

# Local Child Poverty Action Report

**East Renfrewshire Council & NHS Greater Glasgow & Clyde**

**June 2019**

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.

Across the authority, we have many examples of services doing great work to support employment, promote and administer benefits claims and minimise the essential costs of living. Our next steps must be to ensure these services are working together to provide the most efficient service and identify any gaps in provision.

Furthermore, we acknowledge that many of our services are universally available and not necessarily aimed at families – therefore ensuring services reach the intended priority groups is key to achieving a reduction in child poverty levels. Services are committed to engaging with local parents and carers, in addition to the staff who work with them, to raise awareness of services, encourage take-up and understand if the services provided are fit for their needs. The information gathered from this engagement will be used to influence future service delivery.

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.

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# Executive Statement

The Child Poverty (Scotland) Act 2017 sets out ambitious targets for the Scottish Government to significantly reduce child poverty in Scotland by 2030. There is a need for all local authorities to contribute to the nationwide reduction in poverty.

In East Renfrewshire, we are 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 plans approach also seeks to reduce the inequalities in outcomes between deprived communities and the rest of East Renfrewshire.

We are taking a two-pronged approach to child poverty;

1. We will **tackle the drivers of poverty** to reduce the number of families experiencing poverty
2. We will **reduce the impact of poverty** by providing the appropriate services to support children who are experiencing poverty

*Tackling the drivers of poverty* means increasing the income of parents, both from employment and from social security, and at the same time reduce the essential costs of living. This is a statutory requirement and is monitored through this Local Child Poverty Action Report.

*Reducing the impact of poverty* means ensuring children in poverty are achieving and attaining, their health and wellbeing is improved and that frontline staff recognise the signs of poverty and are able to signpost effectively. This is monitored through the [Fairer East Ren Delivery Plan](#) and the approach we are taking is detailed later in this report. Both aspects should complement each other.

The Local Child Poverty Action Report for East Renfrewshire is led jointly by the Council’s Deputy Chief Executive and the HSCP Chief Officer, and produced in partnership with NHS Greater Glasgow and Clyde. It presents a picture of the variety of activities which are currently being undertaken across the authority, as well as those planned for the future, which have an impact on the drivers of poverty.

There are a number of key successes across East Renfrewshire to date which demonstrate a step change approach to how we work with families;

- We offer advice and support around social security and income maximisation to vulnerable families. We have recently introduced a direct referral process between the health visiting team and the Money Advice and Rights Team, which is the first in the area and recognised as an example of good practice at a health board level. The health visitor is now able to make a referral at the point of contact with the family which reduces administrative time to ensure the appropriate support is provided efficiently.
- We actively promoted financial wellbeing services within immunisation clinics in Eastwood and Barrhead Health Centres. By promoting available support at a universal clinic, we aim to engage with families who could be otherwise unknown to us.

- We are actively working to promote available nursery places to all vulnerable 2 year olds. This included working with the local job centre to identify single parents and inviting them all to a local event where they are able to speak to staff about their entitlement to the nursery provision. We also offer the early adoption of the 1140 hours for vulnerable 3 and 4 year olds. Currently we are working with NHS Greater Glasgow and Clyde to try to establish the eligible families. We then plan to promote these places directly to these families.
- We have introduced a number of initiatives relating to food poverty. Health visitors are now able to provide food bank vouchers directly to families, rather than applying through social work which makes the vouchers more readily available to families in need. Three local family centres are part of the Fare Share Scheme whereby a supermarket provides food for use within the centre as well as for families to take home.
- Recognising the issues around affordable housing in the area, we are creating new affordable housing options for families in the authority; both through local authority building and private developers.
- We created a Universal Credit Implementation Board in anticipation of the introduction of this new benefits system. They focused on communication and training to manage the transition. There is now a Universal Credit working group in place. A Welfare Reform Officer was appointed within Housing Services to support the anticipated impact which Universal Credit could have on rent payment.
- We anticipated a shortfall in Scottish Welfare Funding and managed this by drawing down money from the Welfare Reform budget.

We recognise that there are some areas for development in our approach;

- Not all services working with families and within the community are making full use of the support services such as money advice or employability.
- Many of the actions we have taken are aimed at the whole population and not specifically targeted at families on low incomes. A stronger engagement approach with families could identify whether the services we currently provide are fit for purpose and reaching key families in need.
- There is potential 'hidden poverty' within East Renfrewshire due to the large number of individuals and families using the private rental market. The properties are often not in postcodes recognised as SIMD 1 and 2 postcodes therefore families can be living in poverty but not recognised as such.

The proposed next steps for East Renfrewshire, are:

- To ensure the recent funding awarded from the Poverty and Social Inclusion Bid is utilised to directly target parents on low incomes; supporting them into work, maximising incomes and encouraging early engagement.
- Internal communication work to ensure all those working with families are aware of support services available and promote these as appropriate.
- Expand on the joint working between health visitors and Money Advice and Rights to consider further opportunities to automatically refer at the point of contact with families.
- Engage with families to explore whether the current services are providing the support they need, and identify any gaps in provision.

## Context and challenges

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 new 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 availability of jobs / unemployment levels within the local community. However, employment does not protect families from poverty as there is also widespread in-work poverty; where individuals are employed in lower-quality, lower-paid or reduced hours contracts. We also need to consider the availability of appropriate work, in terms of how far individuals can commute, the type of work individuals can do and employers' flexibility. Further, those in work may not have career progression or development opportunities.

**Income from social security** and benefits in kind can provide support for families at risk of or currently experiencing poverty. Whilst we cannot influence social security policy at a local level, we are able to support families with awareness of and take-up of benefits. We also have a role to play in accessibility to benefits; from supporting applicants to complete application forms, to processing and managing claims. We can also provide information and advice in relation to maximising household income, welfare rights and housing options.

**Reduced costs of living** generally refers to the prices of goods and services considered essential to day-to-day life. This includes housing, energy prices, childcare, transport, food insecurity and the costs of the school day amongst other things. This can also include income maximisation support for families.

Every Child, Every Chance includes a number of national policies which can be implemented locally, such as the new minimum School Clothing Grant, the introduction of the Best Start Grant and the roll-out of the Financial Health Check for Families. The response to some of these, as well as ongoing and new local actions, are detailed in this report. The national delivery plan also identifies a number of priority groups where there is strong evidence that the risk of poverty is higher and asks us to give particular consideration to actions that will support these priority groups. They are:

- 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

## 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.

**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 of nearly 95,000<sup>1</sup> and this is continually growing and is expected to grow at an average rate of over 700 people a year until 2027<sup>2</sup>. Based upon National Records of Scotland (NRS) figures, this increase will be proportionally, the third largest of any local authority in Scotland.

There are 19,029 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 2016/17 nearly 700 more children (0-14) migrated into the area than left<sup>3</sup>, further adding to the number of children in the population. These levels of migration were the highest levels of any local authority.

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<sup>1</sup> ONS mid-year population estimates

<sup>2</sup> NRS 2016-based Population Projections by Council Area in Scotland

<sup>3</sup> NRS Total Migration to or from Scotland

*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 in poverty within East Renfrewshire. This amounts to 16% of children living in East Renfrewshire<sup>4</sup>. This is lower than the Scottish average and comparable with East Renfrewshire's family group in the Local Government Benchmarking Framework<sup>5</sup>.

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

There were 53 children born in 2017 to mothers who were under the age of 25, this accounted for 6% 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 18%<sup>6</sup>

*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<sup>7</sup>, 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%.

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<sup>4</sup> End Child Poverty 2019

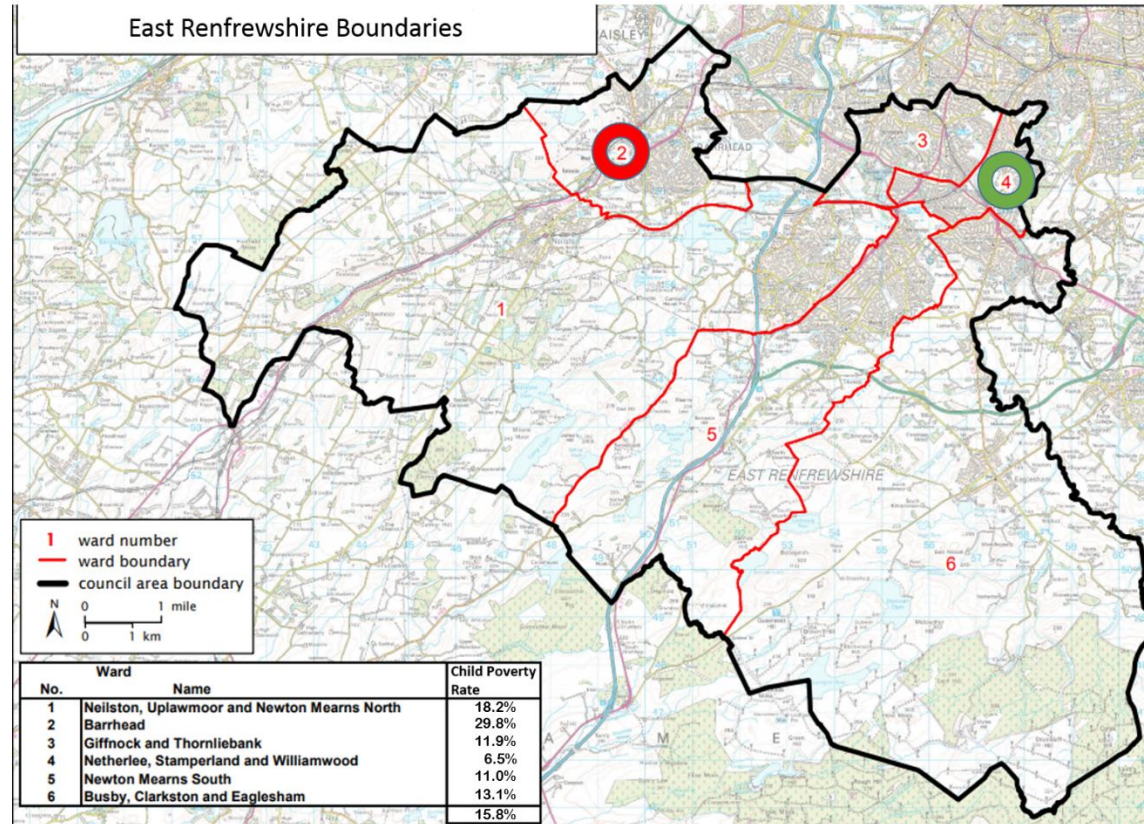
<sup>5</sup> These are local authorities that have similar characteristics, having similar levels of relative deprivation and affluence. These authorities are paired together for comparison over areas such as children, social work and housing.

<sup>6</sup> NRS Vital Events – Births

<sup>7</sup> NRS Household projections for Scotland, 2016-2041

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%.<sup>8</sup>



<sup>8</sup> End Child Poverty 2019

### *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 which is the lowest within its benchmarking group.*

*Unemployment rates and the proportion of workless households are lower in East Renfrewshire than the Scottish average.*

There are over 56,000 individuals in East Renfrewshire of working age and 76% 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 57%<sup>9</sup>.

There are 1,300 people who are unemployed who are of working age, this is the lowest rate of the LGBF groups, and this contributes to there being 12.9% of households in East Renfrewshire being workless (where there is no individual over the age of 16 in the household who is employed). There is no reliable data available to identify how many of these households have children living in them, however the Scottish figure is 11.7%<sup>10</sup> 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<sup>11</sup>. 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.

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<sup>9</sup> ONS Annual Population Survey

<sup>10</sup> ONS Annual Population Survey

<sup>11</sup> ONS Annual Population Survey



*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 £744, the highest in Scotland, and the average part time pay for residents is £232, which is the second highest average 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 £496 and for part time workers is £152.<sup>12</sup> Further, 30% 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 19.4%<sup>13</sup>.

There are 3,100 individuals in East Renfrewshire who have no formal qualifications, this translates to 5.4% of the working age population. This is lower than the Scottish average of 8.7% and is the fifth lowest rate in Scotland<sup>14</sup>.

### *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.*

There are 1,080 children in families that claim income support or jobs seekers allowance within East Renfrewshire. Of these, 860 children are in families where there is a lone parent<sup>15</sup>. Nearly 800 individuals are claiming for out-of-work benefits, this rate in East Renfrewshire (1.4%) is lower than the Scottish average of 3%<sup>16</sup> and 165 of these claimants were between the ages of 16 and 24. Overall, there are 18,805 children in families that are registered for child benefit.

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<sup>17</sup>.

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<sup>12</sup> Annual Survey of Hours and Earnings 2018

<sup>13</sup> Annual Survey of Hours and Earnings Scotland, 2018

<sup>14</sup> ONS Annual Population Survey

<sup>15</sup> HM Revenues & Customs 2018

<sup>16</sup> ONS Claimant Count February 2019

<sup>17</sup> Scottish Government School Meal Census, 2018

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<sup>18</sup>.

### *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 2019 has increased by 3.9% since 2018 to £223,406. This increase was the 11th highest of Scotland's authorities and the average house price was the second most expensive behind the city of Edinburgh, with the average house price there being £260,758<sup>19</sup>. The average weekly local authority rent for a property in East Renfrewshire is £72.41, which is the 8th highest weekly rent for a Scottish local authority<sup>20</sup>. 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.

Overall, the East Renfrewshire had the 12<sup>th</sup> lowest rates for council tax across Scotland across all bandings, however nearly three quarters (73.5%) of East Renfrewshire's houses are classified as being band D or above, the highest proportion in Scotland, with the Scottish average being 40.5%. The average amount of council tax that is paid in East Renfrewshire is £1,609.28, the second highest price paid in Scotland behind East Dunbartonshire<sup>21</sup>.

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<sup>22</sup>. 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 almost 7,000 activity sessions in the 2017/18 academic year involving over 8,000 individual children in East Renfrewshire<sup>23</sup>. The number of sessions and the number of participants has increased compared to those observed in the previous two academic years.

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<sup>18</sup> Scottish Government, Education maintenance allowances

<sup>19</sup> UK House Price Index Scotland, 2019

<sup>20</sup> Housing Revenue Account Statistics 2017-2018

<sup>21</sup> Council Tax by Band 2019-20, Scottish Government

<sup>22</sup> East Renfrewshire Culture and Leisure

<sup>23</sup> Local Authority Active Schools data 2017-2018.

## *Data gaps*

There are a plethora of sources that produce figures and compile data that pertains to issues relating to child poverty. This information helps to gain a greater understanding of the levels of child poverty that exist however, there are still different areas where the available information and data is limited. We recognise that particular data gaps exist around:

- The number of families within the priority groups most likely to be affected by poverty as identified under the statutory duty
- The usage of the different leisure activities for children
- The uptake of the clothing grants that are given out within East Renfrewshire

Furthermore, we have identified gaps in our local data collection methods. We do not routinely collect data from our customers relating to family circumstances, therefore we cannot demonstrate how many families we support through universally provided services such as money advice or employability services.

# Approach

East Renfrewshire's [Community Plan](#) sets out a vision to create an "attractive thriving place to grow up, work, visit, raise a family and enjoy later life". In relation to early years and vulnerable young people, we want to ensure "all children in East Renfrewshire experience a stable and secure childhood and succeed". Within the Community Plan is Fairer East Ren which sets out how we will make East Renfrewshire fairer, with fewer inequalities. Here the key focus is "the impact of child poverty is reduced" and this is led by the Improving Outcomes for Children and Young People Partnership.

Children's services planning takes place within the wider context of community planning and decision making in East Renfrewshire and as such "[Getting it right with you](#)", our children's services plan, is one of the main delivery vehicles for the achievement of the children and young people's outcomes within the Local Outcome Improvement Plan. *Getting it right with you* includes a focus on reducing inequalities and the impact of them on children and families, especially those residing in our more deprived communities.

The strategic basis above, provided a solid foundation for the Local Child Poverty Action Report. However, it was noted that none of these plans specifically address the drivers of poverty which is required under the new statutory reporting obligation. In order to gather the context and evidence of the activities which address the drivers of poverty we worked with a range of partners and stakeholders including;

- East Renfrewshire Council: Education and Early Years, Adult Learning, Benefits administration, Housing Services, Money advice and rights team, Human Resources, Employability services, Young Persons Services
- East Renfrewshire Health and Social Care Partnership: Children's Services including Health Visitors and Family First, Family Nurse Partnership, Commissioning Team.
- Skills Development Scotland
- West College
- Voluntary Action East Ren
- East Renfrewshire Carers Centre

This process focused on the 3 key drivers of poverty and considered the impact their work had on each. Data gathered through this process was collated and links between services were identified.

We also worked in partnership with NHS Greater Glasgow and Clyde at a Board level. In December 2017, NHS Greater Glasgow and Clyde established a pan-GGC child poverty action co-ordination network. The network is chaired by NHSGGC's Lead for Child Poverty and involves senior maternity and children services staff, child poverty representatives from each of the health board's six partner local authorities and health and social care partnerships, Glasgow's Child Poverty Co-ordinator and representation from the Glasgow Centre for Population Health. The network links into NHS GGC's Maternal and Child Health Strategy, Health and Employment, HR and Equalities and Financial Inclusion committees and reports to the Board Public Health subcommittee.

## Actions Taken in 2018/19

Below is a breakdown of the activities which have taken place in the last year in East Renfrewshire which impact on one or more of the poverty drivers. Most of these actions are focused on reducing poverty between now and 2030 by supporting those currently in or at risk of poverty. Other activities, such as those aimed at employability skills for young people, will potentially have a longer term preventative outcome.

Overall, a range of actions have been delivered in East Renfrewshire either with a universal focus, focused specifically on families or further targeted to families on low incomes, including the priority groups.

There has been no specific monetary resource allocated to the child poverty agenda. All actions noted below have been delivered within existing, mainstream budgets.

Actions to increase income from employment						
	Action taken in 2018-2019	Poverty driver(s)	Partners involved	Priority Groups	Measure of impact	Timeframe
1.1	East Renfrewshire Council pays the Living Wage as a supplement to employees who receive under the threshold.	Income from employment	HR	All	All employees on lowest grades receiving the supplement	2018/2019
1.2	East Renfrewshire Council provides and promotes family friendly working policies and opportunities. This includes the offer of flexible working for all employees. This also includes a flexitime system applicable to many employees	Income from employment	HR CMT	All	TBC	Ongoing
1.3	East Renfrewshire Council and NHSGGC provides a comprehensive corporate training plan and training budget to support in-work progression for all staff. Further, we have a Performance Development Review process available to all employees to identify training needs and development opportunities.	Income from employment	HR	All	TBC	Ongoing

1.4	NHS GGC's employability lead has promoted NHS career opportunities to schools, colleges, community job fairs and JobcentrePlus staff and employability advisors across GGC.	Income from employment	NHS GGC	All	Number of events delivered across NHSGGC	2018/2019
1.5	East Renfrewshire utilises the Skills Development Scotland Data Hub to make intelligent use of data to target and support young people. This is a tool which collates information from a range of sources and uses it to target career information and advice as well as develop young workforce services. The Education Department is a strong advocate of the Data Hub in terms of its use and benefits. School and career staff have made use of Data Hub reports to identify opportunities, employers and speakers, tailored group work and monthly meetings	Income from employment	Education Scotland ERC Education Department Skills Development Scotland Developing Young Workforce Team SAAS	All	Initial school leaver data status	Ongoing
1.6	Adult Learning Services work with West College Scotland to provide accredited courses to parents and carers in the area. Adult Learning gather data about the demand for courses via family centres and their own contacts, then work in partnership with a lecturer to run the courses in a community venue.  These courses can provide a step into college by providing an opportunity to study locally as well as an opportunity to ask questions and receive practical advice from lecturers.	Income from employment	Adult Learning West College ER Leisure and Culture Trust	All	Number of parents completing accredited courses	2018/2019
1.7	We provide a comprehensive range of employability services to all residents in East Renfrewshire through a wide variety of organisations. We support individuals from pre-employability right through to in-work.  Work East Ren adhere to the 5 stage employability pipeline to support individuals from initial engagement assessment to	Income from employment	Work East Ren Business Gateway Skills Development Scotland	All	Number of clients supported	Ongoing

	<p>needs assessment to vocational activity to employer engagement and job matching to in work support.</p> <p>Business Gateway offer business planning advice, consultancy and expert help to those thinking of starting a business, new start-ups and growing businesses and third sector organisations across the authority.</p> <p>Skills Development Scotland provide individual an online careers service available for all resident of East Renfrewshire. This allows individuals to understand their strengths and identify routes for development. This supports people in education, in employment and who are unemployed.</p> <p>From data held, it is not possible to identify how many of those supported are parents.</p>		<p>Local business community ER Chamber of Commerce Business Improvement Districts</p>			
1.8	<p>Employment opportunities are being created through the Glasgow City Deal. Work East Ren are monitoring this to link to their existing clients as well as considering future opportunities when supporting customers to become job ready. There is a Community Benefit aspect to the City Deal to promote local jobs to local people.</p>	<p>Income from employment</p>	<p>Work East Ren Glasgow City Deal</p>	<p>All</p>	<p>Number of local jobs created</p>	

Actions to increase income from social security and benefits

	Action taken in 2018-2019	Poverty driver(s)	Partners involved	Priority Groups	Measure of impact	Timeframe
2.1	<p>In February 2019 East Renfrewshire drew down £50,000 from Welfare Reform contingency resources to cover a projected shortfall in Scottish Welfare Fund funding.</p> <p>Between April and December 2018, there were 242 Community Care Grants, averaging £887 each and 344 Crisis Grants, averaging £74 each. This included 154 households with children. Based on projections of the expected shortfall a contingency was made available to accommodate the demand.</p>	Income from social security	Money Advice and Rights Team Housing Services HSPC (Social work) Citizens Advice Bureau	All	Budget available to cover all applicable grant applications	2018/2019
2.2	<p>In Spring 2018 East Renfrewshire set up a Universal Credit Implementation Board in anticipation of UC introduction in September 2018. This included a number of different work streams including communications and training.</p> <p>The Communications group managed external communications including bus stops, local press and social media.</p> <p>Internally, the training team worked to ensure all customer-facing staff were aware of the changes and present a consistent message to all customers.</p> <p>There is now a core UC working group which meets monthly to assess the operational impact on services and future planning.</p>	Income from social security	DWP and Job Centre Plus Money Advice and Rights Team Adult Learning Housing Associations HSPC (Social work and Health Visitors) Education	All, particularly lone parents and those with 3 or more children	Successful transition to Universal Credit. Monthly evaluation by working group	2018/2019



Actions to increase reduce costs of living						
	Action taken in 2018-2019	Poverty driver(s)	Partners involved	Priority Groups	Measure of impact	Timeframe
3.1	<p>Work is ongoing to identify the vulnerable 2 year olds across East Renfrewshire and to encourage uptake of the nursery places available to them. We are working with NHS Greater Glasgow and Clyde to identify the numbers and identities of eligible children. There are a number of promotional initiatives targeting SIMD 1, 2 and 3 areas.</p> <p>This included a family fun day with application forms available and staff on hand to provide support if required. The local Job Centre sent a targeted mailing to all known lone parents in the area to promote this.</p>	Costs of living	NHS Greater Glasgow & Clyde Early Years Education DWP	All, particularly lone parents	Number of eligible 2 year olds taking up a nursery place	2018/2019
3.2	East Renfrewshire has introduced early adoption of the increased nursery allocation for the most vulnerable three and four year olds. There are currently 100 children accessing the 1140 hours annually in four different nurseries.	Costs of living	Early Years Education DWP / Job Centre	All, particularly lone parents	Number of allocated places taken up	2018/2019
3.3	<p>The Pupil Equity Fund spending has reported a range of actions across all schools to achieve equity in education with a particular focus on closing the poverty-related attainment gap. These include targeted breakfast clubs, study clubs and homework clubs; support for pupils to attend extra-curricular activities; and supplementary classroom resources. In addition, schools offer free sanitary products, some provide new or recycled school uniform, ensure school trips have minimised costs and pupils are supported to participate at reduced or no cost and ensure charity events do not impose pressure to pay.</p> <p>The National Child Poverty Action Group delivered training around the Cost of the School Day to Equalities Champions across all schools Further training has been delivered to staff and</p>	Costs of living	Education Back to School Bank charity Parent Councils National CPAG	All	School Pupil Equity Fund Spending reports	2018/2019

	parents at the school to raise awareness of the Cost of the School Day.					
3.4	Health Visitors now have the authority to distribute food vouchers to families who are raising issues around hunger or food poverty. This was previously the responsibility of social work only which potentially limited the reach. As a universal service, health visitor distribution provides a more inclusive approach to distribution of the vouchers.	Costs of living	HSPC (Health Visitors and Social Work) Food bank	All families, particularly those with children under 1 and those with a member of the household who has additional support needs	Increase in food voucher distribution to families not known to social work	2018/2019
3.5	A number of family centres and schools in East Renfrewshire are part of the Fare Share food recycling initiative in partnership with Tesco. Each takes regular deliveries of food and uses as appropriate for the families they engage with. This could be to support cookery classes, to provide healthy snacks or to provide food parcels to families.	Costs of living	Education Tesco	All	Number of food parcels and snacks provided to children and families. Increase in delivery of cookery classes or similar to families in more deprived localities.	2018/2019
3.6	East Renfrewshire Council is building new affordable housing properties for the first time as a local authority.  13 units were completed and available for let in February 2019. Of these, 4 units are 3 bed family homes and 9 are amenity flats which have been built to accommodate wheelchair access.	Costs of living	Environmental Services Contractors	Families with 3 or more children (3 bed houses)  Those with a member of	Number of properties completed within the timeframe.	2018/2019

	<p>All homes have been built to Greener Standards to ensure the insulation, windows, heating and ventilation are designed to be efficient and keep energy costs as low as possible.</p> <p>Full details are set out in the <a href="#">Local Housing Strategy</a></p>			the household who has additional support needs(amenity flats)	Number of properties let as affordable housing to families most in need.	
3.7	<p>1 FTE Welfare Reform Officer (2 x PT posts) was employed in summer 2018 on a temporary basis. The role was specifically to offer support around rent collection and arrears in anticipation of concerns about the impact of Universal Credit on rent payment.</p>	Costs of living	Housing HSCP (Social work)	All, particularly lone parents and those where a member of the household has additional support needs	Number of tenants supported. No significant change on rent arrears following introduction of Universal Credit	2018/2019

Actions which impact two or more drivers						
	Action taken in 2018-2019	Poverty driver(s)	Partners involved	Priority Groups	Measure of impact	Timeframe
4.1	<p>1 FTE Financial Wellbeing Officer (in MART team) employed on a temporary basis. The purpose of this role is to look at prevention and education work. This includes promotional work in immunisation clinics and on social media to raise awareness of services provided by the council and external partners to support financial wellbeing.</p>	Costs of living / income from social security	<p>Money Advice and Rights Team</p> <p>Home Energy Scotland Prevention Team</p> <p>HSCP (Health Visitors)</p>	All, particularly those with a child aged under 1	<p>Increase in referrals to Money Advice and Rights Team.</p> <p>Increase in hits/likes/shares on social media</p>	2018/2019

4.2	In February 2019 Health Visitors introduced an automated system to allow direct referrals to the Money Advice and Rights team when a family expresses concern about financial wellbeing. This is done during the visit which reduces time and administrative delays in supporting the families.	All	HSCP (Health visitors) Money Advice and Rights Team	All	Number of referrals to MART. MART Welfare Rights Advice Indicators analysed by parental status	2018/2019
4.3	The Family First team works with vulnerable families to build capacity, provide support and signpost to other services. This can include issues around employment and training, benefit claims, managing a household budget, childcare and energy tariffs.	All	Money Advice and Rights Team Work East Ren Citizens Advice Bureau	All	Number of families supported	Ongoing
4.4	In 2018 NHS Greater Glasgow and Clyde reviewed and refreshed the Healthier Wealthier Children intervention that originated in 2010, and is now recommended across Scotland as set out in <i>Every Child, Every Chance</i> . NHSGGC provided East Renfrewshire with around £2,500 from Healthier Wealthier Children fund which was used to support money advice staff to attend immunisation clinics. East Renfrewshire recognised the value of this function and provided funding to create an embedded role to continue this work. East Renfrewshire promoted the new Best Start Grant during November and December 2018 through social media, with a reach of over 80,000 people. A money advice service continues to be provided to families in the Royal Hospital for Children with average annual income gains of over £8,000 per family eligible for financial support.	Income from social security / costs of living	NHS GGC	All, particularly pregnant women and those with a child under 1	Increase in reach of promotional campaigns leading to increased uptake of eligible benefits. Increase average income gains per family.	2018/2019
4.5	The Family Nurse Partnership offers intensive support to mums aged 19 or under. This involves engaging with the young mums during pregnancy through a mixture of weekly and fortnightly	All	Skills Development Scotland	Pregnant women, young mums aged	Routine data collection to track outcomes	Ongoing

	<p>home visits. The Family Nurses support the young mums with a variety of issues such as claiming benefits, housing options, managing a household budget, training, employability and CV writing skills. The role of the Family Nurse is to support the young mum with these aspects but with a continuous encouragement towards self-efficacy.</p>		<p>Local colleges Education HSCP (Family First) DWP and Job Centre Plus Housing Money Advice and Rights Team</p>	<p>under 25 years, parents with children under 1</p>	<p>regarding benefits that are being claimed employment destinations, and education destinations at 6 monthly intervals from birth until 2 years of age.</p>	
4.6	<p>The Youth Services Team provides a service for young mums, aged 25 years and under. This is offered to mums from pregnancy until their baby turns one. There are weekly support groups as well as 1-to-1 support being offered where necessary. The group sessions are largely focused around developing parenting skills and establishing a bond with their baby and understanding nurture. The mums are also offered advice and signposting in relation to benefits, financial support and employability. Partner agencies also attend the group and provide advice and support around training and employment.</p>	All	<p>Skills Development Scotland Financial services Education Maternity Services</p>	<p>Pregnant women, young mums aged under 25 years, parents with children under 1</p>	<p>Quality framework paperwork</p>	Ongoing

## Planned Actions for 2019/20

As outlined previously, we are taking a two-pronged approach to child poverty in East Renfrewshire;

1. We will **tackle the drivers of poverty** to reduce the number of families experiencing poverty
2. We will **reduce the impact of poverty** by providing the appropriate services to support children who are experiencing poverty

We have identified the necessary critical activities within each and have outlined them in the diagrams below.

Diagram 1 shows the activities which will tackle the drivers of poverty by increasing income from employment and social security, and reducing the costs of living. The details of these activities are included in Annex 1.

Diagram 2 shows the activities which will reduce the impact of poverty by ensuring children in poverty are achieving and attaining, have improved health and wellbeing and that staff recognise the signs of poverty and can signpost effectively.

Diagram 1

### Local Child Poverty Action Report: reducing child poverty by tackling the drivers of poverty

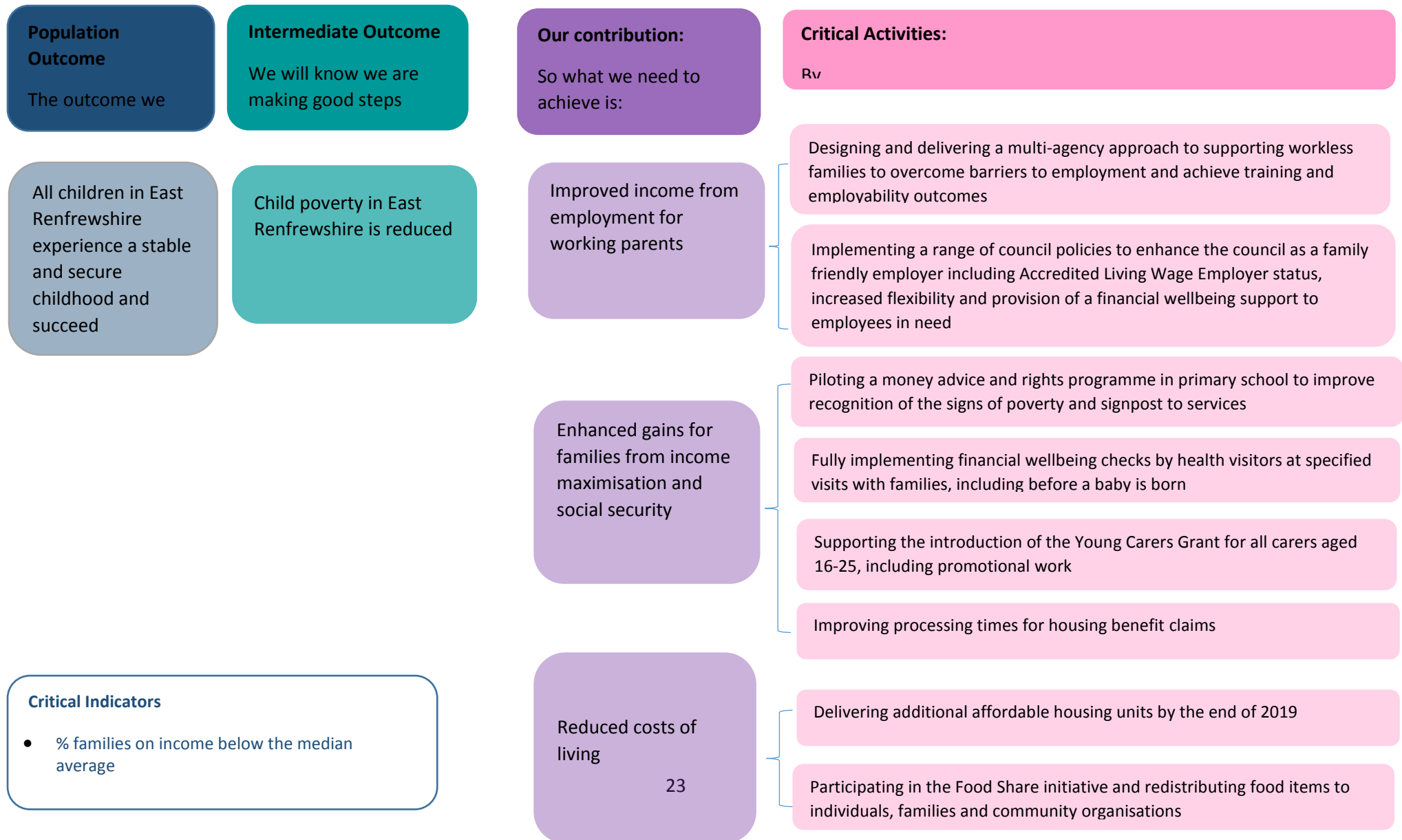
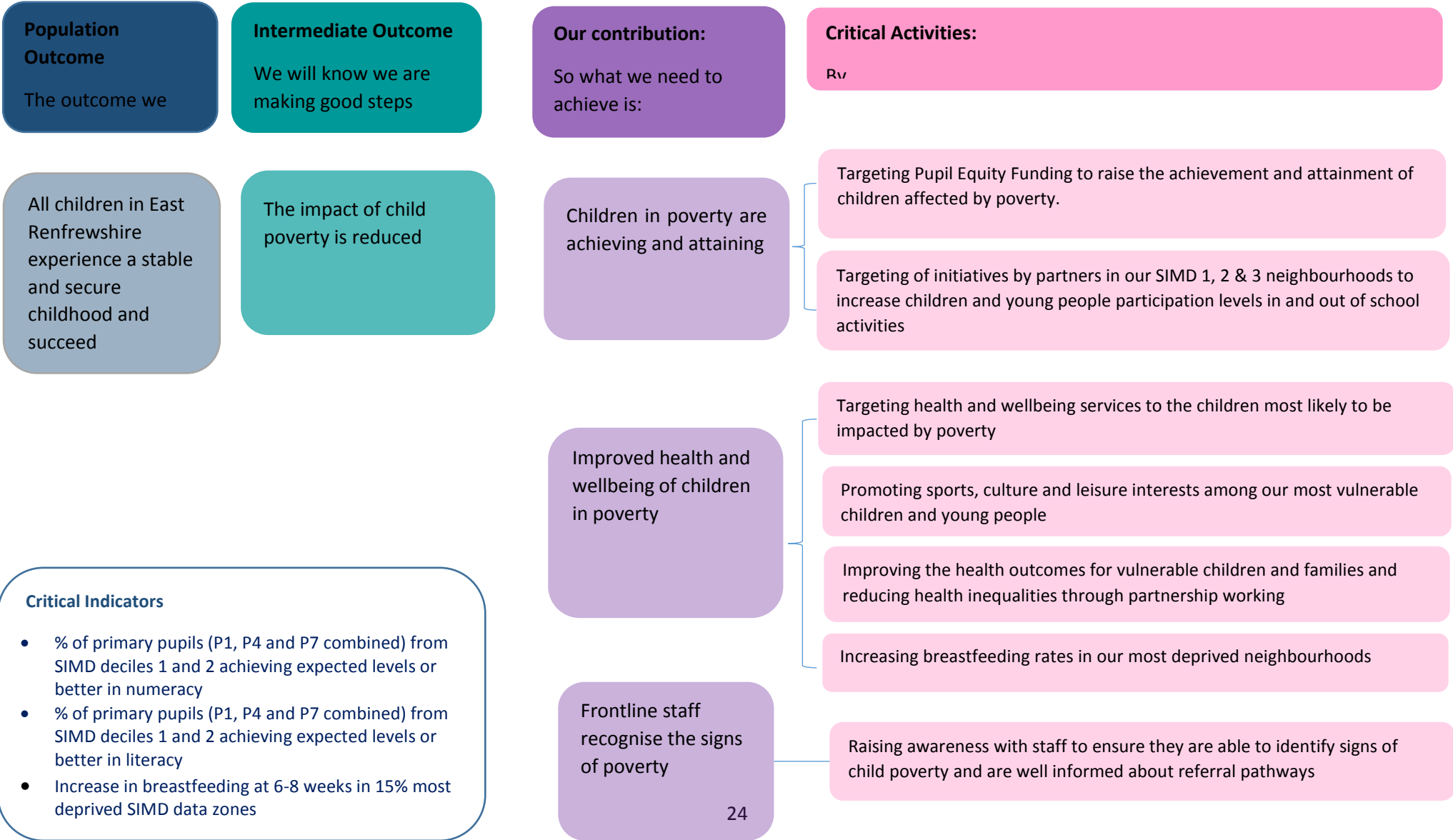


Diagram 2

Fairer East Ren Delivery Plan: reducing the impact of child poverty





## Monitoring and Evaluation

The 2030 government targets set out in the Child Poverty Act will take time to achieve and there are a number of wider contextual factors, such as UK Government welfare reform and socio-economic changes, which have a large influence on child poverty but which are out with our control and cannot be monitored at a local level. We will continue to monitor the outcomes of our local activities to evidence how they are making a positive impact, even if there is little or no positive change in longer-term targets. We will continue to monitor and report indicators through existing local arrangements for our Community Plan, Children's Services Plan and elsewhere. We recognise the cross cutting nature of the work to tackle the drivers of poverty and acknowledge the strong links with the Fairer East Ren delivery plans; particularly 'Reducing the impact of child poverty', 'Improved employability', 'Moving around' and 'Improving positive mental health and wellbeing'. We intend to monitor and progress this work alongside Fairer East Ren delivery plans. The CPP Performance and Accountability Review will receive 6-monthly progress updates and they will act as the scrutinising body for the work. It is intended that in future years the monitoring and reporting will be embedded; the options for this will be explored and agreed with the Strategic Leads.

### Local needs, Reach and Contributions to Outcomes

Many of the employability and money advice services across East Renfrewshire currently are aimed at the whole population and not specifically targeted at families. We recognise this as an area to develop in future and will explore options around these services making closer links with families. Currently, we do not collect data which allows us to identify if customers using services have dependent children or not. We acknowledge that this is a data gap and prohibits us from monitoring if services may be having an influence on child poverty. We intend to address this through more robust data collection in future within particular services such as Money Advice and Rights and employability services. We will use our data to better understand client circumstances and better target our services.

There are a number of services which work with the families most at risk of poverty such as Family First and the Family Nurse Partnership. These services work with families in a holistic way which includes support around finances, employment and poverty. This support is generally based on staff experience and staff training provided by other services such as Money Advice and Rights. Staff working with these vulnerable families will provide support for general issues around benefits, employment and budgeting; however where the issues are complex they will normally signpost to partner services with specialist knowledge.

Furthermore, we have services who are dealing with families universally such as early years, health visiting and education. All of these services work directly with families who do not necessarily present as vulnerable, therefore the work to target the drivers of poverty is limited. Services operating within SIMD 1-3 areas generally show an acknowledgement of the potential additional needs of their families and take cognisance of the fact that they may be impacted by poverty. However, as mentioned previously, there is anecdotal evidence that the private rental market in East Renfrewshire is such that many vulnerable families are living in postcodes which are not in the SIMD 1-3 areas and therefore could be considered as hidden.

## Annex 1: Actions planned for 2019/2020

Increase income from employment		Partners involved	Priority Groups	Measure of impact	Resources
Designing and delivering a multi-agency approach to supporting workless families to overcome barriers to employment and achieve training and employability outcomes	<p>East Renfrewshire has submitted a Poverty and Social Inclusion Bid to combat poverty and improve employability. One of the strategic aims is to increase the number of disadvantaged participants from workless, lone parent and low income households through positive employment or training outcomes. We have verbal confirmation that the bid was successful and are currently awaiting the funding. This will start in spring 2019 and run until December 2022.</p> <p>This will involve employing 6 members of staff including a money advisor, youth worker, community worker and fuel poverty worker. We are awaiting confirmation from the government at this time.</p>	<p>Work East Ren                      Money Advice and Rights                      HSCP                      Schools                      Early Years Centres                      Criminal Justice Service                      Drug &amp; Alcohol Teams                      DWP                      Housing Services</p>	All, particularly lone parents	Providing support to the most disengaged from the labour market	<p>European Structural Fund                      Grant plus match funding                      Staff</p>
Implementing a range of council policies to enhance the council as a family friendly employer including Accredited Living Wage Employer status, increased flexibility and provision of financial wellbeing services.	East Renfrewshire Council is to become an Accredited Living Wage Employer. (Currently Living Wage paid as a supplement only)	East Renfrewshire CMT	All	Accreditation gained	Staff
	East Renfrewshire Council will look to increase flexibility and provide financial wellbeing support to employees in need.	HR CMT	All	More staff working flexibly. Reduced number of staff sick days due to money related stress	Staff

Increase income from social security and benefits		Partners involved	Priority Groups	Measure of impact	Resources
Piloting a money advice and rights programme in primary school to improve recognition of the signs of poverty and signpost to services	<p>A money advice and rights programme is being piloted in one primary school. There are three facets to this:</p> <ol style="list-style-type: none"> <li>1. Money and rights support will be provided for all staff at the school in relation to their own financial wellbeing.</li> <li>2. Teaching and teaching assistant staff will be trained to recognise the signs of poverty and how to signpost to support services.</li> <li>3. Primary 6 and 7 pupils will be involved in budgeting workshops with a focus on managing a household budget.</li> </ol> <p>If this is successful, it will be run in another primary school and then a secondary school.</p>	Education Money Advice and Rights	All	Pilot evaluated to measure success and consider further roll-out	Staff
Fully implementing financial wellbeing checks by midwives and health visitors at specified visits with families, including before a baby is born	NHSGGC will develop a prompt for midwives at 22 week antenatal appointment to assess money worries and question on money worries in Royal Hospital for Children Admission documentation. Health visitors in East Renfrewshire will be following the Universal Pathway. This will make it standard operating practice for health visitors to discuss financial wellbeing at a number of specified visits with all families, including before a baby is born.	NHSGGC HSCP (Health visitors) Money Advice and Rights	All, specifically those with a child under 1, pregnant mothers	Numbers of referrals from midwives. Number of HV visits at key pathway times	Staff
Supporting the introduction of the Young Carers Grant for all carers aged 16-25, including promotional work	In September 2019 the Young Carers Grant will be introduced for all carers aged over 16 years. East Renfrewshire Carers Centre has planned promotional work later this year to ensure this is well publicised to young carers. They will work in partnership with the Money Advice and Rights Team.	DWP Benefits teams Money Advice and Rights Team	Those with a member of the household who has additional support needs	Successful promotional campaign. Reach of social media posts	Staff Resources in kind

Improving processing times for housing benefit claims	We are undertaking process mapping of Housing Benefit claims to understand the end to end timeline. There will be a review of how new claims are processed as well as change in circumstances. The aim is to ensure the service is delivered as efficiently as possible in future. We will employ 1 FTE Service Improvement Officer – one of their roles will be to undertake this review and improve KPI reporting.	Housing Customer First Money Advice and Rights Team Benefits	All, particularly those with 3 or more children	Reaching KPI targets to process claims	Staff
Reduce costs of living		Partners involved	Priority Groups	Measure of impact	Resources
Delivering additional affordable housing units by the end of 2019	Affordable Housing: East Renfrewshire Council has commenced building work on over 30 additional units which will be available by the end of 2019. A private developer is also building new homes and this will include a number of affordable housing units. East Renfrewshire Council have provided criteria to the developer to identify who would be applicable for purchasing these affordable properties.	Housing Developer (Bellway Homes)	All, particularly lone parents, those with 3 or more children and those where a member of the household has additional support needs	Number of properties completed Number of properties let / sold	Approximately £3million

<p>Participating in the Food Share initiative to redistribute food items to individuals, families and community organisations</p>	<p>Dunterlie Resource Centre has signed up to West of Scotland food poverty initiative as a community lead volunteer group. We will take delivery of excess warehouse food and redistribute them socially through the community venue. Items can be collected by individuals/families or used by local partners with kitchen facilities to cook and share. Social work and health visitor colleagues are being briefed about the scheme to raise awareness with the families they work with. Money Advice and Rights Team are working with Voluntary Action and other local charities to encourage other areas to duplicate the model.</p>	<p>Food Share Dunterlie Resource Centre HSCP (Criminal Justice, Social Work and Health Visitors) Money Advice and Rights Team Voluntary Action East Ren</p>	<p>All</p>	<p>Monitor numbers of users Monitor number of centres/places holding stock</p>	<p>Annual fee £2,000 Volunteer time Hall hire</p>
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