



Your Moray

Social Inclusion Strategy



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Highlands and Islands Enterprise
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MORAY COMMUNITY PLANNING
PARTNERSHIP

SOCIAL
INCLUSION
STRATEGY

2008 - 2011

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1. Introduction

All residents of Moray should be provided with an equal chance to succeed in life, feel valued, able to contribute and have the choice, resources and ability to access and benefit from opportunities.

Promoting social inclusion is about improving the lives of the most vulnerable members of our society. It is a long-term goal influenced by many factors, from the behaviour of individuals to national and international policy. A strategic view is therefore vital.

The formulation, implementation and monitoring of the Social Inclusion Strategy is the responsibility of Moray's Community Planning Partnership Board. It has links with, and is informed by, the individual agencies' strategies and plans. The Fairer Scotland Fund (see section 3) is integral to this strategy and is integrated into the Single Outcome Agreement.

An effective social inclusion strategy has to address the root causes of poverty and the reasons why some people are able to take advantage of their opportunities and others are not. This includes job opportunities, housing conditions, educational achievement, rural isolation, lack of transport and fear of crime. It must also deal with some of the effects of poverty, such as anti-social behaviour and low aspirations, on a community-wide basis.

This strategy:

- Defines '**social inclusion**';
- Identifies the **Community Planning Partnership's** role in promoting social inclusion;
- Justifies the need for an **overarching strategy**;
- Emphasises the importance of collecting **evidence** about social inclusion in Moray;
- Sets out key **principles** that the Community Planning Partnership will apply in order to promote social inclusion; and
- Provides a series of **outcomes** for the Partnership to achieve.

2. The Moray context

Moray is a pleasant place to live and work and has low unemployment. Moray is considered affluent, however there are groups and individuals who experience social exclusion. The workforce is, on national average comparisons, low paid. Moray has a low wage economy, there is a shortage of affordable housing and research has shown that fuel poverty is a problem for many people.

Most children in Moray have a good start in life and go on to enjoy success in their early adult lives, but childhood in Moray is not without its challenges. The combination of low average incomes and the higher costs associated with rurality has a significant impact on a number of young people. Moray is below the national average in relation to child poverty. However in August 2004 there were 2,700 children who were living in poverty in Moray, and there are currently over 400 young people not in education, employment or training.

Moray has a number of geographical areas that have indicated levels of deprivation. There are also groups of people within Moray who face difficulties and often face disadvantage such as Travellers, people with disability, people who experience mental health problems and some migrant workers. Moray Against Poverty in their report "Voices from the edge" highlighted that Moray has numbers of "working poor and that there are vulnerable groups living in poverty and that people who experience disadvantage often lack confidence, self-value and motivation". Overall, Moray is one of the least deprived areas in Scotland as defined by the Scottish Index of Multiple Deprivation (SIMD). There is, however, significant concern that the SIMD does not accurately measure the incidence of deprivation in rural areas. Although there is valuable information available across the Partnership there is still a need to have a clearer understanding of social exclusion and its impact on the people and economy of Moray.

3. The national context

The Scottish Government has made funding to individual local councils over the period 2008-09 to 2010-11 dependent on the delivery of a Single Outcome Agreement (SOA). The SOA is based on an agreed set of national outcomes, underpinned by agreed national indicators, and covers a significant range of the activities of Community Planning Partnerships in addition to all local government services.

The outcomes associated with Moray's Social Inclusion Strategy are therefore based on the outcome statements set out in the SOA.

The Scottish Government has outlined its priorities for tackling poverty and deprivation through the Fairer Scotland Fund as:

- Regenerating the most disadvantaged areas
- Improving the life chances of individuals and groups experiencing poverty and disadvantage
- Improving employability

This funding is intended to support Community Planning Partnerships to work together to tackle area based and individual poverty and to help more people access and sustain employment opportunities.

Additionally, the Government has committed itself to tackling poverty, inequality and deprivation in its Economic Strategy. The Government has launched a discussion paper on "Tackling Poverty, Inequality and Deprivation in Scotland" and has outlined a set of principles that it would like to see at the heart of its plans for the future (**see appendix 1**). The Social Inclusion Strategy takes account of these outline principles.

The Scottish Executive issued a set of "Closing the Opportunity Gap" objectives that have been used in the development of this strategy.

4. What is meant by the term 'social inclusion'?

Social inclusion is the co-ordinated response to the complex system of problems that has become known as social exclusion. Social exclusion is "a short hand term for what can happen when people or areas suffer from a combination of linked problems such as unemployment, discrimination, poor skills, low incomes, poor housing, high crime, ill health and family breakdown." (Social Exclusion Unit, 2004)

Social exclusion is therefore about more than income poverty. Socially excluded people experience multiple disadvantages that can mutually reinforce each other. These disadvantages combine to hinder their ability to participate fully in society.

Social exclusion impacts not only on individuals and families. There are other costs to the community such as the need for increased public services as well as the effect on the economy of Moray.

Many people are excluded from the activities and opportunities open to mainstream society. Those facing the most severe exclusion live in neighbourhoods experiencing deprivation and so suffer geographically based inequalities over issues such as health, housing, employment, education, crime and access to services. People living in better off areas can still face exclusion for reasons such as race, culture, religion, age, special needs, disability, family circumstances, or even matters which may not appear as immediately obvious. This strategy targets both geographic and individual exclusion.

5. What is the Community Planning Partnership's role in promoting social inclusion?

There are three clear ways in which the Partnership can seek to promote social inclusion:

- I. through inclusive provision of statutory and/or mainstream services
- II. working in partnership to deliver non-statutory targeted initiatives which address local priorities
- III. establishing key indicators that will measure the difference brought about by the Partnership in addressing the needs of socially excluded people in Moray and highlighting priorities for action

6. What is the purpose of this strategy?

The purpose of this Social Inclusion Strategy is to tackle inequalities in health, social care, housing, and education and to promote community involvement in Moray. It is one of the key supporting strategies to take forward the Moray Community Plan which has been developed by the Partnership. This in turn supports the Scottish Government's approach to tackling poverty, inequality and deprivation.

There are a number of plans and strategies in place which directly and indirectly impact upon the social inclusion agenda. These are listed in **Section 9**. Flowing from these are a large number of initiatives which are already delivering services to promote social inclusion.

Many different agencies have a role to play in promoting social inclusion so the Partnership must ensure that work to promote social inclusion operates at both a strategic level and at a neighbourhood level, involving local people in deprived neighbourhoods.

This strategy is therefore intended to provide a clear statement of social inclusion principles and how they impact on the work of the Partnership. It also aims to link and co-ordinate with other Community Planning-related strategies.

7. Underpinning principles

The key principles to guide the implementation of this Strategy are:

- **achievement of social inclusion will drive Partner policies, strategies and plans**
- **the value of partnership working and the need for a co-ordinated, joined up approach**
- **the essential need to engage and empower excluded individuals and groups**
- **the need to target resources where most needed**
- **evidence based identification of need**
- **learning from experience**

These key principles will be enacted as followed:

- **achievement of social inclusion will drive all of the Partners' policies, strategies and plans**
The way in which 'front-line' services are delivered can impact directly upon an individual's experience of social exclusion. Agencies must ensure that their services can address the needs of those vulnerable residents who rely most heavily upon them.
- **the value of partnership working and the need for a co-ordinated, joined up approach**
Social exclusion is a problem that overlaps the responsibilities of many different agencies so it is imperative that these organisations work together on shared strategic projects to maximise the impact upon social exclusion.

- **the essential need to engage and empower excluded individuals and groups**

Local people must be involved in making decisions about supporting them and improving their neighbourhoods. This is an important aspect of inclusion itself, but also a key part of designing effective solutions to the problems associated with social exclusion. It is important that the Partnership works hard to ascertain the views of those 'hard to reach' groups most likely to be socially excluded.

- **the need to target resources where most needed**

The Partnership will target resources to those geographic areas with the greatest need and will target the following groups who are more likely to experience social exclusion:

- Elderly people
- Children and young people
- People on low income
- Lone parents
- Homeless
- People with a disability
- People experiencing mental health problems
- Migrant workers
- Other ethnic groups
- Travelling people

- **evidence based identification of need**

Effective approaches to tackling social exclusion need to be based on accurate information. The Partnership will work to establish an accurate picture of social inclusion in Moray.

- **learning from experience**

The development of a local evidence base will enhance knowledge of what works over time and enable the Partnership to learn from past experience.

8. Outcomes

The strategy has a list of outcomes (**see appendix 3**) based on the Moray Single Outcome Agreement and the outline submission made to the Fairer Scotland Fund which will be a key element of the Partnership's approach to ensuring social inclusion. The outcomes takes account of the actions contained in that submission and are grouped into three areas:

- Regenerating the most disadvantaged areas
- Improving the life chances of individuals and groups experiencing poverty and disadvantage
- Improving employability

9. Related strategies

Social inclusion cuts across all activities undertaken by the Partnership's Theme Groups. The action plan is specifically based on the Single Outcome Agreement however the following existing strategies include specific actions in relation to the promotion of social inclusion:

- Moray Community Health and Social Care Partnership Plan
- Community Safety Strategy for Moray
- Integrated Children and Young People's Service Plan
- Moray 2020
- Moray Community Learning and Development Strategy
- Moray College Wider Access And Social Inclusion Strategy
- Moray Housing Strategy
- Moray 'More Choices More Chances' Strategy
- Moray Homelessness Strategy
- Fuel Poverty Strategy
- Supporting People Strategy
- Local Transport Strategy
- Moray Framework for Mental Health
- Moray Learning Disability Partnership Agreement
- Moray Strategy for Services for Older People
- Moray Carers' Strategy
- Moray Strategy for Rough Sleepers
- Moray Health & Homelessness Action Plan
- Moray Physical & Sensory Disability Strategy

10. Monitoring and evaluation

In Moray we will develop baseline information that is meaningful and relates to this Social Inclusion Strategy. This will support the development of a picture of the experiences in Moray and will help to demonstrate that any actions chosen have in fact made a difference and created change.

The monitoring and evaluation of the effectiveness of any initiatives that are aimed at developing and supporting the social inclusion agenda will be reported on an annual basis to ensure progress.

This, however, only reflects part of the monitoring and evaluation that is required if we are to gain a comprehensive understanding of the impact of the activities of partner agencies on the social inclusion agenda. Therefore, a comprehensive package of methods of collecting both qualitative and quantitative data will be developed.

The Moray Community Planning Partnership will

- establish baseline information that is meaningful and relates to the targets contained in the Social Inclusion Strategy
- monitor and evaluate the effectiveness of proposed actions
- report to the Community Planning Partnership on an annual basis

11. What happens now?

- The Partnership will ensure that the key principles set out in **Section 7** are reflected in all strategies, policies and action plans where appropriate.
- The Partnership will work towards achieving the agreed outcomes. (**see appendix 3**)

Appendix 1

Taking Forward The Government Economic Strategy; A Discussion Paper on Tackling Poverty, Inequality and Deprivation in Scotland (February 2008)

Key principles

- A focus on tackling the causes as well as the symptoms of poverty
- An approach that improves the internal capacity of disadvantaged individuals to lift themselves and their families out of poverty by developing their resilience, while also seeking to tackle the structural barriers (such as market failures, unresponsive public services or prejudice and discrimination) that prevent some people from accessing the opportunities available to others
- A focus on early intervention and prevention wherever possible - to break the cycle of disadvantage
- A focus on providing work for those who can work, alongside support for those who can't - this should of course be sustainable work that lifts households out of poverty and provides real personal development opportunities
- A conviction that everyone - regardless of their circumstances - should be supported to achieve their potential
- The need for gendered analyses - and, where necessary, gendered approaches
- Targeted support for the most disadvantaged - but within a framework of universal service provision and a minimum 'offer' that we expect everyone to be able to access
- The promotion and adoption of partnership working and seamless service provision which effectively connects with individuals and successfully moves them through the system (with service providers focusing on what they do best and then passing people on) in order that, as far as is feasible, they make progress at every stage and do not become stuck in the 'revolving door' of support services, circulating in and out of poverty or work
- Delivery of sustained, holistic, personalised support which is client rather than provider-focused and equips individuals to sustain themselves into the future
- The adoption of policies and services that are founded upon user involvement, consultation with people experiencing poverty, and community engagement and empowerment, so that policies and practice are informed by the real experience of those whom we are trying to help
- Achievement of the right balance between closing the gap/tackling inequality and helping the very poorest in society
- The development of more active public engagement around poverty in Scotland as an issue which should concern us all and which requires action from the private as well as the public and third sectors

Appendix 2

Social Justice: This is the Scottish Government's strategic approach to tackling poverty and disadvantage.

GLOSSARY

Deprivation: People can be said to be deprived if they lack the types of diet, clothing, housing, household facilities and fuel and environmental, educational, working and social conditions, activities and facilities which are customary, or at least widely encouraged and approved, in the societies to which they belong. (Townsend, 1987, definition used by the Scottish Government)

Poverty: Is technically defined as when a person's household income (adjusted for the size and composition of the household) is less than 60% of the UK median income. The Government also uses a measure to assess fuel poverty, based not only on income but also on fuel prices and the energy efficiency of homes.

Scottish Index of Multiple Deprivation: This is the Scottish Government's official tool for identifying small area concentrations of multiple deprivation across all of Scotland. SIMD 2006 divides Scotland up into 6,505 small geographical areas (called 'data zones'), with a median population size of 769. These are ranked from 1 (most deprived) to 6505 (least deprived) using 37 indicators of deprivation across seven categories or domains: current income, employment, health, education, geographic access to services, housing and crime.

Social Exclusion: This is where individuals or communities suffer from a combination of linked problems, such as poor skills, unemployment, poor housing, high crime environment, bad health and family breakdown.

Social Inclusion: Making sure that everyone has the same opportunity to learn, work and make the most of life, whatever their background or lifestyle. Social inclusion is achieved when individuals or areas do not suffer from the negative effects of unemployment, poor skills, low income, poor housing, crime, bad health, family problems, limited access to services and rurality, e.g. remoteness, sparsity, isolation and high costs.

Appendix 3

Moray Community Planning Partnership Social Inclusion Strategy 2008 - 2011

Outcome Statement

Regenerating the Most Disadvantaged Areas

Required Actions/commitment by local partners for these outcomes	Project	National priorities	Lead	Year
Deprivation in Moray communities will be tackled	Develop and support engagement of people experiencing disadvantage, inequality and deprivation in civic life (<i>i.e. local community planning, user groups, etc</i>)	National Outcome 7	TMC	08/11
	Implement Fuel Poverty Strategy	National Outcome 7	TMC	08/10
	Invest in the capacity to deliver welfare benefits advice and improved information to those people experiencing poverty and disadvantage	Fairer Scotland Fund	TMC	08/11
	Invest in the capacity to gather and analyse existing intelligence and research across the Partnership into deprivation and establishing key indicators with which the Strategy can be measured	Fairer Scotland Fund	TMC	08/11
People in Moray will be able to influence decisions that affect their communities and lives and active participation within communities will be encouraged	Ensure the implementation of the National Standards for community engagement	National Outcome 11	TMC	08/09
	Review, sustain and support Local Community Planning structures	National Outcome 11	TMC	08/11
	Provide training for staff in Community Engagement Activity	National Outcome 11	TMC	08/11
	Renew Citizens' Panel contract and develop the use of the Citizens' Panel	National Outcome 11	CPP	08/09
	Financial support will be targeted to those most disadvantaged communities to assist them in tackling issues they have identified	Fairer Scotland Fund	TMC	08/09
Young people will be supported within the community	Ensure that all young people have access to a youth worker	National Outcome 11	TMC	08/11
	Support the development of the Youth Participation Structure	National Outcome 11	TMC	08/10

Improving the life chances of individuals and groups experiencing poverty and disadvantage

Required Actions/commitment by local partners for these outcomes	Project	National priorities	Lead	Year
Deprivation in Moray communities will be tackled	Invest in the development and facilitation of networking co-ordination and information	Fairer Scotland Fund	CPP	08/11
	Invest in the capacity to gather and analyse existing intelligence and research across the Partnership into deprivation	Fairer Scotland Fund	CPP	08/11
	Invest in the capacity to provide welfare benefits advice and improved information to those people experiencing poverty and disadvantage	Fairer Scotland Fund	CPP	08/11
Children cared for and supported	Continue and develop the Moray Surestart Programme directed at the under 5s	National Outcome 5	TMC	08/09
	Strengthen provision in specific areas (autism, challenging behaviour)	National Outcome 5	TMC	08/09
	Roll out Solution Oriented School Programme across Moray	National Outcome 5	TMC	08/09
	Develop integrated work to ensure effective integrated assessment framework is in place and utilised to deliver integrated services for children and young people	National Outcome 5	TMC	08/09
The number of people with literacy and numeracy difficulties will be reduced	Implement the recommendations of the Moray Learning Disability Strategy	National Outcome 7	TMC	08/11
	Engage target groups in quality learning activities (SIP)	National Outcome 7	TMC/MC	08/11
	Continue to develop and promote relevant lifelong learning opportunities	National Outcome 7	TMC	08/11
The volume and quality of housing throughout Moray will increase	Seek to develop a land bank - held either by the Council or through RSLs - to enable future development	National Outcome 10	TMC	08/09
	Work with Government, RSLs, Developers etc. to maximise the level of affordable house building in Moray	National Outcome 10	TMC	08/09

Improving the life chances of individuals and groups experiencing poverty and disadvantage

Required Actions/commitment by local partners for these outcomes	Project	National priorities	Lead	Year
	Work with private sector to achieve a range of housing solutions	National Outcome 10	TMC	08/09
	Implement service delivery plan to achieve SHQS compliance for its housing stock by 2015	National Outcome 10	TMC	08/09
	Work towards the review of the LHS for 2009	National Outcome 10	TMC	08/09
	Review housing debt and identify potential for council new build	National Outcome 10	TMC	08/09
	Review / implement the affordable housing guidance to enable affordable housing contributions from developers	National Outcome 10	TMC	08/09
	Implement a Common Housing Register with Aberdeenshire Council and RSLs in Aberdeenshire and Moray	National Outcome 10	TMC	08/09
Reduce the burden of disease, harm, distress and premature death due to excessive alcohol consumption and drug misuse	Achieve agreed number of screenings using the setting-appropriate screening tool and appropriate alcohol brief intervention, in line with SIGN 74 guidelines	National Outcome 6	NHSG	08/09
	Operation Avon and Alcohol Test Purchase operations are due to commence shortly	National Outcome 6	TMC/GP	08/09
Continue to improve the health of people and sustain long term change by preventing or reducing health inequalities	Council and NHS to work together to develop new health centres	National Outcome 6	TMC/NHSG	08/09
	Girls to be immunised for HPV – all S2 and above pupils	National Outcome 6	CPP	08/09
	Develop Physical Activity Sport and Health Action Plan	National Outcome 6	JHIP	08/09
Our community will be inclusive and tolerant	Complete Equality Impact Assessments across all services over a 3-year period	National Outcome 7	TMC	08/11
	Implement actions within the Gender, Disability and Race Equality Schemes	National Outcome 7	TMC	08/11
	Training in dealing with Racial incidents use of RIMF	National Outcome 7	TMC	08/11

Improving Employability

Required Actions/commitment by local partners for these outcomes	Project	National priorities	Lead	Year
Young people into employment	Grow our own talent for those school leavers moving directly into work	National Outcome 2	TMC	08/11
	Establish early intervention strategy for young people who could become or are “not in education, training or employment” category	National Outcome 2	TMC/CPP	08/11
	Increase opportunities for employment of vulnerable people	National Outcome 2	TMC	08/11
	Deliver the Moray Determined to Succeed Plan for 2006-8	National Outcome 2	TMC	08/09
	Reduce number of claimants of unemployment related benefits in Moray	Fairer Scotland Fund	CPP	08/11
We will make full potential of those not yet in the labour market				

NOTES