

## Appendix 2e: Financial Inclusion Strategy

Response to key comments raised on the draft Financial Inclusion Strategy (2022-2027) by the Scrutiny Leadership Board.

Key Comments	Response
That it did not include reference to low paid single workers who were unlikely to qualify for any additional help or benefits and what could be done to support this cohort.	<p>Low paid workers have been added to the ‘Who is Financially Excluded?’ section of the strategy.</p> <p>In order to support low paid workers to take steps to improve their pay, we will coordinate with local employers to determine ongoing skills requirements and upskill users of the service accordingly (action 32).</p> <p>We will also develop an awareness campaign to signpost individuals to current support, training and development opportunities on offer for those working in low paid and informal work who wish to make the transition into higher paid, formal work (action 17).</p>
The importance of digital inclusion for all residents and ensuring a wide range of publicity was utilised.	<p>We will deliver and promote digital skills training to residents (action 19).</p> <p>We will promote the Council’s Digital Equipment Recycling Scheme (Digital Blackpool) to encourage the borrowing of repurposed council laptops and portable routers (action 21).</p> <p>We will promote online services to customers by increasing their awareness of the benefits of online services e.g. online services are more time and cost effective than offline services (action 23).</p>
The extra pressure placed on private tenants required to purchase electric cards off landlords or from local shops and those with coin-operated meters which could often have a mark-up making prices even higher.	<p>These concerns will be considered and taken forward as part of the ongoing discussions with working group.</p> <p>We will lobby MP’s to bring about changes in the regulation of the use of meters by landlords in the private rented sector (action 10).</p>
The importance of education and ensuring that Blackpool residents could upskill themselves. It was considered that the value of education should be promoted through the Strategy. This should also include financial education.	<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 26).</p>

	<p>We will work closely with all stakeholders to support the Multiply programme in order to deliver interventions to support residents to improve their maths and to develop budgeting skills to support work, home and life (action 30).</p> <p>We will coordinate with local employers to determine ongoing skills requirements and upskill users of the service accordingly (action 32).</p>
<p>Concern was also expressed regarding the risks attached to the informal economy, for example, pyramid schemes and sales on ebay and it was considered that the Strategy should include reference to this in addition to information on lower risk generation of wealth and the opportunities available.</p>	<p>Informal Economy Workers have been added to the 'Who is Financially Excluded?' section of the strategy.</p> <p>We will develop an awareness campaign on the risks associated with work in the informal economy (action 18).</p> <p>We will also develop an awareness campaign to signpost individuals to current support, training and development opportunities on offer for people working in low paid and informal work who wish to make the transition into higher paid, formal work (action 17).</p>