

Poverty Conference and Themes

Discussion paper: Reflection and Draft Action Plan for Fair for All Partners

What can we do to address poverty?

Feedback and evidence (**You said...**) from:

- Aye We Can Conference, October 2017
- Challenge Poverty Week roadshows and discussions
- Fair for All steering group
- **Examples of what we are doing...**Ongoing work across the CPP.

Summary of attitudinal perceptions and feedback

- More awareness raising is required via media campaigns for services and opportunities which address poverty.
- We need to link more organisations together with poverty as common goal.
- Collective responsibility is key in communities.
- Council policy barriers and red tape need to be reduced. Sensible and supportive regulations are required
- More planning for the future should focus on how things are set up for sustainability.
- Barriers and increased poverty within local communities arise when people don't have opportunities to come together.
- We should consider physical gaps when designing services. Transport poverty is real and we should ensure that venues are within walking distance or ensure alternatives.
- We need more good news stories to be shared to improve confidence and aspiration in communities.
- We need more joined up approaches – need to follow up on ideas – e.g. from conference.

Next steps

- Update to Fair for All steering group and share with partners
- Align ideas with Poverty Challenge activity and funds
- Information contributes to Locality Plans: ensure this is an agenda item at next round of Locality meetings
- Sets context for work of Fair for All (Poverty Truth) Commission
- “You said, we did” update: action plan
- FFA steering group - thoughts?
- Review of “Aye We Can” conference: further conference to feed back and consider draft action plan?
- Reports: Cabinet? Further Conference?

Poverty: “What more can we do?” - Draft Action Plan

1. Continue to create economic conditions to address the symptoms of poverty

- Continue to refine AGD proposals and lobby government
- Continue to promote and support the living wage locally, leading by example
- Continue to develop the Regional Pathfinder

2. Improve support for individuals and communities to access services

- Extend informal employability support in libraries outwith formal hub arrangements
- Recruit and train more volunteers to mentor, tutor and support job seekers
- TNA and NAC will continue to extend and encourage incentives for local businesses
- One-stop shop/community hubs should be identified and developed with Community Info Zones.
- Provide support to community organisations and sports clubs to offer “cook/learn together” opportunities. Premises may be required e.g. schools
- Further explore keyholding with NAFCO for community centres
- Extend NAC Enterprise Car Scheme to community groups
- The Challenge Poverty Fund and ESF should continue to be used to support the overall approach.

3. Specific interventions: Children and Young People

- Fair for All Officer (Poverty Truth funding from Scottish Government Social Justice Unit) will consider poverty proofing the cost of school attendance
- Promote school uniform exchanges in communities
- Continue to progress DYW
- Progress 1140 hours project
- Develop an approach to out of school care and develop an action plan
- Share good practice and build capacity in communities to support older people – intergenerational work
- Ensure involvement of young people in appropriate activities e.g. locality plans and community councils, though participation by experience rather than formal mechanisms, to ensure engagement and via North Ayrshire’s Child Centred Council
- Progress YOYP strategic group – to establish and act on what matters to young people.
- Link with TACT to map and pilot volunteering activity with schools

4. Specific interventions: Communities

- Identify and progress community hubs and community buy-in, including with young people and which would act as Information Zones
- Share good practice and build capacity in communities, through appropriate activities such as Family Learning team activities
- Advertise available properties and land, and CAT process
- Coordinate and promote local opportunities e.g. via Carena and local events website
- Develop community transport and related volunteering opportunities
- Develop local Skills Exchanges
- Use Kindness work to establish risks and barriers and solutions to some issues

5. Specific Interventions: Spaces

- Investigate replication of Chit Chat group model in other localities to create stronger organisational place based networks
- Keyholding to be extended to enable more flexible use of spaces where appropriate
- Parklives model to be shared with other sports clubs
- Continue to promote litter pick and beach clean supports from Streetscene, Connected Communities and community groups
- Community transport initiative

6. Specific Interventions: Health and Mental Health

- Promote Mental Health PB opportunities in localities to encourage sharing of good practice and personal journeys
- Use locality forums and partnership social media platforms to share stories
- Create digital stories via libraries
- Share good practice and build capacity in communities, schools and groups to support people with MH issues
- Share and involve communities in DREAM
- Advertise local social opportunities to address isolation, stigma and loneliness
- Recruit volunteer buddies
- Establish kindness as an approach and a signifier via Carnegie UK work
- Recruit more peer research and workers
- Self-management clubs in libraries

7. Specific Interventions: Food

- Establish weekend HFI pilot
- Map available food facilities in communities
- Continue to develop local food networks within the Food Strategy
- Work with growing groups to identify market garden options and food growing opportunities
- Support growers and groups to develop affordable models for community events
- Identify opportunities, funding and partners to host community fridges
- Work to link Hazeldene to growing initiatives and develop a growing Academy in North Ayrshire
- Continue within Streetscene PB research to identify community aspirations for their environment
- Identify social enterprise opportunities
- Investigate food waste strategy in liaison with Soil Association
- Establish NA “Big Lunch” competition

Background Information: Themes, Current Activity and Potential Developments

| Theme | You said... | Examples of what we are doing... | What further actions can we take? |
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| Economy | | | |
| Local interventions | | | |
| | Improve working between agencies | <p>Employability forums - joined up partnership working involving a range of services looking at changes in universal credit, employment opportunities, sharing training opportunities</p> <p>Better Off North Ayrshire.</p> <p>Employability early intervention on job preparation and skills for work – includes volunteering opportunities</p> <p>Local staff networks e.g. Garnock Forum = staff Chit Chat type model</p> | <p>Better promote the available support services and opportunities</p> <p>Promote digital access</p> <p>Promote digital support opportunities</p> <p>Develop Locality staff forums to provide better networking and service integration</p> <p>Create user forums to improve services (CLD is currently promoting and developing Learners Voices)</p> |
| | Provide more money management and budgeting support | <p>This is a current focus in Adult Learning and Employability Hubs</p> <p>Money Matters</p> <p>Better Off North Ayrshire</p> <p>NACAS</p> | <p>Promote availability of money advice services, including online services, including through partners</p> |

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| | | CLASPS | |
| | Extend use of libraries as inclusive spaces and to support employability | Provide more access to job clubs, digital participation Expand Employability Hubs in libraries to extend learning and interests | Extend informal employability support in libraries outwith formal hub arrangements |
| | Early intervention on job preparation and skills for work | Makerspaces initiative in Libraries Employability support through CLD | Recruit and train more volunteers to mentor, tutor and support job seekers |
| | Stop short term funding for employed posts – we need to commit to long term funding to create permanent jobs | Funding streams e.g. NAVT address this through multi-year funding | |
| | More engagement with local companies (reward for employing local people) | Procurement policies Community benefit – extended by NAC | TNA and NAC will continue to extend and encourage incentives |
| | Use social media platforms to get message out to services about free advertising using Irvine Beat etc: challenging poverty | Underway via 3TFM and Irvine Beat and Cumbrae Radio | Increase promotion of anti-poverty measures and available supports via media channels Promote discussion about poverty related issues e.g. radio interviews, blogs, to encourage openness |
| | Establish delivery programmes to parents/community to help raise skills awareness | Family Learning team (ED & YE) Adult learning provision in CLD | Provide support to community organisations and sports clubs to offer “cook/learn together” opportunities. Premises may be required e.g. schools |

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| | | Youth Services programmes | |
| | Use Universal Credit as unifying catalyst for drop in support – built in café, food and other support | Food Development Officer currently linking further organisations e.g. Foodbanks, Centrestage, BONA, Money Matters | One-stop shop/community hubs should be identified and developed. NAFCO/NAC working group will progress this approach. |
| | The Council should promote living wage businesses | An example is the relationship between NAC and CLASPS | TNA and NAC continue to extend and encourage incentives |
| | Targeted employability programmes | Currently the focus for adult learning Skills for Life programme Youth Employment programme (YES) | The Challenge Poverty Fund and ESF should continue to be used to support this approach. |
| | Flexibility in operating times of community hubs | Community centres currently offer this but the cost is currently an issue. | Further explore keyholding with NAFCO for community centres |
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| Regional and national interventions | | | |
| | Exploit planning system to attract businesses | Best performing Planning Department in Scotland – currently maximising opportunities | |
| | Tax vacant land and keep funding locally | National policy interventions required | |
| | Deliver Ayrshire Growth Deal opportunities | Currently working with Scottish Government to deliver projects within the deal. | Continue to refine AGD proposals and lobby government |
| | Promote living wage businesses | Part of Team North Ayrshire approach | Continue to promote and support the living wage locally, leading by example |

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| | Affordable travel/community travel | Attainment project with Young Scot and ED &YE including school travel for SMID 1 &2 | Further explore and develop community transport projects e.g. with KA Leisure in the Garnock Valley Extend NAC Enterprise Car Scheme to community groups |
| | More national focus on employability skills and training | The Regional Pathfinder work is maximising the role of national agencies in local interventions. | Continue to develop the Regional Pathfinder |
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| Children and Young People | | | |
| | Poverty proof schools | PEF and school fundraising is currently used to offset costs in schools | Fair for All Officer (Poverty Truth funding from Scottish Government Social Justice Unit) will consider this |
| | Cost of school uniforms Social enterprise to supply school uniforms (shoes). | Corra Foundation school uniform exchange operates in Kilwinning | Promote school uniform exchanges in communities |
| | Better match skills needs to educational opportunity – help get children/young people job ready | E &YE and Ayrshire College and Employability and Skills are progressing this through DYW | Continue to progress DYW |
| | Early years, nursery and out of school care support is required | Provision of 1140 hours of funded early learning and child care to include free school lunch. Review of out of school care is ongoing. | Progress 1140 hours project Develop an out of school care action plan |

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| | Expand the types of clubs offered (not just sport) | Promoting what the locality offer is through locality working | Promote community social opportunities through social media, press and in community facilities |
| | Work in schools and OAP clubs and others (intergenerational opportunities) to provide social contact to reduce social isolation. | Work ongoing with care homes e.g. St Bridget's and Anam Cara AHEAD Project in Harbourside Young People's Mental Health Toolkit Stoneyholm Mill Film Project Garnock Valley Film Project | Share good practice and build capacity in communities to support older people |
| | Link MAs to community groups to succession plan for future community involvement | Current happens in Youth Services; and with emerging Community Development MA Youth work input to PSE classes in schools | Ensure involvement of young people in appropriate activities e.g. locality plans and community councils, though participation by experience rather than formal mechanisms, to ensure engagement |
| | Increase Youth Services - reshape based on need and what matters | Currently services are targeted through evidence of need | |
| | Young people should take the lead in more activities – i.e. SYP campaign, poverty, see it , change it | Potential through YOYP legacy and current Participation and Citizenship structures | Progress YOYP strategic group – to establish and act on what matters to young people. |
| | Ensure all school leavers have a volunteering opportunity within North Ayrshire: Pilot a potential | Employability programmes within schools – college visits, applications, careers week | Link with TACT to map and pilot volunteering activity with schools |

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| | link with Locality Priorities as per Get Connected model | Social enterprise – schools (Nails, upcycling initiatives etc) | |
| | Encourage kindness | Carnegie UK – research project in relation to Kindness in North Ayrshire | Progress research project and action learning |
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| Communities | | | |
| | More involvement through community centres and more community collaboration is required | NAC/NAFCO working group re-established February 2018 Succession planning with young people in communities Refresh of Community Councils Support of Community Empowerment Unit in localities | Work with NAFCO to progress community hubs and community buy-in, including with young people |
| | Identify venues that could operate as Community Information Zones | Locality asset mapping Community Centres and Libraries | Work with NAFCO to progress community hubs which would act as Information Zones |
| | Support existing groups to run programmes | Project Kilbirnie Community Shed is an example | Share good practice and build capacity in communities |
| | More male campaigns to get men into helping in communities would be helpful | Harbour Arts Centre programmes Family Learning Team DigiDabble promotion and involvement in libraries | Share good practice and build capacity in communities, through appropriate activities Family Learning team activities |
| | More community ownership/involvement | Community asset transfer policy is available and being promoted and supported. | Advertise available properties and land, and CAT process |

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| | would make projects more likely to succeed | | |
| | More public, informal social events should be organised | All communities offer informal opportunities, especially in libraries and community centre cafes; better publication and more informality could respond to this. Book clubs in libraries Drop ins at weekends in community centres e.g. Cameron Centre Social Isolation programme | Coordinate and promote local opportunities e.g. via Carena and local events website |
| | Marketing of needs/ skills for volunteers and give more recognition and support | TACT already undertaking activity, including volunteer opportunities and database; development of awareness and local activity ongoing. | Develop community transport volunteering opportunities Develop local Skills Exchanges |
| | Give people permission to do more and remove barriers - Disclosure/PVG are barriers. | CLD provide training in community activism | Use Kindness work to establish risks and barriers and solutions to some issues |
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| Environment | | | |
| Places | Set up market gardens | Oasis Café asset transfer | Work with growing groups to identify market garden options |
| | Utilise free green spaces to grow community gardens using volunteers | Eglinton Park Breaking Ground Project (mental health) Ranger work in communities e.g. biodiversity projects, beach cleans Our Natural Health Service pilot | Progress in communities via Streetscene PB work |

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| | | Lynn Glen | |
| | Investment from energy companies and government for solar panels in council homes | Housing | Housing to continue to progress |
| | Share resources/assets more | Friends of Groups and skills exchanges | Chit Chat group model: investigate replication in other localities to create stronger organisational place based networks |
| | <p>Spaces (libraries, community centres) – We should make them more welcoming, “open to all” and open longer</p> <p>Community Info Zones – know where to go and what to do in various situations - food, welfare and employability</p> <p>Look at extending opening hours with partner input to offer additional services.</p> <p>Co-location of services</p> | Community centres and libraries have co-located Employability Hubs and a wide range of services e.g. Macmillan Cancer Support | Keyholding to be extended to enable more flexible use of spaces where appropriate (through NAFCO working group) |
| | Parklives should take place in more communities | KA Leisure supports this where community groups wish to deliver and support it | Parklives model to be shared with other sports clubs |

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| | Litter picks and beach cleans | Currently supported by Streetscene and Coastwatch across North Ayrshire | Continue to promote litter pick and beach clean supports from Streetscene, Connected Communities and community groups |
| | Volunteer transport | Ad hoc arrangements in place | Community transport initiative currently being investigated. |
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| | Mental health | | |
| | Challenge stigma | PB YOYP plan Locality priorities Service users service design in HSCP Volunteers at Woodland View | Promote MH PB opportunities in localities to encourage sharing of good practice and personal journeys |
| | Share inspiring stories | L.P Facebook and website HSCP Patient groups Librarians trained in digital storytelling techniques AHEAD Project | Use locality forums and partnership social media platforms to share stories Create digital stories in libraries |
| | Inter-generational activities and address social isolation | Involved! Group Parent/baby cafes Craft cafés | Share good practice and build capacity in communities, schools and groups to support people with MH issues |
| | Feel good, do good | Mind and be Active (Scottish Govt and KA Leisure) Project Kilbirnie | Share and involve communities in DREAM |

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| | | Dalry Hub Irvine – Giving Something Back | |
| | Provide a reason to leave the house | Café Solace Fullarton Connexions Hope Project | Advertise local social opportunities Recruit volunteer buddies |
| | Encourage small neighbourly acts of kindness | Faith and community groups across NA | Establish kindness as an approach and a signifier via Carnegie UK work |
| | More support for mental health conditions | Community Connectors and MH Community Practitioners Peer research and workers Self-management clubs in libraries CBT Online | Recruit more peer research and workers Self-management clubs in libraries |
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| Food | | | |
| HFI | Scope activities in each locality over weekends to ensure all activities have a food element and they are fed with dignity and respect | Food Development Post & Fair for All post - identified 3 partner agencies to come on board within Irvine – more to follow. Centrestage activity and model Elderly lunch clubs | Establish weekend HFI pilot Continue to develop local food networks within the Food Strategy |

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| | | <p>Breakfast clubs in all schools and rota for Saturday and Sundays and after school dinner clubs – whole family events</p> <p>Faith Group lunch clubs</p> <p>Out of school holiday meals</p> <p>Fullarton Hub Whitlees Community Centre Ardeer Community Centre Argyle Community centre</p> | |
| | Honesty box for fresh veg, pay what you can (different locations) | Range of growing groups e.g. 3 Towns Growers, Eglinton, Garnock Valley, Largs and Fairlie Growers have different opportunities available | |
| | <p>Replicate good practice</p> <p>Parklives - community owned, practical training - profit back to the community</p> | <p>Parklives</p> <p>Café Solace</p> <p>Craft Cafés</p> <p>Dementia Cafes</p> | |
| | Bring people together, helping each other, BBQ. | <p>GV allotments BBQ</p> <p>Three Towns Growers events</p> | Support growers and groups to develop affordable models for events |
| | Buy a community fridge or freezer and collect fresh fruit and veg for community and foodbank | | Identify opportunities, funding and partners to host community fridge |
| Production | | | |

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| | Work with park rangers / community development team to develop a qualification for grow your own. | Food Development Officer is investigating in liaison with Soil Association | Work to link Hazeldene to growing initiatives and develop a growing Academy in North Ayrshire |
| | Redundant workspaces converted to food production | Centrestage industrial kitchen at Dundonald | Map available food facilities in communities |
| | Urban farms – landscaping for food production and not just grass | Streetscene PB | Continue within Streetscene PB research |
| | Instead of paying agencies to cut grass in public spaces put money towards planting vegetables | Streetscene PB is addressing this in Three Towns PB pilot | Continue within Streetscene PB research |
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| Procurement | | | |
| | Develop a community store | Food bank and Fair Share have investigated. | Identify social enterprise opportunities |
| | Contact all food providers in locality to coordinate food waste and to distribute to families. | Links between NHS and NAC catering and procurement – in development 3 Towns Growers do this on site | Investigate food waste strategy in liaison with Soil Association |
| | Community 'Big Lunch' | Various | Establish NA "Big Lunch" competition |