

CONTENTS

EXECUTIVE SUMMARY	3
Measures of progress: Critical indicators	5
LOCAL STRATEGIC CONTEXT	6
NATIONAL CONTEXT	7
CHILDREN AND YOUNG PEOPLE IN EAST RENFREWSHIRE	8
General	8
Child Poverty	9
CHAPTER 1: EMPLOYMENT	12
What we know about income from employment	12
What action we have taken	14
CHAPTER 2: SOCIAL SECURITY	17
What we know about income from social security	17
What action we have taken	19
CHAPTER 3: COSTS OF LIVING	21
What we know about costs of living	21
What action we have taken	22
MITIGATING THE IMPACTS OF POVERTY	27
CONCLUSION & FUTURE ACTIONS	30
2023-2024 ACTIONS	31
FOOTNOTES	32

EXECUTIVE SUMMARY

- East Renfrewshire has the highest proportion of children in any local authority in Scotland and has more than double the average amount of large families
- Child poverty estimates across Scotland have increased over the past year. In East Renfrewshire, we have seen an increase from 12.8% to 14.4% (3,288 children)
- East Renfrewshire remains the lowest rate of child poverty in Scotland
- Child poverty estimates vary across the authority with the highest rates in parts of Barrhead, Neilston,
 Mearns and Thornliebank
- Around half of the children living in poverty are in lone parent households
- One third of those living in poverty are in workless households; the other two thirds have at least one working adult in the household
- Between April 2022 and March 2023, we have taken action to tackle each of the three drivers of poverty; income from employment, income from social security and costs of living.



EMPLOYMENT

Local Indicators:



Increase in Living Wage Employers



Unemployment levels remain static



Number of 16-19-year-olds in work, training or employment remains static

Local Actions:

- Encourage Living Wage accreditations
- Support parents in the workplace, train and gain progression
- Use participatory budgeting to design employability programmes
- Implement a new Parental Transition Fund and Best Start, Bright Futures programme

SOCIAL SECURITY

Local Indicators:



Uptake of Free School Meals & Clothing Grants



Increase in number of families accessing financial advice



Increase in Scottish Welfare Fund applications

Local Actions:

- Offer financial inclusion support to all parents receiving employability support
- Provide financial wellbeing support in schools including parents, carers and staff
- Increase affordable credit options
- Make use of data to best target supports to eligible families

COST OF LIVING

Local Indicators:



Fuel poverty remains static but is expected to worsen



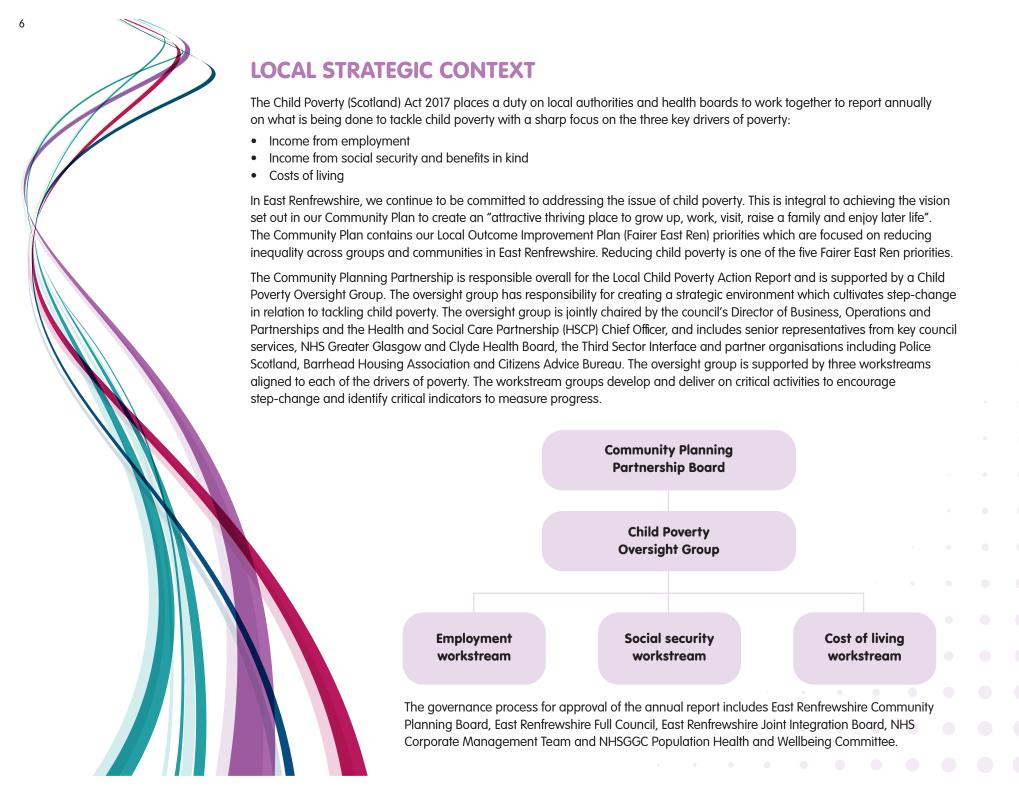
All 3- & 4-year-olds registered for funded Early Learning & Childcare

Local Actions:

- Reduce energy costs
- Increase affordable housing options
- Reduce the cost of school attendance and participation
- Reduce the cost of Childcare
- Reduce the cost of the pregnancy pathway.

Measures of progress: Critical indicators

Indicator	Measure and source	Previous data		Current data	
Children living in poverty	Percentage of children living in poverty (after housing costs) in East Renfrewshire: End Child Poverty	15.8% 3,649 children (19/20)	12.8% 3,064 children (20/21)	14.4% 3,288 children (21/22)	
Real Living Wage employers in East Renfrewshire	Number of real Living Wage accredited employers: Living Wage Scotland	16 (2020)	23 (2021)	34 (2022)	
Working age unemployment level	Percentage of economically inactive residents aged 16 – 64 years: NOMIS	23.3% (2020)	27.6% (2021)	20.5% (2022)	
Children and young people participation level	Percentage of 16-19 year olds participating in learning, training or employment: SDS Annual Participation Measure Report	96.7% (2020)	97.2% (2021)	97% (2022)	
Free School Meal uptake at primary level as a result of low-income	Percentage of primary school pupils who access FSM payment during holiday period as proportion of school roll: Local data	No available data	9.3% 874 pupils (Dec 2021)	8.4% 792 pupils (Dec 2022)	
Access to financial wellbeing advice	Number of families accessing MART financial wellbeing advice: Local data	1318 (20/21)	1232 (21/22)	1521 (22/23)	
Fuel poverty	Percentage of households spending 10% or more of their net income on fuel costs and their remaining income is insufficient to maintain an acceptable standard of living: Scottish House Condition Survey	13% (2017)	13% (2018)	13% (2019)	
Uptake of funded early learning and childcare entitlement	Percentage of 3 & 4 year olds registered for funded early learning and childcare: Scottish Government Schools Statistics	95% (2020)	100% (2021)	100% (2022)	



NATIONAL CONTEXT

In September 2022, the **Accounts Commission** published a briefing report on Tackling Child Poverty. In its 'Key Messages', the report highlighted the challenges in demonstrating a clear shift in preventing child poverty and reporting on success in delivering action against child poverty targets.

The report acknowledged that responsibilities for tackling child poverty sit at all levels of government, with the Scottish Government's second child poverty delivery plan, 'Best Start, Bright Futures' published in March 2022 setting out a more joined-up approach.

There were calls in the paper for more detailed joint planning between the Scottish Government and local government to deliver key actions and evaluate impact, with the lived experience of children and families living in poverty put firmly at the heart of any emerging plans. Gaps in data were also highlighted as a key challenge as was the impact of the current cost of living crisis on progress towards targets.

The Improvement Service hosts the National Co-ordinator for Local Child Poverty Action Reports and the UNCRC Project Officer. Further details on national and local approaches to child poverty can be found here.

The Improvement Service have informally analysed the Year 4 (last year's) reports and concluded:

- There is evidence of dedication and commitment across the country, including around promoting a dignified approach
 to tackling child poverty
- LCPARs demonstrate an increasingly strategic approach to child poverty now, but there are concerns that small authorities' time is being taken up servicing the national LCPAR reporting requirements rather than 'doing'
- There are an increasingly wide range of levers being used to tackle child poverty. What is less clear is how child poverty is considered in relation to 'enablers' such as transport, housing and economic development. There is a need to ensure we are applying a child poverty lens to those areas
- There is a need to consider the impact of budget cuts on child poverty and lobby for better co-ordination of the various funding pots coming through and the cliff-edge that temporary funding presents
- Partnerships have further work to do to understand and be responsive to need. Better use of data and joining up methods should be priorities for evidence based decision-making
- There has been an evolution of partnership working on child poverty but there is more to be done to ensure truly shared activities and outcomes and leverage one another's resources for shared outcomes
- There is still progress to be made in terms of how we understand the impact of our action on child poverty.

 The reports would benefit from consistency in meaningful outcomes and indicators and monitoring and evaluation.



ACCOUNTS COMMISSION

AUDITORGENERAL





CHILDREN AND YOUNG PEOPLE IN EAST RENFREWSHIRE

General

East Renfrewshire has the highest proportion of children in any local authority in Scotland

One in five (19,701) are aged 16'



The number of children and young people is increasing

514 young people aged 19 and under moved into the area in 2022²



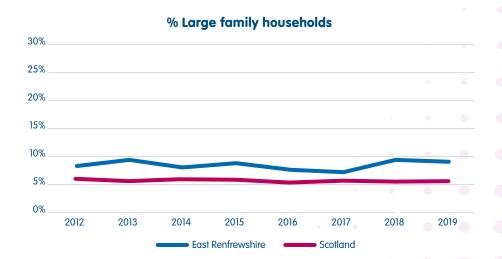
There were 790 babies born in 2021³



There are twice as many large family households in East Renfrewshire than the Scottish average

9% of households are large families, compared to 5% nationally





Source: Scottish Government, Scottish Household Survey

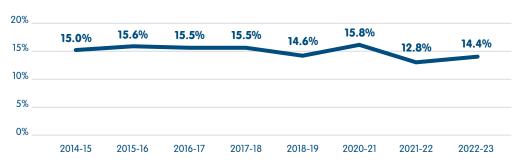
Child Poverty

Child poverty in East Renfrewshire is the lowest in Scotland

3,288 (14.4%) of children live in low-income families after housing costs⁵



Child poverty estimates (% after housing costs)



Source: End Child Poverty Coalition child poverty estimates (after housing costs)



Child poverty rates in all (mainland) Scottish local authorities have increased in the last year.

In East Renfrewshire' they have increased from 12.8% to 14.4%



Child poverty in East Renfrewshire is the lowest in Scotland

Child poverty levels vary across the authority



At least 1 in 3 children

are in low-income families in parts of:

- Dunterlie, East Arthurlie and Dovecothall
- Neilston and Uplawmoor 8



At least 1 in 4 children

are in low-income families in parts of:

- Auchenback
- Mearns Village, Westacres and Greenfarm
- South Thornliebank and Woodfarm
- Arthurlie and Gateside 9

Almost half (47%) of the children in poverty in East Renfrewshire are living in lone parent households

1,243 children living in poverty are in lone parent households

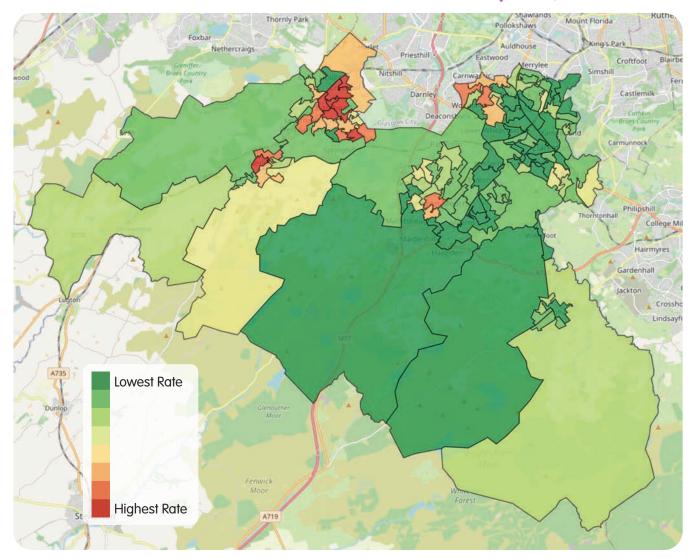


Around a third of children living in poverty in East Renfrewshire are living in a workless household

797 (32.5%) of children living in relative poverty, live in households where no adults are working"



East Renfrewshire – % of Children in Poverty 2021/22



Scottish Government has identified 6 groups most likely to experience poverty. The key data in East Renfrewshire shows:

Lone parent families

11% of ER households with children are lone parent households. 12 which is lower than the Scottish average of 19%.

1,243 children, or 47%, of those living in poverty ¹³ are living in lone parent households.

Families with a disabled adult or child

There are 218 (12.3 per 1,000) pupils in East Renfrewshire that have been assessed and/or declared as having a disability.

There are 203 families in East Renfrewshire claiming Disabled Child Entitlement.

16

Families with a child under 1

In 2021 there were a total of 790 live births. 18

In East Renfrewshire there are 179 children aged 1 year's old or younger living in relative poverty. 19

Around 15% of families (249 out of 1607) claiming Universal Credit have a child aged 1yrs old or younger. 20

Minority ethnic families

There are currently 3,879 minority ethnic pupils enrolled in primary and secondary schools in East Renfrewshire.¹⁴

Families with a younger mother (under 25)

There were 38 children born in 2021 to mothers who were under the age of 25. This accounted for 6% of all births in the area which is lower than the Scottish average of 16%. ¹⁷

Larger families (3+ children)

9% of households are large families (two adults with 3 or more children, or 3 adults with 1 or more children). This is almost double the Scottish average, at 5%.

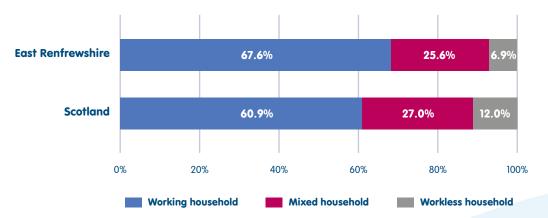
CHAPTER 1: EMPLOYMENT

Increase income from employment

increase income from social security

Reduce costs of living

Children in working households (2021)



What we know about income from employment

Two thirds of children living in poverty in East Renfrewshire are living in household with at least one adult in employment



67.5% of children living in relative poverty, live in households where at least one adult is working ²²

Most children in East Renfrewshire live in households with at least one adult in employment

For two thirds (67%), all adults in the household are in employment; this is slightly higher than the Scottish average (60.9%)²³

For one in four (25.6%), at least one adult is in employment and at least one other is unemployed or inactive ²⁴





Less than one in ten children live in a workless household



Only 6.9% of children live in a household with no adults in employment; this is almost half the Scottish average (12%)²⁵ Those living in East Renfrewshire earn significantly more than those working in the area

The median full-time gross earning for ER residents is £809.40 per week



Compared to £626.50 per week for those working here 26



Both are higher than the Scottish median of £622



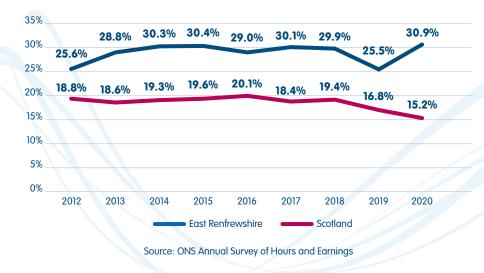
NB. This relates to all employees; there is no available data to identify whether or not they have dependent children.

Employees in East Renfrewshire are twice as likely to earn less than the living wage than nationally

30.9% of adults aged 18 years or over earn less than the living wage in East Renfrewshire compared to 15.2% in Scotland²⁸



% Employees (18+) earning less than the living wage



The number of Real Living Wage employers in East Renfrewshire is increasing

- There are 34 Real Living Wage accredited employers in the area; an increase of 11 since last year.
- 24 of these employ up to 50 people;
 8 employ between 51 and 250 people;
 and only 2 employ 251+ people.³⁰



Only 6% of the businesses in East Renfrewshire employ 50 or more people

 There are 2,660 businesses based in East Renfrewshire and the vast majority (2,435) are micro businesses that have less than 10 employees.³¹

2,660 businesses in East Renfrewshire



What action we have taken

We said	We did
Encouraging more businesses o become Real Living Wage	We have undertaken a range of engagement work to encourage more businesses to become Real Living Wage accredited. This includes:
accredited	 Living Wage Scotland attending local business network meetings to promote the benefits of becoming RLW accredited Meeting with the Poverty Alliance to discuss partnership working on how best support East Renfrewshire businesses through the accreditation process
• • • •	Working directly with employers and funding their accreditation for 12 months through a RLW programme funded through Local Authority Covid Economic Renewal (LACER)
• • • •	 Running several RLW marketing campaigns to encourage local businesses to become Real Living Wage accredited As a result, we have seen a further increase in numbers of RLW accredited employers since last year; 34 up from 23.
• • •	CASE STUDY
	CASE STOOT
•	J&M Murdoch & Son Ltd is a family-owned transportation, waste management, disposal and recycling business based in Neilston. In October 2022, they became accredited as a Real Living Wage employer meaning all employees and contractors across the board are paid a fair wage.
•	Over recent years, the impact of the pandemic and the cost-of-living crisis has had an impact on staff and J&M Murdoch & Sol Ltd wanted to recognise and respond to this. Managing Director Drew Murdoch felt that reviewing staff wages was the right thing to do at this time as the workforce is what makes the business. It's important that the staff are happy, and their financial wellbeing is a big part of this. A happier workforce is good for the individuals which is, in turn, good for the business.
	Before becoming RLW accredited, there was disparity between the earnings of different employees. This difference has reduced now meaning more equity. There has also been an improvement in staff retention meaning skills and expertise remain in the business.
	Approximately 30 staff have seen an increase in their wages as a result of this change. One member of staff told us "My wage have gone up which has made a big difference to me and my family. Like everyone, all our bills have been going up lately. Getting paid a bit more each month has meant I've been able to manage this increase."
	J&M Murdoch & Son Ltd applied for the accreditation online and found the process straightforward. They are proud to be a RLV accredited employer in East Renfrewshire and would encourage other local businesses to do this too.
	Living
	NURDOCH Wage Scotland

We said	We did	
	We have had early discussions with partners to enable East Renfrewshire to become a Living Wage Place and we participated in Glasgow City Region discussions on Community Wealth Building and the Fair Work Charter. We are developing an East Renfrewshire employer charter to drive positive improvements in outcomes in our labour market. This scheme has four pillars; • Fair Pay - increasing our average weekly wage in line with the Fairer Scotland Duty • Employ East Renfrewshire – ensuring that job opportunities go to ER residents • Buy East Renfrewshire – enhancing supply chain / procurement / community benefits • Be the Best – ensuring fair work practices which attract and retain employees There has been limited traction with local businesses primarily due to the increase in the cost doing business.	
Increasing support for in-work parents to remain active in the workplace, train and gain progression	We continue to offer key worker employability and financial inclusion support to all in-work parents via our Parental Employment Support (PES) Programme. Between April 2022 and March 2023, the PES programme supported 27 in-work clients with the following outcomes: Funded 3 SVQ qualifications for parents to sustain employment Funded CSCS training and card and Prince 2 qualification to enable parents to stay in employment 12 parents achieving an increase in income 3 parents into full time employment with a further 7 into part time employment 9 parents sustaining employment or self-employment after 13 weeks; 6 after 26 weeks; 5 after 39 weeks and 1 after 52 weeks 3 parents recruited via our Employment Recruitment Incentives.	
	CASE STUDY	
	Natasha was working 20 hours a week as a janitor/cleaner and was keen to complete a SVQ3 in Facilities Management to help progress her career. However, she wasn't able to commit to further training due to the hours she was working and the cost of this. Natasha worked with the PES team to review her finances and they helped her to review her benefits and reduce hours in current role to make time for studying. Her course was also funded through PES funding so it was not at a cost to her. Natasha is currently studying towards her qualification and, once complete, this will expand opportunities for her to take next step in her career.	
Design and inputs to employability programmes via Participatory Budgeting (PB)	Work on developing our mainstreaming Participatory Budgeting approach is ongoing in East Renfrewshire with inter-departmental planning. Several PB ideas have been explored for Economic Development but due to set funding criteria, tight timescales for project development and consultation and capacity constraints this action has not yet been progressed.	

We said We did Delivery of new Parental Key worker employability and financial inclusion support continues to be offered via our Parental Employment Support (PES) Programme Transition Fund and Best Start. for unemployed parents and parents from our priority parental groups. Between April 2022 and March 2023, the PES programme supported 36 unemployed parents with the following outcomes: Bright Futures programme • Funded 8 accredited training courses 16 unemployed parents have seen an increase in income Funded 6 childcare places via either afterschool or holiday clubs to enable parents to sustain their employment, take on new roles or undertake additional hours 9 parents supported into full time employment with a further 20 into part time employment Supported parents into the care sector via jobs fair and course in January 2023 • Work and wellbeing course for parents ran in March 2023 with accredited learning in food hygiene, first aid and wellbeing with employability. This will feed into the Facilities Management vacancies • 12 parents sustained employment or self employment after 13 weeks; 6 after 26 weeks; 5 after 39 weeks; and 2 after 52 weeks. Alongside our PES programme, we have also funded 30 Long Term Unemployed posts through our No-One Left Behind funding in the public and third sector with over half of these posts being filled by local parents as the posts offer flexibility in terms of hours worked. Our parents have worked across a range of sectors including Housing, HR, Education, Money Advice, Third Sector, Peer Mentoring gaining invaluable work experience and building up confidence to re-renter the world of work and to progress. In January 2023, we also launched the Scottish Child Minding Association campaign which Childminding offers free funding and support to parents interested in becoming a childminder within the Association Newton Mearns and Clarkston areas where there is most need. This has been funded via committed to quality childcare PES and is being promoted to all local parents. In February 2023, we undertook an employer survey with local businesses to attempt to determine barriers employers and parents may face to employment. There were 64 responses from businesses across East Renfrewshire who employ staff; of which 66% employ parents from the priority groups. The key findings included: • 78% of the respondents have no employment strategies in place to include parents from the priority groups, but 82% also said they don't face any challenges in employing such individuals • Flexi-working and school hours were the most commonly used employment schemes • The main challenges in using employment schemes are: staff cover during required business hours and the need for staff to be on site/location. Some businesses also highlighted that the nature of their industry makes it impractical for a huge degree of flexibility • Most businesses didn't require support to encourage them to employ parents, but those who did, would like financial assistance, either for training or to cover employee absence regarding childcare. The full findings will be considered by the Local Employability Partnership and will inform future planning and decision making around

parental employment support.

CHAPTER 2: SOCIAL SECURITY

income from employment

Increase income from social security

Reduce costs

What we know about income from social security

Families in East Renfrewshire are less likely to receive income through social security than the other parts of Scotland

Only 4 out of 5 children (81%) of all children in East Renfrewshire are registered for child benefit 32



this is amongst the lowest proportion of all local authorities.

Only 1.26% (315) of all Education Maintenance Allowance claimants were from East Renfrewshire 33



Less than one in ten children in primary school receives free school meals based on low-income eligibility

8.4% of P1-P7 pupils receives free school meals (in December 2022) 34



There are around 1,600 families in receipt of Universal Credit in East Renfrewshire

249 of these have a child aged lyr old or younger 35





203 of these are claiming Disabled Child Entitlement ³⁶

Families in East Renfrewshire are receiving new Social Security Scotland Grants

2,240 Scottish
Child Payment
applications
authorised in
East Renfrewshire
since 2020 37



335 Child Winter
Heating Assistance
Payments were
made in 2021/22
totalling £67,000 38



There is ongoing demand for social security support by East Renfrewshire families



2,115 applications for Scottish Welfare Fund; 1,409 Crisis Grant applications and 706 Community Care Grant applications. Crisis Grant applications have risen by 39% from the previous year 39%



1,491 pupils were in receipt of free school meals based on low-income criteria. 792 were in primary school (8% of all primary school pupils) 40

(in December 2022)



(During 2022/23)

Between April 2022 and March 2023. 2,279 food parcels were distributed to families with children, equivalent to 44 families a week accessing food parcels⁴¹

What action we have taken

We said	We did
All parents involved with employability programmes are offered financial inclusion	The Money Advice and Rights Team (MART) and Work EastRen provide a joint service to support parental employability. MART employ a part-time officer to provide advice and support to all Parental Employability Support Fund (PESF) clients; this ensures the parents are given tailored support around how any changes in earnings will impact on their social security entitlements.
support	Key worker employability and financial inclusion support continues to be offered via our Parental Employment Support (PES) Programme for in-work and unemployed parents. During 2022-23, we supported:
	12 parents (in-work) to achieve an increase in income
	16 parents (unemployed) achieve an increase in income
	• 57 parents were offered Social Security Advice resulting in £70,000 financial gain
	Going forward, we hope to extend and enhance this support to include an additional focus on financial education and budgeting.
Improved knowledge of financial	We have worked directly with families to improve their knowledge of financial wellbeing.
wellbeing among school aged residents, parents, carers and	The Money Advice and Rights Team has embedded advice services within 3 primary schools; Cross Arthurlie and Thornliebank Primary Schools since October 2022, and Mearns Primary since February 2023. By March 2023, the project had: • reached 271 families • achieved £21,154.56 financial gains
staff	By March 2023, the project had:
	• reached 271 families
	• achieved £21,154.56 financial gains
	achieved an uptake of 288 National Entitlement Cards
	In addition to the embedded service, the Money Advice and Rights Team has also worked with other schools:
	 St Mark's Primary School, Giffnock Primary and Woodfarm High all held events to promote the MART service to families and encourage up take of entitlement
	 Barrhead High has established a referral pathway with the Wellbeing Officer hosted a Money Saving Expert session Mearns Castle High had sessions on money awareness and management with senior pupils
	 Isobel Mair had financial literacy/wellbeing training delivered in partnership with HSCP for young people transitioning into adulthood (school leavers).
	Events for young adults involved in the care systems from schools across the authority were also held in partnership with HSCP. Cost of living events were also delivered to residents with young families, in partnership with the Community Learning & Development team.
	We have also worked to improve the financial wellbeing knowledge of staff.
	MART delivered training to the Hardship Payments team who administer Free School Meals and Clothing Grants, to ensure that the team were able to signpost applicants to other support services where appropriate.
	Poverty awareness sessions were delivered to all Head teachers, Pastoral Care teachers and school Equality Coordinators, with the purpose of raising awareness with frontline staff and encouraging them to signpost families who might be facing financial hardship.
	Staff in Early Years settings are also receiving targeted awareness raising sessions to ensure they are able to identify signs of child poverty and are well informed about referral pathways. This is being delivered in partnership with psychological services.

We said	We did
Improved parental access to benefits and income maximisation information and advice, including new referral pathways	A new process has been agreed around provision of discretionary free school meals for parents slightly above the Scottish Government threshold. For identified families, the Money Advice and Rights Team now undertake an income and expenditure forecast and make a recommendation to Education. Between April 2022 and March 2023, 28 pupils have received discretionary free school meals. This means each family could save over £400 compared to buying school meals during term time, and they also receive direct payments during holiday periods. It should be noted there is no additional budget for this so funding comes from existing Education budget. Only those in the most severe financial hardship will be referred via this mechanism.
• • • • •	MART has also delivered awareness raising sessions with Health Visitors with the aim of increasing referrals to advice service as part of the universal provision. To date, this has resulted in a 50% increase in referrals.
	We have delivered outreach work and awareness raising sessions with a range of services and partners to improve access to benefits and income maximisation. These include, but are not limited to Back 2 School Bank, Autistic Collective, Alzheimer's Scotland, Healthier Minds/CAMHS, Health Improvement team, Willow Clinic, Busby Memory Lane, Neilston Development Trust, local MSPs and East Renfrewshire Culture and Leisure Trusts. We have targeted outreach work to coincide with relevant groups such as parent and toddler groups and Book Bug.
	Back to SchoolBank East Renfrewshire Action on Dementia HEALTHIER MINDS NELSTON DEVELOPMENT TRUST east renfrewshire CULTURE CULTURE SCOTION DEVELOPMENT TRUST ELEISURE
Improved availability of affordable credit options in East Renfrewshire	We have had initial discussions with Renfrewshire Council and some affordable credit providers with a view to improve availability in the area. Existing providers offer an online service which is open to East Renfrewshire residents currently. Going forward we will look at working in partnership with providers and the third sector to establish local outreach services and promote availability of existing online services.
Enhanced use of data to provide insights and interactivity	We commissioned data work to understand how the post Covid cost of living crisis is impacting in East Renfrewshire. The work uses a unique set of banking data and identifies 'wellbeing indicators' such as overdraft use, income from benefits and living beyond means. This data is then analysed against 'contextual data' such as family size, receipt of free school meals and use of money advice services. This work is being used to help us understand where the cost of living is hitting the hardest, what household types and factors are potentially financially vulnerable, and this is being used to target resources to support households.

CHAPTER 3: COSTS OF LIVING

income from employment

Increase income from social security

Reduce costs of living

What we know about costs of living

Housing costs in East Renfrewshire are higher than average

Average property price is £280,323 compared to £180,287 Scottish average 42



Private rent in Greater Glasgow (data is not available at an East Renfrewshire level) is higher than the Scottish average for all property sizes. 43

Property size	Greater Glasgow	Scotland
1 bed	£648	£580
2 bed	£858	£736
3 bed	£979	£906
4 bed	£1,773	£1,460

Property value and size mean council tax costs are high in East Renfrewshire

Council Tax levels are around average however around three out of four properties (73.3%) are in council tax band D-H, which is almost double the Scottish average (39.8%)⁴⁴





The average amount of council tax that is paid in East Renfrewshire is £1,734 45

Fuel poverty in East Renfrewshire is the lowest in Scotland

In the period 2017-2019, the fuel poverty rate in East Renfrewshire was the lowest in Scotland at 13%, although it is expected that this figure is much higher in 2023 due to energy costs climbing significantly ⁴



We said	We did
Reducing energy costs for vulnerable families	We are working in partnership to provide families with financial support towards energy costs, energy efficiency grants, energy saving advice and energy saving direct support.
	East Renfrewshire Citizens Advice Bureau supported 137 clients on energy between April 2022 and March 2023. This includes helping energy bills, debt, fuel poverty and helping with the government scheme.
	 £18,891.53 received from the Home Heating Advice Scotland, this is split over 13 clients and has been used to write off client's energy debt to enable them to start a fresh. This is helped both clients on pre-payment and standard meters
	• £4361 has been provided from the Fuel Bank Foundation, who we are now a partner with. They provide £49 vouchers to clients on pre-payment meters to help them top up. This service has so far been provided to 89 clients
	 £196 has been provided from the Megafund. They again have provided vouchers of £49 to clients on a pre-payment meter. These have been issued to 3 clients
	• £900 refunds to clients from their energy accounts.
	CASE STUDY bure
	Stephanie* is a single mum who contacted East Renfrewshire Citizens Advice Bureau (ERCAB) for a benefit check as she wasn sure if she was receiving everything that she was entitled to. ERCAB advisors found that Stephanie had debt of £1,384 which had been passed to a debt collection agency, who was seeking a warrant to enter the property to change her meters from standard meters to pre-payment.
	Stephanie advised that when her mother passed away, she let the bills run away from her and she wanted to try get this sorted and was hoping to sort a payment plan with her energy provider.
	The advisor applied to the Home Heating Advice Scotland who accepted the application and awarded Stephanie £1,700. Her outstanding energy debt was paid directly to the debt collection agency and the remained was credited to Stephanie's utility account, to help her get back on her feet and set up her new monthly direct debit.
	Stephanie was relieved to have the debt paid and have some breathing space to set up her new payments. She said that without the help of ERCAB she and her son would be experiencing extreme financial hardship.
	East Renfrewshire Council's Housing Service introduced the Home Energy Saver Scheme in Winter 2022. This initiative provides free and practical advice & assistance to local residents struggling with the cost of living and looking for ways to reduce energy bills. They carry out home energy checks and can undertake works such as radiator bleeding, replacing old bulbs with energy efficient LED lights, silicone sealing around doors and window frames, loft hatch insulation, and repairing or replacing window vents. Since this scheme began, 173 households have received a home energy check. On behalf of East Renfrewshire Council's Housing Service, Care & Repair's Winter Initiative has carried out a similar service and undertaken energy efficiency related works for a further 69 vulnerable households.

We said	We did
	East Renfrewshire Council's Housing Service targeted Local Authority Covid Economic Recovery (LACER) funding towards families experiencing hardship who found themselves having to choose between paying rent or heating and eating. This funding provided rent relief on a temporary basis through the cold winter to vulnerable families to allow them to ensure their home could be kept warm whilst providing time to work with advice services. It was able to help students with young children and also working families who were just over the income threshold for benefits but experiencing real poverty due to the cost-of-living crisis. 103 families were helped in this way, with a total spend of £127,200.
	East Renfrewshire Council has worked in partnership with Voluntary Action East Renfrewshire and East Renfrewshire Culture and Leisure Trust to deliver Warm and Welcome Spaces during Winter 2022/23. Warm and Welcome Spaces provide a dignified space for those struggling to heat their homes to go, keep warm, have a hot refreshment and access holistic support. • 46 Warm and Welcome Spaces opened across East Renfrewshire • 33 organisations received small grant funding from East Renfrewshire Council • There were over 3,500 attendees to spaces • 25% of people who attended spaces did so for the first time. Many of our Warm and Welcome Spaces opted to include some element of food or drink provision in their offer including teas, coffees, biscuits, homemade soup and sandwiches.
Increasing provision of affordable housing options to vulnerable groups	In 2022-2023, East Renfrewshire Council's Housing Service: - Let 281 empty homes - Delivered 132 new units of affordable housing - 94 of these new units are a mix of 1-4 bedroom homes, including wheelchair adapted and ground level accessible homes
	The Strategic Housing Investment Plan (SHIP) supports the delivery of additional affordable housing: - 23 new social rented homes in Barrhead were delivered by Barrhead Housing Association - 3 rent off the shelf purchases of 2/3 bed homes - 15 homes have been provided as entry level priced homes for sale in Barrhead.
	The SHIP aims to ensure that all existing and new social housing in East Renfrewshire is targeted to meet a range of local needs.
	In addition to increasing affordable housing provision, we have worked to reduce housing related costs. Barrhead Housing Association (BHA) worked in partnership with a local flooring supplier to provide new carpets in 36 homes at a cost of £30,000. 14 of these households had one or more children living in them. BHA also purchased and distributed £10,450 of food vouchers and kitchen equipment to household in need. 77 households were supported; 35 of which had one or more children living in them.

W	e said					We did
0	•	•	•	•	•	250 young people took part in Barrhead Housing Association's Tenancy Sustainment course; an initiative to address homelessness and reduce the potential of homelessness occurring. The 'Resettlement Passport' is a tenancy skills course designed to improve the skills and confidence of vulnerable people taking on a tenancy and was targeted at the most vulnerable housing applicants and new tenants. The course is made up of 10 units, covering areas key to sustaining a tenancy such as:
						- Benefits and budgeting
						- Utilities
						- Shopping and cooking on a budget
						- Housekeeping and DIY
						- Security, emergencies and fire
						- Setting up your own place
						- Community awareness and isolation.
						BHA has engaged over 250 young people from both Barrhead high schools and the schools have incorporated the Resettlement Passport into their curriculum with a focus on task management skills while carrying out a vocational project.
of s	ducing school o rticipati	attend				A new Education Social Justice Framework and Strategy were developed between May and October 2022 and launched in February 2023. These documents provide practical guidance to support schools to adapt poverty-aware practice and signpost a range of supports for children and families living with poverty. The Strategy outlines actions to be taken in partnership with schools to reduce inequality from 2023-26.
•						Refreshed guidance on the use of Pupil Equity Funding (PEF) was shared with schools in May 2022. In September 2022, all head teachers took part in meetings with their link Quality Improvement Officer and the Education Scotland Attainment Advisor for East Renfrewshire with a focus on effective planning for PEF. This was followed by peer moderation of PEF plans in January 2023. Evidence gathered suggests almost all schools have a strong rationale for their use of PEF and appropriate plans in place outlining well-considered interventions to reduce the impact of poverty on learning and attainment. 54% of plans detail work to reduce the cost of the school day. Evaluation of PEF plans and reports in April 2023 will inform next steps in using PEF to reduce the poverty-related attainment gap.
						A professional learning session for school equalities leads was held in September 2022 with a focus on the Cost of Living Crisis, with support from Business Operations and Partnerships and Money Advice and Rights Team colleagues. THE SCHOOL DAY
						A revised Dressing for Excellence policy was shared with schools in March 2022 with impact on school uniform policies from April 2022. This includes a strong focus on reducing the cost of uniform and working in partnership with parents to develop sustainable and cost-effective approaches to uniform. Through the school equalities coordinators network and cost of the school day practice sharing group, lead staff were supported to further develop in-school approaches such as uniform banks and recycling schemes to reduce costs to families while preserving dignity.

We said	We did
Continuing to reduce costs to families of Early Learning and Childcare	We continued to provide 1140 hours to all that are eligible for it and apply for it. A daily hot meal and a snack is provided for children attending an Early Learning & Childcare setting including for those on a Blended model. Almost all children access this free food entitlement, although there are some parents who still choose to send in packed lunches. All parents who access this free provision are having a reduction in food bill costs for a free hot meal and snack 5 days a week.
	Following Scottish Government's review of eligibility criteria for 2 year old funded places in 2023, East Renfrewshire Council is working with the Department for Work and Pensions to identify children in East Renfrewshire who were newly eligible. We will proactively contact these families and work with them to take up their places.
Reducing costs to families of the pregnancy pathway	NHS Greater Glasgow and Clyde (NHSGGC) is reviewing its maternity strategy and there is a process to integrate a response to child poverty and equalities in this including a specific Equality Outcome in place. Actions to address structural barriers in the maternity pathway for minority ethnic community and those living in poverty include:
	• issuing and marketing a patient interpreting code to ensure access to the telephone triage system Greater Glasgow
	 development of a simple step by step guide to NHSGGC maternity services and Clyde
	 review of patient facing materials (including the Badgernet app for maternity, child and neonatal records) in community languages
	improvement plan for areas of care not meeting the needs of minority ethnic women (e.g. birthplans; poverty)
	improvement plan for patient engagement
	developing a staff training plan.
	The review of NHSGGC's Maternity Strategy offered an opportunity to review the maternity pathway for minority ethnic women and planning is underway to carry out a suite of Equality Impact Assessments to ensure the pathway is accessible to all.
	In NHSGGC, there were 1,068 early years ('Healthier Wealthier Children') referrals to money advice services (913 health visiting, 204 midwifery), with a financial gain of £1.6million. In East Renfrewshire there were 97 East Renfrewshire referrals; 92 of which were from health visiting teams and 5 from midwives. This is an improvement from 2021/22 for health visiting referrals. This could still be improved, as could referrals from midwifery. A short life working group is working to improve health visiting referrals to money advice and East Renfrewshire is participating in that process.
	NHSGGC had 238 referrals to the Children's Hospital Money Advice service, and 273 repeat clients. This resulted in a total of £2,537,426.52 in financial gains and a total of £193,287.94 in debt managed. Of those who used the service:
	56% had an annual income of <£15k before seeing the service and were living in poverty
	46% of those who used the service identified as having a disability with the service reaching families with a total of 120 children (<16 years) who also had a disability
	16% of those who used the service were from an ethnic minority background and 14% required a translator for their appointments.

We said	We did
• • • • •	(N.B. data below is at NHSGGC level and is not available at East Renfrewshire level).
• • • • •	NHSGGS also had 190 referrals to the Special Needs in Pregnancy (SNIP) money advice service and 292 repeat clients. Financial gains were a total of £552,896.02 and total debt managed was £89,626.05. Of the new clients, 90% were living in poverty before seeing the service:
• • • •	 36% had an annual income of <£6k 45% had an annual income of <£10k
• • •	• 9% had an annual income of <£15k
	• 10% had an annual income between £15k and £25k
	Of those who used the SNIP money advice service:
• •	 50% identified that they had a disability 50% of were <25 years old
	35% were lone parents with dependants
• • •	45% were single parents expecting their first child
	45% of new SNIP service users were minority ethnic
• •	22% of new users needed an interpreter to engage with the service.
	A total of 98 travel cards were provided to women who had no money to pay for travel to their Maternity Appointments.
•	NHSGGC also had 107 referrals for Emergency maternity grants; totalling £4,985. This did not go live until until September 2022.
NHSGGC will widen access to	NHSGGC's Widening Access To Employment plan continues delivery in the areas aligned to our Workforce Strategy:
employment; which includes a focus of Child Poverty Act	 Apprenticeships: Engagement with ongoing recruitment of modern apprentices aligned, expansion of Foundation Apprenticeship opportunities in partnership with Further Education and Education partners
priority groups	 Formal Graduate programmes: Post pandemic reintroduction of careers activity in line with Education partners linked to apprenticeships and other routes to employment
	 Employability Programmes: Completion and evaluation of Kickstart, Schedule of employability programmes supporting guaranteed interviews for particular posts
	 Career Pathways: Aligned to our workforce plan and Fair Work commitments visible career access, development and progression opportunities for our staff and community
	 Community Wealth Building: Align our workforce activity to the pillars within CWB as an Anchor institution, create connections between HSCP led employability programmes in the community to workforce opportunities.
NHSGGC will increase supporting community benefits and role as procurer	NHSGGC is continuing to work with the Supplier Development Programme and our Public Health Colleagues to encourage more local small and medium-sized enterprises (SMEs) to become suppliers to the Board and focusing on increasing diversity. We are also increasing our spend in all local authority areas to above the 12%.

MITIGATING THE IMPACTS OF POVERTY

In addition to taking action against the drivers of poverty, we have worked in partnership to reduce the impact of poverty in a number of ways.

Summer holiday provision

The local authority received £118,349 for the targeted provision of accessible activities, childcare and food for children from low-income families during the 2022 school summer holidays. We worked with our partners at the East Renfrewshire Culture and Leisure Trust and Include Me 2 Club to provide places at summer camps throughout the summer. The camps offered a range of sports, expressive arts and play based activity, with lunch and snacks provided every day. Camps also offered childcare opportunities for parents and carers and we worked with local after-school provider MACS to deliver wraparound care from 8am through to 6pm.

In total, around 330 children participated in these opportunities, ranging from 5 days to 30 days. In focus groups held to evaluate the offer, children spoke enthusiastically of healthy, stimulating fun facilitated by supportive, trained adults.

One parent commented

"My child enjoyed the activities, atmosphere. Well organised, friendly staff. Also had a very positive, fun experience with MACS".

and another stated

"He enjoys being active.

He was able to be very
active at the summer camp
which was great. He also
enjoyed meeting other
children his age".







Joint Adult Learning and Family First Project

Adult Learning services and Family First worked jointly with parents to support their child's learning at home and in nursery. Ealy Years establishments engaged with families who could benefit from the project and a referral process was also developed to allow staff to refer directly into the project with the permission of the families.

23 families have received family learning support from this project, which has led to increased confidence, and for some parents to move from volunteering into employment. 7 wellbeing sessions have been delivered in early years centres in response to what families wanted. Families reported this has improved their communication with others and most said that if they take time for own wellbeing as this helps their whole family feel better.

CASE STUDY

Martin* is a single dad to 3-year old Jaxon* and they recently moved into a new flat. Martin had little support around him, so when staff at Jaxon's nursery suggested this project he was happy to give it a try. During the initial 1-2-1 learning plan, Martin shared that he struggles with his own confidence, being in group settings and worries about his lack of experience dealing with his child's development and behaviour. He was unsure what he could do as a job. He also has dyslexia but didn't want any direct support for literacy.

Martin attended all the sessions including a visit to Glasgow Science Centre, taken part in group activities and discussions and has recently sought extra support with us for career planning. He is keen to attend the follow up personal development course.

Martin has shown improvement in all areas including personal confidence, employability, literacy and interactions with his child.

Martin told us:

"I was a new dad thrown into the deep end – not got experience, confidence – now I can swim better! I can see Jaxon has come on last few months. Jaxon has been insisting that I read books to him – I'm a bit more confident. I've come a long way from the start of this course – it's helped build my confidence socially with people, being in the group – I used to just sit in the house and now I'm more confident speaking to people outside even just at the park. I'm hoping that Jaxon gets in full time next year so that I can start looking for a job – I'd love to get into work again as we need the money."





Family First



Breakfast Carts

Building on the success of previous years, we have continued and expanded the provision of free breakfasts for pupils in a range of schools across Barrhead, Neilston and Thornliebank areas using short-term, Covid funding.

The initial project was piloted in two primary schools and one secondary school. It was utilised and evaluated positively by pupils, parents and school staff. The project was also recognised through a motion in parliament by Kirsten Oswald MP about the positive impacts of the project. Covid recovery funding enabled the roll out of the breakfast cart project to a total of 10 schools.

The carts are set up at 8.30am at the school door for young people to access as they enter the school building. The carts offer a variety of fruit, toast and selection of cereals. This enables children and young people to grab a breakfast and go with the exception of cereal when pupils have to attend the dining hall to access milk for the cereal.

In March 2022, 446 pupils were accessing the breakfast carts, this has increased by 12% to around 500 children and young people accessing breakfast on a daily basis.



Around 500 children and young people access breakfast carts on a daily basis



1,200 local people took part in events and activities between April 2022 and March 2023

Brighter Futures Barrhead

The Brighter Futures Barrhead Project was a co-ordinated partner and community volunteer approach to talking poverty and inequality for local families. Coordinated by Barrhead Housing Association, the project engaged 1,200 people between April 2022 and March 2023. The project has some key successes including:

- 25 parents took part in wellbeing sessions and 15 gained a Personal Development Award
- 13 parents completed a 'Parenting Matters' course and 2 parents completed facilitator training
- 60 children and their families engaged in 31 Bookbug sessions
- 100 people took part in the summer programme of 48 family activities, where 250 snack packs were distributed
- 350 people attended the free Summer Fun Day
- 50 young people took part in a drama course exploring how Covid-19 has affected their mental health.

CONCLUSION & FUTURE ACTIONS

Through the Child Poverty Oversight Group and Local Child Poverty Action Plan, East Renfrewshire Council, HSCP and partners are committed to tackling the increasing challenge of child poverty in our local communities.

While East Renfrewshire has the lowest rate of child poverty in Scotland, we are not complacent and are keenly aware of the gap that exists between our most affluent families and our most vulnerable.

We also recognise the potential for our poverty profile to change over time as we witness the impacts on the financially vulnerable, or families who are 'just about managing'. We remain concerned at the impact of the cost of living on local people and the outlook for future public sector finances will make it increasingly hard to fulfil our commitments to prevention and early intervention.

The Council, Health & Social Care Partnership and local partners are working closely together, making best use of the resources available and doing some innovative work on data which will inform and drive future strategic planning.

We will continue to take action against the critical activities we have identified for each of the three drivers of poverty (as outlined in the following driver diagram).

We will explore new and existing data to gain a better understanding of poverty in East Renfrewshire; including those who are experiencing generational poverty and those who are facing poverty due to the ongoing impacts of Covid and the cost-of-living crisis. We will use mapping information to understand the differing needs and vulnerabilities across different parts of the authority and respond accordingly.

We will build upon the existing demographic information and any newly published data, including Census, to consider our local demographics in line with the 6 priority groups to allow us to target resources most effectively. Based on existing data, this will include a focus on lone parent households and larger families.

Over the year ahead, as a partnership, we will undertake an outcome planning exercise to understand local need; map and review existing activities; identify gaps and future activities; and agree how best to monitor and evaluate progress.

In doing so, we hope to identify some key, evidence-based actions to allow us to focus our limited resources in the most effective way.



2023-2024 ACTIONS

Population Outcome

The Outcome we want is . . .

Intermediate Outcome

We will know we are making good steps along the way when . . **Critical Activities**

Ву...

All children in
East Renfrewshire
experience a stable
and secure childhood
and succeed

Child poverty is reduced

Improved income from employment for parents

Enhanced gains for

maximisation and

social security

Reduced costs

of living

families from income

Our Contribution

achieve is . . .

So what we need to

Encouraging more local businesses to become real Living Wage accredited

Increasing support for inactive and in-work parents to remain active in the workplace, train and gain progression

Designing inputs to employability programmes via Participatory Budgeting

Delivering of new Parental Transition Fund and Best Start, Bright Futures programme

Ensuring all parents involved with employability programmes are offered financial inclusion support

Improving knowledge of financial wellbeing among school aged residents, parents and carers and staff

Improving parental access to benefits and income maximisation information and advice, including new referral pathways

Improving availability of affordable credit options

Enhancing the use of data to provide insights and interactivity

Reducing energy costs for vulnerable families

Increasing provision of affordable housing options to vulnerable groups

Reducing costs to families of school attendance and participation

Reducing childcare costs to families

Reducing cost to families of the pregnancy pathway

Critical Indicators

- Children living in poverty
- Real Living Wage employers in East Renfrewshire
- Working age unemployment level
- Children and young people participation level
- Free school meal uptake at Primary level for low-income purposes
- Access to financial wellbeing advice in East Renfrewshire
- Fuel Poverty
- Uptake of funded early learning and childcare entitlement

FOOTNOTES

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