

# Lincoln Against Poverty

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**Lincoln Anti-Poverty Action Plan**  
**March 2014 - February 2015**

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The Lincoln Anti-Poverty Action Plan is a partner-led action plan owned by City of Lincoln Council to support its Strategic Priority of 'Protecting the Poorest People in Lincoln'. This action plan aligns to the Lincoln Anti-Poverty Strategy which has seven strategic objectives:

1. Helping people maximise their income
2. Making the move into work easier
3. Helping with the cost of raising a child
4. Breaking the link between poor health and poverty
5. Making sure older people get the services they need
6. Improving the conditions of people's homes
7. Working in a joined up way

For more information on the Lincoln Anti-Poverty Strategy, or to find out the latest news about the Lincoln Anti-Poverty Action Plan visit:

- [www.lincolnagainstopoverty.co.uk](http://www.lincolnagainstopoverty.co.uk)

To speak to someone about the Lincoln Anti-Poverty Action Plan or Strategy, please contact the Policy Unit:

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## Key

Actions that have been delivered

Actions that are in progress

**Objective one: Helping people maximise their income**

**Programme 1: Increase income**

Action	Start date	End date	Lead officer
1. Explore with COLC suppliers to what extent they pay the Living Wage to their staff working on COLC contracts	01 December 2014	31 December 2014	Heather Carmichael (COLC)
2. Lincoln Living Wage campaign <ul style="list-style-type: none"> <li>• Phase 1: Launch</li> <li>• Phase 2: Promote economic and business benefits</li> <li>• Phase 3: Promote social benefits</li> <li>• Phase 4: Consumer campaign</li> </ul>	01 January 2015	31 March 2016	James Wilkinson (COLC)
3. Deliver a programme of providing new council tenants with an incentivised Credit Union account <ul style="list-style-type: none"> <li>• Campaign re-launch being planned</li> </ul>	01 April 2014	31 December 2014	Andrew Staton (COLC)

**Programme 2: Increasing money management skills and confidence**

Action	Start date	End date	Lead Officer
1. Mapping exercise to understand extent of advice and support available across the county	01 April 2014	31 July 2014	Louise Thompson (LAN)
2. Develop a timetable of advice surgeries and make available via Lincoln Against Poverty website	01 October 2014	31 October 2014	James Wilkinson (COLC)
3. Lincoln Market Kitchen co-ordinator to attend Neighbourhood Working Team Meeting to raise awareness of Market Kitchen and provide marketing material for COLC customers	01 October 2014	31 November 2014	Marijke Chamberlain (LCC)
4. Signpost to the CAB Advice Guide in COLC payslips	13 June 2014	31 March 2015	James Wilkinson (COLC)
5. Signpost to debt advice and money advice in Your Lincoln	01 July 2014	31 July 2014	Julie Lea (COLC) James Wilkinson (COLC)
6. Signpost to debt and money advice in Tenants Magazine	01 January 2015	31 January 2015	Julie Lea (COLC) James Wilkinson (COLC)
7. Roll out Money and Debt Advice Cards in employers across the city to promote free money and debt advice providers in January 2015	01 November 2014	31 January 2015	James Wilkinson (COLC)
8. Signpost to the money and debt advice services provided on the CAB Advice Guide on Revenue and Benefits letters issued by the City of Lincoln Council	01 November 2014	31 March 2015	June Pitt (COLC)
9. Set up once a month CAB sessions for Ingeus clients, with the option to increase to twice a month sessions as referrals increase	01 April 2014	07 May 2015	Guy Eldridge (Ingeus)
10. Barclay's Bank to deliver life skills programme to COLC apprentices and traineeships	24 June 2014	30 September 2014	Jane Newman (COLC)

Action	Start date	End date	Lead Officer
11. Advertise 'Lincs 2 Advice' helpline on lampposts in deprived areas in Lincoln over the Christmas period	18 November 2014	17 February 2015	Melissa Boccock (LAN) James Wilkinson (COLC)
12. Lincolnshire Trading Standards and the Illegal Money Lending Team to co-write anti-loan shark articles for the Your Lincoln and Tenants Magazines	01 November 2014	31 January 2015	Louisa Harris (LCC) Steve Ward (IMLT)
13. Lincolnshire Advice Network delivery of a 'Helping you Manage your Money' service for free to individuals in Lincoln and across the county	01 April 2014	31 March 2015	Louise Thompson (LAN)
14. COLC Apprentices to undertake a Money for Life Challenge to promote Lincolnshire Credit Union to 16-24 year olds in the new year (workshops, information sessions, creation promotional material e.g. leaflets and posters)	05 December 2014	31 March 2015	Jason Dobbs (COLC)
15. HMP Lincoln has developed debt packs which include signposting information, and advice and facts on various money issues including bank accounts and credit unions. These are for any HMP Lincoln clients that request them, including those serving substantial sentences, remanded, due for release, working within their community team, or those seen in court.	01 December 2014	31 December 2014	Tom Duggan (HMP Lincoln)

### Programme 3: More help when the household budget runs out

Action	Start date	End date	Lead Officer
1. Council Tax discount scheme continued for 2014/15 and 2015/16	01 April 2014	31 March 2016	Martin Walmsley (COLC)
2. Promote the Exceptional Hardship Fund on Council Tax Bills	01 November 2014	31 March 2015	Bob Wagstaff (COLC)
3. Deliver a charity furniture, food and kitchen utensil collection scheme focusing on the West End and students vacating at the end of the academic year	01 May 2014	31 July 2014	Joy Blundell (Acts Trust)
4. Review COLC Fair Debt Collection Policy	01 April 2014	31 November 2014	Claire Moses (COLC)
5. Christians Against Poverty to deliver money awareness sessions for any COLC staff wanting to better understand their own finances	01 February 2014	31 March 2015	Simon Hoare (Christians Against Poverty)
6. Provision of debt awareness leaflets in the FIRST (Family Information and Release Support Team) Centre, which provides a range of support pathways for prisoners and families, including debt and finance advice	19 January 2015	31 March 2015	Tom Duggan (HMP Lincoln)
7. Signpost to debt and support awareness for families of prisoners on Facebook	22 January 2015	31 January 2015	Tom Duggan (HMP Lincoln)

**Programme 4: Limiting the impact of expensive credit**

<b>Action</b>	<b>Start date</b>	<b>End date</b>	<b>Lead Officer</b>
1. Deliver citywide four month 'Say No To High Cost Borrowing' campaign, warning people of the dangers of borrowing from high cost lenders, and promoting money and debt advice providers	01 October 2014	31 January 2015	James Wilkinson (COLC) Julie Lea (COLC)
2. Develop an advertising policy preventing payday lenders advertising in council publications/sites	01 June 2014	31 May 2015	Steve Welsby (COLC)
3. Block access to payday loan companies on City of Lincoln Council computers and signpost to Lincolnshire Credit Union	01 November 2014	31 November 2014	James Wilkinson (COLC)
4. Produce "Loan Wheels" to advise Credit Union customers and prospective customers of the true cost of different loan types	01 October 2014	31 October 2014	Linda Burden (Lincolnshire Credit Union)
5. Explore to what extent COLC suppliers already offer a payroll deduction saving scheme for their staff	01 December 2014	31 December 2014	Heather Carmichael (COLC)
6. Provide anti-loan shark leaflets to all new tenants	01 April 2014	31 March 2015	Sharon Mackie (COLC)
7. Lincoln Prison to distribute anti-loan shark leaflets	01 October 2014	31 March 2015	Rachel Henson (HMPS)
8. Anti loan shark livery on council DHCS vehicles for additional year 2014/15	01 April 2014	30 March 2015	Tim Whitworth (COLC)
9. Develop a incentivised scheme for parents in a deprived area of the city where regular saving with Lincolnshire Credit Union can result in a £10 incentive deposit.	01 February 2014	31 March 2015	Jose Bruce (COLC)

**Objective two: Making the move into work easier**

**Programme 1: Raising awareness of the support available**

Action	Start date	End date	Lead Officer

**Programme 2: Moving people into training**

Action	Start date	End date	Lead Officer
1. Run 'Discover Your Potential' course in Lincoln to support individuals with low skills to improve confidence and access volunteering opportunities as a stepping stone to employment	01 October 2014	31 March 2015	Ben Barley (VCS)
2. Secure two year funding for Volunteer Card – providing basic induction training to current and potential volunteers on health and safety, equality and diversity, safeguarding and customer care	01 May 2014	31 May 2014	Ben Barley (VCS)
3. Provide Supported Volunteering Service to provide mentors for volunteers with additional support needs. Also provides additional resource to host organisations with supporting volunteers.	01 October 2014	31 March 2015	Ben Barley (VCS)
4. Lincoln CAB to launch a Digital Inclusion Suite to enable people to access online services and applications, and get support doing so if needed	01 July 2014	31 July 2014	Neil Clurow (CAB) Louise Jardine (CAB)
5. Explore the need for coaching for people who need to go online to complete a benefit form through a review of progress following the delivery of the Lincoln CAB Digital Inclusion Suite	01 December 2014	31 March 2015	Sarah Pulford (CAB) Martin Walmsley (COLC)

**Programme 3: Helping people access jobs**

Action	Start date	End date	Lead Officer
1. Development of a NEETs One Stop Shop in the city centre	TBC	TBC	Jane Newman (COLC)

**Objective three: Helping people with the cost of raising a child**

**Programme 1: Supporting families to feed and clothe their children**

<b>Action</b>	<b>Start date</b>	<b>End date</b>	<b>Lead Officer</b>
1. LCC to deliver scheme with schools to increase FSM take-up	01 April 2014	31 May 2015	Denise Hornsey (LCC)
2. Explore how schools are using Pupil Premium innovatively e.g. best practice	01 October 2014	31 December 2014	Cllr. Karen Lee and Community Leadership Scrutiny Committee
3. Support the MASH Meals Scheme to develop into a citywide initiative	17 November 2014	31 March 2015	Elsbeth Liberty (MASH Meals) Paul Carrick (COLC)

**Programme 2: Supporting children to get involved in school life**

<b>Action</b>	<b>Start date</b>	<b>End date</b>	<b>Lead Officer</b>
1. Lincolnshire Children's University launch (with a particular focus on deprived areas)	16 July 2014	31 October 2014	Emile van der Zee (University of Lincoln)
2. Deliver a pilot Year 7 Savings Scheme in Lincoln Christ's Hospital School, where each Year 7 that signs up and saves over a 12 week period receives a £10 incentivised deposit by City of Lincoln Council, and financial education by Barclays	23 February 2015	31 March 2015	Linda Burden (Lincolnshire Credit Union) Claire Owen (Lincoln Christ's Hospital School)
3. Explore with Financial Inclusion Partnership what financial education they are able to offer to schools (particularly in Years 7 and 11)	01 December 2014	31 December 2014	James Wilkinson (COLC)
4. Accreditation of Lincoln Guildhall and Boultham Park with Lincolnshire Children's University	01 December 2014	30 January 2015	Charlie Powell (COLC)

**Objective four: Breaking the link between poor health and poverty**

**Programme 1: Helping to stop poverty making people ill**

Action	Start date	End date	Lead Officer
1. Lincolnshire Advice Network contact details to be added to Lincolnshire West CCG intranet site for GPs, and all GPs to be notified of the Lincolnshire Advice Network and its contact details	01 July 2014	15 August 2014	Louise Thompson (LAN) Craig Esberger (Lincolnshire West CCG)

**Programme 2: Helping those facing poverty due to illness**

Action	Start date	End date	Lead Officer
1. COLC to review equality analysis process to specifically incorporate impact on carers of the decisions it makes, and for this to be disseminated to staff	01 April 2014	30 April 2014	Alison Lewis (COLC)
2. Carers awareness sessions for City Council staff, helping staff to identify, help and signpost carers	17 July 2014	17 July 2014	Peta Hill (LCYCP) James Wilkinson (COLC)
3. COLC Customer Services staff and Health Trainers trained to become "Dementia Friends" by Alzheimer's UK	01 March 2014	31 January 2015	Simon Colburn (COLC)

**Objective five: Making sure older people get the services they need**

**Programme 1: Advice designed around the individual**

Action	Start date	End date	Lead Officer
1. LCC Good Life Leaflet to be included in all new COLC tenancy packs for people aged 60 and over	01 April 2014	31 March 2015	Sharon Mackie (COLC) Paul Carrick (COLC)
2. When notified of a death in joint tenancy, in the event of a surviving tenant the Housing Team to send details to Welfare Advice team of the death so that help and support can be provided at what can be a financially challenging time	01 October 2014	31 October 2014	Andrew Staton (COLC) Martin Walmsley (COLC)
3. Wellbeing Service to have a monthly pop-up information stand for customers in Barclays Bank Lincoln branch	01 May 2014	31 May 2014	Jayne Thomas (Age UK / Wellbeing Service)
4. Wellbeing Service to provide an awareness session for staff at Barclays Bank Lincoln branch	01 May 2014	31 May 2014	Jayne Thomas (Age UK / Wellbeing Service)



**Objective six: Improving the condition of people's homes**

**Programme 1: Reducing the cost of running a home**

Action	Start date	End date	Lead Officer
1. Develop and launch a bulk energy purchase scheme	Launch: 30 April 2014	Auction: 20 June 2014	Heather Carmichael (COLC)
2. Acts Trust Restore Project launched to up-cycle furniture and provide it for free to people signposted through their support services	01 July 2014	31 July 2014	Mike Darbandi (Acts Trust)

**Programme 2: Improving poor quality housing that makes people ill**

Action	Start date	End date	Lead Officer

**Programme 3: Helping people find a home that meets their needs**

Action	Start date	End date	Lead Officer
1. Recruit a Housing Liaison Officer to work with tenants and landlords to secure, and maintain, sustainable tenancies, through negotiation and advice.	01 June 2014	30 June 2014	Paul Lockwood (COLC)

## Objective seven: Continuing to work in a joined up way

### Programme 1: Keeping agencies in touch

Action	Start date	End date	Lead Officer
1. Develop a Lincoln Food Bank Forum to facilitate food banks to meet together and engage with other local service providers	01 April 2014	31 April 2014	James Wilkinson (COLC)
2. Undertake mapping exercise of food bank referral agencies and clients to identify gaps in take-up and referrals	01 September 2014	31 January 2015	James Wilkinson (COLC)
3. Develop and launch an anti-poverty website for partners to access and contribute to poverty related issues	01 July 2014	17 October 2014	Simon Walters (COLC) James Wilkinson (COLC)
4. Lincoln Against Poverty Conference 2015	24 February 2015	24 February 2015	James Wilkinson (COLC)
5. Explore further the role of the Lincolnshire Advice Network in tackling poverty	01 July 2014	31 July 2014	James Wilkinson (COLC)

### Programme 2: Supporting partners to make a difference

Action	Start date	End date	Lead Officer
1. Support Credit Union to redevelop their website	01 February 2014	22 April 2014	Kevin Galjaard (COLC)
2. Provide communications support for the launch of Lincolnshire Credit Union in City Hall	01 September 2014	31 October 2014	Julie Lea (COLC)
3. Partners providing money advice in Lincoln to attend Money Mentors course run by Money for Life (Lloyds Banking Group) and receive qualification	13 Nov 2014	20 Nov 2014	Joanne Crookes (COLC)
4. Lincolnshire Credit Union to relocate both administration office and front desk to City Hall	01 May 2014	30 September 2014	Joanne Crookes (COLC) Mark Wheeler (COLC)
5. COLC to provide Lincolnshire Credit Union with some funding to help them achieve sustainable funding	01 April 2014	30 April 2014	Angela Andrews (COLC)
6. Explore linkage with Lincolnshire Financial Inclusion Partnership Action Plan	01 June 2014	30 June 2014	James Wilkinson (COLC)
7. Distribute anti-loan shark leaflets, Christians Against Poverty employment and debt leaflets, Lincolnshire Community Assistant Scheme, Restore Centre, and City of Lincoln Council benefits leaflets to people seeking refuge in an emergency shelter in the city centre	01 June 2014	31 March 2015	Rev. Jeremy Cullimore (BeAttitude)

Action	Start date	End date	Lead Officer
9. City of Lincoln Council customer services staff to pilot signposting customers wanting a bulky collection service to Restore Furniture Project, Nomad Furniture Shop and British Heart Foundation Shop	01 November 2014	31 January 2015	Steve Bird (COLC) Jo Crookes (COLC)
10. Following a review of the bulky waste collection pilot (above), this has been adopted as an ongoing pilot	01 February 2015	28 February 2015	Steve Bird (COLC) Jo Crookes (COLC)
11. Lincolnshire Credit Union to hold an event in City Hall encouraging COLC and LCC staff to sign up to a Salary Deduction Saving Scheme – to coincide with World Hello Day	21 November 2014	21 November 2014	Linda Burden (Lincolnshire Credit Union)
12. Production of a Moorland Directory, signposting residents in the most deprived area of the city to organisations that can provide advice and support	01 January 2015	12 January 2015	Jose Bruce (COLC)

### Programme 3: Communicating the work of this group

Action	Start date	End date	Lead Officer
1. Develop a media campaign to promote and support the anti-poverty work	01 June 2014	31 March 2015	Julie Lea (COLC)
2. Keep partners informed on the development of the Anti-Poverty Action Plan	01 May 2014	31 March 2015	James Wilkinson (COLC)