



East Renfrewshire Local Child Poverty Action Plan

2019-2020 Progress Report
(Year 2)



Introduction



Whilst East Renfrewshire has some of the lowest levels of child poverty in Scotland, it is estimated there are still around 3,600 of our children and young people living in low income families; that is 16% of all children and young people living in the area.

We want all children in East Renfrewshire to experience a stable and secure childhood and succeed. In order to do this we need to both tackle the root causes of poverty and reduce the impact of poverty. The purpose of this report is to outline what we are currently doing, and what we are planning to do, across East Renfrewshire to tackle the drivers of poverty.

During this year, we have engaged with a range of families with lived experience of poverty and their views and opinions have shaped the focus of the actions we have taken and have planned for future. We have also taken steps to improve the level and quality of data we collect and to identify measures to show progress. We are keen that this report reflects these changes.

It is important to acknowledge that at the time of producing this report, we are still responding to the Covid-19 pandemic. Whilst this has had limited impact on the work in 2019/2020, it is and will have significant impact on the profile of child poverty moving forward. Our action planning for 2020/2021 has factored this in as much as we are able at this stage, with further development to come and tackling poverty and inequalities are at the heart of our local recovery and renewal plans.

We intend to continue to bring challenge and change in relation to tackling child poverty with actions being directed by good data and strong lived experience feedback. We will consider new and emerging data through a post-Covid-19 lens and we will utilise different methods of engagement where possible.

We should acknowledge the positive work across East Renfrewshire and the current low levels of child poverty compared to Scotland as a whole and other local authority areas, however we must not be complacent and must continue to strive to reduce child poverty. Covid-19 has brought some of this work into sharp focus and we may see changes in child poverty levels, however it has also brought positive impacts too in the response from communities to help and care for those in need. We hope to nurture and develop this positivity in the continued support to the most vulnerable in our area.

A handwritten signature in black ink, appearing to read 'Tony Buchanan'.

Tony Buchanan
CPP chair

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Context

The Scottish Government's first Child Poverty Delivery Plan 2018-22, *Every Child, Every Chance*, was produced in response to the Child Poverty (Scotland) Act 2017. The Act places a duty on local authorities and health boards to work together to report annually on what we are doing to tackle child poverty with a sharp focus on the three key drivers of poverty:

- Income from employment
- Income from social security and benefits in kind
- Costs of living

Income from employment includes bringing better jobs to the area, encouraging the payment of the Living Wage across the local area, providing in-work support and offering employment support programmes.

Income from social security includes maximising uptake of benefits, automating systems where possible to maximise access to benefit, and improving access to information and advice about benefits.

Reduced costs of living includes increasing availability of affordable housing, providing advice on how to minimise costs for energy and food, working to reduce the cost of the school day, supporting childcare provision (including increasing uptake of offering to eligible 2 year olds) and exploring cost effective transport opportunities.

The national delivery plan also identifies a number of priority groups where there is strong evidence that the risk of poverty is higher, specifically:

- Lone parents
- Families where a member of the household is disabled
- Families with 3 or more children
- Minority ethnic families
- Families where the youngest child is under 1
- Mothers aged under 25

Where possible, actions to tackle the drivers of poverty should give particular consideration to these priority groups.



The first East Renfrewshire Local Child Poverty Action Report was published in June 2019. This is the second annual report and, as such, the details of this report relate to actions taken during the period April 2019 – March 2020 and are prior to the outbreak of Covid-19. The report also outlines the actions planned for 2020-2021 however it is important to note that at the time of writing this report, many of our community planning partners are still actively responding to the crisis and are at differing stages of recovery and renewal. Therefore the future actions included are subject to change, and we anticipate new actions will be developed and implemented during the lifespan of this report.

Joint long term objectives for Corporate, Acute and Local Authority child poverty work are being developed between NHS Greater Glasgow and Clyde and the 6 associated Local Authorities, including East Renfrewshire. The NHSGGC Child Poverty Leads Network group is working towards high level objectives which will be reviewed on a regular basis (see Annex 3 for details).

In East Renfrewshire, we continue to be committed to addressing the issue of child poverty. It is seen as integral to achieving the vision set out in our Community Plan to create an *“attractive thriving place to grow up, work, visit, raise a family and enjoy later life”*. The Community Plan contains our Local Outcome Improvement Plan priorities which are focused on reducing inequality across groups and communities in East Renfrewshire. Our locality planning approach also seeks to reduce the inequalities in outcomes between deprived communities and the rest of East Renfrewshire; this is more pertinent now than ever given our renewed focus on recovery of our services and building back better.

**Attractive thriving place to
grow up, work, visit, raise a
family and enjoy later life.**

Notable changes since year 1 report

Governance

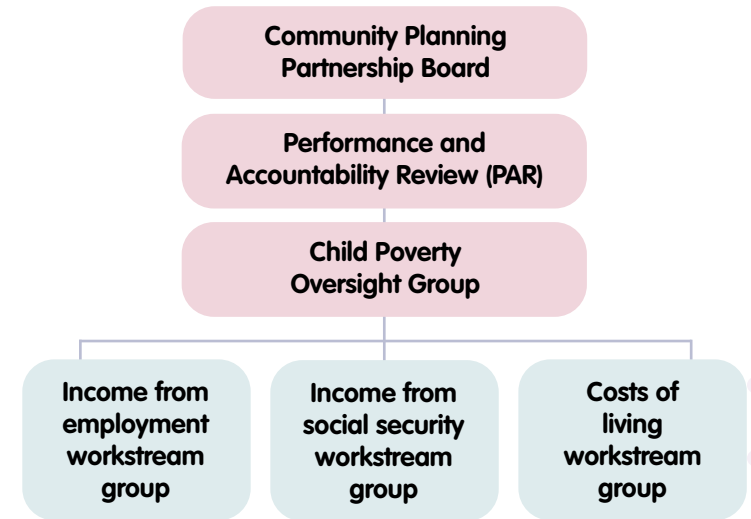
Further to the publication of the Year 1 LCPAR, we have established a Child Poverty Oversight Group who report into the Community Planning Partnership structure. The oversight group has responsibility for creating a strategic environment which cultivates step-change in relation to tackling child poverty. The oversight group is jointly chaired by the council's Deputy Chief Executive and the Health and Social Care Partnership Chief Officer, and includes senior representatives from Education, HSCP, Employability, Money Advice and Environment Services. NHS colleagues will join this group during 2020. The oversight group includes three Workstream Leads who each manage a workstream group aligned to the each of the drivers of poverty. The workstream groups develop and deliver on critical activities to encourage step-change and identify critical indicators to measure progress.

Lived Experience

We were keen to ensure that our year 2 report benefited from better involvement of people with direct lived experience of poverty. Throughout 2019/2020, we have engaged with those with lived experience in a number of ways including through our Champions Board (group of care experienced young people), our Healing Together Group (a Social Work led support group) and independently led focus groups with parents within one of our Locality Planning areas. The feedback from these has been shared with the Child Poverty oversight group, including the Workstream Leads, who have used this to help shape agendas. NHS GGC has consulted with staff who have had money worries and the findings from this will be shared with the oversight group in 2020.

The Impacts of the COVID19 Pandemic on our Plan for 2020/21

The purpose of this report is to report on actions taken during 2019/2020, and to provide an indication of actions planned for 2020/2021. It would be unwise in the current climate of Covid-19 to suggest that this report will provide a true picture of the planned actions going forward. At the time of writing (June 2020) we are still responding to the ongoing crisis and managing immediate and emerging needs, with families in or close to poverty very much at the forefront of our response. Recovery and renewal planning is underway but still in the early stages for many services and will be subject to continual change. We are acutely aware of the potential serious impacts of Covid-19 for those with less financial resilience and those already living in or close to poverty. We recognise that there will be medium and longer term impacts on many families; we will engage with national and local interventions, guidance and other information to try to best manage the impact in a way which reduces the risk of causing long term damage to children.



Measures of progress

Whilst the overall level of child poverty will continue to provide a high level view of the profile of the area, we intend to monitor progress at a local level through a number of critical indicators relating to the three drivers of poverty. These are as follows:

Indicator	Measure and source	Baseline measure	Intended direction of travel
OVERALL			
Children living in poverty	%age of children living in poverty (after housing costs) in East Renfrewshire: End Child Poverty 2019	16%	▼
INCOME FROM EMPLOYMENT			
Real Living Wage employers in East Renfrewshire	Number of real Living Wage accredited employers: Living Wage Scotland 2020	11	▲
Working age unemployment level	%age of economically inactive residents who want a job: NOMIS. Jan-Dec 2019	18.1%	▼
Children and young people participation level	%age of 16-19 year olds participating in learning, training or employment: SDS Annual Participation Measure Report 2019	96.9%	▲
INCOME FROM SOCIAL SECURITY AND INCOME MAXIMISATION			
Children in out-of-work households	Number of children (0-18) living in Out-of-Work benefit claimant households: DWP 2017	1,430	▼
Free School Meal uptake at Primary School	%age uptake of free school meals at primary school (P1-P7): School healthy living survey 2019	87.9%	▲
Access to financial wellbeing advice in East Renfrewshire	Number of families accessing financial wellbeing advice: Local data	TBC	▲
COSTS OF LIVING			
Fuel poverty	Fuel poverty (all households): Scottish House Condition Survey (SHCS) 2018	16%	▼
Uptake of funded early learning and childcare entitlement	%age of 3 & 4 year olds registered for funded early learning and childcare at local authority and partnership centres, September 2019: Scottish Government Schools Statistics	93%	▲

The success of specific activities and actions will also be monitored at the appropriate level, as detailed within the 'future action' sections of each of the chapters.



The format of our report

This report starts with a profile of East Renfrewshire highlighting key data which has been used to shape the plan. We have organised the core of our report into three chapters looking at each of the three key poverty drivers:

- Income from employment
- Income from social security
- Costs of living

For each we have outlined our progress and achievements in 2019/20 including case studies where relevant to evidence the real impacts for families. We have also shared what we have learned from listening to families with lived experience of poverty although we are still building on this work.

We then present our plans for further action over the year ahead (2020-21).

PROFILE OF EAST RENFREWSHIRE

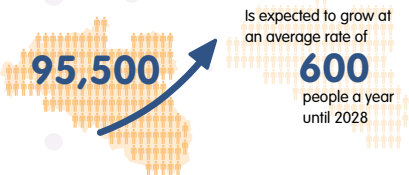
Our analysis of the available datasets identifies the scale of child poverty in East Renfrewshire, compared to the benchmarking authorities, and Scotland as a whole. The data profile looks at differences in East Renfrewshire communities. We fully expect this profile to change as data relating to the period from when the pandemic struck becomes available and we will be monitoring this very closely over the coming months.

GENERAL

East Renfrewshire has a proportionately large population of children living in the area and a proportionately low level of child poverty in comparison to the national average. However, there is disparity in levels of poverty across the authority; varying from around one in twenty children living in poverty in the more affluent areas, to almost one in three in the less affluent areas.

East Renfrewshire has the highest proportion of children in any local authority in Scotland. And this is expected to grow.

East Renfrewshire has a population over

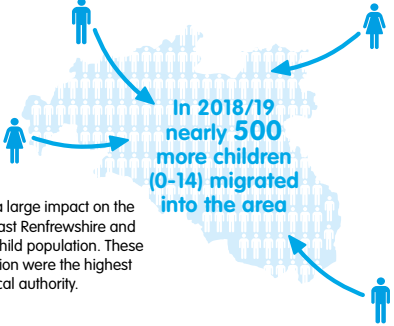


Based upon National Records of Scotland (NRS) figures, this increase will be proportionally, the fourth largest of any local authority in Scotland.

There are 19,525 individuals aged between 0 and 15, this is the highest proportion of children in any local authority in Scotland.

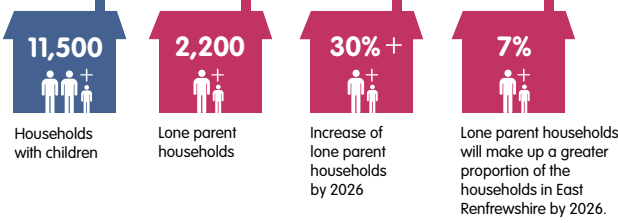


One in every five people living in East Renfrewshire is a child

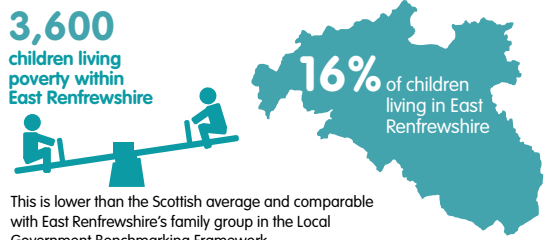


Migration has a large impact on the population of East Renfrewshire and especially the child population. These levels of migration were the highest levels of any local authority.

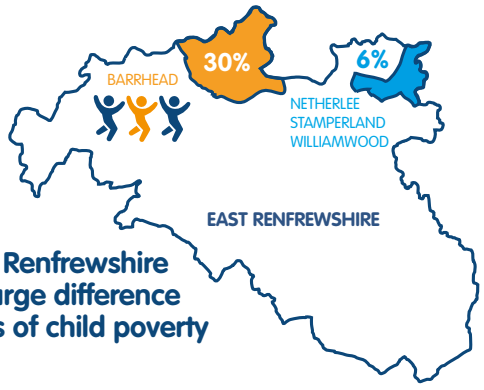
The number of lone parent households is predicted to increase in the coming years



The proportion of children living in poverty in East Renfrewshire is lower than the Scottish average, and comparable with the family group of Local Government Benchmarking Framework

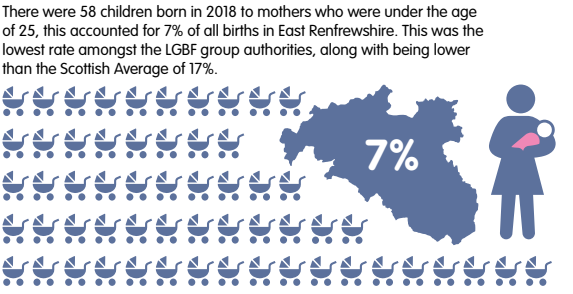


This is lower than the Scottish average and comparable with East Renfrewshire's family group in the Local Government Benchmarking Framework.



Within East Renfrewshire there is a large difference in the levels of child poverty by area

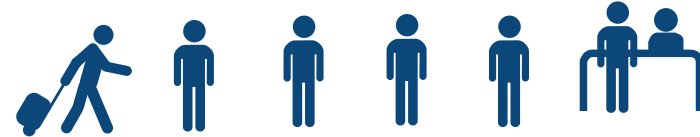
There are fewer young mothers in East Renfrewshire than the Scottish average



INCOME FROM EMPLOYMENT

Generally, residents of East Renfrewshire are economically active, with low unemployment rates and low proportion of workless households. Many living in the area are high earners but they are often travelling outwith the local authority to earn. The main local employment is in the retail and service industry, which is reflected in the average pay for those working in East Renfrewshire.

Unemployment rates and the proportion of workless households are lower in East Renfrewshire than the Scottish average, however we are already seeing a rise in the rate since COVID with further increases anticipated.



There are around 57,000 individuals in East Renfrewshire of working age and 75% of these individuals are economically active



Black and Minority Ethnic groups are less likely to be economically active than East Renfrewshire as a whole, at 71%, but this is higher than the Scottish rate of 64%.

The most recent published unemployment data shows that there are 1,200 people who are unemployed who are of working age, which is the lowest rate of the LGBF groups. There is no reliable data available to identify how many of these households have children living in them, however the Scottish figure is 11.6% and it is assumed that the rate in East Renfrewshire is significantly lower than the Scottish average.

The percentage of workless households is lower than the Scottish average however, over a third of children in East Renfrewshire come from mixed households.

Local knowledge suggests this could be due to a common family dynamic of one high-earner parent and one stay-at-home parent, however there is no data available to evidence this. This type of household could be particularly vulnerable to poverty should their circumstances change, for example a relationship breakdown or loss of employment. This is particularly important in the current climate.



East Renfrewshire residents receive the highest average weekly full time pay in Scotland. However, residents are unlikely to be employed locally as those working in East Renfrewshire have the lowest weekly pay in the benchmarking group, with many workers earning less than the living wage.

Average weekly **full time** pay of residents in East Renfrewshire, the highest in Scotland

£788

The average **part time** pay for residents is £250, which is also the highest in Scotland

£250

However, we recognise that these residents are not employed locally as compared to the other LGBF groups, East Renfrewshire ranks as having the lowest weekly pay for both full time and part time workers.

The average weekly pay for those working within the authority for full time workers

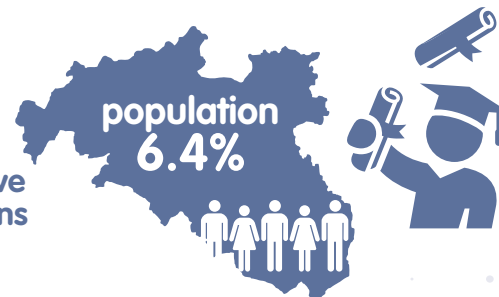
£492

The average weekly pay for those working within the authority for part time workers

£165

Further, 26% of employees over 18 earn less than the living wage in East Renfrewshire, this is the lowest rate against the LGBF local authorities and is also higher than the Scottish average of 16.9%.

There are only 3,700 individuals in East Renfrewshire who have no formal qualifications



This is lower than the Scottish average of 9.8% and is the seventh lowest rate in Scotland.

INCOME FROM SOCIAL SECURITY AND BENEFITS IN KIND

East Renfrewshire residents are less likely than the Scottish average to receive income from social security and benefits



Of these, 880 children are in families where there is a lone parent.



This rate in East Renfrewshire (3.3%) is lower than the Scottish average of 5.4% and 330 of these claimants were between the ages of 16 and 24.



Which equates to 65% of all children in East Renfrewshire however this is the lowest proportion of all Scottish local authorities.



Within East Renfrewshire 7.6% of all primary pupils from P4 to P7 were registered for free school meals, this increased from 7.4% in 2016 and is lower than the Scottish average of 17.1%.



In secondary schools 7.2% of pupils are registered for free school meals, which is, again, lower than the Scottish average of 14.4%, this figure has reduced steadily every year since 2012 when 9.8% of pupils were receiving free school meals.



East Renfrewshire has a £100 school uniform grant which parents/carers can apply for

We have an automated system to issue this grant each subsequent year without having to reapply. In East Renfrewshire 430 young people receive an Education Maintenance Allowances, across Scotland over 31,000 receive an EMA.

COSTS OF LIVING



The costs of living in East Renfrewshire are higher than average, particularly in relation to housing costs

Average house prices, average local authority rent and average council tax paid are all comparatively high.

The average house price in East Renfrewshire in 2020 is £215,203 which is the third highest of Scotland's local authorities

This figure has decreased by 2.7% since 2019. Even though the figure dropped from the previous year, the average house price was still the third highest of Scotland's local authorities behind the City of Edinburgh and East Lothian, with the average house price there being £272,544 and £225,653 respectively.



This average is affected by the proportion of larger properties within the housing stock in the area. Anecdotally, we are aware of a high private rental market across the authority, with associated high weekly costs. However, there is no data available at a local level to evidence this as private rent statistics are broken down into Broad Rental Market Areas, with East Renfrewshire being part of Greater Glasgow.



The Active Schools programme delivered over 7,200 activity sessions in the 2018/19 academic year involving 8,200 individual children in East Renfrewshire. The number of sessions and the number of participants has increased compared to those observed in the previous three academic years.

£45.50 for a 3 month class



There are a wide range of activities available to children in East Renfrewshire. On average art, drama and sports activities, run by East Renfrewshire Culture & Leisure, cost £45.50 for a three month class and there are classes that are paid for on arrival, which cost between £3.15 and £5. On average there is a 30% discount in these prices for concessions. There are also a wide range of more expensive privately run activities, and we believe this to be a thriving market, however there is no available data to evidence this.

Chapter 1: Income from employment

Workstream group

The East Renfrewshire Local Employability Partnership (LEP) is leading on this workstream and includes representatives from East Renfrewshire Council's Work EastRen team, Skills Development Scotland, Education including Adult Learning, Scottish Enterprise, Mental Health services, Department for Work and Pensions and East Renfrewshire Chamber of Commerce.

Lived experience feedback

Employment related issues were at the forefront of the lived experience engagement. Parents of low income families described a number different barriers to employment; either to working at all, working increased hours or changing jobs. These barriers included;

- **Parental mental health issues which prevented seeking or sustaining employment.** Post-natal depression was cited as a reason for some parents/carers who had previously been employed not returning after having children
- **Lack of appropriate childcare.** This included cost which is addressed in more detail in Chapter 3. It also included accessibility and flexibility. Some parents described difficulties in finding childcare near to their child's school, or which opened early enough to allow them to drop their child off and then travel to work before their start time, and the same again in terms of late opening at the end of the day. Others mentioned problems with waiting lists to get the days/times they needed at after school care
- **Loss of benefit entitlement.** Some noted that by increasing their earnings from employment (by taking a promotion or working additional hours) could result in them actually being financially worse off as they could lose their entitlement to certain benefits, including free school meals, school uniform grant. Considering this along with additional childcare costs meant that some felt employment may leave them financially worse-off.

Money worries have been shown to be an issue in the NHS GGC staff population. A range of circumstances were stated as the principal causes of money worries, with no demographic or pay grade differences. The causes fell into three main areas:

- **Work:** Seen as an issue of not earning enough to cover household costs, with no scope to save and often exacerbated by specific issues
- **Relationships:** Causing issues like being left with a partner's debts or coping as a single income earner
- **Spending money that was not there:** Coping with unexpected one-off bills or an increase in money owed and eventually becoming too much.

During 2019/2020 the Community Planning Partners across East Renfrewshire have taken action to increase income from employment. This includes;

Bringing better jobs to the area

Through our City Deal Community Benefits programme, we have brought 10 new jobs including 2 new apprenticeships to East Renfrewshire. In addition 3 foundation apprenticeships were supported and 66 skills and training opportunities were created with low income families as a key target group. Companies have also donated the equivalent of £18,000 of their time and resources to community projects such as the Dunterlie Food Share initiative. This has been achieved in partnership with the City Deal team and contractors delivering over 30 contracts. Between April 2019 and March 2020, the Glasgow City Deal Community Benefits framework was reviewed and will now offer new incentives to encourage companies to support and employ people in priority groups. Going forward, East Renfrewshire Council will exploit its potential as a large employing organisation and procurer of goods and services to maximise income through employment for low income families.

A number of individuals have been supported through the Modern Apprenticeship programme and the Family Firm programme (which offers employment support to Care Experience Young People):

- 19 Modern Apprentices were recruited including 2 lone parents
- 8 Care Experienced Young People have participated a traineeship programme and 1 has progressed to a permanent role within the council Environment Department
- Several Family Firm clients have been supported into employment through the Regional Employability Incentive Programme and our Community Benefits contracts.

East Renfrewshire employability partners have hosted 3 jobs fairs during 2019/20. These included local employers in various sectors including care providers, hospitality and retailers. Approximately 300 people attended these events with over 25 people securing employment. These events were promoted to all partners in the local authority area including Families First, local schools and nurseries and community groups.



**25 people
securing
employment**



Case Study

“I’d encourage others to try and learn new skills, push yourself because it is worth it in the end”.

Leanne had not worked for ten years before she attended Work EastRen Specialise in Security training course. She had studied at college during that time but as a busy mum of four she decided to focus on bringing up her children. This year her youngest child reached school age and Leanne began to look for a job. She wanted to learn new skills and train for a career rather than just taking any job.

The Course

She saw a post about the Specialise in Security course on Work EastRen’s Facebook page. She registered her interest to attend an information session about the course which was being held locally. She went along and learnt that the course involved developing her personal skills as well as gaining a recognised industry qualification - the SIA licence. The course also had strong links with employers and the potential to secure a job at the end. The course appealed to her, so she applied for a position and was pleased to be accepted onto the course.

The Outcome

The first week of the course focused on developing her employability skills, and the second week was related to security industry training. She particularly enjoyed being part of a group for the course.

On completion of the course and on being awarded an SIA door security license, Leanne has started a new job as a security guard in a retail store. The support provided by Work EastRen has helped her to feel more confident about having the right skills to do the job well. Her employer has also been supportive in offering her fixed shifts which allows her to balance her new job with childcare. Leanne said of the support she received *“I’d encourage others to try and learn new skills, push yourself because it is worth it in the end”.*

In March, the Council’s Economic Development team administered several business support programmes on behalf of the Scottish Government. These grants were aimed at helping keep companies in business so that they can recover - protecting jobs, preventing business closure and promoting economic recovery. This Fund was part of a suite of measures designed to support businesses experiencing hardship as a result of COVID-19. The team also administered the Newly Self-Employed Hardship Fund. The purpose of this fund was to provide hardship relief to newly self-employed individuals who were not been able to access support through other schemes.

There has been a significant increase in local residents seeking employment support due to Covid-19. Work EastRen is currently carrying out a survey to local residents to determine what future support is required to assist people back into the labour market.

Encouraging the payment of the Living Wage across the local area

East Renfrewshire Council continues to work towards becoming a Living Wage accredited employer. Currently East Renfrewshire Council pays the Scottish Local Government Living Wage as a non-consolidated supplement, and have shared a proposal with the trade unions for a model to consolidate this pay rate. East Renfrewshire Council have arranged for an independent consultancy to undertake a full equality impact assessment of the proposed model. Once this is completed the council will review the analysis and agree any further steps with Trade Unions, with a view to gaining accreditation in 2021.

The Council's Economic Development team, Business Gateway East Renfrewshire and local employability partners continue to encourage local employers to adopt Fair Work practices. Business development grant application to the council require applicants to demonstrate how they have adopted Fair Work practices. The Work EastRen team do not advertise or put forward any clients for any zero hour contracts and work with clients to access living wage jobs.

Providing in-work support

Through the Parental Employability Support Fund (PESF) East Renfrewshire Council has been allocated Scottish Government budget to support parents in employment and at risk of in-work poverty. In partnership with Department for Work and Pensions, Skills Development Scotland and the Third Sector Interface, ERC has developed a model which focuses exclusively on providing in-work support. This will address all barriers to work including lack of skills, experience, health support, money advice and childcare access. A full-time Parental Employability Support Officer has been recruited and will focus on promoting and providing this programme to parents in the priority groups.

Offering employment support programmes

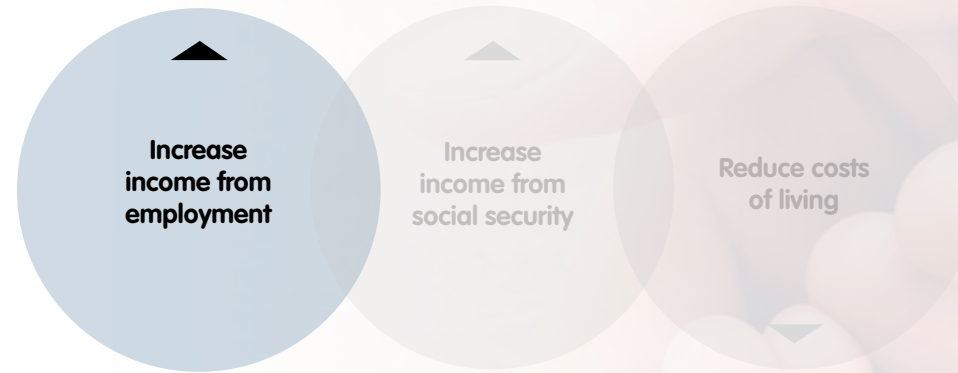
The Local Employability Partners across East Renfrewshire continue to provide employment support programmes across the local authority area.

- In 2019/20 Skills Development Scotland started 311 Modern Apprenticeships in East Renfrewshire
- Between April 2019 and March 2020, Work East Ren supported 26 individuals from priority groups deemed most at risk of poverty into employment or to progress in employment.



**311 Modern
Apprenticeships**

Future Actions 2020-2021



These actions are as accurate as possible at the time of writing. However, it is important to remember that actions will be subject to review as community planning partners further establish their recovery and renewal plans and once the impact of Covid-19 on the economy, jobs and income is more fully understood and priorities ahead are reshaped.

<p>Change required: East Renfrewshire Council utilising its position as a large employing organisation and procurer of goods and services to maximise income through employment for low income families.</p>	<p>What we will do: ERC will undertake a review of procurement and community benefit processes to maximise focus and contribution to fair work and tackling child poverty. Lead: Procurement and Economic Development Resources: Within existing resources Target Groups: Low income families.</p> <p>What we will do: Make mandatory requirement that successful bidders for Council contracts pay the real Living wage Lead: Procurement Resources: Within existing resources Target Groups: Low income families.</p>	<p>How we will measure progress:</p> <ul style="list-style-type: none"> - Process established to record and report the number and proportion of Community - Benefits which will positively impact on low income families. <p>How we will measure progress:</p> <ul style="list-style-type: none"> - Process established to record and report on contracts within which Fair work measures including payment of the real Living Wage are promoted. - Process established to record and report - Proportion of trade spend to employers paying the real Living Wage.
<p>Change required: Encouraging more local businesses to become real Living Wage accredited.</p>	<p>What we will do: Establish the East Renfrewshire Living Wage Action Group to encourage and support new and existing employers, including NHS GGC, to work towards real Living Wage accreditation Lead: Local Employability Partnership Resources: Within existing resources Target Groups: Low income families.</p>	<p>How we will measure progress:</p> <ul style="list-style-type: none"> - Increased number of accredited real Living Wage employers - Increased number of local employers working towards real Living Wage accreditation.
<p>Change required: Increased support for in-work parents to remain active in the workplace, train and gain progression</p>	<p>What we will do: Implement the East Renfrewshire local model of the Parental Employability Support programme Lead: Work East Ren and delivered in partnership with Money Advice and Education Department Resources: £66,000 PES per annum plus £26,000 PES Boost. To support: 1 FTE Employability Officer and 0.5 FTE Money Advice Officer, dedicated vocational training budget Target Groups: Lone parents, person with a disability, 3+ children, ethnic minorities, youngest child <1, parents aged <25.</p>	<p>How we will measure progress:</p> <ul style="list-style-type: none"> - Number of participants achieving qualification, increasing skills - Number of participants achieving an increase in income - Number of employed participants gaining new employment or self-employment - Number of participants sustaining employment or self-employment 13/26/52 weeks after new employment start date.
<p>Change required: Improved availability, access to and uptake of good quality in-work support programmes being delivered in East Renfrewshire.</p>	<p>What we will do: Mapping of existing in-work support programmes currently being delivered in East Renfrewshire. Review of these programmes and evaluation of their quality and uptake. Lead: Local Employability Partnership Resources: Within existing resources Target Groups: Women, lone parents, person with a disability, 3+ children, ethnic minorities, youngest child <1, parents aged <25.</p> <p>What we will do: Promotion of in-work support programmes to low income families particular those 'hardest to reach', through a range of engagement methods. Lead: Local Employability Partnership Resources: Within existing resources Target groups: Women, lone parents, person with a disability, 3+ children, ethnic minorities, youngest child <1, parents aged <25.</p>	<p>How we will measure progress:</p> <ul style="list-style-type: none"> - Review of existing in-work support programmes being delivered in East Renfrewshire complete. <p>How we will measure progress:</p> <ul style="list-style-type: none"> - Increased engagement with hardest to reach.

Chapter 2: Income from Social Security

Workstream group

The East Renfrewshire Social Security working group is leading on this workstream. This is a partnership group with representatives from the council Revenues and Benefits department, the Money Advice and Rights Team, Department for Work and Pensions/Job Centre Plus, Social Security Scotland Agency, Citizens Advice Bureau and a local Housing Association.

Lived experience feedback

Through the engagement work with those with lived experience of poverty, there was little discussion about social security and benefits explicitly. This was discussed in reference to a potential barrier to entering employment. For example, an increase in earnings could lead to a reduction in benefit entitlement. Several of the parents we spoke with had made use of the Money Advice and Rights Team for advice and support around benefit entitlement or income maximisation. This was described as a positive and useful experience. A smaller number of parents were not aware of this type of available support and requested contact details for the service. During 2019/2020 the Community Planning Partners across East Renfrewshire have taken action to increase income from social security, including;

Maximising uptake of benefits

The Social Security Scotland Agency (SSSA) has widely promoted the introduction of the Best Start Grant including directly to each new parent registering a birth through the council registration service. Information has also been shared with staff in Maternity services and quality improvement work has been initiated to increase referral. During 2019/2020, there were 775 successful Best Start Grants in East Renfrewshire, which equates to over £222,000 of payments. Over 2,000 clients have been supported by the Money Advice and Rights Team to make a total financial gain in excess of £6 million. This includes:

Group	Number of clients	Financial gain
Child under 1 in household	43	£26,863.32
Household with a disability	1,730	£5,167,392.79
Lone Parent	260	£478,456.59
Minority Ethnic Household	59	£197,258.17
Three or more children household	84	£168,607.01

Automation of systems and processes

The Council Housing Team introduced a new direct referral process to the Money Advice and Rights Team (MART) for any tenant in arrears. MART work with these families to support new social security applications as well as provide income maximisation advice and then work jointly with the Housing Team to support the families as required.

All families in receipt of Free School Meals and clothing grants are issued with an annual letter to confirm entitlement. In 2019-2020 these letters were updated to include details about Best Start Grant entitlement to reach all potential applicants. All parents registering a birth with the Registration Service during 2019-2020 were advised about potential social security entitlements and provided with information leaflets relating to the Social Security Scotland Agency, Money Advice and Rights Team and the Citizen's Advice Bureau.

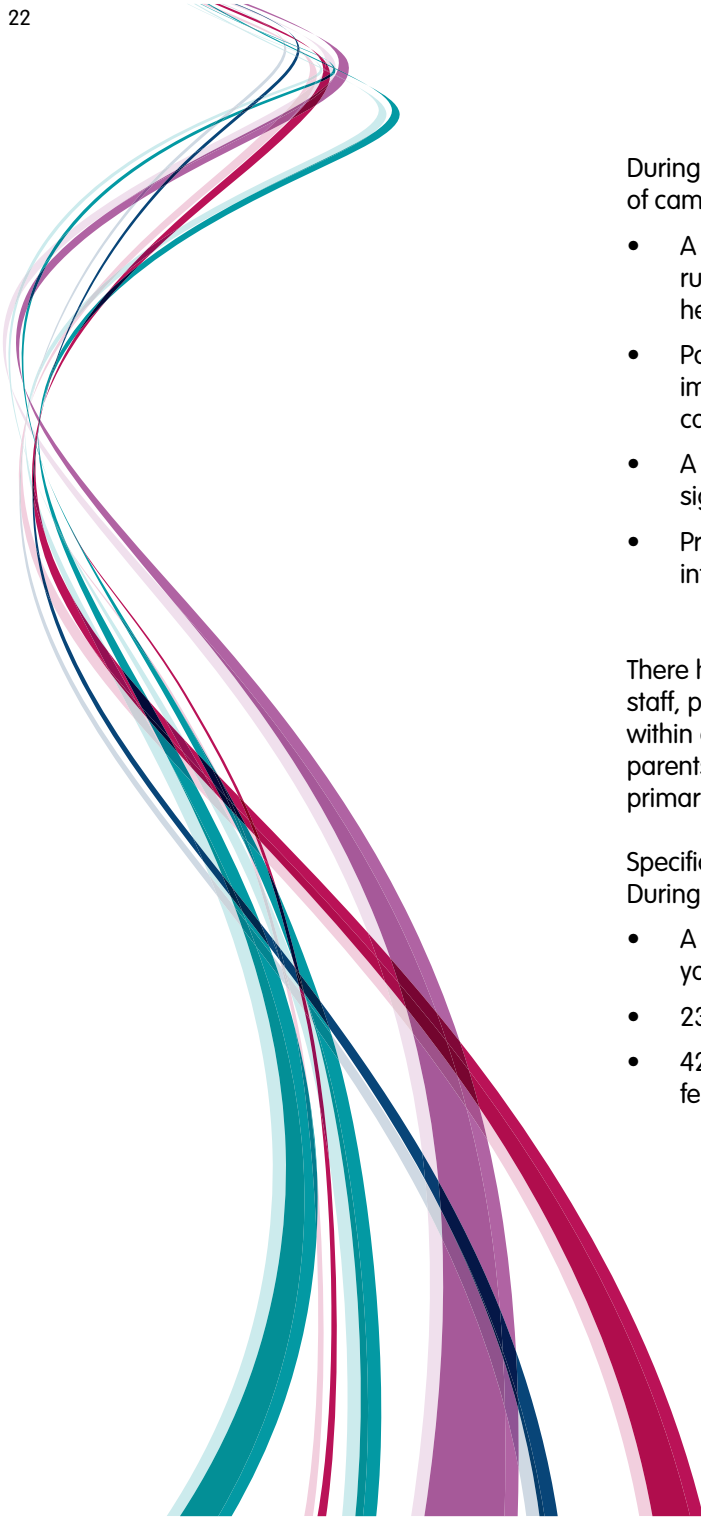
Improving access to information and advice about benefits and income maximisation

Over 120 frontline staff across the Community Planning Partner organisations attended poverty awareness training in 2019/2020. This training was run jointly by the Money Advice and Rights Team, Citizens Advice Bureau, Work East Ren and Social Security Scotland. In addition, specific benefit training was delivered to Health Visitors, School Nurses and the Family Nurse Partnership. The purpose of the training was to better inform frontline staff about the support available and the referral pathways for the families they work with. 91% of those who attended the training indicated that they were now more likely to make referrals to one of the support agencies.

One Health Visitor commented "I am now likely to refer a number of clients to each of these services, working with people experiencing financial difficulties is a daily occurrence for me, and now I will be encouraging clients to get in touch with the services"



91% are more likely to make referrals

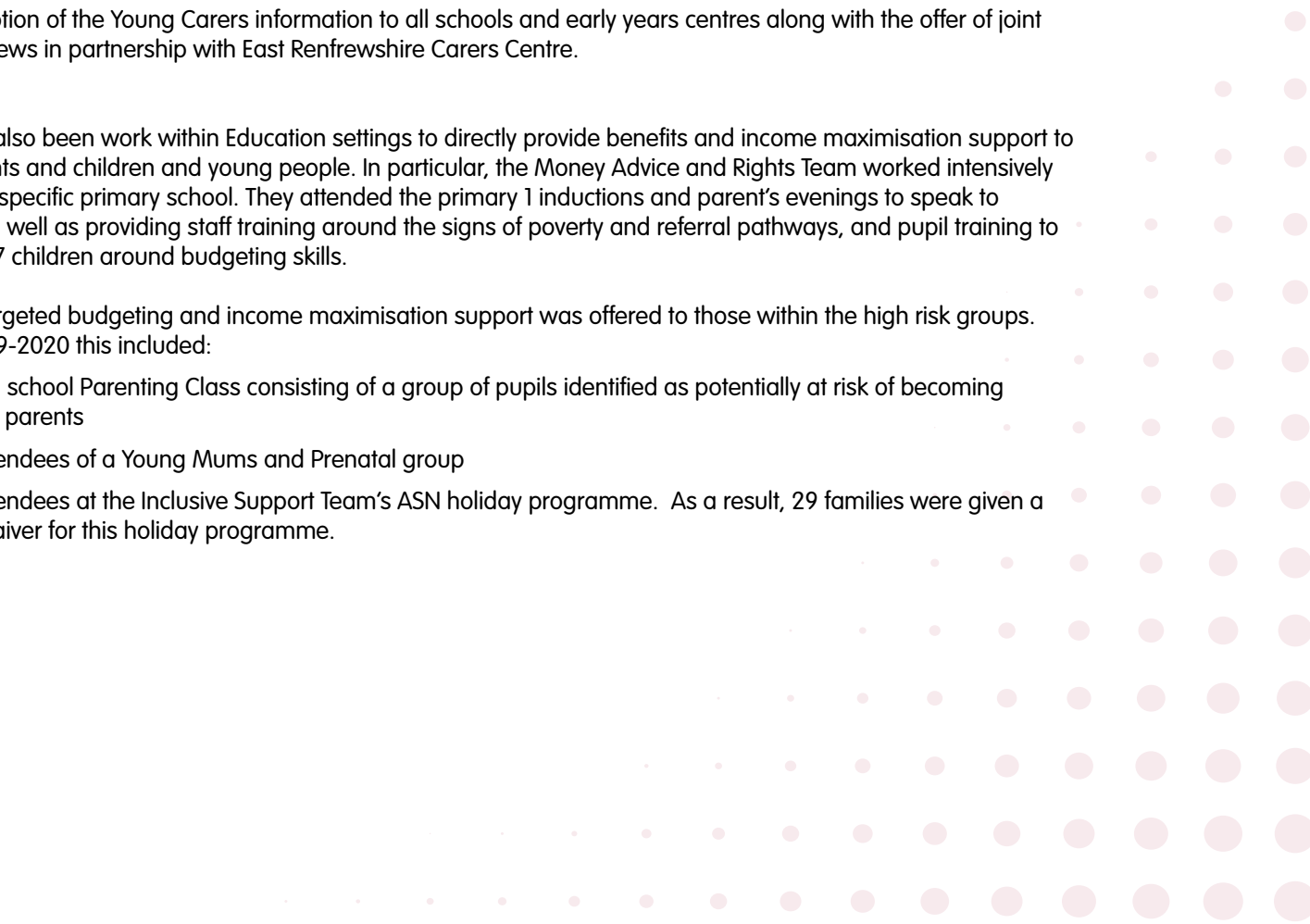


During 2019-202, community planning partners have jointly communicated directly with parents through a number of campaigns:

- A work and benefits themed week with a focus on training and education with Talking Points, which are events run by the HSCP and Voluntary Organisations for residents to get information, advice and support about their health and wellbeing. This resulted on onward referrals and case working for 22 individuals
- Posters, leaflets and social media promotion in schools and early years centres around the potential financial impacts of Christmas and the associated festive period and encouraging anyone with concerns to make contact for support
- A Housing campaign focussed on 'Pay Rent First' which included social security and income maximisation signposting
- Promotion of the Young Carers information to all schools and early years centres along with the offer of joint interviews in partnership with East Renfrewshire Carers Centre.

There has also been work within Education settings to directly provide benefits and income maximisation support to staff, parents and children and young people. In particular, the Money Advice and Rights Team worked intensively within one specific primary school. They attended the primary 1 inductions and parent's evenings to speak to parents, as well as providing staff training around the signs of poverty and referral pathways, and pupil training to primary 4-7 children around budgeting skills.

Specific, targeted budgeting and income maximisation support was offered to those within the high risk groups. During 2019-2020 this included:

- A high school Parenting Class consisting of a group of pupils identified as potentially at risk of becoming young parents
 - 23 attendees of a Young Mums and Prenatal group
 - 42 attendees at the Inclusive Support Team's ASN holiday programme. As a result, 29 families were given a fee waiver for this holiday programme.
- 



Case Study

Jane approached Money Advice and Rights Team for income maximisation and a financial assessment (FA) in relation to sending her son to the ASN summer holiday activity programme. Jane, a single parent, was off work sick and with the reduction in income was worried about paying the daily fee. Jane was supported in making a claim to Universal Credit and as a result she was £74 per week better off and also was given a fee waiver for the ASN programme.

Acute Financial Inclusion (FI) services support families from across NHSGGC including East Renfrewshire. The Special Needs In Pregnancy's FI service, the Children's Hospital and the adult acute FI services all provide direct support and advice about welfare benefits and provide support to apply for and access eligible benefits, debt advice and help with energy issues. The SNIP's FI service also has a vital advocacy support element.

NHS colleagues have continued partnership working with both the DWP and Social Security Scotland. NHS GGC are developing a pilot with DWP at the QEUH to embed partnership working with DWP who will, when safe to do so, be co-located to work closely with Support and Information Services and with patients directly. This will initially support benefit issues e.g. access to Universal Credit account while in hospital.

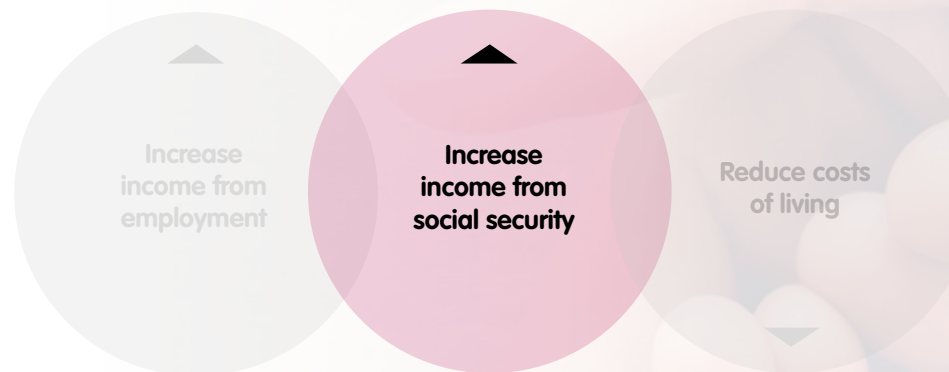
In March, as the Covid-19 pandemic took hold, our local money advice services started to experience a steady increase in requests for financial wellbeing support including welfare advice from families. Although the activity and impacts will be reported in next year's LCPAR it is important to reflect the significant local efforts made to maximise benefits and help families finding themselves near or in financial crisis and do this effectively via the phone and online.



**Family welfare
advice increase**



Future Actions 2020-2021



These actions are as accurate as possible at the time of writing. However, it is important to remember that actions will be subject to review as community planning partners further establish their recovery and renewal plans and once the impact of Covid-19 is more fully understood and priorities ahead are reshaped. Maximising income from benefits and entitlement will be key to mitigate impacts of anticipated rises in unemployment and under employment.

<p>Change required: All parents involved in the Parental Employability Support fund are supported to calculate and understand any impacts on benefit entitlement.</p>	<p>What we will do: Provision of budgeting advice and better-off calculations to all parents involved in the Parental Employability Support programme (as detailed in previous chapter) Lead: Money Advice and Rights Team Resources: 0.5 FTE officer post Target Groups: Low income in-work parents and those close to the labour market.</p>	<p>How we will measure progress: - Number of PES parents supported - £ income maximised.</p>
<p>Change required: Improved parental access to benefits and income maximisation information and advice.</p>	<p>What we will do: Further relevant promotional work within education settings at key stages (such as starting nursery, primary school and secondary school) and also at key points on the educational calendar (such as holiday and festive periods). Further promotion of available support to local community groups, third sector organisations and faith based groups; both to provide staff/volunteer training and to communicate directly with parents engaged with their service. Further quality improvement work within Maternity services to increase uptake of Best Start and referral to financial inclusion services. Quality improvement work within the Universal Pathway to increase awareness and referral. Communication plan agreed to promote information and support more widely to all residents, including parents person with a disability, 3+ children, ethnic minorities, youngest child <1, parents aged <25. Lead: Workstream group, supported by Communications Team Resources: Within existing resources Target Groups: All low income families</p>	<p>How we will measure progress: - Increased number of families accessing financial wellbeing advice - Increased family referral from education staff - Increased family referral from third sector partners - Increased referral from maternity services - Increased referral from health visiting services.</p>
<p>Change required: Improved poverty awareness and use of referral processes within frontline staff.</p>	<p>What we will do: Continued delivery of poverty training to frontline staff and specific training developed and delivered to Education Cluster/Pastoral care meetings Lead: MART, CAB, SSSA and Work East Ren Resources: Within existing resources Target Groups: Frontline staff with a view to reaching all priority groups.</p>	<p>How we will measure progress: - Increased poverty awareness and use of referral processes by frontline staff - Increased number of families accessing financial wellbeing advice.</p>
<p>Change required: Increased financial wellbeing support capacity to meet anticipated increased resident demand following the COVID19 pandemic.</p>	<p>What we will do: Recruitment of additional temporary staff to support the Money Advice and Rights Team Lead: Money Advice and Rights Team Resources: One FTE Income maximisation officer and 1 FTE clerical support officer for 1 year. Budget sourced from Covid-19 funding Target Groups: All East Renfrewshire residents with emphasis on the priority groups.</p>	<p>How we will measure progress: - Number of low income families supported - £ Income maximised.</p>

Chapter 3: Costs of Living

Workstream group details

The Costs of Living group was newly formed to support this identified area of need as there was no existing 'natural home' for it. The group membership includes several East Renfrewshire Council departments including Economic Development, Housing Services, Education Department and Early Years Services. The group also includes members from partner organisations including Citizens' Advice Bureau, Home Energy Scotland and Citrus Energy.

Lived experience feedback

Engagement with those with lived experience of poverty highlighted a number of issues and concerns around the costs of living.

Housing-related costs posed an issue for many parents. The cost of rent itself was not the issue as most were claiming Universal Credit which covered the cost of their rent. However, they did raise the issues of financial pressures focused around 'one off' big spends on items such as furniture or white goods and around managing household bills.

The Cost of the School Day was raised as a concern by both parents and young people. Specifically, issues focused on:

- **School uniform costs.** It was acknowledged that this was a high expense on an annual basis. Many were aware of the availability of the school uniform grant, and some were aware of the Back to School Bank, and some were aware of upcycling/swap shop type initiatives within individual schools. However there was further discussion about the expense associated with replacing items throughout the year as items get damaged, lost or grown out of. There was also mention of the need for 'additional items' such as outdoor PE kit or gym trainers which are left in school (and therefore a spare set needed for home / extra-curricular activities). Parents and young people also mentioned the higher costs associated with school-branded items (with logos/embroidery) and alterations to uniform in the senior school (such as braiding on blazers, senior skirts etc).
- Young people mentioned **the cost of food within schools.** They discussed issues around free school meal entitlement not covering both breakfast and lunch. They welcomed free breakfast bar type provisions which have been set up in some local schools and would like to see all schools take the same approach. There was also discussion around the mark-up on food and snacks in school compared to cheaper, less healthy alternatives outside schools.
- The discussion around cost of the school day was mainly related to parents/carers who are working but on lower incomes and therefore not entitled to free or subsidised places/meals/uniforms etc.

The cost of childcare was reference by many parents, specifically as a barrier to employment:

- The cost for childcare was often disproportionate to the additional earnings from the increased hours. This was mainly described in relation to school aged children where options are limited to private providers who are expensive. One respondent in particular, who was a lone parent with no family or support network nearby, suggested it would cost around twice as much for after-school care as she would gain in additional earnings. Therefore she felt forced to work in a low paid, zero-hours job as she could work during school hours only.

During 2019/2020 the Community Planning Partners across East Renfrewshire have taken action to reduce the costs of living, including;

Increasing availability of affordable housing

The Council's Housing Department are undertaking an ambitious new build programme 2018-2024 which aims to build 362 new units overall in Barrhead, Newton Mearns, Maidenhill and Malletsheugh. To date 45 units have been completed and 23 of these are aimed specifically at families with a further 206 family homes to be developed. The Housing Department will continue to target the affordable housing to particular vulnerable individuals or groups.

Minimising costs for energy and food

During 2019-2020, the community-led Food Share project continued to provide food parcels to residents within the Dunterlie locality planning area. Using money awarded through Participatory Budgeting, the group provided an average of 30 bags of food per week to local residents in need. The volunteers running this provision advice that a small proportion of the regular attendees were known to be parents, however there is no data available to demonstrate this. A second Food Share project was established in another locality planning areas, Thornliebank, in January 2020 using Scottish Government budget to offset the potential increased demand as a result of Brexit. This service was monthly and provided around 40 bags of food per month to local residents. Anecdotally, a large proportion of these were families however there is a lack of data to demonstrate this. Both Food Share projects were stopped before the end of March 2020 due to Covid-19 and it is unknown at this point if either/both will resume.

At the same point the local humanitarian response to COVID-19 was developed and began to offer a range of supports to vulnerable households – both those financially vulnerable and those isolating. From March, around 1,000 families (approximately 1,350 children) eligible for free school meals began to receive a weekly home delivery of food to provide 5 days of lunches per child. In addition, over 200 financially vulnerable households, began to receive weekly food parcels home delivered from a food hub established by ERC with the support of volunteers. These families also received advice and support required to maximise benefits and were referred for fuel vouchers if required.

Complimenting this support, families in need of shopping and prescription deliveries and welfare calls sought support from a Community Hub established by Voluntary Action East Renfrewshire in partnership with a wide range of community organisations, East Renfrewshire Council and the Health and Social Care Partnership. This would not have been possible without the support of hundreds of local volunteers.

Working to reduce the cost of the school day

During 2019-20 Barrhead High School piloted a breakfast 'Grab n Go' initiative following engagement with Glasgow University on evidence-based interventions to support raising attainment. Free breakfasts of toast and fruit were made available to all pupils in partnership with Greggs and supported by PSA training. Focus groups with young people provided positive feedback with pupils across all stages and demographic groups reporting that they now ate breakfast whereas they didn't before. Additionally, the school noted a positive impact not only on identified young people but also on the health and wellbeing of the wider school population. The school intends to continue with this initiative when in-school learning resumes in August 2020.

East Renfrewshire Education Department has continued to guide schools to use the Standards and Quality report to include an evaluation of the impact of actions, including the use of Pupil Equity Funding (PEF), to improve excellence and equity. The Education Department also incorporated national advice into its PEF guidance and asked schools for 2020-21 to consider actions to reduce the cost of the school day and include these within their Recovery/School Improvement Plan (or PEF Plan where this is separate). This will be complimented by training for school Equalities Coordinators and an information session for Parent Council representatives. These were postponed as a result of Covid-19 school closures but will be resumed in session 2020-21.

Increased uptake of funded early learning and childcare entitlement

During 2019-2020 East Renfrewshire Early Years Services has worked to deliver the expansion of free early learning and childcare from 600 to 1140 hours for every 3 and 4 year old and entitled 2 year old children. This included:

- An increased number of ELC places with the introduction of nursery classes at St Cadoc's Primary School and the new Maidenhill Primary School
- An extended number of ELC funded providers to include childminders
- Continued provision of additional hours of ELC (wraparound) care at the lowest hourly rate across the country (£2.25)
- Provision of free ELC to all 2 year olds living in SIMD areas 1 and 2 on application
- Provision of 1140 hours of ELC as part of our "early adopters" programme for key equity groups, including children living in poverty.

This national and local programme has been impacted by COVID-19 and Scottish Government has taken the decision to delay the implementation until August 2021. However, East Renfrewshire Council has taken steps to deliver 1140 hours to all eligible children from August 2020, so reducing the costs of childcare.

Exploring cost effective transport opportunities

During 2019-2020 we undertook two transport studies with the aim of explaining how we will make East Renfrewshire's transport links more accessible, attractive and seamless. The studies identified evidence of transport poverty through the use of heat maps and by comparing the costs of transport on the west and east side of the authority; the cost and availability of public transport was higher in the least affluent areas.

Currently, the focus of transport is on a local response to make moving around as safe as possible as a result of Covid-19. However, when it is feasible the findings from the transport studies will be incorporated into the local transport strategy and a series of actions will be developed into a local delivery plan.



Future Actions 2020-2021



These actions are as accurate as possible at the time of writing. However, it is important to remember that actions will be subject to review as community planning partners further establish their recovery and renewal plans and once the impact of Covid-19 is more fully understood and priorities ahead are reshaped.

<p>Change required: Increased support to tackle food poverty</p>	<p>What we will do: Provision of food to families via Food Hub; Education and community supports. Establish a partnership group to develop a sustainable community led approach to tackling food poverty Lead: Voluntary Action East Renfrewshire Resources: Within existing resources Target Groups: Low income families</p>	<p>How we will measure progress: - Number of families receiving weekly food deliveries (to Sept 20) - Action plan developed - Number of families supported.</p>
<p>Change required: Increased provision of affordable housing options to vulnerable groups</p>	<p>What we will do: Work with local Housing Associations to consider their allocation policy in line with the priority groups Lead: Housing Department and local Housing Associations Resources: Within existing resources Target Groups: Low income families</p>	<p>How we will measure progress: - Increase in the number of vulnerable families accessing affordable housing provision.</p>
<p>Change required: Reduced energy costs for vulnerable residents</p>	<p>What we will do: Development of advice and guides to support those struggling to manage the costs of their household fuel. Increase access to advice about tackling fuel poverty to those accessing NHS services (in partnership with Home Energy Scotland) Lead: Housing and Economic Development Resources: Within existing resources Target Groups: Workless households, low income households, lone parents</p>	<p>How we will measure progress: - Number of people receiving energy advice - Increase in the number of people with affordable household fuel costs.</p>
<p>Change required: Reduced cost to families of school attendance and participation</p>	<p>What we will do: Pupil Equity Funding guidance to encourage inclusion of planned actions to reduce cost of the school day (April 2020). PEF Reporting guidance for session 2021-22 to encourage reporting on impact of interventions to reduce CoSD. Planned training and information session for school equalities coordinators on CoSD during 2020-21 to include input from MART and discussion of clothing grant and dressing for excellence policy Lead: Education Department Resources: School PEF awards Target Groups: Families in receipt of Free School Meals, other groups of children and young people identified by schools as experiencing poverty-related inequality</p>	<p>How we will measure progress: - Preparation of proposed audit of Cost of the School Day.</p>
<p>Change required: Reduced cost to families of Early Learning and Childcare</p>	<p>What we will do: Deliver 1140 hours of Early Learning and Childcare to all 3 and 4 year olds from August 2020. Identify uptake levels in SIMD 1 and 2 areas and consider targeted promotion to particular families or in particular areas as required Lead: Education Department Resources: Within existing resources Target Groups: Low income families</p>	<p>How we will measure progress: - Increased uptake ELC places in SIMD 1 and 2 areas</p>
<p>Change required: Reduced cost to families of the pregnancy pathway</p>	<p>What we will do: Work in partnership to look at how the cost of attending services during family can be reduced and how families can be supported to reduced costs of purchasing items for a new baby from the learning within this report. Lead: NHS GGC Resources: Within existing resources Target groups: Children <1, other groups</p>	<p>How we will measure progress: - Reduced costs to families during pregnancy.</p>

Child poverty mitigating actions

It should be noted that this report outlines the changes to tackle the three drivers of poverty and therefore reduce the level of child poverty in East Renfrewshire. In addition to this, we recognise the importance of additional actions to mitigate the impact of child poverty. The wider Children's Services planning landscape includes a range of such actions, including under the Children and Young People's Plan 2020-2023 which includes a priority to increase social and economic opportunities.

There are lots of positive examples during 2019-2020, including:

Targeting Pupil Equity Funding to raise the achievement at attainment of children affected by poverty

PEF interventions are varied and wide-ranging but have included:

- Additional staff to provide focused support for individuals or groups of pupils in literacy, numeracy and health and wellbeing. This included a particular focus on interventions and recovery programmes for those who may have gaps in their learning for example Reading Recovery
- Supplementary resources to support literacy, numeracy and health and wellbeing including digital resources
- Promoted posts with staff undertaking work linked to tracking attainment or specific interventions. This includes the monitoring and tracking of progress for pupils, ensuring that pupils receive the support they need and undertaking evaluations to ensure that interventions are effective
- Additional staffing to further develop engagement with parents/carers
- Targeted pre-school morning clubs, study clubs and homework clubs
- Professional development for teachers to build on and improve pedagogical approaches in the classroom
- Continuous professional learning for staff, for example, approaches to teaching reading skills or use of 'Kitbag' to support mental health and wellbeing
- Support for pupils to attend extra-curricular activities such as music or sports events.

Support pupils
to attend
extra-curricular
activities



Targeting health and wellbeing services to the children most likely to be affected by poverty

This includes childsmile home visits offered to all families with newborn children, living in SIMD areas 1 and 2, to provide information on key oral health messages, provision of toothbrushing supplies and support to register and access dental treatment. Through the universal pathway health visiting supports families in a person centered way focusing on family strengths. Additional support will be initiated as required and including routine enquiry about family finances and money worries.

Raising awareness with staff to ensure they are able to identify signs of child poverty and are well informed about referral pathways

Team box talks were delivered to all Health Visitors and School Nurses. In addition, briefings on poverty and support provisions were offered to provide to all Health and Social Care Partnership Children and families teams.



**Supporting
families with
newborns**

Conclusion

East Renfrewshire Community Planning Partnership has continued to keep a strong focus on child poverty and our role in both prevention and mitigation actions. Building on the Year 1 Local Child Poverty Action Report, we have actively engaged with those with lived experience of poverty to inform and drive the required step-change in our area. Further, we have sought to increase the level and quality of data we collect to best identify the priority target groups.

As previously acknowledged, planning of any future actions at this point is challenging under the current climate. At this point, we are not fully aware of what impact Covid-19 will have on the profile of poverty and demand for services other than an expectation that these will increase. We are currently working to establish a data dashboard which will help the Community Planning Partnership to understand the local impact of Covid-19 including the impact it is having on poverty.

Early findings from this work show an increase of 45% in demand for financial assistance, an increase in applications for crisis welfare grants of 93%, and an increase in claims for Council Tax Reduction and Housing Benefit changes of 40%.

The impacts on the economy and labour market are also significant and highlight the challenges ahead. From February to May 2020, the monthly claimant count figure has increased by 142%, equivalent to 4% of the working age population in May compared to 1.7% in February. This is the third highest rate of increase in Scotland.

Up until the first week in July 2020 £8.925m had been paid out in business grants to 766 local businesses and £170,000 in self-employed hardship funds to 85 claimants.

This and other relevant data will support decision making and the areas of focus for recovery and renewal responses.

In the early crisis response stage of Covid-19, we established a Community Planning Partnership Humanitarian Response working group. This group provided, and continues to provide, support to a large number of vulnerable residents across East Renfrewshire as detailed in the Cost of Living chapter. We are proud of our local humanitarian aid approach which has had supporting vulnerable families at the heart of it. As we move to recovery and renewal work, we intend to continue this strong partnership approach and use the positive lessons learned to help us build back better.

Child Poverty will remain a priority in East Renfrewshire and we will continue to monitor and drive step-change to response the immediate, medium and longer term needs of families in our area.

Annex 1: Full profile of East Renfrewshire

Our analysis of the available datasets identifies the scale of child poverty in East Renfrewshire, compared to the benchmarking authorities, and Scotland as a whole. The data profile looks at differences in East Renfrewshire communities. We fully expect this profile to change as data relating to the period from when the pandemic struck becomes available and we will be monitoring this very closely over the coming months.

General

East Renfrewshire has a proportionately large population of children living in the area and a proportionately low level of child poverty in comparison to the national average. However, there is disparity in levels of poverty across the authority; varying from around one in twenty children living in poverty in the more affluent areas, to almost one in three in the less affluent areas.

East Renfrewshire has the highest proportion of children in any local authority in Scotland. And this is expected to grow

East Renfrewshire has a population over 95,500 and this is continually growing and is expected to grow at an average rate of around 600 people a year until 2028. Based upon National Records of Scotland (NRS) figures, this increase will be proportionally, the fourth largest of any local authority in Scotland.

There are 19,525 individuals aged between 0 and 15, this is the highest proportion of children in any local authority in Scotland. One in every five people living in East Renfrewshire is a child.

Migration has a large impact on the population of East Renfrewshire and especially the child population. In 2018/19 nearly 500 more children (0-14) migrated into the area than left, further adding to the number of children in the population. These levels of migration were the highest levels of any local authority.

The proportion of children living in poverty in East Renfrewshire is lower than the Scottish average, and comparable with the family group of Local Government Benchmarking Framework

There are around 3,600 children living poverty within East Renfrewshire. This amounts to 16% of children living in East Renfrewshire. This is lower than the Scottish average and comparable with East Renfrewshire's family group in the Local Government Benchmarking Framework .



**1 in every 5 people
living in East Ren
is a child**

There are fewer young mothers in East Renfrewshire than the Scottish average

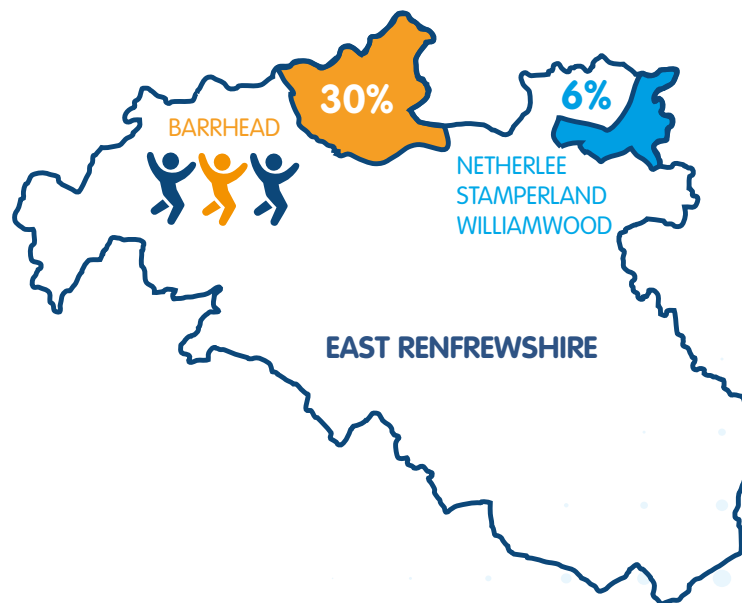
There were 58 children born in 2018 to mothers who were under the age of 25, this accounted for 7% of all births in East Renfrewshire. This was the lowest rate amongst the LGBF group authorities, along with being lower than the Scottish Average of 17%.

The number of lone parent households is predicted to increase in the coming years

Within East Renfrewshire there are over 11,500 households with children. Around 2,200 of these are lone parent households, a priority group highlighted by the Child Poverty Act as being at greater risk of poverty. It is projected that there will be over a 30% increase in the number of lone parent households 2026, which is much higher than the average Scottish increase. It is projected that lone parent households will make up a greater proportion of the households in East Renfrewshire by 2026 growing to 7%.

Within East Renfrewshire there is a large difference in the levels of child poverty by area

Within East Renfrewshire there is a large difference in the levels of child poverty depending on the area. Barrhead ward has the highest rates of child population living in poverty; almost one in three (30%). Netherlee, Stamperland and Williamwood has the lowest rate at 6%.



Income from employment

Generally, residents of East Renfrewshire are economically active, with low unemployment rates and low proportion of workless households. Many living in the area are high earners but they are often travelling outwith the local authority to earn. The main local employment is in the retail and service industry, which is reflected in the average pay for those working in East Renfrewshire.

Unemployment rates and the proportion of workless households are lower in East Renfrewshire than the Scottish average, however we are already seeing a rise in the rate since COVID with further increases anticipated.

There are around 57,000 individuals in East Renfrewshire of working age and 75% of these individuals are economically active. Black and Minority Ethnic groups are less likely to be economically active than East Renfrewshire as a whole, at 71%, but this is higher than the Scottish rate of 64% .

The most recent published unemployment data shows that there are 1,200 people who are unemployed who are of working age, which is the lowest rate of the LGBF groups. There is no reliable data available to identify how many of these households have children living in them, however the Scottish figure is 11.6% and it is assumed that the rate in East Renfrewshire is significantly lower than the Scottish average. The percentage of workless households is lower than the Scottish average however, over a third of children in East Renfrewshire come from mixed households (where a household contains at least one person aged 16 to 64, where at least one person aged 16 and over is in employment and at least one other is either unemployed or inactive), the second highest rate in Scotland. Local knowledge suggests this could be due to a common family dynamic of one high-earner parent and one stay-at-home parent, however there is no data available to evidence this. This type of household could be particularly vulnerable to poverty should their circumstances change, for example a relationship breakdown or loss of employment. This is particularly important in the current climate.

East Renfrewshire residents receive the highest average weekly full time pay in Scotland. However, residents are unlikely to be employed locally as those working in East Renfrewshire have the lowest weekly pay in the benchmarking group, with many workers earning less than the living wage.

The average weekly full time pay of residents in East Renfrewshire is £788, the highest in Scotland, and the average part time pay for residents is £250, which is also the highest in Scotland. However, we recognise that these residents are not employed locally as compared to the other LGBF groups, East Renfrewshire ranks as having the lowest weekly pay for both full time and part time workers. The average weekly pay for those working within the authority for full time workers is £492 and for part time workers is £165. Further, 26% of employees over 18 earn less than the living wage in East Renfrewshire, this is the lowest rate against the LGBF local authorities and is also higher than the Scottish average of 16.9%.

There are 3,700 individuals in East Renfrewshire who have no formal qualifications, this translates to 6.4% of the working age population. This is lower than the Scottish average of 9.8% and is the seventh lowest rate in Scotland .

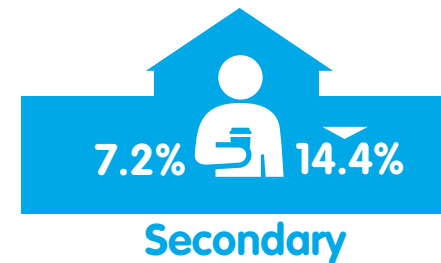
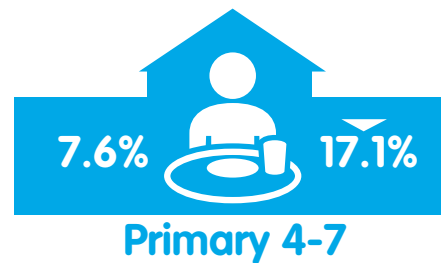
Income from social security and benefits in kind

East Renfrewshire residents are less likely than the Scottish average to receive income from social security and benefits. However, it is believed that this figure has increased as a result of Covid-19 as local suggests that in May 2020 there were 2,300 individuals claiming benefits.

There are 2,096 children in low income families within East Renfrewshire. Of these, 880 children are in families where there is a lone parent. Nearly 1900 individuals are claiming for out-of-work benefits, this rate in East Renfrewshire (3.3%) is lower than the Scottish average of 5.4% and 330 of these claimants were between the ages of 16 and 24. Overall, there are 15,645 children in families that are registered for child benefit, which equates to 65% of all children in East Renfrewshire however this is the lowest proportion of all Scottish local authorities .

Within East Renfrewshire 7.6% of all primary pupils from P4 to P7 were registered for free school meals, this increased from 7.4% in 2016 and is lower than the Scottish average of 17.1%. In secondary schools 7.2% of pupils are registered for free school meals, which is, again, lower than the Scottish average of 14.4%, this figure has reduced steadily every year since 2012 when 9.8% of pupils were receiving free school meals.

East Renfrewshire has a £100 school uniform grant which parents/carers can apply for. We have an automated system to issue this grant each subsequent year without having to reapply. In East Renfrewshire 430 young people receive an Education Maintenance Allowances, across Scotland over 31,000 receive an EMA .



Costs of living

The costs of living in East Renfrewshire are higher than average, particularly in relation to housing costs. Average house prices, average local authority rent and average council tax paid are all comparatively high.

The average house price in East Renfrewshire in 2020 has decreased by 2.7% since 2019 to £215,203. Even though the figure dropped from the previous year, the average house price was still the third highest of Scotland's local authorities behind the City of Edinburgh and East Lothian, with the average house price there being £272,544 and £225,653 respectively.

The average weekly local authority rent for a property in East Renfrewshire is £75.42, which is the 8th highest weekly rent for a Scottish local authority. This average is affected by the proportion of larger properties within the housing stock in the area. Anecdotally, we are aware of a high private rental market across the authority, with associated high weekly costs. However, there is no data available at a local level to evidence this as private rent statistics are broken down into Broad Rental Market Areas, with East Renfrewshire being part of Greater Glasgow.

There are a wide range of activities available to children in East Renfrewshire. On average art, drama and sports activities, run by East Renfrewshire Culture & Leisure, cost £45.50 for a three month class and there are classes that are paid for on arrival, which cost between £3.15 and £5. On average there is a 30% discount in these prices for concessions. There are also a wide range of more expensive privately run activities, and we believe this to be a thriving market, however there is no available data to evidence this.

The Active Schools programme delivered over 7,200 activity sessions in the 2018/19 academic year involving 8,200 individual children in East Renfrewshire. The number of sessions and the number of participants has increased compared to those observed in the previous three academic years.

8th highest weekly rent



Annex 2: Future Actions 2020-2021

Intermediate Outcome

We will know we are making good steps when:

Our contribution

So what we need to achieve is:

Critical Activities

By:

Child poverty in East Renfrewshire is reduced

Improved income from employment for parents

Reviewing council procurement and community benefit processes to maximise focus and contribution to fair work

Establishing a Living Wage Action Group to develop and deliver an action plan to increase the number of local businesses with real Living Wage accreditation

Implementing a local model of the Parental Employability Support programme to increase skills, income, new employment and sustained employment

Mapping, reviewing and promoting in-work support programmes to low income families

Enhanced gains for families from income maximisation and social security

Providing all Parental Employability Support clients with specific budgeting support and better-off calculations

Promoting money advice and support services to parents through educational settings and third sector partners

Delivering poverty training to frontline staff to improve awareness and use of referral process

Reduced costs of living

Increasing support to tackle food poverty

Reviewing housing allocation policies and rental charges to provide more affordable housing to vulnerable groups

Developing household fuel advice and guides to reduce energy costs for vulnerable residents

Enhancing the Pupil Equity Funding reporting to include the impact of interventions to reduce the cost of the school day

Annex 3: Agreed long term objectives for NHSGGC and associated local authorities

NHSGGC and the 6 associated local authorities have agreed the following high level approaches:

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



Contact for further information

Strategic Insight and Communities Team
Corporate and Community Services
Council Headquarters
Eastwood Park
Rouken Glen Road
Giffnock, G46 6UG

0141 577 4011
listening@eastrenfrewshire.gov.uk

