



West Devon
Borough Council

Financial Wellbeing

Our Response to the Cost of Living
Crisis



What we know



17% of Devon Households experiencing food insecurity in 2021*



54% Increase in energy prices with a further £1,578 increase in the cap from October 2022



Inflation at 40 year high with further increases due



x% of properties already in fuel poverty

*DCC Public Health Annual Report 2022



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A plan for West Devon

Aims of our Financial Wellbeing Plan

To achieve a financially inclusive West Devon, where residents have access to a range of appropriate financial and money advice as well as the knowledge, skills and confidence to maximise their own financial wellbeing.

We'll do this by

Enabling and empowering partners and other stakeholders to work together in delivering financial support and guidance that meets the needs of our residents

Taking a strategic approach to our communications, promoting awareness of support available from different organisations

Providing a clear structure to support our plan, ensuring lead officers co-ordinate resources from across the Council to achieve our aims

Identifying any gaps in existing provision and developing proposals to meet those needs

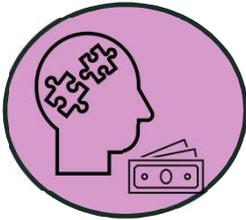


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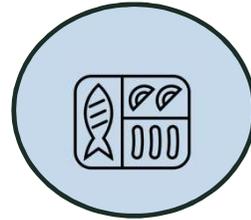


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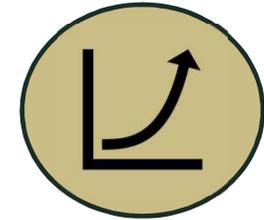
Workstreams



Financial Independence and behaviour change



Tackling food and rural poverty



Maximising money and security

Green text indicates immediate priorities

Level of control	Financial Independence and behaviour change			Tackling food and rural poverty		Maximising money and security
Direct control of Council	Develop financial capability	Provision of money advice	Accessing financial products	Addressing fuel inequality	Access to low-cost nutritious food	Home and Income Security
Joint with partners	Unplanned events support	Training for staff in order to meet needs		Supporting people in crisis	Access food in crisis	Maximising income for households through promotion of available benefits and identifying gaps in current emergency funding schemes
Influencing / Enabling	Every day living support	Quality assured debt advice	Affordable Credit Savings Facilities Insurance Cover Bank Accounts	Tackle causes of fuel poverty	Joined-up system of food networks in each community	Support to maintain tenancies / homes
						Stable employment opportunities



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