

Financial Inclusion Strategy – Response to Consultation Findings

Overview

Overall, the vast majority of respondents were supportive of the proposed vision, priorities, action plan and working group for the strategy.

Table of key percentages:

To what extent do you agree or disagree with...?	% of agreement
The overall vision	82.4%
The four proposed priorities	91.4%
P1: 'Access to Financial Support, Products and Services' should be a priority	94.3%
The proposed actions for delivering priority 1	91.5%
P2: 'Communication, Collaboration and Coordination' should be a priority	82.9%
The proposed actions for delivering priority 2	85.7%
P3: 'Digital Skills and Inclusion' should be a priority	88.6%
The proposed actions for delivering priority 3	94.1%
P4: 'Financial Skills and Capabilities' should be a priority	100%
The proposed actions for delivering priority 4	88.2%
The proposed working group	79.4%

All comments made in the public consultation survey have been reviewed and considered. Recurring themes and key comments have been addressed where appropriate (please refer to the table below).

Key Comments	Frequency	Council Response
Would like to receive face to face/ in person support	8	<p>We will look into delivering in person financial skills training to residents as part of action 24.</p> <p>We will also continue to provide offline support for users who cannot or will not use online services (action 22).</p> <p>Residents are able to contact the council via phone, post, online and in-person.</p>
Would like to see young people taught financial education in schools.	8	<p>We will work with training centres and local schools to provide financial awareness training and build financial management skills for when they leave education and enter employment (action 23).</p> <p>We will commit to exploring ways in which local services and suppliers can promote financial inclusion in Blackpool as part of their social value offer (action 29).</p>
Need to advertise and make information more accessible to help raise awareness and understanding of what support is available	6	<p>We will develop a marketing campaign on current service provisions to increase the awareness of current service providers to residents (action 12).</p>

Key Comments	Frequency	Council Response
Would like to see residents/people with lived experience of financial difficulties included and involved.	6	We will invite residents with lived experience of financial exclusion to join the working group. Ways to further involve residents with lived experience of financial exclusion will be discussed as part of ongoing discussion with the working group.
Mental health support	6	Services offering mental health support for people experiencing financial difficulties will be included in the 'directory of current service providers' (action 10). The aim of the actions to support residents in improving their financial and digital skills is to enable individuals to better understand and manage their money and as a result reduce financial stress and anxiety.
Would like to see priorities and support for older people e.g. digital skills	6	The Working Group will continue to ensure the action plan is inclusive and reflective of the needs of our diverse community. For example, we will continue to provide offline support for users who cannot or will not use online services (action 22) We will deliver and promote digital skills training to residents (action 16) and will map digital skills provision across the town to identify gaps (action 17).
Educate residents on long term financial management e.g. how budget, save, and handle money.	6	We will develop an awareness campaign to build awareness about the importance of financial management (action 26) and deliver financial skills training to residents (action 24 and 27).
Suggestions on who should be invited to the working group were made	5	The suggested groups/organisations will be considered and invited to join the working group.
Financial literacy and support should be simplified	5	We are committed to ensuring equality of access and opportunity for the population of Blackpool. We will use plain language to ensure that information is easy to understand. Our Financial Inclusion Strategy contains a glossary to help readers better understand key terms.
Would like to receive printed copies of information	5	We will develop an online and offline marketing campaign on current service provisions to increase the awareness of current service providers to residents (action 12). We will consider producing public facing posters, leaflets and flyers about services to be distributed across the town as part of the offline campaign.
Would like to see support provided at community centres.	5	We will explore potential for utilising currently underused community centres to encourage community-led initiatives to increasing financial

Key Comments	Frequency	Council Response
		resilience and promote community cohesion (action 15).
Maximising income is an issue because some residents do not have enough money to live on and so cannot afford to budget, save or purchase insurance.	5	To maximise resident's incomes, we will encourage customers to claim the benefits they are entitled to by improving access to information on eligibility criteria (action 6).
Practical concerns over producing and maintaining a service directory e.g. easily outdated or potential to increase service demand	4	These concerns will be considered and taken forward as part of the ongoing discussions with working group.
Concerns over poor uptake/lack of buy in from residents	4	Ways to involve residents to encourage buy-in will be considered and taken forward as part of the ongoing discussions with working group