

1999 2020 YEARS OF ADVICE, INFORMATIÓN AND GUIDANCE FOR THE PEOPLE OF INVERCLYDE

2020 ANNUAL REPORT



TRES, MARKEN

Our Mission Statement

what we try to do every day...

to relieve the poverty of the inhabitants of Inverclyde through information, advice and guidance



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Client Confidentiality

At Financial Fitness we take pride in putting our customers first. Our staff are committed to ensuring clients feel at ease and comfortable at all times through our non-judgemental approach. Each person we assist is treated with respect and all aspects of the service are completely confidential.

"Thank you for giving me peace of mind. Your staff are so friendly and re-assuring."

Company History

Our Background

Financial Fitness was established in 1999 to provide welfare benefit advice on an outreach basis to the residents of Inverclyde, Scotland.

National indicators of poverty and deprivation list the Inverclyde area as being in the worst 10% in Scotland. Furthermore, within Inverclyde approximately 15% of households are classed as multiply or severely deprived.

The Company's aim is to tackle poverty by ensuring local people have access to welfare benefit and financial advice and information in their own communities. We therefore tackle social exclusion, poverty and deprivation by providing a grass roots service of advice which is free, independent, impartial and confidential.

Furthermore, this service is provided in the local communities, through home visits or the use of various local venues which are easily accessible.

"You have made a big difference to my budget, thank you."

The key services we provide are:

- Advice on all welfare benefits
- Assistance with form filling, where appropriate
- Comprehensive benefit checks
- Better Off In Work calculations
- Money Advice
- Support to access bank accounts and other financial products
- Welfare benefit training
- Signposting clients to other services and agencies
- Home visits and community based surgeries
- Telephone, web and e-mail support

"I am grateful for the effort and respect I was shown." client

Structure & Sponsors

Company Structure

Financial Fitness is a Company Limited by Guarantee and a recognised Scottish Charity.

A eight-strong Board of Directors have overall control of the company whilst day-to-day operational activity is overseen by the Manager with practical support from the Office Manager.

Services are delivered primarily by our range of advisers who have a particular job focus, however roles are both shared and inter-changeable.

Sponsors

Financial Fitne ss would like to thank the following organisations for their support over the past year.

- Inverclyde HSCP
- Inverclyde Council
- Inverclyde Housing Association Forum
- The Big Lottery Fund
- The Scottish Government
- Bank of Scotland Foundation
- Scottish Legal Aid Board
- Comic Relief
- Robertson Trust

"The advice was invaluable. I now try and budget my money and try to save rather than buying on credit."



1999-2020 Stablished March 7990

21 years of information, advice and quidance for the people of Inverclyde

offices since 1999 based in Bogle Street, Greenock and we moved in 2002 to a more central location in Sir Michael Street. We have been in our current premises at West **Stewart Street** since 2009.

Intyre

We lost our friend and colleague Tam McIntyre in 2015 following a long battle with cancer. During his time as an Adviser, Tam supported over 5,000 clients, generating over £5m of unclaimed benefits for these individuals. and is never far from our thoughts.

Committee members to remember onger with past Management Committee members Donald McDonald, Dorothy Thomson, Norman Lovell and Margaret MacPhail, who are sadly no longer with us.

The team have grown significantly over the years, from 3 staff members in 1999 to our current team of 10 staff.

Financial Fitness

was established in

March 1999 thanks

to the efforts of

local volunteers and

with support from

Inverclyde Council.

our services **Financial Fitness initially** provided welfare benefits advice but over the past few years we have developed additional services, including debt advice, better off in work advice, financial education programmes and various, financial related training courses.

000 appo

Financial Fitness has provided over 63,000 advice appointments in the past twenty-one years.

and limited co

The organisation was established as a charity in January 2000 and also became a Company Limited by Guarantee in November 2003.

inancial gains

Our financial gains secured for clients has grown by around 1,500% since 1999!

triage

In 2016 we launched our successful telephone tri-age service which helps around 1,000 clients every year to get quick advice without the need for a face-to-face

app over £65 million benefics We have renerated over illion worth red 1999.

debt and pension age

Our Money Adviser has dealt with millions of pounds' worth of debt and pensions over the past ten years.

sources

The organisation has successfully delivered over 50 individual projects funded by various streams including Inverclyde Council, Scottish Government, DWP and Big Lottery.

Martin Lewis Martin Lewis (Money Saving Expert) praised the work of our organisation and highlighted the importance our advice has had for many individuals.

media

We embrace social media and regularly post updates and useful information via Facebook, Twitter and our website.



Our Management Committee provide over 500 hours of voluntary support every year.

on and

Financial Fitness won Inverclyde's Equalities and Inclusion award in 2013, 2014 and 2015, as well as Voluntary Organisation of the Year in 2015.

ecofriendly **Financial Fitness have** moved towards becoming paperless through the use of our electronic case management system, which was introduced in 2018.



ailty pro

Almost half of our staff have been recruited through a local employability programme designed to provide opportunities for unemployed young people.

the local econo nelping invested in **Financial Fitness** generates around £20 back into the local economy through unclaimed benefits and debt write-offs secured by our Advisers.

9: £7.5 million

2018-19 has been our most successful year to date, with the team securing just under £7.5m worth of unclaimed benefits and debt write-offs for Inverclyde residents.

Case Studies

lone

parent

total yearly

benefits accessed

£6,576 Miss C contacted us following her split from her husband. As a working lone parent, she was unsure if she was due any benefits and had no experience of the welfare system. Our Adviser carried out a benefit check and identified a number of benefits she could claim based on her income. The claim forms were completed and submitted, resulting in successful entitlements to Universal Credit (£5,269 per year), Council Tax Reduction (£646 per year) and Discretionary Housing Payment (£661 per year).

Mrs M received support from our Adviser to complete an application for Personal Independence Payment and to make a new claim for Universal Credit. Both claims were successful and backdated arrears were also awarded. As a result of our help, Mrs M now receives £12,582 per year in previously unclaimed benefits.

disabled

total yearly benefits accessed £12,582

"I would advise anyone to come and see you as the advice I was given was absolutely first class"

client



The year in numbers

£3,711,970

the amount of benefits we secured for Inverclyde residents this year

2019/20 has been another successful year for Financial Fitness. We managed to successfully secure over £3.7m in unclaimed benefits for the residents of Inverclyde. This is an indication of just how many benefits are going unclaimed in the area and highlights the continuing need for the service across the district.

£662,527

total money and debt advice

Our Money Adviser dealt with almost £700,000 worth of debt and pensions this year, improving people's financial position and easing their financial worries.



the number of benefit surgeries held this year

Financial Fitness continued to deliver services all across Inverclyde by providing a number of surgeries in the area. We held 336 surgeries across Inverclyde, giving people the opportunity to access vital welfare benefit advice in their local environment without incurring travelling costs.

11,000

approximate phone queries handled

On average we receive around 11,000 calls each year, ranging from advice enquiries to requests for appointments.

1,944

new clients advised and assisted this year

Our advisers assisted 1,944 new clients from across Inverclyde, ensuring local residents were able to access and claim a range of welfare benefits, thus maximising household incomes in the area. We were able to help these clients in a variety of ways, through form filling, better off in work calculations, benefit checks and general problem solving. We also provided ongoing assistance to many of the 63,000 existing clients who have received advice since 1999.

78

the number of people supported back into work through our 'Better Off In Work' Service

With the excellent help of our employability partners, we managed to support 78 unemployed clients back into sustained employment this year, whilst also helping many clients into further education, training and volunteer placements.

205

approximate triage appointments

We supported just over 200 clients with advice delivered over the phone, which is easier and quicker for many individuals.

6,410

appointments made this year

Financial Fitness provided 6,410 appointments this year with 68% of clients attending their appointment, resulting in a 32% non-attendance rate.

www.financial-fitness.uk

The Bigger Picture

Organisations and Agencies

We continued to work closely with other organisations and agencies, improving and increasing our service through closer links with our colleagues.

Through such collaboration, we were able to maintain and establish links with over 30 local services in the voluntary sector, contributing to and enhancing the level of service provision in the area.

We also work closely with public sector organisations such as Inverclyde Council, James Watt College and the Department for Work and Pensions, where many referrals to our service were made.

Financial Strategies

As a committed agency in the fight against poverty, Financial Fitness continued to play a major role in developing various strategies at local and national level.

We continue to be heavily involved in contributing to local strategies, promoting financial inclusion, influencing benefit reform, highlighting poverty and ill-health links and fighting pensioner and child poverty.

Self Promotion

We have also been busy promoting and advertising the service across Inverclyde in a variety of ways.

Our website, **financialfitness.btck.co.uk**, provides information and advice on welfare benefits and also gives people the opportunity to contact us electronically.

We also regularly updated many local organisations and agencies with our range of posters, leaflets and general literature.

"I have found your staff very helpful and provide a good service." client Financial Fitness has links with over 30 local services in the voluntary sector, contributing to and enhancing the level of service provision in the area.

1999-2020: total claims

Welfare benefits successfully claimed since 1999

This table shows a breakdown of the amount of welfare benefits successfully claimed by the Company over the last 20 years.

Our advisers have consistently increased household incomes each year and this year brought in £3,711,970 worth of unclaimed benefits for the local community. This allows our clients to improve many aspects of their lives and promotes social inclusion. Indeed, much of this new income will be spent on services and products within Inverclyde, which obviously improves the local economy.

Since March 1999, we have managed to secure over £65 million in unclaimed benefits for Inverclyde residents.



1999-00 2000-01	£333,208 £690,116
2001-02	£743,524
2002-03	£1,063,504
2003-04	£1,933,999
2004-05	£2,386,324
2005-06	£1,958,842
2006-07	£3,246,871
2007-08	£2,318,559
2008-09	£1,476,403
2009-10	£3,355,176
2010-11	£4,771,773
2011-12	£3,772,042
2012-13	£3,137,868
2013-14	£4,530,562
2014-15	£4,726,805
2015-16	£5,646,666
2016-17	£4,580,191
2017-18	£5,335,716
2018-19	£5,650,251
2019-20	£3,711,970
TOTAL	£65,370,350

Training

Training Programmes

We now provide a range of welfare benefit, money advice and financial ducation training programmes for external organisations. Our staff can deliver numerous courses tailored specifically to suit the needs of individual groups, covering all aspects of the welfare system.

Interested parties can find out more information on the range of training we provide by accessing www.financial-fitness.uk or phoning 01475 729239. Training can be delivered in-house and our prices are extremely competitive, offering excellent value for money.



Our

Futors

Course Materials

All delegates will receive an introductory Participant's Pack, with copies of the training presentation slides, notes, handouts and other relevant information. Participants are asked to bring along a calculator, pen and paper to allow them to complete the practical exercises within the training.

Our tutors have over 30 years of welfare benefit advice experience and currently work with around 1,000 welfare benefit claimants every year. They have delivered numerous training courses across Scotland on all aspects of the welfare system and have extensive experience of delivering money advice and financial education training within schools and further education establishments.

Our tutor will deliver the training using a PowerPoint based presentation with group and practical activities included throughout the course. We can provide a laptop, projector and screen if required.

te Prople of Invertige

"Without your assistance we would not be getting Pension Credit or Carers Allowance. This extra money has made a big difference to our standard of living"

client

Course

Deliverv

Organisations can pick and choose from our list of courses to ensure that their training needs are met. Once you have chosen the course(s) you would like to book and you know the number of staff that will be participating, contact us to discuss the most suitable date, time and venue and we'll do the rest.

The training courses we provide are divided into four categories as follows:

Better off in work training

For organisations and staff working within the welfare benefit system or have clients who are in receipt of benefits. "I would like to say that I am very satisfied with the service I have just been given, I have found the staff very supportive, good listeners and I am more than pleased with the information I have been given. I feel that some of the burden has been lifted off my shoulders."

organisations and staff who work with financially excluded or vulnerable adults who have difficulties managing money, budgeting or maintaining a tenancy.

For

Money advice training

Financial education training

primary and secondary school children of all ages; a range of financial education sessions which complement and enhance financial literacy activities within the classroom.

For

For organisations and staff working within the welfare benefit system or have clients who are in receipt of benefits.

Welfare benefit/ rights training

New Clients



"Your colleague made me feel completely at ease" client

Working in Inverclyde

Financial Fitness are committed to providing services across Inverclyde.

This graph shows the geographical make-up of the 1,944 new clients this year and it is obvious from these figures that poverty is not confined to one or two small pockets within the area.

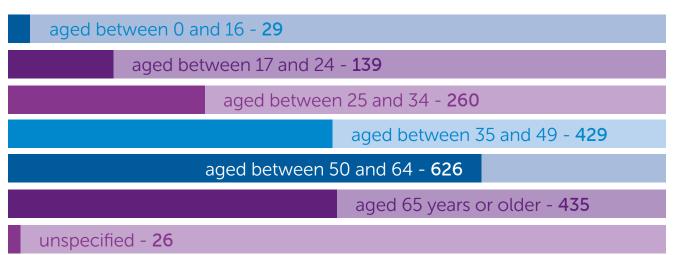
65% of the clients we advised reside within the most deprived areas of Inverclyde (known as the Scottish Index of Multiple Deprivation (SIMD) areas). 35% of clients accessing the service live outwith the Inverclyde SIMD areas.

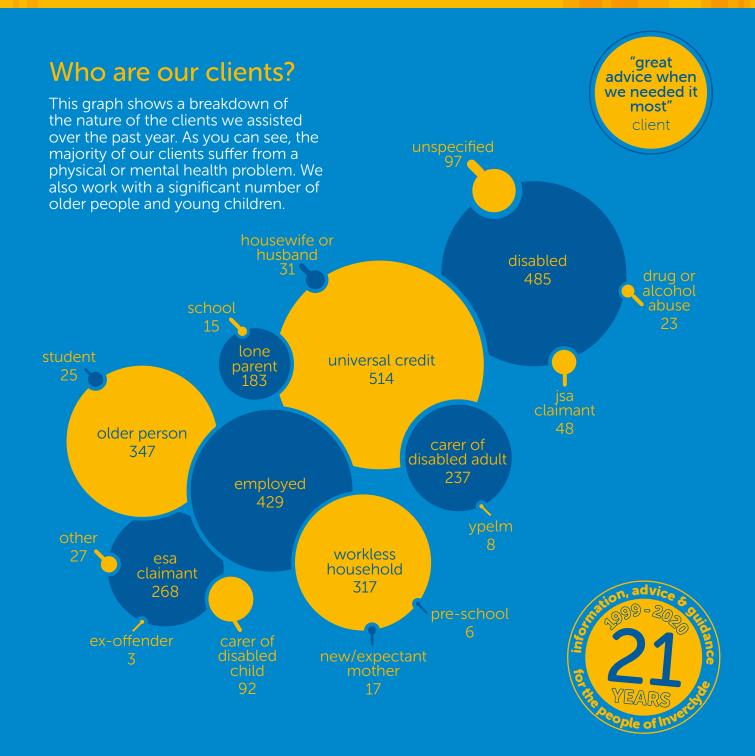


Helping young and old

This chart shows a breakdown of the different ages of our clients. We can clearly see that poverty affects all ages in our society.

As shown, the majority of people we assisted over the year are 50 years and above. Many successful claims were submitted for in-work benefits such as Tax Credits and disability benefits including Attendance Allowance and Disability Living Allowance. The ongoing publicity surrounding the Pension Credit system saw many older people contact the Company for advice, whilst we ran various campaigns to encourage take-up of unclaimed benefits.

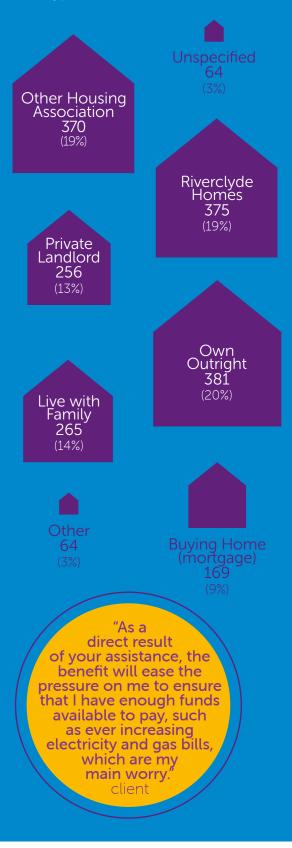




"I have only just become aware of Financial Fitness and these people might be the difference between me sinking without a trace or battling to survive. The people involved in Financial Fitness have the selfless commitment and respect for others." partner organisation

Where do our clients live?

This graph shows a breakdown of the type of housing in which our clients live. Our clients live in all types of accommodation:





"We have found the committee and staff to be very responsive, helpful and knowledgeable." partner organisation

Successful Gains

Our staff secured over £4.3m in unclaimed benefits and grants this year. Many people are now able to make better life choices simply due to this increased income. These charts shows the type of welfare benefits, grants and other forms of financial support secured.

Money and Debt Advice Support: total secured this year was £662,527

or Hears cople of Interche

Our advisers are able to access other forms of financial support from a variety of sources to assist vulnerable clients. A significant amount of debts were also written off due to the Low Income Low Asset scheme.



Total gains for our clients in 2019/20: over £4.3 million

Welfare Benefits: total secured this year was £3,711,970

The figures below show that our advisers were most successful in securing disability benefits (such as Personal Independence Payment (PIP) and Attendance Allowance (AA)) and Employment Support Allowance for our clients. The money brought in from successful claims to PIP and AA accounts for over 40% of the total benefits secured this year,



Money Advice Service

Financial Fitness provide a Money Advice Service to Inverclyde residents. This project has been extremely successful in achieving the expected improvements to the lives of the financially disadvantaged that we support:





Mrs L called in to discuss her options around claiming her occupational pensions.

Our Money Adviser completed an in-depth assessment of her options, resulting in Mrs L deciding to take a large tax free lump sum, enabling her to clear off outstanding debts.

> money advice case study

"I was treated with respect and dignity." client

Employment Support

During the course of the year we supported 308 unemployed, working age clients to look at the positive financial implications of moving from benefits into employment. We carried out a detailed 'Better Off In Work' calculation for each client which shows the level of income a client can expect should they find suitable employment and details the range of return-to-work and in-work benefits due to them.

Out of the 308 clients we supported, 78 clients went on to access permanent employment as a result of our 'Better Off In Work' service and through support from other employability projects in the area.



Clients went on to access employment

Clients more confident to work

Clients better able to manage their finances



"I would like to say that I am very satisfied with the service I have just been given, I have found the staff very supportive, good listeners and I am more than pleased with the information I have been given. I feel that some of the burden has been lifted off my shoulders."

Martin Lewis

Dear Financial Fitness,

I have been hearing about the work that you do and I know there is no Citizen's Advice Bureau in the area - I'm a massive fan of that organisation - but, thankfully the people of Inverclyde are protected, helped and given good advice because you are there.

I was reading that you have given over £50 million worth of Welfare Benefits Advice. That is an incredible achievement, absolutely superb. I just want to wish you well and hope you continue the good work.

We are in very difficult times at the moment, people are really struggling. They have got debt problems, they are struggling just to make ends meet even if they don't have debt problems with Welfare provisions being cut and it takes people actually face to face giving them advice.

I hope the reason you asked me is because if anyone gets glamour when it comes to talking about money, I'm the nearest thing to it. I'm the nearest thing to it while you are doing the actual work - dealing with people who are upset, they have got problems, mental health issues, coming here and calming them down, giving them the right advice, sending them on their way in a massively better state than they were when they came in and for that I hope all of you who work there take a little bit of a moment to pat yourself on the back, take a deep breath and be very proud of the work that you are doing.

I wish you all the best in the future.

Martin Lewis

Martin Lewis moneysavingexpert.com

Mr W was referred to ourselves after his wife sadly passed away. Our Adviser discovered he had not claimed for his state retirement pension and was also eligible for Pension Credit, Housing Benefit and Council Tax Benefit. We assisted him to claim all of these benefits which were successfully awarded, resulting in a yearly financial increase of £20,193.

elderly

total yearly benefits accessed £20,193

"The staff are really professional and you realise that they are here to help people in difficult financial situations.""

00

Making a Difference

The Statistics

There can be no doubt that Financial Fitness has made a tremendous amount of difference to many people's lives:

- Household incomes across Inverclyde were significantly increased as £3,711,970 in benefits were successfully claimed by our advisers.
- 1,944 people were given specialist one-to-one advice within the local community.
- 78 unemployed clients supported into sustainable employment.



Personal Impact

These statistics however, fail to show the full extent to which people's lives have been impacted upon. Many Inverclyde residents are able to make informed lifestyle choices based on need rather than affordability. Here are some of the ways in which our clients have been affected personally.

- Increased income leads to healthier living as clients have greater access to better foods, exercise and leisure facilities.
- Clients are now able to deal with existing debt and budget accordingly due to higher household income.
- Many locals now experience greater selfesteem and confidence due to increased social inclusion.
- Clients will tend to spend relatively high amounts of their extra income on local services and businesses, thus improving the local economy.
- Higher incomes generally lead to less erratic lifestyles, as rent/mortgage, council tax and other household priorities can be paid timeously.



Case Studies

maternity

total funds accessed £963 per month + £500 grant

> Miss C attended an appointment for advice on maternity benefits. A single person pregnant with her first child, Miss C was working full-time but did not qualify for Statutory Maternity Pay. Our Adviser was able to access Maternity Allowance for her (£148.68 per week) and supported her to claim Child Benefit (£20.70 per week) and Universal Credit entitlements (£286.21 per month, including Housing Costs). Miss C was also supported to claim Council Tax Reduction and the Best Start Grant (£500) once Universal Credit entitlement was established.

Miss H, a lone parent of a disabled child came to ourselves for a benefit check. Our Adviser was able to identify Miss H may be missing out on additional income from benefits and advised Miss H she should claim Disability Living Allowance for her child and also Carers Allowance for looking after her disabled child. Our Adviser supported Miss H to claim both of these benefits, resulting in an additional weekly income of £153.80 per week and backdated benefit totalling £1,748.10. Claiming Carers Allowance also entitled Miss H to the Carers Supplement of £226.20, paid twice yearly. Miss H's total yearly income was boosted by £10,198.10.

> carer annual financial outcome £10,198.10

"I had trouble filling in a form and due to the help I got, I know I get the money I'm due."





The Year Ahead

2019-20 was another successful year for Financial Fitness despite some staff changes and unforeseen challenges as a result of the Covid-19 pandemic. In 2019, three staff members left to pursue careers elsewhere and whilst we continued to support as many clients as possible, our resources were depleted for part of the year. The impact of the Covid-19 pandemic began to affect our organisation in February 2020, resulting in the closure of the office in March and all staff working from home in line with Government guidance.

The Company continues however to go from strength to strength and remains a well-established and important resource within the community. Our staff often go out-with the remit of their own job description to ensure clients are given the best possible service. The Board of Directors have increased in size and are an extremely hard working and dedicated group whose time and effort has contributed greatly to the success of the company so far. Without such collaboration and enthusiasm from both parties, the company would not be the success it is now.

The benefit system continues to undergo its biggest change since its conception, with a host of benefits affected. The Government aims to reduce the perceived benefit dependency culture by promoting work and allowing households to keep more earnings from work, making work pay.

"The advice given was great and it means that I can save for the eventuality of having to pay for a carer to help now and again. Thank you" The overall target is to create a simpler, more streamlined system which should cut down administration costs as well as reducing the spiralling costs of the current welfare system. However, there continues to be local and national concerns around the scale and impact of the reforms, which will impact on millions of claimants.

It is impossible to predict the exact numbers of local people who will be affected by the welfare reforms, however there is no doubt that thousands of households in Inverclyde will feel the impact of these impending cuts. Research has indicated that the cuts will result in £2billion being taken out of the Scottish economy, with £1billion worth of cuts falling on households containing disabled people. Whilst adapting to these changes, we will continue to consolidate the existing and new services to ensure our clients receive the quality provision they have come to expect. We will ensure we are as active as ever in the community, promoting our service through surgeries, events, targeted campaigns and joint working with other organisations.

We will continue to support clients through these difficult times and adapt accordingly to ensure Inverclyde residents continue to receive accurate and upto date advice. Unfortunately, due to the Covid-19 pandemic, we anticipate a significant increase in demand for our services in the next few years as the fallout from the pandemic and lockdown impacts on jobs and household incomes. As such, Financial Fitness are sure to have another busy year. The challenging economic situation is bound to have a huge impact on many of our existing clients, and will also affect many other people across Inverclyde who previously may never have required advice from ourselves.

We will continue to provide up to date advice and information on all welfare benefits, to ensure local people are aware of their entitlements. The future is certainly going to be very challenging but at Financial Fitness we aim to be prepared for the challenges ahead.

Special Thanks

Our Partners

Financial Fitness work closely with hundreds of individuals and organisations across Inverclyde and beyond. We deeply appreciate the support of our partners and we will endeavour to ensure that we continue to maintain and improve our established links and referral procedures.

The People of Inverclyde

The company itself would be unable to operate without the people of Inverclyde to whom we provide this service. Throughout the course of our work we regularly meet many amazing individuals who have touched all our lives in different ways. The staff regularly advise and assist people under tremendous strain due to factors such as disability, ill health, poverty, debt or terminal illness and we are only too pleased to be of assistance in such trying circumstances. It is both a humbling and rewarding experience to be involved in such people's lives.

The Staff at Outreach Centres

We would also like to thank the staff at all the community centres and venues we use for our outreach work. Without this help we would struggle to provide an outreach service within Inverclyde. It is yet another indication of the close working across the voluntary sector that such agreements are in place across the area. Throughout the course of our work we regularly meet many amazing individuals who have touched all our lives in different ways.

"The additional money really helps. Before I was struggling but now I can pay my bills and make ends meet." client

How to Contact Us

Financial Fitness Resource Team

of the YEARS cho

29 West Stewart Street, Greenock, PA15 1SH 01475 729239 finfitteam@yahoo.co.uk www.financial-fitness.uk



Finally, in 2019 we surveyed 250 clients...



87% of clients stated their financial situation improved following our advice



80% of clients stated that they consider themselves to be more financially inclusive following our advice



80% of clients stated that they thought their financial situation would be more stable in the future, following our advice



67% of clients stated that their social wellbeing has improved following our advice



Financial Fitness would like to thank the following bodies for for their support over the past year: Inverclyde HSCP Inverclyde Council Inverclyde Housing Association Forum The Big Lottery Fund The Scottish Government Bank of Scotland Foundation Scottish Legal Aid Board Comic Relief Robertson Trust

Financial Fitness Resource Team

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