
Glasgow's Local Child Poverty Action Report

2019/2020



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Section One

Chief Executive's Statement of Commitment

As Glasgow City Council's Chief Executive Officer I fully endorse this Local Child Poverty Action Report.

Throughout the last year we have demonstrated this commitment by providing food vouchers for our school aged children who were entitled to a Footwear & Clothing Grant but were unable to attend school due the Covid-19 pandemic. We also provided in our Spring 2020 Children's Holiday Food Programme over 150k meals and over 100k food parcels, 32k of which were delivered to family's homes. To further assist families we combined the value of free school meals and the value of the school clothing grant into one payment to help with these costs over the summer holidays.

I realise that Covid-19 will have a major impact on our most vulnerable citizens, their children and young people and our action plan reflects the efforts that we will make to ensure that families are not locked into poverty and that we provide support. This is a real challenge during unprecedented circumstances but one that I am committed to solving through close working with colleagues from Greater Glasgow and Clyde NHS and partners in other citywide organisations.

ANNEMARIE O'DONNELL

CHIEF EXECUTIVE

Executive Summary

The purpose of this report is to detail the programmes and processes that have been implemented to help prevent, reduce and mitigate child poverty in Glasgow and the challenges facing families, who are some of our most vulnerable citizens. The report will provide the outcomes and some case studies from our current work, as well as the interventions planned for the forthcoming year and beyond.

Under the Child Poverty (Scotland) Act 2017 ('the Act')¹ Local Authorities and NHS Boards have a statutory duty to jointly develop and publish annual Local Child Poverty Action Reports (LCPARs).

While levels of deprivation in certain parts of Glasgow, according to the Scottish Index of Multiple Deprivation (SIMD) have reduced slightly from 2016, overall child poverty across the city has continued to rise. Extrapolating from national forecasts by the Institute for Fiscal Studies forecasts² would suggest that by 2021, child poverty, without any additional intervention (locally or nationally) could increase from 34,000 to around 50,000 children in Glasgow.

As recently as October 2020 a report on child poverty by Loughborough University,³ estimated that there had been rise in children living in poverty in Glasgow of more than five and a half thousand children in the last four years.

This level of increase in child poverty presents a real challenge to the city especially in these austere times and the continuing impact being felt across the city following the COVID-19 virus pandemic and its effect on families since March 2020. The introduction of lockdown prevented services from being fully operational and some elements of support services and projects were paused.

One of Glasgow City Council's (GCC's) key goals is to calculate the level of child poverty in individual households in Glasgow by utilising our data and working with colleagues in the Centre for Civic Innovation (CCI). This information will allow us to identify at a family specific level what it would take financially to lift the family out of poverty.

Working in partnership across the city is key to reducing child poverty and in this report we demonstrate that taking this citywide approach has been critical to the success of our work, through listening to what our community needs and acting appropriately to deliver on those needs.

NHS Greater Glasgow and Clyde established a pan-GGC child poverty action co-ordination network in December 2017. The purpose of the network is to co-ordinate board-wide corporate/acute service NHS action to reduce child poverty with local-partnership strategies and reports, and to provide a forum for sharing evidence and

¹ [Child Poverty \(Scotland\) Act 2017](#)

² (2017) Institute of Fiscal Studies, *Living standards, poverty and inequality in the UK: 2017–18 to 2021–22*, Andrew Hood and Tom Waters, [IFS Report on Child Poverty](#)

³ [Loughborough End Child Poverty data](#)

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learning across NHS GGC's six partner local authority areas. The network meets three times per year and involves senior maternity and children services staff, child poverty leads from each of the health boards' six partner local authorities and health and social care partnerships. The network has agreed a set of long term objectives to tackle child poverty, these objectives are attached as Appendix A.

NHSGGC's corporate and acute services have developed an overall approach to child poverty and poverty, which is being reviewed by the Corporate Management Team in late 2020.

The report will also highlight the work of our community organisations, some of which developed their own child poverty action plans, while others helped influence our direction of travel in terms of tackling child poverty issues.

Finally the report will detail the governance role the GCC senior officers and Elected Members play in the council's tackling child poverty action plan and how this plan fits with other council strategic policies.

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Section Two

Introduction

The Act

The Child Poverty (Scotland) Act 2017 ('the Act') stipulated that Local Authorities and NHS Boards have a statutory duty to jointly develop and publish annual Local Child Poverty Action Reports (LCPARs).

Scottish Government's targets

The Act is a key driver for change, as child poverty can undermine health, wellbeing, educational attainment and all aspects of a young person's life.

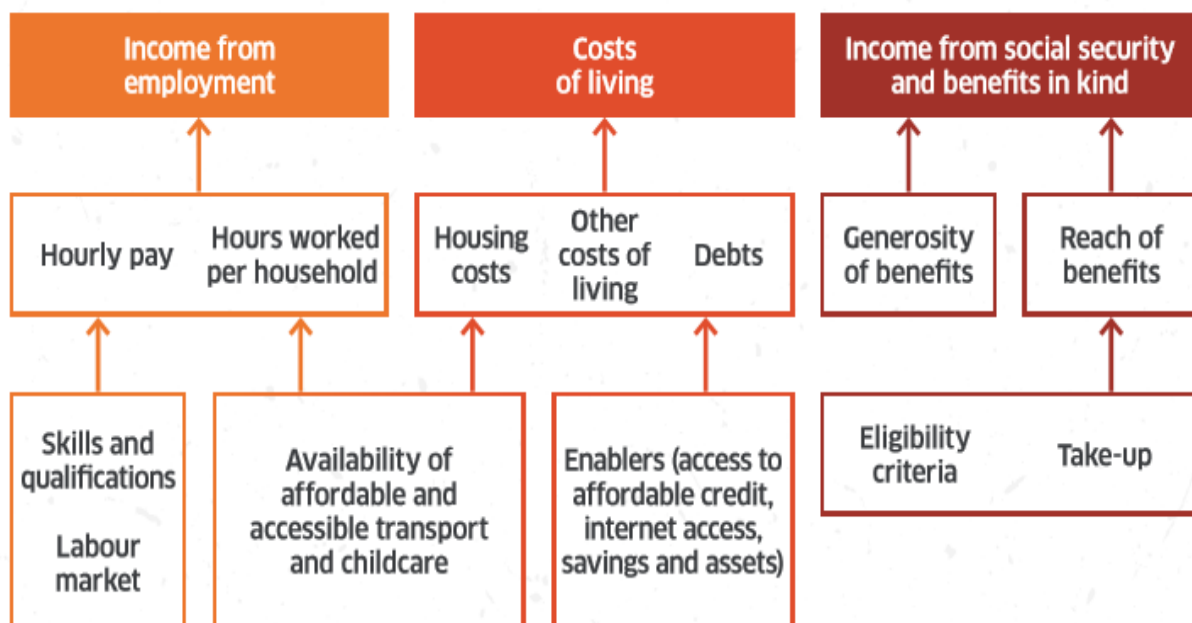
The Act sets out four ambitious headline targets for 2030, which are shown below. Bracketed figures are the interim 2023 targets;

- Less than 10% of children are in relative poverty (18%)
- Less than 5% of children are in absolute poverty (14%)
- Less than 5% of children are in combined low income and material deprivation (8%)
- Less than 5% of children are in persistent poverty (8%).

The Scottish Government has also identified the 3 main drivers of child poverty, these are:

- Income from employment
- Cost of living
- Income from Social Security and Benefits in kind

The following graphic gives detailed examples of those barriers:



Context - Our city

Glasgow continues to be a modern, vibrant city, with high levels of tourism and students and the reputation of our citizens for being friendly and welcoming, is celebrated with our People Make Glasgow brand. We are the economic powerhouse of Scotland with the fastest growing economy in the UK outside London, almost 50% of the workforce is educated to degree level, employment is rising and educational attainment improves year on year, with the highest attainment level achieved in 2019.⁴

The city has also achieved many accolades over the past few years, for example, following the Commonwealth Games, the Games Chief Executive stated that they were "the standout games in the history of the movement" and later in 2018 the city was named as one of the world's top five Ultimate Sports Cities, with a reputation for hosting major events. We have a vibrant arts scene and we are the UK's first UNESCO City of Music, hosting major events such as the MTV Europe Awards, Celtic Connections and the MOBOs.

However, despite the positivity and resilience of our citizens, many of them are experiencing levels of poverty and deprivation that make everyday life a struggle for them as individuals, families and their communities across the city. Too many families have insufficient income through multiple issues with social security benefits, low wages or zero hours contracts and this has had a detrimental impact on people's health and life expectancy.

The Challenge

The challenge for the city is how we utilise our collective citywide resources so that we improve employment opportunities for parents, reduce their living costs and ensure access to key services and support that will help reduce child poverty and the ever increasing stress our families face on a day to day basis.

Before the Covid-19 outbreak, child poverty figures in Glasgow continued to be significant, with 1 in 3 families living in relative poverty. All organisations report this global pandemic as having a profound impact on the economy and all of society. Early indications in Scotland suggest that Covid-19 and the measures to deal with this pandemic i.e. school closures, social distancing and home working, while understandable and necessary will disproportionately affect people on low incomes. Low income families already struggling, will be hit with the additional cost of children being at home, while potentially experiencing reduced income or being unable to work due to childcare responsibilities.

There has been a substantial humanitarian effort within communities and public services in Glasgow to ensure basic living necessities are in place for residents experiencing hardship during COVID19. Hardship was exacerbated by delays or ineligibility for furlough and changes to service provision. A shielding helpline was

⁴ [Glasgow City Council Strategic Plan](#)

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quickly set up and managed by Glasgow City Council and of those accessing it, 46% lived within the 10% poorest SIMD areas in the city. Around 4,700 food parcels were delivered weekly for shielding reasons and the British Red Cross also delivered hundreds of emergency food parcels weekly to those in critical need.

Glasgow City Council, following dietetic advice, offered a fresh food enhancement to those receiving the Shielding Box and since April the council contacted our most vulnerable citizens and arranged the supply of 64,000 fresh food parcels. Almost 200 organisations were involved in the food effort, delivering food parcels and meals across their communities.

It is not possible to calculate how many children have been affected by food deliveries and support during this period, however the vast majority of the food grants issued have been in the family and community categories. Likewise a wide range of organisations supplied 'parcels of requirement' to families – from sanitary products, nappies, toothpaste all the way through to activities, books, games and even food growing box across the city. Glasgow City Council, NHS GGC and HSCP adapted and continue to be agile to changing circumstances to ensure that families can meet their basic needs and weather the pandemic storm, including significant redeployment of staff to areas of need such as Test and Protect and the Shielding Programme.

The pandemic has had a major impact on support services where in many cases support services were reduced or paused, which only adds to the challenges faced by families in the city. The council delivered some of its services differently to meet the continued needs of families during the lockdown period, for example the council:

- replaced free school meals with a pre-paid card for groceries
- combined the value of the free school meal with the value of the school clothing grant into one monetary value and paid it automatically into families bank accounts
- increased the resources onto processing of crisis grants within the Scottish Welfare Fund team

However, due to the lockdown process and working practices, we were unable to monitor the outcomes of these initiatives.

The findings in the Cost of Learning in Lockdown report by the Child Poverty Action Group (CPAG) ⁵ in June 2020, provided some context to the challenges families were facing due to pandemic: Families already struggling risk sinking deeper into poverty

- Millions of households have experienced a drop in income
- Despite the Government action to support incomes (Job Retention Scheme) Income Support for Self-Employed (up to £2,500 pcm), there was still a large

⁵ [The Cost of Learning in Lockdown](#)

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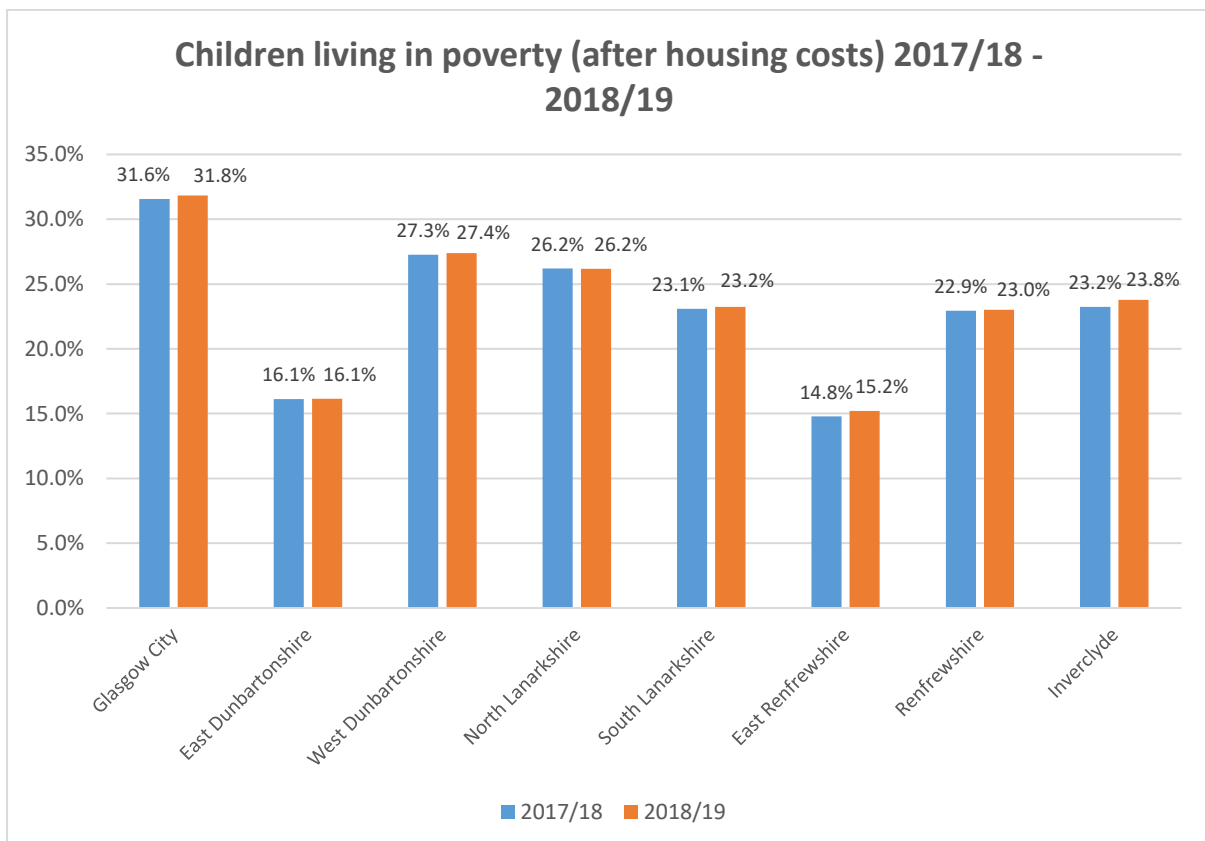
gap between this and Universal Credit support, even after uprating (£400 pcm)

- 8.7million people benefited from Government support – but almost 3million missed out.
- Unemployment as a result of the crisis is set to rise to its highest level for 25 years – economy shrunk 9 times faster than ever before.
- Nothing specifically aimed at supporting children in Covid-19 response other than continuing statutory free school meals provision in ‘school holidays’.

The DWP’s recent COVID-19 Crisis and Universal Credit in Glasgow report stated that claims for Universal Credit in the city had increased 371% and there was a reduction of 64% in employment vacancies.⁶

Over one third of all children living in poverty in Scotland are living in Glasgow, while children living in the poorest neighbourhoods in the city can expect 20 years fewer of healthy life than children living in less deprived areas.⁷

The following chart by End Child Poverty Group, shows the level of child poverty over a 2 year period in Glasgow, compared to other councils in the region over the same period.



⁶ [DWP report on UC and Covid 19](#)

⁷ www.understandingglasgow.com Children’s Report Card: Poverty and income inequality)

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This chart shows that Glasgow had yet had another increase over the period. This increase was despite a number of interventions aimed specifically at child poverty that are detailed in the [LCPAR 2019](#).

Our approach to tackling child poverty focusses on addressing the root causes of poverty and building people's capabilities through income maximisation, employability, helping families manage the impacts of poverty and promoting positive life chances.

The Glasgow City Council Strategic Plan 2017-22 ⁸ sets out the priority themes and commitments that will be delivered by the Council over the next five years. There is a specific focus in Glasgow City Council's Strategic Plan to address health and tackle poverty and inequality to ensure that everyone can reach their full potential. There is a commitment to work with partner organisations and communities as the strategic plan will deliver a step change in how the Council will:

- Promote human rights and reduce inequalities across Glasgow;
- Improve the life chances and choices for all our citizens;
- Embed social justice in our policy making; and
- Empower our citizens, giving them a stake, and a say, in what happens in their local communities and communities of interest.

Renewal and Recovery Programme

The Renewal and Recovery Programme was established in response to the issues brought about by Covid – 19. It is made up of five workstreams:

- Economic Recovery Taskforce
- Social Recovery Taskforce
- Enabling the Workforce
- Customer and Community Engagement
- Budget and Finance

The workstream responsible for overseeing child poverty is the Social Recovery Taskforce. The key aims of the Social Recovery Taskforce is to address the societal and equality impacts of the COVID-19 pandemic. The objectives of the Social Recovery Taskforce are as follows:

To set out a shared vision that will drive the City's response in relation to a broad range of themes.

- To refocus the influence and resources of existing Glasgow Community Planning Partnership (GCPP) partners, through clear actions and tracking/reporting of these actions.

⁸ [Glasgow's Strategic Plan](#)

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- To have communities' voices at the heart of decisions made by the Social Recovery Taskforce and its workstreams.
- To encourage, and provide support to, organisations to have communities at the heart of service design and delivery.
- To lead the collective city wide response to the lessons learned and issues highlighted by the pandemic.
- To utilise data and evidence, and identify where there are gaps in data and evidence availability, particularly in relation to equality and socio-economic impacts of the pandemic to inform actions and recommendations.
- To promote and champion the social recovery agenda.
- To assign thematic work to appropriate existing GCPP structures which will in turn take responsibility for producing recommendations for action and reporting on progress to the Taskforce.

The membership will be wide ranging to reflect the aims of the Taskforce. The initial membership is made up of representatives from:

- ▣ Public Health Oversight Board
- ▣ Digital Glasgow Board
- ▣ Glasgow Disability Alliance
- ▣ GCVS
- ▣ BME Taskforce
- ▣ Violence against Women Partnership
- ▣ Volunteering Governance
- ▣ Child Poverty Action Group
- ▣ Colleges
- ▣ Skills Development Scotland
- ▣ Property Group - Making best use of our assets
- ▣ Glasgow Food Policy Partnership/ Community Food Network

Meetings of the Social Recovery Taskforce will take place every 4 weeks, where practical, for a period of 12 months (until 31 July 2021). Beyond this, the intention is for the actions determined by the Social Recovery Taskforce to be taken on by Glasgow Community Planning Partnership within the Glasgow Community Plan and related Community Action Plan and reported to the appropriate Glasgow City Council committee, and to the appropriate structure of Glasgow Community Planning Partnership.

Community Planning

The Glasgow Community Planning Partnership (GCPP) sets out a vision for 'a world class city, with thriving and resilient communities where everyone can flourish and benefit from the city's success'.

The specific activity undertaken by GCPP is set out in our Community Action Plan (2018 – 2020) ⁹ and many of these actions are of particular relevance for child poverty. These include;

⁹ [Community Action Plan](#)

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- the expansion of our childcare provision, workforce and estate, to provide flexible, affordable and quality services that are accessible to all;
- the development of a connected transport strategy that serves communities and is designed around how people live their lives;
- accredited skills development to support access to, retention of and progression within work, as well as specific assistance to support those at risk of unemployment;
- testing new ways of working through a multi-disciplinary Make Glasgow Fairer Hub to support disadvantaged families at the earliest point through holistic support; and
- a focus on community based and led action through Locality Planning, further embedding the importance of local responses supported through community growth and resilience.

The outbreak of COVID-19 and the subsequent lockdown has meant that the planned updating of our plan was paused. The impact of this on the city, in particular our most vulnerable communities is still being uncovered.

The Social Recovery Taskforce has brought together a wide range of stakeholders to lead this process. It will work collaboratively with the public, third, community and private sectors to ensure the development of an ambitious and achievable plan for the reduction in Child Poverty. The Challenge Child Poverty Partnership group and the Child Poverty Governance Board will assist in the provision of evidence and insight to understand the current landscape in the city, in terms of both need and service delivery. Detailed actions required to tackle child poverty will then be incorporated into the Local Child Poverty Action Report and the Community Action Plan and this will formally embed the child poverty within Community Planning.

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Section Three

Baselining Glasgow's Child Poverty Level

Pre Covid-19 the GCC Child Poverty Governance Board commissioned colleagues in the Civic Centre for Innovation (CCI) to identify data across multiple Council systems to help understand the depth of child poverty in Glasgow.

Scope

The CCI was asked to use data that is held by Glasgow City Council to provide a clearer picture of child poverty in Glasgow. To do this the CCI were provided with a list of initial questions that would help direct the research:

- How many children live in households in relative poverty in Glasgow?
- How many children live in households where at least 1 adult is in employment?
- How many children live in households where no one is in employment?
- How many children live in households that are in receipt of Universal Credit?
- What impact will the new Scottish Child Payment have?
- What is the uptake of Education Benefits across the city?

The Financial Inclusion team also requested a deeper investigation into a list of priority groups, these are:

- Lone parents
- Mothers under the age of 25
- Households where a member has a disability
- Households with 3 or more children
- Households where there is a child under the age of 1
- Households where there is a child under the age of 5
- Kinship care households.

The decision was made that for the purposes of this project, the focus would be on children living in relative poverty as opposed to other measures of poverty, such as, persistent poverty or material deprivation. This decision was made as the income data held by GCC in relation to Housing Benefit and Council Tax Reduction would allow for relative poverty to be measured.

This data provided us with a breakdown of multiple type households and the number of families who are employed or unemployed. This data also gave us detailed information across all of our priority areas, with the exception of our BME communities.

The CCI Process

To start the process CCI created joint project teams with clients to enable the exchange of knowledge, ideas and skills to co-design ideas to address the challenge. This included subject matter experts in the Financial Inclusion team (FIT) as well as colleagues in the Scottish Government to build a data set of relative poverty thresholds for each household composition based on information about equivalised household incomes provided by the OECD (Organisation for Economic Co-operation and Development).

A number of workshops were held with the FIT in order to understand the challenges and address how the CCI's new way of working could help address the depth of poverty in Glasgow. The CCI also offered to help us establish an accurate picture of child poverty in the city as there is currently a number of conflicting statistics and thresholds related to the child poverty rates in Glasgow.

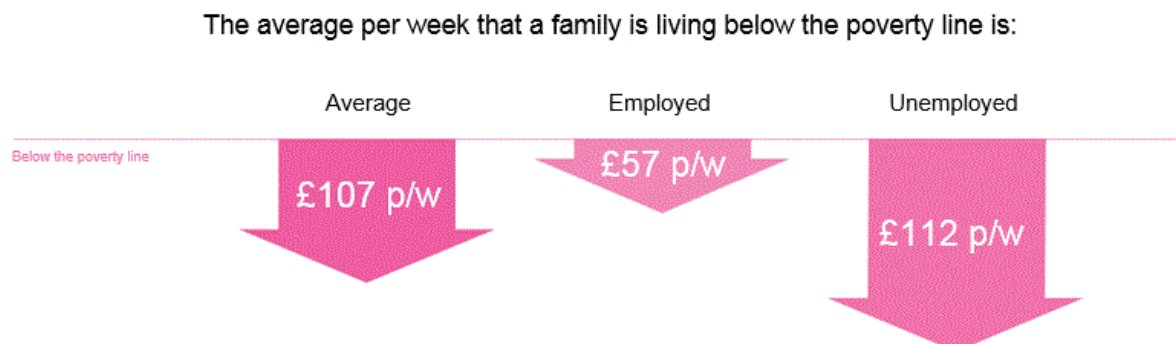
The Centre for Civic Innovation worked closely with combining these relative poverty thresholds with other data sets the council holds, in particular income data from Housing Benefit and Council Tax reduction, the CCI then built an analytical tool that would allow us to identify households living below the relative poverty line along with the various priority groups.

Design thinking, research and data science is used to understand and help solve the problems people don't know the answer to. This design led methodology offers new ways of arriving at innovative solutions to challenges.

We also ran a large collaborative workshop that brought together experts from the council and critical partners from across the city.

Data Findings

CCI produced a report with a full range of data analysis, the Glasgow Child Poverty Report 2020.¹⁰ Using our data the CCI was able provide the following graphic



¹⁰ [Child Poverty in Glasgow Report 2020](#)

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Using data from the Education system SEEMIS, the CCI was able to accurately identify the gap in those entitled to education benefits, but had not applied. The data showed the following numbers of families who were claiming;

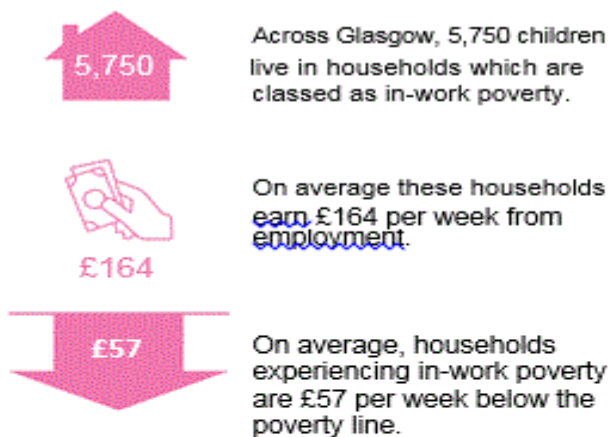
“ What is the uptake of education benefits across the city? ”



These numbers are significant in terms of the difference these benefits could make to families in Glasgow.

CCI were also able to show graphically other factual evidence; such as:

- The number of children living in households that are classed as in poverty
- The average weekly earnings from employment
- The average amount of money that households are living below the poverty line.



Childcare costs are crippling - I earn what I always considered to be a reasonable salary, but it costs more than I earn to send my two children to nursery for only 3 days a week. I'm too scared to leave my job as I don't want to lose the skills or have to try to break back in to job market."

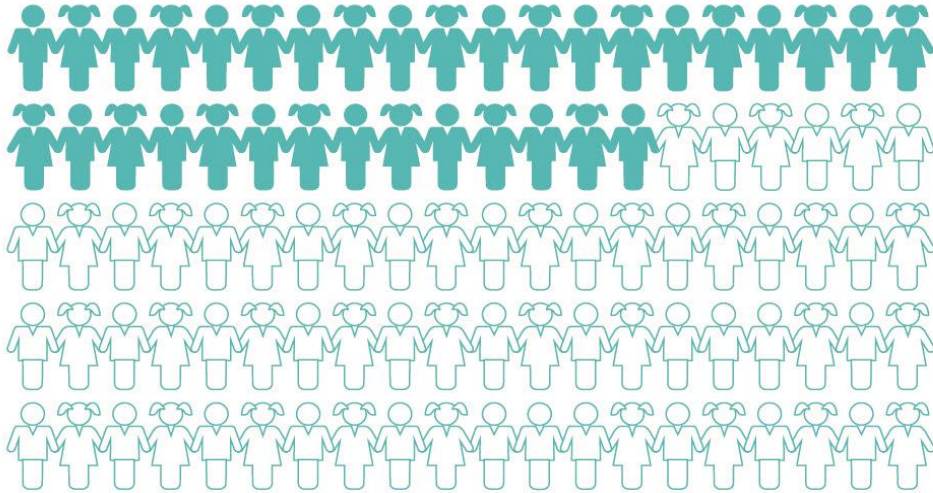
Scottish Government Child Poverty Delivery Plans
Single Parents Views - One Parent Families
Scotland



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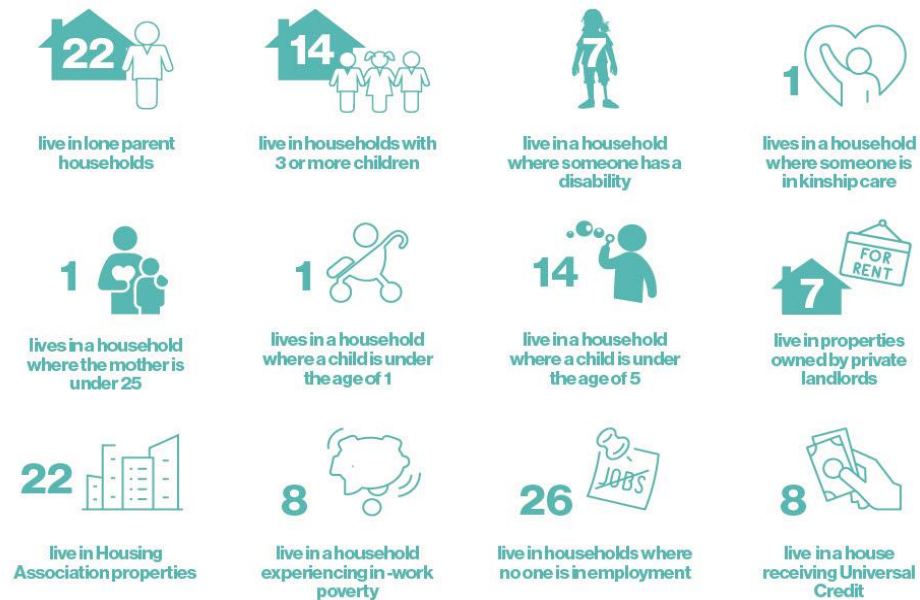
A focus on priority groups

If Glasgow was 100 children...



34 would live below the poverty line

Of those 34...*



*Some families may fall into multiple priority groups.



CCI Create Workshop Event November 2019

An event was organised to share the early findings on the depth of poverty in Glasgow, identify gaps in our knowledge and find opportunities to work together to build an accurate, data driven picture of the scale of the problem.

The aim of the workshop was to introduce colleagues and partners to the CCI approach to problem solving and share the design led approach.

The CCI team delivered a fast paced design thinking workshop. Using creative problem solving tools to kick start a conversation on how we collaboratively look at child poverty in a different way, generating new ideas to tackle the challenge set out by the Scottish Government around reducing child poverty in the city. Colleagues from every department across the Council and HSCP as well as representation from the following organisations attended;

- Scottish Poverty and inequality Research Unit (SPIRU)
- Joseph Rowntree Foundation (JRF)
- Child Poverty Action Group (CPAG)
- One Parent Families Scotland (OPFS)
- Glasgow Disability Alliance (GDA)

John Dickie Director of Child Poverty Action Group in Scotland commented on the work carried out by the CCI:

“The Centre for Civic Innovation analysis of Glasgow data to better understand the extent and nature of child poverty has the potential to really help city partners working to end child poverty in the city. This understanding of where children in poverty are living, the kinds of families that are most at risk and what parents employment situations are can now be used to support policy makers and service providers design interventions to have the maximum possible impact. The more we know about the families who are trapped in poverty the more we can ensure they are reached with the kind of actions that can make a real difference – whether that’s increasing benefit take up, developing employment opportunities or tackling childcare and housing costs.”

Moving forward

The work and research with partner organisations and third sector colleagues was paused due to COVID.

It is the council’s intention as lockdown measures are relaxed and some form of normality returns to the workplace, that we re-run our data to update our figures, taking into account the impact of Covid – 19 on our priority group’s levels of income, earned income and employment status. We can then share this fresh data with the Social Recovery Taskforce to help influence and shape our future activities and interventions to support families.

Section Four

Partnership working

Tackling child poverty in Glasgow must be seen as a citywide necessity and we are fortunate to have a diverse landscape of service provision including a vibrant third sector. Third sector agencies often work at the front line of child poverty and are integral in helping us understand what we need to do to improve and evolve the system of support for families across the city.

We have successfully worked across strategic structures, various public as well as the 3rd sector organisations and committees to deliver changes and improvements that helped those families trapped in poverty. Details of these structures across GCC, HSCP GGC groups and committees are contained in last year's [LCPAR 2019](#).

All of the groups detailed in the previous year's report are still in existence with a few notable changes / additions:

- **Glasgow's Child Poverty Group** has been renamed **Challenge Child Poverty Partnership**, after considerable development work by the members including agreeing a new terms of reference. This group has continued to meet throughout the pandemic and has provided crucial communication between key agencies. Going forward, there will be NHSGGC representation on Glasgow's child poverty structures
- **HSCP** has recently set up an internal Child Poverty Steering Group as well as three locality focused groups: one for the South, North East and North West. These groups have shared key objectives:
 - Ensure a coordinated approach to Getting It Right for Every Child (GIRFEC) services delivery.
 - Improve poverty related practices within each Locality.
 - Influence local service strategies to deliver co-ordinated action to address child poverty.
 - Ensure effective learning & development and training is in place for locality staff (and to support this within primary care, independent contractor services and partner organisations).
 - To identify suitable performance / outcome indicators to measure progress.

These groups all feed into the Challenge Child Poverty Partnership, and support the production of this and future reports. In addition to this, the Glasgow Child Poverty Co-ordinator will connect to all three groups to provide linkage between them at a local level.

Glasgow's Local Child Poverty Action Report Working Group: a cross sectoral working group has been set up in order to co-produce this report and ensure it is representative of work taking place across agencies. The group is made up of lead

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officers from within GCC and NHS GGC and is responsible for jointly drafting and reviewing this and future reports. See Appendix B for an organogram of all the strategic groups with a child poverty focus.

In this report we will demonstrate the outcomes of this partnership working under the 3 key drivers of child poverty.

Glasgow`s Challenge Child Poverty Partnership Seminar

In February 2019, key agencies working to tackle child poverty in Glasgow were brought together at an information and networking seminar run by Glasgow`s Challenge Child Poverty Partnership. The workshops were aimed at getting ideas and information from practitioners and those with lived experience of poverty about what needs to be done in Glasgow to address child poverty.

Another seminar was delivered in partnership with Glasgow Council for Voluntary Services (GCVS) in September 2020 aimed at understanding our reach in tackling child poverty. We asked service providers from across the third sector (as well as colleagues in statutory services) to come along and share their expertise and ideas. We focused our discussions around the three drivers of child poverty.

Nearly 60 services attended and shared learning and knowledge. There were clear themes from the discussions around challenges families are facing, including:

- The detrimental impact of the pandemic on levels of isolation and poor mental health and wellbeing amongst families
- Preventing crises – families already coping with significant demands pre-COVID 19 now see those demands exacerbated, in particular around child care and meeting the cost of basic needs
- Financial resilience and coping with income crises is very difficult for families without a robust safety net in place
- Accessible expert advice is key to ensuring families are in receipt of everything they are entitled to.

COVID 19 has brutally exposed and increased the difficulties families face living on a low income and this was keenly felt across all agencies represented at the event.

Next steps will be to meet again to action plan how we can work together across third sector and statutory agencies to resolve some of the issues discussed. This work will be linked in to the work of local and strategic groups including the Child Poverty Governance Board and the Social Recovery Task Force.

Family Support

A key component of third sector agencies across the city is a varied family support sector. We know that experiencing poverty can significantly impact on the health, wellbeing and educational outcomes for children and families. Family support agencies offer a variety of activity and support from therapeutic services to practical

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interventions. They are often a powerful vehicle in helping families navigate and mitigate the difficult challenges presented by living on a low income.

There are over 60 family support agencies operating across Glasgow, with many examples good practice, including:

- Aberlour Family Support Service

The Family Support Service in Glasgow has a wide range of activities and support for children, young people and families to access at home, in school and in the community. This includes:

- *The Bridges Partnership*: jointly provided by Aberlour Family Support Service and Shelter Scotland. The service is a multi-agency partnership designed to support mothers and their children living in the North West and South Glasgow area who are or have been affected by domestic abuse. It follows a right-based approach and helps women and children to access safe and affordable housing alongside 1:1 support. From April 2019 – March 2020, this project support 95 families.
- *Our Journey Home*: jointly provided by Shelter Scotland and supported by National Lottery Community Fund. The service aims to prevent children and families in the South of Glasgow from becoming or remaining homeless. Working with the family, local services and schools, a unique plan is created for each family to meet their long-term housing needs including welfare rights, money advice and advocacy from Shelter Scotland combined with pastoral support from Aberlour. From April 2019 – March 2020, this project has supported 26 families.

- Daisy Chain Early Years Project

This project uses a variety of engagement techniques to promote positive attachment between parent and child in Govanhill, to ensure that parents and families are well-supported. This work includes:

- *Supporting families to meet basic needs*: ensuring families are well-supported begins with ensuring they are able to meet their basic needs, Daisy Chain provides support around food and fuel insecurity, working with local partners to ensure the basic needs of families are met. Daisy Chain often provides prams, clothes, nappies and other basics for families as well as food parcels and art and craft packs for families to use at home. This support is vital for local families as many have no recourse to public funds and face significant hardship as a result. Since 2019 over 100 families have been supported.
- *Loc de Joaca*: 'a place to play' and help with social inclusion for the Romanian and Roma community.
- *Chrysanthemums*: a relationship based group for mums which focusses on peer support, learning new skills, having fun and sharing experiences.

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Community Engagement

Those citizens with lived experience of child poverty have shaped many of the changes and new programmes of work in the LPCAR. Listening to families helps shed light on the experience of people living in poverty and how and why some interventions are more or less successful. Details of these interventions and the part our communities played in their development is reflected throughout this report and specifically in Section 5.

Young Person`s Debate

Continuing with the consultative approach it was important in the 2nd year LCPAR that we asked our young people what they thought we should be doing to tackle poverty in the community. During Challenge Poverty Week (October 7th – 13th), we held a Young Person`s Debate in the council`s City Chambers and three young people from 5th and 6th Year from every Secondary School in Glasgow were invited to attend and share their views, ideas and suggestions about tackling poverty. Our young people demonstrated a depth of understanding and empathy of the types of challenges their family, friends and members of the community face on a daily basis.

Report from this event is here [Young Persons debate report](#)

Listening to members of the community was a core theme of 2019 and the actions taken as a direct result of listening and acting upon recommendations are detailed in many of the initiatives in this report.

Presenting to Area Partnerships and other Community Groups

To raise awareness of child poverty, presentations and updates were delivered to a number of our area partnerships in the city including; Canal, Govan and Priesthill/Househillwood.

We have also engaged with North West Glasgow Voluntary Sector Network (NWGVSN) and COPE Scotland and partners across Govan Thriving Places, where supporting children and families is a priority within their Plan.

Presentations were delivered to the Together for Childhood Strategic Partnership Board, which is a place based project running in the Govan area that aims to work with families, services and communities to prevent child abuse and neglect.

A key component of their work in 2020/21 will be a campaign known as “All of Us” that will focus on tackling neglect through encouraging families to seek support at the earliest possible point. The Child Poverty Co-ordinator is chairing the steering group for this campaign to ensure that it is launched through a child poverty lens, with income maximisation a clear priority for supporting families. The campaign will be launched in October 2020.

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We will continue to work with leads in National Society for Prevention of Cruelty to Children (NSPCC) to capture service needs, current activity to support children and families in Govan and new interventions that will tackle child poverty using the 3 drivers to generate conversation

Children's Neighbourhood Scotland

Based in the University of Glasgow, working with the Glasgow Centre for Population Health (GCPH), Children's Neighbourhoods Scotland (CNS) takes a place-based approach to improving outcomes for children and young people in neighbourhoods with high levels of poverty. The programme is supported by *Every Child, Every Chance: tackling child poverty delivery plan 2018-2022*, through the *Helping families in other ways* range of actions.

A total of six CNS sites are being established, three of which are in Glasgow, Bridgeton and Dalmarnock area, one in Drumchapel and one in Castlemilk. All sites have been identified in partnership with, and are supported by, Glasgow City Council and the Glasgow City Health and Social Care Partnership. Work is ongoing with local organisations in Castlemilk and Drumchapel to build on the early support for CNS. This includes the partnership recruitment of a local co-ordinator for each community and negotiating a package of locally relevant research and activity. This work is then carried out by the CNS research and evaluation team and local co-ordinators. The other three CNS sites are located in West Dunbartonshire and South Lanarkshire.

In Bridgeton and Dalmarnock a wellbeing framework has been co-created with children and young people. Developed using a Capabilities approach, with the children and young people as co-researchers, this framework is now guiding activity in the area. Some examples of activity in Bridgeton and Dalmarnock include:

- working with children and young people to understand how to bring about change in their neighbourhoods and recognise the connections between local and global issues
- working with local practitioners to help them connect and co-ordinate their work across the community
- expanding to include the voices and views of more young people and connecting these to local decision-making forums
- working to understand the barriers and enablers in accessing advocacy support as experienced by local families.

Disabled parents or parents with a disabled child

A proactive review of the LCPAR for 2018-19 highlighted that we required to improve our targeted actions to support disabled citizens.

In response to this finding and to understand the scale, barriers and challenges faced for low income families with a disability, we engaged with One Parent Families

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Scotland (OPFS). This consultation allowed us to engage with lone parents with the lived experience, of the challenges they faced caring for a disabled child.

We listened to their concerns and the key pieces of feedback from the engagement session were delays in the diagnoses of childrens' health conditions, such as Autism. This meant that the parents were unable to access support or apply for the relevant welfare benefits appropriate for the disability. The other issue was once diagnoses was complete there was the complexity of filling in the application form for benefits such as Personal Independence Payments (PIP).

The council will continue to engage with partners to identify the issues that affect those with a disability that lead to child poverty and work in partnership to resolve these issues.

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Section Five

In this section of the report we will provide information on the tackling child poverty work that we are currently delivering and details of new work that we expect to reduce child poverty across the city.

Income from Employment – Current Work

Employability Pipeline Phase 1

The European Social Fund (ESF), supported 11 projects since 2016 with investment available of £2.7million. Projects supported a large number of people with mild to moderate conditions and issues and also people who require more intensive support to address barriers to employment (care leavers, lone parents, people with disabilities, people with health conditions or from black or minority ethnic backgrounds, people affected by homelessness, addiction or have a criminal background). Covid-19 has impacted on monitoring ¹¹however as at the end of March 2020 the following had been achieved:



Details of Employability Pipeline Phase 2 are contained in the future work section of this report.

One Parent Families Scotland (OPFS)

OPFS have been supporting lone parents with ESF support since October 2016. They provide specialist, intensive support to lone parents. By the end of December 2019:

¹¹ Full monitoring for the period Jan-Mar2020 is not complete because of COVID-19 as access to participant files has not been possible for all projects. Note that the figures for the individual projects are fully complete to end December 2019.

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Supported 144
parents

117 had removed
or managed
barriers to work

17 had gained
employment

14 of them
remaining in
employment at 26
weeks

Many lone parents continued to work with the project and progressed through education before being recorded as a leaver and a result being achieved.

Early Years Expansion

The Council created “new support for learning” posts to meet the increased demand for lunch time supervision and support for young children. This will lead to 244 new posts (approx. 80 full time equivalents) across 110 Early Learning and Childcare (ELC) settings in the city. The recruitment pool for these posts was specifically designed for parents from the BME community but will also include returners to work, carers and volunteers. The aim is to increase the diversity of the workforce and this will extend to the investment in career pathways for those staff at SVQ levels and upwards for those who may progress to Child Development Officer posts or promoted posts at BA level in ELC or teaching

The flexible working conditions will be attractive to parents, particularly those with young families.

First Steps into Child Care

The Council set up the First Steps into Child Care programme to meet the needs of Early Years expansion funded by the Scottish Government. By the end of October all but 5 of the 82 students will have completed the course with the remainder granted an extension due to Covid-19.

Young Parent’s Support Base

The Young Parent's Support Base (YPSB) has been operating since 2010 and is a city-wide resource, based at Smithycroft Secondary school with outreach support for young parents across Glasgow. This service meets 2 of the 6 priority groups, i.e. mothers under the age of 25 and parents with a child under 1, and aims to support young parents (both young women and young men up to the age of 19 years) to attain the best possible start in life for themselves and their children. The service works with young parents who attend mainstream secondary schools, young women who are disengaged from learning but who are of school age and older teenage parents, who have left school.

During the academic year 2019-20 the key aims include:

- Supporting Glasgow’s young families during the Covid- 19 crisis and lockdown. Connecting with our families during the road to recovery and building resilience in our communities.

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- Development of staff to ensure they have the necessary skills to engage with the client group.
- Development of the Early Years curriculum to increase the quality of learning opportunities.
- Engaging young parents and supporting their participation in decision making forums.
- Raising the profile of YPSB via roadshows and partnerships to encourage referrals and access to supports for young parents.

This year, the nursery staff and parents have worked together to:

- Plan for the children's learning following the GIRFEC principles.
- Develop a responsive 0-3 curriculum to increase children's learning.
- Further develop children's learning plans that incorporate young parents' views.

For the academic year 2019/2020, support has been on-going to 45 young women and 2 young men, there were 20 new referrals received by YPSB, while they delivered 47 outreach services across the city.

To date 28 of the students have taken up employment with GCC as a Support for Learning Worker, one is awaiting a start date, one took up employment as a Child Development Officer while 6 are awaiting start date and 5 awaiting interview.

Living Wage

Glasgow will continue work to influence partners to pay the Glasgow Living Wage, which is based on the National Living Wage at £9.30 per hour. There are currently around 400 employers with more than 89,000 staff who pay the Glasgow Living Wage. NHS GGC will become a Living Wage Accredited employer before the end 2020.

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Income from Employment – New Work Employability Pipeline Phase 2

The previous LCPAR noted that an application for further ESF support (Phase 2) would be submitted to the Scottish Government in 2019. In August 2019, this was approved for the 3-year period January 2020 to December 2022. Current ESF supported projects had been extended to the end of December 2019 to fit with this timeline and ensuring no gap in provision and allowing a best value/teckal review and procurement of funds to take place. The development of this phase 2 bid being informed by a strategy review and consultation on the scope of the pipeline in late 2018/early 2019. Addressing child poverty is included as a cross cutting theme, and all bidders are asked to demonstrate how their bids will contribute to addressing child poverty. This phase also has an allocation specifically for lone parents.

Parental Employability Support Fund (PESF)

The PESF aims to contribute to addressing one of the three key drivers of child poverty; “increasing income from employment” and demonstrate an impact on child poverty.

The six priority family types identified as being at greatest risk of poverty and experiencing higher rates of poverty will be the primary focus:

- Lone Parents
- Parents with a child under 1
- Disabled parents or parents with a disabled child
- Parents from a minority ethnic background.
- Mothers under the age of 25
- Parents with more than 3 children

There is an additional PESF boost (£0.578m), for the specific alignment of employability services and the opportunities afforded through the expansion of Early Learning and Childcare (ELC). This should include support for parents to access the new career entry and progression opportunities currently available within the ELC sector as it expands. Further financial support for young parents and for parents with disabilities has also recently been announced.

A stakeholder group was established in late 2019, to inform the development of the fund.

It was agreed that a Glasgow City Region approach would be adopted. The principles of which are:

- Person centred delivery with dedicated case managers
- Focusing on areas of highest need
- Integrating housing, health, financial inclusion with employability (and aligning with the No One Left Behind agenda)
- Ensuring a skills focus (careers, qualifications for in work progression)
- Ensuring a sector focus
- Offering support to local authority and NHS staff.

Locally, the following additional principles were agreed:

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- The fund should support what is already being delivered by providing an additional resource to this existing provision and integration of services is key
- It should add capacity to Financial Inclusion services to work more intensively with parents around increasing income from employment, thereby facilitating the integration and alignment of services
- The experience of this approach/delivery should be used to understand effective interventions for parents and to capture any impact on child poverty across services.

There are two main elements that the PESF will be used for:

1. A training and support fund.
2. Financial inclusion advice and financial capability sessions.
 - The financial inclusion advice will be one to one and involve a holistic assessment, which will have a focus on increasing income through understanding the impact of gaining employment and/or improving employment. This will be delivered by Family Finance Key Workers, who will work across services taking referrals, and will be closely aligned with and knowledgeable on employability matters. This element is being managed and delivered by Glasgow Life and has been operational (within current COVID restrictions since September 2020). The FI sessions will be within workplaces or services – this element has still to be developed further.

There was a delay in beginning because of the COVID-19 lockdown and the redeployment of staff as noted above. The scope was reviewed in light of COVID-19 and it was concluded the approach was still fit for purpose but that there may likely be more parents looking for support and being eligible. Original targets will be kept under review.

BME Neurodivergent youth mentoring scheme.

Following receipt of Area Partnership Funding we have proactively engaged with an organisation New Creation, who aim to deliver a mentoring scheme for young people from BME backgrounds with special needs. The project will support young people with digital skills to equip them for employability opportunities, including interview techniques and CV writing as well as language and emotional support.

The new service is expected to commence before the end of 2020.

Towards Better Futures – Strategic Plan

This strategy aims to achieve 100% initial and sustained positive destinations for Glasgow's School Leavers over the next five years. This will be measured in the SLDR (School Leavers Destination Return). This year the figure for Glasgow is 92.3% which is the best ever for the city. This will be the starting point and the strategy will use this as a starting point for the drive towards 100%. The milestones to that aspiration are by:

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2019/20 – 93% to be in a positive destination

2020/21 – 95% “ “ “

2021/22 – 97% “ “ “

The key priorities of the strategic plan have been structured in 3 levels:

Level 1- These are priorities where there will be high level strategic improvement activities that will be taken forward in response to the findings of the Rocket Science Research.

These priority areas are:

1. Business/Employer Engagement
2. Work Placement Standard
3. No One Left Behind
4. Careers Education Standard
5. School Leaver Follow Up (SLFU)
6. Enterprise and Entrepreneurship

Level 2 – These are priorities where there are activities that are already planned and will be taken forward by officers within the Towards Better Futures Team

1. Widening Access
2. Senior Phase College Programme

Level 3 – These are priorities that are more of a maintenance agenda. There is high quality work that is ongoing and which will continue to be promoted and supported:

1. Science, Technology, Engineering, Mathematics (STEM) Strategy
2. Duke of Edinburgh
3. Mentoring

This year we have developed Towards Better - Next Steps Programme to support current school leavers. Actively working with over 350 young people, assisting them to enter and sustain a positive destination whilst in the midst of the Covid 19 Pandemic.

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Maximising income from Social Security Benefits – Current Work

Financial Inclusion Outcomes

During the development of Glasgow Financial Inclusion Strategy 2020-2025, ¹²GCC Financial Inclusion (FI) Team undertook a review of their current financial inclusion monitoring framework. This review resulted in a decision to make available a new online referral and customer relationship management system, the Fast Online Referral and Tracking (FORT) to all Glasgow Community Funded, including the Transition funded FI providers as a condition of grant.

The FI team originally invested in the FORT system during the Universal Credit (UC) Support Project that allowed us to capture client information and their journey through the various services and the outcomes from their journey. This information, which we have never been able to capture before, helped us to shape the services to the needs of the client and report confidently the outcomes of the investment by analysing the data this system provides.

We continue to work with the supplier to develop the system for our mainstream FI providers who we believe, through partnership working, will assist us in meeting our key objectives;

- Reduce the level of Child Poverty in Glasgow
- Break the cycle of debt and dependency
- Reduce the number of people reaching a crisis point through early intervention
- Address the impact of money problems on other areas of life
- Have a modern, flexible and accessible advice sector
- Have a more open and accountable advice sector, responsive to citizens' views
- Reduce stress and ill health caused by money worries and debt.

Healthier Wealthier Children FI Services for Families

This is the core financial Inclusion service for NHS staff to refer families to for income maximisation. Gathering and analyse of referral data is captured at a locality level. Reporting on uptake of NHS Money Advice Service is shared with Team Leads, Early Years and Financial Inclusions Leads at Locality, Glasgow City and NHSGG&C levels.

Outcomes:

¹² [Financial Inclusion Strategy 2020-2025](#)

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From April 2018 to March 2019, 2,259 patients were referred by Community based Health Staff to the Early Years component of the NHS Money Advice Service.

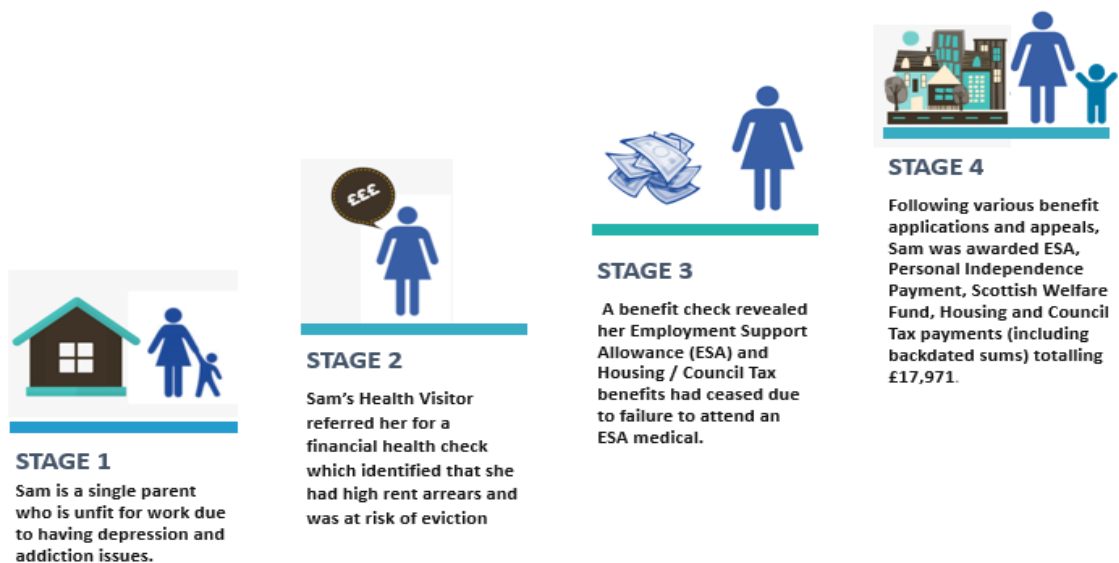
Over £2.6million in Financial Gains for clients across the 3 localities. In addition there has been a further £200k in Debt Managed (£110k Housing debt, £90k non housing debt) and £178k council tax negotiated.

This represents an increase on last year's outcomes for clients. Most notable an increase, 8% (£585,358) in financial gains and debts, both housing and non-housing debt.

This work is achieved by working collaboratively with Children & Families Teams and Midwifery.

Gathering and analysis of referral data is captured at a locality level. Reporting on uptake of NHS Money Advice Service is shared with Team Leads, Early Years and Financial Inclusions leads at locality, Glasgow City and NHS GG&C levels.

The following case study represents the key work of the team:



Best Start Grant claims process

The Scottish Government provide a Best Start Grant (BSG) - a package of support giving money to parents and carers during the early years of a child's life. In recognition of the positive impact this support may have on families, the following additional actions were identified to promote take-up across the City. The Registrar could influence uptake of the BSG during the birth registration process by giving

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advice about best start applications and we supported them to implement this new process.

The current birth appointment system was changed to capture the applicant's income details, request for supporting evidence and if the customer had previously applied for the grant. The customer still has their registration appointment, however at the end of the appointment there would be a handover to the GCC digital suite where the customer would be assisted with their online application for the payment. This meant one visit to register the birth and by the end of the appointment the applicant would have also submitted a BSG application.

Since inception of the new service from January 2019 to February 2020 we have supported over 1,273 families to make their online application, with estimated financial gains of £763,800. In addition, staff are also supporting eligible families make an application for the Best Start Foods payment.

These efforts were recognised by the Scottish Government after a visit by the Cabinet Secretary Shirley-Anne Somerville to the Registration Office, she commented:

“I was impressed with the enthusiasm and commitment of the staff, who provided face to face support to ensure that some of the most vulnerable people in society receive the Pregnancy and Baby Payment by proactively promoting payments your staff strive to give children in Scotland the best start in life”.

The BSG claims process was shared with Early Years staff and a quality improvement programme was initiated to increase referrals to money advice services.

Early Learning Payment

Glasgow has also implemented new processes to promote the Early Learning Payment by communicating across all the council and partner nurseries, and linked the application process to the early years additional 1140 hours application form. Furthermore, we provided the link to the School Age Payment application as part of the primary 1 school enrolment process or a placing request form.

The success of this innovative approach was through influencing diverse key stakeholders, such as Education and Registrars to work in partnership to maximise uptake.

It is worth highlighting that all the above new processes were achieved at no additional cost to the council but through utilising existing systems and maximising internal resources.

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Embedded Financial Advice within General Practice

This model operates across 30 GP practices in Glasgow City HSCP, supporting some of our patients living in the most deprived areas (mostly practices in North East and North West often described as Deep End practices).

Since December 2015 within the North East, the Deep End Money Advice project has embedded financial, housing, social security and debt advice in 17 GP Practices in three GP clusters, with aims to increase income via improved access to social security and to reduce household outgoings. Indirect impact on increased income via employment as a greater focus is being placed on referrals to employability services.

From December 2015 to November 2019, 2,196 patients were referred by GP Practice staff and 1,384 patients engaged with the service (66% uptake); the majority of patients have not accessed mainstream advice in the last year. 21% of patients had dependent children and 12% were lone parents.

Patients have achieved a total financial gain of £5,042,608 over the last four years. A Glasgow Centre for Population Health evaluation (2017/18) identified an average financial gain of £8,254 per patient (median £1,453) and an average debt managed of £4,356 per patient (median £1,993). The total financial gain includes £1,943,441 in devolved benefits and £3,099,167 in other benefits.

The project has helped patients to negotiate total debts of £1,727,025, composed of £463,406 (housing), £1,032,668 (non-housing) and £230,951 (council tax). An investment analysis indicates that the project generates over £27 in financial gains for every £1 invested.

In 2019/20, funding for 22 of the Practices was sourced from Primary Care Transformation monies (£132,000), Clyde Gateway funded the remaining 8 Practices in Bridgeton GP cluster (£47,000). For 2020/21, 17 North East locality GP Practices are funded via Scottish Government Investing in Communities (£124,910) and South and North West locality GP Practices are funded by the HSCP.

Maximising Income from Social Security Benefits – New Work

Financial Inclusion Support Officer (FISO)

We attended meetings with the Calton Child Poverty Network and during one of these meetings they told us of the complexity of form completion to apply for not just educational related benefits, such as free school meals, but also other social security benefits. They asked for a leaflet to be developed that explained the benefits that were available. We delivered the leaflet and in addition worked with GEMAP, one of our partner organisations to develop the role of the FISO.

Preparation work began on the pilot in September 2019 with the aims of the FISO being developed and 12 schools across the city being identified to take part to receive the FISO service.

Participating schools:-

- St Mungo`s Academy
- Ross Hall Academy
- St Theresa`s Primary
- Springburn Academy
- John Paul Academy
- Elmvale Primary School
- Lochend Community High School
- St Paul`s High
- Bellahouston Academy
- Saracen Primary
- Castlemilk High
- Knightswood Secondary
- St Roch`s Secondary

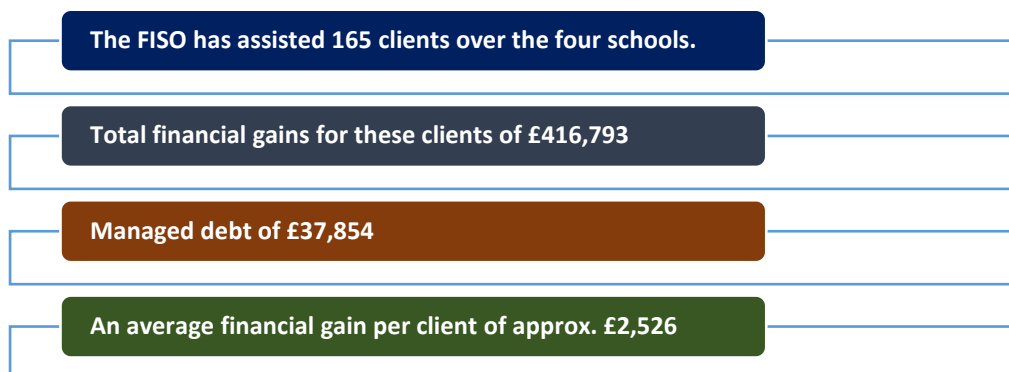
Four schools were chosen to pilot the process;

- Bellahouston Academy
- St Mungo`s Academy
- St Paul`s High
- Ross Hall Academy

The FISO activities undertaken at each school were chosen in conjunction with the school staff using the local knowledge and relationships that already existed between the key school contacts and pupils and parents. The activities undertaken have been underpinned by the creation of a “Support for Families” advice booklet and promotional materials.

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The outcomes for the period 25 November 2019 to 16 November 2020:



FISO Case Study - June 2020

The client is a lone parent and living in temporary homeless accommodation after separating from her husband. She contacted GEMAP after receiving the FISO School Support leaflet sent by the school as she was struggling financially as she was off work sick following cancer treatment and her sick pay was due to end in March, she needed advice on what benefits she may be entitled to.

The first meeting with the FISO was at the school where the FISO found out more about the client and her family's circumstances and carried out a benefit check.

The FISO identified further benefits that the client was entitled to and she was helped to complete the various application forms.

She was also advised to make a claim to the One Parent Families Scotland Energy Trust for help with heating costs and to the Aberlour Trust for families facing difficulties during COVID-19. Furthermore, her son was unable to access the schools online support system as he did not have a laptop. The Aberlour Trust granted a financial award and a laptop. The following table details all the financial gains for this client following the FISO's intervention. The Financial Gains for the client and her family were:

Employment and Support Allowance	£141.17 p/w (Annual Award - £7,340.84)
Child DLA	£23.60 p/w (Annual Award - £1,227.20)
Child Tax Credit (Disabled element)	£53 p/w (Annual Award - £2,756.00)
Housing Benefit	£66.95 p/w (Annual Award £3,481.40)
Aberlour Fund	£350 one off payment
OPFS Energy grant	£50 one off payment
Total Financial Gain	£15,205.44

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Special Needs in Pregnancy Service (SNIPS) - Maternity Matters

There are 8 specialist midwives working with pregnant women, who have special needs during their pregnancy and who may have disengaged with mainstream maternity services. 3 of the 8 midwives have specialties in teenage pregnancy, homelessness, trafficked women and women who have undergone female genital mutilation.

Women referred to the service have a breadth of vulnerabilities and the complexity and the trauma often experienced means that the majority of women accessing the SNIPS Clinics are at much greater risk of antenatal or postnatal depression, post-traumatic stress disorder and postpartum psychosis.

The negative impact of poverty begins before birth and accumulates across the life course. The delivery of this initiative has been shaped by the needs of its clients and Money Matters, who deliver the project, has adapted to different techniques for communication and engagement.

For some clients a money advice service is sufficient but for the most vulnerable a longer term person centred approach with advocacy is essential.

Of the 188 who successfully engaged with the service:

- 36% were 16-25yrs
- 63% were single
- 89% had an income of < £10,000
- 64% reported mental health issues
- 42.5% were 16-35yrs
- 48% had an income of <£6000
- 65% reported having a disability

Outcomes:



Improvement Services will work with Money Matters to look at social return on investment.

Single Financial Assessment

When we met with the North West Kinship Carer group they told us that the endless number of forms that they were required to complete to obtain various benefits and grants was confusing and often put them off applying. We listened to their issues and with the support of the council's IT provider, CGI, agreed to work together on a single financial assessment form that will allow the applicant to complete one form that can be applied across a range of benefits, therefore saving time, encouraging take up and reducing child poverty.

This work was paused due to Covid -19 and we will be working with our IT provider to get the project back up and running.

The Private Rented Sector Hub

The council has a team dedicated to supporting customers affected by the benefit cap, of which the majority live in private landlord accommodation. The Private Rented Sector Hub (PRS) deals mainly with families that have three or more children. They support, advise and refer on behalf of clients to support services on a number of key issues, such as:

- Physical and mental health
- Food poverty
- Employability
- Housing and landlord issues
- Welfare Rights
- Fuel poverty
- Charitable Organisations

Since 2019, the PRS has made 59 referrals to Jobs & Business Glasgow for employability support. The majority of these referrals are for lone parents who have never had any discussion about finding employment until they engaged with this service. In addition to employability referrals, a dedicated Welfare Rights Officer supports the PRS hub customers, and from June 2019 has delivered financial gains amounting to **£241,296.42** as at July 2020.

Case Study

One customer, claiming Universal Credit, had an increase of £340 per week in her income having secured a job working 16 hours per week. She said she would never have considered this had it not been for the PRS intervention.

Scottish Welfare Fund Initiative

Glasgow City Council has continued to see a year on year increase in applications made to the Scottish Welfare Fund (SWF) by families in crisis or requiring a Community Care Grant. GCC analysed all unsuccessful SWF applications from six key geographical areas that covered the period 1st September 2018 to 15th January

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2019, with the focus of analysing applicant information from people who were pregnant or people with children.

This pilot process was originally limited to applicants from the Calton as this was the area with the highest levels of child poverty, however due to low take up it was later extended to the top six areas of child poverty in the city:-

- Calton
- Canal
- Drumchapel
- Linn
- Springburn
- Southside Central (due to higher BME residents)

We introduced a welfare rights officer (WRO) available to applicants when they made their SWF claim with the aim of providing a more holistic approach and offering unsuccessful applicants benefit advice and alternative providers of assistance, for example the Glasgow Cares Foundation, One Parent Families Scotland and Glasgow Central Citizens Advice Bureau..

Monitoring of this initiative shows that from July 2019 to March 2020 there have been 166 clients who have been supported to access either a number of charitable grants, obtain additional benefits and receive furniture/white goods, bringing financial gains of £199,994.85.

When we evaluated the pilot scheme we listened to the feedback from partners that highlighted the use of warm transfer calls was the most effective way of keeping the client on the phone and engaged, however it wasn't feasible for one WRO to take on the numbers of clients awaiting transfer.

During the recent Covid-19 lockdown a decision was made to pause the pilot at the start of a period of unprecedented times. This then allowed us to reflect on the ongoing viability of the pilot. In partnership with the funder a decision was made to end the pilot and focus on embedding advice services in trusted intermediaries (such as education and health settings), which are witnessing much higher returns and levels of engagement from families.

Embedding money Advice within Family Nurse Partnership

A pilot project to embed money advice within the Family Nurse Partnership (FNP) was implemented in April to December 2019. This work was enabled by Scottish Government Child Poverty funding of £11k.

The work was developed to improve families' access to potential grants and benefits that they may be eligible through working in partnership with GEMAP Scotland Ltd.

An advisor was embedded within the Family Nurse Partnership Programme at Cairnbrook Centre half a day a week to provide a bespoke Money Advice Service for service users and to provide capacity building for staff on Financial Inclusion.

The service was tailored to meet the needs of patients referred and included telephone appointments, 1 to 1 appointments and home visits were also available.

Key components of service delivery:

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- All clients receive a Financial Health check at the outset. The immediate presenting issue is dealt with first and then a bolt-on appointment is offered to all clients to deliver the Holistic Needs Assessment.
- A staff audit tool was developed to identify any staff training needs and this will be used to provide an opportunity to use the GEMAP's experience with Welfare Right and Money Advice to compliment and potentially enhance the quality services provided by FNP staff.
- Capacity building with staff on Financial Inclusion topics dependant on need delivered on a monthly basis.

Outcomes:

During this pilot period there were 27 referrals from FNP staff.

The engagement rate was 58%.

13 claims for support, this resulted in financial gains of £21,867 and £2,639 of debts managed.

A key lesson learned from this work, was that it was not essential to embed an advisor within the service to improve access to money advice services but to improve access for FNP staff to advice and information was more effective, to enable them to provide that direct support.

The briefing sessions were useful to consolidate staff knowledge and learn from the advisor and colleagues on overcoming common issues.

A proposal has now been approved by the FNP Board to progress the work and a meeting to explore options is being arranged.

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Costs of living – Current Work

Children’s Holiday Food Programme Spring 2020

The council provided £2million for the 3rd year in succession to fund the Children’s Holiday Food Programme that provides a hot meal and snack to Glasgow’s nursery, primary and secondary pupils during school holiday periods. The usual format is for children/young people to attend various venues where they are provided with a nutritious meal(s) and some form of activity. However with the introduction of lockdown due to COVID-19 the usual format for the programme was not possible. The lack of activities however meant that there was some unused funding so the food programmes could extend between a further 2 to 6 weeks.

Of the 64 organisations funded to provide a service during the Spring Holidays, 57 were able to continue to deliver through their contingency plans. This meant that 16,967 children/young people benefitted from the Spring Programme reaching a total of 9,953 households.

The number of meals provided was:

Prepared meals:

Breakfast	3,390
Lunch	96,767
Dinner	39,957
Snack	16,479
Total	156,593

Food parcels

Breakfast	25,668
Lunch	19,876
Dinner	19,338
Snack	7,211
Total	72,093

A further **32,378** general food parcels were also delivered to family homes.

Free School Meals and School Clothing Grants

Due to the Covid-19 pandemic the council was unable to work with our 3rd sector partners to deliver the Summer Holiday programme that would have included provision of food to children from vulnerable families. The council decided therefore that it would make cash payments direct to these families to cover the costs of providing meals throughout the summer of £10 per child per week for 8 weeks and combine these payments with the value of the school clothing grants of £110 for

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each child. As at the start of October the council had paid out almost £6.9 million to the parents and guardians of over 36,000 children.

Extension of Nursery Hours Pilot

As of January 2019, 22 Council settings across the city have increased their capacity to deliver 1140 hours to all funded children. This pilot programme has supported the development of new operating models to support the delivery of increased hours. In planning the roll out so far and as we progress towards universal implementation of the new entitlement, planning is undertaken against three core principles:

- Deprivation - targeted intervention in neighbourhoods in which children will benefit most and using the admissions priorities to manage access during the period to 2020 and full implementation;
- Low Supply – focusing on areas where the level of provision is low when measured against the child population; and
- Flexibility – seeking opportunities to make service changes which improve the flexibility of the offer to support parents better.

Travel pass pilot with SNIPS

To Support pregnant women, many of who struggle to meet the additional costs associated with their pregnancy, Health and Social Care Partners worked with Money Matters to deliver an enhanced Money Advice service in the Special Needs in Pregnancy Service (SNIPS) maternity matters service.

This vulnerable group of women includes teenagers; asylum seekers and refugees; women experiencing addictions or mental ill health; with long term conditions or learning disability - and the majority are lone parents.

By the nature of their vulnerability and the need for ongoing advocacy these women are less likely than others to have the ability to pay for transport, attend their hospital appointments and will be least likely to locate and access a travel expenses office.

Glasgow City Health and Social Care Partnership, as part of its child poverty work, is funding the pilot at a cost of £10,000 to develop and test the provision of free access to transport for these women.

Since lockdown in late March, 2020 the SNIP's Maternity Matters project has not been on any of the Maternity sites in NHSGGC and travel by public transport was not recommended for pregnant women as a result of Covid-19. This has delayed the pilot.

A proposal that clients are given a prepaid card for their travelling expenses has been put forward to the Maternity Monitoring group and if approved processes will be put in place to ensure that those in most need will be identified by Maternity Matters and SNIP's Midwives.

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Grants to parents with children in Royal Hospital for Children

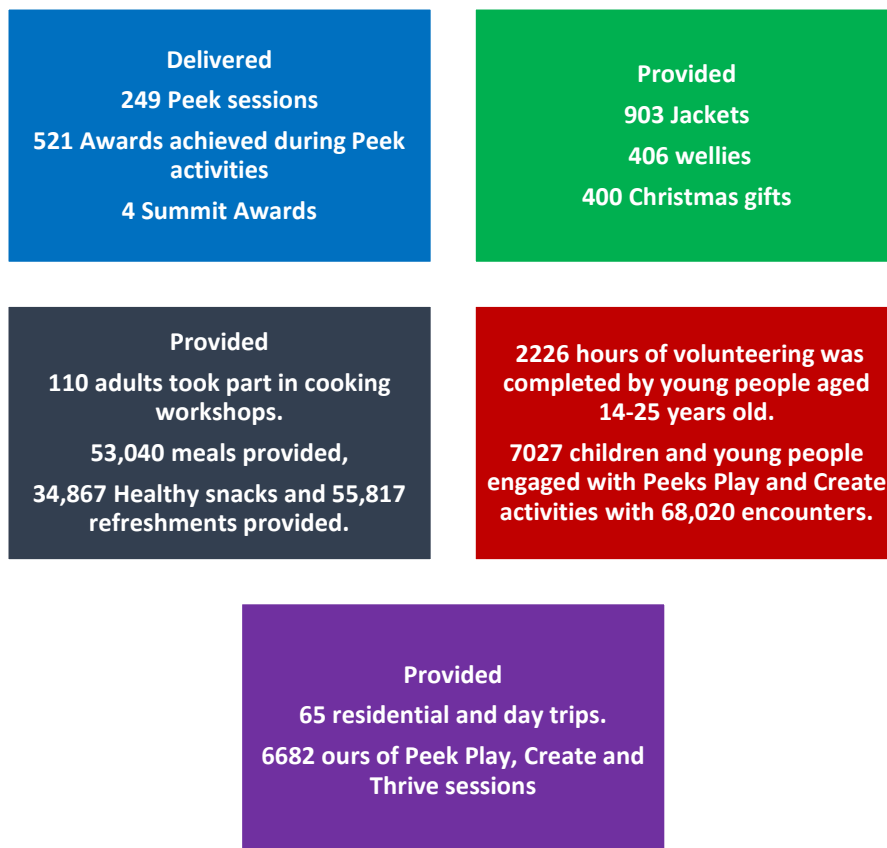
To help parents with the additional demands on their income, with costs of visiting, loss of earnings etc. parents were able to apply for a grant that helped meet these additional costs. The outcomes were:



Funding for this service is applied for on an annual basis.

Possibilities for Each and Every Kid (PEEK)

Peek's aims are to build relationships and improve connections between children, young people and families, while improving wellbeing and opportunities. In its annual report PEEK informed us that it had:



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During the period March to September and in response to the pandemic PEEK focussed its efforts into responding to this new set of needs and

- Launched of PEEKACHEW – Mobile food truck - provides hot healthy meals at all of the above sessions – providing 500+ meals weekly.
- Supported 2,256 individuals
- Provided:
 - over 240,000 meals
 - over 5,000 sanitary products
 - over 1,300 health and wellbeing packs
 - 899 play at home & creative packs
 - 90 school uniforms
- Delivered:
 - 34 face-to-face – Play, Creative Arts, youth work and outdoor cooking sessions for families
 - 10 weekly street play sessions for children aged 0-12 years and their families
 - 5 weekly outdoor youth work sessions for young people aged 11-18 years
 - 3 x weekly Peekaboo Play Café sessions for children 0-5 years and their parent/carers
 - 3 x weekly outdoor creative arts sessions for children and young people aged 5-16 years
 - 1x weekly digital youth theatre session for young people aged 11-18 years
- Currently supporting 20 vulnerable families with weekly fresh fruit & veg deliveries.
- During the October school week, supported 150 families with fresh fruit & veg and recipe boxes.

Costs of living – New Work

Educational Maintenance Allowance

We listened to feedback from the mentors of the MCR Pathways mentoring programme, when they told us that some of their young people were having issues claiming Educational Maintenance Allowance (EMA), due to the complexity of the application form and the verification process. We looked at application process and decided to review it.

The council has now amended the qualifying conditions and process for applying for EMA. Parents will no longer be asked for proof of income if they are in receipt of Council Tax Reduction. The Council's online info/guidance and application document have been updated to include a question about accessing income data from our internal systems to allow EMA claims to be processed. Staff have been trained on the amended processes and given access to the appropriate systems.

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Cost of Transport

Transport is directly linked to health inequality, deprivation and economic performance. Glasgow City Council began a 6 week Public Conversation on Glasgow's Transport Future in September to October 2020. The new transport strategy will be integral to the success of Glasgow and its citizens over the next 10 years. One of the 4 draft outcomes proposed for the Glasgow Transport Strategy is "Transport has a positive role in tackling poverty, improving health deprivation and reducing inequalities".

There is also a set of policy focus statements, several of which are directly related to the topic of poverty and child poverty, were consulted on during the Public Conversation:

- Embedding the Fairer Scotland Duty into our transport decision making alongside our Equality and Climate Duties, and applying a "wellbeing test" to our transport investment decision-making.
- We work with partners to reduce the cost of public transport in Glasgow, particularly for young people and for people on low incomes or in poverty.
- A focus on the journey to school – further investment in walking and cycling infrastructure, working towards a default speed limit of 20mph, and a wide rollout of school road closures.
- Working collaboratively with planners and regeneration teams, 'Liveable Neighbourhoods' are created which maximise the availability of services within 20 minutes walking distance.

In addition to the Glasgow Transport Strategy (a city-wide transport plan), the Council is also developing a new Liveable Neighbourhoods Plan and a City Centre Transformation Plan. In 2019/20, the Council has made meaningful progress in starting to develop a policy framework for transport decision-making in the city, and the combination of draft outcomes and initial policy focus statements has shown broad public support to enshrine the topics of equality and tackling poverty in these new policy frameworks. The topics of the high cost of public transport and lack of non-car alternatives in some parts of the city, and the impacts this has on people on low incomes, particularly families and children, have been common problems raised in the Public Conversation exercise. 2021 will see further development of these plans, and crucially, more detailed policies and projects.

Section Six

Other Child Poverty activities

Homework and Meal Clubs within Recovery Communities ADP

Alcohol and Drug Partnership (ADP) now have 3 Homework Clubs running in Glasgow for children affected by parental substance use. These are an excellent example of the contribution the recovery volunteers make to their local communities and evidence the partnership and integration within the area.

Each is supported by a team of people including:

- Recovery volunteers from the local recovery community- a group run for and supported by those in recovery from their alcohol and drug issues
- Tutors from the Volunteer Tutors Organisation (VTO)
- Sixth year pupils from the local Secondary school to tutor on a voluntary basis
- Staff from the Glasgow Alcohol and Drug Recovery Service - our statutory treatment and care services
- Staff from our Recovery hubs – voluntary sector services offering support

A fourth Homework club for children affected is focussed on kinship carers, primarily grandparents, who care for their grandchildren as a result of their adult children's alcohol /drug use. This group is supported by the Family Addiction Support Service (FASS).

The programme of activities is agreed by the group members and includes mindfulness, storytelling, art therapy and budgeting advice. Often the children have their own activities with trained facilitators recognising the significant impact of parental recovery on the children's daily lives.

Where the venue allows, families prepare a healthy, cooked, budgeted meal together. The families eat together, recognising the importance of family gathering and the impact of poverty. Where the venue doesn't have cooking facilities a hot meal and fruit is purchased and delivered. All leftovers are taken home by group members.

The children spend 1 hour with the homework tutors and the educational impact on the children and young people who attend is monitored by the lead tutor with the schools.

Parents access recovery support from recovery volunteers, who have their own lived experience of addiction and the children benefit greatly from the peer support of the others at the club.

The main service objectives are:

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- engage with children and young people assessed at being at risk from the impact of parental substance use
- reduce the impact of parental substance use on children and young people's educational attainment and social and emotional development
- engage individuals and families in recovery
- increase the confidence and skills of parents in early recovery
- strengthen protective factors for children and improve resilience.

Cost of Maternity Services Research

Evidence shows that there can be cost-related barriers to accessing universally provided and free at the point of access services. NHS Health Scotland, Glasgow Centre for Population Health, NHS Greater Glasgow and Clyde and NHS Ayrshire & Arran commissioned a qualitative study to explore the financial impact of pregnancy on low-income families in the two respective NHS Board areas with a view to establishing any cost-related barriers to these audiences accessing antenatal healthcare and exploring what health services can do to support the financial wellbeing of expectant parents and their families. The research was carried out with expectant and new families as well as staff.¹³

We will continue to work with Health Board colleagues on the key recommendations that should be considered to support reducing cost-related barriers to accessing care and mitigating financial pressure on expectant parents and their families.

Family Support Strategy 2020-2023

Glasgow Family Support Strategy 2020-2023¹⁴ is a three year action plan, detailing four key priorities with the purpose of guiding the alignment: funding, commissioning delivery of family support services to improve outcomes for children, young people and families in the City. These priorities are

1. All family support activity delivered by the Children Service's Partnership and external partners will be aligned across the city, by Year 2.
2. All funding of family support services by the Children Service's Partnership and external funders will be strategically aligned by Year 3.
3. Our Children Service's Partnership will invest within universal, early intervention and intensive family support services, citywide by Year 1 to strengthen the family support infrastructure.
4. Establish a neighbourhood approach to family support, citywide by Year 3.

The strategy covers universal services, family support services and intensive family support services and seeks to align both activity and funding of these services. This is delivered through a co-production approach between our key children services partners utilising all our community based assets. The strategy is clear that "it is vital

¹³ [Exploring the cost of the pregnancy pathway](#)

¹⁴ [Glasgow's Family Support Strategy 2020-2023](#)

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that Family Support Services provide income maximisation, assistance to reduce living costs, digital inclusion and are able to facilitate/signpost to access affordable housing, child care and employability services”

Family Learning

The Family Learning Team design, deliver and support programmes on literacy, numeracy, health and well-being and work with staff and partners to minimise effects of poverty and disadvantage to improve educational and employment opportunities for children and families experiencing poverty.

To date the team have supported 138 establishments, the majority of these are primary schools.

In one primary school, 8 parents who participated in the family learning programme have now progressed to the First Steps in Childcare course as a pathway to a career in early years. In St Roch’s Primary School, 4 parents are due to complete level 6&7 Community Achievement awards and 1 parent is due to complete HNC Award in Community Development.

Data from Glasgow Clyde College showed that where the Family Learning Officer (FLO) is involved with school based college programmes there are a higher number of parents who participate that then leads to a higher completion rate of parents gaining qualifications.

A good example of this was at St Roch’s Primary School where the FLO supported 7 parents to attend a BME early years job information session, with all 7 parents now guaranteed an interview for a variety of posts in GCC early years settings. Successful candidates will be supported on the job to work towards gaining formal qualifications.

Glasgow City Food Plan

Glasgow Food Policy Partnership (GFPP) along with its partners, including Glasgow Centre for Population Health, Glasgow City Council, NHS Greater Glasgow and Clyde, HSCP, Glasgow Community Food Network, and around 80 stakeholders across the city, are together developing a 10 year “Glasgow City Food Plan” with the overall aim being to improve the food system in Glasgow making sustainable, healthy food available to everyone in an equitable way. There will be short, medium and long term actions. The Food Plan has the following 6 themes;

1. Fair food for all
2. Food procurement & catering
3. Environment & food waste
4. Community food
5. Food economy
6. Children and young people

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The Glasgow City Food Plan¹⁵ will be out for a 12 week public/agency consultation from September 29th to the end of December 2020 and the final plan will be launched in the spring of 2021. The overall plan implementation will contribute towards the Child Poverty delivery plan; the sections of the plan “Community food”, “Fair food for all” and “Children and young people” will have direct linkage and impact on child poverty work with key detailed actions on these themes, led by groups/organisations. There is no funding allocated to the Food Plan per se, it will be delivered via monies already allocated for food related work in the city.

Improving Outcomes for Disabled People in Glasgow

Disabled people face a range of barriers including physical access to services and facilities, communication issues and provision of advice and support. Disability is a broad and complex area of equality, the level of relative disadvantage experienced by a disabled person will depend on a range of factors including the severity of the impairment and the adequacy or arrangements that have been put in place to provide support.

Evidence also shows that disabled people experience poorer outcomes in relation to non- disabled people over a range of policy areas : for example they are less likely to be employed or in training, more likely to live in poverty.

It is proposed that a Short Life Working Group is established by the General Purposes City Policy Committee (GPCPC) to review the Council’s approach to disability equality. It is suggested that the group should be drawn equally from Councillors and disabled persons organisations. It would be supported by officers from the Chief Executives Department and other services and Arm’s Length External Organisation (ALEOs) would contribute as required.

Suggested themes for the working group could include:

- Accessing Services
- Accessible Glasgow
- Civic Engagement and Participation
- Employment and Skills.

The group would start work in January and would aim to report back to GPCPC by August 2021. It is estimated that around 4 to 6 meetings would be required over that time period.

¹⁵ City Food Plan report

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Section Seven

Monitoring and Evaluation

Given the scale of child poverty currently in the city, the Scottish Government targets set out in the Child Poverty Act are ambitious and presents a significant challenge for Glasgow. The impact on child poverty from the UK Government's Welfare Reform Changes and the impact of the Covid-19 pandemic are still to be fully realised.

We will collect and monitor data from our activities, gather feedback from our families and evaluate the impact of these activities. Research reports an increase in child poverty for Glasgow despite our interventions, therefore we must understand what improvements make the biggest difference for the families in our city and how we sustain those improvements, even if this is not directly reflected in the national child poverty statistics.

The Local Child Poverty Action Report Working Group has identified effective monitoring and evaluation as a key priority for producing this and future reports but also as a mechanism for measuring our progress in tackling Child Poverty. The first step in this will be a planned review of this report as well as utilising the **Child Poverty in Glasgow Report 2020** detailed in this report to understand where and how to target and measure interventions in 2021.

Governance Board

The Child Poverty Governance Board reconvened in September 2020 to monitor GCC activity and will also include the GCC response to Social Recovery and the impact of COVID-19 on families.

GCC will also re-run the CCI data to understand the impact of COVID-19 in terms of our family's income and we'll manage our response through our Social Recovery Taskforce.

Child Poverty EQIA

An impact assessment has been carried out on the action report for equality and socio-economic impacts.¹⁶ The current and proposed actions in the action report are intended to tackle poverty, and to have a specific beneficial impact on addressing child poverty in Glasgow. In general, the actions in the report will be positive across the protected characteristics and GCC will continue to monitor for any negative impact. However, any positive impact will reflect the implementation of individual actions. Several of the actions are targeted and are intended to positively impact on the protected characteristics of sex, disability, age and race.

¹⁶ [LCPAR 19/20 EQIA](#)

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As a result of the impact assessment, several key actions were recommended for inclusion for 2020/21. This included activities to:

- address the stigma of poverty
- continue to consult more with people with lived experience of poverty
- work with key partner groups to better understand disability related poverty.

Conclusion

In preparing this report, there is an update from our first year report and a link to the GCC CCI data report. Over the last year, GCC has taken stock of this existing activity and has worked with our communities and local stakeholders to challenge ourselves to do more to meet the growing challenge of child poverty.

Our plans are ambitious. GCC recognise that wide ranging structural change is essential to meet the challenges of child poverty in the years ahead and are committed to taking all of the action that is within our gift to achieve this.

Acknowledgements

Our citywide approach ensures that GCC communicate and work in partnership with all relevant groups to tackle child poverty in our city, GCC wish to acknowledge the support GCC received from our partners in developing this LCPAR, they are:

- Health and Social Care Partnership (HSCP)
- Glasgow City Council – Education, Community Planning, Glasgow Life, DRS, Financial Services, Strategic Innovation Team and Neighbourhoods and Sustainability
- City Region
- Poverty Leadership Panel (PLP) including the Community Activist Panel (CAP)
- Centre for Civic Innovation (CCI).
- One Parent Families Scotland (OPFS)
- Glasgow Disability Alliance (GDA)
- Calton Child Poverty Network
- Kinship Carers Group
- Greater Easterhouse Money Advice Project (GEMAP)
- Poverty Alliance
- Joseph Rowntree Foundation (JRF)
- Child Poverty Action Group (CPAG)
- Thriving Places
- Radiant & Brighter - provide support for migrant communities
- Scottish Poverty and Inequality Research Unit (SPIRU)
- Possibilities for Each and Every Kid (PEEK)

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Appendix A

Joint long term objectives: NHSGGC child poverty leads group

There are 6 Local Authorities within the NHS Greater Glasgow and Clyde area. In response to the 2019 Poverty and Inequality Commission review of year one local child poverty action reports, an increased focus on partnership working and long term objective setting has been agreed between child poverty leads across NHSGGC

The following joint long term objectives will be reviewed by the NHSGGC child poverty leads group on an annual basis.

1. Role as an employer

- Increase family friendly working approaches
- Attaining and maintaining Living Wage Employer Accreditation
- Parents as a priority group for interventions with staff who have money and debt worries
- Parents as a priority group in our Employment and Health approach
- Parents as a priority group for recruitment initiatives
- Child poverty a feature, as appropriate of Learning and Education programmes
- Child poverty outcomes in community benefit clauses

2. Role as a service provider (Children and Families Settings)

- Ensure every opportunity is used to maximise income and reduce outgoings
- Develop innovative co-location models (e.g. with Social Security Services Scotland, Department of Work and Pensions)
- Ensure engagement with people with lived experience of child poverty to inform planning and review
- Analysis, where possible, of reach of interventions by Child Poverty Act priority groups (i.e. children of lone and/or young parents, children with disabilities and/or children of parents with a disability and black and minority ethnic children and also kinship carers)

3. Role as a partner

- Leadership on child poverty at Community Planning Partnership Boards
- Influencing, from local and regional perspectives, key national partners (e.g. SSS, DWP, Health Scotland)
- Influencing, from a child poverty perspective, housing policy
- Influencing, from a child poverty perspective, transport policy

In addition, NHSGGC will -

- Ensure child poverty is comprehensively addressed in the Children and Families Universal Pathway

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- Develop child poverty, as appropriate, as a 'golden thread' in Acute health improvement programmes
- Providing public health data for use in Acute and CPP areas

And –

- All LCPARs in the NHSGGC area aim to optimise flexible childcare approaches.

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Appendix B

Organogram of strategic groups with a child poverty focus

