

**Poverty is Everyone's Business
- Tackling Poverty, Deprivation
and Social Exclusion in Shetland**

Sound Hall, 9th October, 2009

Workshop Report

1 Introduction

This report draws together information received at an event held with representatives of public and voluntary sector with an interest and remit for tackling poverty, deprivation and social exclusion in Shetland. The event was held on 9th October 2009 at Sound Hall, and was attended by 46 people representing 19 organisations (see Appendix 1). A further 22 people tendered their apologies. Most of those who apologised have since taken up an invitation by the event facilitator to meet after the event to be able to understand the issues discussed and input into the current process. The event was facilitated by Emma Perring, Policy Manager with Shetland Islands Council, with input from members of the Fairer Shetland Group (see Appendix 2).

2 Purpose of the Event

Dr Sarah Taylor, Director of Public Health with NHS Shetland, opened the event, setting out a number of challenges to those attending, and hoping that the workshop would provide an opportunity to explore and deal with some of the more challenging issues surrounding poverty and social exclusion in Shetland. One of these areas was the bureaucracy individual organisations have established, which can't and don't work for individuals.

Emma Perring set out the purpose of the day as:

- To develop and update our understanding of poverty, social exclusion and deprivation in Shetland;
- Understand the Scottish Government's expectations on local areas;
- Taking these into account, begin to agree what more needs to be done to reduce poverty; and
- Share ideas and ways of working.

The main focus of the discussion was about individuals and households, rather than the community level.

The workshop was held at this time, because outcomes and actions to make Shetland a fairer place to live and work are being reviewed. A framework for tackling poverty, deprivation and social exclusion is being developed, for approval and implementation by Shetland's Community Planning Delivery Group and Shetland Islands Council in December. The strategic outcomes and indicators will be included within Shetland's Single Outcome Agreement. The framework will set out expectations for how agencies will need to work together to tackle poverty, which can be used to poverty-proof policy and services, as well as prioritising those services working directly to reduce poverty.

Despite a lot of good work, data indicates that since the publication of research in 2006¹ the number of individuals in poverty has increased, and the experiences of poverty have worsened. The Scottish Government has published three frameworks which set out how they and agencies working at the local level will work in order to tackle poverty².

3 Where Are We.....?

3.1 Deprivation and Social Exclusion in Shetland in 2006

Emma Perring summarised the purpose and findings of the 2006 research.

¹ Deprivation and Social Exclusion in Shetland, 2006

² Equally Well, Early Years Framework, Achieving Our Potential, also Valuing Young People

The research was undertaken for a number of reasons. The national data available at the time was insufficient in quality and depth for people working in Shetland to understand the situation enough to be able to prioritise. National measures, in particular, the Scottish Index of Multiple Deprivation, were designed to establish areas of multiple deprivation, which is not Shetland's experience of deprivation. There was also felt to be a need, at both the local and national level, to provide evidence of the level and nature of deprivation and social exclusion in Shetland.

As well as the evidence provided, it led to a common understanding that poverty has more to do with who you are, rather than where you live; the statistics underestimate the true number of people; the challenges in rural areas can be greater than in urban areas; and that everyone is a unique individual, with their own set of problems and needs, and everyone needs to be treated as such, and assist to find more positive, permanent pathways.

3.2 The Experience of a Researcher in 2006

Rosemary Inkster, of Shetland's Childcare Partnership, was one of the front-line members of staff who was a researcher for the 2006 research.

Rosemary spoke about how she, and other researchers, were involved and the impact doing so had on her, both professionally and personally.

"Hard to reach? Maybe. Hard to help? With Shetland's great range of services, organisations and resources, we need to work in real partnership to provide that help, where it is needed, resulting in a FAIR society in Shetland."

3.3 Examples of Current Achievements

3.3.1 Moving On Employment Project Ltd

Kellie Naulls, Co-ordinator, spoke about the job crews, established by Moving On, after undertaking an audit of the service in 2006 which found that there were no supported employment opportunities outwith Lerwick.

A job crew comprises of a team of people with barriers to employment (such as disabilities or health problems, criminal justice issues, alcohol and drug problems), working alongside volunteers and support workers, as a group. Employability skills are developed, as are team working skills, life skills and confidence, setting people on a positive pathway.

A two year pilot was held from 2007-09:

- 93% in positive destinations following taking part in job crew
- nearly 100 clients took part;
- 74% felt their health had improved
- 96% felt their practical and social skills improved
- nearly 600 volunteer hours donated
- all projects finished in timescale and on budget
- 60 local community organisations benefited.

JobCentre Plus have reported that the numbers on Incapacity Benefit are reducing because of initiatives such as Job Crews.

"The most important benefit is inclusion – making Shetland a fairer place by developing job opportunities for hard to reach and excluded people."

3.3.2 Bridges

Bridges provides individually customised skills development and training opportunities for young people aged 15-19 years, who need more choices and better chances. Avril Nicol, SIC Youth Services Manager and Brenda Leask, Bridges Co-ordinator, spoke about the

project, which began in 2005 as a partnership between Shetland College, Careers Service and SIC Youth Service to reduce the 10% of Shetland School leavers in S4 not entering employment, education or training. These young people often display some or all of the following characteristics:

- Educational underachievement
- Family disadvantage/poverty
- Known to police/youth justice/social work
- Teenage pregnancy
- Social, emotional, mental health problems

Bridges operates a person centred model of intervention, recognising one size doesn't fit all. Whilst there is a menu of opportunities available to students designed to build personal, social and vocational skills and enhance learning, each student negotiates their own tailored programme with a key worker based on their aspirations.

Over 75% of young people have gone on to positive destinations, such as college, employment and apprenticeships.

*'Bridges built my confidence- before I had zero'
'I would never had coped with a job without Bridges and the work experience I got'
'I felt listened to for the first time in my life that gave me a reason to get out of bed'
'Bridges was my rock for the whole year- without it my life would still be a mess'*

3.3.3 Shetland Befriending Scheme

Lynn Tulloch and Coleen Inkster introduced and spoke about SBS, which started in 2000.

The benefit of young people receiving independent support from a volunteer was identified as a need via the Children's Panel. The service now provides 1-to-1 support to young people aged between 7 and 25 years over a fixed period of time, in order to build on their existing skills and abilities and motivate them to develop new ones. The volunteers offer new opportunities to the young people and involve them in the local community, helping them raise their self-esteem and confidence levels.

The young people that benefit have some of the following issues to deal with: issues with self-worth, self-esteem and self confidence, mental health problems, bullying and substance misuse.

A young person, as a carer to her single mum, living in a rural area of Shetland. Finance is limited due to mother's poor health. SBS volunteer provides opportunity for young person to have time out from the home situation and get involved in new activities. This led to increased confidence, and opportunity to be listened to and reduced stress levels.

3.3.4 Shetland Community Bike Project

Caroline Adamson, Co-ordinator, spoke about the project.

SCBP was established in 1999, to provide a therapeutic workshop in a safe environment for clients to move them from long-term unemployment to mainstream employment. Clients have a range of issues, including substance misuse and mental health issues. Three placements are available at any one time, with a duration of six months. During a clients time with the project, they are provided with a full wage, paid at local job market rates. Referrals come from a number of agencies.

SCBP provides support, understanding and training to help clients tackle their barriers to employment. This includes time-keeping, personal hygiene, team working, customer care. Specialist training, for future employment opportunities the client is interested in pursuing, are identified, and provided, if possible. Trial periods with prospective employers can be arranged.

Comments from the clients, on SCBP successes:

Getting back into mainstream employment and helping me to contribute to family expenses.

Eat regularly.

Paying my own way.

Sense of pride and job satisfaction at finished product.

Environmental responsibility.

3.4 Issues in 2009

The following provides hard data on the changing situation in Shetland since 2006:

- 2006 SIMD: 1934 individuals income deprivation (8.8% of population) compared to 2004 in 1492
- 2002, '04, '07: 32% Shetland households in Fuel Poverty. 2009 – 49%, Unst
- Last quarter of 2008, CAB saw 30 new cases of debt, totalling £894,531
- Unemployment rate – 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)
- 2007 65% FTE jobs in Lerwick and Scalloway (62.9% in 2003)
- April 2009: 2 out of 22 Census Wards in highest septile for financial inclusion (likely to be most excluded from mainstream financial services).

Statistics are useful, but they are only part of the picture. Participants were asked to assist in updating the 2006 research, to provide a picture of poverty, deprivation and social exclusion in Shetland in 2009. At tables of five or six, people were asked to reflect on the 2006 findings and note down under access, housing, community, learning, finance (income and employment) and health, any different / new characteristics. What has changed? What is different? What are the trends?

The detailed information recorded by each of the groups is set out in Appendix 3. Information is also included from information from those unable to attend the event. A summary is provided below.

Community

- Stigma and isolation remains: folk moving to Shetland (particularly those without young children who aren't able to take advantage of socialising benefits of school / youth groups); for people trying to overcome a bad family or adolescent reputation
- Increase in migrant workers, with associated impact on job market/housing (and impact on private rents) / homelessness / impact on learning and language services. Often send a lot of earnings home (out of Shetland)
- Many migrant workers are living in poor housing, on low wages and are 'under-employed' that is their initial level of skills and qualifications don't match up to the jobs that they are currently doing
- Growing hostility towards migrant workers, who aren't being seen to contribute and taking work from locals vs 73% of respondents felt very strongly or strongly that we should help incoming workers integrate into the community; only 7% disagreed or strongly disagreed that incoming workers provide a good service and are hard working; 28% percent agreed or strongly disagreed that incoming workers fill jobs that wouldn't otherwise be filled; 64% felt that incoming workers may settle and help increase the Shetland population³
- Lack of volunteers, community activity and generational mixing, yet lack of information about how people who are new to an area can get involved in their local community: a continued perception that organisers only want their own extended network to participate
- Young people are being excluded from their family home, with the expectation that the Council will look after them
- Capacity building skills not really developed

³ Your Voice Survey Spring 08

- Centralisation: jobs in Lerwick and Scalloway, those who can travel from rural areas do, and spend in the centralised locations, which impacts on services in rural areas, e.g. shops, petrol etc.
- English classes, Welcome Point and Culture Club have supported migrants to access services, find out about Shetland culture and gain UK citizenship

Learning

- Increased learning opportunities, including vocational pathways, community learning, night classes (including rural areas) – i.e. Bridges, Adult Learning etc.
- Welcome Point for people coming to Shetland
- English as a second language increased
- Benefits remain disincentive to taking part in learning
- Importance of school education and experiences, yet 10% still excluded: those who do not succeed in education do not secure employment
- Adult Learning estimate 20% of Shetland adult population have low literacy skills and therefore are likely to have low skilled and low paid jobs, or be unemployment, have health problems or disabilities or become offenders. A high proportion of literacy learners are in poverty and all are disadvantaged in everyday life.
- Technological advances not been used (e.g. in schools)

Access

- Increased cost of running private transport with increased fuel prices
- Some improvement in integration between transport, but lack of and flexibility still an issue
- Increase in fares – bus and ferries
- People need to be very motivated to overcome transport problems
- Harder to get off 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 – still an issue, plans to improve things in the North Isles
- Informal arrangements now seem to be prohibited (childcare) – high profile police case
- Rural areas losing services: shops, post offices (linked to job centralisation in Lerwick)
- An increase in outreach work
- Less opportunities for rural banking as expectations of internet access increase?
- Digital divide, with increased digitalisation of forms and applications
- Development of social networking sites, risk of isolation if no access
- Broadband internet connections still not great and not available in some areas

Health

- Social Care 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
- 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 Scotland⁴
- Continued domestic violence
- Lack of awareness of high cost of convenience food when compared with food that self-prepared because never been exposed 'home-cooked' food
- People with low literacy rarely take part in activities to improve their mental and physical health

⁴ Criminal Justice Survey

Housing

- Quantity of housing has increased, with new housing being more energy efficient
- But choice of housing and location remain limited
- Social housing stock decreasing, but potential for SIC to build new housing
- Homelessness increased from 200 to 250, and moving into 2nd and 3rd generation: with stigma
- Private rent is high, leading to homelessness and people moving around a lot
- Grant schemes more targeted towards fuel poor and disabled

Income and Employment

- 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
- Continued lack of jobs in rural areas (with barriers of lack of transport / childcare / employment and career progressions)
- Large and widening gap between those in employment and those who are not
- Barriers to accessing work: application forms rather than CVs, for example
- Low paid jobs don't have training opportunities of higher paid work
- Rising and high levels of debt
- 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 account and the cost implications to not having an account – fuel cards, mobile phone deals etc.
- Vulnerability of low income employment remains
- Increase staff at CAB for money advice, welfare benefit advice and housing: (£1mn of extra benefits generated at CAB. For every £1 generated, it's work £7 to local economy)
- Increased unemployment, particularly 18-25 years old, leading to drug issues, and crime (vicious circle)
- Fuel poverty has got a lot worse, and is felt by many more people
- Fuel payment for well-off older pensioners, when low income households are struggling
- Increasing demands at work for further qualifications (eg SVQs) people with low levels of literacy are less likely to embark on training or to gain promotion in the workplace.
Introduction of Return to Learn courses to support workers who have low initial skills to progress to accredited learning

General

- Since 2006 none of young people involved in research have improved lives. They have not had the ability or support to break free from negative influences in their lives, e.g. family, literacy, friends, substances, poor role models, access to benefits
- People continue to get moved from one agency to another for help, with different plans with each
- Levels and restrictions of bureaucracy remain, including data protection and confidentiality
- Funding streams and sustainability for key services remains vulnerable
- Services and employment remain centralised in Lerwick
- Local paper has become more 'sensationalist' in the way issues around young people / court cases are reported, assisting in people becoming labelled

4 Where Do We Need To Get To? (And How Will We Know?)

4.1 National Frameworks

Maggie Dunne, Service Manager, SIC Environmental Health, currently chairs the CoSLA Tackling Poverty Group, and so has a good knowledge of current Scottish Government policy in this area.

The single overarching purpose of the Scottish Government is to increase sustainable economic growth. Key to this is increasing GDP growth, sustaining this growth and ensuring everyone can share in it. For example, they want to increase the share of income earned by the lowest 30% of earners.

The Scottish Government recognise that poverty is not just about income, but the burdens of limited horizons and under achievement, and issues around mental health, housing, drugs and alcohol. The poorest in Scotland experience a poverty tax, for example paying for banking and utilities.

To deliver in this area the Government has produced three frameworks, jointly with CoSLA, so they cover both Government and local authority activity and represent new ways of working. The commonality between them all is prevention of poverty, early intervention, building capacity, multi-faced and person-centred approaches, and that one size does not fit all. There is a focus on agreed outcomes, without prescription about how these should be delivered. There is a clear shift in investment from 'costly and ineffective' reaction to social problems to prevention and early intervention. There is a challenging in terms of resource allocation to achieve this shift.

Achieving Our Potential sets out additional steps the Scottish Government will take to:

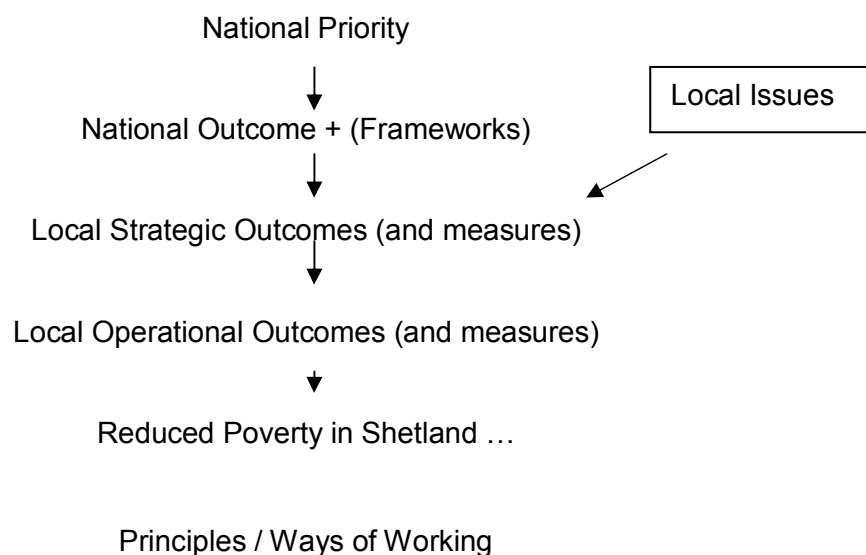
- reduce income inequalities;
- introduce long-term measures to tackle poverty and drivers of low income;
- support those experiencing poverty or at risk of falling into poverty;
- make tax credits and benefits work better for Scotland;
- support partners and involve society, including a key role for the third and private sectors.

Equally Well recognises the strong links between economic activity and health, seeing poor health as a risk factor in poverty. Priority is mental health, substance misuse / violence and early years.

Early Years Framework defines early years as pre-birth to 8 years old. It recognises the importance of pregnancy in influencing outcomes, and that your life circumstances are determined in the womb.

4.2 Developing Local Framework

Emma Perring set out current work on developing a local framework for tackling poverty, deprivation and social exclusion in Shetland, which has pulled together the national frameworks and recognises the local context and issues. The process is set out below:



Below the draft framework is set out, including examples and ideas for indicators:

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.

Locally

SHETLAND 'FAIRER' STRATEGIC OUTCOMES⁵

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

B) Reduced Inequalities of Outcome which Result from Socio-economic Disadvantage.

Measured by:

A) Number of Income Deprived People
Total New Debt & Number of People with that Debt
Number of Households in Fuel Poverty

B) Social Capital
Mental Health

ALSO OTHER STRATEGIC OUTCOMES

Wealthier
Healthier
Smarter

SHETLAND 'FAIRER' OPERATIONAL OUTCOMES⁶

MAXIMISE INCOME:

⁵ SOA Outcomes 2010-11

⁶ Fairer Shetland Partnership Outcomes 2010-11

a) We have tackled the root causes of poverty, low income, deprivation and social exclusion by maximising income for individuals and households.

We have achieved this by:

- Improving access to employment and pay through:
 - o Increased provision and flexibility of **childcare**;
 - o Increased **proportion of jobs in rural areas**;
 - o Increased number of placements for supported **employment and volunteering**;
 - o **Skills** development and confidence building;
 - o Resources for **employability**; and
 - o Increased up-take of in-work **benefits**.
- Improved access to benefits and money advice

In order to ensure equality, a conscious focus on rural areas is required, and the challenges this can produce in terms of staff time, access and community networks.

Measured by:

Proportion of working age population (16-59/64 years) who are in employment
Number of Incapacity / ESA customers who gain employment
Number of vacancies advertised through JobCentre Plus
Number of placements for supported employment opportunities <ul style="list-style-type: none"> - statutory agencies - social enterprise - other
Number of placements for supported volunteer opportunities
Number of volunteers moving into employment
Increased provision and flexibility of childcare
Increased proportion of jobs in rural areas
Increased levels of transport
Increased up-take of in-work benefits
Improved access to benefits and money advice <ul style="list-style-type: none"> - number of benefit checks by year - number of benefit checks by area

SOCIETAL CHANGE:

b) We have improved the life chances of individuals and households experiencing poverty and disadvantage by providing assistance to lift people out of poverty and disadvantage.

We have achieved this by:

- Us all identifying individuals and households experiencing poverty, deprivation and social exclusion, at an early stage, and taking a person-centred, holistic approach to working with them to solve problems and establish positive pathways.

Our expectations are that:

- **Access** to services, employment and amenities will be improved through improved provision of childcare, transport and communication infrastructure;
- Good quality and affordable **housing** is available;
- People will be provided with positive **learning** experiences and pathways, whatever their age, with a focus on those with chaotic lives;
- **Communities**, whether geographic or of interest, will be inclusive, where stereo types can be challenged;
- Parenting, family learning environments at preschool, school and transition to employment, further or higher education, provide the best start if life for our **young people**, with a focus on early years;
- **Health inequalities** are reduced, with a focus on those experiencing substance misuse, links to violence and mental health.

Measured by:

Number and success of assessment frameworks

ALLEVIATE:

We have acted to reduce the impact of poverty, low income, deprivation and social exclusion on people's lives by supporting those currently experiencing poverty.

We have achieved this by:

- Reducing Fuel Poverty (household and transport fuel);
- Increasing Financial Inclusion; and
- Enabling People to Access Social Activities and Networks.

Measured by:

Number of Households in Fuel Poverty
Financial Inclusion: Number of Census Wards in highest septile for financial inclusion.
Enabling People to Access Social Activities and Networks

Key Principles

- Ensure support and resources are used to develop services around identified gaps in provision and ongoing support is provided from those already delivering;
- 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
- Proactive for foreseeable future challenges.

In this second break out session, four groups had 25 minutes to have time to understand this framework better, and provide feedback. Detailed feedback is provided in Appendix 4 and summarised below.

In general people felt that the framework was over-complicated and wordy, with over-lap between the three areas. It was difficult to distinguish between the three areas, and there was a need to better relate wording to the Shetland context. There was a strong feeling that it needs to be sufficiently challenging to make a difference and that organisations need to be held to account to deliver on the shared outcomes.

Specifically require increased emphasis on:

- importance of education
- support beyond immediate education to increase opportunity
- early intervention
- family learning
- key worker for every vulnerable person, to be treated holistically
- accountability of front line services to say how poverty is being tackled
- information sharing barriers
- ongoing help in order to improve resilience
- flexible transport
- increased uptake of working tax credit
- supporting apprenticeships
- no mention of mental health and the psychological impact of poor quality of life

In relation to measures, the following additional ideas were provided:

- Maximising income vs childcare costs (measure wage trap people can be in)
- Maximise and measuring social contacts for elderly people, people who live alone and those who don't have 'enforced' contacts. i.e no young children, no family, support to coax people out, especially in the winter

As a result of this information and the feedback received and summarised in Section 5, the framework will be updated, and sent out for feedback in the near future.

5 How Will We Get There?

In the afternoon, people were asked to spend 20 minutes at each of three tables, focusing on:

- increasing income;
- lifting people out of poverty; and
- alleviating poverty.

There were two tables focusing on each of the three topics – six groups in all.

The aim was to mix people and up and enable everyone to hear what others had said, covering the following questions:

What's been done so far?

What is working, and what is not?

What are the emerging priorities?

Detailed information from each of the six groups is provided in Appendix 5, and summarised below. Information is also included from people unable to attend the event.

A) INCREASING INCOME

What is working?

- Supported employment placements and support for people in mainstream employment
- High-intensity programmes for young people, assisting with employability
- Benefit checks, debt advice, bankruptcy fund
- Learning centres in rural areas and life-long learning opportunities

What is not working?/Emerging Priorities

- Young people leaving formal education system without qualifications
- Lack of employment: rising unemployment: esp. 18-24 year olds
- Lack of employment out-with Lerwick, and associated lack of transport and childcare
- Lack of job progression and under-employment
- Insufficient supported employment and volunteering opportunities / placements for the numbers required (e.g. particular increase in young people with ASN requiring 1 to 1 support)
- Need increased awareness, amongst employers, of the importance of mental health
- Value and support people who are doing important voluntary work
- Levels of debt: need increase proactive approach, and financial capability
- Centralisation of JCP
- Benefits – could be greater up-take still, by those who need it most. Make advice / support more accessible locally, also to assist people to claim for hard-ship funds
- Increasing cost of fuel (household and transport)
- Access to IT (Digital Divide)
- Transport – more effective provision, especially for more remote areas
- Need for affordable childcare to enable parents to work flexibly
- Mainstream living wage project for Shetland: identify increased cost and low wages

B) LIFTING PEOPLE OUT OF POVERTY / WAYS OF WORKING

What is working?

- High intensity projects for young people, working with individuals to access opportunities, improve quality of life and ensure positive pathways
- Projects taking a holistic approach: proactive, to assist people, not penalise them
- Outreach

What is not working?/Emerging Priorities

- People are dropping off the edge (negative pathway), even after intensive support
- Transition periods and risk of falling through the net, e.g. young people leaving care
- Not all services/agencies work together as well as is needed
- Issues around sharing budgets
- Measuring numbers for funding, means don't focus on quality
- Lack of 24 hr residential support for young people not at school (16-20ish years)
- All front-line staff must be able to identify and work with people who need their quality of life improved – and a consistent approach
- Need for 'Key workers' – flexibility for client work using existing relationships of trust, think holistically around a person's needs: GIRFEC and SSA review are an opportunity
- People have solutions and just don't know how to get that out – we need to create the opportunity to allow outcome to be delivered.
- Each client should have bespoke package designed for their needs
- Resources need to move to meet the needs of the community/individual
- Data protection / confidentiality can be a barrier
- Overcoming the bureaucracy (ethos of organisations, increasing audit demands on organisations, need for local solutions/flexibility) by speaking to people
- More on early intervention, but challenge of resource allocation in that time
- Early educational support. E.g. one to one in maths/English, promoting confidence and pride in yourself
- Virtual 'Family Centres' – use skills and knowledge better and bring people together
- Continuation of high intensity projects: wider than young people, outreach to catch up
- Increase awareness of what each other does so we can use things better, share resources, make better referrals
- Need more communication and information about what's available
- Poverty proof policies / Socio-economic disadvantage in EQIA: e.g. mobile phone users put in queue when accessing Lerwick Health Centre

C) ALLEVIATE

What's been done so far?

- Pre-school transport scheme; some funding for out of school activities; funds to support school trips, but stigma
- Childcare subsidy – SIC
- Subsidy for insulation, but limited, much more needed
- Proactive work to reach 'hard to reach' learners
- Sheltered housing, care at home

What is not working?/Emerging Priorities

- Replace old, inefficient heating systems in local authority housing (also assistance to home owners)
- Access to fresh food
- Politicise the disadvantaged, empowering
- Older people
- Intergenerational work
- More support for parents / parenting skills
- Creating opportunities for local people to get skills for insulation/ renewables – prevention not reaction

- Improve perception of care, as a career
- Domestic violence
- Ensure young people are not / don't feel isolated (high intensity services reaching remote rural areas?)
- Substance misuse issues – and widen so everyone has a role, not just specialist agencies

D) GENERAL

Promotion:

- This is required to challenge entrenched attitudes – politician's employers and agencies
- Media must be encouraged not to be tabloid and sensationalist, so avoid labels being attached
- Awareness of poverty should be part of everything we do
- It requires collective understanding and a holistic approach: the further up the tree, the less understanding
- Need to keep updating research, providing opportunities for networking, and keeping work focused
- 'Poverty' – stigma attached to work – quality of life is more acceptable
- Politicise – no champion?
- Hearing the voices of those living in poverty, e.g. make a film about people's experiences
- Work out how much money goes into firefighting not prevention: debt/offending /substance misuse – should be strategic vision directing to preventative not reactive.

Funding:

- Short term funding for projects (can't plan, no continuity, no long-term strategies)

6 Next Steps

Emma thanked everyone for attending and putting so much input and thoughts into the day. And encouraged people to contact her with any additional information and thoughts that they had been unable to feed in via the event.

She reiterated how the information would be used. The initial output would be a workshop report which would be sent out shortly to enable further thought and comment, before the framework is finalised.

She asked everyone to do three more things:

- record on post-its comments and thoughts about the day;
- speak to two people who were not at the workshop and ensure they were aware of the extent and descriptions of poverty in Shetland in 2009;
- decide on one thing to change in your work setting to improve people's quality of life.

7 Feedback and Evaluation

The majority of comments were positive, valuing the networking and energy and passion of those who attended, to make a difference. Collectively there is a real will and commitment to make a difference. A number of people indicated changes they were going to make, as a direct result of attending.

Some comments indicated that a number of key services, such as Social Work and Education were not represented, and more policy makers should have been there.

Detailed feedback is provided in Appendix 6.

A number of actions were proposed:

- developing a directory of services, for use by the public and service providers
- hold as an annual event
- follow-up event

Workshop 2 did not work well, and would have been better to have been discussed in smaller groups at existing tables.

Workshop 3 would have run better with just three different groups, rather than six, with two facilitators. It was over-complicated.

Appendix 1 - ATTENDANCE

Caroline Adamson, Co-ordinator, Shetland Community Bike Project
Ann Black, General Manager, Shetland Charitable Trust
Sarah Black, Bressay School
Helen Bradley, North Isles, SIC Community Learning and Development Officer
Andy Carter, Manager, Skills Development Scotland
Allison Christie, Strategy Officer, SIC Housing
Cllr Alastair Cooper
Tommy Coutts, SIC Economic Development
Silvija Crook, SIC Service Manager, Library and Information Service
Cllr Allison Duncan
Maggie Dunne, SIC Service Manager, Environmental Health
Karen Eunson, Shetland College
Cllr Florence Grains
John Hadland, Co-ordinator, Shetland Link-Up
Clive Harper, SIC Social Work
Maree Hay, Northmavine Community Development Company
Cllr Jim Henry
Gill Hession, Shetland Community Alcohol and Drugs Service
Nancy Heubeck, SIC Adult Learning
Catherine Hughson, Executive Officer, Voluntary Action Shetland
Les Irving, Manager, Citizens Advice Bureau
Coleen Inkster, Shetland Befriending Scheme
Rosemary Inkster, Shetland Childcare Partnership
Sylvia Jamieson, Citizens Advice Bureau
Linda Johnson, Senior Housing Officer, SIC Housing
Elaina Leach, SIC Environmental Health Service
Brenda Leask, Co-ordinator, SIC Bridges Project
Alison MacCorquodale, North of Scotland Financial Inclusion Champion
Shirley MacKay, SIC Criminal Justice Service
Jane Macaulay, NHS Shetland
Billy Mycock, SIC Anti-Social Behaviour Co-ordinator
Kelly Naulls, Co-ordinator, Moving-On
Hannah Nelson, SIC Service Manager, Development Plans
Avril Nicol, SIC Service Manager, Youth Services
Peter Peterson, SIC Policy Manager
Mhari Pottinger, Development Manager, HIE
June Porter, SIC Lerwick and Bressay Community Learning and Development Officer
Fiona Robertson, Housing Manager, Hjaltland Housing Association
Vaila Simpson, SIC Service Manager, Housing
John Smith, SIC Head of Organisational Development
Dr Sarah Taylor, Director of Public Health, NHS Shetland
Agnes Tallack, SIC Family Services
Lynn Tulloch, Shetland Befriending Scheme
Neil Watt, SIC Service Manager, Sport and Leisure
Wolfgang Weis, SIC Service Manager, Community Care
Rita Wiseman, JobCentre Plus
Sylvia White, Citizen's Advice Bureau

Apologies received from:

Cllr Laura Baisley
Ken Duerden, SIC Transport Service
Paul Gill, Fetlar Development Company
Michelle Goudie, SIC Trading Standards Service
Andrew Hall, SIC Service Manager, Revenues

Cllr Andrew Hughson
Karen Johnstone, JobCentre Plus
Rod Kaey, SIC Housing Service
Ian Kinniburgh, Chair, NHS Shetland
Rob Lamey, GIRFEC Co-ordinator
Sandra Laurenson, Chief Executive, NHS Shetland
Hughina Leslie, SIC Service Manager, Children's Services
Cllr Caroline Miller
Denise Morgan, SIC Service Manager, Criminal Justice
Matthew Moss, SIC Schools Service
Drew Ratter, NHS Shetland Board
Cllr Rick Nickerson
Lynn Ritch, NHS Health Visitor
Tavish Scott, MSP
Jeff Shaw, SIC/NHS Mental Health Manager
Hazel Sutherland, SIC Director of Education and Social Care
Robert Thomson, Development Worker, Fetlar Development Company
Emily Weston, SIC Service Manager, Community Care

Others invited:

All Councillors
All NHS Board Members
All VAS Directors
ASCC
SIC Chief Executive
Executive Director, Infrastructure Services
All SIC Heads of Service
Val Walterson, Shetland Pre-School Play
Lesley Gray, North Isles Childcare
Kevin Rennie, Shetland Heatwise
CHP Management Team: representatives
All Service Managers, including invitation to bring 1-2 front-line staff along

Appendix 2: 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 Economic Development – Douglas Irvine

Service Manager, Environmental Health – Maggie Dunne

Service Manager, Housing – Vaila Simpson

Service Manager, Youth Services – Avril Nicol

Children's Services – Rob Lamey

Community Work Manager – Bill Crook

Executive Officer, Voluntary Action Shetland – Catherine Hughson

Childcare Partnership Co-ordinator – Rosemary Inkster

Policy and Development Co-ordinator – 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 3: Flip Charts from Workshop 1: Characteristics of Poverty, Deprivation and Social Exclusion in Shetland in 2009

Group 1

Access

Public transport still an issue
Dial-a-Ride – has this improved things?
Positive, but very limited

If you care, share – little used

Fuel poverty is getting worse

Childcare – still an issue, plans to improve things in the North Isles

Rural areas losing services – shops, post offices (linked to job centralisation in Lerwick)

Digital divide

Community

Isolation is a real issue – all the issues from 2006 still relevant
Older folk moving to Shetland to access our good care services – and end up very isolated
Growing hostility towards migrant workers – not being seen to contribute and taking work from locals.

Finance – Income and Employment

Issue is centralisation – jobs in Lerwick and Scalloway, those who can travel from rural areas do, and spend in the centralised locations, which impacts on services in rural areas, e.g. shops, petrol etc.

Need to look at smaller, more localised services - less need for transport to the centre.

Need to be more creative / innovative regarding investing in rural communities, to maintain, sustain and grow.

Group 2

Since 2006 none of young people involved in research have improved lives.
No ability to break free from negative influences in their lives, e.g. family, literacy, friends, substances, poor role models, access to benefits.

Lack of transparency in funding – Fairer Scotland Fund 2010 and other funds.

Trying to defend services to make them sustainable – should not be for frontline staff.

Some clients able to access home working.

Are services really Shetland-wide?

Fairer Scotland Funding – to assist children and families to access childcare and holidays.

Group 3

Access

- Fuel increase costs
- Public transport same as 2006, increase in fares (still cheaper than mainland)
- Slight increase in connecting public transport (thought in making this happen)
- Feel there is an increase in outreach work
- Rural banking decreasing? – expectations of internet access

Learning

- Increased learning opportunities – i.e. Bridges, Adult Learning etc.
- Greater emphasis on community learning
- Lots of nightclasses available (inc. rural communities)
- Welcome Point for people coming to Shetland

Community

- Possible pressures to secure extra employment (economic down turn)
- Pressure on traditional industries (crafting, fishing, knitwear)
- Stigma

Group 4

Learning

- School experience very negative for some.
- How can we better promote the opportunities that are available?
- Overcoming the bureaucracy (ethos of organisations, increasing audit demands on organisations, need for local solutions/flexibility) by speaking to people
- Benefit changes can be disincentive to taking part in learning
- Need to make sure 'gatekeepers' (health visitors, drug workers etc.) have all the information about opportunities available for their clients – do they have enough time?
- Data protection / confidentiality can be a barrier
- Funding – several funders for each project, different requirements for each. Restrictions on what can be offered, paperwork pressure on organisations, lack of sustainable funding

Group 5

Access

Pockets of improvement

Electronic access / communication

Community

Community halls, legislation, lack of volunteers

Health is improving

Lack of community activity – generation mixing

Health

Improving – people living longer

Mental health?

Housing

More housing

Geographic spread of housing

Linking housing, employment, population

Income and Employment

Jobs in rural areas

Public sector jobs

High difference between those working and those unemployed.

Group 5

Economic downturn? – be wary of statistics in Shetland context.

People can be socially excluded without being poor.

Access

- transport only works for 9-5
- lack of feeder services
- focus of services in LK

- people need to be very motivated to overcome transport problems
- need innovative solutions to providing additional transport
- need relationships to be built up to identify what the problems are and find solutions
- perceptions of organisations / services, how they will be treated

Group 6

Community

- lots of new groups set up to tackle issues
- people less likely to speak to each other before seeking 'official' intervention
- more red-tape

Learning

- more vocational pathways being considered / developed
- English as a second language increasing
- Blueprint implications
- Centralisation of services in Lerwick
- No special unit for significant needs outwith Lerwick
- Lack of use of technological advances – use schools more
- Broadband internet connections still not great and not available in some areas

Access

- Informal arrangements now seem to be prohibited (childcare) – high profile police case
- Fuel costs increased, even more difficult to run a car

Health

- Scotland/Shetland life expectancy increased – doesn't tell of quality of life
- Social care implications

Housing

- Grant schemes more targeted towards fuel poor and disabled
- Social housing stock decreasing
- Potential for SIC to build new housing
- New houses – more energy efficient
- Reduced choices
- New Energy Report when selling houses
- Homelessness increased from 200 to 250

Income and Employment

- Christmas bonus – well off pensioners vs low income households 'fuel' payment instead
- Lack of vision by Council
- Capacity building skills hasn't really developed
- Not adequate building strategy – peaks and troughs

Group 7

Increased unemployment, particularly 18-25 years old, leading to drug issues, and crime (vicious circle).

Homelessness – moving into 2nd and 3rd generation

Mental health – leading to children being excluded – employers support needed, and recognition of issues.

Support and time for agencies to commit to individuals

Emergency input, rather than proactive

Parenting skills

Domestic violence

Role models

Consistent approach – numbers involved in their lives, 'values' of services impacting on individual

Social pressure – what you have

Transport – access
Staff motivation and support

Education missing – link to the excluded 10% - two tier, creating disadvantage

Health – mental health

'Judgement' over what service you get and the approach

Group 8

- Become harder to get off Shetland – costs, accessing ID, subsidies, computer skills (also banned from boat/place due to behavioural/mental health issues)
- Vulnerability of low income employment
- Cutbacks on overtime – financial impact
- Increase in migrant workers – impact on job market/housing (and impact on private rents) / homelessness / impact on learning and language services
- Changes to local paper – more 'sensationalist' – how young people / court cases are reported – people labelled
- Changes at CAB – increase from 1.5 to 2 money advisors, same for welfare benefit advisors, also additional housing advisor (£1mn of extra benefits generated at CAB. For every £1 generated, it's worth £7 to local economy)
- Impact of the recession
- Migrant workers – taking jobs others will not
- Impact of European policy
- Changes to ICT – digitalisation of forms, applications etc. Development of social networking sites, risk of isolation if no access
- Changes to GP out of hours services – health less accessible
- Fuel poverty: investment in more local schemes for local costs? Expansion of local heating scheme to rural areas instead of windmills?

Appendix 4: Feedback from Workshop 2: Local Outcomes and Indicators

Avril's Group

TO BE ADDED IN

Maggie's Group

- SOA to be more demanding – doing things we wouldn't normally do
- Education: increasing capacity for learning more
- Support beyond immediate education to increase opportunity
- Mainstream living wage project for Shetland: identify increased cost and low wages
- Maximising income vs childcare costs – trap keeping people in low paid work – childcare solution
- More flexible transport solutions – not more: i.e. more needs based – more volunteer systems – what can we enable? Community transport is more flexible.
- Increased uptake of working tax credit
- Supporting apprenticeships
- Maximise and measuring social contacts for elderly people, people who live alone and those who don't have 'enforced' contacts. i.e no young children, no family, support to coax people out, especially in the winter

Nancy's Group

- We know who is at risk?
- Children and young people not accessing school / activities because of transport
- Stats re 1st use of drugs / alcohol age is getting lower and number of intergenerational cases rising 3rd or 4th generation cases
- Education has huge role to play: family learning important impact on children (where is Schools Service?)
- How do we influence policy on this: Early Intervention
- GIRFEC
- Holistic treatment to help families move on
- Funding: short termism need for 'key worker' for family – SSA?

Measures

- Sustainable Employment
- Transport Initiatives
- Decent Housing
- Uptake in Benefits
- Fuel Poverty
- National Data re Financial Inclusion
- ? difficult to measure access to social networks/activities – e.g. Welcome Point, YP activities

Money into firefighting not proactive/prevention: add up resources responding to debt/offending/substance misuse – should be strategic vision directing to preventative not reactive.

Vaila's Group

- There isn't anything specific about mental health / psychological impact
- Accountability of front line services to say how poverty is being tackled
- Info sharing barriers
- Early intervention and recognition of issues
- Continuity and keeping it simple
- Ongoing help in order to improve resilience
- If not on benefits, not counted
- Can we influence levels of income, is this national /global

- If more people on front-line, more can be helped
- Are organisations tied into outcomes – own aims?

Appendix 5: Feedback from Workshop 3: How Will We Get There?

Maximising Income (Avril's Group)

What's been done so far?

- 60+ Skillseeker/Modern Apprentice places; 20 Get Ready for Work places; 10 training for work places, per annum
- Individual Learning Accounts
- Mainstream provision of Bridges, offering 20-30 places a year
- Students accessing EMA allowance
- CAB benefit checks - Increased uptake of benefits
- Increased childcare budget
- Graduate placement scheme
- Community Care Traineeship Scheme
- Helping volunteers to gain skills/experience for getting into care work/careers

What is working?

- Moving on
- Bike Project
- Condition Management Programme
- Bridges
- Focussed Futures
- Career Essentials
- Third sector is good investment – more for less money
- CAB – benefit uptake worker
- Better inter-agency work for excluded individuals
- Courses for Adult returners – New Directions – Shetland College

What is not working?

- Transport Scheduling
- Reaching most vulnerable
- Data protection
- Barriers to accessing childcare
- 'Worth' linked to income
- Only focusing on academic achievement
- Flexible working ethic vs public transport times
- Employment opportunities outside Lerwick!
- Decentralisation of services

What are the emerging priorities?

- Employability – esp. 18-24 year olds
- Increase capacity of supported employment/volunteering
- Skills for challenging entrenched attitudes (inter agency)
- Awareness of poverty should be part of everything we do
- Collective understanding – it's about people – need holistic approach. The further up the tree, the less understanding (works better on ground floor)
- People in debt because of life chances
- Decentralisation of public sector jobs and equality of access to employment
- Staff – training, communication skills, support professional development
- Benefits – could be greater up-take by those who need it most. Make advice / support more accessible locally
- 'Key workers' – flexibility for client work using existing relationships of trust
- Continuity for funding for things that work. E.g. bike project etc.....
- 'Poverty' – stigma attached to work – quality of life is more acceptable
- Transport – more effective provision, especially for more remote areas
- More work to improve shared assessment procedures – SSA and GIRFEC

Maximising Income (Peter's Group)

What's been done so far?

- Moving on, CBP: continued funding needed for sustainability
- Crisis intervention helping people remain in employment (jobs at risk to due to crisis) or take up employment / volunteering opportunities
- CAB: improved uptake of benefits, improved access to bankruptcy, leading to people being able to resume their citizenship with more confidence – a fresh start
- Focused Futures: support to homeless young people to access skills, experience for work
- Pathways to work advisors in JCP
- Healthy working lives – occupational health advice to small and medium enterprises

What is working?

- Transport/infrastructure getting better
- Working tax credits etc.
- Employers have changed positive attitudes
- In work support for people who are in work provided by Moving On
- SIC support for people on supported work (remaining on incapacity benefit) through Moving On
- Better Benefit take-up through targeting campaigns
- Macmillian nurse working through CAB
- Learning centres in rural areas, allows folk to increase skills
- Outreach workers
- Individual projects, e.g. bike project
- LILA bankruptcy, funding for £100 from FSF
- Folk use learning opportunities to increase skills to gain better employment prospects
- Business gateway – resource for business and training advice
- SIC grants help to maintain local services – e.g. rural shops

What is not working?

- Not enough jobs in rural areas
- Number of low paid jobs – need for numerous jobs = pressure on individual and family network
- Well paid jobs to transient workers
- Job progression to open up jobs for other people to come in
- Low paid jobs taken up by migrant workers
- Creating job opportunities – business start up
- Migrant workers working at below their potential – i.e. not using their qualifications –dr. lawyers
- Increasing centralisation of jobcentre services – need to apply via phone to outwith Shetland. Lack of face-to-face contact. Creates barrier for chaotic / less articulate applicants.
- Fuel costs, % of income needed for electricity
- Short term funding for projects (can't plan, no continuity, no long-term strategies)
- Economic policy primarily reactive – approaches from those needing help to alleviate poverty are rare
- Lack of suitable jobs in rural areas
- Over reliance on SIC for jobs

What are the emerging priorities?

- Need to value and support people who are doing important voluntary work – there is constant pressures to take up paid work, and this is not always possible. The gains in self-esteem, confidence, inclusion etc. are undermined by this.
- Increasing need: numbers of young people with ASN (autistic spectrum disorders), big impact on employability. May need 1 to 1 support.
- Improve internet provision and access.

- Benefits trap – incentive to work and income can be generated from work may be low
- Need for affordable childcare to enable parents to work flexibly. E.g. nursery close at 5.15, bus from Lerwick returns at 5.30 – this is a problem for a parent without car.
- Various agencies / council encouraging communities to find solution for their particular needs – whether transport, housing, social activity, access. Need to move away from dependency culture.
- Replace old, inefficient heating systems in local authority housing (also assistance to home owners) – folk on low income putting over £50 per week into trying to heat a freezing house
- Access to IT for folk on low incomes (no broadband in some areas still)
- Decentralisation of local authority jobs
- Improved transport links

Lift People Out Of Poverty (Vaila's Group)

What's been done so far?

- ASB – joint working
- LEAN project – SSA (progress)
- Focused Futures / Befriending/ Moving on etc.
- Family Centre – early years
- Drugs project
- Lifeline: seeking to enable people in crisis (multiple causes) regain control of their lives and improve resilience and confidence to use services
- Employers attitudes have improved
- SE/SG status for rural areas in Shetland
- Easy access to credit – banks pushing loans and credit cards on people before credit crunch

What is working?

- Housing tenant support – preventing exclusion, e.g. through eviction
- Social, deprivation and inclusion research

What is not working?

- Transition periods and risk of falling through the net, e.g. young people leaving care
- Young people not attending school and risk of being misled
- Benefits system – myths, complexities
- How well do the existing initiatives work together?
- Sharing budgets
- Develop an understanding and awareness about poverty
- Resources need to move to meet the needs of the community/individual
- Lack of 24 hr residential support for young people not at school (16-20ish years)
- Systems, policies, targets

What are the emerging priorities?

- Need to see beyond our own narrow remit and think holistically
- How can the wider community contribute?
- Early intervention – pre-birth and baby
- Early educational support. E.g. one to one in maths/English, promoting confidence and pride in yourself
- Empowering families and communities
- Continue research on social, deprivation and poverty, networks and make sure actions come out of the research and are monitored
- Continue to increase employers' awareness / involvement of poverty issues
- Prevention of destitution
- Seeing what the employee can do – a valuable resource
- Developing the focused futures model

- Greater awareness of other agencies
- End democracy – benevolent dictator?!

Lift People Out Of Poverty (Maggie's Group)

What's been done so far?

- Official sanction that poverty in Shetland
- Ability to capture information for funding bids
- First acknowledgement for some, that poverty exists
- Third world poverty – transfer to relative poverty, not just money, but self-esteem, opportunities
- Communities coming together to identify needs and address those
- Value of case studies and individuals words
- National understanding of rural and remove poverty and disadvantage
- Recognise how hidden poverty is and how people keep up appearances, understand the stigma more
- Articulate difficult 'white elephants': children and families (no staff, big gaps, roles not being met)
- Local involvement – Northmavine, laTE
- What about people no-one sees?
- Statistics demanded from agencies always want different stuff
- Improved access to benefits – CAB, benefit uptake
- Outreach – not waiting for people to come to us – respectful approach

What is working? / What is not working?

- Working across agencies
 - Good working relationships between individuals on the ground, but not universal
 - No articulated vision, obvious to people on the ground (that it's OK and easy to do this, easy to recognise people when talking about cases, although barrier of confidentiality between partners and agencies)
 - SSA – may not be working (works for certain groups – elderly, but not complex needs), maybe LEAN will help? Key worker for family / individuals
 - GIRFEC – sharing information, who is acting/doing things, roles changing and understanding across agencies – health visitors key but policies changing, more responsibility for pre school. FSF works to fund right place at right time. BUT what happens when they are adult?
- How we balance breaking cycle by early intervention?
- How to put in intensive support and focus resources to right places
 - Get more bodies in, train them in situ to fill gaps in SW and health visitors – use assistants
 - Letting go and learning to work differently
 - Management of limited resources and switching to priority areas and doing things differently
 - Communication of those changes

What are the emerging priorities?

- Try to shift SG focus from areas to individual and households
- This shift is hard – look after workforce, do things differently, use staff differently
- Articulate the vision
- Recognise staff groups not here – lets get them in and get them to work with us (health visitors, social workers)
- Increase awareness of what each other does so we can use things better, share resources, make better referrals
- Virtual 'Family Centres' – use skills and knowledge better and bring people together
- Decentralisation of services, know area
- Media (tabloid)

- Create stigma and attach labels which family have to carry
- Myths – family names, what my family did....
- Nature of people at 'Hoofields' – acceptable to stereotype and label people
- Services expected are lower in these areas – can't ask, don't know rights
- SSA: should be broader than Council, use voluntary agencies and other public sector
- GIRFEC: does it dovetail into SSA?
- Client has right to choice of key worker, someone who they trust
- Quality of intervention counts not the number of clients seen – why measure numbers for funding?
- How project based funding works – should be consortiums and partnerships not just project based
- Each client should have bespoke package designed for their needs – commission a service like JCP
- People have solutions and just don't know how to get that out – we need to create the opportunity to allow outcome to be delivered.
- Need to ensure that the views are acted on, support them to do it not do it for them – whose responsibility is it? Don't disempower them.

Alleviate Poverty (Nancy's Group)

What's been done so far?

- CAB – debt advice/benefits – better awareness and uptake, reaching hard-to-reach
- Back to work, employability, return to learning, New Directions
- Pre-school transport scheme
- Some funding for out of school activities
- Enabling people to access networks/activities. Voluntary sector huge expansion (befriending, Welcome Point, Disability Shetland)
- Dial-a-Ride – patchy
- Subsidised public transport
- Schools – uptake of funds to support school trips? But stigma
- Childcare subsidy – SIC
- Subsidy for insulation, but v limited, much more needed
- Proactive work to reach 'hard to reach' learners
- Community broadband – Fetlar
- Sheltered housing, care at home

What is working? / What is not working?

- Not reaching everyone
- More joined-up networking
- Making better use of training opportunities etc. to build networks
- Everything needs more work, partnership work
- Communication and information about what's available, we all have different knowledge
- Need key workers/shared assessments
- In employment there is overlap and lack of continuity, need to continue with services – shouldn't need to firefight, need to be proactive
- People may not perceive themselves as in poverty, sometimes they may make choice to be on a low income, but we need opportunity
- People don't access a lot of activities because of stigma – isolation starts v early. Need personal, proactive contact / people are self-limiting in their choices
- Access to fresh food
- Problem about 'deserving poor' – someone will drink, smoke, and have tv – is this poverty? Many people think not!

What are the emerging priorities?

- Poverty proof policies / Socio-economic disadvantage in EQIA: e.g. mobile phone users put in queue when accessing Lerwick Health Centre

- Hearing the voices of those living in poverty
- Politicise the disadvantaged, empowering – e.g. placards on the Town Hall re Clickimin café
- Cross-sectoral working
- Poverty is an emotive work, stigma attached to it – need collective understanding. Should we talk about ‘Quality of Life’ – e.g. Adult learning talk about communication skills, not literacy
- Older people
- Intergenerational work
- More support for parents
- Getting people into work, and a healthy economy that can support people
- Childcare
- Transport
- Local jobs, not centralised
- Increasing use of IT, decentralising and improving community based IT
- Creating opportunities for local people to get skills for insulation/ renewables – prevention not reaction
- Improve perception of care, as a career
- Awareness and understanding of issues
- Benefit up-take
- Politicise – no champion?

Alleviate Poverty (Alison’s Group)

What’s been done so far?	What’s working? What’s not?	Emerging Priorities?
Individual projects, targeted at vulnerable groups.	Projects are resourced well and are effective. Insecure funding / competing for the same resources. Projects are required to constantly evolve in order to be successful in funding applications.	Projects need to be linked up better and have shared priorities. Information must be shared better.
CAB / Welfare Rights Work.	The benefits system is inflexible.	Payment of Christmas Bonus – where people have addictions, additional benefit payments only exacerbates their problems. Extra money is used for alcohol / drugs. Food vouchers would be a more appropriate alternative.
LILA Scheme – CAB enabling clients to access the scheme by paying the £100 fee on their behalf.	This has enabled 27 people in one year to declare themselves bankrupt via the scheme. The scheme has strict criteria which means that only limited people can apply.	The criteria for the LILA Scheme are being re-considered.
Agencies can apply to hardship funds / grant making bodies / charities for funding for those facing financial hardship.	People are reluctant to apply for “charity”. Applications take time – difficult for staff to divert time away from benefit applications. Funds etc are not publicised well – amongst the public and intermediaries.	
Outreach services are very effective and well used.	Even though projects / services have been decentralised, they may still not be “local” enough for those unable to afford public transport.	

Energy Plus Care Tariff..	Has been replaced by another, less effective scheme. Energy Assistance Package doesn't apply to everyone.	LA should be putting energy efficient heaters and / or insulation in their rented properties.
I.A.F.	A holistic approach – works well.	
Online services	Broadband is not consistently available in the Islands. Technology can isolate people when they are unable to afford it, or are unable to access public computers etc.	

Comments

- Do the policy makers understand what it's like to be in poverty?
- There needs to be trust between agencies as well as between the public and services.
- "There's too much red-tape."
- Why don't we have a dedicated fundraiser locally?
- Frontline staff need to be trained to spot the signs that people are financially / socially excluded and recognise the financial pressures that life transitions can create.
- Childcare is too expensive and too hard to find.
- More work should be done to harness the community spirit in Shetland – it is not just up to the public sector to tackle poverty.
- It is hard to break the cycle of "bad" learned behaviour. "You're better off on the dole"; "I'll get a council house when I turn 16". Young people have a poverty of ambition due to lack of encouragement from their families.
- What is poverty? We need a local definition as well as a national definition.

Appendix 6: Thoughts About the Day

- Good networking opportunity today with people and agencies that I don't normally interact with
- Very thought provoking, need follow-up session
- Have you thought about developing a directory of services, for use by the public and service providers?
- Will go back and arrange to meet and find a way to improve a couple of small problems, just be gathering those involved to speak together
- Should be an annual event to keep folk focused. Also, where are the decision makers?! Look forward to report
- Splendid to have this direction of planning again
- Great networking event and time to discuss issues
- Implement poverty / deprivation into LEAN SSA project
- Not enough focus on issue for older folk
- Lets get the politicians to listen and understand
- Feel like the things we are doing in our service does make a positive difference to poverty
- Very thought provoking day. Got me to consider ways to change service delivery. Also considering poverty and deprivation in funding applications. Great for networking and considering other worker's experiences
- People that should have been here but weren't – what was the bigger priority?
- Can we have a list of attendees with the report and who was invited
- Poor attendance by policy makers?
- Social Work? Education?
- Good for collective discussion of the issues. Need a political drive and direction at the highest level to successfully tackle poverty
- Sound Hall could be warmer
- Great conference / workshop. Raised my awareness of poverty in Shetland and steps I can possibly take to try and help work on these
- Should be more opportunities like this. Excellent use of time – so many thoughts and suggestions to build on / follow up
- Good range of topics covered. Develop ideas
- Compliments to whoever prepared the food.
- An encouraging day: so many people in so many areas of work all wanting to make a difference, has to make a difference
- Such a buzz about an emotive topic – now the need is to build on the collective enthusiasm shown here to make a difference
- It's a huge subject, but I will certainly go back to my area of work and make changes as a result of today, to make learning more accessible
- Stimulating day – lot of caring and passionate contributions
- Structure of questions over complicated
- Challenging (gently) attitudes, developing trust, sharing skills
- Really interesting day, and stimulating
- Good network – great opportunity to discuss