

## Tower Hamlets Financial Inclusion Strategy – Action Plan (Draft)

Theme 1	Financial literacy and capability			
Objective 1.1: Target money management support at those most at risk of financial vulnerability by:				
Key Action	Activities	Milestones / Target Date	Lead (s)	Resources
<b>1.1.1 Integrating money management support and financial capability into frontline services.</b>	§ Support frontline service providers to review their policies and practices for embedding financial inclusion into service provision.	§ Identify key housing, social care, and employment service providers by July 2013.	Maura Farrelly (Tower Hamlets Council – Economic Development)  Sian Williams (Toynbee Hall)	Existing Resources and Big Lottery funding
		§ Utilise existing tools such as the financial inclusion health check for organisations (FIHCO) toolkit developed by Toynbee Hall with 6 housing organisations by October 2013.	Sian Williams (Toynbee Hall) Dan Hopewell (Bromley-by-Bow Centre)  With support from Beverley Greenidge (Tower Hamlets Homes (THH) )	
		§ Financial inclusion health check toolkit used with 2 front line social care service providers by January 2014.	Sian Williams (Toynbee Hall)  With support from Charlotte Saini (Tower Hamlets Council – Education, Social Care and Wellbeing (ESCW))	
		§ FIHCO toolkit used with 5 further organisations, including employment agencies by April 2014.	Dan Hopewell (Bromley-by-Bow Centre) Maura Farrelly (Tower Hamlets Council – Economic Development)	
<b>1.1.2 Developing resource banks and training for frontline practitioners</b>	§ Develop an accessible toolkit that can be used by all frontline staff to enable them to confidently raise money matter issues with their clients, detect early warning signs and refer or signpost clients to appropriate	§ Review existing materials including MIND and other resources by Sept 2013	Sian Williams Toynbee Hall) Dan Hopewell (Bromley-by-Bow Centre)	Existing Resources and Big Lottery funding
		§ Draft toolkit produced for consultation by Oct 2013 § Finalise toolkit and launch by Dec 2013	Dan Hopewell (Bromley-by-Bow Centre)	

	financial literacy and capability support services.	<ul style="list-style-type: none"> <li>§ Review the effectiveness of toolkit by March 2014</li> </ul>	Dan Hopewell (Bromley-by-Bow Centre)	
	<ul style="list-style-type: none"> <li>§ Maintain an online resource bank of financial inclusion and money management tools and information on local support service on the Council's website.</li> </ul>	<ul style="list-style-type: none"> <li>§ Ensure that the information on line is comprehensive and up to date, with links to the relevant services by Nov 2013</li> <li>§ Widely communicate the resource bank to the relevant services by Mar 2014</li> </ul>	Maura Farrelly (Tower Hamlets Council – Economic Development)	Existing Resources
	<ul style="list-style-type: none"> <li>§ Provide information on money management and financial inclusion for practitioners supporting parents.</li> </ul>	<ul style="list-style-type: none"> <li>§ Disseminate information via parents' newsletters and resources for practitioners three times a year</li> <li>§ Awareness raising network meeting for practitioners to be held three times a year</li> <li>§ Training delivered to practitioners by April 2014</li> </ul>	Jill McGinley (Tower Hamlets Council, Parent and Family Support)	
	<ul style="list-style-type: none"> <li>§ Develop information and training for frontline GP services such health care assistants to incorporate financial health and welfare benefits awareness into all autumn flu vaccination clinics.</li> </ul>	<ul style="list-style-type: none"> <li>§ Initial health checks with 2 organisations by Oct 2013.</li> <li>§ Further health checks with 3 organisations by July 2014.</li> <li>§ Incorporate financial inclusion information into all autumn flu vaccination clinics.</li> <li>§ Work with 5 front-line GP services by July 2014 to develop information and training on financial inclusion.</li> </ul>	Dan Hopwell (Bromley By Bow Centre) With support from Tim Madelin (Council - Public Health)	Existing Resources
	<ul style="list-style-type: none"> <li>§ Review and expand the programme of financial inclusion training for practitioners in frontline youth and community services, social care services and children centres</li> </ul>	<ul style="list-style-type: none"> <li>§ Develop and maintain a database of practitioners trained – on going</li> <li>§ Review the outcomes of the Year 1 training programme by Oct 2013</li> <li>§ Plan the rollout of the Year 2 training based on the learning from year 1 by Dec 2013</li> </ul>	Gary Wells ((FITH co-ordinator Toynbee Hall)  With support from Charlotte Saini (Tower Hamlets Council, Education, Social Care and Wellbeing)	Existing Resources  Big Lottery Fund
<b>1.1.2 Targeting financial inclusion and money management support at key</b>	<ul style="list-style-type: none"> <li>§ Work with Social Housing Providers and housing options service to develop information and advice on money management issues,</li> </ul>	<ul style="list-style-type: none"> <li>§ Identify and share good practice examples with RPs through the borough's housing management group – ongoing.</li> </ul>	Maura Farrelly (Tower Hamlets Council – Economic Development)	Big Lottery Funding

transition points in people lives.	particularly for new tenants and those who maybe potentially vulnerable to falling into arrears.	§ Explore options and good practice on assisting under-occupying households affected by the bedroom tax – Sept 2013	Tracey St Hill ((Tower Hamlets Council –Strategic Development)	
		§ Produce an information pack for all new social housing tenants that includes information on financial inclusion services and advice on managing your money, debts, credits and insurance by April 2014	Dan Hopwell (Bromley By Bow Centre) With support from Beverley Greenidge (THH) Debbie Davis ((East End Homes)	
		§ Produce information materials for private rented tenants, particularly those affected by welfare reform changes	David Gingell (Tower Hamlets Council – Housing Options Service) Sian Williams (Toynbee Hall)	
	§ Develop a co-ordinated support services framework for residents who may experience barriers /challenges with managing their finances when universal credit is introduced	§ Establish a multi-agency project steering group with representatives from LBTH directorates ,JCP , housing providers and voluntary sector agencies – August 2013 § Develop procedures for identifying customers support needs in claiming and managing universal credit payments and referring them to appropriate services	Louise Russell ( Tower Hamlets Council) Maura Farrelly (Tower Hamlets Council Jashooda Pindora (JCP)	
	§ Work with Skillsmatch, JCP and other employment support services to provide information and advice on money management issues, and in work benefits and tax credits for residents starting work.	§ Work with JCP to ensure those starting work for the first time, or returning to work, receive information on managing their money – Sept 2013	Maura Farrelly (Tower Hamlets Council – Economic Development) Dan Hopwell (Bromley By Bow Centre ) Sian Williams (Toynbee Hall)	Existing Resources / Big Lottery Funding
		§ Incorporate financial inclusion health checks and money management support into employability services offered by Skillsmatch –Oct 2013		
	§ Work with frontline staff to improve the screening of financial capability and money management issues of vulnerable residents as part of their assessment processes, and ensure that money management is part of overall support packages.	§ Work with education, schools and social care services to review current Common Assessment Framework (CAF) and explore ways of improving the screening of financial capability of vulnerable residents by December 2013.	Charlotte Saini (Tower Hamlets Council - ESCW) Clare Skidmore (Tower Hamlets Council -	Existing Resources
		§ Work with health trainers and the Family Nurse Partnership to provide information on money management issues for new parents	Tim Madelin (Tower Hamlets Council, Public Health) Sian Williams (Toynbee Hall)	
		§ Explore ways of improving financial capability issues and financial management support needs of domestic violence victims	Sharmen Narayan (Council – Domestic Violence and Hate Crime)	
		§ Strengthen the financial capability assessment and identification of support needs of people presenting as homeless	David Gingell (Council – Housing Options Service) Sian Williams (FITH / Toynbee Hall)	

		§ Ensure that money management advice and support is provided for the service users of Supporting People service	Carrie Kilpatrick (Tower Hamlets Council, Supporting People)	Existing Resources
		§ Develop a range of 'Let's Talk About Money' activities and initiatives for older people.	Linkage Plus, with support from Jamie Bird (Tower Hamlets Council, ESCW ) and Gary Wells (Toynbee)	
<b>Objective 1.2: Improve access to financial education and money management resources by:</b>				
<b>1.2.1 Reviewing existing financial education provision.</b>	§ Conduct a review of the demand for financial education provision and implement action plan to address the findings of the review	§ Map the take up of existing training courses and identify gaps in provision by Oct 2013	Kristina Leonnet (Quaker Social Action)	Big Lottery funding
		§ Publicise existing Programmes and timetable by Nov 2013.		
		§ Develop a range of financial capability courses and programmes to help meet demand by December 2013	Sian Williams (Toynbee Hall) Dan Hopewell (BBC ) Kristina Leonnet (QSA)	
<b>1.2.2 Supporting residents to be trained as in money management.</b>	§ Recruit and train residents as 'Money Mentors' through the FITH 'Money Mentors Pilot Project'.	§ Recruit and train up to 50 residents as 'Money Mentors' by July 2013.	Gary Wells (Toynbee Hall)	Big Lottery Funding
		§ Conduct a review of the first phase of the scheme by December 2014.		
	§ Explore the potential for expanding the money mentors programme to other community volunteers	§ Work with voluntary and community organisations, in the borough including disability and faith organisations to train their members as 'Money Mentors'.	Gary Wells (Toynbee Hall)	Existing Resources
	§ Incorporate money management training into ESOL, and other adult literacy and lifelong learning courses.	§ Embed money management training into all stages of ESOL, adult literacy and lifelong learning courses by Sept 2013	Lucia Lachnitova ( Tower Hamlets Council, Lifelong Learning)	
<b>1.2.3 Continuing to support children and young people's education providers to embed financial education into their services.</b>	§ Review the extent to which Financial Education has been incorporated into the local schools through the PSHE curriculum which will be a statutory curriculum requirement from 2014.	§ Using the Healthy Schools Review process, undertake an audit of local schools to be carried out by Dec 2014.	Charlotte Saini, (Council - ESCW)	Existing Resources
		§ Report produced by March 2015.		
	§ Encourage and support schools and colleges to utilise PFEG and other online financial education resources, and to participate in initiatives such as 'My Money Week'.	§ Disseminate information via Heads bulletin and newsletter. § Awareness raising network meeting / resources sharing with school practitioners to be held 3 times a year. § Healthy Lives Team to take a lead in organising 'My Money Week' in TH schools every year.	Kate Smith, Healthy Lives Team (Council - ESCW)	Existing Resources

§ Identifying and promoting appropriate monitoring and evaluation tools.	§ Identify and promote appropriate monitoring and evaluation tools, and good practice.	§ Monitoring and evaluation toolkit to be produced and shared by December 2013 § Promote good practice standards in financial capability services	Sian Williams (Toynbee Hall)	Existing Resources
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<b>Theme 2</b>		<b>Access to appropriate financial products and services</b>		
<b>Objective 2.1: Work in partnership with the financial services industry to increase access to suitable financial products and services for low income households by:</b>				
<b>Key Action Points</b>	<b>Activities</b>	<b>Milestones Target Date</b>	<b>Lead</b>	<b>Resources</b>
<b>2.1.1 Promoting Credit Unions and other basic banking and transactional accounts.</b>	§ Work with local banks, building societies and credit unions to promote accessible basic bank accounts, transactional accounts, 'Jam Jar' accounts and saving accounts for residents.	§ Information leaflet for local consumers by March 2014. § Work with stakeholders to explore ways of addressing the accessibility needs for disabled people by December 2014	Sian Williams (Toynbee Hall) Danielle Paffard (London Community Credit Union)	Existing Resources Big Lottery Funding
	§ Provide information for frontline staff to signpost residents who are having difficulty opening bank accounts to relevant support services including Toynbee Hall and the Credit Union.	§ Incorporate information on access to bank accounts and access to affordable credit in financial inclusion training for frontline practitioners ( June 2013)	Gary Wells (Toynbee Hall)	Existing Resources Big Lottery Funding
	§ Promote Credit Union membership in the community and work place.	§ Deliver the Credit Union 'Champions Project' by March 2014. § Increase membership of the Credit Union in TH by 10% every year from March 2013. § Joint marketing campaign / communication strategy to be developed to promote the benefits Credit Union December 2013. § Work with community and faith organisations in disseminating information about the Credit Union – December 2013	Colin Eddy (London Community Credit Union)  Ian Moseley (LBTH Trading Standards)	Existing Resources

<b>2.1.2 Improving availability of free ATMs in the borough.</b>	§ Identify geographical hotspots where there are no free ATMs and explore the potential to address this gap.	§ Produce geographical hotspot report with recommendations for all key financial services / LBTH business and other stakeholders by December 2013. § Explore the potential of encouraging convenience stores to consider the business case for hosting free ATM machines in their shop.	Sian Williams (Toynbee Hall)  John McCrohan (LBTH Trading Standards)	Existing resources
<b>2.1.3 Ensuring that residents have the knowledge and confidence to use financial products effectively.</b>	§ Promote basic information on banking, savings and credit products to raise residents' levels of awareness, skills and confidence so that they can choose and use appropriate financial products to meet their needs.	§ Three money management workshops for residents delivered by December 2013 § Understanding financial products part of the Money Mentors project and 50 Money Mentors trained annually	Gary Wells (Toynbee Hall) Dan Hopewell (Bromley-by-Bow Centre)	Existing resources Big Lottery Funding
<b>Objective 2.2: Widen access to and availability of affordable credit for people on low incomes by:</b>				
<b>2.2.1 Promoting access to affordable credit.</b>	§ Work with key stakeholders, including the Credit Union, to develop appropriate referral routes for access to affordable credit for low income households.  § Analyse and review take up of the localised social fund grant including number of people referred to the credit union.	§ Information leaflets produced by Dec 2013  § Maintain up-to-date database of localised social fund grant applicants and beneficiaries	Dan Hopewell (Bromley-by-Bow Centre)  Maura Farrelly (Tower Hamlets Council, Economic Development)  Jon Graham (Tower Hamlets Council, Resources)	Existing resources
<b>2.2.3 Raising awareness of illegal money lending including support available for victims.</b>	§ Work with the illegal money lending team to identify loan shark activity, take appropriate legal action, support for victims and inform residents of the consequences of illegal money lending.	§ Work with the illegal money lending team to identify hotspots of loan shark activity and prioritise areas for credit union publicity identified by December 2013. § Ensure all victims of loan sharks identified by Trading Standard Team are referred to the illegal money lending team and recommended to join a credit union.	John McCrohan (LBTH Trading Standards)	Existing Resources

Theme 3		Access to debt and money advice		
Objective 3.1 : Ensure that residents, particularly vulnerable residents, are aware of and understand debt advice services and options available to them by:				
Key Action Points	Activities	Milestones / Target Date	Lead (s)	Resources
<b>3.1.1 Providing holistic and proactive approaches to money and debt advice for vulnerable households.</b>	§ Review existing triage system used by advice agencies for both generalist and specialist debt advice and money management support.	§ Provide guidance on best practice § Re- establish Money Advice Forum to review existing provision and share good practice § Identify gaps in provision and areas for improvement by March 2014	Dolly Galvis (Toynbee Hall) Steph Dickinson (THCAN)	Existing Resources
	§ Develop a robust referral process, supported by training and guidance, to enable front line staff to know what services specialist agencies offer and to appropriately refer clients to	§ Ensure that referral processes for debt management part of financial inclusion training for frontline practitioners § Include information on all forms of debt advice service on the online resource tool for practitioners	Maura Farrelly (Tower Hamlets Council, Economic Development)	Existing Resources
Objective 3.2 : Work with creditors to promote early identification and intervention for residents with debt or money management problems by:				
<b>3.2.1 Better co-ordinating and sharing information on debt and money advice services in the borough.</b>	§ Regular co-ordination meetings between advice agencies, LBTH benefit and recovery officer, social landlords to review current strategies, policies & actions	§ Organise liaison meetings 3 times a year to ensure on going information sharing and coordination between council departments, social landlords and advice agencies in TH.	Maura Farrelly(D&R) Steve Hill ( Housing Benefit) Alan Fayter ( Council Tax Support )	Existing Resources
		§ Social landlords to share best practice on early intervention for customers showing signs of financial stress – on going	Beverley Greenidge (Tower Hamlets Homes)	
<b>3.2.2 Reviewing the Council's corporate debt policy</b>	§ Review LBTH and other local authority practices in debt recovery and identify any areas for improvements to ensure the Council's policy is as co-ordinated and sustainable as possible	§ Proactive systems for identifying clients with multiple debts by October 2013 § Information sharing protocols and processes for dealing with vulnerable debtors by December 2013	Roger Jones (LBTH Revenue Services)	Existing Resources

Cross-cutting theme - communications and awareness raising		Milestones / Target Date	Resources	Lead
<b>Objective: Raise awareness of financial inclusion services</b>				
Develop a co-ordinated approach to communicating financial inclusion messages and services in the borough	§ Develop a comprehensive partnership communication plan for promoting financial inclusion.	<ul style="list-style-type: none"> <li>§ Develop a set of key financial inclusion messages, as part of the FITH branding</li> <li>§ Produce 6-weekly articles in East End Life and other stakeholder publications.</li> </ul>	Sian Williams (Toynbee Hall)	Existing Resources
		<ul style="list-style-type: none"> <li>§ Encourage statutory and housing partner agencies to embed the objectives of the strategy into their business and delivery plans</li> <li>§ Maintain up-to-date on line information for practitioners and links to key stakeholders websites</li> <li>§ Develop a programme of awareness raising and preparation for Universal Credit in conjunction with the Welfare Reform Task Group</li> </ul>	Maura Farrelly (Tower Hamlets Council, Economic Development) Sian Williams (Toynbee Hall)	
	§ Maintain an up to date FITH 'Directory of Providers' with information, support and training on financial capability and money management, and provide links to the directory on the websites of all the key local organisations.	§ To be reviewed by FITH Network on a quarterly basis.	Kristina Leonnet (Quaker Social Action)	
	§ Review communications strategy and effectiveness of targeted messages	To be reviewed by FITH Network on an annual basis	Sian Williams (Toynbee Hall)	Existing Resources