

Conference Report 29 March 2017



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introduction

Approximately 130 people, mainly from Fife's third sector, met on 29th March 2017 to consider the sector's role in tackling inequality and promoting fairness in Fife. Organised by Fife's Third Sector Strategy Group (TSSG), the one-day conference was part of the Group's ongoing work to take forward a recommendation in the Fairness Matters report to **develop a strategic approach to the third sector's role in tackling inequality and promoting fairness in Fife.**

Fairness Matters is the report produced in late 2015 by the Fairer Fife Commission. The Commission was established by Fife Council with the full support and co-operation of the Fife Community Planning Partnership to take a strategic overview of the scale, scope and nature of poverty in Fife and the effectiveness of current activity to address such poverty.

The third sector was well represented on the Commission alongside representatives from the public, academic and private sectors. Fairness Matters is an ambitious document that aims for a Fair 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'* by 2030. A visual summary of the Fairness Matters report, which is reproduced from the report itself, is show overleaf.









Fairness Matters



- a visual summary



starting the journey

Fairness Matters contained 40 recommendations across the above headings. One of the key recommendations was:

The Third Sector Strategy Group in Fife should develop an agreed strategic approach to the community and voluntary sector's role in tackling inequality and promoting fairness.

The TSSG has risen to the challenge. The Group held five civic society discussions with key stakeholders throughout 2016 to discuss the sector's approach to tackling inequality and promoting fairness, and produced a draft Framework for Action (see below). March's one-day conference - Towards a Fairer Fife - was the next step in the process. This report summarises the outputs from the day.



conference speakers



Ninian Stuart TSSG Chair



Steve Grimmond Chief Executive of Fife Council

Ninian Stuart, TSSG Chair, welcomed everyone to the Conference and explained that the purpose was to gather views from Fife's diverse third sector to build a strategic approach to tackling inequality and promoting fairness. He welcomed three invited speakers who provided thought provoking context for the day.

Satwat Rehman, Director of One Parent Families Scotland and Fairer Fife Commissioner shared her experience of the Commission and thoughts on how the sector can work towards a Fairer Fife. Satwat stressed that the third sector has a legitimate voice in the process, and she encouraged the sector in Fife to be ambitious, holding public sector partners to account.

Steve Grimmond, Chief Executive of Fife Council noted that the impact of poverty is felt by everybody, referred to the strength of existing partnership working with the third sector, and stressed that the local authority is keen to play its part in changes that will transform the system from one that people depend on to one that enables people to lead better lives.

Peter Kelly, Director of The Poverty Alliance, highlighted the need to tackle inequality and poverty citing evidence that both child and working-age poverty were rising while median income was decreasing, due in part to changing employment patterns and welfare reform. Peter encouraged everyone to challenge the stigma of poverty.



Satwat Rehman, Director of One Parent Families Scotland and Fairer Fife Commissioner



Peter Kelly Director of Poverty Alliance



Dr Margaret Hannah Director of Public Health NHS Fife



Cllr David Ross Leader of Fife Council

The day consisted of a series of participatory sessions, facilitated by Connecting Scotland, which enabled attendees to discuss in detail how the sector can work towards a fairer Fife. The morning sessions used the Conversation Cafe approach with attendees splitting into small groups of four or five people to discuss:

- 1) the great things we are already doing, in Fife's third sector, that is making Fife a fairer place
- what we need to do differently that would make Fife even fairer
- the two most important things that would have the biggest impact in Fife

This was followed by small group discussions on TSSG's Framework for Action.

Spread over two rounds, attendees put forward thirteen topics covering a range of issues. At the end of the two rounds of conversations, Dr Margaret Hannah, Director of Public Health at NHS Fife and David Ross, Leader of Fife Council provided their observations from the discussions they had listened in to. They commented on how encouraged they were by the event, and noted how much people were focussing on the need for more collaboration and partnership working in order to make a bigger impact on tackling inequality in Fife.

DISCUSSION TOPICS

The <u>great things</u> we are already doing, in Fife's third sector, that is making Fife a fairer place.

What we need to <u>do differently t</u>hat would make Fife even fairer.

The two most important things that would have the <u>biggest impact</u> in Fife.

capturing contributions

Throughout the day attendees shared their experiences, thoughts and photos on social media. The feel and essence of the day was also captured in a series of cartoons by Neil Paterson, and in poetry by Caren Gilbert.



Twitter feed

Start in fairness; small, critical and focused. Give voice to the tears Feel the frustration, feel the gap and feel the potential.



Graphic recordings The others can be seen on pages 26 - 33



Social media - Storify combined tweets, photos and graphics

[&]quot;Work on.

Great things we are already doing, in Fife's third sector, that is making Fife a fairer place

"Engage with communities that statutory agencies sometimes don't reach."

"Reaching potentially vulnerable groups that might not access services."

"Accessing people who are falling through the net."

"Can overcome barriers that exist with communities and statutory sector."

"Voluntary sector has workers who really understand community's issues – some have had the experiences that the people they support are experiencing."

"Treating people with respect and dignity."

"Have a connection with people – communities are more likely to connect with voluntary sector." The third sector's ability to reach out to and engage communities across Fife was flagged up by many, as was a view that third sector organisations often have a unique understanding of communities. This enables the sector to engage people in ways that the statutory sector can find more challenging. The third sector is well known for adopting a person-centred approach in service provision. The experience, skills, knowledge and dedication of third sector staff were seen as key factors in this, enabling organisations to empathise with, and engage, communities.

Another strength to emerge from the discussion was a consensus that the third sector is creative, flexible and responsive. In part this is aided by the intrinsic understanding of community needs, as well as a perceived greater freedom that the sector enjoys relative to the statutory sector. "Creative, constructive, nimble, adaptable and accessible."

"Voluntary sector is responsive to community needs."

"Can be more creative as less red tape than other sectors."

"Third sector is responsive, we can do things more quickly than other sectors."









"Coming together as a stronger voice to influence policy and take action."

"Working more with public sector to reach more people."

"Working in partnership between voluntary sector – we know our limitations and can network with other voluntary organisations."

"More partnership working and better relationships within the voluntary sector and with the Council."

> "Unintended upskilling, by working together we upskill our partners inadvertently."

There were numerous comments on how well third sector organisations collaborated with each other including how this had improved over time. This included joint working to deliver services in an integrated way that tended to play to each organisation's strengths. It was also evident in the sharing of information and resources, with the view that most third sector organisations were not at all protective of such assets. Excellent communications between third sector organisations underpinned the collaboration.

In addition to collaborating with each other, partnership working with the public sector had improved over time and was regarded as a strength. Referrals to and from the public sector were highlighted as a key example of the partnership working and, it was suggested by some participants, this close working had helped upskill partners. A number of comments focused on how the third sector was able to fill gaps in public sector services because of an ability to engage communities. "Being honest with each other, overcoming rivalry."

"Sharing information about how we run our organisations – helping each other with best practice."

"Some organisations share premises – FVA Hubs."

"Improved referral mechanisms to reach more people."

"Other sectors are recognising the benefits of the third sector."



Great things we are already doing, in Fife's third sector, that is making Fife a fairer place - continued

"Good at thinking outside the box to achieve results with less funding."

"We help each other to keep costs down."

"Good at looking for alternative methods of funding to top up resourceful."

"You get more for less."

Several attendees felt the third sector's strengths enabled them to provide excellent value for money. This stemmed from a combination of many factors including the ability to be creative and flexible, having a good understanding of communities, collaboration, and having skilled and experienced staff. Clearly, there was also a financial aspect to this stemming from 'competitive' salary levels and the vital role of volunteering which increases the sector's capacity enormously as people freely provide their time, skills and dedication.

The extensive range of issues and services covered by the third sector was also seen as a key strength. Attendees gave numerous examples of the breadth of the third sector covering everything from specific health conditions to giving people the skills to secure and sustain well-paid work. "Sector is good at creating opportunities for people – volunteering."

"We are great at being involved strategically, respected by statutory partners and key stakeholders."













What we need to do differently that would make Fife even fairer

"Make sure everyone knows what is available to them."

> "Better signposting to services."

"We have good networks within the third sector but it can be hard for people who are isolated, vulnerable or just not in the networks to find a way in or a good place of first contact." Although attendees were very positive about the great things the third sector does, they also identified measures that would make Fife even fairer.

Attendees felt that greater awareness raising or marketing would help to engage those who, despite current best efforts, were not accessing third sector services. Generally, attendees felt that awareness raising and marketing were not the sector's strongest skills. Ensuring that communities and frontline workers from all sectors had access to information on the range of support available and keeping this information up-to-date were noted as specific challenges.

Attendees also called for greater community empowerment to make Fife a fairer place. There was a sense that a key element to tackling poverty and inequality was an approach that empowered the community, enabling them to take ownership of actions that address the issue that affect them. Some conference goers suggested that participatory budgeting could have an important role in empowering communities. "Be more community led – build communities and involve in decision makina."

"Build community resilience – help communities to be part of the solutions."

"Enable local community to be the decision makers on budget. Include service users in the strategy development."













What we need to do differently that would make Fife even fairer - continued

"We need to be braver and at the forefront of conversations and agenda setting."

"Need a stronger, collective voice driving political change."

"Fight harder for role, funds, clients – less gratitude and more assertiveness."

"Lobbying and advocacy – be more direct."

> "Be respected as an equal partner of the statutory sector."

There was a sense that Fife's community and voluntary sector needed to be bolder and more proactive. Several attendees stated that the sector needed to set out a bold and ambitious agenda that built on the sector's assets and challenged the status quo and the current relationship with the public sector (which was underpinned by funding). Such views were warmly received by the conference suggesting there was strong support for a radical approach to make Fife a fairer place. Strong leadership within the third sector was highlighted by some as key to delivering this ambitious aim.

Funding was a major talking point with attendees noting the difficulties created by short-term funding. Attendees were strongly of the opinion that longer-term and core funding would enable them to plan services more strategically, help to retain staff and generally improve sustainability across the sector. "One year funding doesn't work. Short-term project funding won't bring about change and doesn't allow for proper strategic planning."

"Need funding long-term . . . time to build relationships - if we had sustainable funding that is guaranteed, people/ organisations would do things differently. We cannot plan long-term. Voluntary sector needs proper funding."

"Funding – longer term pots to encourage a cultural change rather than short term wins."

"Less talking more action - and the resources to do so."

"Equality of resources for third sector."

"Need to stop losing skilled labour - single year contracts don't encourage people to apply."









"Improved communication methods and reach."

> "More consistent connected working (communication)."

"More collaborative working to share funding and resources."

"More joined-up working between private, third and statutory sectors." Although communications, collaboration, partnership working, and volunteering were seen as strengths, conference goers felt that further improvements in these areas would make Fife even fairer. Several comments related to evidencing the third sector's impact. There were also numerous discussions about specific issues such as housing, carers, transport, and learning. "Invest in staff development and retention."

"Collaborate more devise services/activities together instead of 'contracting and deliver'."

"Continue to collect evidence about the impact we are making. Need robust ways of demonstrating the change we are making. But it needs a balance - don't want to become too much like statutory organisations."









What are the two most important things that you agree, would have the biggest impact in Fife?

"Harness the positive energy that is uniquely found in the third sector. Use it to challenge the public sector."

"Share information, resources, ideas, what works, failures, signposting, access to research /data and so on." Facilitators collected comments and suggestions from attendees during the three conversation café sessions which demonstrated a lot of overlapping themes and consistency in terms of what has worked well, what needs to change and what the two most important things were that the sector could do to have the biggest impact.

The nature of the day meant that each table was asked to come up with the two most important things but some groups struggled to narrow it down to two things from lists of priorities and ideas. A range were captured from longer term funding through to improving how the third sector promotes the services it can offer people.

It was evident from the data captured that there were a handful of strong themes emerging as priorities:

Voice – attendees saw a clear need for the third sector to come together where appropriate to talk to each other, share ideas and challenges, to discuss common issues and emerging policy, and to combine their voices into a strong, coherent voice that would demand attention. Equally important though, was the need for the sector to continue to give voice to those who are often afraid to speak up, or not given opportunities to be heard. "Maintain and develop networks/forums/consortia driven by the need to help people rather than to save money."

"More collaboration, consortium, public social partnership (psp) models etc."

"Collaborate together, challenge funders to focus on long term."









"A stronger voice for the third sector to promote our work and the people we support."

"We need a stronger, collective voice to drive political change e.g. campaigning for improved funding time frames from 1 year to 3 year funding."

"Don't forget pockets of deprivation in more affluent communities." **Resources** – there was a lot of discussion about the need for longer-term, strategic approaches to investment in services and communities. Short-term funding was recognised as a barrier to planning and delivery of services, staff retention and more ambitious cultural/societal/generational transformations which are simply not possible with one year funding commitments. Attendees also spoke of the opportunities to increase the amount of resource sharing within the third sector and between sectors.

Joint Working – this was a common thread throughout the day – both in terms of how we work together with other organisations in the third sector, but also how we work with partners in the public sector, and to an extent those in the private sector too. There was a lot of recognition for the benefits of consortia and other collaborative approaches, albeit acknowledging that there are also challenges in there in terms of new relationships, new ways of working and questioning perceptions of competition and threat. There was a clear sense of commonality of mission and strength of values being able to overcome any barriers we might face. "The sector that provides for society's most vulnerable should not be the most vulnerable sector. Break the cycle of insecurity, particularly in relation to short-term funding."

"Have honest conversations and be allowed to have honest conversations with funders about money."

"Third sector needs parity – stop accepting being treated as second class organisations."





What are the two most important things that you agree, would have the biggest impact in Fife? - continued

"Put power and opportunity into the hands of communities."

"Include service users in the strategy development."

"Enable local community to be the decision makers on budgets." **Co-production** – putting people at the centre of what we do has always been a strong characteristic of our sector and it was recognised that we must strive to find new and better ways of involving people in the design and delivery of services. We need to ensure there's no tokenism and that we seek to build the capacity and resilience of people and communities to look after themselves and each other. People and communities need to have a stronger say and role in how taxpayer money is spent with a strong call for improved participatory budgeting and finding ways of empowering people and communities.

Information Sharing – identifying further opportunities to network, to share data, best practice, lessons learned and solve problems together was seen as a priority for attendees. There's clearly scope to share information across sectors, but also with service users as we co-produce improved services that are more responsive to the needs of those we are there to support.

Promotion – a number of issues emerged around lack of awareness of available services – recognition of the significant size and scope of Fife's third sector, which was an issue for citizens but also partners in all sectors. Some attendees felt strongly that there was a need to promote the values of the third sector to ensure everybody is reminded of why we exist, why we do the good things we do and why investment in the third sector is an investment in the health of our communities and citizens. "Encourage people to take ownership/responsibility for their own progress."

"Invest in initiatives that build real trust and positive relationships with communities of poorest outcomes e.g. participatory budgeting."









actions needed

Framework for Action

The morning session ended with lively small group discussions on the Third Sector Strategy Group's draft Framework for Action (see the image at the bottom of page 6). Feedback was overwhelmingly positive with many comments on how useful the framework will be in developing the third sector's strategic approach to tackling inequality and poverty in Fife. A few small amendments were suggested including revising the Driving Change segment to include changing the policy/political agenda.

What key ideas, opportunities and solutions do I wish to explore that will inspire and further develop a fairer Fife?

In the afternoon session, attendees were invited to put forward key ideas, opportunities and solutions they wanted to explore that will inspire and further develop a Fairer Fife. Following a slow start, thirteen topics were proposed and the key points discussed are summarised below.



















summary of open space sessions

Intergenerational Working

KEY QUESTIONS

How might this be a strategic priority?

What are the opportunities to allow this to flourish?

What if we didn't take this forward? What is the cost of not doing it?

KEY DISCUSSION POINTS

Sharing skills, knowledge, pleasure

Support with care and support, isolation

Diversity, passing on and evolving, moving on

Learning (two-way)/dynamic

HOW DOES THIS MAKE FIFE FAIRER?

Valuing, self and together

Bridge gap in understanding community cohesion/ sustainability

Sharing history and learn about other cultures and lifestyles

Retaining heritage/history

ACTIONS/NEXT STEPS

Establish what intergenerational work is taking place in Fife

Find out what else is wanted (if at all)

Find a focus for this to give deeper understanding

What are the benefits of, and appetite for, consortium working?

KEY QUESTIONS

How do we identify opportunities?

What topic areas do we want to consider for consortium work?

KEY DISCUSSION POINTS

Gives the third sector a stronger voice especially smaller ones, builds capacity within the sector and keeps it local

Less risk for commissioners if there are multiple providers

More sustainable offer to your service users and staff

HOW DOES THIS MAKE FIFE FAIRER?

Locally based charities, ownership, surplus and benefits stay in Fife

Saves money, reduces duplication

Covering a wider range, providing more, equity of services, more consistent offer

ACTIONS/NEXT STEPS

Information sessions on consortiums, collaborations and mergers

How do we identify potential consortium opportunities?

Explore children and young people consortium

Need organisations to see opportunities

How do we work better in partnership with businesses to generate win-win?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
Is there a list of organisations and businesses?	Not just cash, also skills and experience. Scottish Business in community Unintentional impact/added value Resilience building/fresh lens Untapped - SME business and link with third sector This is a gap - never been scoped!	Our offer should add to their value Social and moral responsibilities Raise awareness of issues i.e. homelessness Bring third and private sectors together	Build on existing experiences, for example Visit Falkland Who will do this? What is our offer? What do they need?

How do we make local communities economically resilient?

к	EY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
like?	oes resilience look uilds resilience?	Cottage industries Joined up support from organisations in Fife Direct training for community leaders Ongoing support required but needs to be put in place early	Increases distribution of wealth throughout Fife Communities become more cohesive	Fife Council to support community groups at the start-up phase Explore additional support for community groups at start-up phase

How do we write the third sector strategy to address inequalities?

How do we get engagement, empower, and involve hard-to-reach groups?

KEY	QUESTIONS	

Most effective communication channels, print, social, school?

Supporting referral/ mapping in a fluid environment projects start and end?

Mobilising volunteers with professional/ other skills in deprived areas/succession planning?

KEY DISCUSSION POINTS

Improved community

Breakdown barriers

(communication, bringing

info to people, welcoming

environment, peer to peer,

Hubs - for voluntary sector

organisations/agencies and

better referral/signposting

(also requires better networking and information exchange among voluntary orgs, recognise pathways

to involvement)

strategy

disabled)

HOW DOES THIS MAKE FIFE FAIRER?

Systematic, expanded outreach to and engagement of hard to reach

Engagement in voluntary org activity provides material, social support to families/ communities under stress

Voluntary orgs with active volunteers build capacity to sustain work

ACTIONS/NEXT STEPS

Actively challenge statutory /Council/corporates to engage directly

Explore creating more local hubs/info. for services, volunteering etc.

Systematic networking events (speed dating) among voluntary orgs in each area

What are the resources we have and how can we share these better?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
Who is all up for working together? How do we stack up?	Pool of resources that third sector have across the region for others to use Share knowledge Share volunteers - skills they have More social and networking to share (Facebook etc.)	Each organisation has access to equipment Everybody knows what is going on and available Take pressure off FVA and share it	Set up social media for Fife third sector Meet more often to share and socialise Collate list /register of resources available Everyone to become more aware of each other

How can we evidence the work we do?

	KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
Ho	ow can this be funded?	Literature review - good idea - validated tools for evidence gathering So what? Wemwebs - Tracks progress Shift towards quantitative vs qualitative Impact stories Invest in data collection Social Return On Investment (SROI) Link to universities for research Just enterprise training days on impact demonstration Demonstrate service user feedback - need to be creative when service users have specific, complex needs Using film etc. to demonstrate impact rather than written reports. Comic strip PC package - video scribe Tracking people - longitudinal data - what's the ripple effect? Action research Budget for research	Evidence based supports	Use Evaluation Support Scotland to help FVA to support

How can we find out and act on the needs and desires of unemployed people and encourage them to volunteer?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
How do we encourage people to volunteer?	More attention to be paid to needs = personalised	Builds skills, confidence and networks for people	Listen to public and act on suggestions
	More opportunities for training		Government and councils must deal with these issues
	Better communications among the organisations and relevant staff as local contacts		Listen to the frontline workers

Good work - how can the third sector become an even better place to work that respects and reflects fairness?

How can we encourage self-build housing as a solution to homelessness and increase skills?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
Will it create ghettos? Local authority involvement?	To be supported by the community first Too narrow, focus - not only homeless who require affordable homes Can train people - improve employment outreach	Maybe too narrow in focus but can help a certain cohort	Business plan development Collaborate with homeless support groups Investigate good practice from groups/organisations

How will other sectors step up to work with us and our communities as we have?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
What do we want public sector to do for us? Why are we asked for long term plans for short term funding? Why is 3 year funding not consistently offered?	Consistent and stable funding relationships Funding fundamental to third sector Change imbalance of relationship - third sector asked to justify - others first Ensure sector feels safe - sector needs to feel safe to challenge	Training & development for sector promoted more equally to third sector (exchange and transfer of skills across sections) Fife fairer if sector feels open space to challenge positively with positive outcomes Fairer distribution of funds, help sector to change thinking, health & social care budgets	Consistency of funding policy written into strategy To support plans for the long term and be sustainable Work to change balance of relationship - parent v child (dependent) to adult v adult (equal) Local authority v third sector

How do we use the local community plans of the seven areas in Fife to work towards Fairer Fife aspirations?

KEY QUESTIONS	KEY DISCUSSION POINTS	HOW DOES THIS MAKE FIFE FAIRER?	ACTIONS/NEXT STEPS
How to get info out to the general public?	Engage communities at community level Try to involve smaller voluntary orgs Communicate, communicate, communicate Events rather than meetings	Connects organisations together Empowers local communities (especially harder to reach) Focus local community plans on Fairer Fife	Talk to Area Managers Develop area events Link local community plans to Fairer Fife aspirations

















concluding the day

Cllr. David Ross (Leader of Fife Council) and Dr Margaret Hannah (Director of Public Health, NHS Fife) were invited to listen in on the conversations and to comment briefly at the end. They both referred to how much people seemed to be focussing upon the need for more collaboration and better partnership working in order to make a bigger impact, and how encouraged they were with how the day had been undertaken. Following this a Fife poet, Caren Gilbert, shared her reflections on the day in a form of a poem (short version below).

"Work on.

Start in fairness; small, critical and focused. Give voice to the tears Feel the frustration, feel the gap and feel the potential. Issue the call, an intervention of connection and ambitious good. Describe your expectations... Allow yourself to believe that we are good people who deserve good lives. Offer your protection, fill the vacuum with support, for all people and with all people."

For the full version please visit www.fifevoluntaryaction.org.uk/tssg

Finally FVA shared a social media summary of the day on Storify. Please visit www.fifevoluntaryaction.org.uk/tssg and follow the link.





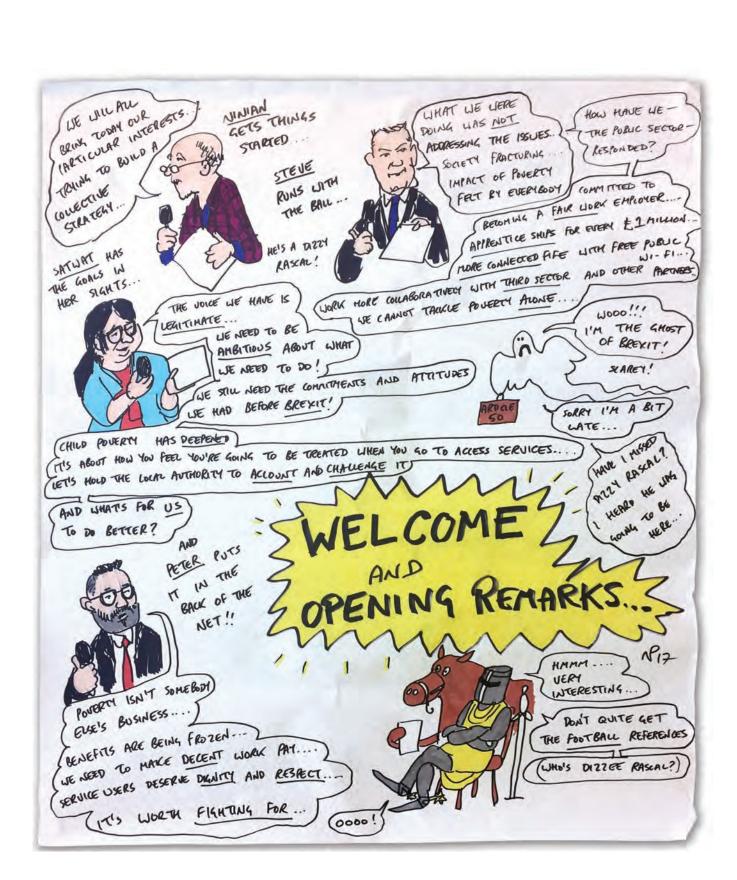






the event captured in cartoons

















feedback

The completed feedback sheets revealed that people liked the networking opportunities, the small group dialogue, and Open Space format. A small number of improvements were suggested including the visibility of presentation screens, and more thoughtful communication for those with visual and auditory impairments. The take-away messages and questions were focused upon making more connections, learning from others and doing more networking, and the need now to "turn the talking into action". Overall the Towards a Fairer Fife Conference was seen as a valuable event to inform the Third Sector Strategy Group's ongoing work to develop a strategic approach to tackling inequality and promoting fairness in Fife.





next steps

In the coming months, the Third Sector Strategy Group, supported by Fife Voluntary Action and Iconic Consulting, will be engaging and collaborating with third sector organisations in Fife to draft our strategic approach that will lead to a fairer Fife with the intention of circulating a draft in the autumn.







This event and report were funded by Fife Council.

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