



West Lothian Council

COUNCIL EXECUTIVE

BETTER OFF: WEST LoTHIAN MONEY WEEK 2011

REPORT BY HEAD OF AREA SERVICES

A. PURPOSE OF THE REPORT

To inform the PDSP of the success of the first 'Better Off: West Lothian Money Week, that took place from 21 to 26 November 2011

B. RECOMMENDATIONS

That the Council executive note the report and agree to the Week being held again in autumn 2012

C. SUMMARY OF IMPLICATIONS

I Council Values	Focusing on our customers' needs Being honest, open and accountable Providing equality of opportunities Making best use of our resources Working in partnership
II Policy and Legal (including Strategic Environmental Assessment, Equality Issues, Health or Risk Assessment)	None
III Implications for Scheme of Delegations to Officers	None
IV Impact on performance and performance Indicators	Council services will use individual outcomes from engagement with customers during Money week in their performance reporting
V Relevance to Single Outcome Agreement	The week formed part of the West Lothian Anti Poverty Strategy that is aligned to outcomes in the Single Outcome agreement
VI Resources - (Financial, Staffing and Property)	None

- VII Consideration at PDSP** A meeting of the Partnership and Resources PDSP was held on 20th January agreed to recommend the report to the Council Executive
- VIII Other consultations** With a wide range of partners who were involved in the planning, delivery and review of the Money Week.
With partners in the West Lothian Anti Poverty Strategy Development Group

D. TERMS OF REPORT

The first 'Better Off; West Lothian Money Week' was a great success. Throughout the week a variety of partners hosted over 50 events and most of these were well attended. Over 1,100 people in total attended the events. Customer feedback was very positive and services are engaging with more than 50 people as a result of contacts made during the week. Feedback from staff from the Council and partnership organisations was also very positive. For example, 11 staff have signed up for 'Money for Life' courses as a result of attending a taster session during the week.

The report has one Appendix, Better Off: West Lothian Money Week. This appendix details the preparations involved in delivering Money Week, has descriptions of the main events and makes recommendations following a review and evaluation of the operation of the Week.

E. CONCLUSION

The Money Week was very successful in meeting its aim of informing the West Lothian public of the financial help and advice available in West Lothian. Evaluation has shown that much of the week's content was well attended and relevant to the public. The main exception to this was those events aimed at people in lower paid work. These events were not well attended and we need to reconsider how better to engage with these groups. Following the evaluation we make the following recommendations

Events

- Events targeted at people in work were unsuccessful, with very low attendances. We need to rethink and improve for Money Week 2012
- The number of events was too high. This meant that we were not able to effectively promote some smaller events. We will reduce the number in 2012
- The large 'flagship' events had very good partner participation and public attendance. We will concentrate on these in 2012

Planning and Organisation

- Money Week 2011 was organised in a space of 11 weeks. This was too short a time for some partners to organise their activities. We will begin to plan Money Week 2012 in January.

Time of year

- We should have Money Week earlier in the calendar year, in early October. The weather affected the attendance at some of the events this year, and caused a barrier to having outdoor displays. It was also held too close to Christmas.

Funding

- We managed to attract some private sponsorship, and need to attract more in 2012. Therefore we need to have a rough programme of events ready in summer 2012.

Publicity

- What we did this year worked well in the main. We need to evaluate our communication strategy with Corporate Communications early in the new year.

Participation

- More agencies that deliver services to the people in West Lothian under the anti-poverty agenda need to be better engaged. Schools should be actively encouraged to participate and ways in which they can be involved identified. We will attempt to engage better with the voluntary sector through Voluntary Sector Gateway

Partner expectations

- From the onset, clarity is needed about roles and responsibilities, what participating agencies need to know and what support they need and can expect.

Partner Evaluation

- Most partners responded to requests for some form of evaluation We will review how we got feedback and improve for 2012.

F. BACKGROUND REFERENCES

- Appendices/Attachments: Appendix 1 'better off: West Lothian Money Week

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