



City of Edinburgh Local Child Poverty Action Report

City of Edinburgh Council & NHS Lothian

December 2020

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Summary and key messages

This is the second annual Child Poverty Action Report for Edinburgh. It describes the partnership work to address child poverty carried out by the City of Edinburgh Council, NHS Lothian, the Capital City Partnership and the Third Sector. The period covered is April 2019 to the end of September 2020 and includes the response to the Covid-19 pandemic, which has been significant in informing future actions.

Child Poverty in Edinburgh

The period covered by this report has included one of the most challenging in history of this city, with major public health concerns accompanied by the economic and social disruptions caused by the Covid-19 pandemic. What has been clear is that while the impacts of this disruption have affected everyone in the city, those impacts have been strongest and most challenging to deal with for families who were already in or at risk of falling into poverty.

To date during 2020 Edinburgh has seen a trebling of the number of people claiming unemployment benefits, the largest rate of increase recorded by any local authority in Scotland. The number of workless households is also increasing, while the number of jobs in Edinburgh, Scotland's strongest labour market, is already falling – with the largest job losses evident in those sectors most relied upon by low income households.

These trends come at a time when poverty and child poverty was already high in Edinburgh. Even before the pandemic, estimates suggest that almost 80,000 people in Edinburgh were living in poverty, including almost 1 in 5 (or up to 18,000) children. Projections suggest that the ongoing impact of Covid-19 and associated recession could conservatively lead to overall poverty numbers rising by an additional 4,500 people by Spring 2021.

Edinburgh's response

In the face of this rising tide of poverty, the City of Edinburgh has taken significant steps to help people in poverty keep their heads above water. During 2019/20:

- The City of Edinburgh Council has made significant investments in affordable house building with a record 1,443 affordable homes built in 2019/20 - 25% more than in 2018/19 addressing one of the most common drivers of poverty for families.
- The city's employability support programmes engaged with 3,145 people during 2019/20 to help people into work or learning.
- 3,400 school pupils in Edinburgh attended breakfast clubs during 2019/20, while over 4000 children attend out of school care every day, enabling parents to work and study.

- Edinburgh advice service providers – including the Advice Shop, Maximise!, Citizen’s Advice Edinburgh, CHAI and Kindred - generated £18.75 million for people on low incomes in 2019-20.
- Changeworks’ energy advice service supported 2,100 tenants with 168 young families between 2018 and 2020, generating a total of £423,000 financial savings through support including energy advice, referral for grants and income maximisation, billing advocacy and tariff/ supplier switch.
- The Discover! programme worked with 186 families during the school holidays to reduce food and financial anxiety and provide fun family learning to help close the poverty related attainment gap.

From Spring 2020 onwards, partners also mobilised across the city to respond to Covid-19, protecting vulnerable citizens, supporting people and families suddenly facing poverty and unemployment, and making sure that pupils continue to have opportunities to learn. Specific actions include:

- The Council channelled free school meal payments in cash to all families who were receiving them - totalling £1,547,833 - while promotion campaigns resulted in a 100% increase in free school meal take up.
- Crisis support including financial advice, the delivery of food and medicine, was co-ordinated between Council services, Volunteer Edinburgh and EVOC. During the period to November 2020, EVOC oversaw the distribution of funds to over 30 organisations, providing the equivalent of 25,000 weeks of shopping or prepared meals to people across Edinburgh.
- Scottish Welfare Fund teams processed over 8000 applications for crisis fund support, an 76% increase when compared with the same period in 2019.
- During summer of 2020 Council contact centres made 12,000 outbound welfare calls to support shielded populations in the city, and handled 11,000 incoming calls providing guidance and support for vulnerable citizens
- The Council’s Critical Response Centres ensured appropriate face to face services were available throughout lockdown, with 6,000 citizens making use of these critical services
- The Covid19 Jobs Support portal was set up to provide employers and people who are facing job losses in the Edinburgh and South East Scotland City Deal area with information on job vacancies, links to local services including welfare rights – so far it has advertised 2,096 vacancies, and
- The city participated in the Connecting Scotland programme, targeting those most in need of digital support by providing iPads, Chromebooks and support to develop digital skills for people who are digitally excluded and on low incomes. 545 people in Edinburgh received a digital device, connectivity and 6 months of one to one support through this programme.

End Poverty in Edinburgh by 2030

As well as delivering these critical services, 2020 has also been a year of major progress in the way Edinburgh plans and develops its response to poverty in this city.

In June 2020, the Council approved and published a report, produced in partnership with NHS Health Scotland and three other local authorities, on the feasibility of conducting Citizen’s Basic Income trials in Scotland. This was the most comprehensive report of its type ever produced in the UK and puts Scotland, and Edinburgh, at the forefront of discussions to reform and improve the social security system in the UK.

In September 2020, the [Edinburgh Poverty Commission](#) completed its final report following the most extensive process of inquiry into poverty, its causes, and solutions ever undertaken in a Scottish local authority area. The report presented a challenge to the city and a framework of changes needed to **end poverty in Edinburgh by 2030**. The framework identifies six calls for action – fair work, a decent home, income security, opportunities to progress, connections and belonging, health and wellbeing - and one cultural challenge to remove stigma and improve the experience people in the city have when seeking help to escape from poverty.

In response to the Commission findings, in October City of Edinburgh Council became the first UK Local Authority to make a formal commitment to working to ‘end poverty’ by 2030, with specific, quantifiable targets to be delivered in the next decade. These include targets to make sure that by 2030, Edinburgh is a city in which:

- **Fewer than one in ten children and fewer than one in ten adults are living in relative poverty at any given time.** Meeting this target means removing 2,100 people, including 800 children out of poverty every year over the next ten years.
- **No one has to go without the basic essentials they need to eat, keep clean and safe, and stay warm and dry.** To meet this target the city needs aim to remove 7,000-9,000 people in Edinburgh out of destitution, or 580-750 people per annum over ten years.
- **No-one lives in persistent poverty.** To meet this target the city needs aim to remove 9,970 from persistent poverty, or some 1,000 people per annum over ten years.
- **No one feels stigmatised, abandoned, or treated with less respect by the city as a result of their income or their wealth**

Next Steps

During 2020/21 City partners are committed to continuing work to meet crisis needs, and to put in place the long term measures needed to meet these challenging targets.

In doing so, the city’s approach will continue to focus on increasing incomes for families, reducing costs, and seeking to make the experience of seeking help more humane, more compassionate, and easier to navigate. This approach is underpinned by children’s rights, as described in United Nations Convention on the Rights of the Child (UNCRC); Getting it Right for Every Child (GIRFEC); the Edinburgh Wellbeing Outcomes to ensure that every child is Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible

and Included (SHANARRI); and partners' Corporate Parenting roles in working together to meet the needs of looked after children, young people and care leavers.

Alongside continuing implementation and development of core services such as those cited above, key priorities for city partners over the next twelve months include:

- Continuing the work needed to develop shared partnership responses needed to implement all 7 calls to action made by the **Edinburgh Poverty Commission**
- With City of Edinburgh Council as lead, develop a **new operating model for people-facing services in the city** aimed at improving the day to day experience of people seeking support in the city, and achieving long term reduction of service demand through early intervention.
- Supporting the launch and development of a new citizen led group – **End Poverty Edinburgh** – to embed the voices of citizens in the design and implementation of actions to end poverty in Edinburgh
- Meeting with Scottish and UK Governments to discuss and seek the changes in **social security policy, and housing investment** needed to fully implement the Edinburgh Poverty Commission calls to action.
- Delivering the **Edinburgh Learns 4 Life programme**, aiming to create a world class learning city where everyone's skills, knowledge, creativity and relationships with people and places are equally valued; and to create an environment of collaboration that inspires connections, improves wellbeing and reduces poverty
- Improving support for children whose **families are in temporary accommodation**, who face disruption to their schooling and often experience anxiety and depression, through a co-ordinated set of actions
- Working across Edinburgh Partnership to expand existing services and deliver into all city communities embedded advice and support programmes modelled on the successful **Maximise!** service
- Expanding the **Discover!** programme, supporting families to reduce food anxiety, help close the poverty related attainment gap, build skills, develop social and cultural capital and address social isolation.
- Building on the **1 in 5 programme**, to improve awareness of poverty and embed a poverty-proofing approach across all partners and throughout organisations, and
- Delivery of a new **Edinburgh Guarantee for All** programme, working in partnership with private sector stakeholders, to guarantee an appropriate training, mentoring, or work opportunity for any unemployed resident in Edinburgh.

Introduction

Local Child Poverty Action Reports

The Child Poverty (Scotland) Act 2017 sets in legislation specific targets to reduce child poverty in Scotland such that by 2030:

- Less than 10% of children are in relative poverty
- Less than 5% of children are in absolute poverty
- Less than 5% of children are in combined low income and material deprivation, and
- Less than 5% of children are in persistent poverty

The legislation also places a duty on local authorities and health boards to jointly prepare an annual Local Child Poverty Action Report (LCPAR) on actions taken in their areas to reduce the impact of child poverty.

The legislation states that these reports must aim to provide a strategic forward look, as well as an account of progress to date, and should:

- "Describe any measures taken in the area of the local authority during the reporting year...for the purpose of contributing to the meeting of [national] child poverty targets.", and
- Set out information on measures that the local authority plans to take to contribute to the meeting of the [national] child poverty reduction targets.

The first City of Edinburgh Local Child Poverty Action Report was published by City of Edinburgh Council and NHS Lothian in June 2019, with feedback provided by the Improvement Service earlier this year. Building on that feedback, this report has been prepared by City of Edinburgh Council, NHS Lothian, Capital City Partnership and other partners to provide an overview of actions undertaken and planned during 2019/20 to reduce child poverty in Edinburgh.

Governance and Reporting

Efforts to end poverty are a key priority for all public agencies in Edinburgh.

Since October 2019 reducing poverty and improving sustainability and wellbeing have been adopted as the three core priorities underpinning the City of Edinburgh Council's business plan and budget setting process.

The [Edinburgh Partnership Community Plan for 2018-28](#) focuses on poverty and inequality as the two key priorities for partnership action in the city.

In keeping with these priorities, during 2019/20 both City of Edinburgh Council and Edinburgh Partnership co-sponsored and supported the work of the independent Edinburgh Poverty Commission, with a

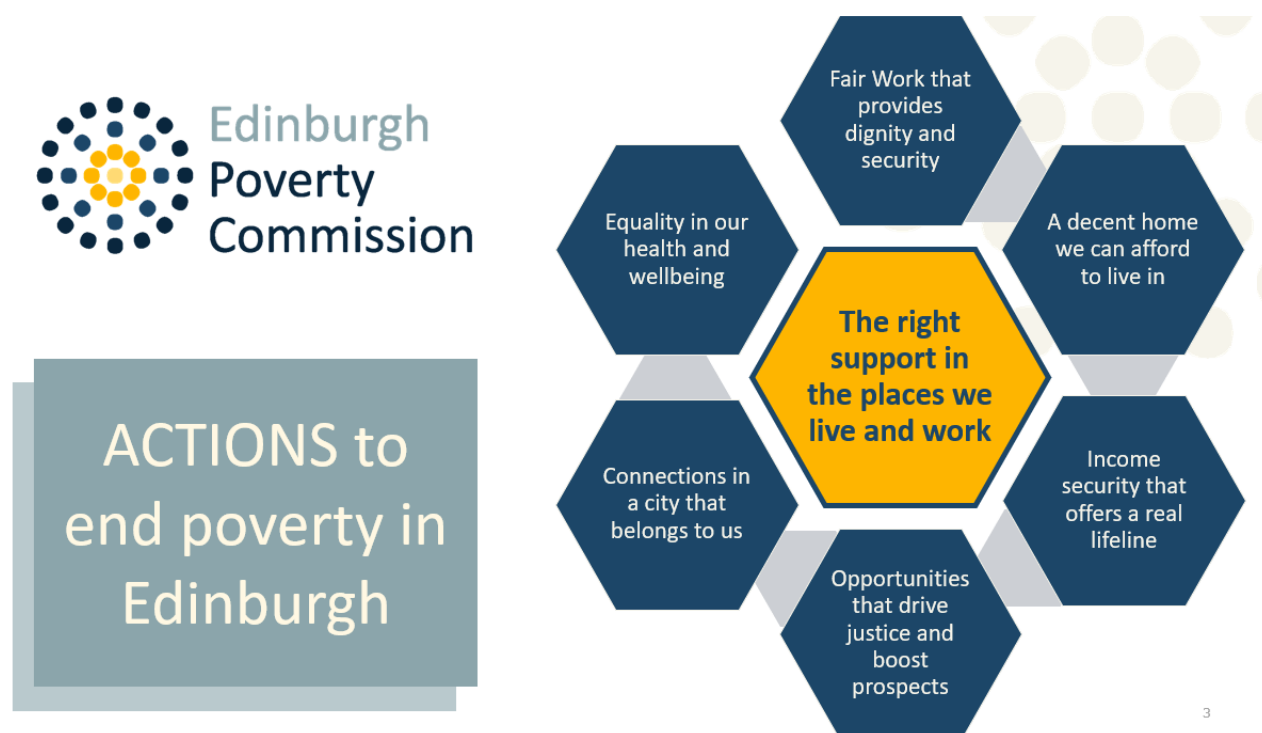
commitment that its findings would drive the future poverty reduction policy in the city through implementation of the Council Business Plan and the Edinburgh Partnership Community Plan.

The final report of the Edinburgh Poverty Commission – [A Just Capital: Actions to end poverty in Edinburgh](#) - was published in September 2020. Following the most extensive process of inquiry into poverty, its causes, consequences, and solutions ever undertaken in a Scottish local authority, the report presents a call to action to the city and a framework of changes needed to end poverty in Edinburgh by 2030.

The key message from the Commission’s report is that poverty in Edinburgh is real and damaging, but it can be solved.

The report identifies six areas for action – fair work, a decent home, income security, opportunities to progress, connections and belonging, health and wellbeing - and one cultural challenge serving as a lens through which each action should be approached.

On this last element, the Commission notes that “to end poverty in the city, the single biggest transformation Edinburgh could achieve would be to make the experience of seeking help less painful, less complex, more humane, and more compassionate.” In doing so, the report calls for “the design and delivery of a new relationship-based way of working for all public services in Edinburgh.”



In taking forward the Commission’s call to action, in [December 2020 City of Edinburgh Council](#) agreed to:

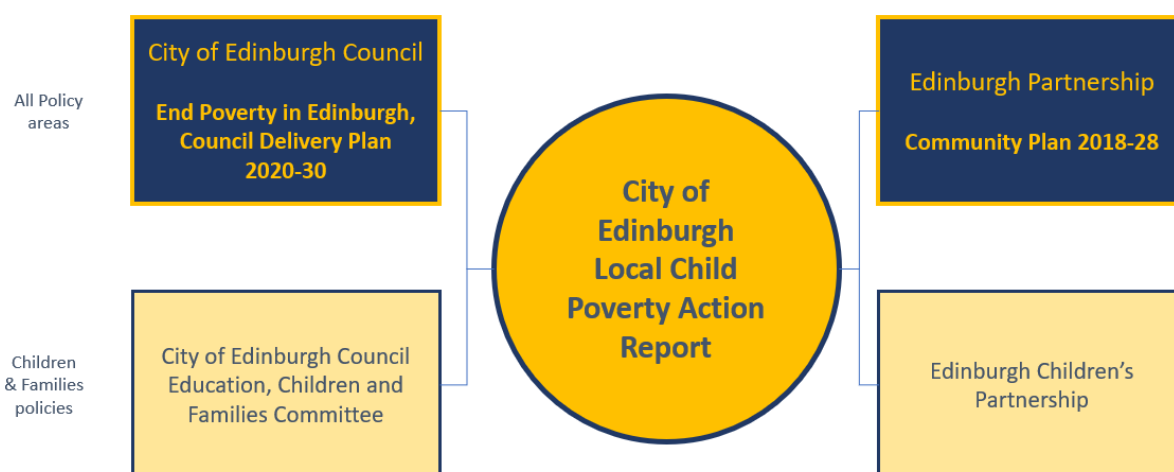
- Work towards the Commission’s aim of ending poverty in Edinburgh by 2030

- To work with a new group – End Poverty Edinburgh – comprised of citizens with experience of poverty and their allies to make sure the voices of people in poverty are heard in the design and development of actions to end poverty, and
- To deliver a new End Poverty in Edinburgh Plan, comprising 44 discrete actions for delivery by Council services over the next decade.

In doing so, the Council also agreed to adopt the Commissions’ four targets for ending poverty in such that by 2030 Edinburgh should be a city in which:

- **Fewer than one in ten children and fewer than one in ten adults are living in relative poverty at any given time.** Meeting this target means removing 2,100 people, including 800 children out of poverty every year over the next ten years.
- **No one has to go without the basic essentials they need to eat, keep clean and safe, and stay warm and dry.** To meet this target the city needs aim to remove 7,000-9,000 people in Edinburgh out of destitution, or 580-750 people per annum over ten years.
- **No-one lives in persistent poverty.** To meet this target the city needs aim to remove 9,970 from persistent poverty, or some 1,000 people per annum over ten years.
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Following this Council approval, a key priority for the first 6 months of 2021 includes embedding the work of the commission in all Edinburgh Partnership actions to address poverty. Key elements include the embedding of actions within in the Local Outcome Improvement Plan and other key partnership plans.



Scope and contents

The report covers the period April 2019 to the end of September 2020 and includes the response to the Covid-19 pandemic, which has been significant in informing future actions. Throughout this period, this report focuses on actions taken to reduce, prevent or mitigate child poverty and its effects.

The report comprises four chapters covering

- **Data and trends** – analysis of latest available data on child poverty and its drivers in Edinburgh
- **Increasing incomes** – actions taken to improve parents access to employment and fair work, improve access and take up of benefits for families who are struggling to get by, build resilience by meeting families' needs, and improve pupil attainment and learning, and
- **Reduce costs** – actions taken to provide warm and affordable family homes, reduce holiday hunger and the cost of the school day, reduce the cost of essential every day supplies, and improve access to affordable childcare, and
- **Next steps** – priority next steps for delivery during 2020/21.

Children's Rights

The views and needs of children and young people need to be at the centre of all policy, planning and delivery of services that affect them. Children's rights need to be respected in line with the United Nations Convention on the Rights of the Child (UNCRC). The work we do is underpinned by the principles of Getting it Right for Every Child (GIRFEC), the Edinburgh Wellbeing Outcomes to ensure that every child is Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible and Included (SHANARRI) and partners' Corporate Parenting roles in working together to meet the needs of looked after children, young people and care leavers.

[The United Nations Convention for the Rights of the Child](#) (UNCRC) applies to all young people under the age of 18 and has four main principles:

Non-discrimination (article 2): All children have rights, regardless of race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status.

Devotion to the best interests of the child (article 3): The child's best interests must be a primary consideration in all decisions affecting her or him.

The right to life, survival and development (article 6): All children have a right to life, and to survive and develop – physically, mentally, spiritually, morally, psychologically and socially – to their full potential.

Respect for the views of the child (article 12): children have the right to express themselves freely on matters that affect them, and to have their views taken seriously.

The Scottish Government launched its consultation on how to fully implement the UNCRC into Scot's law, making it clear that legislation to fully incorporate will follow. Given this, a focus for child poverty work featured in each Local Child Poverty Action Report will be to ensure that, strategically and operationally, services under the governance of partners apply, adapt and champion the principles of the UNCRC. With this in mind, services in Edinburgh will continue to embed children and young people's rights in line with the UNCRC, as exemplified by the What kind of Edinburgh? programme, **1 in 5** (raising awareness and understanding of child poverty and examining the cost of the school day), **Maximise!** (increasing family income and support) and food programmes (e.g. **Discover!**).

Partners recognise that certain groups of individuals or families are at a greater risk of poverty or disadvantage, for example, because of disability, ethnic group, and being in one of the six priority family types described in 'Every Child, Every Chance'. The planning and development of services and supports takes these specific needs into account, as is reflected throughout the report.

What Kind of Edinburgh

The City of Edinburgh Council's Lifelong Learning Young Edinburgh Action Team, NHS Lothian and Children's Parliament worked in partnership to bring together children and young people from across Edinburgh to influence how adults plan and run the city's services. Using a rights-based approach, the aim of the project was to embed children and young people's participation in the planning and delivery of services, and to ensure that children and young people feel involved, valued and their views acted upon.

The final session enabled participants to identify key messages:

- We want to be safe
- We want fairness in our schools and communities
- We want LOVE, kindness and respect
- We want adults to be honest
- We want to be happy
- We want to know our rights

The key messages from What kind of Edinburgh? formed the basis of our engagement for the Children's Services Plan 2020-23. Children and young people, parents and carers, and staff were asked to prioritise

Data and Trends

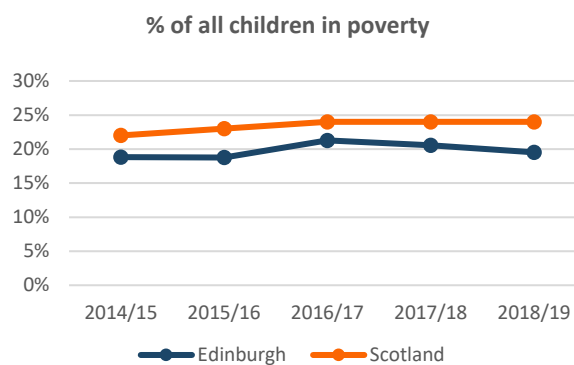
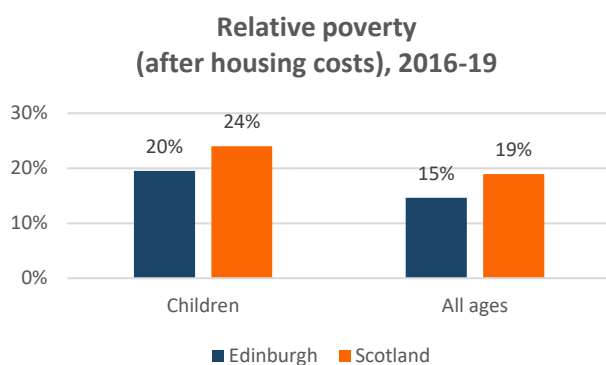
The Edinburgh Poverty Commission published a full analysis of data and trends relating to poverty and child poverty in Edinburgh as part of its final report in September 2020. This paper, and full data sets and references, can be found at www.edinburghpovertycommission.org.uk.

Overall, the data shows a picture of a city in which:

- Poverty rates are high and relatively steady in recent years, despite a strong local economy
- High levels of employment and earnings in the past decade have masked high levels of low pay, and low quality work, and
- The impact of the covid recession is already having a significant impact on jobs and livelihoods with rapid increases in benefit claimants and crisis fund applications.

Poverty and child poverty rates

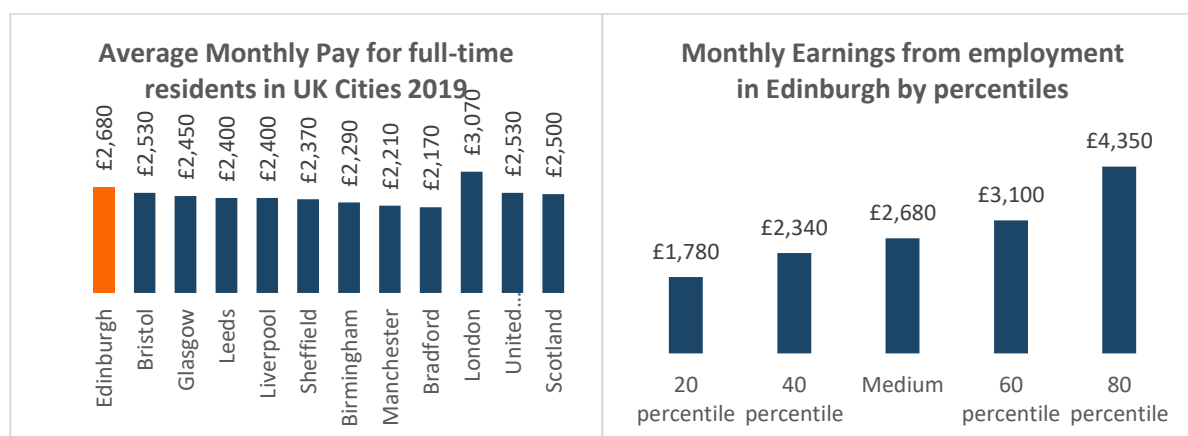
- An estimated 77,600 people were in poverty in Edinburgh in the year prior to the coronavirus outbreak, including almost one in five of all children.
- 65% of all children in poverty live in a family where adults are in paid employment. People live in poverty in every area of this city - almost two thirds of people on very low incomes live in areas out with those parts of Edinburgh commonly described as 'deprived' or 'disadvantaged'
- Over three quarters of people in poverty live in social or private rented accommodation and housing costs in Edinburgh are a key driver of high poverty rates in the city. Edinburgh Poverty Commission estimates suggest that 15,600 people in this city would not be living in poverty if Edinburgh's housing costs were closer with the Scottish average.
- Child poverty rates in Edinburgh have remained relatively unchanged in recent years, but are anticipated to rise sharply during early 2021, while long term trends suggest a continued steady increase throughout the next decade. Resolution Foundation analysis suggests, for instance, that 6 million households across the UK could lose over £1,000 per annum, and the number of people living in relative poverty could rise by more than 1 million people by spring of 2021 . On a conservative estimate (based on share of population), these models imply that an additional 4,500 people could fall into relative poverty in Edinburgh by April 2021, representing a 1 percentage point increase in the city's overall poverty rate.



Sources: Scottish Government; End Child Poverty Coalition

Earnings from Employment

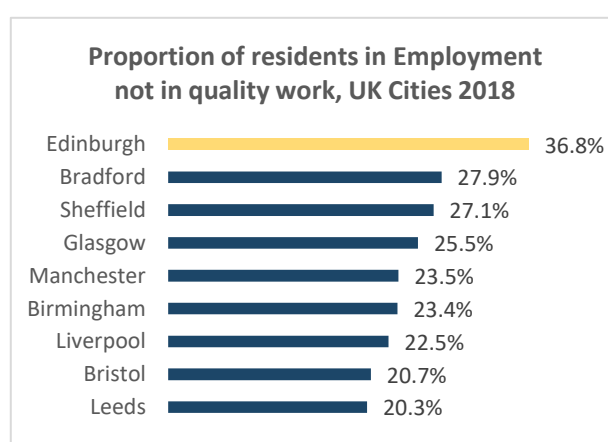
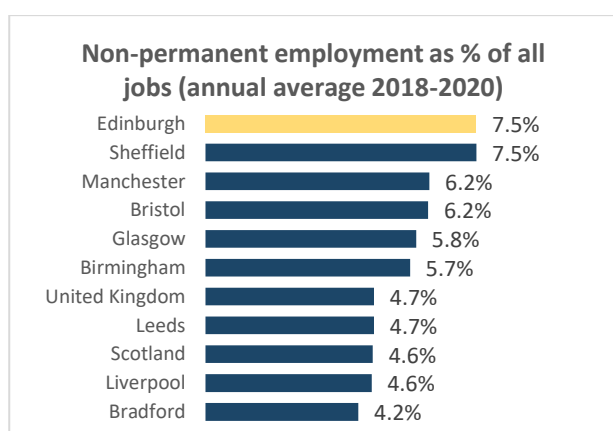
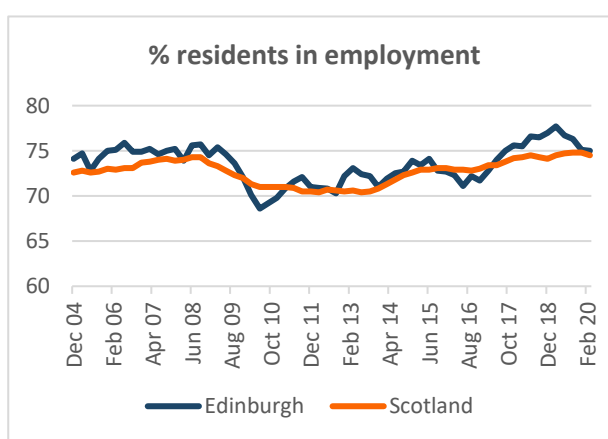
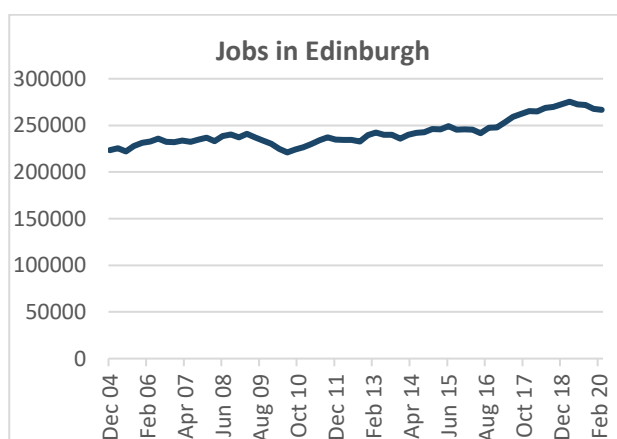
- On average, Edinburgh is a high employment, high wage economy. Median earnings from employment in Edinburgh in 2019 were higher than in any other major UK city outside London.
- But not all workers benefit from high wages. Data show wide levels of inequality in pay levels, with the lowest paid 20% of all workers earning a third less than the median, and 60% less than the highest paid 20%.
- This inequality is seen also in hourly pay levels. The lowest paid 10% of workers in Edinburgh earn on average an hourly rate of only £8.62, fully 68p per hour below the Living Wage level set by the Scottish Living Wage Foundation.
- Overall an estimated 38,650 workers were estimated to be working for wages below the Living Wage level in Edinburgh in 2019, almost 60% of whom were women.



Workers paid at hourly rates below Living Wage Foundation levels, Edinburgh, 2019	
	No workers
Women paid under £9.30ph	22,600
Men paid under £9.30ph	16,050
Total paid under £9.30ph	38,650

Source: Annual Survey of Hours and Earnings 2019

- Pre-Covid, an estimated 266,600 jobs were located in Edinburgh – a figure which had shown steady growth of almost 20% over the past decade. Throughout this period, the city has recorded employment rates at or above the Scottish average, with an estimated 75% of all residents in employment as at March 2020.
- Other datasets, however, demonstrate the precariousness of some jobs in the city. Some 7.5% of all jobs in Edinburgh are described as ‘non-permanent’, indicating jobs which are seasonal, casual, zero-hour contracts, or temporary/fixed term employment. This is a level of non-permanence well above the Scottish average, and above the level recorded by most other major cities in the UK.
- At the same time, almost 37% of all residents in Edinburgh were described in a recent Office for National Statistics release as being ‘not in quality jobs’. This is a composite measure, bringing together the number of employees who are not working the number of hours they would like, working for low pay, or not working under the contract conditions they are looking for. On this measure the proportion of Edinburgh workers who are not able to find work that meets their needs is significantly higher than any other major UK city, excluding London.

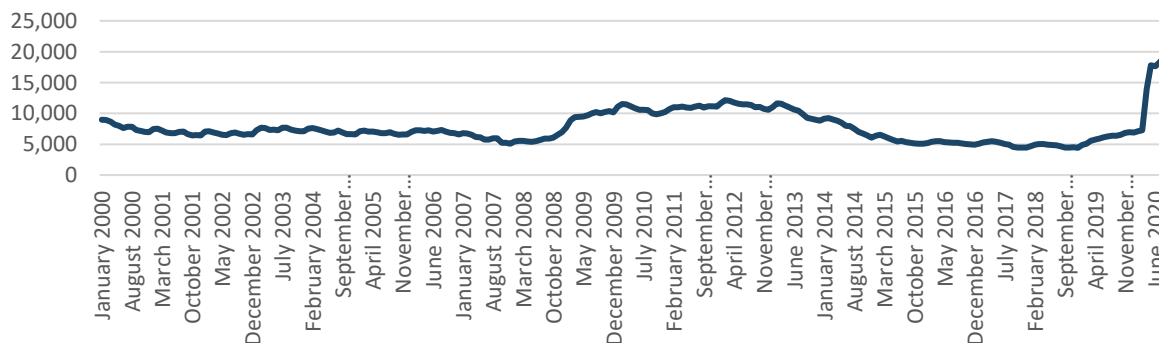


Source: Annual Population Survey

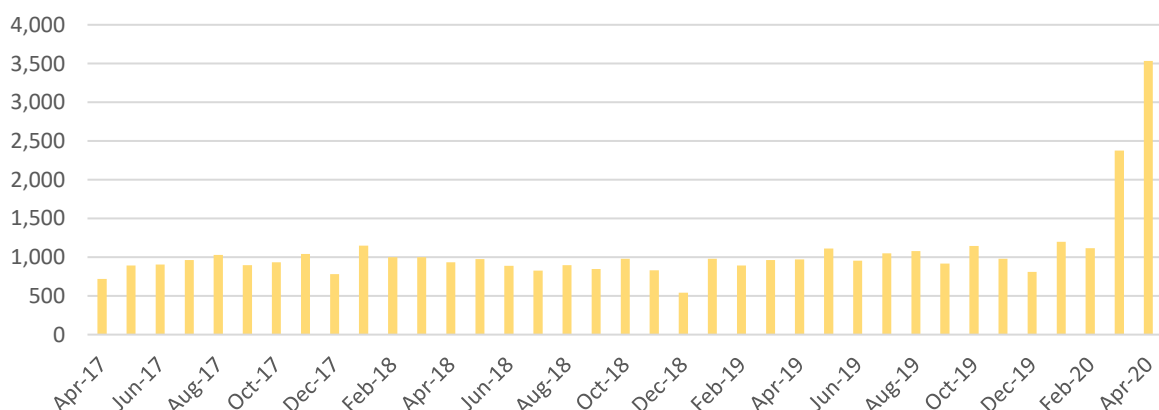
Out of work benefits claimants and crisis funds

- Pre-Covid Edinburgh recorded one of the lowest claimant rates for out of work benefits in Scotland. During the past few months, however, claimant rates have risen dramatically. By August 2020 some 19,100 people in Edinburgh were claiming out of work benefits due to unemployment, an increase from only 6,400 claimants during the same month in 2019. This represents a trebling of the number of unemployed benefits claimants in Edinburgh over the past 12 months, a faster rate of growth than any other area in Scotland.
- The same period has also seen rapid increase in eligibility for and use of important crisis funds such as the Scottish Welfare Fund. In April 2020 over 3,500 applications to Scottish Welfare Fund were made by Edinburgh residents, more than three times the highest level recorded in any month during the past three years.
- Across the UK, DWP data shows that an estimated £8.1bn of available key income related benefits were not taken up by eligible families in 2017/18. No official estimates are available for this data at local authority level but, using share of population and/or Edinburgh’s share of UK Housing Benefits claimants as a guide, it is likely that Edinburgh residents account for some £70-80m of these unclaimed benefits.

Edinburgh Claimant Count Change Over Time



Approved Social Welfare Fund applications in Edinburgh April 2017 to April 2020



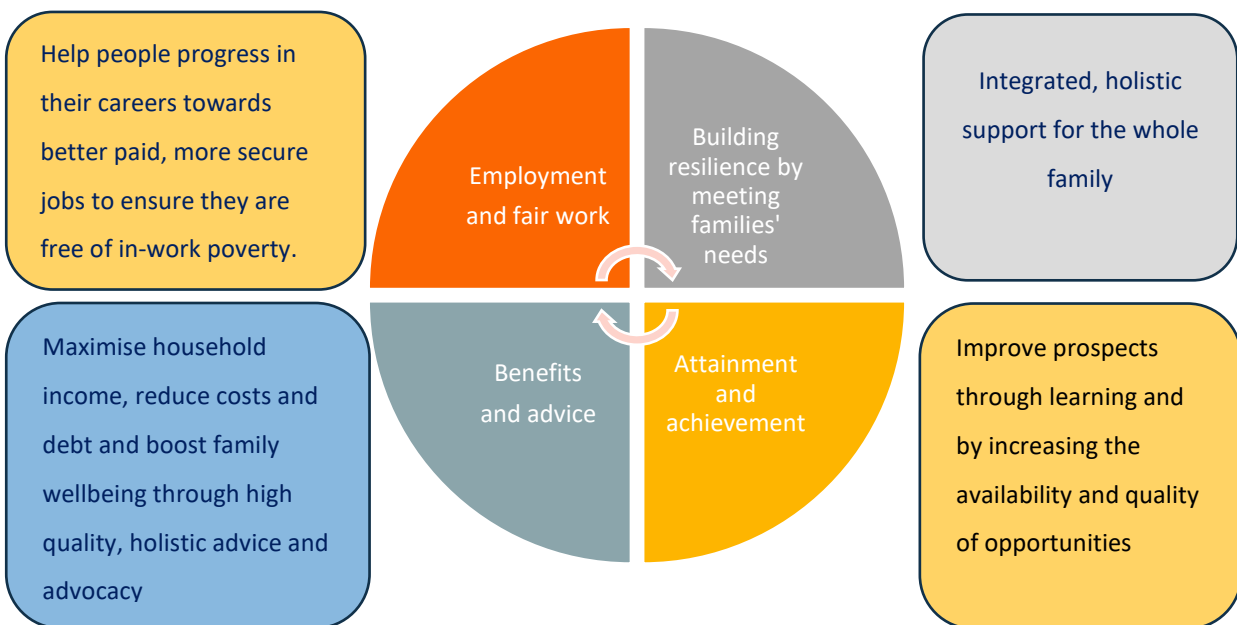
Increasing incomes

My depression comes from not having enough or able to give my kids not what they want but what they need. I battle every day to ensure my kids are loved, but do they know they are loved when all they hear is 'sorry we can't do that today' or 'you can't have that today'. I do not want the choices I have had to make in their life affect their health, education, or wellbeing all because I just simply didn't have the money!" Edinburgh Poverty Commission contributor.

Our approach

The majority of people living in poverty in Edinburgh are of working age, in employment, living in rental accommodation, with the highest rates experienced by families with children.

Our approach seeks to increase income now, through help with employment and benefits, and for the next generation, through increased attainment in education and through wider opportunities to build resilience, confidence and experience.



Key activities during 2019/20

Employment

Employability services help people to get, keep and progress in a job, underpinned by the Joined up for Jobs Strategy. These are mostly open to all, but some are specifically for parents and provide additional support with affordable child-care and flexible working patterns. Many of the employability services provide people with a 'one stop shop', with support and advice for benefits built in.

Edinburgh's employability support is targeted on people who have significant barriers to work such as having a disability or mental health problem or being in recovery from alcohol or drug use. Our services are open to and welcoming of parents but not necessarily targeted at them. An overview of the employability system and services for key client groups can be found here (Appendix 1).

Examples of services include [All in Edinburgh](#) which supports people with disabilities and long-term health conditions with employment and welfare rights. Many people who use this service have complex benefits arrangements including Personal Independence Payments and Access to Work. **The Works**, a small-scale service run by NHS Lothian, supports people with mental health problems.

The [Next Step](#) programme, started in April 2019, supports unemployed and low-income families across the city, and partners with [Citizen's Advice Edinburgh](#) and [One Parent Families Scotland](#). Third Sector grants support smaller client-focussed services for particular client groups such as young people and people leaving prison. [LinkNet](#) works specifically with BAME communities, which are known to be at increased risk of being out of work or in poorly paid jobs. The [No-one Left Behind](#) initiative provides a more extended range of support to young parents, with help to develop personal, social skills and parenting skills as well as support for employment.

Smaller organisations are also supported to help their clients to get essential financial support and the [Joined up for Jobs](#) forum has recently partnered with [Turn2Us](#) and [Edinburgh Trust](#) to do this. Joined up for Jobs is also working with [Social Security Scotland](#) to make sure that people can access the Best Start payment and Job Start payment.

- Joined up for Job's integration with jobcentres means that newly unemployed families get direct referral to the services that can best support their needs
- 3,145 people engaged with employability support in 2019-20, 1,457 (46%) were parents, 164 were lone parents and 17% were from Black and Minority Ethnic groups
- In 19-20, there were 80 job outcomes for parents through **Joined up for Jobs Services**
- **The All in Edinburgh** team took 434 new enquiries resulting in total financial gains for service users of £621,109 over the year (**equating to around £1,400 per enquiry**)
- **The Next Step** service supported 113 to find a job, 51% of which were paid the living wage

Benefits and advice services

Edinburgh's advice services offer a wide range of support including financial health checks, income maximisation, welfare rights, housing issues, debt management, crisis situations, budgeting and advocacy and representation. While the services serve the whole community, some projects are targeted at parents. An important step this year has been to make access for families easier, by providing it in places that they already go to such as schools and GP practices.

The Council's [Advice Shop](#) offers a city-wide welfare rights service. Three advice agencies: **Citizens Advice Edinburgh** (CAE), [Community Help and Advice Initiative \(CHAI\)](#) and [Granton Information Centre](#) (GIC) deliver a coordinated advice service across the city, operating from GP practices, the two major hospitals, the four drug and alcohol recovery hubs and, for the first time, in the mental health centres. This extensive coverage ensures that people can get support in a range of services that they would be using for their physical or mental health, or for help with substance misuse. Appendix 2 has details of the number of people supported and the income generated during the year.

Specific initiatives include help with completing Universal Credit applications through CAE's [Help to Claim service](#), in partnership with Jobcentre Plus; advice and employability support through CHAI's new **Wester Hailes Connects** project; and the **Edinburgh Housing Advice Partnership**, led by CHAI, provides court representation to Council tenants, a homelessness prevention service and tenancy sustainment in parts of the city. **Kindred** at Edinburgh's Royal Hospital for Sick Children (RHSC) provides an advice and advocacy service supporting parents of children with complex needs.

Between them, the Advice Shop, *Maximise!*, Citizen's Advice Edinburgh, CHAI and Kindred generated **£18.75** million for people in 2019-20

Case study

Mark was in temporary accommodation, living apart from his two children and suffered from mental health problems. An Employment Coordinator from **All in Edinburgh** worked with Mark to support him with his housing, coping with his anxiety, to get a job and to see his children more.

Mark says: I eventually managed to find a job through support which gave me a massive confidence boost! It also came at the perfect time for me after moving into my new house! Beginning of June I managed to find a new full time job working as a Safety Marshall on a building site, the money is fantastic and my life has literally changed forever, I have now eliminated my mental health issues and am happier and healthier than I have ever been! I also can have my little girls staying over every weekend which is absolutely amazing! And, I can provide for them as I couldn't have done before.

Attainment and Achievement

Poverty and disadvantage including disability, mental health, being homeless and care experienced, can impact children's and young people's attainment and wider achievement in and through school. Poverty also negatively impacts on their opportunities to pursue hobbies and interests and take part in arts, sports, culture and leisure activities.

Education and learning play a crucial role in the route out of poverty. Our goal is to ensure that every child has the same opportunity to succeed, that the poverty-related attainment gap is closed and that pupils with protected characteristics do not face disadvantage. The Council's Education Improvement Plan 2020-23, the Children's Services Plan, the Lifelong Learning Service Plan and the [Edinburgh Learns Equity Framework](#) have these goals at their core.

Schools continue to use Scottish Attainment Challenge (SAC) funding and Pupil Equity Funding (PEF) to close poverty-related inequalities in literacy, numeracy and health and wellbeing. PEF has been used to support children with disabilities by investing in additional staffing in schools including family support workers and specialist teachers, as well as play therapists for identified children. Outdoor play facilities have been developed so that children living in poverty have access to experiential learning which their more affluent peers may access out of school. The actions to support children with disabilities have improved the engagement of parents with the school, helping to develop collaborative and supportive relationships with families, improvements in children's wellbeing and engagement in learning.

1 in 5 Raising Awareness of Child Poverty and **Discover!** (programme addressing the cost of the school holiday) are two highly effective initiatives developed by the council's Lifelong Learning Service.

1 in 5, Raising Awareness of Child Poverty delivered workshops, seminars and conferences, held focus groups and developed a range of materials and Top Tips for school leaders and practitioners. These have been highly effective in helping schools take steps to reduce the cost of the school day and to raise awareness of child poverty in schools. The training was adapted for social work staff for an event in January 2019 to support them to consider the impact of poverty on behaviour and thinking.

The Gypsy/Traveller community have received targeted input for identified learners, and training on the culture and needs of the community has been provided for key staff.

A new online tracking system highlights poverty related attainment gaps, allowing schools to respond to these with targeted support and to develop targets for improvement – a good example of evidence-based action.

Schools are increasingly talking about data – in particular, the use of data to identify their “gap” and a growing number of schools recognise the need for all staff to engage widely with data to fully understand the school's context. We see an emerging use of data to set “STAN” (Specific, Timed, Aligned, Numeric) targets to narrow the poverty-related attainment gap.

Beyond formal learning, opportunities to gain knowledge, experience and resilience are important, but can be costly and out of reach to families living in poverty. To narrow this gap, a wide range of supports and initiatives are now in place, summarised below.

Youth work, delivered by Lifelong Learning staff in the Council and by a range of third sector youth work providers, can improve and manage the physical, mental and emotional wellbeing of children and young people, including developing resilience and optimism for the future. It is targeted service, rather than one open to everyone. Youth workers offer trusted, supportive relationships in both a one-to-one and group settings and deliver support and interventions to close the poverty-related attainment gap, both in schools and in the wider community. Universal youth work plays an important role in prevention and early intervention. Participation in almost all youth work is free of charge.

The Council's Arts and Creative Learning Team makes no charge to any school or pupil for arts and creative opportunities. The Youth Music Initiative (YMI) funds music programmes for pupils in secure units and projects using specialist technology for pupils in Special Schools. YMI reaches over 19,000 P2 – P6 pupils in all primary schools. To ensure that children living in poverty can access *additional* musical opportunities, a range of YMI projects is also targeted to children in schools identified as having high numbers living in low income households. YMI and the Council's Instrumental Music Service, have a focus on equity and progression pathways. Children and young people from across the socio-economic spectrum have opportunities to learn to play music, participate in bands, orchestras and choirs and sit national qualifications in music in all Edinburgh schools.

Other arts and creative programmes are offered free in targeted schools and communities through partnerships with festivals and organisations. The Dance Unit based at one of the city's Secondary Schools offers high quality specialist dance education to talented pupils from all socio-economic backgrounds.

A [national evaluation](#) was released in October 2020 of the impact of youth work on attainment and featured good practice from Edinburgh, the [Excel project in Craigmillar](#).

The Excel project is a partnership between the City of Edinburgh Council, Jack Kane Community Centre and St Francis Roman Catholic Primary School. The project aims to deliver both excellence in terms of ensuring children and families acquire a broad range of skills and capacities, whilst delivering equity, so that every child thrives and has the best opportunity to succeed regardless of their social circumstances or additional needs. The activities offered through the Excel programme are designed to enable and equip children and families to improve their wellbeing and to improve learning and development outcomes. Participating children, aged 8-12, have access to educational activities during school break and lunchtimes, targeted group work and enhanced transition support in P7. 193 children took part in the programme during 2019-20 and:

- 97% showed improvements in learning engagement
- 73% developed new skills
- 43% showed improvements in health and wellbeing
- 36% improved their literacy and numeracy
- 14% showed improvements in school attendance

The Council's Sport and Outdoor Learning Unit aims to increase regular access for targeted groups to high-quality sport, physical activity and outdoor learning with a wide range of initiatives. Examples include the **Ignite** locality programme at Brunstane Primary School, providing free swimming, volleyball and tennis with the aim of supporting transition to secondary school, as well as engagement with the community and families through activities such as fitness workshops. There is free access to Active Schools extra-curricular activity programmes across Edinburgh and teachers refer pupils who are disengaged, inactive and from areas of deprivation who they think would benefit most from getting active. Targeted free provision has been provided to Syrian refugees, including climbing and swimming sessions, and opportunities through the [Duke of Edinburgh Award](#) scheme have also been targeted at young people who are disadvantaged or where take up is low, for example, BAME girls.

- **Free access to Active Schools** extra-curricular activity across Edinburgh (April 2019 - June 2020) to 16,605 primary school pupils, 3,862(23%) pupils were from areas of deprivation (SIMD deciles 1-3)
- **Duke of Edinburgh Award** – increased involvement of disadvantaged young people with 348 completing during 2019-20 – a 56% increase on the previous year.

A range of film and moving image education projects, many with progression pathways and industry links aim to develop knowledge, skills and experience. These programmes are largely targeted at young people living in areas of multiple deprivation, lone parent, large, and young parent families, and BAME young people. [Cashback for Creativity](#) is a filmmaking project attended by young people living in deprived areas,

at risk of offending or school exclusion, with the opportunity to gain Arts Award accreditation. The [Edinburgh City Film Education Programme](#) included *Our Edinburgh* delivering filmmaking on the theme of Social Justice to nearly 300 pupils and 18 teachers across primary, secondary and special schools and *Your Take* virtual filmmaking learning programme in response to Covid-19. The [BFI Film Academy's Edinburgh Programme](#) provided opportunities for young people aged 16 to 19 to gain a BFI Screen Skills Preparing to Work in Film Industry qualification, with bursaries and support to access online courses available, as well as help to apply. [Moving Image Arts](#) provided young people aged 16 to 21 with year-long Moving Image Arts AS Level courses.

- **Cashback for Creativity:** 159 young people developed through filmmaking projects, from SIMD 1 & 2, at risk of offending or risk of school exclusion. 100 % developed confidence to progress onto new opportunities or reengage with education. 16% gained Arts Award accreditation
- **BFI Film Academy Edinburgh** programme 2019 & 2020 courses: 42 young people aged 16 to 19 developed over 4 months each, all gain English Level (Nat 5) BFI Screen Skills Preparing to Work in Film Industry qualification; 10% of successful applicants were from SIMD 1,2 and an additional 15% receiving free school meals

Meeting the needs of the whole family

Maximise! takes a holistic approach to supporting families which is core to the overall strategy. It is a family advice and support project working with low-income or disadvantaged families to alleviate hardship, improve employability, strengthen relationships and reduce the school attainment gap. A key development this year has been the roll out to five Early Years Centres across the city. These centres provide early learning and childcare places for babies and children age between 0-5 years. The early years staff work alongside the **Maximise!** team which consists of a family wellbeing and project worker, an employability support worker and an advice worker. **Maximise!** has provided advice, employability and family support in 20 schools with their staff team increasing from 3 to 13.

Recent impact reports on **Maximise!** show a total of **£670k** additional income generated for 380 parents supported in 2019/20 at a Social Return of £35 for every £1 invested.

WHAT WORKS: Maximise!

The Maximise! team is one of the best examples we have encountered during our inquiry of a project finding innovative ways to collaborate across sectors, to break down barriers, and to help struggling families in Edinburgh improve financial resilience and health and wellbeing.

Maximise! is a Family Advice and Support Project delivered in partnership by Children 1st and CHAI (Community Help and Advice Initiative) and supported by NHS Lothian, the City of Edinburgh Council and Capital City Partnership.

- *Based in targeted schools across Edinburgh, the model is made up of integrated teams of staff offering advice on benefits, debt or housing problems, employability and family wellbeing support.*

Responding to Covid-19

Job losses have been a major impact of the pandemic encountered so far in Edinburgh. Responses include [Covid19 Jobs Support](#), a portal for employers and people who are facing job losses in the Edinburgh and South East Scotland City Deal area. It includes information on job vacancies, links to local services including welfare rights support and links to PACE¹ activity and Business Development support for employers.

Covid19 Jobs Support has now been live for 6 months and has had around 20,000 unique visitors, 103,000 site views with 2,096 vacancies advertised

The City of Edinburgh Council channelled free school meal payments in cash to all families who were receiving them and in June, with the support of the Scottish Government, continued to make those payments during school holidays. Cash payments were given for clothing grants where these were applied for and all foodbank requests via the Scottish Welfare Fund were provided with a cash payment in place of a food parcel.

The Council made 6,647 Free School Meal payments directly to families during school closures and the holidays totalling £1,547,833

¹ PACE: Partnership Response for Continuing Employment - <https://www.skillsdevelopmentscotland.co.uk/what-we-do/employability-skills/partnership-action-for-continuing-employment-pace/> statutory orgs supporting employers with large-scale redundancies
City of Edinburgh Local Child Poverty Action Report 2019/20

*Kindred's Hospital Team Manager, describes supporting a family during the pandemic lockdown
Communication, financial support & residency*

As English is not her first language, Arthur's mum, Rafaela, communicates mainly through email and text, using Google translate. Kindred staff met up with Rafaela as necessary with an Interpreter and the medical team and have also used a translation service to exchange important information quickly. Kindred secured essential funding to help with all the additional costs of being at the hospital. Covid-19 put additional strain on this family as Dad lost his income. The family were supported to apply for benefits that they are entitled to including DLA, Child benefit and a Blue Badge for Arthur. The family's situation is complex regarding residency and they required support to liaise with different agencies including the Ethnic Minorities law centre and the Citizens Advice Bureau.

Finding the right home.... & more funding

The family were initially in a rented room within a house and this was very stressful for them so they were supported to secure their own tenancy; they are currently in temporary adapted accommodation with Link Housing. However, they are also bidding for a permanent property to meet Arthur's needs in the longer term. Kindred has worked closely with Discharge Liaison, Link Housing, and specialist EEA Housing officer and the council around ensuring housing benefits, council tax and energy bills are all assessed properly for this family. The Consultants have continued to provide updated medical letters to support applications and in liaison with Social work.

...and a buggy!

Finally, Kindred helped secure funding to get Arthur's buggy. Arthur had his first walk outside the hospital in his buggy and he was so excited and really happy with his new experience as were his parents. Hopefully he will be home safely with his family in the not too distant future.

Most advice services in Edinburgh saw a rise in enquiries, especially around employment/income and housing. Responses included seeking financial support for families – for example, **Maximise!** applied for urgent assistance funds to ensure families could pay for fuel, buy clothing for the family and access food and furniture. Additional funds allowed families to access family activities, baby food, nappies, homework materials, and other essentials including access to digital equipment to relieve stress and tension at home.

Schools have developed plans to respond to the immediate and longer-term impact of Covid-19 on education, attainment and wider achievement, to maintain the progress that has been made in narrowing the poverty-related attainment gap. Plans focus on children and young people living in poverty and deprivation and in particular, those being supported by Attainment Scotland Fund (PEF and SAC) and include targeted catch-up provision. The plans are built around data and evidence, including the lack of digital devices.

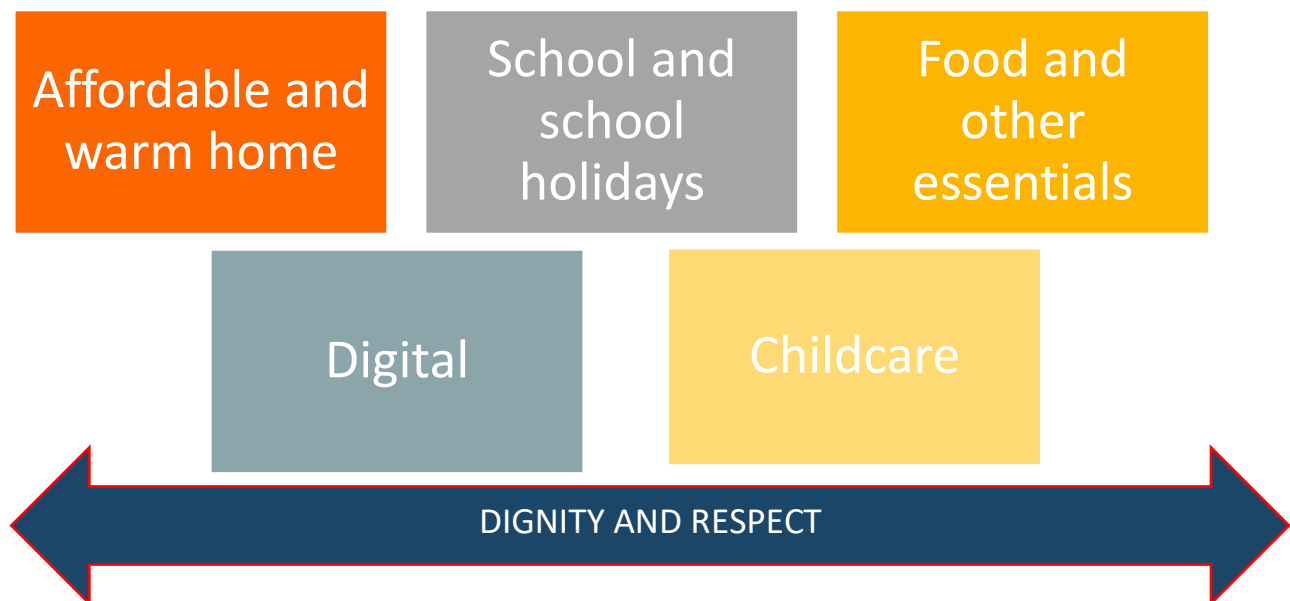
Reducing Costs

At times it feels as though there were letters home every week asking for this or that. Yes then there's the pressure for trading cards and items like penny boards etc that affects them (children) and the finances.

Parent in **1 in 5** focus group, from **1 in 5**, *Raising Awareness of Child Poverty*

Our approach

Actions are framed around the main types of costs to families, as illustrated below, underpinned by the principle of treating people with dignity and understanding. The **1 in 5** approach is central. Developed in Edinburgh, **1 in 5** began in August 2015 and aims to raise awareness and understanding of child poverty and its impact on educational outcomes. The programme works to raise understanding of poverty among staff and encourage ways of 'poverty proofing' services (i.e. reduce or eliminate the cost of access for core services). It is recognised as an [example of good practice](#) and is increasingly being embedded in Edinburgh as a way of building a positive and respectful foundation for tackling poverty.



Activities during 2019-20

Warm and affordable home

Edinburgh is a growing city and one of the most highly pressured housing markets in the country. The latest Housing Need and Demand Assessment states there is demand for between 38,000 and 46,000 new homes in Edinburgh over ten years and that over 60% of these homes need to be affordable. The lack of affordable housing is one of the biggest drivers of poverty in the city, with almost one in three of the city's households

in poverty solely as a result of high housing costs. There is no pathway to ending poverty in Edinburgh without resolving the city's housing crisis.

Increasing the supply of affordable homes is key. The Council has committed to building at least 10,000 social and affordable homes by 2022 and is making good progress with a record 1,443 affordable homes built in 2019/20, 25% more than in 2018/19.

Significant progress has been made in preventing homelessness through a range of supports introduced including the establishment of a private sector rental team, which works to support people to remain in their private rented property where it is safe to do so and Edinburgh Help to Rent run by Crisis, helping people to get a flat through providing a rent deposit guarantee bond; a new post in the Advice Shop to deliver training and support on income maximisation and welfare rights to frontline staff across sectors, building their capacity to support people threatened with homelessness; and specific teams dedicated to young people, helping them to remain at home, where it is safe to do so, or to find and retain alternative accommodation.

The costs of heating a home can also be significant. [Home Energy Scotland](#) and [Changeworks](#) are key partners in supporting households to live in warm homes and save money through advice on energy efficiency in the home, and referrals to other services offering support with affordable warmth, benefit and tax checks, supplier switching and funding support for a range of efficiency measures.

1. Changeworks' energy advice service supported 2,100 tenants with 168 young families between 2018 and 2020, generating a total of **£423,000**¹ financial savings through support including energy advice, referral for grants and income maximisation, billing advocacy and tariff/ supplier switch.
2. Home Energy Scotland engaged with 8,617 households in Edinburgh.
 - a. 284 referrals to Warmer Homes Scotland
 - b. 219 referrals to Home Energy Efficiency Scotland: Area Based Schemes
 - c. 126 referrals to directly to Warm Home Discount supplier schemes for the most vulnerable customer groups
 - d. 147 Energy Carer visits to households
 - e. 93 referrals to local affordable warmth services

Home Energy Scotland

Ms Clark called the Home Energy Scotland advice line after receiving information from her child's school about the support that Home Energy Scotland could give to families to reduce their energy bills and make their home warmer.

Ms Clark was privately renting her home and finding her energy bills expensive. She spoke to a Home Energy Scotland advisor, who gave her advice on comparing energy suppliers, dealing with condensation, and told her about Warm Home Discount, which is a payment of £140 that some energy suppliers offer to eligible customers, and, judging that Ms Clark would qualify, encouraged her to apply.

During a follow up call from Home Energy Scotland, Ms Clark reported *"I did get it. I went away and looked into it and it helped loads."* And that the payment of £140 had been credited to her electricity account in February. *"It couldn't have come at a better time, and I actually passed the information on to a friend and she got it as well."*

School and school holidays

The **1 in 5** approach underpins the actions to reduce the cost of living, focusing on schools. It involves a commitment to ensuring that any cost under the direct control of the local authority are affordable. **1 in 5** supports schools to take actions which will reduce the cost of the school day for low income families, including uniforms (with grants available), stationery and trips.

Following **1 in 5** sessions, 80-90% of staff in schools were more aware of poverty and its impacts and felt more able to make changes necessary to tackle stigma and reduce the cost of services.

During 2019-20, the Council launched automation of free school meals and continued to develop **Discover!** in partnership with [Edinburgh Community Food](#). The **Discover!** programme aims to reduce the cost of the school holidays with children living in poverty being recommended by schools to the programme. It works with families during the school holidays and its aims are reducing food and financial anxiety, fun family learning to help close the poverty related attainment gap; improving health and wellbeing and reducing social isolation. It also offers a range of support and advice services including CHAI, Home Energy Scotland and Skills Development Scotland.

The number of recommendations to **Discover!** has grown steadily. Feedback from families consistently refers to the difference it is making in terms of food anxiety, fun, high quality learning activities, helping improve family relationships and access to services that help reduce household spending.

Other developments include making application for benefits easier and more streamlined for people, for example, accepting new Universal Credit claims as applications for Council Tax Reduction.

The **Discover!** programme provides support over the holidays with food, cooking skills, income maximisation support, fun learning and trips.

186 families have participated in the programme since December 2019 and during the summer of 2020, **Discover! Online** and **Discover! in a Box** made 631 deliveries over the 6-week period

Hi guys, thank you so much for our awesome box this morning! I know everyone has a story but honestly, I couldn't be more grateful. I've just become a single mummy about to transfer on to universal credit. The whole 5 week wait thing has been stressing me out monumentally, wondering how we're going to manage so to get a huge food box delivered this morning has actually made me cry! It's just one less week of worry and that, for me, is massive. Thank you so, so much!

Day to day essentials

Food and period products are among the obvious things that families need to spend money on. Leisure activities are important too, helping to support physical and mental wellbeing.

Opportunities for affordable leisure are provided through targeted initiatives as well as those open to everyone. They include [Open all Hours](#) project (coached activities for £1 on Friday nights with qualified youth workers); [Looked After and Active](#) and **You Can** programmes (for care experienced people), [Positive Destinations](#) (for young people who are not in education, employment or training) and [Active Mums](#). An [Outdoor Learning Map](#) project was launched earlier this year, involving a number of schools with the aim of supporting families to find affordable outdoor learning.

Breakfast clubs are a way of making sure that children have something to eat before the start of the day. There is now a breakfast club in each of the Council's 89 primary schools, attended by 3,400 children across the city. These are provided by the Council, private and third sector organisations. Some are free to all and some charge but provide free places for families where a need has been identified.

Actions to address period poverty continue with products made available in all community centres, libraries and early years centres as well as in schools, with each school making products available in a non-stigmatised way and that best suits their school.

Affordable childcare

For parents in-work, returning to work or studying, subsidised places for nursery and afterschool care, with built-in employability support has been provided by [North Edinburgh Childcare](#), [Kidzcare](#), [Childcare Connections](#) and [Smile Childcare](#) since April 1st, 2019. In addition to the breakfast clubs mentioned above, 84 primary schools offer access to other Out of School Care (After School Club and holiday care).

1. Over 4000 children attend out of school care every day, enabling parents to work and study.
2. Over 200 of the lowest income working families in the city get access to subsidised childcare nursery and out of school care to help them sustain work

Responding to Covid-19

Responses to the pandemic from organisations and communities have been flexible and creative. For example, the Council made payments directly to families in lieu of free school meals and **Discover!** provided 366 eligible families with cash or a voucher for local supermarket to cover food and expenses for the 6 days they would have attended over the holidays.

The **Discover!** programme moved on-line in Summer 2020 and worked proactively with families to support online engagement. This included phoning all 390+ families, offering support and help with joining the online group, making referrals to People Know How for devices and ensuring the trusted relationships with staff and delivery partners were maintained online. **Discover!** provided devices for 27 families through People Know How and a successful application to Connecting Scotland is ensuring all families recommended to **Discover!** can be supported to engage online and to develop much needed digital skills and confidence. **Discover!** online provided families with a weekly box throughout the Summer and October holidays, containing fresh ingredients, utensils, recipes, art material and sport resources. The Facebook group streamed workshops in dance, music, sport, cooking and home energy advice with 1 to1 advice sessions also offered.

The Covid-19 pandemic has highlighted some significant gaps in the support people need, including advice and benefits, and the extent of digital exclusion – people who do not have access to devices or the internet to do their schoolwork or to find information and resources. The Scottish Government provided funding of £911k for laptops or tablets and connectivity for disadvantaged pupils. While all eligible applicants in Edinburgh received an allocation, the volume of requests was higher than could be met from the funding available. Responses to the needs of specific groups included provision of digital devices to Roma families to address digital exclusion during school closures.

Home Energy Scotland continued to support households and referred people with pre-payment meters to sources of emergency top-up funding. They worked with NHS Lothian in the delivery of advice to

households receiving flu vaccinations via three drive through/walk through sites in Edinburgh. The sites were identified via SIMD data to inform attendance aimed at households who either worry about fuel bills or find their home hard to heat.

During the pandemic, 545 individuals received a digital device, connectivity and 6 months of one to one support from a digital champion; additional devices were used to support a group working with the Traveller Community.

Next Steps

Activity to increase income, across employability, benefits, attainment, wider achievement and opportunities, and family supports, and to reduce costs – before and during Covid-19 - reflects a solid foundation of partnership work, with innovative and effective practice emerging around providing integrated support to make it easy for families to get the help they need.

The priorities and actions for the coming year are shaped by:

- the impact of Covid-19 with job losses and employment insecurity at an unprecedented scale and opportunities scarcer, and the learning that the response to the pandemic has generated
- the recommendations of the Edinburgh Poverty Commission – shaping culture, practice and the shape of services: embedding dignity, understanding and respect into the heart of the response, providing holistic support in places like schools and GP practices so that they are easy to reach and stigma-free
- evidence and learning from existing initiative and practice.

Many actions needed to drive forward this agenda are already agreed and outlined in the recently published City of Edinburgh Council End Poverty in Edinburgh Delivery Plan for 2020-30. A key priority for the first six months of 2021 will be further work with partner agencies across the city to develop a genuine citywide, cross service plan for delivery of actions to end poverty in Edinburgh. This plan will form the basis of actions across the city for the next decade, and will be monitored and reported on through Edinburgh's next Local Child Poverty Delivery Action Report, planned for publication in Autumn 2021.

Notwithstanding these future planning developments, key priorities for progress during 2020/21 include:

Employment

1. Launch and deliver a new **Edinburgh Guarantee for All** programme, working in partnership with private sector stakeholders, to guarantee an appropriate training, mentoring, or work opportunity for any unemployed resident in Edinburgh
2. Deliver support for **recently unemployed people** into sectors where there are current vacancies, including in early years care, social care and public sector jobs. A recent successful pilot saw 80% of participants move into work (Capital City Partnership in partnership with City of Edinburgh Council and Department of Work and Pensions)
3. Deliver the **No One Left Behind Edinburgh's Employer Recruitment Incentive** (EERI) helps people of all ages with the greatest barriers to employment get jobs and stay in jobs. Employers from smaller companies and third sector organisations can apply for up to £6k to help with the costs of

recruiting and employing someone. This was relaunched in October, with priority given to the following groups:

- a person with a disability
 - a care experienced young person
 - a carer of an older person
 - someone with a conviction (including CPOs)
 - someone living in a single adult household with dependent children
 - a person above 54 years of age
4. Continue to help **employability services** to increase the number of flexible and childcare-friendly jobs (Capital City Partnership working with Timewise).
 5. Continue to support parents into **fair work and sustainable long-term employment**. Four projects will start in January 2021 with a total investment of £500,000 from the Edinburgh Parental Support Grant. These will offer key-worker support to families to access and sustain roles in digital, childcare, social care and self-employment. Parents who are carers of disabled children, lone parents, women and those from a BAME background will be included, with a specific pilot to support BAME parents to access higher-level data roles. Overall, the programme aims to engage with 360 parents who are unemployed or in low income employment, lifting them and their families out of poverty.
 6. Enhance the Maximise! programme by developing dedicated support for young people with Care Experience and pathways to education, training and employment.

Benefits, advice and family support

7. Roll out projects which provide proactive, high impact support to maximise household income
 - Work with Edinburgh Partnership to expand existing services and deliver into all city communities embedded support programmes modelled on the successful **Maximise!** service
 - Projects already identified in health settings include: working with health visitors to provide financial advice and support to expecting families and families with babies and young children; a hospital-based service at the Royal Hospital for Sick Children in Edinburgh for those families who may struggle to engage with community-based services (CHAI); a review and potential expansion of joint work with NHS Lothian's Midwifery and Health Visitors team to meet a gap in South East Edinburgh (GIC); explore options to embed advice within Thrive, Edinburgh's strategy for improving mental health and wellbeing.
 - Deliver expansion of a programme modelled on the successful **Maximise!** service across schools.
 - Embed the Early Years **Maximise!** approach through the **Intensive Family Support Service** (IFSS), developed across six City Deal local authority areas (Edinburgh, East, Mid and West

Lothian, Fife and the Scottish Borders) and started in Edinburgh in July 2020. IFSS focusses mainly on lone parent, low-income households and takes a “whole family” approach to support people experiencing longstanding worklessness and poverty. It will support adults to provide a better environment and better prospects for every member of the family.

8. Continue to streamline support provided by the Council by increasing the use of single financial assessment of free school meals and clothing grants as far as possible when assessing Housing Benefit and/or Council Tax reduction eligibility.

Attainment

1. **Edinburgh Learns 4 Life** is one of the workstreams in the Council’s Adaptation and Renewal Programme and will be central to improving attainment over the next five years. The existing vision for education in Edinburgh is: the best teaching and learning for all. Our revised vision specifically acknowledges the inequalities that exist, particularly those borne from poverty:
2. *A fairer, healthier, greener future for everyone, where learning for life happens at home, in school, in the wider community, and in the workplace.*
3. Recognising that many learning and career pathways are still seen as better than others, we will have two projects in Granton and Wester Hailes, working with the school communities, and their partners to define curriculum rationales which will then lead to clear, equitable pathways into further education and the world of work. We are also continuing with all previous actions around improving the quality of teachers’ and support staff’s skills.
4. Specific commitments to improve attainment for 2020-23 include:
 - Developing Professional Learning with a focus on *Leadership for Equity* to build expertise, practices and skills in leading improvements aimed at achieving equity
 - Target PEF on staffing and digital devices to allow schools to continue to address poverty-related barriers, including inequity of digital access and reducing the cost of the school day
 - Continue to work towards targets for closing the poverty-related attainment gap in literacy and English, and numeracy and maths
 - Focusing on priority groups of care experienced learners and those living in SIMD Quintile 1, implement actions to track and monitor attendance and attainment, as set out in the local authority Education Improvement Plan 2020-23
5. Improve support for children whose families are in temporary accommodation, who face disruption to their schooling and often experience anxiety and depression, through a co-ordinated set of actions:
 - Implement a new process to ensure that regular information is shared between Housing and Education within the Council, so that children in temporary accommodation and their families

can be supported with healthcare needs, nursery and school attendance, free school meals, school uniform grants, assistance with travelling to school and help with benefit applications.

- Develop and deliver training to pastoral staff in all schools as part of the **1 in 5** programme, responding to the evidence of high levels of school absence as well as anxiety and depression among children in temporary accommodation, to increase awareness and understanding of the impacts of being in temporary accommodation on education and wellbeing.

Reducing costs to families

6. Continue the progress to build **affordable homes** across the city and continue work to maximise the use of existing properties by considering actions to address the loss of capacity in the Private Rented Sector through short term lets
7. Continue to develop and implement a holistic approach to [preventing homelessness](#)
8. Increase partnership to maximise support available to reduce the cost of heating and increase reach using digital delivery of events and innovative models such as Flu Drive Throughs
9. Through strong leadership, build on the **1 in 5** programme to embed a poverty-proofing approach across all partners and throughout organisations, recognising the role of the full range of frontline staff; taking an integrated approach to support learning and build effective partnership working; and consider further development of the programme e.g. by including a trauma informed approach.
10. Expand the **Discover!** programme, supporting families to reduce food anxiety, help close the poverty related attainment gap, build skills, develop social and cultural capital and address social isolation. Demand already exceeds current capacity. Extend **Discover!** to S1 – S2 pupils to support transitions from Primary to secondary school, particularly over the summer holiday between P7 – S1.
11. The **Digital Learning and Teaching** workstream is part of the Council's Adaptation and Renewal Programme, seeking to ensure that pupils have devices and connectivity to support their learning. A business case is being developed and will include options for providing a device for each pupil from P6 through to S6 and an agreed approach to supporting pupils without connectivity at home.
12. **Transport:** explore with Young Scot how to reduce the cost of transport for young people and align with Scottish Government activity ([Scottish Government consultation on the free bus travel for young people aged under 19 years](#), from 26 October to 7 December 2020)

General actions

13. **Build the evidence base** for effectiveness:
 - Monitor the impact of **Maximise!** by developing data collection measures that capture impacts relating to families. A strategic group has been formed in Edinburgh involving key advice

agencies including Home Energy Scotland to develop strategy and data recording methods to ensure that the impact of the work for vulnerable families is evidenced

- Research on how best to support families to gain and sustain employment (Capital City Partnership and Edinburgh University) focusing on the Intensive Family Support and **Maximise!** and using a Community of Practice, including keyworkers and families themselves to develop and design the service. It will also include the development of a data collection and monitoring framework for advice services so that nature, scale and impact of their work with families can be assessed.
- Develop approaches to show how **Discover!** is positively impact children during school as well as during the school holidays

References and sources

- Edinburgh Poverty Commission A Just Capital: Actions to End Poverty in Edinburgh - <https://edinburghpovertycommission.org.uk/2020/09/30/a-just-capital-actions-to-end-poverty-in-edinburgh/>
- *1 in 5* - <https://education.gov.scot/nih/Documents/sacfi10b-1in5-raising-awareness-child-poverty.docx>
- *Maximise!* Impact Report 2019-20 - <https://maximise.site/wp-content/uploads/2020/10/Maximise-Impact-Report-2019-20-Final.pdf>
- Edinburgh University Report: **Maximise!** “Before and after COVID-19: How social networks are helping frontline practitioners in family support services adapt to social distancing” (Dr. Sarah Galey-Horn) - <https://maximise.site/resources/>
- The Edinburgh Partnership Children’s Services Plan 2020-23 - <https://democracy.edinburgh.gov.uk/mgConvert2PDF.aspx?ID=27894>
- Strategic Housing Investment Plan (SHIP 2020-2025) - <https://democracy.edinburgh.gov.uk/documents/s10135/Item%207.3%20-%20SHIP%202020%2024.pdf>
- City Housing Strategy - <https://www.edinburgh.gov.uk/downloads/download/14034/city-housing-strategy>
- Affordable Housing Policy Practice - <https://www.edinburgh.gov.uk/downloads/file/24486/affordable-housing>
- Rapid Rehousing Transition Plan - <https://democracy.edinburgh.gov.uk/documents/s26277/Rapid%20Rehousing%20Transition%20Plan%20Report.pdf>
- Forecast Social Return on Investment Analysis on the Co-location of Advice Workers with Consensual Access to Individual Medical Records in Medical Practices (Primary Author: Karen Carrick, Contributory Authors: Kate Burton, Paige Barclay - https://www.improvementservice.org.uk/_data/assets/pdf_file/0023/9167/SROI-co-location-advice-workers.pdf

Appendix 1: Overview of Employability Supports and targets



Employability Programme targets, 2020/21				
	PSEF		ESES CRD – IFS*	
	20/21	21/22	20/21	21/22
New engagements – unemployed parents	65	153	27	51
New engagements – employed parents	67	115	27	51
No. progressions to work (education/training)	58	130	14	38
No. progressions in work (improved hours/wages)	39	86	0	0
No. Job Outcomes	33	61	0	5

*Edinburgh and South East Scotland City Regional Deal, Intensive Family Support Service is an 8 year project numbers/targets are low in the first phase as families are engaged and start to work with the service

Appendix 2: Benefit and Advice Services Data

Summary

- During lockdown, Carers claiming the **Carer's Allowance Supplement** received an extra payment of £230.10 in June 2020 in recognition of the extra burden placed on carers during the COVID-19 crisis. The number of carers receiving **Carer's Allowance Supplement** payments is 4,565 and over 2 million is awarded to eligible carers in Edinburgh every year.
- In Edinburgh, 90 applications have been made to the **Young Carer Grant**. Sixty of these were eligible with a total value of £16,846.00 being paid to young carers in Edinburgh.
- 8,138 **Discretionary Housing Payments** were made in 2019-20 with a total of £6,056,630.81 awarded. Applicants to the Discretionary Housing Payments were 56% female and 44% male.
- **The Scottish Welfare Fund** supplied a total of £258,283 in crisis grants and £659,065 in community care grants. Again, applicants were majority female with 51% female applicants and 49% male applicants.
- **The Advice Shop** supported a total of £10.1 million in financial gains for people. This includes £85,000 in Child Tax Credit and £25,000 in Child Benefit.
- **Maximise!** supported 381 people to gain a total of £667,975 (around £1,750 each)
- **Citizens Advice Edinburgh:**
 - *GP Practice Advice* project achieved £482,210 for 116 people (average of just over £4,000 per person) - 4% of families engaged cared for a child with a disability, 13% for children without a disability. 1% had 3 or more dependent children and 8% were in single parent families
 - the *Help to Claim* project supported 1,301 people, achieving £877,226 (an average of around £670); 11% of those supported were single parent families.
- Kindred supported 326 families in Lothian and accessed £649,485 for families (just under £2,000 per family): 93 disability living allowance applications, including 11 supported at Tribunal 7 families were rehoused, 17 were assisted with housing adaptation, 42 were assisted with information on housing, 22 were assisted with support regarding a placing request to special school (or special class), 5 parents were assisted to ASN Tribunal, 69 were supported in discussions with their child's consultant, 83 were assisted in discussions with the child's specialist nurse, 32 were supported in discussions with CAMHS, 48 assisted to get at Blue Badge via local authority, 6 assisted with Guardianship, 105 referred to other specialist voluntary organisations, 33 supported regarding transport issues, 23 supported with a Section 23 assessment and 29 assisted with Self Directed Support.

Granton Information Centre

Worked with a total of 2231 clients:

- 504 of those supported were lone parents with dependent children
- 282 were couples with dependent children.

Maximise!

Supported 381 clients:

- 197 families are lone parents
- 153 larger families (3 children or more)
- 97 Black and Minority Ethnic Families
- 28 families with a child under 1 year

- 37 families with care experience

From the families engaged with **Maximise!**

- 381 individuals received advice support
- 569 advice appointments were attended
- 77 families engaged with housing advice/tenancy sustainment and 12 were supported through the appeal/tribunal process.

A total amount of £667,975.00 were secured for families.

Early analysis of the project suggests that every £1 invested returns a social and economic benefit of between £30 and £39. The Maximise! Impact Report for 2019-20 is available here:

<https://maximise.site/wp-content/uploads/2020/10/Maximise-Impact-Report-2019-20-Final.pdf>

CHAI

Advice Service

Worked with 2191 individuals, 3948 appointments were attended:

- 6438 advice issues were dealt with
- 170 appeals tribunal with a 74% success rate

The Advice Service had a total amount of £5,972,930 in financial gains.

EIJB funded service: Worked with 1,139 individuals. In the GP practices, 920 appointments were attended, with £543,362 raised in financial gains for clients.

Recovery hubs

- 402 individuals advised, resulting in £1,500,894 in financial gains
- Co-located support in mental health centres (first year):
- 123 individuals advised, with £172,254 in financial gains.

Wester Hailes Connect project: supported 6 people to move along the Strategic Skills

Employability Pipeline, with one client finding a job and one undertaking vocational training. Advice was provided to 15 people, raising £35,395 in financial gains.

Edinburgh Housing Advice Partnership: represented 537 individuals at 958 court hearings.

The Homeless Prevention Project: supported 70 clients; helped to sustain 171 at two specific sites (Melville and Almond) and achieved £143,000 in financial gains.