

Newport Financial Inclusion Action Plan (August 2013 – August 2014)

Theme 1: Access to Mainstream Financial Services and Debt Advice

Vision: A Newport in which all citizens can access a wide range of affordable financial services / products that suit their individual needs. Where 'Free to the Client' financial services, debt and Welfare Reform advice are readily available and accessible, meeting fully the needs of individuals requiring assistance.

Ref.	Task Description	How will progress be monitored
1.1	<p>Assessment of current position of Newport Credit Union and NCC Housing Options to understand use of Credit Union rent accounts by Newport residents.</p> <p>Promotion of Credit Union rent and other accounts such as CredEcard via the Financial Inclusion Forum and financial advice surgeries.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The number of new accounts created.</p>
1.2	<p>Creation of a Smart Marketing Campaign to promote financial services, products and debt advice in Newport via digital media.</p> <p>Creation of a Money Advice webpage on the Newport City Council website to promote the Financial Inclusion Forum and members services / products.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The number of hits on the Money Advice webpage and feedback forms from service users indicating where they heard about the service.</p> <p>An increase in awareness of financial services in Newport resulting in the reduction in debt advice enquiries. Citizens Advice Bureau, Housing Associations & NCC Housing Options to provide data on number of enquiries received.</p>

Theme 2: Increasing Financial Capability and Providing Affordable Credit and Savings

Vision: A Newport where people are actively involved in financial education from childhood to later life. Where they are constantly acquiring new knowledge and skills that will help them to better manage their finances and make more informed financial decisions. Ensuring a range of accessible and affordable credit options are available to people on low incomes and where the practice of predatory lending is eliminated.

Ref.	Task Description	How will progress be monitored
2.1	<p>Introduce / develop the School Gate Project (multi-agency advice project targeting parents at the end of the school day) and roll out to primary & secondary schools in Newport.</p> <p>Co-ordination of literature from Financial Inclusion Forum members and other sources to create 'Parents Guide to Money' and 'Pupils Guide to Money' packs to be handed out as part of the School Gate Project.</p> <p>Increase awareness of Credit Union accounts and establish access to savings for Secondary School pupils in Newport.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The number of schools involved in the project.</p> <p>Feedback forms from parents & school pupils.</p> <p>An increase in awareness of financial services in Newport resulting in the reduction in debt advice enquiries. Citizens Advice Bureau, Housing Associations & NCC Housing Options to provide data on number of enquiries received.</p> <p>The number of secondary school pupils with a savings account.</p>
2.2	<p>Assessment of financial services and debt advice available to all tenants and home owners across Newport.</p> <p>Identify areas & groups where debt, financial problems, repossessions and tenant evictions may be highest and where people may be victims of predatory lending.</p> <p>Increase awareness of range of accessible and affordable credit options, financial advice and support in the top three target areas via face-to-face workshops in local venues.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The location of financial services & debt advice being mapped and two target areas identified by September 2012.</p> <p>The number of face-to-face workshops held in target areas.</p>

Theme 3: Income Maximisation

Vision: A Newport in which people are encouraged and supported to maximise their income and where fuel poverty is eradicate.

Ref.	Task Description	How will progress be monitored
3.1	<p>Creation of a 'Fuel Poverty Awareness' leaflet to provide Newport residents with information and advice about fuel poverty and maximising income.</p> <p>Promotion of the 'Fuel Poverty Awareness' leaflet via the Smart Marketing Campaign (Task 1.2).</p> <p>Promotion of the 'Fuel Poverty Awareness' leaflet with Financial Inclusion Forum members & development of an effective signposting / referral system.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>An increase in awareness of fuel poverty in Newport. Identified by the number of referrals and applications received and by the number of properties insulated.</p> <p>An increase in the overall number of properties that are insulated in Newport. NCC Private Sector Housing to provide data on the number of applications successfully processed. Housing Associations to provide data on the number of referrals made.</p>
3.2	<p>Co-ordination of different energy efficiency funding streams available to Newport residents.</p> <p>Promotion of the NCC Affordable Warmth Strategy (and other funding streams available to increase energy efficiency in Newport) to Financial Inclusion Forum members and development of an effective signposting / referral system.</p> <p>Promotion of the Government's Green Deal Scheme (or alternative Government energy efficiency scheme available from November 2012) to private and public sector tenants and home owners across Newport.</p>	<p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The success of Arbed and Community Energy Saving Schemes in Newport. NCC Private Sector Housing to provide data on the number of applications successfully processed. Housing Associations to provide data on the number of referrals made.</p> <p>Progress to be monitored and co-ordinated by the Lead Body via the following indicators:</p> <p>The success of the Green Deal Scheme (or alternative scheme) in Newport. NCC Private Sector Housing to provide data on the number of applications successfully processed. Housing</p>

		Associations to provide data on the number of referrals made.
3.4	Extension of the Money Advice Service in Newport by partner agencies providing local venues for surgeries.	Progress to be monitored and co-ordinated by the Lead Body via the following indicators: The number of surgeries held.