

Appendix 4

National Outcome 7 – We have tackled the significant inequalities in Scottish society

Local Outcome 14 - Inequalities in Moray will be addressed

KEY ACTION	Implement Social Inclusion Strategy	
SMART Targets for Key Action		
<p>Agree a set of poverty indicators for Moray that take local and rural factors into account and set 2009/10 baseline for measurement of progress in work against social exclusion from 2010/11 onwards. This will be achieved in conjunction with the following actions –</p> <p>Actions:</p> <ul style="list-style-type: none"> • Identify areas of deprivation in Moray, consult on and agree accurate poverty indicators for Moray • Review Social Inclusion Strategy and finalise new version. • Finalise Financial Inclusion Strategy • Finalise Employability Strategy • Develop targeted interventions to support socially excluded individuals (responding to needs identified through research). 		
Quarter 1 Milestone		Date
<ul style="list-style-type: none"> ○ Production of initial FSF Strategic Assessment ○ Hold Financial Inclusion Seminar to receive feedback on local issues ○ Employability research study complete. Write draft Employability Action Plan. 		<p>May 2009 June 2009</p>
Quarter 2 Milestone		Date
<ul style="list-style-type: none"> ○ Consultation with other local authorities and experts on poverty indicators appropriate for rural areas. Fairer Scotland team meeting with NHS regarding key areas for health related to poverty. ○ Social Inclusion Implementation Group (SIIG) to complete initial review of Social Inclusion Strategy and begin drafting new version. Draft Social Inclusion Action Plan. ○ Research into services offering financial information and advice. Survey of local services to assess awareness of national financial organisations and online resources. ○ Draft Employability Strategy and finalise Action Plan ○ Draft Financial Inclusion Strategy and set date for consultation day with local services. 		<p>30 Sept 09</p>

Quarter 3 Milestone	Date
<ul style="list-style-type: none"> ○ Devise range of Moray poverty indicators and submit to SIIG for review. Feedback from SIIG and re-consultation with local authorities and experts if required. ○ Finalise new version of Social Inclusion Strategy and distribute to partners. Finalise Social Inclusion Action Plan. ○ Consultation day to finalise Financial Inclusion Strategy and Action Plan. Distribute to partners. Coordinate Financial Inclusion Network and revise milestones for Quarter 4 as a result of Action Plan content. ○ Finalise Employability Strategy and distribute to partners. ○ SIIG to agree targeted interventions to tackle social exclusion align with the development of the Fairer Scotland Fund and develop an integrated approach across Financial Inclusion, Social Inclusion and Employability strategies. 	<p>Dec 2009</p>
Quarter 4 Milestone	Date
<ul style="list-style-type: none"> ○ Poverty indicators for Moray and method of tracking established (FSF funding to be 75% allocated by end this quarter). ○ SIIG to complete end of year review of Social Inclusion Strategy. Set initial targets for 2010/11. ○ SIIG to review Financial Inclusion Strategy. Feedback on method of communication of Financial Inclusion Network. Set initial targets for 2010/11. ○ Employability Action Group to complete review of the Employability Strategy. Set initial targets for 2010/11. ○ Update from Social Inclusion network to SIIG. Set initial targets for 2010/11. ○ Review of progress of Fairer Scotland Fund over 2009/10. Feedback to Audit and Performance Committee. Set targets for 2010/11. 	<p>March 2010</p>

Expected outcome/contribution to the local and national outcome

- Raised awareness and understanding of poverty and inequalities in Moray amongst partnership
- Improve engagement of individuals, groups and communities facing poverty and disadvantage
- Increased understanding of inequality issues faced by disadvantaged groups
- Increased financial inclusion of individuals
- Increase resource targeted at socially excluded individuals

This work is expected to contribute towards Local Outcome 14 - Inequalities in Moray will be addressed, National Outcome 7 – We have tackled the significant inequalities in Scottish society.

It may also contribute towards:

Local Outcome 11 - An increased number of people in Moray will be active in improving their own health and Local Outcome - 12 An increased number of elderly and vulnerable people will be able to sustain an independent quality of life, National Outcome 6 – We live longer, healthier lives.

Local Outcome 25 - Agencies will work together and individually to improve services, National Outcome 15 – Our public services are high quality, continually improving, efficient and responsive to local people’s needs.

Resources

Resources are from existing departmental budgets or the Fairer Scotland Fund:

- Fairer Scotland Fund team
- Social Inclusion Implementation Group
- 16+ learning choices development officer

**Lead Officer,
including contact
details**

**John Ferguson, The Moray Council
Tel: 563404**