

# Fairness Matters Summary

If we work together with real ambition plus a focus on individuals' wellbeing we will have a substantial impact.

The Commission's remit was to:

'Take a strategic overview of the scale, scope and nature of poverty in Fife and the effectiveness of activity currently undertaken to address such poverty. To report with recommendations to Fife Council and Fife Partnership by November, 2015.'

Ways of Working required:

- Open and transparent about progress towards improving fairness
- Data driven and knowledge rich to improve what services are delivered and how
- Citizen focused and putting the capabilities, voices and assets of citizens and communities at the centre of approaches to fairness
- Mega-community approach involving public, private and voluntary sectors working together in partnership with citizens, families and communities

The membership of the Commission:

**Martyn Evans** (Chair), Chief Executive, Carnegie UK Trust

**Brendan Dick** Director, BT Scotland and Managing Director, BT Regions

**John Dickie** Scotland Director, Child Poverty Action Group

**George Dodds** Director of Health Equity, NHS Health Scotland

**Professor Duncan MacLennan CBE** Professor of Strategic Urban Management and Finance, St Andrew's University

**Satwat Rehman** Director, One Parent Families Scotland

**Professor Carol Tannahill** Director, Glasgow Centre for Population Health

**Dr. Katherine Trebeck** Policy and Research Advisor, Oxfam GB Global Research Team

**Pam Whittle CBE** Chair, Scottish Health Council Committee

**Nicholas Young** Stakeholder Manager (Scotland), Working Links

**Jim McCormick** Scotland Advisor, Joseph Rowntree Foundation (advisor to the Commission).

## Fairness Matters

A Fair Fife is where all residents have the capability to live good lives, make choices and reach their full potential

... and where all children are safe, happy and healthy

November 2015

THE  
**Fairer Fife**   
COMMISSION

# VISUAL EXECUTIVE SUMMARY









If we work together ..... with real ambition ..... plus a focus on individuals' wellbeing ..... we will have a substantial impact

**Analysis**  
 The Commission takes the view that ever widening inequality is neither natural nor intractable.

A Fairer Fife will be where the public, private and voluntary sectors are...

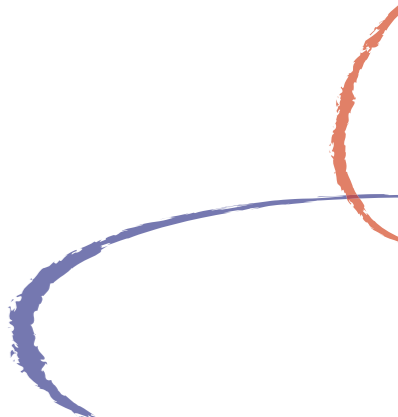
**Ways of Working required:**

- Open and transparent
- Data driven and knowledge rich
- Citizen focused
- Mega-community response

	<b>Ambitious</b> Inspiring and effective leaders on improving fairness over the next 15 years	.....	<b>Fife is in the top five Scottish local authorities for fairness measures</b>
	<b>Poverty-free</b> Eradicating deep and persistent poverty for individuals and families	.....	<b>6,488</b> people taken out of fuel poverty
	<b>Fair work</b> Championing work as a route out of poverty and to progression and advancement	.....	<b>1,402</b> fewer long-term unemployed
	<b>Affordable</b> Tackling the cost of living crisis to ensure everyone has sufficient resources for a decent and fulfilling life	.....	<b>£55.30</b> a week increase in median pay
	<b>Connected</b> Driving the universal availability and access to the opportunities and benefits offered by digital technology	.....	<b>3,008</b> more internet users
	<b>Empowered</b> Engaging and offering local control as the key to improving local public services and delivering better outcomes for citizens	.....	<b>35,494</b> more volunteers
	<b>Skilled</b> Protecting and promoting the life chances of young people to escape a generational poverty cycle	.....	<b>15,340</b> more people with qualifications
	<b>Healthier</b> Strengthening the understanding of what works in reducing health inequalities and scaling up and sustaining proven activities	.....	<b>9,530</b> people with a better mental health

**Outcome**

A Fife where all residents have the capability to live good lives, make choices and reach their full potential and where all children are safe, happy and healthy.



# THE COMMISSION PROCESS

- Commissioners met between January and November 2015, to discuss how all sectors can work together to eradicate poverty for the 75,000 people living in poverty in Fife
- Key stakeholders gave oral evidence at the Commission meetings
- Call for evidence
- Visits to collect personal testimony
- Resulted in aspirations
- 40 recommendations

'They should take a strong person-centred approach that puts dignity and respect at the heart of service delivery and take action to identify and change any practice that could contribute to excluding those in need.'

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'If Fife was in the top five Scottish local authorities for volunteering that would bring an additional one million hours of volunteer time a year (based on half hourly volunteering per week).'

FAIRER FIFE COMMISSION, PAGE 36

'This should form a new strategic intention to co-locate services in the places where people go every day or week and could significantly improve access.'

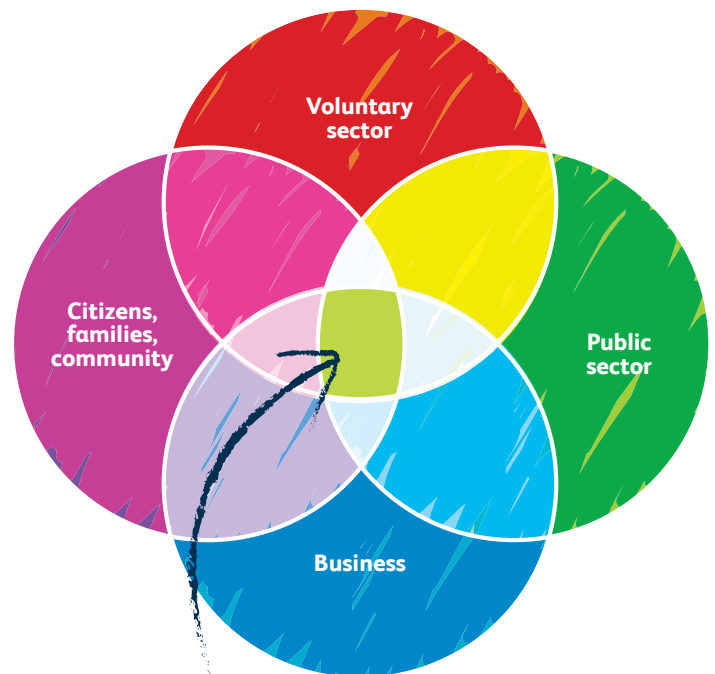
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## NEXT STEPS

There is no doubt that Fife has hugely capable, knowledgeable and committed people working in all sectors. Top down change will no longer be effective. Fife Council and the community planning partnership (Fife Partnership) have an important leadership and convening role, but change requires action from everyone living, employing, doing business and working in Fife.

For further information or to comment on the report please contact Robert McGregor, Sustainable Communities Programme Manager and Commission Secretariat, at [Robert.McGregor@ffe.gov.uk](mailto:Robert.McGregor@ffe.gov.uk)

## A Mega-communities approach to Fairer Fife



Real impact on fairness

THE  
**Fairer Fife**   
COMMISSION