

All in - To End Child Poverty

Perth and Kinross
Child Poverty
Action Report
2020

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Introduction

The true measure of a nation's standing is how well it attends to its children - their health and safety, their material security, their education and socialisation, and their sense of being loved, valued, and included in the families and societies into which they are born.

UNICEF, *Child Poverty in Perspective,
An overview of child wellbeing in rich countries*

Giving every child the best start in life is the first of five strategic priorities adopted by Perth & Kinross Council and our Community Planning Partners. We have committed to doing all in our power to reduce the negative effects of living in poverty for children and families. We are working hard to enable children and families to prepare themselves to live a life free from poverty.

We recognise that not all the levers which can lift children and parents out of poverty lie within our grasp - but we are determined to focus on the things we can do which will make a difference.

Between us we provide education, health care, justice services, we provide access to culture, recreation and sporting activities, we help people find the confidence and build the skills which lead to employment, we fund childcare which makes work affordable for young parents. We help people to access benefits and persuade employers to pay the Living Wage. We support communities to become the architects of their own future by building on the considerable assets to be found in their midst. Across the Community Planning Partners there is more than enough institutional muscle to make a significant impact on the opportunities and chances afforded to all our children, including those living in poverty.

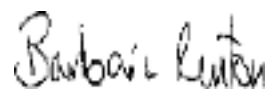
We are living in uncertain times - not yet sure what Brexit will bring or the long-term impact of COVID on our jobs, families and communities. However, the response to the COVID pandemic which saw over 1,000 new volunteers emerge across Perth and Kinross to organise practical support to those who were isolated, vulnerable or in need of support, was a most encouraging sign.

The willingness of those working within Perth & Kinross Council, NHS Tayside and across the Community Planning Partners to listen to communities, find out what they needed, and respond at pace to the new demands that were being placed upon them was a welcome sign that change can be embraced rapidly.

The pandemic has resulted in a sharper focus to our work on Child Poverty:

- *We have committed to personally contacting over 2,000 priority families to offer a welfare benefit check to maximise their income.*
- *2 skills academies in hospitality and construction are intent on ensuring that 200 parents and young people gain the skills that will gain them a job.*
- *Every expectant and new mother will be given help with money advice and employability services.*

But perhaps the biggest shift is this more personal approach. We want to get to know all our families and children who are living with social and economic challenges, personally. We want to listen to what they have to say to us about the services we provide and what they need from us. We want to invite them to work together to help and support each other. Most of all we want to build a web of support and opportunity which ensures that each child, poor or affluent, gets all the help they need to build a life free from poverty.



Signatory for Perth & Kinross Council



Signatory for NHS Tayside



Scotland - Every Child, Every Chance

The Scottish Government has embraced the challenge of significantly reducing child poverty by setting 4 ambitious Interim and long-term targets for tackling child poverty.

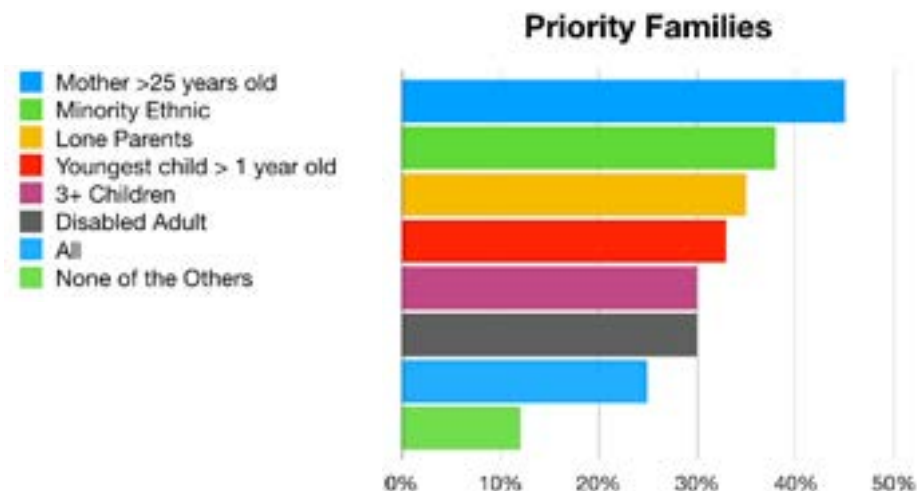
4 Child Poverty Targets	
By 2023	By 2030
Fewer than 18% children living in relative poverty	Fewer than 10% children living in relative poverty
Fewer than 14% of children living in absolute poverty	Fewer than 5% of children living in absolute poverty
Fewer than 8% of children living in families with combined low income and material deprivation	Fewer than 5% of children living in families with combined low income and material deprivation
Fewer than 8% of children living in persistent poverty	Fewer than 5% of children living in persistent poverty

The **Child Poverty (Scotland) Act 2017** requires local authorities and health boards to report jointly on what action they have taken and will take each year to meet the targets. The Scottish Government's strategy outlined in 'Every Child, Every Chance' rests on a belief that poverty is fundamentally about a lack of income. They have identified 3 drivers of child poverty:

- *Employment - Income from parents work and earning is insufficient to lift them out of poverty.*
- *Household Costs - Costs of living households must cover are too high.*
- *Social Security - Welfare reforms result in income levels which are inadequate for families on benefits.*

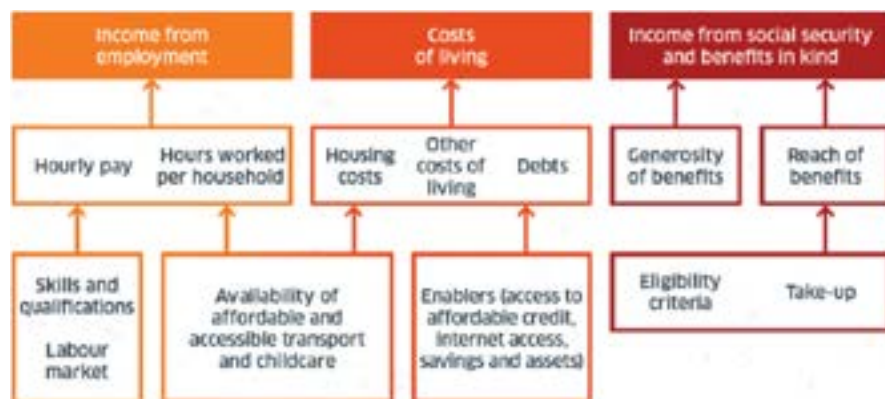
Focus on Priority Families

The Scottish Government want to see actions focussing on 6 priority groups who are at the greatest risk of living in poverty:



Maximising Income and Reducing Essential Costs

The Scottish Government have asked local authorities to consider how they might help achieve the child poverty targets by acting to increase income from employment and social security and benefits in kind and reduce the essential costs of living.



Poverty affects the life chances and opportunities, and the health and wellbeing of all those caught in its grip:

- › A boy born in 2018 in one of the 10% most deprived areas of Scotland has a life expectancy 13 years shorter than a boy from the most affluent area.
- › A girl born in 2018 in one of the 10% most deprived areas of Scotland has a life expectancy 10 years shorter than a girl from the most affluent area.
- › At age five, children in families in the highest 20% of earners were around 13 months ahead in their vocabulary compared with children in families in the bottom 20% of earners.
- › By the time they leave school, young people in the 20% least deprived areas of Scotland are almost twice as likely to achieve one or more Highers or Advanced Highers compared to young people in the 20% most deprived areas.

Mid-Year Population Estimates (2019) Scotland Data,
National Records of Scotland



The Perth and Kinross Offer



We are changing the way we work with communities, citizens and businesses.

We believe that involving people in the decisions that affect them leads to better results and improved lives.

We want everyone in Perth and Kinross to have the best opportunities, feel supported and be encouraged to flourish and live life well.

Seeks answers by listening and engaging with our partners, citizens, communities and businesses.

- › *What do you need and want from the Council and our partners to enable you to thrive and prosper?*
- › *What can you do for yourself and others so that your community or business can thrive and prosper?*

Sets out how we work together with citizens, communities and businesses to design the future we want and need.

Focusses on improving our services, communities and area.

- › *Agree priorities.*
- › *Agree how to use budgets and resources to best effect.*
- › *Ensure communities, citizens and businesses have services where and when they need them.*

Emerging themes from feedback received to date.

- › *Increased volunteering and mobilisation of community groups.*
- › *Strong sense of community and greater connections with neighbours and communities.*
- › *Provision of support to the most vulnerable.*
- › *Greater use of technology.*
- › *Developing wider markets.*
- › *Children spending more time with their families.*
- › *Learning in a different environment.*

Feedback reflected poverty-related issues arising from or made worse by COVID pandemic.

- › *Decrease in household incomes leading to poverty*
- › *Businesses folding*
- › *Increased unemployment*
- › *Isolation, loneliness and mental wellbeing*
- › *Home schooling, caring and work responsibilities*
- › *Digital connectivity*

Perth and Kinross Offer Workstreams

**Equalities,
Empowerment
& Fairness**

Education

Environment

Economy

Child Poverty Working Group



Perth and Kinross Local Outcomes Improvement Plan

Perth and Kinross Community Planning Partnership has developed a Local Outcomes Improvement Plan (2017–2027) and Perth & Kinross Council a Corporate Plan (2018–2022) which sets out an ambition to *“Create a confident, ambitious and fairer Perth and Kinross, for all who live and work here”* and five strategic objectives. These provide a robust strategic planning approach which underpins the objectives of the Children Poverty Act.

Strategic Objectives

- *Giving every child the best start in life.*
- *Developing educated, responsible and informed citizens.*
- *Promoting a prosperous, inclusive and sustainable economy.*
- *Supporting people to lead independent, healthy and active lives.*
- *Creating a safe and sustainable place for future generations.*

The Perth & Kinross Fairness Commission

The Perth & Kinross Fairness Commission’s Fairer Futures Report was prepared by an independent commission of 11 individuals, with a broad range of experience, expertise and influence at both national and local levels. The commissioners spent a lot of time listening to people, communities and professionals to understand their experiences, views and observations about what needs to be different. The following themes emerged from this and the Fairer Futures report and recommendations are structured around these:

- *A Fairer Perth and Kinross: People, Place and Equality.*
- *A Strong Start: An Equal Footing for Life- Chances, Choices and Confidence.*
- *Fairer Working Lives: Opportunities, Security and Respect.*
- *A Thriving Third Age: Living Well, Belonging and Contributing.*
- *Better Connected: Services, Transport and Digital Lives.*

“Perth and Kinross’s characteristics are diverse and surprising. While the headline data shouts healthy, prosperous and well-educated, a closer examination highlights a more complex story of place, with hidden crises such as low wages and social isolation, affecting many.”

“Below the surface, the people who live here face distinct challenges which may seem surprising to those on the outside, looking in. Within this area of outstanding natural beauty, the difference between the most affluent communities and those living in adversity is stark.”

Fairer Futures Commission Report



Fairer Futures recognised that whilst Perth and Kinross has a rich and diverse cultural heritage below the surface, poverty and inequality were underpinned by structural factors in the labour market, housing market, social security systems, public services and the way individuals and families are supported. There are clear commonalities with these findings and the drivers of child poverty detailed within “Every child, every chance”.

Income from Employment

- › Gender Pay Gap
- › Living Wage
- › Parental Skills
- › School-Leaver Attainment Gap
- › Flexible HR Policies

Reducing the Cost of Living

- › Housing Affordability
- › Childcare Affordability
- › Energy Affordability
- › Food Insecurity
- › Public Transport
- › Level/Cost of Debt

Income from Social Security and Benefits in Kind

- › Level of Housing-Related SS Payments
- › Takeup of Free School Meals and Clothing Grants
- › Level of Devolved SS Payments

The Community Plan and our Fairer Futures work are the strategic context within which our Child Poverty Action Report will sit.

We have established a Child Poverty Working Group and identified workstream leads for each of the main areas of activity.

Annual Child Poverty reports will be submitted to the Community Planning Partnership, Perth and Kinross Council and through the Public Health Child Poverty Working Group.



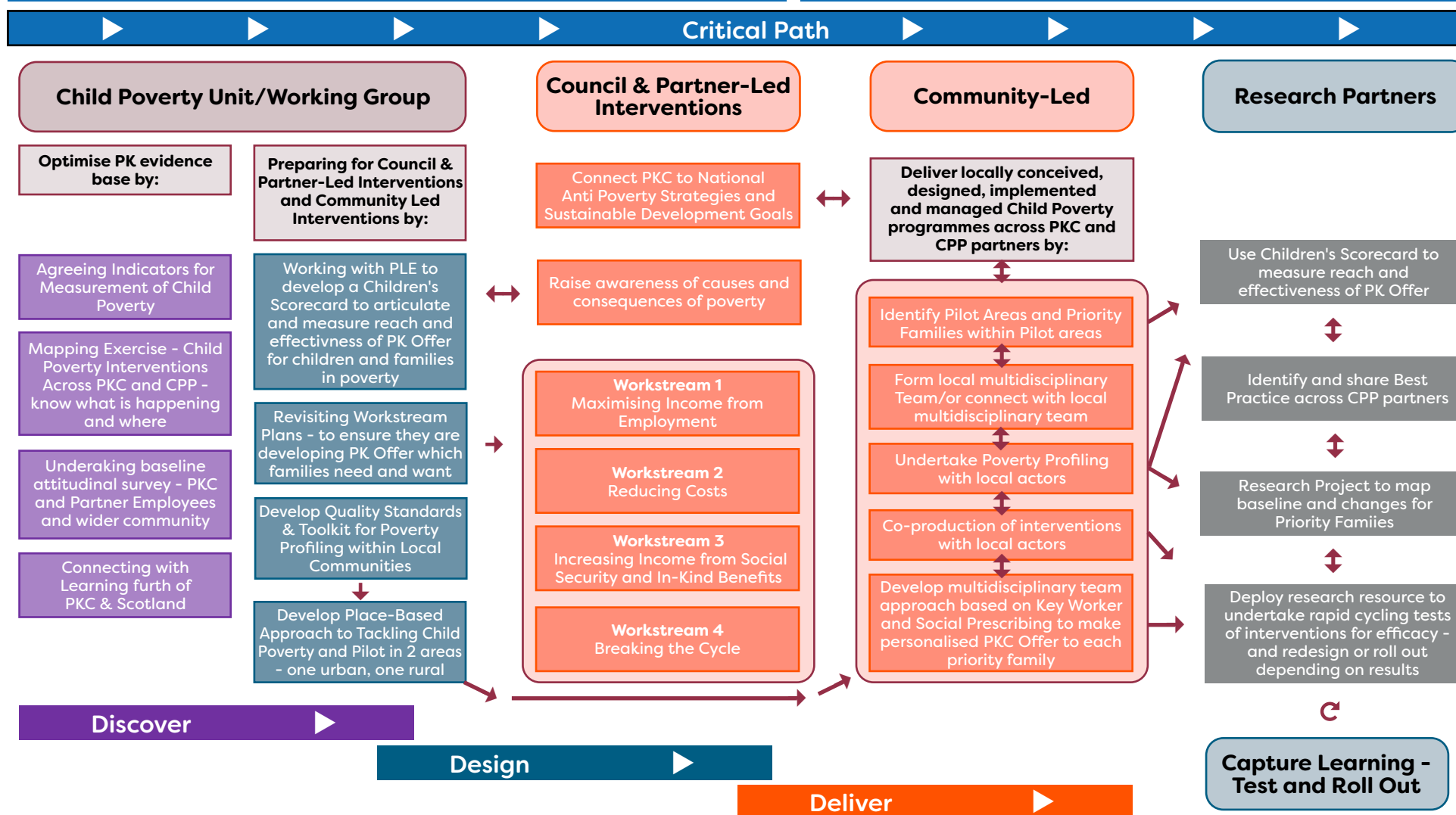
Perth and Kinross Child Poverty Strategy

Goals

- To raise awareness about the causes and consequences of child poverty
- To foster social cohesion and reduce the stigma surrounding poverty for children and families
- To reduce the negative effects of living in poverty for children and families
- To enable children and families to prepare themselves for a life free from poverty

Outcomes

- PKC Offer for Priority Families and children living in poverty
- To be identified through SPIRU Action Research Project



Governance

Governance for the Programme will be provided by the Child Poverty Working Group which involves representatives from Perth & Kinross Council and NHS Tayside. It meets monthly to provide strategic leadership for the Child Poverty Programme and scrutiny of the work of the Child Poverty Unit and the 4 Workstreams.

Delivery Mechanisms

The Child Poverty Programme is a cross-cutting programme which involves all Council Services and Community Planning partners. It is currently organised around 3 Workstreams - each with its own delivery plan and targets. The Workstreams are:

- *Maximising Income from Employment*
- *Reducing Costs*
- *Maximising Income from Social Security and Benefits In kind*

A fourth Workstream - Breaking the Cycle of Poverty will be established.

A local authority's role as an employer, carer, corporate parent, landlord, educator, community leader and funder places it at the heart of its community. In many cases, it is the first port of call for people in crisis, or who are vulnerable. Considered through this lens, the role played by a local authority in tackling poverty cannot be underestimated.

Poverty in Scotland 2016; 205; CPAG 2016



Measuring Child Poverty

Perth & Kinross Council have agreed 26 indicators to measure child poverty across Perth and Kinross.

General Indicators

1	Number of Children Living in Poverty
	%age of Children Living in Poverty
2	%age Children living in Acorn 4 & 5 Neighbourhoods
3	%age of Families Not Managing Financially
4	%age Families with No Savings

Income from Employment

5	Number (000's) Below Living Wage
	%age workforce Below Living Wage
6	Number (000's) Underemployed
	%age Underemployed
7	Number (000's) Employed 16-64
	%age Employed 16-64
8	Number (000's) in Lower Paid Work
	%age in Lower Paid Work
9	Job Density
10	Average (Median) Earnings by Place of Residence

Essential Cost of Living

11	Average (Median) Monthly Rents Private Sector and Local Authority
12	Net Annual Income Socially Rented Households
13	Fuel Poverty by Household Characteristics and Dwelling Attributes

Essential Cost of Living (continued)

14	Households in Fuel Poverty
15	Dwellings with Energy Efficiency Rating of F or G

Income from Social Security & Benefits In kind

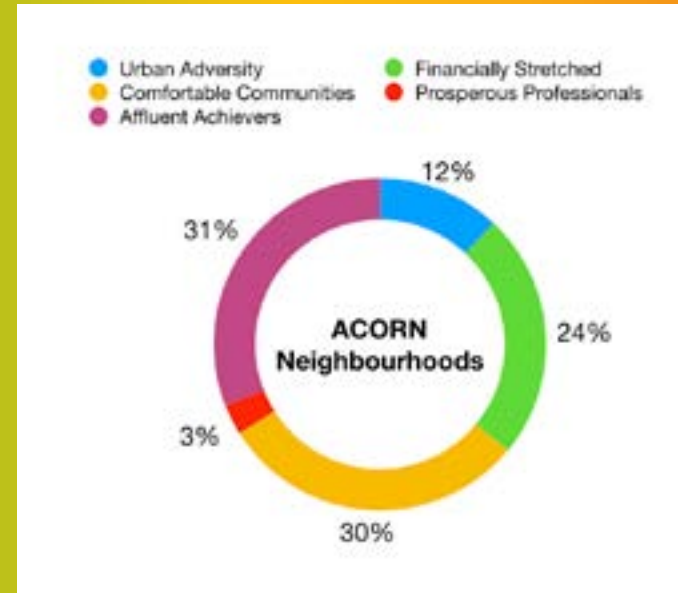
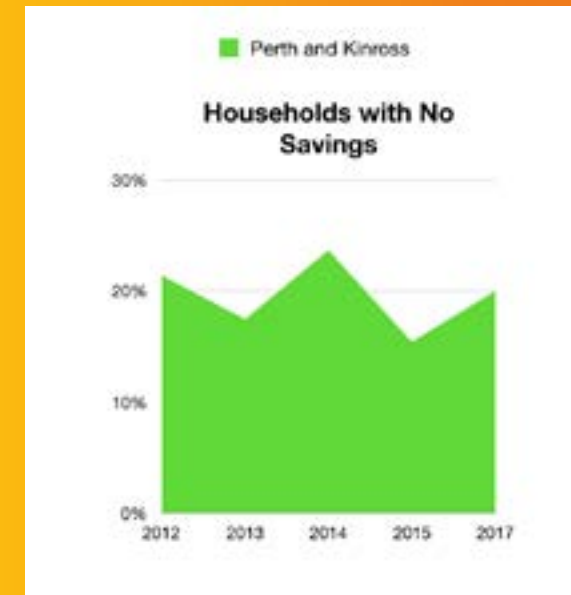
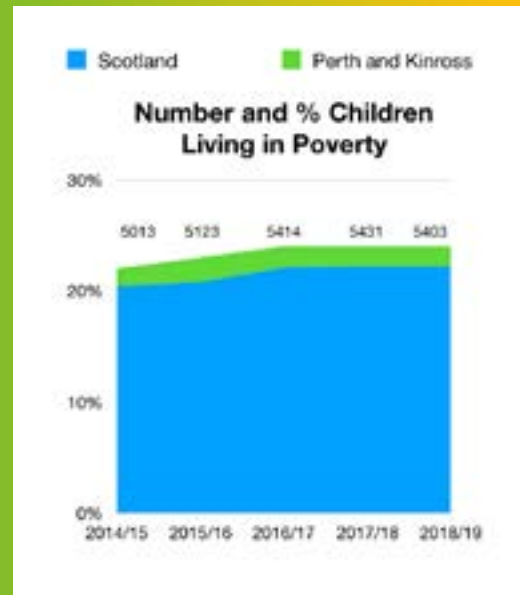
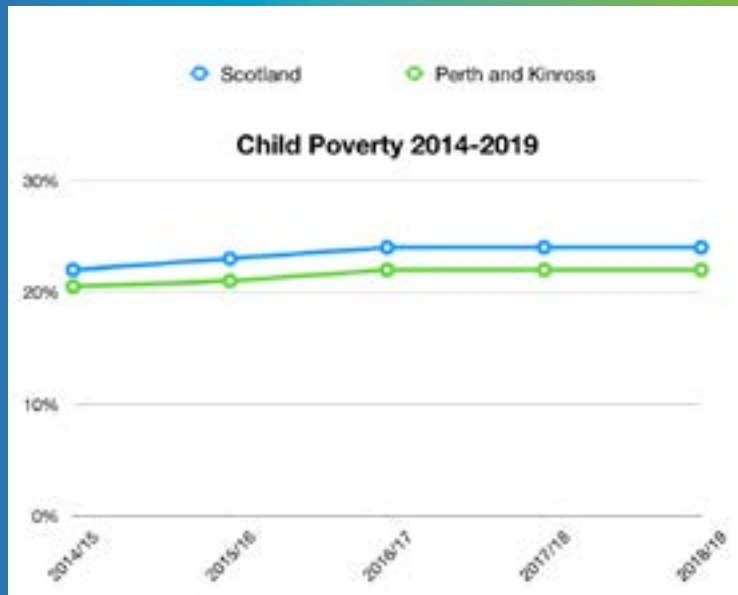
16	Claimant Count
17	Number of Workless Households
	%age of Workless Households
18	Pupils Registered and Taking Free School Meals
19	Best Start Grants
20	Scottish Welfare Fund Crisis Grant Applications

Breaking the Cycle of Poverty

21	%age Children with No Development Concerns/ A Concern at 13-15 Months, 27-20 Months and 4-5 Years Old
22	Number in Workforce with No Qualifications
	%age of Workforce with No Qualifications
23	Total Tariff Scores for School-Leavers by SIMD
24	Proportion of S4 Pupils Staying on by SIMD
25	Looked-After School-Leavers with SCQF Level 4
26	Young People (16-19) in Education, Training or Employment



Children in Poverty in Perth and Kinross



Data Sources
See Appendix 5

Our Challenges

Child Poverty is Increasing



Around 1 in 4 - (5,400) children in Perth and Kinross are living in poverty.

Between 2014 and 2019, estimates of child poverty increased from 20% to

22%

making reaching the target of 18% of children in poverty by 2022 very challenging indeed.



COVID made life significantly harder for many

The local claimant count doubled between March and October 2020. There is evidence of increasing levels of unemployment driven by the COVID pandemic and lockdown.

Between April and June 2020 there was a

148%

increase in applications for crisis loans.

There are too few jobs in the local economy



1 in every 8 households is workless.

There is currently a jobs deficit of around

2,800

jobs.

The gender pay gap is wider than for Scotland as a whole

Men on average earn £108 a week more than women.

Over 1 in 3 (36%) People of Perth and Kinross are Living in or on the Edge of Poverty

1 in 5 have no savings to fall back on. 1 in 5 of those in work earn below the Living Wage.



Low Pay is a Widespread Problem



Just under 1 in 3 workers in Perth and Kinross are in lower paid occupations.

Half of those in social housing had an income of less than £20,000 per annum - and just under 1 in 4 had an income of less than £10,000.

Private Sector Tenants Pay More and Risk Fuel Poverty

Perth & Kinross Council tenants paid 15% less in rent than private sector tenants. Private sector tenants are at greatest risk of fuel poverty. 1 in every 2 private sector tenants is in fuel poverty compared with 1 in 3 tenants in social housing.

1 in 3 private sector tenants is in extreme fuel poverty compared with 1 in 6 tenants in social housing.



We are not Breaking the Cycle of Poverty

Children from the poorest backgrounds are more likely to miss development milestones, have poorer, fewer or no qualifications on leaving school and are less likely to stay on at school after S4.

Young people from the richest backgrounds do twice as well at school as those from the poorest families.

Measured by Insight total tariff points which combines all school attainment from S4 to S6.

Children living in poverty are at greater risk of becoming looked after and having a child protection plan.

Child Protection concern reports were filed for

2,904

children, and numbers are rising.

¹ "The relationship between poverty, child abuse and neglect: an evidence review." Bywaters, Bunting et al JRF. 2015

We recognise that we face significant challenges within Perth and Kinross, partly due to the diversity of our landscape.

- *Most of the area is rural, with 12 towns and over 100 smaller settlements of differing sizes.*
- *In rural areas people can find it difficult to access services, due to availability, digital problems, transport and distance.*
- *In rural areas people are less aware of what they are entitled to or what is available.*

We were told:

- *one of the biggest challenges people face is the stigma associated with poverty;*
- *many worry that they will be judged as a person, parent or potential employee;*
- *children fear they will be judged, excluded and bullied.*

The Fairer Futures Commissioners found that:

- *many affluent people did not understand the challenges faced by those living in poverty;*
- *some people believe that poverty arises from personal failings or bad choices.*

The Fairer Futures Commissioners found that the causes of poverty in Perth and Kinross were related to:

- *lower wage jobs, zero hours contracts and seasonal work, high living costs;*
- *availability of affordable housing and the rising costs of private sector housing;*
- *availability and cost of transport particularly in rural areas.*
- *the negative impact of Welfare Reform and Universal Credit leading to high levels of rent arrears and increased risk of homelessness for many households.*

On the basis of the available statistical evidence and feedback gathered from citizens, communities and businesses, it would appear that many of these issues have worsened as a result of the pandemic and subsequent lockdowns.



Progress Report - Child Poverty Strategy

Focus Area	Purpose	Progress to Date
Connect local to national anti-poverty strategies.	<i>“Scotland needs to better understand the net impacts - anticipated and then evidenced - of local action on national outcomes.”²</i>	This approach has already delivered significant additional resources to Perth & Kinross Council and the Community Planning Partners for initiatives focussing on employability, closing the attainment gap and maximising income from social security and benefits in kind for families and children living in poverty.
Optimise the local evidence base.	<i>“It is imperative that an agreed framework for measuring poverty locally across Scotland is established.”</i>	We have developed an agreed framework for measuring poverty locally comprising 26 indicators which measure impact across the 4 Workstream areas: <ul style="list-style-type: none"> Income from Employment Reducing Costs Income from Social Security and Benefits in kind Breaking the Cycle of Poverty
Connect with Learning Beyond Scotland.	<i>“Recent experience of local areas in England and Wales in developing strategic approaches to tackling child poverty locally presents a rich resource upon which local agents in Scotland can draw.”</i>	We have commissioned the Scottish Poverty & Inequality Research Unit to support our learning from anti-poverty initiatives which have had an impact beyond Scotland. We want to use the knowledge and experience of what has worked elsewhere to inform and improve our anti-poverty approaches across Perth and Kinross.
Facilitate sharing of best practice in developing local strategic approaches to tackling poverty.	<i>“Mechanisms must be established or strengthened to allow sharing of best practices across Scottish local authorities.”</i>	We have invested time in strengthening learning across the Community Planning partners and with other Scottish local authorities. This has included the establishment of the Child Poverty Working Group which brings together people from a diverse range of services.
Develop a Robust mechanism for the appraisal of local plans.	<i>“Mechanisms must be established to ensure scrutiny of local action plans and progress reports”.</i>	We have commissioned the Scottish Poverty and Inequality Unit to work with People with Lived Experience to develop a Children’s Scorecard which will articulate and measure the reach and effectiveness of the Perth and Kinross Offer for children and families affected by poverty. This will provide a baseline for the measurement of place based multi-disciplinary approaches to addressing poverty which are delivered through the Community Planning and Locality Planning process.

² Local Contributions to Tackling Poverty and Inequality in Scotland February 2018 John H. McKendrick
Briefing for the Poverty and Inequality Commission Policy Scotland 2018

Snapshot Reports

Workstream 1 - Income from Employment

The Skills & Employment Initiatives Team assist parents and young people by:

- *supporting them to become job-ready through training and skills development; and*
- *by securing employment through job-matching and job-finding services.*

We provide a frontline service where experienced and highly-skilled key workers who have extensive knowledge of the local jobs market work closely with clients and employers.

We offer a holistic service which is tailored to the individual needs of our clients and this often reaches beyond employability services to link in with housing and welfare rights and mental health services.

Future Plans

- *An Elev8 Training Grant will be available through the Futures for Families programme to enable parents to progress in the workplace to more skilled, better paid jobs.*
- *We will provide clients who need them with access to digital devices to enable them to participate in our programmes.*
- *200 parents will complete the skills academy programme by 2022 and on graduation will be given help with finding a job by our Employer Engagement Service which provides a job-matching service.*
- *NHS Tayside volunteers will act as digital champions and will be given the opportunity to complete a free SCQF Level 4 in Digital Inclusion Support.*

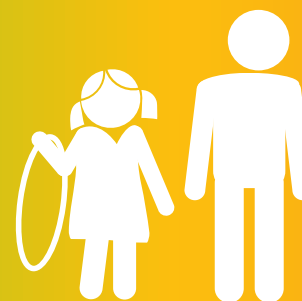
Key Areas of Achievement

47

25

1

47 sustainable, good-quality new jobs created for rural residents giving at least 25 hours work each week for at least one year. Employers taking part are incentivised to pay the Living Wage.



The programme provides each parent with a key worker who will support them to find and sustain employment.

£240K was secured for the Futures for Families programme to help parents into work.



2 Skills Academies

in Construction and Hospitality were launched to help unemployed residents with multiple barriers gain valuable skills and accreditations.



Case Studies

Two sisters from the Kinross area live with their parents and younger sibling at a travelling community site. It is a private site, not provided by Perth & Kinross Council, which has no facilities for the community to meet together or to display information.

Accessing learning and other amenities in the past has often been difficult for the family as there is no bus stop on the very busy road, no footpaths or lighting where they live on the outskirts of town.

Previously the young women attended Loch Leven Community Campus where they took part in various adult and family learning programmes. They also took the first steps towards achieving SQA accreditation at Levels 3 and 4.

This year both sisters have reached their goal and successfully completing SQA Level 4 in Numeracy, so they “*could get a job*”. They’ve also completed an ASDAN in Personal Development and further SQA accreditation at Level 3 in Communications and Levels 3 and 4 in Numeracy.

“Coming to this group improved my life from a social aspect of it and I wish I knew earlier about it. I learned a lot about myself, became a lot more confident, feel relaxed when working with people”

Drop-in for Parents at Crieff Primary Schools (St Dominic’s Parenting Group)

To understand the needs of parents in a rural isolated area of Crieff, the Communities Service carried out a parent consultation within two local primary schools. Forty-two families shared their views and identified things they’d like to learn more about, such as healthy eating, understanding and coping with children’s behaviour, CPR, First Aid with children.

With this in mind, an initial coffee, chat and crafting class with crèche was set up in St Dominic’s Primary school for parents. From there the team continued to support parents in identifying their interests or difficulties and in planning a programme of learning activities.

The group has been running successfully for three years now. Ten parents attend regularly and others drop in for visits when they can. Many of the benefits could not have been predicted at the start of the project, but they include:

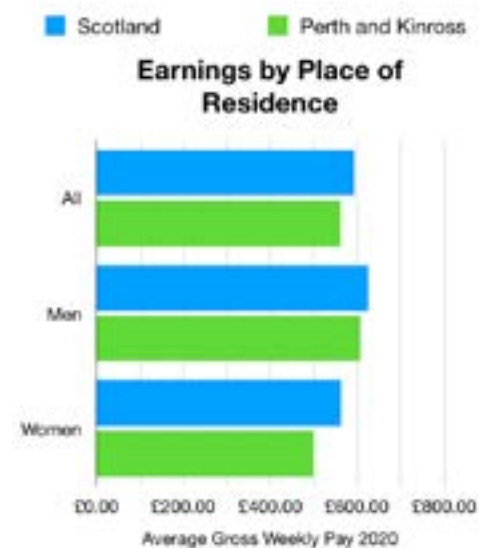
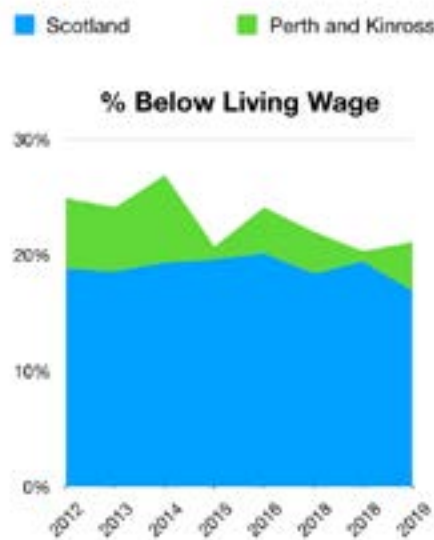
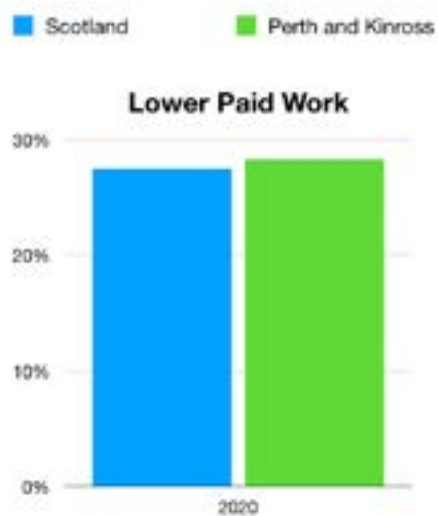
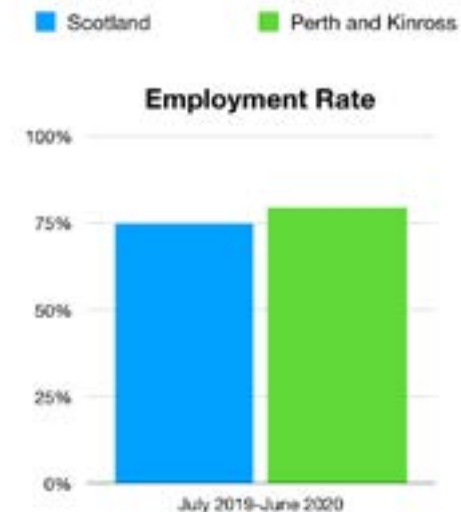
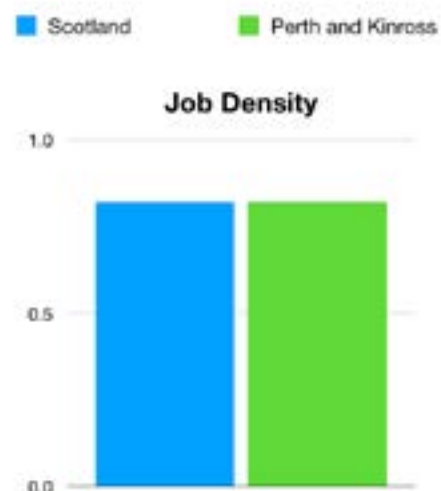
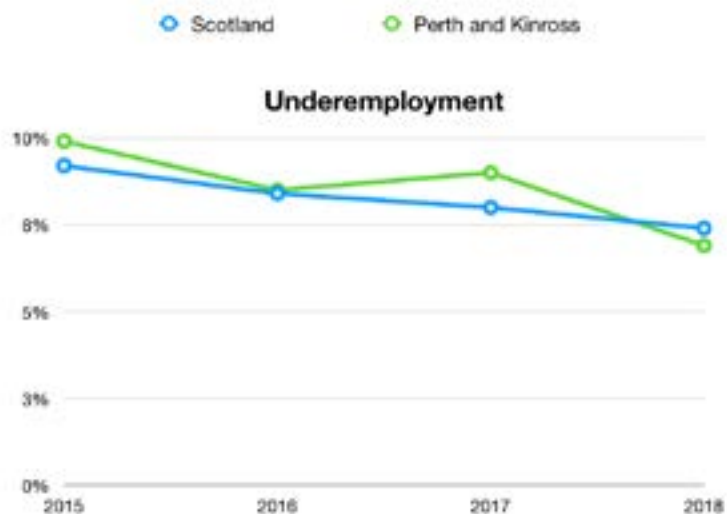
- *CV building and support with interview skills and techniques;*
- *supporting a struggling parent in volunteering which hopefully will lead to paid employment;*
- *making links with LEAD Scotland who support learning computing skills at people’s homes.*

“Attending the parenting group helped me get support writing CV, applying for jobs and preparing for my interviews”



Client KD registered with our No One Left Behind adult support service in July 2020. It was clear at point of registration that their circumstances meant that there were significant challenges in finding and securing employment. Barriers to employment included living in a jobless household with dependent children, registered disability and enduring health conditions. The team were able to establish agreement with local employer who was using our services to advertise a role. We utilised No One Left Behind Training Allowance funding to place this client in the role with agreement that they would receive support and training to acclimatise in employment. They took up employment in early August 2020 and are still in employment to this date. Our intervention helped this client to navigate some of their barriers, and with the support of the right employer, they are on their way to sustained employment and enhancing their income and living standards.





Data Sources
See Appendix 5



Workstream 2 - Reducing the Cost of Living

Colleagues from Housing & Environment, Education & Children's Services, Welfare Rights and the NHS work in partnership to make sure that wherever possible the cost of the living day is minimised.

Our work is wide ranging and covers rent affordability, the cost of the school day, transport and food sharing network activity.

We are working in partnership with our schools to reduce the cost of the school day. We have

- *shared a toolkit with schools and more staff are now aware of issues relating to poverty;*
- *provided a Presentation and cost of the school day toolkit for Parent Councils;*
- *developed a strategic approach to reducing food insecurity:*
 - *we trained staff and increased the availability of Family Cook-It programmes;*
 - *commissioned research into developing a good sharing network;*
- *improved the provision of affordable and flexible childcare by a phased implementation on track to provide 1140 hours of childcare for all 3 and 4 year olds.*

Future Plans

We will relaunch Reducing the Cost of the School Day across all our schools and Parent Councils.

We will establish a Private Landlord Forum which will help raise awareness about the impact of poverty and fuel poverty on private sector tenants.

Key Areas of Achievement



Delivered affordable rents for our tenants; we were able to gather and data by household type to help us to determine the affordable rent levels for local authority tenants in Perth and Kinross.

Provided 7 Fuel Poverty awareness sessions which were attended by

112 people



Increased access to financial support for instrumental music tuition, grant funding is now available for low income families.



Generated an increase in referrals to the Home Energy Advice Service.

Improved people's access to affordable credit and supporting financial inclusion.

Evaluated our transport activities to ensure we can reduce the cost of travel.



Stagecoach provided free weekend fares every weekend from end Nov 2019 – Christmas 2019.



Identified potential for travel concessions for families during weekends, holidays and after school.

Case Studies

Our Sustaining Tenancies Fund was introduced in 2018 and supports vulnerable Local Authority households who are struggling financially and who have or may build up rent arrears, potentially placing their tenancy at risk. Since 2019, the fund supported, along with other household types, 59 households with 120 dependent children where financial hardship existed, to clear their rent arrears levels thereby increasing their level of disposable income. These households were supported financially to reduce their outgoings and importantly 120 dependent children did not suffer the threat of homelessness. This financial assistance was provided alongside ongoing engagement with individual households to maximise their income and assist with budgeting skills.

A number of schools have initiatives to redistribute school uniform. These initiatives have been positive in many schools and parents have welcomed the opportunity to access the items and also to donate items that are in good condition.

The most common method of redistributing school uniform items was via exchange events followed by school newsletters. Other methods such as social media, noticeboards and partnership with a local church.

Some Parent Councils have held days and evenings outwith school time and displayed nearly new items donated by pupils and parents *'free to a new home'*.

Some schools have online platforms where parents can obtain or swap clothing free.

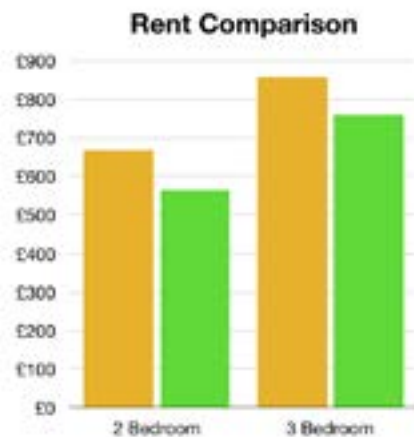
Many schools have areas in the school where clean used uniform is displayed, and parents are encouraged to help themselves to anything they need.

Some schools have developed this into a clothing rail room where pupils can leave used nearly new items of clothing and it is free for anyone to take. This does not only include uniforms.

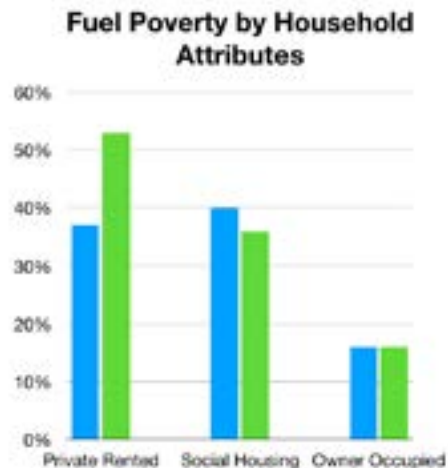
Events are mainly promoted via school newsletters, flyers/letters, social media, email and posters. There is a mix of sale and exchange at these events, with some running a donation/pay what you want system. But many operate on a free *'Please Take'* basis.



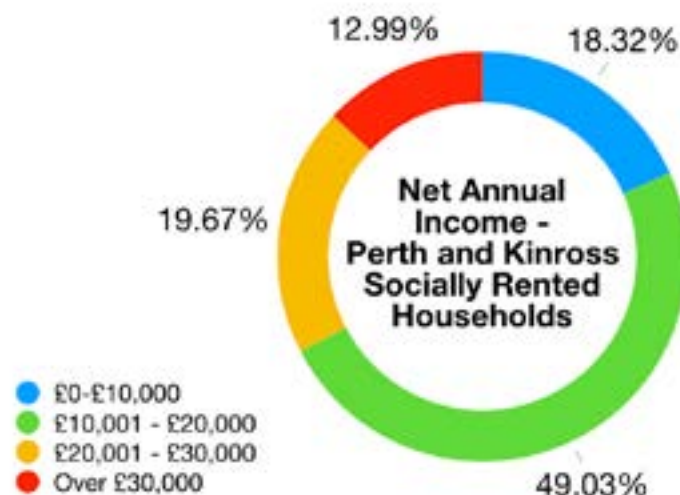
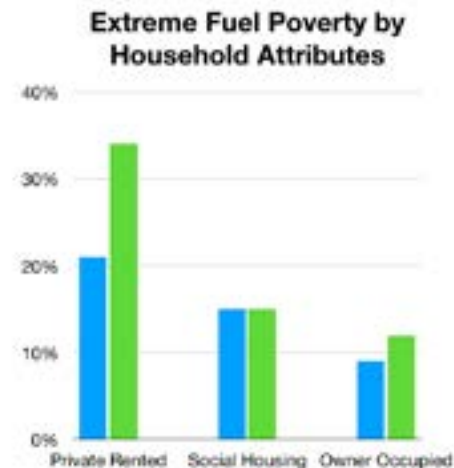
Private Sector Perth & Kinross Council



Scotland Perth and Kinross



Scotland Perth and Kinross



Data Sources
See Appendix 5



Workstream 3 - Income from Social Security and Benefits in Kind

The Welfare Rights Team and Perth Citizen's Advice Bureau work together to ensure that the residents of Perth and Kinross have access to advice and information about their welfare benefit entitlements, representation at benefit appeal tribunals and money advice.

Future Plans

Perth CAB – Positive Futures Project

Perth CAB will work in Blairgowrie, Coupar Angus, Pitlochry, Perth City Centre and Perth City North to help families maximise their income, deal with debt and improve money management.

Welfare Rights Check for 2,000 Priority Families

The Welfare Rights Team will be contacting 2,000 families in the priority groups to offer them a welfare benefit check over the next few months.

Referral to Financial Inclusion Services of all Pregnant Women by NHS Tayside

Financial Inclusion support will be rolled out across midwifery and health visiting services across Tayside to ensure all pregnant women and new mothers who require it get access to benefits and money advice. In addition, pregnant women who are at risk of isolation and are digitally excluded will be provided with digital devices.

Key Areas of Achievement

We helped

5148

people with benefits enquiries including 2804 people with complex cases.



Won 67% of all benefits appeals and achieved a client financial gain of **£6.5M.**



MacMillan Cancer Support help to fund a Welfare Rights Service for families affected by Cancer.



NHS Tayside Midwives Project has helped 39 clients achieve an average Client Financial Gain of **£6173.**

Perth & Kinross Council adopts a cash-first approach which allows us to treat our residents with dignity, respect and trust and allows them the opportunity to choose how their needs are met, in a way that is most suitable to them.



Health Professionals are now referring people for money advice and employability services through a unique referral pathway.

NHS Tayside held a Talk Money Week in Nov 2019. Events included webinars hosted by Home Energy Scotland and Love Food hate Waste, an awareness raising session on financial inclusion for midwives and promoting the Advice Centre at Ninewells Hospital to NHS staff.



Case Studies

Client A, a recently bereaved lone parent, approached the Welfare Rights Team for advice during the summer of 2019, Client A's husband had passed away following a period of terminal illness. Client A was offered our enhanced welfare rights service for people affected by cancer and the case was handled by one of the Macmillan Welfare Rights Officers. Following a comprehensive benefit check Client A was awarded:

- *a Bereavement Support Payment of £2,500 and a monthly sum of £100 for the next 18 months;*
- *Universal Credit of £409 per month and full rent costs covered;*
- *full Council Tax Reduction with only water and sewerage to pay with a 25% reduction.*

We looked back over the couple's previous benefit entitlement and noticed that they had been underpaid Employment & Support Allowance for almost a year, we took action to challenge this and Client A was subsequently paid £4,000 in arrears that had been due to the couple.

Client A also became kinship carer for her two grandchildren while we were working with her and we arranged for kinship care payments for her and Child Benefit. Once she became entitled to Child Benefit, she then qualified for the higher amount of Bereavement Support Payments and received a further £1,000 lump sum payment and an additional £250 per month in respect of her grandchildren.

Client Financial Gain

This family had experienced a lot of tragedy and misfortune in a very short space of time and the additional financial support we were able to secure for them alleviated a lot of the stress and worry Client A had been experiencing.



Client B, in her 40s was diagnosed with terminal cancer. Previously she had a very high income and had debts while she was earning from loans and credit cards which were manageable so long as her income remained at the same level.

She was now no longer able to work, was unable to service her debts and had incurred further debts. She was the main earner and the household were now in material deprivation. She went into a hospice several times and as a result had certain benefits stopped.

How we are helping

We presented evidence of her medical situation and used this to have her debts written off.

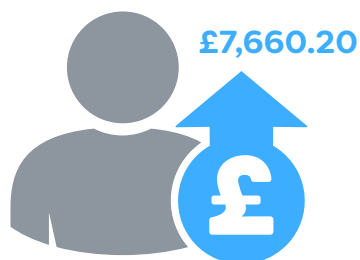
The difference it has made:

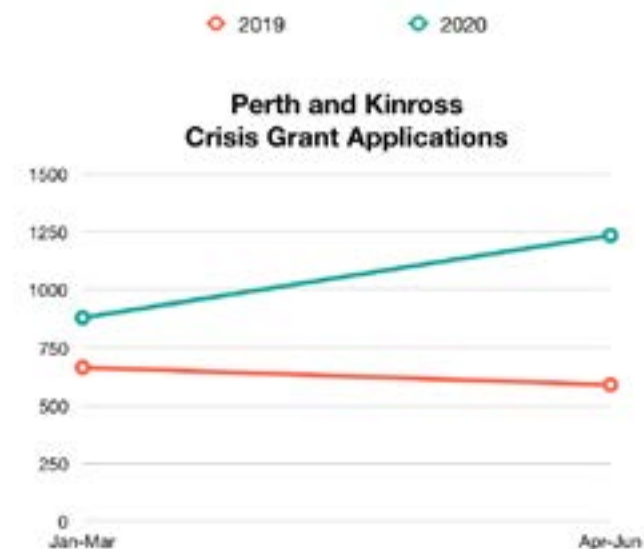
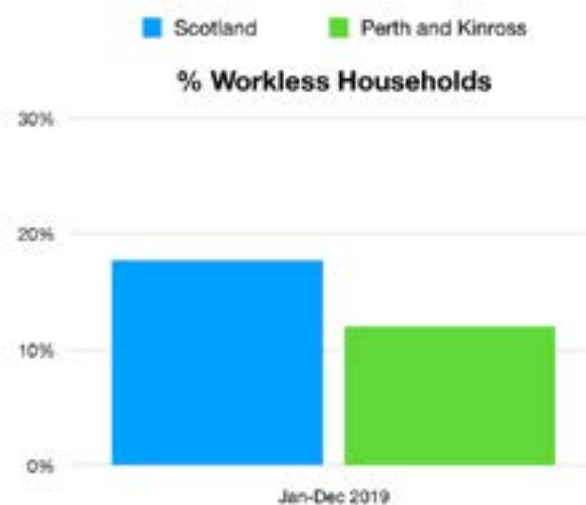
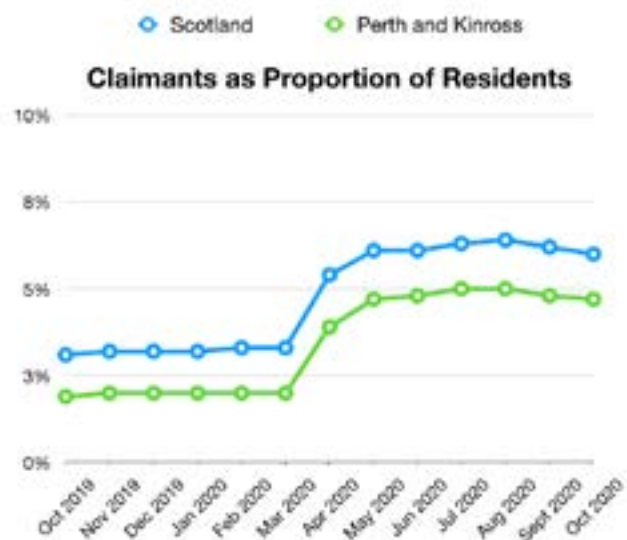
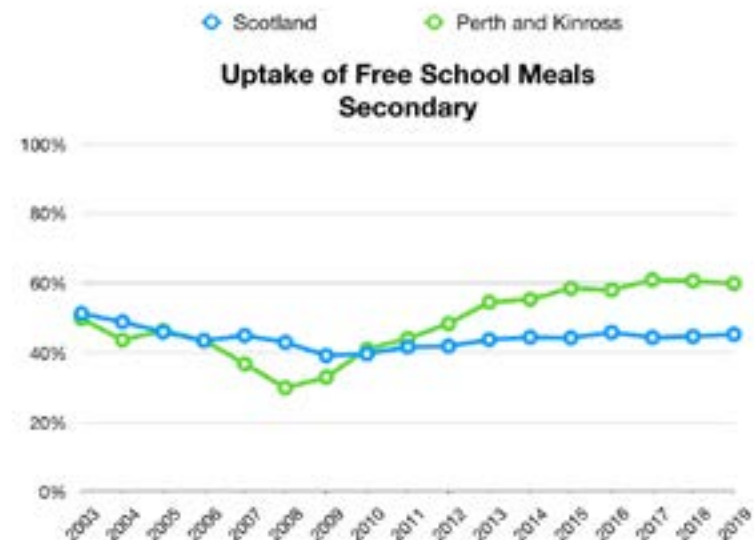
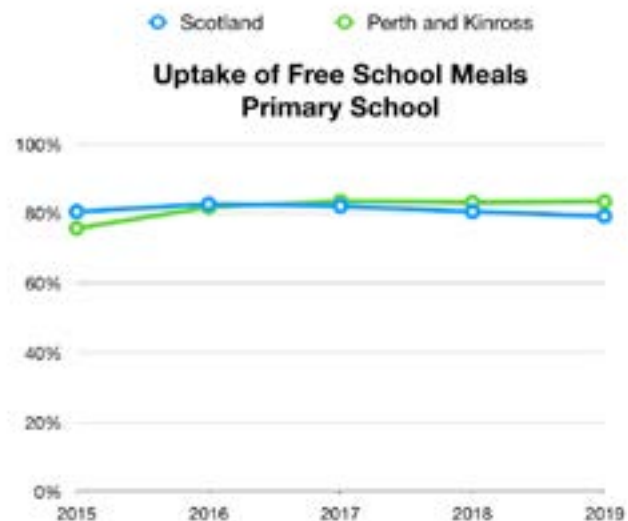
"I have one less thing to worry about and can focus on enjoying the time I have left. It is a great burden lifted to know that my family will not be left to sort out a financial mess after I am gone. Tying up these loose ends really helped me to cope."

Client Financial Gain - Unknown

Client C was referred by a Midwife for an entitlement check and advice regarding benefits. Client C (pregnant - less than 24 weeks), lives with partner and their three children in a private rented property. All household members are in good health. The Client is self-employed, and the partner was recently made redundant. They are in receipt of Universal Credit, Child Benefit (x3) and a small amount of Council Tax Reduction. Welfare Rights contacted the client and advised that she would be entitled to a Best Start Grant (Pregnancy & Baby Payment) award of £300 when she reached 24 weeks, we also advised she is eligible for Best Start Food vouchers (£17 every four weeks, these increase to £34 every 4 weeks from the birth of the baby until they turn 1, then £17 every 4 weeks from age 1 to 3). We also identified that she would be entitled to claim a Best Start Grant Early Learning Payment of £250 in respect of her 2-year-old daughter. We also discussed Statutory Maternity Pay for self-employed people and she met the criteria for this and was therefore entitled to up to £151.20 per week for 39 weeks. She will also receive an additional £13.95 pw of child benefit after the baby arrives. The client is also entitled to free dental care until the baby turns one year old.

Client Financial Gain





Data Sources
See Appendix 5

Workstream 4 - Breaking the Cycle

This is a new Workstream proposed by the Child Poverty Working Group and it will focus on the Child Poverty Strategy's aim to enable parents and children to:

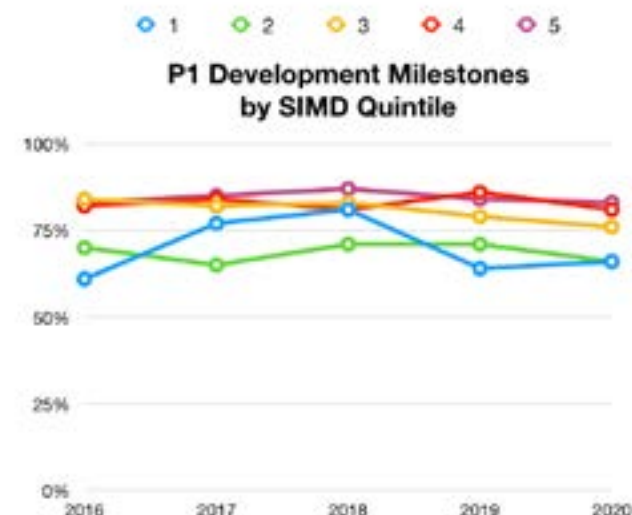
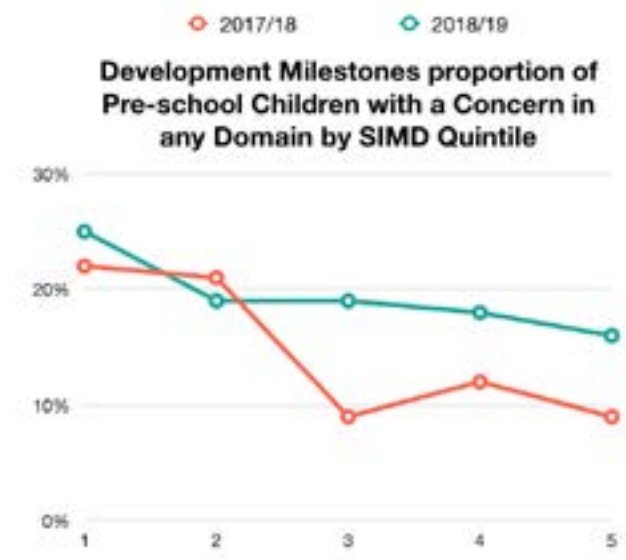
- *reduce the negative effects of living in poverty for children and families;*
- *enable children and families to prepare themselves to live a life free from poverty.*

There has already been movement towards closing the attainment gap in education. However, it remains the case that children from the richest backgrounds do twice as well as those from the poorest homes at school when measured by Insight total tariff points which combines all school attainment from S4 to S6.

Across all the key indicators children from the richest backgrounds outperform those from the poorest - from the earliest age at which development milestones are measured to the point where they leave the education system.

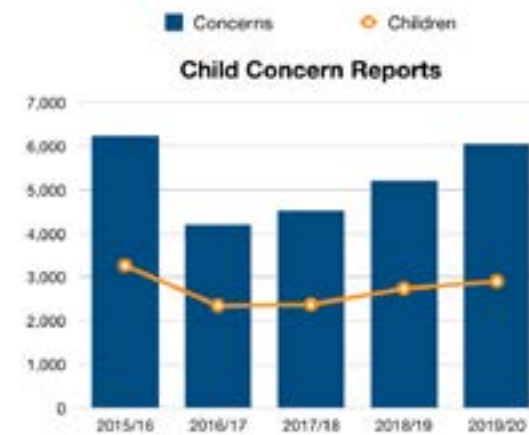
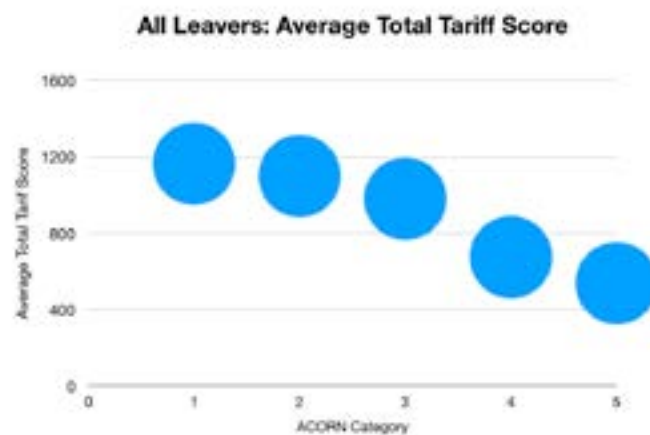
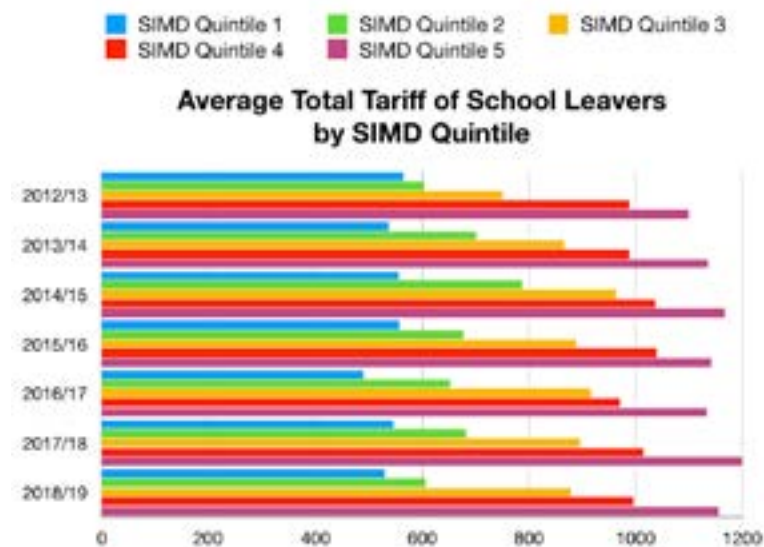
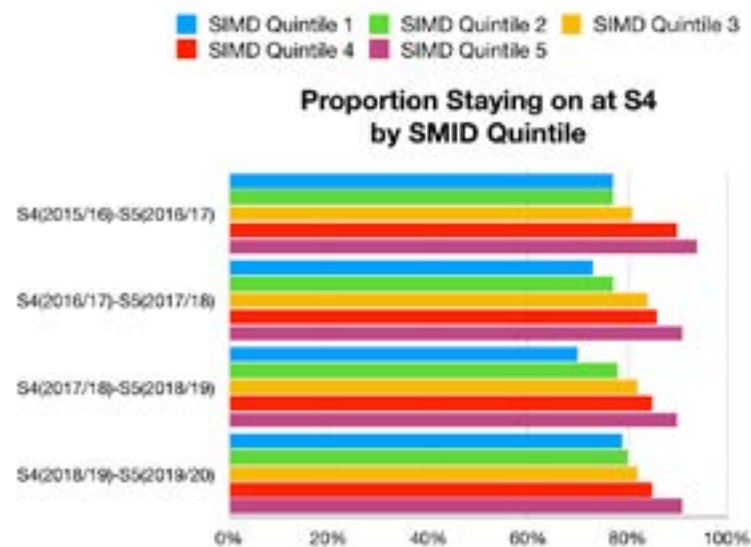
Future Plans

We will undertake a collaborative review of the Pupil Equity Fund to identify key learning points and the impact that PEF funded interventions have had on closing the attainment gap between children living in poverty and those from more affluent backgrounds.



Data Sources
See Appendix 5





Data Sources
See Appendix 5

COVID and Child Poverty

Normal life in Scotland was upended by the arrival of the coronavirus, the subsequent lockdown and the impact that both events have had on the economic and social lives of our people. It will be some time before we understand the full impact of the current pandemic on communities, families and children. We do know that it will have significantly eroded the ability of many families to withstand economic shocks, and that the consequent epidemic of job losses will result in more families experiencing poverty, some possibly for the first time. We also hear that worry about the risks of COVID to loved ones, social isolation and stress resulting from loss of income has negatively impacted on the mental health and wellbeing of children and their parents.

There is some evidence to suggest that the COVID pandemic has reduced the stigma surrounding poverty. This is in part due to:

- › *an increase in the number of families experiencing low income and unemployment for the first time;*
- › *a greater awareness that poverty is driven by external events and is not the result of personal failings or defects of character;*
- › *increasing social solidarity has brought more people into contact and relationship with individuals and families in poverty.*

The sad reality is that pretty much everybody in Perth and Kinross now knows someone, a relation, a friend or a neighbour whose standard of living has been adversely impacted by COVID. Many more fear the longer-term economic fallout from the pandemic and are worried that it may impact on their family.

Urgent action is needed to:

- › *support children and families who were struggling before the pandemic to cope;*
- › *assist those parents who have lost their jobs and livelihoods to recover;*

- › *get help to children and parents whose mental health and wellbeing have been affected by the pandemic;*
- › *get extra help to children whose educational opportunities and attainment will have been adversely affected by lockdown.*

The Standard Life Foundation and the Institute of Public Policy Research undertook a COVID-19 financial impact and found that:

- › *nearly half (49%) of households with dependent children in Scotland found themselves 'in serious financial difficulty' or 'struggling to make ends meet';*
- › *one in five (20%) of households with dependent children were in the most worrying financial circumstances - 'in serious financial difficulty';*
- › *just 15% of families with dependent children were financially secure, compared to 30% of all families across Scotland.*

[BN298-FULL-The-effects-of-coronavirus-on-household-finances-and-financial-distress.pdf \(ifs.org.uk\)](#) 



Covid Response

Increasing Income from Employment

During the lockdown period it was not possible to increase income from employment. The focus remained on the core business of delivering employability services to people who were unemployed or at risk of unemployment/underemployment or being in lower paid occupations.

Reducing Costs

- We increased our starter and furniture pack stock and have spent £50,000 providing goods to help families move into their new homes.
- We promoted the Home Energy Scotland fuel poverty programme for qualifying families resulting in over 400 families receiving prepaid vouchers to top up their pay-as-you-go energy meters.
- We provided 273 devices (iPads or Hot Spot Bundles) to enable families without access to the internet to support their child's education during the lockdown. In addition, 41 devices and 123 months of data was provided for families who were digitally excluded.

Increasing Income from Social Security and Benefits in Kind

- We supported 3,482 families by providing direct payments to parents whose children were unable to access free school meals during the lockdown to ensure that there was money to feed children at home.
- We have experienced a significant increase in rent arrears as a result of new or increased financial hardship. We contacted all 7,500 tenants to undertake welfare checks and ensure tenants were safe and well. We are providing assurance and support to tenants in rent arrears to ensure that all household incomes are maximised and all is done to avoid building up significant debts.

- We secured an additional £410,000 to provide a COVID emergency response to meet increased demands from households experiencing financial insecurity as a result of lockdown. We were able to deploy an additional 6 members of staff to deal with a 148% increase in applications for crisis grants.
- A PKC Welfare Benefits Facebook page and a Benefits and COVID-19 webpage - www.pkc.gov.uk/bensandcovid19 - enabled people to access benefits information online.
- The Local Taxes and Sales Ledger Teams included referral for welfare rights advice into their collection and recovery processes.
- The Welfare Rights Team caseload increased by 50% as a result of COVID with 2,374 families being helped with benefits advice.
- Over 1,000 residents of Perth and Kinross responded to the Council's call for volunteers, many more volunteered with existing community organisations and Third Sector groups to provide a wide range of services and goods for those in need. These included:
 - packs of resources for children;
 - provision of emergency food parcels;
 - community fridges/larders and give-and-take boxes;
 - provision of hot meals;
 - welfare checks and calls;
 - essential transport;
 - digital support - equipment, guidance and advice to help people get connected.



Breaking the Cycle

- 💡 *Teams have dealt with over 3,300 enquiries regarding housing options and homelessness and we continue to receive calls from people who are facing financial hardship and concerned about losing their home.*
- 💡 *We have continued to help those on the verge of losing their homes with a range of support including accessing grants and services.*
- 💡 *We have had personal contact with 1,176 households in the priority groups to provide a wide range of advice and support. Due to the moratorium on evictions and a continued focus on early intervention and prevention, the level of homeless presentations in Perth and Kinross has reduced compared to the same period in the previous year.*



Priorities for Action 2020/21

Activities aimed at increasing awareness of the causes and consequences of poverty for children in Perth and Kinross

- 1 We will develop a public information campaign to disseminate a series of key messages around child poverty and where parents can go to get help. The purpose of the campaign will be to reduce stigma and increase social solidarity for children and families living in poverty.
- 2 We will provide a video and training materials to be rolled out to all Perth & Kinross Council employees and offered to CP Partners for inclusion in their staff development and learning programmes.
- 3 We will relaunch the Cost of the School Day programme by providing all schools with a video and training materials which can be used to raise the awareness of School Leadership teams, teachers, pupils and their parents.

Activities which will help shape the Perth and Kinross Offer for parents and children living in poverty in the longer-term

- 4 We will undertake a more detailed quantitative and qualitative assessment and analysis of child poverty across Perth and Kinross. This assessment will involve parents and children with lived experience of poverty.
 - ♪ *We will gain a better understanding of our local child poverty position and the specific needs of our different communities.*
 - ♪ *We will be able to identify priority groups where children are at a greater risk of poverty and ensure that our actions are targeted at those priority groups where they will have the most impact.*

- ♪ *We will identify those social security benefits where take-up rates are low, find out from those with lived experience what barriers prevent them from claiming their entitlement and use this information to boost social security take-up rates.*
 - ♪ *We will use this information to create and develop a monitoring framework to enable us to measure levels of child poverty and outcomes. This will provide Impact, Outcome and Output Indicators for the 3 workstreams: Income from Employment, Reducing the Cost of Living and Income from Benefits.*
- 5 We will develop a '**Children's Scorecard**' with People with Lived Experience of poverty. The Scorecard will articulate and measure the reach and effectiveness of the Perth and Kinross Offer for children and families living in poverty.
 - 6 We will scope out a proposal to work across all CPP partners to:
 - ♪ *data share with a view to establishing a database of households where children are living in poverty and the resources available to support them;*
 - ♪ *deliver a key worker for each family. The role of the key worker would be to act as a social prescriber to tailor a Perth and Kinross Offer to the specific needs of each individual family.*



Activities which help to gather data on what interventions are most effective in tackling poverty for children

- 7 We will collaborate with the Equalities, Empowerment and Fairness Workstream of the Perth and Kinross Offer delivery programme to deliver a multi-disciplinary place-based pilot child poverty programme. We will work with 2 local communities - one urban, one rural - to develop place-based initiatives to deliver the goals of the Child Poverty Strategy.
- 8 We will undertake a collaborative review of the impact of 2 key child poverty initiatives to assess their effectiveness in delivering outcomes for children living in poverty. This is in line with the strong commitment to adopting evidence-based approaches to tackling child poverty. We will discover the extent to which these initiatives delivered benefit to the priority groups and what outcomes were delivered:
 - 👉 *Midwife Project (NHS Tayside)*
 - 👉 *Pupil Equity Fund*

Activities which will benefit children living in poverty quickly

- 9 We will seek to work with Community Planning Partners, third sector and community organisations to drive up social security uptake in rural areas. We will make it easier for families to take up their full entitlement to social security and benefits in kind by:
 - 👉 *ensuring 2,000 families in the priority groups are offered a welfare benefit check to boost income from social security and benefits in kind;*
 - 👉 *running a Scottish Child Payment Take-up campaign to ensure that at least 85% of the family income of 9,801 eligible children in Perth and Kinross is boosted by £520 a year leading to an increase in spending in the local economy of £4.3m;*

- 👉 *seeking to deploy a more automated approach to benefits ensuring that all families in receipt of Council Tax Reduction are automatically registered for free school meals and school clothing grants;*
 - 👉 *establishing a schools-based Co-production Task Group to find ways of increasing the numbers of School Pupils using their entitlement to free school meals;*
 - 👉 *establishing a Co-production Task Group to find ways of enabling those living in rural areas to access welfare benefits advice and support.*
- 10 We will deliver effective employability schemes to support parents in priority families to access skills development and training, employment and sustainable jobs which pay the Living Wage. This will include:
 - 👉 *delivering new jobs through the Rural Employment Incentive Funding which has been secured;*
 - 👉 *delivering the Futures for Families programme to support parents in Priority Groups into employment;*
 - 👉 *provide Elev8 training grants to aid progression in the workplace to more skilled and better paid jobs;*
 - 👉 *support 200 parents and young people to graduate from Skills Academies and to secure employment upon graduation;*
 - 👉 *enable clients to overcome digital poverty by providing access to digital devices to enable participation in employability programmes.*



Appendix 1 - Workplans

Workstream 1 - Income from Employment

Target Issues/Areas Identified by Fairer Futures Commission					
<i>Parental Employment and Closing Gender Pay Gap, Living Wage, Parental Employability Skills, School Leaver Attainment Gap, Flexible HR Policies</i>					
Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
Collaborative Review of the Pupil Equity Fund.	Workstream 2 Leads	WER	Review and report on monitoring information gathered by schools to identify impact of Pupil Equity Fund on priority families and families affected by a member's protected characteristic with specific reference to closing the attainment gap for pupils.	By June 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this evaluation.
Strategy finalised and launch of Parental Employment Support Fund - Futures for Families programme, inclusive of Elev8 Training Grant.	Skills & Employment Initiatives Team	Project funding awarded from Scottish Government	Performance measurement framework to be devised by SEI Team. This framework will encompass all programmes to ensure reasonable comparisons can be drawn between various programmes. Requirement from Scottish Government is same reporting mechanism as existing programmes managed by the local team. Quarterly reporting and live updates from management information systems on request.	By January 2021	Priority Families and families affected by a member having a Protected Characteristic.
Management and delivery of local No One Left Behind provision. This includes Adult Key Work service, Activity Agreements for youths as well as job creation scheme (NOLB Employer Recruitment Incentive).	Employability Officer in SEI Team - management overall @Scott St will monitor and report on Activity Agreements	Project funding allocated from Scottish Government to SEI Team	Performance measurement framework to be devised by SEI Team. This framework will encompass all programmes to ensure reasonable comparisons can be drawn between various programmes. Requirement from Scottish Government is same reporting mechanism as existing programmes managed by the local team. Quarterly reporting and live updates from management information systems on request.	Active now	NOLB clients - people of all ages with at least 1 barrier to employment. Assessed by NOLB Key Workers.



Workstream 2 - Reducing the Cost of Living

Target Issues/Areas Identified by Fairer Futures Commission

Affordability - Housing, Childcare, Energy, Food, Public Transport Debt and Cost of the School Day

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
Collaborative Review of 'Reducing the Cost of the School Day' for to identify outcomes, effectiveness and lessons learned.	Workstream 2 Lead	WER	Evidence of positive parental and learner feedback for the Cost of the School Day programme. Evidence of delivery of Cost of the School Day programme. Lessons learned.	By June 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this evaluation.
We will promote Big Energy Savings Week with our CPP Partners.	Workstream 2 Lead	WER	Take-up rates and client financial gains.	By February 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this evaluation.
We will relaunch the Cost of the School Day programme by providing all schools with a video and training materials which can be used to raise the awareness of School Leadership teams, teachers, pupils and their parents.	Workstream 2 Lead	WER	Number of schools participating in Cost of the School Day, sharing and learning examples of good practice, reduction in the Cost of the School Day.	By November 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this evaluation.
Wider ongoing engagement with local social housing providers. Discussions to be scheduled with RSLs to share information gathered through affordability model and further discussion to promote affordable rents.	Workstream 2 Lead	WER	Increased awareness within the social sector and greater focus placed on affordability by RSLs.	Ongoing	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.



Workstream 2 - Reducing the Cost of Living

Target Issues/Areas Identified by Fairer Futures Commission

Affordability - Housing, Childcare, Energy, Food, Public Transport Debt and Cost of the School Day

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
Private Landlord Forum to be planned, to raise awareness of affordability and child poverty within the private sector.	Workstream 2 Lead	WER	Rents charged by private landlords is affordable.	By June 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.
Evaluate our transport activities to ensure we can reduce the cost of travel. Option to load free transport on Young Scot cards still to be considered.	Workstream Leads 2	WER	Travel costs reduce.	By November 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.
Improving people's access to affordable credit and supporting financial inclusion - consider credit rating project for Local Authority tenants.	Workstream 2 Lead	WER	Increased access to more affordable credit.	By August 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.



Workstream 2 - Reducing the Cost of Living

Target Issues/Areas Identified by Fairer Futures Commission

Affordability - Housing, Childcare, Energy, Food, Public Transport Debt and Cost of the School Day

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
<p>Improve uptake to free school meals:</p> <p>1 <i>Improve application process to maximise opportunities to identify those who are eligible, reduce time and effort of application process for both applicant and staff.</i></p> <p>2 <i>Increase awareness of FSM and how to apply.</i></p>	Workstream 2 Lead	WER	Uptake levels increase.	By June 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.
Establish a governance structure for the Food Share Network, establishing a permanent food hub in Perth in conjunction with Transform (Fareshare).	Workstream 2 Lead	WER	<p>Increased access to affordable food.</p> <p>Reduction in food waste.</p>	TBC	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this project.

Workstream 3 - Income from Social Security and Benefits in Kind

Target Issues/Areas Identified by Fairer Futures Commission

Universal Credit, Working Tax Credits, Child Tax Credit, Child Benefit, Housing related SS Payments, Free School Meals, School Clothing Grants, Devolved SS Payments

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
Explore more streamlined processes for all Council concessions.	Workstream 3 Lead		More customer-friendly and ease of access to all entitlements at first point of contact. Increased take-up.	By October 2021	All Priority Families and families affected as a result of a family member having a Protected Characteristic who apply to the Council for assistance.
Co-production Task Group Increasing Take-up of Free School Meals in Secondary Schools - Task group to be pupil-led.	Workstream 3 Lead	WER	Increased take-up rates of free school meals in secondary schools.	By October 2021	Priority Families and families affected as a result of a family member having a Protected Characteristic with pupils in schools bidding into the initiative will benefit.
Co-production Task Group - Advice Provision to Rural Areas (WR/CAB/ other Advice Providers and Community Groups) Participatory Budgeting or Challenge Fund Approach.	Workstream 3 Lead	WER	%age increase in caseload of Welfare Rights Team, CAB and other advice providers from rural areas.	By October 2021	Group will be asked to consider how best to reach Priority Families and families affected as a result of a family member having a Protected Characteristic living in rural areas.



Workstream 3 - Income from Social Security and Benefits in Kind

Target Issues/Areas Identified by Fairer Futures Commission

Universal Credit, Working Tax Credits, Child Tax Credit, Child Benefit, Housing related SS Payments, Free School Meals, School Clothing Grants, Devolved SS Payments

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
To ensure welfare rights advice reaches target families. 2,000 families in the priority groups will receive a phone call offer of a welfare rights check to maximise income from social security and benefits in kind.	Workstream 3 Lead	WER	Client financial/In kind I gain for families receiving welfare check.		Priority Families and families affected as a result of a family member having a Protected Characteristic will be targeted first.
Scottish Child Payment Benefit Take-Up Campaign To achieve a take up rate of 85% of all eligible children.	Workstream 3 Lead	WER	Take-up rates for Scottish Child Payment.	By October 2021	Priority Families will be targeted in information awareness campaign via tracked entry points for each specific group. Families with a member having a Protected Characteristic will be targeted in information awareness campaign via tracked entry points for each specific group.



Workstream 4 - Breaking the Cycle

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
Review and Learn from Midwife Project as enablers for families in poverty to access opportunities to maximise income and reduce costs.	NHS Tayside	WER	Lessons Learned and sharing of good practice leads to increased referrals for income maximisation and benefits in kind.	June 2021	Priority Families and families affected by a member having a Protected Characteristic are the focal point of this evaluation.
Research Project Undertake a mapping exercise on child poverty interventions across Perth and Kinross. Design Impact, Outcomes and Outputs Indicators Framework for the 3 workstreams.	Child Poverty Officer	WER	Identify barriers, crossovers and opportunities for future development of child poverty programme.	January 2021	Priority Families and families affected by a member having a protected characteristic are the focal point of this project.
Develop a 'Children's' Scorecard to measure support for children living in poverty across Material Wellbeing, Mental Wellbeing, Diet and Physical Wellbeing and Skills for Life.	Child Poverty Officer		The Children's Scorecard will be an important tool for raising awareness of the causes and consequences of child poverty. Closing the Gap Scorecard will enable PKC and its partners to track mitigation interventions to support equal opportunities. Feedback on the relevance and usage of the Closing the Gap Scorecard will be sought from people with lived experience of child poverty and CPP partners involved in service provision.	June 2021	Priority Families and families affected by a member having a Protected Characteristic are the target groups this initiative seeks to support

Workstream 4 - Breaking the Cycle

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
<p>We will provide a video and training materials to be rolled out to all Perth & Kinross Council employees and offered to CP Partners for inclusion in their staff development and learning programmes.</p> <p>All COVID volunteers will be given access to the video and training materials.</p>	Child Poverty Officer	WER	Perth & Kinross Council employees have an improved understanding of the causes and consequences of child poverty. Learning Outcomes will be measured using an assessment tool to be completed by everyone taking the course.	March 2021	The issues faced by Priority Families and families where a member has a Protected Characteristic will be covered in the training materials.
<p>We will develop a branded public information campaign to disseminate a series of key messages around child poverty and where parents can go to get help.</p>	Child Poverty Officer	Cost of Opinion Poll Questions - 2 rounds	<p>The stigma surrounding poverty is reduced and social solidarity is increased.</p> <p>An opinion poll question will be purchased to measure the before and after impact of the information campaign on the public in Perth and Kinross.</p> <p>An attitudinal survey of COVID volunteers will be undertaken before and after the public information campaign.</p>	March 2021	The issues faced by Priority Families and families where a member has a Protected Characteristic will be covered in the information campaign



Workstream 4 - Breaking the Cycle

Actions/Deliverables in 2020/21	Who action is carried out by	Resources allocated	How impact has/will be assessed	Timescale for action	Target Groups - Priority Families and Protected Characteristics
We will scope out a proposal to work across all CPP partners to data share with a view to establishing a database of households where children are living in poverty and the resources available to support them to deliver a key worker for each family. The role of the key worker would be to act as a social prescriber to tailor a Perth and Kinross Offer to the specific needs of each individual family.	Child Poverty Officer	WER	Multi-agency Task Team for Child Poverty Social Prescribing Project is established. Project Initiation Document is produced and signed off by all relevant parties.	March 2021	Priority Families and families with a member affected by a Protected Characteristic will form the key target groups to be addressed by this programme.



Appendix 2 - Definitions

Relative Poverty

A child is in relative poverty if they live in a household where equivalised income for the financial year in question is less than 60 per cent of the median equivalised net income for that financial year.

Absolute Poverty

A child is in absolute poverty if they live in a household with an income below 60 per cent of the median equivalised net income in 2010–11.

Combined Low-Income and Material Deprivation

A child is in combined low income and material deprivation if they live in a household with an income below 70 per cent of the equivalised median net income for that year and are unable to afford a number of basic goods and services (material deprivation).

Persistent Poverty

A child is in persistent poverty if they have been living in Scotland and in relative poverty for three of the past four years.



Appendix 3 - Policy Context (Scotland)

Fairer Scotland Duty requires local authorities to consider how to achieve equality of outcomes and tackle social and economic disadvantage when taking strategic decisions and delivering services.

Children & Young People (Scotland) Act 2014 requires public authorities to report on progress made on children's rights contained in the United Nations Convention on the Rights of the Child (UNCRC). The key articles which relate to child poverty are:

- *Article 3 (best interests of the child)*
- *Article 6 (life, survival and development)*
- *Article 12 (respect for views of the child)*
- *Article 26 (social security)*
- *Article 27 (adequate standard of living)*

GIRFEC is the national approach in Scotland to improving outcomes and supporting the wellbeing of children and young people by offering the right help at the right time. It supports children and their parents to work in partnership with the services that can help them. The GIRFEC approach is child-focussed and uses the SHANNARI wellbeing indicators, to identify need and measure progress.

Community Empowerment (Scotland) Act 2015

Community Planning Partnerships (CPP) must prepare and publish a Local Outcome Improvement Plan (LOIP), which sets the local outcomes the CPP has prioritised for improvement. The CPP must involve community organisations in development the plan which must address inequality and social disadvantage.

Education (Scotland) Act 2016 requires that education authorities to aim to reduce inequality of outcomes for school pupils experiencing social and economic disadvantage.



Appendix 4 - Policy Context (Perth and Kinross)











Perth & Kinross Council	Multi-Agency	NHS Tayside
Fairness Commission and Fairer Futures Corporate Plan (2018-2022) Local Housing Strategy (2016-2021) Best Value Self-Evaluation (2019)	Perth and Kinross Offer Tayside Plan for Children, Young People & Families Community Planning Partnership Local Outcomes Improvement Plan (2017 -2027) Tayside Parenting Plan	Paediatric Clinical Services Strategic Framework Health Equity Strategy 2010 Communities in Control Mitigating the Health Impact of Welfare Reform

Key Partner Organisations












- › *Perth & Kinross Council - representatives for all service areas*
- › *Elected Members*
- › *Scottish Fire and Rescue Service*
- › *Police Scotland*
- › *NHS Tayside*
- › *Perth and Kinross Health and Social Care Partnership*
- › *Scottish Enterprise*
- › *Skills Development Scotland*
- › *Department of Work and Pensions*
- › *Third Sector*
- › *Tactran*
- › *University of the Highland & Islands*



Appendix 5 - Data Sources

Indicator	Rationale	Data Source
Number and %age Children Living in Poverty	This is a reliable measure of child poverty as it takes housing costs into account - families in private rented homes will pay significantly more for housing than those in social housing.	www.endchildpoverty.org.uk/child-poverty-in-your-area-201415-201819/ 
Most Socially and Financially Challenged Households	Useful tool for local identification and analysis using other data to understand poverty related gaps. However overall figure gives a valid headline indicator.	Source: ACORN (PKC held) https://acorn.caci.co.uk/downloads/Acorn-User-guide.pdf 
Managing Financially	Data is derived from Scottish Household Survey - and provides a broad indication of families who are struggling financially.	www2.gov.scot/Resource/0054/00548546.pdf 
Households with No Savings	Data is derived from Scottish Household Survey - and provides a broad indication of families who are struggling financially.	www2.gov.scot/Topics/Statistics/16002/LATables2017/2017Excel 
Earnings Below the Living Wage	Reliable measure of families in poverty.	Source: ASHE www.gov.scot/publications/annual-survey-of-hours-and-earnings-2019/ 
Underemployment	Underemployment is a key driver of in-work poverty.	www.gov.scot/publications/regional-employment-patterns-scotland-statistics-annual-population-survey-2018/ 
Employment	Reliable measurement of employment rates within local economy.	www.nomisweb.co.uk/reports/Imp/la/1946157428/report.aspx#tabempunemp 
Lower Paid Work	Lower paid work is a key driver of in-work poverty.	www.nomisweb.co.uk/reports/Imp/la/1946157428/printable.aspx 
Job Density	Indicates whether there are more jobseekers than available jobs.	www.nomisweb.co.uk/reports/Imp/la/1946157428/printable.aspx 
Median Gross Weekly Earnings	Measures whether wages are increasing, stagnant or decreasing over time.	www.nomisweb.co.uk/reports/Imp/la/1946157428/printable.aspx 



Indicator	Rationale	Data Source
Rents	Housing costs are a determinant of family disposable income and poverty.	www.gov.scot/publications/private-sector-rent-statistics-2010-2019/ 
Income of Social Renters	Important measurement of affordability of social rented housing.	www.gov.scot/publications/social-tenants-scotland-2017/ 
Fuel Poverty	Energy Efficiency of Homes is an important driver of fuel poverty.	Source: Scottish House Condition Survey 2016-2018 www.gov.scot/publications/scottish-house-condition-survey-local-authority-analyses/ 
Claimant Count	Indicates number and %age people living on benefit - useful real time indicator to track changes.	www.nomisweb.co.uk/reports/Imp/la/1946157428/printable.aspx 
Workless Households	Workless Households are at greatest risk of poverty.	www.nomisweb.co.uk/reports/Imp/la/1946157428/printable.aspx 
Free School Meals	Important measurement of child poverty.	www.gov.scot/publications/school-healthy-living-survey-statistics-2019/pages/2/ 
Best Start Grants		www.gov.scot/publications/best-start-grant-and-best-start-foods-high-level-statistics-to-31-may-2020/ 
Scottish Welfare Fund Applications - Crisis Grants	Indicator of financial resilience of families in poverty.	www.gov.scot/collections/sg-social-security-scotland-stats-publications/#scottishwelfarefundstatistics 
Development Milestones	Important measurement of the impact of child poverty.	https://beta.isdscotland.org/find-publications-and-data/population-health/child-health/early-child-development/ 
Qualifications	Indicator of educational and skills base - with school-leavers qualifications in the attainment tables.	www.nomisweb.co.uk/reports/Imp/la/1946157428/report.aspx#tabwab 
Attainment	Reports on closure of attainment gap.	PKC Attainment Update 2019-2020 
All School Leavers	As measured by Insight total tariff points.	Perth & Kinross Council ECS analytics
Child Protection	Reports on vulnerability: children from poorest SIMD areas 20 more likely to be in child protection system.	Perth and Kinross Child Protection Committee (CPC) Performance Management Information and Statistical Report 1 August 2019 – 31 July 2020



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