts, such as to take on skill seekers, and requesting energy suppliers to provide cheaper alternatives to fuel cards.

All services must follow the key principles and provide outreach services. This can be achieved by developing understanding;

C.3.1 Poverty proofing services; and

C.3.2 Working proactively at the area level, through Local Service Delivery Groups.

Community Transport, Improved Access and Social Enterprise

Lack of access, due to a lack of transport, particularly flexible transport, is a barrier to people accessing opportunities for employment, service provision and social activities. There are opportunities for existing or new social enterprises to develop and run community transport enterprises. These would lead directly to improved access for those groups particularly disadvantaged, opportunities for employment and volunteering to support communities.

Childcare, Skills Development and Supporting Remote Areas

It is essential that jobs are available in communities, to ensure their sustainability. Working closer to home means people will put more money into their local economy to support local businesses, they will have more time to undertake activities to ensure a good quality of life, including spending more time on volunteering activities within their communities.

Lack of childcare in rural communities is a barrier to people accessing work, so more could be done to support childcare, both providing jobs directly (particularly for young people) and enabling others to access other work opportunities.

D) WE PROVIDE OPPORTUNITIES TO IMPROVE QUALITY OF LIFE

There are a number of gaps in Shetland's ability to improve people's quality of life:

- D.1 improve access to IT to reduce and remove the digital divide;
- D.2 reduce levels of Fuel Poverty in Shetland, with a focus on promotion on assistance available;
- D.3 support a Credit Union; and
- D.4 provide a fund to enable people to access social activities that they cannot currently afford.

Community Allotments, Local Food Production and Social Enterprise

Community allotments provide people with opportunities to grow their own produce, with benefits for their physical and mental health, improved diet and reduced food costs.

Some communities may wish to develop this as a social enterprise, selling local produce to local markets, and involving local people in the production and therefore their local community.

E) PROMOTION

Shetland having a collective understanding of the issues around quality of life, including

- E.1 Establishing a spokesperson;
- E.2 Using the media to assist rather than be sensationalist, avoiding labels being attached;
- E.3 Keeping understanding updated.

F) FUNDING

- F.1 Maximise opportunities for secure and sustainable funding; and
- F.2 Actively seek additional opportunities for funding, such as the Big Lottery.

G) ADMINISTRATION AND DEVELOPMENT

- G.1 Ensure Shetland's agenda is recognised at the national level by participating in the national Rural Poverty Network, and Poverty Network, and other relevant events; and
- G.2 Provide a budget for hire of premise for meetings, workshops and learning events.

Implementation

The implementation plan, below, has been developed by the 'Fairer Shetland Group', with input and feedback from Shetland's Community Planning Delivery Group. Appendix 3 provides an update on progress on this plan during 2010/11.

TASK	DELIVERY AGENCY/IES	ADDITIONAL ACTION REQUIRED	FUNDING
A) WE ARE MAXIMISING HOUSEHOLD INCOME			
A.1 Increase uptake of national and local benefits			
A.1.1 Continue to provide benefits checks and advice (out-of-work and in-work benefits).	Citizen's Advice Bureau		£19,073
A.1.2 Increase levels of out-reach work.	Citizen's Advice Bureau / Revenues,	As above	

	SIC		
A.1.3 Ensure sufficient time is available to assist with other funding sources, such as hardship funds.	Citizen's Advice Bureau	As above	
A.1.4 Increase financial capability of those on benefits.	Citizen's Advice Bureau / Revenues, SIC		WER
A.1.5 Continue to find ways for advice from JobCentre Plus to be delivered locally.	JobCentrePlus	Ensuring people in seasonal work are provided with advice and support	WER
A.2 Reduce levels of debt			
A.2.1 Continue to provide one-to-one support for debt.	Citizen's Advice Bureau		WER
A.2.2 Continue to assist those experiencing bankruptcy.	Citizen's Advice Bureau	Continue with current work and fund.	
A.2.3 Reduce levels of rent arrears and minimise house evictions	SIC, Revenues, Housing, Mental Health Services, CADDs	Improved working between services, with front-line staff working with clients to complete necessary paperwork.	WER
A.2.4 Taking an increasingly proactive approach by introducing financial capability training into all front-line delivery.	Policy Unit, SIC		WER
A.3 Establish Shetland's living wage, to be updated on a regular basis.			
Project brief and rationale to be developed.	Policy Unit, SIC		Awaiting publication of Minimum Income Standard for Rural Areas. Progress will depend on other priorities.
B) WE ARE INCREASING EMPLOYMENT OPPORTUNITIES AND EMPLOYABILITY			
B.1 Ensure the Shetland economy can provide sufficient and varied job opportunities for the requirements of the population (including rural employment, job progression and reduced underemployment).			
Ensure agencies aware of this agenda and its needs.	EDU, SIC / HIE	Increased opportunities with SIC emphasis on Job Dispersal.	WER
B.2 Ensure services assist in removing physical barriers to employment, such as transport, childcare and providing decentralised employment opportunities.			
Ensure agencies aware of this agenda and its needs.	ZetTrans / Children's Services, SIC / Policy Unit, SIC	Increased opportunities with SIC emphasis on Job Dispersal, delivery on Childcare Strategy and Blueprint from Transport.	WER
B.3 Improve the health of individuals for employability: in particular addressing mental health issues and substance misuse.			
B.3.1 Mental Health	Mental Health Service, NHS/SIC	Continued person-centred approach at	WER

		<p>Annsbrae, including specific work around employability and getting people to work.</p> <p>Part-funding of 17mth mental health focused post with Moving-On Employment.</p>	£8,000
B.3.2 Substance Misuse	SADAT	<p>Increasingly effective and efficient model of support to those affected by substance misuse.</p> <p>Joint-working around reducing the stigma faced by those in poverty, disadvantage and/or substance misuse in accessing services, employment and community activities.</p>	<p>WER</p> <p>WER</p>
B.4 Provide people with the appropriate skills and attitudes to obtain and maintain employment.			
Continue and increase ability to provide out-reach work.	Adult Learning, SIC / Skills Development Scotland / Shetland College (Learning Centres)	Continued person centred approach with focus on skills for employment for those affected by substance misuse and other health problems.	WER
B.5 Provide supported volunteering and employment opportunities, including to			
B.5.1 Provide employment placements with appropriate levels of support and opportunities for positive long-term employment.	Moving-On / Shetland Community Bike Project	<p>Extend SLA for further three years with Moving-On Employment Project to part-fund Job Crews (other 50% funded by ESF).</p> <p>Extend SLA for further three years with Shetland Community Bike Project to part-fund work with employability.</p>	<p>£70,000</p> <p>£25,000</p>
B.5.2 Increase the number of supported volunteering and employment placements in large public sector organisations.	Policy Unit, SIC, with Human Resources, SIC / NHS Shetland	Increased emphasis on establishing pathways for individuals	WER
C) WE WORK WITH PEOPLE AS INDIVIDUALS TO IMPROVE THEIR LIFE CHANCES			
C.1 Enable everyone in contact with a service to have a lead professional, identified by the person: all front-line staff to be able to identify and work with people to improve their quality of life (following the key principles) with one action plan.			
C.1.1 Multi-agency use of	GIRFEC / 4U		WER

assessment tool and delivery, and incorporation of training to all front-line staff.			
C.1.2 Funding to be freed up to fill gaps that cannot be met in any other way.	Policy Unit, SIC	This may include access to learning, if no other source can be found. This may also include additional training around GIRFEC / WYFY.	£20,000
C.2 Provide particularly vulnerable individuals with high-intensity programmes.			
C.2.1 Continue to provide support for young people, with a focus on employability.	Bridges, SIC / More Choices More Chances, Focused Futures / Shetland Befriending Scheme	Provide activity fund for Focused Futures. Extend SLA for further three years with Shetland Befriending Scheme to reduce poverty and social exclusion throughout Shetland, working with young people and developing volunteers.	Use fund at Policy Unit to access social activities £20,000
C.2.2 Ensure this support is provided throughout Shetland, to ensure that young people in remote areas do not feel isolated.	Bridges, SIC / More Choices More Chances, Focused Futures	Continue with out-reach service provided through Focused Futures – increasing outreach places from 3 to 13.	WER
C.2.3 Implement targeted plans for those individuals, of any age, who are currently outside existing support structures.	Policy Unit, SIC	Continue with work to develop multi-agency support network for targeted planning for those with very chaotic lives (links with Child Protection Committee and WYFY/GIRFEC).	WER
C.2.4 Provide support to vulnerable parents, with children of all ages, throughout Shetland.	Bruce Family Centre	Development and delivery of Parenting Strategy, with emphasis on person-centred and flexible approach. Provide sustainable befriending and support service (based on parents being trained to train other parents).	WER TBC
C.3 Expecting all services to take responsibility for improving quality of life.			
C.3.1 Developing understanding and poverty proofing services.	Policy Unit, SIC	Incorporate Poverty and Disadvantage into Integrated Impact Assessment	WER
C.3.2 Working proactively	Policy Unit, SIC		WER

at the area level, through Local Service Delivery Groups.			
D) WE PROVIDE OPPORTUNITIES TO IMPROVE QUALITY OF LIFE			
D.1 Improve access to IT to reduce and remove the digital divide.	EDU, SIC / Adult Learning	Possible future project around funding lap tops for poor households.	WER
D.2 Reduce levels of fuel poverty	This is being addressed through the Local Housing Strategy.		
D.3 Support a Credit Union.	Shetland Credit Union	At the current time, support is provided by VAS and DWP Financial Champion.	Funding may be required in the future, but not at this time.
D.4 Provide transport for children, whose parents do not have access to private transport, and are on benefit, to access nursery education.	Shetland Childcare Partnership	Local areas to develop own transport solutions and opening times to reduce need for additional expenditure.	WER
D.4 Provide a fund to enable people to access social activities that they cannot currently afford.	Policy Unit, SIC	Implement via Smart Card.	£30,000
E) PROMOTION			
Develop a collective understanding of the issues around quality of life			
E.1 Establish a spokesperson.	Policy Unit, SIC		WER
E.2 Using the media to assist rather than be sensationalist, avoiding labels being attached.	Policy Unit, SIC		WER
E.3 Keep understanding updated, through regular seminars etc. and hear the voices of those living in poverty,	Policy Unit, SIC		WER
F) FUNDING			
F.1 Maximise opportunities for secure and sustainable funding.	Policy Unit, SIC		WER
F.2 Actively seek additional opportunities for funding.	Policy Unit, SIC		WER
G) ADMINISTRATION			
G.1 Maximise opportunities for secure and sustainable funding.	Policy Unit, SIC		WER
G.2 Provide a budget for hire of premise for meetings, workshops and learning events.	Policy Unit, SIC		£1,500

NB. Fairer Scotland Fund also supports Community Regeneration. Therefore £70,000 has been allocated to assist agencies deliver on Shetland's Community Regeneration Policy.

Appendix A - Fairer Shetland - Terms of Reference

Purpose

The aim of this partnership is to reduce poverty, deprivation and social exclusion in Shetland.

Evidence shows that nearly 10% of the Shetland population are living in difficult circumstances: whether through, for example, high levels of debt; low income; difficulty in heating their homes; inability to access basic services, employment or amenities; homelessness or overcrowding; or frequently a combination of such problems.

This partnership recognises that improving people's life circumstances is as much about existing front-line services working together, with the individual or household, as it is about additional resourcing of services.

To achieve the aim, this partnership is responsible for the development, implementation and monitoring of a framework to tackle the outcomes and targets, as set out in National Frameworks and Shetland's Single Outcome Agreement (SOA).

Membership

The group is chaired by Executive Director, Education and Social Care.

In addition the partnership membership includes:

Director of Public Health, NHS Shetland – Sarah Taylor
Condition Management Programme / Well North, NHS Shetland – Jane Macaulay
Charitable Trust General Manager – Ann Black
Highlands and Islands Enterprise – Mhari Pottinger
Skills Development Scotland – Andy Carter
Manager, Citizen's Advice Bureau – Les Irving
JobCentrePlus – Karen Johnstone
Executive Director, Infrastructure Services - Gordon Greenhill
Head of Business Development – Douglas Irvine
Service Manager, Environmental Health – Maggie Dunne
Service Manager, Housing – Vaila Simpson
Co-ordinator, Bridges Project – Brenda Leask
Children's Services – Rob Lamey
Community Work Manager – Bill Crook
Executive Officer, Voluntary Action Shetland – Catherine Hughson
Childcare Partnership Co-ordinator – Rosemary Inkster
Service Manager – Sport and Leisure – Neil Watt
Service Manager – Revenues – Andrew Hall
Shetland College – Karen Eunson
Adult Learning Manager – Nancy Heubeck
Policy Manager – Emma Perring

A range of staff may be involved, when necessary.

Role

- To provide strategic direction and leadership in understanding poverty, deprivation and social exclusion in Shetland;
- To develop and assist the implementation of a holistic, person-centred approach;
- To maximise funding opportunities to deliver on agreed outcomes;
- To monitor and review progress in delivering against agreed outcomes; and
- To represent the views of Shetland in relation to poverty, deprivation and social exclusion at a national and international level;

Accountability

The partnership will report progress through Shetland's Single Outcome Agreement. Shetland's Community Planning Delivery Group is responsible for the SOA, which is reported to the Scottish Government on an annual basis.

Representatives of individual organisations will report progress to their respective organisations, as required.

Appendix B: Current Issues to Address

The table below sets out how issues raised at the Workshop held on 8th October, will be addressed in the Fairer Shetland Action Plan.

The workshop focused on the following areas, as ones known to be of current concern.

- Parenting
- Pathways to Learning
- Pathways to Work, with a focus on the role of Volunteering, and in particular Supported Volunteering
- Employment and the Benefit Trap

Levels of Fuel Poverty in Shetland are high, and the impact is significant. However, this issue is being addressed through the Local Housing Strategy.

Issue / Opportunity	To be addressed through:
Parenting	
Services need to increase parenting ability and ensure support is generic and targeted, focusing on early intervention and preventative rather than reactive services. An individualised, person-centred and flexible approach should be taken, that is age and stage appropriate.	Parenting Strategy (C.2.4)
Pathways to Learning	
People need to take the window of opportunity to build up trust with an individual and use that for positive change and a person-centred approach.	WYFY/GIRFEC (C.1.1)
The need to trust that all agencies are working towards shared outcomes for the benefit of the client: flexible front line services that ensure workers have the opportunity and freedom to do what's needed at the time (and reduced emphasis on audits / covering your back).	WYFY/GIRFEC (C.1.1)
The focus on reactive services should be shifted to build up proactive services and flexible front line services should ensure workers have the opportunity and freedom to do what's needed at the time.	Impact Assessment (C.3.1)
Create a means of covering travel costs for individuals, which would encourage educational establishments to take a person centred approach.	Use fund available through Policy Unit, if no other funding can be found, to ensure positive learning pathways and outcomes (C.1.2)
Employment and the Benefit Trap	
Do customers know where to get support, are agencies referring appropriately?	WYFY/GIRFEC (C.1.1)
WYFY – not everyone is using this process yet, or at an early enough stage. But issues include datasharing issues if not NHS/SIC, and whether people really don't know what each other does, or is it an excuse for not taking responsibility?	WYFY/GIRFEC (C.1.1)
Can the Council/NHS do more for employment regarding social inclusion, including, for example, work trials	Supported Volunteering and Employment (B.5)
Improve benefits advice to those people in seasonal work	Increase uptake of national and local benefits (A.1.5)
Promote benefits of being in work (compared to benefits), even if the take home pay is less – because of development	Impact Assessment (C.3.1)/ WYFY/GIRFEC (C.1.1)

of skills / social networks etc.	Incorporate into this work.
Affordable childcare.	Childcare Strategy
Volunteering	
The value of volunteering.	Volunteering (B.5)
The importance of transport links to access.	Transport Strategy
Individuals need to be listened to.	Impact Assessment (C.3.1) / WYFY/GIRFEC (C.1.1)
The expectation of potential volunteers, voluntary organisations and agencies on what opportunities can be provided.	Volunteering (B.5)
How is information sharing best done and making sure WYFY/GIRFEC is understood and applied by all sectors, not just SIC.	WYFY/GIRFEC (C.1.1)
Early intervention still works at 55.	Impact Assessment (C.3.1)
School could be used to assist individuals in accessing volunteering opportunities, but first they need to be up to speed with the opportunities out there, be better integrated with the community (with better links and knowledge of local community projects), and encourage use of school breaks to volunteer locally.	In hand, as part of Schools Service / Voluntary Action Shetland.
Greater willingness of services to provide support	WYFY/GIRFEC (C.1.1)
General Comments	
Continue to ensure all services are aware of each other, their role and responsibilities.	WYFY/GIRFEC (C.1.1)
Promote the need to be creative in ways to communicate with chaotic clients.	Impact Assessment (C.3.1)
Stop the stigma around those misusing substances.	(Joint-Working with SADAP (B.3.2)
Focus on prevention.	Impact Assessment (C.3.1)
Target resources / services (not just universal) to those hardest to reach at an earlier stage (pre-school etc).	Impact Assessment (C.3.1)
Be more flexible, able to assist those in a crisis and move them on.	WYFY/GIRFEC (C.1.1)
Focus work on individuals, rather than focusing on targets, and not leaving people, once the crisis is over – crisis can be an opportunity.	WYFY/GIRFEC (C.1.1)
Take responsibility for supporting vulnerable people.	WYFY/GIRFEC (C.1.1)
Ensure clear pathways for support for vulnerable youngsters.	Multi-agency CPC work (C.2.3)
Work more collaboratively/ joined up working - client/customer, not service, centred.	WYFY/GIRFEC (C.1.1)
Create an integrated public transport network that enables people to work, volunteer and access services.	Transport Strategy
Agree priorities and then work to them in every agency, instead of reverting to own priorities.	Single Outcome Agreement, Community Planning and WYFY/GIRFEC (C.1.1)
Develop a bank of materials we could use with staff for CPD – poverty is everyone's business.	Impact Assessment (C.3.1)

WYFY/GIRFEC (C.1.1): assessment of processes and tools, considering and acting upon these comments

Appendix C: Fairer Shetland Achievements and Assessment, April 2010 Onwards

Priority Areas, Indicative Actions and Projects

A) WE ARE MAXIMISING HOUSEHOLD INCOME

- Increase uptake of national and local benefits
 - CAB continue to provide benefit checks and advice, and undertake campaigns to improve uptake (out-of-work and in-work benefits);
 - CAB have increased levels of out-reach work;
 - Ensure sufficient time is available to assist with other funding sources, such as hardship funds;
 - CAB undertaking targeted campaigns for a year, to increase uptake of national out of work and in work benefits, using one-off welfare benefits campaign worker (P-T): Targeted campaigns underway: evidence suggests that Shetland community is aware of contacting JobCentre and/or CAB when circumstances change.
 - Increase financial capability of those on benefits;
 - 7 sessions of Making the Most of Your Money, to staff, including front-line staff, and parents across Shetland
- Reduce levels of debt
 - CAB continue to provide one-to-one support for debt
 - CAB continue to assist those experiencing bankruptcy
 - Debt services continues to be provided by CAB, with financial support for bankruptcy fund provided through Fairer Scotland
 - Taking an increasingly proactive approach by introducing financial capability training into all front-line delivery (links with Making the Most of Your Money)
 - Reduce levels of rent arrears and minimise house evictions:
 - CAB / Revenues continued assistance with completing paper work and improved multi-agency working to minimise duplication
 - Assessing statistics of those potentially most vulnerable and undertaking target financial capability work
- Establish Shetland's living wage, to be updated on a regular basis
 - Minimum Income Standard is more appropriate, and to await output of rural MIS currently underway (Autumn 2010).

B) WE ARE INCREASING EMPLOYMENT OPPORTUNITIES AND EMPLOYABILITY

- Ensure the Shetland economy can provide sufficient and varied job opportunities for the requirements of the population (including rural employment, job progression and reduced underemployment) – Skills and Learning Partnership, key priority
- Ensure services assist in removing physical barriers to employment, such as transport, childcare and providing decentralised employment opportunities – ongoing awareness raising / networking, plans for Impact Assessment
- Improve the health of individuals: in particular addressing mental health issues and substance misuse;
 - Additional post funded at Annsbrae to enable specific work around employability and getting people to work, and outreach work – more links to be made with Housing Outreach and Well North
 - Part-fund Mind Your Head to continue work to break-down the stigma of mental health in Shetland, and reduce barriers to participation: match funding achieved, and post recruited to
 - Part-funding of 17mth mental health focused post with Moving-On Employment.
 - Ongoing work on SADAP
- Provide people with the appropriate skills and attitudes to obtain and maintain employment;
 - Employ additional Adult Learning Officer to enable the service to provide an employability programme, additional outreach work, with partners and focus on skills for employment for those affected by substance misuse and other health problems.

- Provide supported employment opportunities, including to
 - Provide employment placements with appropriate levels of support and opportunities for positive long-term employment;
 - SLA with Moving-On Employment Project to part-fund Job Crews (other 50% funded by ESF): continued high number of clients and success rate
 - SLA with Shetland Community Bike Project to part-fund work with employability: continue success rate in moving people onto main-stream employment
 - Increase the number of supported employment placements in large public sector organisations; MORE WORK REQUIRED
- Provide supported volunteering opportunities: MORE WORK REQUIRED

C) WE WORK WITH PEOPLE AS INDIVIDUALS TO IMPROVE THEIR LIFE CHANCES

- Enable everyone in contact with a service to have a lead professional, identified by the person: all front-line staff to be able to identify and work with people to improve their quality of life (following the key principles) with one action plan. This will require:
 - An update of the sign-posting booklet - Complete
 - Finalisation of assessment tool, and incorporation of training to all front-line staff - Complete
 - Funding to be freed up to fill gaps that can not be met in any other way – Some enquiries at this stage, lack of up-take considered to be due to WYFY and GIRFEC still becoming embedded

Over time, resources will move to meet the needs of the community and individual.

- Provide particularly vulnerable individuals with high-intensity programmes:
 - Continue to provide support for young people, with a focus on employability;
 - Ensure this support is provided throughout Shetland, to ensure that young people in remote areas do not feel isolated;
 - Provide activity fund for Focused Futures and provision of outreach service;
 - SLA with Shetland Befriending Scheme to reduce poverty and social exclusion by working with young people;
 - Provide these programmes for other age groups, with chaotic lives;
 - Multi-agency support network for targeted planning for those with very chaotic lives, to encourage early intervention. At early stage of development, with SIC services, based on Anti-Social Behaviour legislation. Protocol agreed, to assist individuals and develop understanding about person-centred approaches. Links being made with Child Protection Committee and young people who put themselves at risk.
 - Provide support to vulnerable parents.
 - SLA with Shetland Pre-School Play to develop Clever Parenting: increased focus on targeting resources to more vulnerable parents, using the Befriending type model in local areas.
 - Parenting Strategy development is including focus on vulnerable parents / discussion today
- Expecting all services to take responsibility for improving quality of life: for example
 - **Learning** centres in rural areas and life-long learning opportunities, taking a proactive approach to reaching 'hard to reach' learners;
 - Ensuring a good school experience for everyone: all young people leaving formal **education** system with skills for life, skills for learning and skills for work;
 - More effective provision of **transport**, especially for more remote areas
 - Affordable **childcare** to enable parents to work flexibly;

- 0 Taking a proactive approach to understand the skills required for a prosperous and diverse **economy**;
- 0 Continue to tackle **fuel poverty** with resources available, through promotion and improved referral;
- 0 To challenge **community** groups, developing intergenerational work, and to assist disempowered individuals to be involved in the political process;
- 0 When the Climate Change legislation is implemented at a local level, efforts are made to ensure the financial burden is limited on those in poverty; and
- 0 **Procurement**: to introduce community benefit clauses into public sector contracts, such as to take on skill seekers, and requesting energy suppliers to provide cheaper alternatives to fuel cards.

All services must follow the key principles and provide outreach services. This can be achieved by:

- 0 Developing understanding;
- 0 Poverty proofing services; and
 - o Working proactively at the area level, through Local Service Delivery Groups.

D) WE PROVIDE OPPORTUNITIES TO IMPROVE QUALITY OF LIFE

There are a number of gaps in Shetland's ability to improve people's quality of life:

- improve access to IT to reduce and remove the digital divide: seek external funding for lap tops for poorer households
- support a Credit Union: discussions ongoing
- provide a fund to enable people to access social activities that they cannot currently afford: some interest, ideas being pursued.

E) PROMOTION

- Shetland having a collective understanding of the issues around quality of life, including
 - 0 Using the media to assist rather than be sensationalist, avoiding labels being attached;
 - 0 Keeping understanding updated.
- Establishing reactive funding (firefighting) compared to prevention.
- Ensure Shetland's agenda is recognised at the national level by participating in the national Rural Poverty Network, and Poverty Network, and other relevant events – Shetland is involved in developing rural poverty indicators, in partnership with the Scottish Government, and Scottish Poverty Information Unit at Glasgow Caledonian University.

Appendix D: Equality Impact Assessment

Examination of Available Data

Data collection could include: consultations; surveys; datashare site; Your Voice; Ethnic Minority Profile; in-depth interviews; pilot projects; reviews of complaints made; user feedback; academic publications; consultants' reports etc

9.a. What do we know from existing data and research?

Research into Deprivation and Social exclusion in Shetland (2006 report) and more recent updates through workshops carried out in 2009 (bringing together experiences and knowledge of staff that deliver services).

The Scottish Index of Multiple Deprivation shows that Shetland is not highly deprived at local level, however, there are individuals who experience deprivation and social exclusion. The number of income-deprived individuals is 1860, or 8.5% of the population.

There are higher numbers of deprived individuals dispersed in more remote areas of Shetland, and spatial pockets within concentrations of local authority housing. The complexity of the national benefits system contributes to the low uptake of benefits in rural areas.

The Framework highlights the individuals in Shetland that are particularly prone and vulnerable to deprivation and social exclusion in Shetland, and therefore actions are focused on these groups.

The Framework also highlights experiences and trends in terms of access, characteristics of Shetland's communities, health, housing, income and employment, training and learning. This baseline and trends in research all contribute towards the framework for tackling poverty, deprivation and social exclusion in Shetland.

9.b. What gaps in knowledge are apparent?

Gaps in knowledge may appear as data and research becomes out of date.

9.c. If there are any potential difficulties in getting the data to fill these gaps, please describe these.

There are no significant difficulties. Continued updates of research, with cooperation from staff delivering services through sharing their knowledge and experiences, should prevent gaps in knowledge.

Step 3

10. Use the table to indicate:

(a) where you think that the service / strategy / project / policy could have a **negative impact** on any of the equality target groups i.e. it could **disadvantage them/unlawful racial discrimination**.

(b) where you think that the service / strategy / project / policy could have a **positive impact** on any of the groups or contribute to **promoting equality, equal opportunities or improving/promote good relations** within equality target groups.

	Positive impact – it could	Neutral/No Impact	Negative impact – it could	Reason

	benefit		disadvantage	
Gender				
Women	x			Fairer outcome to remove barriers to work such as childcare, enabling parents to work flexibly and providing opportunities for remote working. Agencies are made aware of this agenda and its needs.
Men	x			
Race				
Asian or Asian British people	x			The Fairer Framework acknowledges Shetland's increasing migrant population, and commits to ensuring the Shetland economy can provide sufficient and varied job opportunities for the requirements of the population. Agencies are made aware of this agenda and its needs.
Black or Black British people	x			
Chinese people	x			
People of mixed race	x			
White people	x			
People who's first language is not English	x			
Disabled people				
Learning Disabilities	x			Priority area of work is to work with people as individuals, enabling everyone that is in contact with a service to have a lead professional, and staff is able to identify and work with people to improve their quality of life. Actions also focus on improved transport and decentralized employment opportunities.
Physical Disabilities	x			
Sensory Impairment	x			
Elderly/ Infirm	x			
Mental Health	x			As above, but the Framework also actions addressing mental health issues (through Annsbrae and Mind Your Head, and Moving on Project) to increase employment opportunities and employability.
Lesbian, Gay men, Bisexuals and Transgender		x		
Age				
Older people (60+)	x			Fairer outcome to provide people, of all ages, with high intensity support programmes to improve their life chances.
Younger people (17-25), and	x			

children				Actions include support for young people, with a focus on employability and those in remote areas, but also on providing programmes for all other age groups with chaotic lives, and children through support to vulnerable parents.
Faith groups		x		
Socio-economic	X			Fairer outcome of reduced levels of poverty, deprivation and social exclusion in Shetland and that socio-economic disadvantage does no impact on the opportunities people have. Actions are in place to achieve these outcomes, focusing on increasing household income and targeting those in fuel poverty.

11. If you have indicated there is a negative impact on any group, is that impact:

N/A

Legal?

(i.e. it is not discriminatory under anti-discriminatory legislation)

YES / NO

Intended?

YES / NO

Level of impact

HIGH / LOW

12. a) Could you minimise or remove any negative impact that is of low significance?

Explain how:

N/A

b) Could you improve the strategy, project or policy's positive impact ? Explain how:

No

13. If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does? How?

No

14. Do you have any further comments to make:

The challenge will be for people working in Shetland to assess their activity, projects and resource allocation against the strategic and operational outcomes of the Fairer Framework, to ensure they are doing all they can to reduce inequalities that currently exist within Shetland.

Please sign and date this form, keep one copy and send one copy to the Policy Unit.

Signed Louise Gall

Date 18th February 2011