

European Year for Combating  
Poverty and Social Exclusion

# UK National Programme

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**2010**  
**European Year**  
**for Combating**  
**Poverty and**  
**Social Exclusion**

## **Introduction**

The UK Government is pleased to present its National Programme for the 2010 European Year for Combating Poverty and Social Exclusion.

Tackling poverty and removing barriers to participation are at the heart of the UK Government's vision of a fairer and more prosperous future. We are proud of the real progress made in recent years, with 500,000 children and 900,000 older people lifted out of poverty. Our reforms have helped to remove the barriers holding people back, to help them into work and to give them the responsibility and the support they need. The European Year offers a valuable opportunity for us to assess the progress made since the Lisbon and Nice European Councils (in March and December 2000 respectively) set out a strategy for combating poverty and social exclusion in Europe.

However, turbulence and instability in the global economy means that the employment market in the UK and across Europe is tougher. Many people are understandably worried about their jobs, their homes and their future. It is more important than ever for Governments to provide real help for those who need it, when they need it – whether they are facing redundancy or need support and advice to help them get back into work. And, while facing up to immediate challenges, Governments must not waver in their commitment to a fairer and more prosperous long-term future for all.

The European Year offers a valuable opportunity for mutual dialogue between all those who have a role to play in this crucial area. We are confident that the UK Programme will encourage debate about the challenges that remain, and about the new challenges that we face. We expect the Year to reinforce political and public commitment to this agenda both in the UK and across the EU, and to emphasise both collective and individual responsibility in the fight against poverty and social exclusion.

We look forward to working with our stakeholders and partners in the UK and beyond to translate our ambition for the Year into reality. We are particularly keen to hear the voices of people experiencing poverty and social exclusion during the Year, as they have a fundamental role to play in finding solutions to these complex challenges.

**JONATHAN SHAW**

*Minister for Disabled People and the South East*

## 1. NATIONAL CONTEXT: THE CHALLENGES TO BE MET

### 1.1 Background – the UK challenges and national strategy against poverty and social exclusion

The Welfare State is a vital part of the fabric of the society of the UK. It's how we come together as a nation to support those who are vulnerable and in need of help. But welfare is about more than just income. Poverty and social exclusion are multi-faceted concepts which have fairness and equal rights at their core. That is why the Government is committed to building an inclusive, cohesive and prosperous society with fairness and social justice at its core.

Through the introduction of reforms to remove the barriers holding people back, to help them into work, and to give them the responsibility and support they need, the Government has already made progress. However, the Government recognises that many challenges remain. More needs to be done to remove the barriers people face or help people to overcome them. This is particularly important when economic times are more difficult. We are particularly keen that the Year reflects and responds to the impact of the economic crisis on the issues of poverty and social exclusion.

Whilst this programme looks broadly at the challenges and strategy across the UK, it is important to note the role played by Devolved Administrations in tackling poverty and social exclusion. Whilst key aspects of this agenda (e.g. social security policy and taxation) are reserved to the UK Government, many of the critical policy levers are devolved to administrations in Scotland, Wales and Northern Ireland.<sup>1</sup> Whilst it is not possible to provide comprehensive details of specific challenges, strategies and policies for each Devolved Administration in this National Programme, the NIB will ensure that these differences are reflected and addressed in the UK's programme of activity.

#### Child poverty

In 1999, the UK Government announced its aim to eradicate child poverty by 2020, and this pledge will soon be enshrined in legislation. Since the commitment was announced, 500,000 children have been lifted out of relative poverty (before housing costs), and a further 1.7 million children have been lifted out of absolute poverty. Despite this progress, 2.9 million children are still living in relative poverty in the UK. Two of the key reasons for this are: living in a home where no-one works - two fifths of poor children live in lone parent families, the majority of whom are without work; being in a two parent family where one adult or more works part-time. The UK Government's comprehensive strategy for tackling child poverty is based on:

- Increasing employment and raising incomes: helping people who can work to move into employment and progress in work
- Financial and material support: providing additional resources for when work does not pay, or when families cannot work
- Improving poor children's life chances: improving opportunities and outcomes for children from low-income families.

All Devolved Administrations are committed to the UK target to eradicate child poverty by 2020. The Scottish Government aims to improve the life chances of children through its *Early Years Framework* and to tackle poverty across the whole population in Scotland through the *Achieving Our Potential framework*. In Wales, the proposed Children and Families (Wales) Measure makes statutory provisions to take forward the Welsh Government's commitments in terms of child poverty and vulnerable children. In Northern Ireland, the *Lifetime Opportunities* anti-poverty strategy targets efforts and resources at four different life stages, including Early years (0-4) and Children and Young People (5-16).

#### Working age poverty / social exclusion

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<sup>1</sup> A summary of devolved and reserved policy areas can be found at Annex B

In 2007/08, there were 5.6 million working-age adults living in poverty in the UK. Active intervention is the key to the UK employment strategy. This is particularly important during the economic downturn, when it is right that we do more to help people back into work. Following the UK Government's consultation on welfare reform, the strategy for moving forward will aim to:

- Help people on benefit overcome their barriers and find the right job.
- Introduce a simpler system of working age benefits.
- Ensure full equality for disabled people, by giving them the right to their own choice of employment support.
- Build on the experience and innovation of local providers to deliver support to the needs of individuals and local communities.
- Work closely with employers to support people into employment.

The Scottish Government's Economic Strategy includes targets relating to tackling poverty and income inequality.<sup>2</sup> The delivery framework, *Achieving our Potential* sets the following priorities:

- Reducing income inequalities
- Introducing longer-term measures to tackle poverty and the divers of low income
- Supporting those experiencing poverty or at risk of falling into poverty
- Making the tax credits and benefits system work better for Scotland

The Welsh Assembly Government's One Wales agreement sets out the Welsh approach to delivering solutions to tackle poverty and social exclusion in Wales, for the current term of government. Supporting this overarching agenda are a number of strategies including:

- Financial Inclusion strategy – setting out the approach to tackling financial exclusion and over indebtedness in Wales
- Skills that work for Wales – Skills and employment action plan to raise skill levels and increase economic activity levels in Wales

In Northern Ireland, *the Success through skills* strategy provides a framework for skills development, including:

- Understanding the demand for skills
- Improving the skills levels of the workforce
- Improving the quality and relevance of education and training
- Tackling barriers to employment

### **Severe / multiple deprivation and those who are most at risk of social exclusion**

In 2006 the Government set up the Social Exclusion Task Force in England to focus more closely on the problems of severe deprivation and those who are most at risk of social exclusion. Key work of the Task Force has been on delivery of the socially excluded adults Public Service Agreement (PSA) (England only) which aims to ensure that the most socially excluded adults are offered the chance to get back on a path to a more successful life, by increasing the proportion of at-risk individuals in settled accommodation, and in employment, education or training. The PSA focuses on four client groups who are particularly vulnerable to multiple forms of disadvantage:

- Care leavers at age 19
- Offenders under probation supervision

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<sup>2</sup> Targets include: 1. increase overall income and proportion of income earned by 3 lowest income deciles as a group by 2017. 2. narrow the gap in participation between Scotland's best and worst performing regions by 2017 and 3. maintain our position on labour market participation as the top performing country in the UK and close the gap with the top 5 OECD economies by 2017.

- Adults receiving secondary mental health services
- Adults with learning disabilities

Across the UK, this does not represent a definitive list of the client groups who are most at risk of social exclusion, or those who face multiple / severe deprivation. Other client groups will be reflected and addressed in activities aligned to this thematic area, and these will be determined in partnership with Devolved Administrations and their stakeholders to ensure different national priorities are adequately represented.

### **Older people and poverty / social exclusion**

The population of the UK is ageing, with a major increase in the proportion of people over age 50. In 20 years time a quarter of the entire adult population will be over 65 and the number of people over 85 will have doubled. This creates major challenges for the Government at every level. The Government has made significant progress, having lifted 900,000 pensioners out of relative poverty and 1.9 million out of absolute poverty since 1999. But the work continues. Today, 2.5 million pensioners in the UK still live in relative poverty before housing costs, and 2.0 million after housing costs.

The Government's strategy for ageing, *Opportunity Age*, was published in March 2005, DWP has taken forward a significant programme of reform to tackle pensioner poverty and improve wellbeing and independence in later life. The strategy is now five years old and many of the recommendations have been achieved. A new strategy is now being developed which takes account of the growing awareness of the need for all parts of society to adapt to the challenges and opportunities posed by our ageing society. The strategy will focus on five key areas:

- Creating a society for all ages
- Preparing more effectively for later life
- Making later life a time of opportunity
- Providing the right support at the right time
- Strengthening delivery

In England the Government has also implemented a specific PSA to "tackle poverty and promote greater independence and wellbeing in later life" which sets out the specific improvements that the UK Government wants to achieve, and identifies performance indicators that will be used to measure progress. In Northern Ireland, *Ageing in an inclusive society* sets out a strategy for promoting and supporting the social inclusion of older people. In Scotland, a long-term strategy was published in 2007, outlining the opportunities and choices available to people as they get older and addressing the issues of an ageing population. In Wales, the Welsh Assembly Government is delivering the second phase of its *Strategy for Older People*, which focuses on economic status, general well-being and independence.

### **1.2 The administrative structures in place**

The UK National Implementing Body (NIB) is made up of the bodies with key responsibility for tackling poverty and social exclusion across the UK, and in the Devolved Administrations:

- UK: Department for Work and Pensions (DWP). DWP holds the key levers to tackling poverty and exclusion in the UK through the stewardship of the benefit system and its responsibility for policy on tackling disability and age discrimination. It is also the department which co-ordinates the National Action Plan on social inclusion across the UK, and the DWP European Social Fund Division is authorised to manage EU funding.
- Scotland: Scottish Government: Equalities, Social Inclusion and sport Directorate
- Wales: Welsh Assembly Government Communities Division.
- Northern Ireland: Office of the First Minister and Deputy First Minister Central Anti Poverty Unit.

In recognition of the principle of shared responsibility and participation, the NIB actively promotes the involvement of a range of actors in developing and delivering its National Programme. The NIB is supported by a Stakeholder Group with members drawn from across central and local government and the devolved administrations, as well as 'grassroots' members and representatives from the NGOs that support them.

## **2. THE NATIONAL PROGRAMME**

### **2.1 Activities of the 2010 European Year**

The UK Programme aims to put the broader objectives of the Year into practice by:

- *Raising awareness* of the causes, prevalence and consequences of poverty and social exclusion, and of UK and European strategies and policies that aim to tackle these issues.
- *Promoting and facilitating the engagement* and participation of a broad range of actors who have a role to play in developing and delivering solutions to tackle poverty and social exclusion, including business and trade unions, voluntary and community organisations, social enterprises, people experiencing poverty, and the organisations that represent them at a local, regional and national level.
- *Ensuring a lasting legacy* from the Year, including the identification and sharing of good practice and knowledge, and the development of effective structures that facilitate ongoing dialogue between relevant actors.

The programme will consist of a mix of activity at national and at local level which will aim to highlight the key aspects of the UK anti-poverty strategy, whilst engaging with individuals and groups who are not normally involved in this strategy in identifying solutions to the challenges that remain. There will be a geographical distribution of activity which is broadly in line with the overall population, and will aim to take account of the reality of poverty and social exclusion in rural and urban areas. People experiencing poverty will be involved in every aspect of the programme, from initial consultation to evaluation. It will be a requirement of all funded activity that people experiencing poverty and social exclusion are included in the planning for and delivery of activity, that activities build in the potential for a good gender balance and the involvement of disabled people and other groups facing exclusion and that, where necessary, funding is available to ensure their participation.

In their bid applications, organisations will need to identify their relevant expertise and operational, financial and administrative capacity, or partners or other stakeholders who have such expertise. They will also be asked to identify their potential strengths and weaknesses, to outline clear objectives and outcomes aligned to the overall objectives for the year, and how these will be achieved, monitored and evaluated. Proposals will be expected to be realistic about what can be achieved within the available resources. They will be expected to consult with and involve the relevant target group in formulating their activity, and to use the expertise of relevant stakeholders in carrying out the activity.

Members of the bid panel<sup>3</sup> will be required to declare any personal interests in the allocation of funding, and bids will be assessed on the basis of the identified criteria. Whilst it is not anticipated that there will be a prescriptive list of potential activity, the evaluators will be looking for an overall range of activity which covers the key priorities of the UK poverty and social exclusion agenda, and is demonstrably aligned to the overall objectives of the Year. Bidders will also be required to detail how the proposed activity will deliver a lasting legacy beyond 2010.

#### **2.1.1 Activity to commence during 2009**

To contribute to the success of the Year, we intend to undertake a range of preparatory activities in 2009 with the aims of raising awareness of the objectives of the Year, and mobilising action and support across the public, private, VCS and social enterprise sectors.

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<sup>3</sup> Whilst the UK NIB will act as the panel responsible for evaluating proposals against selection criteria and awarding funding, we will establish mechanisms to enable Stakeholders to assist the NIB in this endeavour.

## Roadshows

To build momentum and support across all civil society and across Government, we will run a series of road shows during the Autumn of 2009. To ensure that these events focus on issues and circumstances specific to regions across the UK, it is proposed that at least one event will be staged in each Government Office Region in England and in each of the Devolved Administrations. Government Office Regional Ministers are being invited to attend these events which will:

- Showcase what is happening at regional and local level to tackle social exclusion
- Create an opportunity for dialogue between local stakeholders
- Provide opportunities for visits to successful local projects, maximising the possibility of attracting media attention to the inclusion agenda

It is intended that whilst events could follow a variety of formats, a toolkit will be provided outlining the key policy areas that should be addressed, and suggestions for managing workshops etc. But all events should include a "Question Time" style opportunity with an invited audience of local stakeholders, including people experiencing poverty and social exclusion and grass root activists. The panel members may include: the Minister; a local Government representative, possibly the mayor or leader of the council; a representative from business or the local chamber of commerce; an academic; a Trade Union representative; and a representative from a third sector organisation. The aim of this session will be to raise awareness of and initiate debate about activity which has been taking place across the UK to tackle poverty and social exclusion whilst encouraging debate about what is working and what is not.

## Technical Support: awareness raising and a 'bridge' between the NIB and the grassroots

In recognition of the critical importance of promoting broad participation and effective engagement to the successful delivery of the Year's objectives, we intend to make funds available in 2009 for 'technical support' to the NIB. The delivery mechanisms for this work have not been prescribed, but we will invite bids for activity that demonstrably contributes to the following outcomes:

- An effective link and communication channel between the NIB, grassroots organisations / networks and other stakeholders (including local government)
- Effective project planning the development of a communications strategy and strong media relations
- Raised awareness of the EY2010 and its objectives, and funding opportunities
- Co-ordination of activity at a local, regional, national and European level, and between multiple stakeholders
- Galvanised public support and buy-in during the run-up to EY2010
- The delivery of a sustainable legacy and positive outcomes for EY2010

We envisage this 'technical support' function to continue over the course of the 2010 (part-funded by the EU). This budget will also be used to facilitate the engagement of people experiencing poverty and social exclusion in EY2010 activities.

### 2.1.2 Activity during 2010

#### Regional Events

We are keen that the UK National Programme reflects the diverse situation and circumstances 'on the ground' in relation to the poverty and social exclusion agenda (e.g. the diversity of issues in rural and urban areas). Bids will therefore be invited for activity at a regional level in each of the nine Government Office Regions of England and in each of the Devolved Administrations, for activity which contributes to the objectives of 2010. We will not specify delivery mechanisms or format for regional events, and will look to

fund a variety of activities that clearly contribute to the achievement of 2010 objectives. Types of bids which are likely to succeed would include:

- Activity involving People Experiencing Poverty, and / or those experiencing or at risk of social exclusion
- A series of workshops, seminars or focus groups targeting end-users of services provided at all levels of government to review what's working and what is not
- Activity that brings together, and promotes dialogue between, people experiencing poverty and policy-makers
- Activity which gives voice to the experience and ideas of children and young people
- Activity which seeks to galvanise public opinion, such as a celebration of the International Day of Older People (1 October) or the International Day of Poverty (17 October)

### **Programmes of Local Activity**

A significant portion of the budget will be allocated to programmes of activity to be delivered at a local / grassroots level. Proposals will be invited for the delivery of programmes of activity aligned to one of the key thematic challenges outlined in the introduction to this programme:

- Child poverty
- Severe multiple deprivation and those who are most at risk of social exclusion
- Working Age adults (i.e. overcoming barriers to participation in the labour market)
- Older people and poverty / social exclusion

We recognise, however, that there are interdependencies between these thematic challenges, and proposals will be required to recognise the need for intergenerational solutions to the issues of poverty and social exclusion. Proposals will be invited from national organisations, or from consortia of organisations working in partnership. Proposals will be required to detail a programme of activities delivered at a local level across the UK. It is envisaged that successful bidders will work with their member organisations, partners and allies to deliver activity, and this may include the further distribution of funds by national organisations / consortia of partners to smaller organisations. Where appropriate, proposals should also cover the equalities agenda, and respond to issues around the provision and accessibility of services.

Proposals for activity should:

- Include a programme of activity that involves grassroots organisations
- Engage people experiencing poverty and the organisations that represent them
- Raise awareness of EY2010, and the issues of poverty and social exclusion
- Highlight existing initiatives, strategies and policies in the poverty and social exclusion arena, identify where challenges remain and solutions to these challenges
- Showcase good practice, facilitate the sharing of experience and knowledge and ensure a sustainable legacy

Activities should have inbuilt mechanisms for overcoming barriers to participation such as disability, or which confront problems of “place”, for example innovative ways of encouraging participation from those for whom transport is an issue, or those living in rural areas. These could include “virtual” projects using the internet and other media.

Whilst we do not wish to be prescriptive in defining the type of activity that we would want to include in the UK programme, it will be expected that proposals will have clearly identified outcomes, and monitoring and evaluation mechanisms that enable lessons to be learned and knowledge to be shared.



Where appropriate we would encourage the use of existing networks and encourage the replicating of activity which has a proven track record or which will add an innovative dimension to the work of an organisation, enabling them to extend their reach or to develop new ways of working

Activities should aim to build in some sort of launch activity such as a press release, visits from local politicians, and / or a conference, seminar or workshop. Activities will be supported wherever possible in raising the profile of the initiative by the NIB and relevant Government bodies, officials, ministers and Members of Parliament.

### **Showcasing and sharing successful solutions**

The Year will offer the opportunity to highlight, showcase and share existing policies and initiatives that have been successful in tackling poverty and social exclusion. Strategies to combat poverty and promote social inclusion have been at the heart of the Government's legislative programme for more than a decade, and we are keen to weave the successes into a "storyline" to be used for Ministerial and senior official attendance at EY 2010 events. Relevant initiatives, policies and strategies across the four countries of the UK will be encouraged to utilise the EY2010 logo.

We are also keen to highlight good practice and policy successes outside the immediate remit of Government (e.g. activity intended to combat poverty and promote social inclusion delivered by the voluntary and community sector), and will have a simple application process for organisations to utilise the EY2010 logo. Of course, a key objective of the Year is to raise awareness of the challenges that remain – particularly the impact of the current economic downturn on the issues of poverty and social exclusion – and we will aim to encourage dialogue as to how these challenges can be met in the future.

## **2.2 The communication strategy**

We are planning a comprehensive communications strategy, delivered across a variety of platforms, to contribute to the achievement of the Year's objectives. This will include the use of branded material by all activity which is officially associated with the Year.

### **Launch events**

It is proposed that there should be a launch event in each of the four countries of the UK. The purpose of these events is to:

- Raise public and political support for the Year and its intended outcomes and objectives
- Initiate ongoing debate and facilitate dialogue between politicians, policy makers, people experiencing poverty and the groups that represent them
- Raise awareness of poverty and social exclusion, particularly those relating to the key UK challenges and existing policy responses

The specific format of these events will be determined by the relevant Governments and stakeholders, but should highlight the key challenges of the poverty and social exclusion agenda including child poverty; increasing labour market participation; adults facing severe deprivation and those most at risk of social exclusion; access to quality services; and equalities. It is important that these events attract a high level of media interest, and act as a launch pad for other activity during the Year.

### **Website**

We are keen to exploit the opportunities afforded by the Internet and new technologies to contribute the achievement of 2010's objectives. A dedicated UK 2010 website will be hosted on UK DirectGov, and will aim to:

- Publicise the Year and the UK Programme, and highlight opportunities to become involved
- Be the vehicle for publicising calls for proposals for funded activity
- Host downloadable resources e.g. pledge forms, event management toolkits, case studies, conference booking forms and grant application forms
- Include links to other organisations and activities, including the EU institutions
- Promote the accessibility of activities and the participation of a broad range of actors
- Promote the voice of people experiencing poverty and social exclusion, and others who do not typically engage in initiatives of this kind

### **Media campaign: challenging stereotypes and myths**

In addition to using the media to communicate our messages about the Year (e.g. through press releases, interviews and a media presence at events), we are keen to focus media activity on a campaign to challenge stereotypes and myths associated with people experiencing poverty. Poverty and social exclusion in the UK do not gain substantial coverage in the news, on documentaries or in the press. Unfortunately discrimination and negative attitudes towards people experiencing poverty still exist, often based on misconceptions. People experiencing poverty are often blamed for their own predicament, and poverty is often viewed as an inevitable feature of modern society<sup>4</sup>. For policy change to work effectively, we must break down the barriers between society, government and people experiencing poverty and exclusion. This will emphasise both collective and individual responsibility in the fight against poverty, and promote a more cohesive society based around the principles of solidarity. There is a need to use more meaningful terms to discuss poverty, which resonate with the public as a whole and those living on low incomes. There is also a clear need to communicate accurate information to the public on the extent and nature of, and reasons for, poverty. The European Year presents an ideal opportunity to launch a media campaign focused on challenging myths and stereotypes by:

- Raising public awareness of the causes, prevalence and consequences of poverty and social exclusion
- Tackling negative public perceptions
- Creating improved understanding of the issues in society

We propose a maximum of six short, snappy ‘myth-busting’ statements such as:

*Myth:* Poverty no longer has any meaning or significance in a rich society like ours.

*Truth:* Poverty seriously harms children’s lives and futures. For example poor children are 10 times as likely to die suddenly in infancy, 2.5 times as likely to suffer chronic illness as toddlers, twice as likely to have cerebral palsy and three times as likely to suffer mental disorders.

### **Closing event**

A single closing event will be hosted to celebrate the achievements of the Year, and to highlight the legacy activity that will continue beyond 2010. It will provide an opportunity to showcase successful activities and achievements, and will welcome guests from the public, private and voluntary sectors who have contributed to the success of the Year. It is envisaged that a publication or film will be produced highlighting the activities that have taken place over the course of the Year, and bringing together examples of good practice that can be shared.

## **2.3 Gender mainstreaming**

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<sup>4</sup> DWP research through the National Centre for Social Research’s omnibus survey in 2007 found that 27 per cent of respondents thought that ‘laziness and lack of will power’ were the main causes of poverty, and 34 per cent believed poverty was ‘an inevitable feature of modern life.’

Gender equality and equal opportunities will be a cross-cutting theme within UK Programme, and all activities will comply with the relevant EU and UK legislation on non-discrimination and equal opportunities including the Employment Equality Age regulations (2006) and the Gender Equality Duty (2007). The Programme will promote gender equality and equal opportunities by funding specific activities which target women, and recognise the different experiences of poverty and social exclusion by men and women, as well as integrating equal opportunities into the planning, implementation, monitoring and evaluation of the programme as a whole.

The programme will aim to promote, as far as possible, a balanced participation of women and men in the management and delivery of the programme. The NIB will promote a gender balance throughout all activity of the Year and will review the extent to which projects and activities are enabling access to appropriate equal opportunities expertise. It will also review gender equality and equal opportunities on a regular basis. The programme indicators will monitor participation and achievements by women at national and regional level, and projects will need to take steps to ensure that:

- Gender equality issues are taken into account when relevant for the drafting of the proposal by paying attention to the specific situation and needs of women and men
- Implementation of the requested tasks includes a gender perspective by considering systematically the male / female dimension;
- Performance monitoring includes the collection and gathering of data disaggregated by sex when needed;
- Project teams respect the gender balance at all levels.

## **2.4 Accessibility of the actions**

The UK Government is committed to tackling inequality and promoting social justice. Activities “badged” EY2010 should ensure their reach to all those who feel excluded because of their gender, race, disability, age, sexual orientation, religion or belief. The content of the UK National Programme and associated delivery mechanisms will reflect this aspiration by addressing the different experiences of and challenges faced by particular individuals and groups, and by ensuring the full accessibility of all activities.

All partners associated with the EY 2010 programme will be required to comply with current UK equal opportunities legislation. In particular the requirement to do what is reasonable to provide accessible information for disabled people will be taken into account during the various stages of implementation, and all projects will have to take account of the needs of people with disabilities.

The NIB will seek to ensure that the needs of disabled people are duly regarded in the context of all EY2010 programme activity including:

- Ensuring that activity such as training sessions, conferences, publications or dedicated websites are developed in such a way that disabled people are able to access information, facilities or the services provided.
- Requiring that all documents produced take into account accessibility requirements of disabled people and others, and that documents are prepared in a way which is easy to convert into alternative accessible formats.
- Ensuring that all reasonable steps are taken to ensure that any related websites are accessible in content, architecture and organisation
- Ensure all relevant documentation and online content are available in the Welsh language

## **3. Consultation of Civil Society and stakeholders**

### **3.1 Stakeholders consulted**

The UK Government has for some time worked to strengthen the National Action Plan process and form a stronger link between action at central government level and relevant actors across the UK by working with a Stakeholder Group. This Group will constitute the EY2010 stakeholder group, which will work with the NIB in developing and delivering the UK's Programme. Membership of the Group consists of representatives from key government Departments, the devolved administrations, regional and local government, the voluntary and community sector, people experiencing poverty and social exclusion and the groups that represent them.

A list of organisations represented on the Stakeholder Group can be found at Annex A

Key responsibilities of the Group are to:

- Advise the NIB in developing activities to take place during 2009 to raise awareness of the European Year
- Advise in developing and delivering a Programme of activity which:
  - Involves and reflects the experiences and voices of people experiencing poverty;
  - Is consistent with the aims, objectives and guiding principles of EY2010;
  - Reflects and responds to the challenges and priorities of the UK strategy to tackle poverty and social exclusion;
  - Reflects the priorities of the Departments and administrations represented on the Group; and
  - Delivers a sustainable legacy and positive outcomes that continues beyond 2010.
- Assist in the evaluation of proposals for activity which will contribute to the Year
- Advise on additional activity which will contribute to the success of the Year
- Advise on a communications strategy for EY2010

The first meeting of the Group took place on 10 February 2010 and further meetings will be held at appropriate points to feed into the planning strategy for EY2010.

#### **4. Arrangements for implementation**

##### **Call for proposals, tendering and procurement**

All activity will be delivered through contracts with providers that have been selected through appropriate bidding arrangements. The objective of the calls will be to inform all potential applicants of the availability of funding, the specific nature of the funding round, and to invite proposals for delivering the activities, and services described. Activity will be publicised widely through websites, press releases, road shows and direct mail approaches. All calls will clearly identify the:

- Target groups of participants that require support
- Outcomes and results being sought
- Numbers of participants
- (*where appropriate*) The geographical area in which the activity will be targeted

##### **Selection procedure**

Proposals will be selected on the basis of the extent to which the bids meet the required criteria. This will include the extent to which they:

- Encourage engagement of actors who do not typically participate in this type of activity
- Identify good practice
- Facilitate the sharing of experience and knowledge so that a sustainable legacy is left

- Have clearly identified outcomes, and monitoring and evaluation mechanisms that enable lessons to be learned / knowledge to be shared
- Add an innovative new dimension to the work of an organisation, enabling them to extend their reach or to develop new ways of working
- Demonstrably contribute to the achievement of EY2010's objectives and adhere to the Year's guiding principles
- Deliver a sustainable legacy and positive outcomes that go beyond 2010

### **Award Criteria**

All proposals will be evaluated in an identical and non-discriminatory way in line with the published eligibility and selection criteria. To be awarded funding, proposals will have to meet the minimum criteria set out in the initial specification. Proposals which fail to meet the minimum criteria, even if they are the only proposals received, will not be approved. Once proposals have been assessed and successful applicants have been selected we will publish a list of successful and unsuccessful applications and send it to all bidders. An appeals process will be established, and the rationale for success or rejection clearly communicated.

### **Indicative timetable**

- Preparation of calls for activity: May/June 2009
- Launch calls for proposals: June/July 2009
- Selection of projects: By end October 2009
- Bid to EU commission: December 2009
- Decisions made by Commission: January / February 2010
- UK launch event: January / February 2010
- 1st installment of funding (80%) from Commission: February 2010
- EY2010 activities to commence: March – May 2010
- UK closing event: November 2010

We are keen to ensure consistency between activities at the EU and UK level, and this will be reflected in the UK's timetable of activity. We will also seek to maximise synergies between activity in the UK and in other Member States.

## **5. Indicative budget**

The NIB will be responsible for managing and implementing operational programmes in accordance with the principle of sound financial management, and in particular for:

- Ensuring that operations are selected for funding in accordance with the criteria applicable to the operational programme and that they comply with the applicable Community and national rules for the whole of the implementation period;
- Verifying that the co-financed products and services are delivered and that the expenditure declared by the beneficiaries for operations has actually been incurred and complies with Community and national rules;
- Ensuring that the Certifying Authority receives all necessary information on the procedures and verifications carried out in relation to expenditure for the purpose of certification;
- Ensuring compliance with the obligations concerning information and publicity.

The UK NIB proposes to bid for the maximum potential funding from the EU of €750.807 to fund activity and to match this at the UK level on a 50/50 basis making a total of £1.2m to fund the delivery of the National Programme. This does not include activity that is scheduled to take place in 2009, which will be funded separately by the UK Government. We are also keen for organizations outside Government to use the opportunity afforded by the Year to generate additional funding above what is available from the NIB.

Please note, the budget detailed below is for indicative purposes only, and the amounts dedicated to each component of the Year may fluctuate as a result of the Calls for Proposals and the further development of specific activities. Additionally, it will be necessary to take account of fluctuations in the €:£ exchange rate, which may impact both the total budget and the funds available for each component of the Programme.

Component	EU funding	Match Funding	Total
Communications strategy, including opening events, website and media campaign	£105,000	£105,000	£210,000
Regional events	£180,000	£180,000	£360,000
4 Programmes of local activity across the UK	£250,000	£250,000	£500,000
Closing event and 'highlights of the Year' resource	£15,000	£15,000	£30,000
Technical support	£30,000	£30,000	£60,000
Overheads / contingency	£20,000	£20,000	£40,000
<b>Total</b>	<b>£600,000</b>	<b>£600,000</b>	<b>£1,200,000</b>

## 6. Monitoring and evaluation

The NIB is committed to ensuring efficiency and value-for-money in the distribution and use of financial resources in delivering outputs and outcomes. Standard DWP financial control systems will be in place to ensure value for money. Expenditure will be monitored periodically, with payments logged and levels of expenditure monitored to ensure adherence to agreed budgets. All payments to external organisations will be subject to standard Terms and Conditions, and will be subject to monitoring, control, audit and reporting systems.

### Evaluation

The NIB will work closely with the Commission's evaluation partner to assess the impact and success of the Year. Additionally, the NIB will assess the extent to which the planned outputs, outcomes and impact of the National Programme were delivered. The NIB will also assess the effectiveness of delivery mechanisms against defined success measures, including:

- Cross-sector stakeholder mobilisation, participation and co-operation
- Promotion of partnerships and dialogue between policy makers, those experiencing poverty and social exclusion, and the groups that represent them
- Engagement of those experiencing poverty and social exclusion in the planning, delivery and evaluation of the Year's activities
- The delivery of a sustainable legacy and positive outcomes beyond 2010

### *Individual projects / activities*

The NIB will play a significant role in ensuring all activities and projects contribute to the Year's overall objectives. All activities and projects will be periodically monitored by the NIB. To enable effective evaluation, proposals for activities and projects will be required to define at the outset:

- Planned inputs (human and financial resources), outputs, outcomes and impact (results)
- Risks to the delivery of outputs, outcomes and impact, including an assessment of likelihood / impact and mitigation
- Monitoring and evaluation mechanisms that will enable a robust assessment of the extent to which planned outputs, outcomes and impact were realised

It is envisaged that a proportion of each activity's budget will be dedicated to monitoring, reporting and evaluation procedures. We will encourage the active participation of a broad range of stakeholders in activities relating to the evaluation of the Year. Monitoring mechanisms for each project and activity will vary, but will be expected to include:

- Evaluation sheets for participants at events
- Monitoring of broadcast, print and internet media to evaluate the reach of activities
- Monitoring and evaluation of the use and effectiveness of any products and services produced in the context of the Year, including take-up of materials and events by target audiences.

## Annex A – member organisations of the UK EY2010 Stakeholder Group

Age Concern  
 ATD 4th World  
 British Black Anti-Poverty Network  
 CEFET  
 Eurochild  
 Eurocites  
 European Anti Poverty Network (EAPN)  
 European Social Network  
 London Voluntary Services Training Consortium  
 Leonard Cheshire Disability  
 Migrants Resource Centre  
 Oxfam  
 Poverty Alliance  
 The Royal National Institute for the Blind  
 Runnymede Trust  
 Social firms UK  
 Trades Union Congress  
 University for Industry  
 UK Coalition Against Poverty  
 Representatives from the key Government departments, Local Government and the Devolved Administrations

## Annex B – summary of devolved and partially devolved policy areas

Scotland	Wales	Northern Ireland
Health	Agriculture	Health
Local Government	Economic Development	Education
Housing	Education and training	Housing
Transport	Health and health services	Public service reform
Education	Highways	Employment
Economic Development	Housing	Support investment
Employment Support	Industry	Regeneration
Environment	Local Government	Transport
Agriculture, forestry and fishing	Social Services	Economic Development
	Transport	Agriculture
	Welsh Language	Local Government