

Inverclyde Local Child Poverty Action Report  
Year Three  
2020-21





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# Introduction

**This is Inverclyde's third annual Child Poverty Local Action Report (CPLAR) 2020/21 which provides information on activities which have taken place in relation to child poverty in Inverclyde since December 2020. Inverclyde's CPLAR Year 2 was approved by the Inverclyde Alliance Board in December 2020.**

The Child Poverty (Scotland) Act 2017 requires all local authorities and relevant Health Boards across Scotland to reduce child poverty. The Act sets out four national statutory income based targets to be achieved by 2030:

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

An interim target of 18% relative poverty has been set for 2023 – 24.

The Act requires that each local authority and its associated NHS Health Board must jointly prepare annual CPLARs. This annual report sets out the activities undertaken during the reporting period and those planned to meet the 2030 targets. This report is in line with NHS Greater Glasgow and Clyde priorities for the year 3 Child Poverty Action Plan.

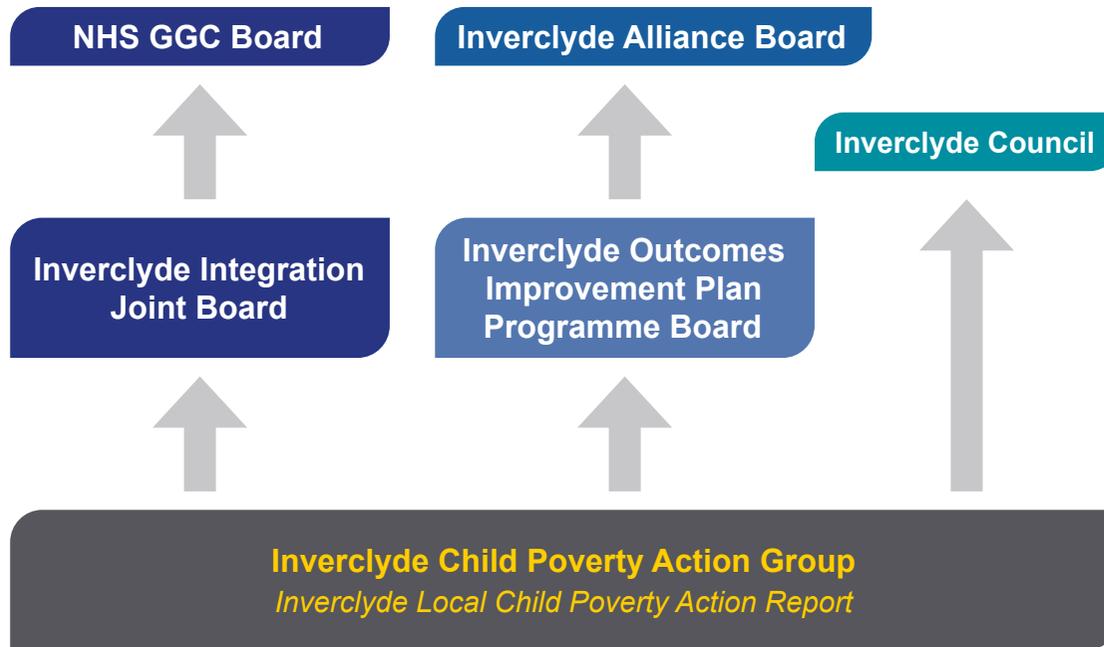




# Governance and accountability

The local Child Poverty Action Group (CPAG) is a multi-agency collaborative that oversees local development on service provision in Inverclyde in relation to child poverty. The CPAG Chair is an Inverclyde Council Corporate Director.

Governance reports and recommendations from the CPAG are submitted to the Inverclyde Alliance Board for approval which also monitors progress. Inequalities is one of four strategic priorities for the Alliance Board Outcome Improvement Plan.





# Key achievements in year three 2020/21

**Despite the restrictions of the Covid 19 pandemic, Inverclyde Council and its partners continued to implement services and support for those in our community who are living in poverty.**

Prior to the events of COVID-19 Inverclyde Council already had a strong record for enhancing national initiatives or being early adopters of interventions to alleviate poverty.

Inverclyde's Outcome Improvement Plan and its Covid-19 Recovery Plans take cognisance of the need to alleviate poverty, deprivation and inequalities. Many of the services or initiatives designed were in place prior to Covid-19. These include:

- Employability schemes;
- Scottish Welfare Fund/Discretionary Housing Payments;
- Attainment challenge funding;
- Early implementation of universal provision of P4 School Meals;
- More generous qualifying criteria for free school meals and school clothing grants;
- Transport grants for pupils in receipt of free school meals;
- Free internet access in many Council facilities; and
- Heating support/grants for the over 75s.

In addition, Inverclyde Council has since:

- Provided a £100 Council Tax credit to around 3700 households in 2021/22 (Cost £370k);
- Gave an extra £5 per fortnight to qualifying pupils during the lockdown/home working period to assist with the provision of lunches; and
- Enhanced the Scottish Government's qualifying criteria for free school meals which also enabled the families of 620 children to receive the £100 Christmas and Easter payments.

Acknowledging that many families have been adversely affected by unemployment, furlough, ill health, family stress and isolation throughout the Covid pandemic, Inverclyde Council with its partners has:

- Expanded the Discretionary Housing Policy (DHP) in August 2020. A new criteria was introduced to supplement housing cost support in the private rented sector by up to 100% of the difference between Universal Credit Housing costs or Housing Benefit entitlement;
- Increased the Scottish Welfare Fund Crisis Grant payments by 20% to provide greater financial support to those in most need. The number of approved Crisis Grant applications increased in 20/21 by 15% (399 additional grants) with the total value of grants increasing by 50% (£119k additional grant awarded);
- Provided a second apprenticeship programme opportunity for a further cohort of twelve pupils from across Inverclyde between August 20 and June 21;
- Provided training and development opportunities for several care experienced young people through modern apprenticeships or paid work;
- Created opportunities for families who were identified as digitally insecure by delivering 570 iPads, 536 Chromebooks and 688 mobile Wi-Fi devices from Connecting Scotland; and
- Hosted 6 locality Community Listening Events in February 2021 to encourage community participation in discussions around services and initiatives which will mitigate poverty, deprivation and inequalities.



In addition, across NHSGGC, Inverclyde benefited from the following NHS actions:

- Implementation of the NHS GGC Widening Access to Employment Strategy Academy implementation model which changed due to the pandemic. NHSGGC continued its modern apprenticeship programmes, which include young parents as a target group and employability outreach programmes to schools and colleges;
- NHSGGC linked with the Once for All Scotland Procurement approach, which considers child poverty;
- As its role as a key employer: online roll out of staff energy and money advice clinics with 849 staff taking up the service from October 2020 to April 2021; a childcare options algorithm for key NHS workers during the pandemic; covid, child poverty and poverty website; wide dissemination of the national council tax reduction monies available; and new national Home Energy Support Fund to NHSGGC Healthy Working Lives local employers.
- Between Apr-Dec 2020, Inverclyde had 32 recorded health visiting and midwifery (Healthier Wealthier Children programme) referrals to money advice services.
- There has been 25% more primary care embedded money advice referrals.
- The Best Start Grant and Best Start Foods uptake in Inverclyde (Apr – Nov 2020) has increased to 3,940 applications this is a £829,760 gain.
- An estimate of Scottish Child Payment uptake across NHSGGC is now around 70%; Scottish Child Payment application uptake in Inverclyde was 990 (Nov 2020)
- The Special Needs in Pregnancy (SNIP) and Children's Hospital programmes have been maintained, with an enhanced travel poverty intervention for the SNIPs service and emergency food provision being extended.

- Training to midwives at Inverclyde Royal Hospital (generic and SNIPs) in February 2020 was provided on the importance of routine enquiry money worries, how to refer and new maternity related social security benefits. However this was not rolled out due to the pandemic, and
- Major increases in staff using our fuel poverty and staff money worries programme (320% increase since last year, 1060 staff used this service). Home Energy Scotland reported 50 warmer homes installs were completed by them in Inverclyde (Apr – Dec 2020).





# Context

**Inverclyde Child Poverty Action Group (ICPAG) has continued to work in partnership with Public Health Scotland to gather information and data on the local evidence around poverty. This evidence published in February 2020 provided Inverclyde with the key drivers and priorities of child poverty in the area. An updated report was produced in May 2021.**

The Scottish Indices of Deprivation 2020 highlighted some of the most deprived data zones in Scotland were located in Inverclyde.

According to the End Child Poverty Statistics released on 19 May 2021, Child poverty has risen in every Scottish local authority since 2015, according to new research published by the End Child Poverty coalition. The new data shows the scale of the challenge faced by UK, Scottish and local government if commitments to end child poverty in Scotland are to be met.

The research by Loughborough University, on behalf of the End Child Poverty coalition, shows that, even before the pandemic, levels of child poverty in Scotland ranged from nearly one in six children in the Shetland Islands and East Renfrewshire to nearly one in three in Glasgow - once housing costs are taken into account\*

The table below shows that the number of children living in poverty in Inverclyde has increased from 2014/15 by 2.9% in 2019/20.

Local authority	Number		Percentage		Percentage point change (2015-20)
	2014/15	2019/20	2014/15	2019/20	
Inverclyde	2757	3003	20.9%	23.8%	2.9%

\*Estimates of children living in poverty, below 60% median income after housing costs, by Scottish local authority.





### Key findings of the Public Health Scotland data profile 2021

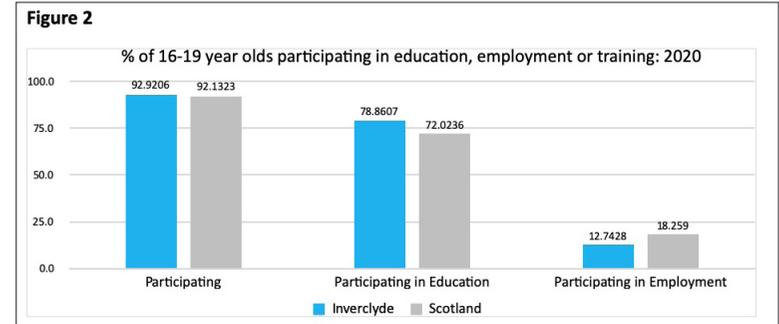
The latest data showing the proportion of employees living in Inverclyde earning the Living Wage or more (as shown in figure 1 below) suggests a higher proportion of Inverclyde employees are low paid, compared to Scottish average. In 2019, 68.7% of employees in Inverclyde were paid the Real Living Wage or above, compared to 83.2% in Scotland.



In 2019, 9.4% of employees who work in Inverclyde were paid the National Minimum Wage, compared to 6% in Scotland. Between 2017 and 2019, the proportion of Inverclyde workers who were low-paid appears to have increased, while remaining stable in Scotland.

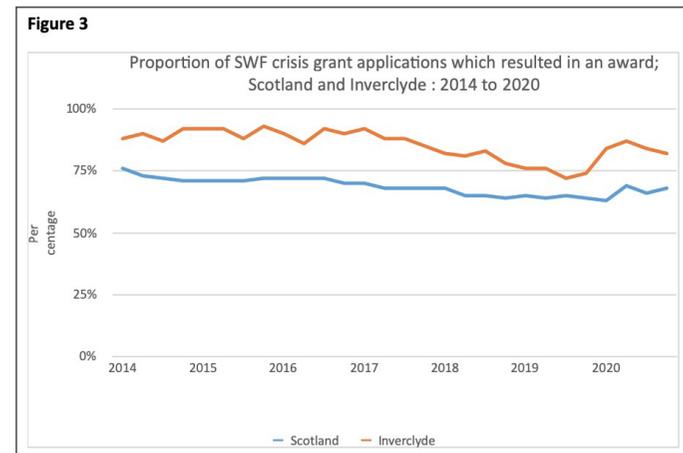
Young adults in Inverclyde are less likely to have a Modern Apprenticeship compared to Scotland. Figure 2 below shows that the overall participation rates for 16-19 year olds are comparable to other parts of Scotland. However, young people in Inverclyde are less likely to be in employment and more likely to be in education.

In the latest time period (October to December 2020), 82% of crisis grants applications to the Scottish Welfare Fund in Inverclyde were successful. This was significantly higher than the national figure of 68%.



Previously, successful award rates for the Scottish Welfare Fund (SWF) in Inverclyde remained consistently higher than Scotland until 2017 when successful awards declined steadily as Universal Credit launched in Inverclyde and a high level of repeat Crisis Grant applications were refused. Barriers to successful awards were removed increasing the rate of successful applications at the start of 2020 and Inverclyde shifted from underspending to overspending the SWF in 2017/18, reflecting an increase in need. (See Figure 3 below)

Just under 4600 families in Inverclyde were receiving support from Universal Credit or the tax credit system in April 2020. The number of people claiming Jobseeker’s Allowance plus those who claim Universal Credit who are required to seek work and be available for work in March 2021 is 3,045 (6.3% compared to 4.5% in March 2020).





## Engagement with communities: Community listening events 2021

**Inverclyde Council and Inverclyde HSCP continued to conduct locality engagement events. The local engagement process was delivered as an online community wide survey with more than 600 respondents and a participatory framework known as “Community Listening Events” to engage with communities and key stakeholders in all 6 localities across the local authority area.**

Virtual Community Listening Events took place throughout February and March 2021 with the aim of involving people in decision making at the earliest stage and to seek the views of people with lived experience of poverty. The events helped inform the prioritisation of spend from the poverty fund (see page 10). Key themes are listed below.

- The need for employment, life skills and apprenticeships for young people and people who are most marginalised from the job market;
- Mental Health and Isolation was discussed at every community listening event and the stakeholders discussed having safe community spaces would offer local services that were easily accessed and relevant to the community;
- Food and Utility/Energy Insecurity being a concern; and
- The need for more Asset Based Community Support. People within the smaller localities have worked together to develop services and volunteering opportunities to meet the short term needs of the community with kindness and compassion.

The Child Poverty Action Group also collaborated with The Poverty Alliance between August and October 2020 to produce the Get Heard Scotland; Inverclyde report. The Poverty Alliance carried out interviews with 10 organisations who work with people living on low incomes, poverty and deprivation in Inverclyde. These interviews focused predominantly on the impact that the Covid-19 pandemic has had both on the organisations themselves and on the people that they work with, with a particular focus on the themes of employment; mental health; digital exclusion, and community support. The full report can be found using this link; [https://www.povertyalliance.org/wp-content/uploads/2021/07/GHS\\_Briefings\\_Inverclyde\\_Feb2021\\_FINAL.pdf](https://www.povertyalliance.org/wp-content/uploads/2021/07/GHS_Briefings_Inverclyde_Feb2021_FINAL.pdf)





# £1 million anti-poverty initiatives in Inverclyde

**Prior to the Covid – 19 pandemic Inverclyde Council and the Integration Joint Board allocated £1 million per year for specific actions to address poverty, inequalities and deprivation.**

The Anti-Poverty interventions currently include:

- Employment support for people most marginalised in the community. These interventions are targeted at those who live in the data zones with the highest deprivation and who have had challenges with drugs, alcohol and mental health. This programme will provide new and additional support and provide intensive activities and diversionary opportunities to change lives and provide employment opportunities;
- School Linked Social Workers. Based on findings from CELSUS linking child neglect and early intervention family support, early intervention support and mentoring for families will be trialled during the next two years;
- Business Start Up. This will provide business start-up and business development support in the most deprived data zones. (SIMD 2020);
- Food Insecurity. The first Inverclyde Zero Waste Food Pantry opened in early December 2020 and the membership has steadily increased to more than 400 members at the end of March 2021. Inverclyde Council has two annual memberships to Glasgow FareShare to supply food to key stakeholder organisations and to the Inverclyde Zero Waste Food Pantry who distribute to local customers;
- Fuel Insecurity. Combining the anti-poverty fund with hardship funding will enhance local partnerships with the third and community sector organisations such as IHeat to provide service support for households who are financially insecure. During Covid -19 pandemic this was increased to £150 of grants because older people were shielding or self-isolating likely to use more gas and electricity.

This will now include people aged over 70. In addition, Inverclyde households will receive support through the Wise Group Energy Crisis Fund (IHeat) to ensure that their energy supply is sustained whilst working with the household to equip them with the tools, skills and knowledge to manage their energy usage in future;

- Financial Fitness. In order to get more money to families this service offers support in benefits advice and financial management and provides people with a choice of services for them to seek support and assistance regarding their finances;
- Starter Packs. This provides those on the lowest income with a range of household products to assist with their first tenancy; and
- Early Intervention Support and Mentoring for Families to provide mentoring and coaching support for families living on low income, and who have challenges with mental health and anxiety.





## Covid-19 recovery

**Inverclyde Council and its partners worked with Public Health Scotland to analyse and interpret local and national data around child poverty. This not only provided us with the rationale for our priorities but allowed us to swiftly provide humanitarian support in the communities that we knew would be adversely affected by the Covid-19 pandemic. The Child Poverty Local Action Report Year 2 provided an in-depth review of these services and how they supported the Inverclyde Community.**

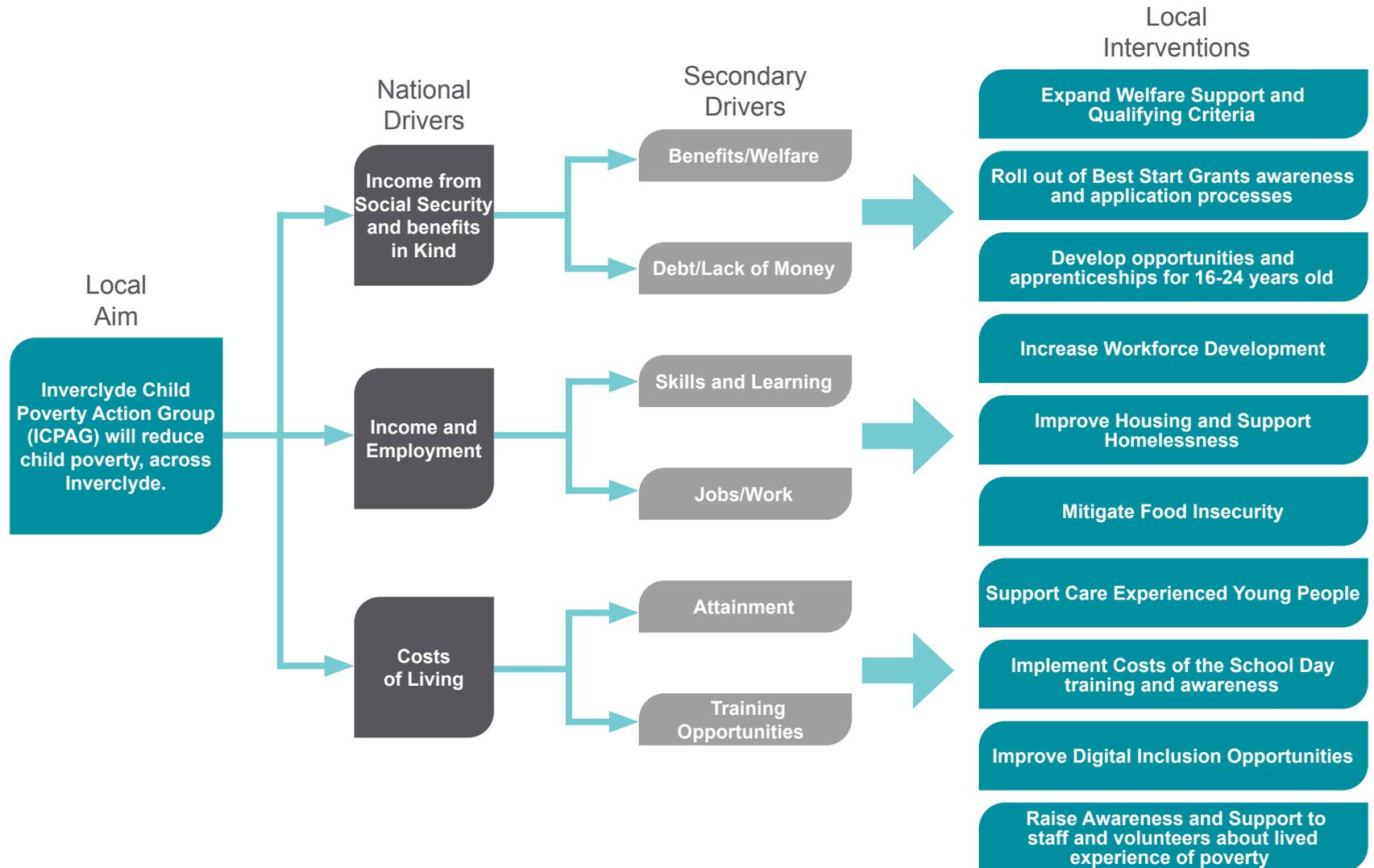
The year 3 Child Poverty Local Action Report is moving those services towards recovery and is closely linked to the Inverclyde Recovery Plans which show how we aim to improve mental health and wellbeing; improve financial security for those most at risk; close the gaps in learning; provide experiences for those who have missed out; and how we will continue to work with communities to empower them to have influence over the decisions that affect them.

The following sections provide our plan on a page and action plan.





# Plan on page





# Appendix 1 Income from employment

Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Continue the Apprenticeship programme for young people who are disengaged with learning or at risk of leaving school without qualifications	Head of Regeneration and Planning	£250,000	<p>Inverclyde Council has developed a bridge between school and the success of the Councils existing modern apprenticeship programme. The apprenticeship programme has combined on-site training with local employers and desktop learning between school and with West College Scotland. This programme aims to build confidence and self-esteem, increase learning and enable the young people to be ready for employment and have the skills to apply for jobs when the opportunity arises.</p> <p>The programme also includes creating and maintaining employment for the young people who came through this pipeline for a 2 year period. Initially 12 young people were selected from across the 6 secondary schools.</p> <p>Between August 2020 and June 2021 - The pre-apprenticeship programme was extended for a second cohort of twelve pupils from across Inverclyde. Inverclyde Council has also offered a level 2 apprenticeship to the year 1 cohort during the past of 24 months from August 2020.</p> <p>In June 2021, 10 Young People from Cohort 1 successfully completed the Pre Apprenticeship Programme. All 12 young people from Cohort 2 have now completed the Pre Apprenticeship Programme.</p> <p>Five modern apprentices who were due to finish on the Councils existing modern apprenticeship programme received a two year contract at an entry level post to allow them time to gain further experience and enhance their job prospects.</p>	August 2020 to June 2022	Young People who would be leaving school without an accredited qualification	Inverclyde Council Corporate Plan, Inverclyde Outcomes Improvement Plan, Inverclyde Children Services Plan



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Maximises the number of Care Experienced learners participating in education by improving opportunities for personal achievements	Chief Education Officer and Chief Social Work Officer The Young People Attainment Fund	£163,200	<p><b>Increase the academic achievement of Looked After Children</b></p> <p>The % of looked after children and young people achieving 1 or more awards at SQA national 4 level increased from 75.0% in 2018/19 to 81.8% in 2019/20.</p> <p>The % of Looked after children and young people leaving school achieving 1 or more awards at SQA national 5 level has increased from 25% in 2018/19 to 45.5% in 2019/20.</p> <p><b>Increase the number of care experienced children and young people involved in community activities.</b></p> <p>While community activities have been curtailed due to the COVID-19 pandemic, 246 children and young people aged between 5-26 years have benefitted through Attainment Fund applications.</p> <p>There has been a focus on improving their health and wellbeing; including wellbeing packs, new hobbies, learning to drive, musical instruments, having a bike for the first time and outdoor adaptive equipment for children with additional support needs.</p> <p><b>Increase the number of care experience children and young people expressing satisfaction in being involved in these new activities.</b></p> <p>All have expressed satisfaction of this support over the last year or having something to look forward to once lockdown eases so that they can resume their clubs and not just on-line activities. Similarly, other has been looking forward to learning to drive when lockdown eases.</p>	3, 6 monthly after starting these activities	This action covers all priority groups as the Scottish Attainment Challenge covers all young people living in SIMD 1 & 2 areas within Inverclyde	Attainment Challenge Plan, Inverclyde Council Corporate Plan, Education, Standards and Quality Report, Inverclyde Outcomes Improvement Plan, Corporate Parenting Strategy



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Increase the number of Care experienced young people between the ages of 16 – 24 years who remain in positive destinations	Chief Education Officer and Chief Social Work Officer The Young People Attainment Fund		<p><b>Increase the number of care experienced young people accessing modern apprenticeships.</b></p> <p>Six care experienced young people are currently benefitting from either a modern apprenticeship or paid work, with training and developmental opportunities.</p> <p><b>Track the supports that work to promote sustainability and learn what works.</b></p> <p>Promote professional and peer networks, inclusive of Proud2Care. Peer networks are in place with a Child's Planning Officer and the Corporate Parenting (Teaching) Team; this is also replicated with Looked after Health Team.</p> <p>There is a Reference Group and Attainment Challenge Implementation Group (ACIG), chaired by the Head of Education Services and Attainment Challenge Project Leader. Both Groups have 3rd sector, library services and HSCP representation; its aim is to mitigate the poverty related attainment gap.</p> <p>MCMC chair a group of professionals aimed at supporting young people with additional support needs through transitions; through early identification and support.</p> <p>The Participatory Support Board (PSB) that screens Attainment Fund applications is multi-agency; inclusive of the Children's Rights Officer, Head teacher, School Health and a CPIO.</p> <p>The development of The Promise (the findings of the of 4 year independent, root and branch review of the care system) published in 2020; will locally be driven by an implementation team, peer networks and Proud2Care. This is a 10 year strategy.</p>		Care Experienced Young People	Corporate parenting strategy



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Increase the number of Care experienced young people between the ages of 16 – 24 years who remain in positive destinations	Chief Education Officer and Chief Social Work Officer The Young People Attainment Fund		<p>Through our local networks, 18 under 5's and a further 24 families have been further supported from a partnership between Riverclyde Homes, Belville Community Gardens and Home Start to support activities to mitigate the poverty related gap.</p> <p>The professional and peer networks through the Care Experienced Young People Attainment Fund have continued to yield partnerships, and bring in matched funding.</p> <p>This has continued to increase with two Projects being offered in two Primary Schools in August 2021; a partnership with a 3rd sector partner, children and their parent/carer to cook together. Food boxes are being provided, with the aim to promote healthy eating and have fun together.</p> <p>A local primary school Nurture Project (including 28 children) is due to begin in August. Its purpose is to reduce the gap between the highest attaining and lowest attaining children in our school who are care experienced and develop healthy relationships and inclusion with peers and support children to develop resilience.</p> <p>On-line access has also been available to write songs and receive music tutoring.</p> <p>Projects deferred due to COVID-19 will either begin in August 2021 or be concluded. This includes the launch of the Girl Power Mosaic St Michael's Primary School,</p> <p>Film School with Clyde Muirshiel, RigArts and a local Primary School and Holiday art sessions for children with additional support needs to provide respite and fun for families (5 workshops – with 4 children in each).</p> <p>Support has been given for a 3rd sector partner to apply to Inspiring Scotland Community Play Fund for outdoor play equipment to offer outdoor learning opportunities during term time and address food poverty during holidays.</p>		Care Experienced Young People	Corporate parenting strategy



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Improve the number of school leavers going to positive destinations especially in areas of greatest deprivation	Chief Education Officer and Chief Social Work Officer The Young People Attainment Fund		<p>Latest figures published by the Scottish Government revealed that 93% of local secondary students went onto 'positive destinations' during 2019/20:</p> <p>The positive destinations rate is down slightly from the record 95.8 per cent in 2018/19 and 0.3 per cent below the Scottish average.</p> <p>Inverclyde Council since 2009 has performed in excess of 90% for Positive Destination results, (except 2010), however, Inverclyde still ranks 15 out of the country's 32 local authorities for school leaver outcomes.</p> <p>During 2019/20 there were increases in the number of students going into university and college.</p> <p>The number of young people going into higher education after high school went up 0.8 per cent to 45.9 per cent – a new record</p> <p>There was an increase of 1.8 per cent to 31.1 per cent for those going onto further education.</p> <p>The employment rate fell by 4.2 per cent to 13.1 per cent, which is likely to be as a direct result of the Covid-19 pandemic.</p> <p>There were 747 school leavers in Inverclyde during 2019/20.</p>			



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Explore a workforce refresh scheme to free up opportunities for advancement for existing employees and ultimately create “entry level” vacancies which we would aim to fill from the target demographic	Head of ODHR	£2.4 million	<p>Covid has made the need to create employment opportunities even greater with large increases in unemployment already and more forecast. Most commentators cite the young as being the ones who will find it hardest to gain employment whilst those who work in the “casual” sector have largely fallen through the cracks of the various support schemes. In addition Covid will cause a proportion of the Council workforce to evaluate their work/life balance and whether the time has come to leave the Council/ reduce hours.</p> <p>The current focus is a campaign that has been launched using the theme ‘Inverclyde works’ to raise the profile of job vacancies, training and other employability initiatives to the broadest possible audiences to encourage more local people into employment and training in order to support community recovery. Job vacancies, which have arisen as part of the Council’s workforce refresh programme, have been advertised locally and shared with local employability partners such as: Skills Development Scotland, Inverclyde Community Development Trust, and the local Department of Work and Pensions, to allow for a wide reach of council vacancies to the Inverclyde population. Impact will be assessed through regular analysis of recruitment advertisement and selection statistics.</p> <p>Various initiatives will be explored and assessed to create job opportunities and traineeships aimed at the targeted demographic.</p>	March 2021 – March 2022	Local unemployed, particularly those in the young unemployed group	Inverclyde Jobs Recovery Plan



Income from employment						
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans
Workforce Development across the NHS Greater Glasgow Health Board and associated HSCP	NHS GGC		<p>NHSGGC achieved living wage employer accreditation. Implementation of the NHS GGC Widening Access to Employment Strategy Academy implementation model changed due to the pandemic.</p> <p>NHSGGC continued its modern apprenticeship programmes, which include young parents as a target group and employability outreach programmes to schools and colleges.</p> <p>NHSGGC linked with the Once for All Scotland Procurement approach, which is considering child poverty.</p> <p>Other key roles as an NHS employer work included; online roll out of staff energy and money advice clinics with, 849 staff taking up the service from October 2020 to April 2021;</p> <p>a childcare options algorithm for key NHS workers during the pandemic;</p> <p>Covid, child poverty and poverty website; and wide dissemination of the national council tax reduction monies available and new national Home Energy Support Fund to NHSGGC Healthy Working Lives local employers.</p> <p>There has been major increase in staff using our fuel poverty and staff money worries programme (320% increase since last year, 1060 staff used this service).</p>	March 2021-2022	People in the workforce who are on low income and most likely to face inequalities	Inverclyde LOIP



## Appendix 2 Costs of living

Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Housing	Starterpacks	£37k	<p>Starterpacks is a charitable organisation providing household goods to homeless people entering a tenancy and families living in poverty. The charity relies on public support to continue its work within the community. Referrals are received from Services such as Barnardo's, Housing Associations, HSCP, Health Visitors, Women's Aid and Refugee Resettlement.</p> <p>Starter Packs remained open during COVID first lockdown there was a reduction in referrals as many Referrals Agencies were closed or working from home. During the second lockdown services remained open and Starter Packs have been able to provide the service throughout the year providing Starter Packs to all those referred.</p> <p>During 2020/21 Starterpacks provided 122 family packs and 218 children's packs to help families with new tenancies who are living in poverty receive vital household equipment including children's bedding and kitchen utilities. The majority of the Family and Children Starterpacks were provided to lone parent families followed by families with 3 or more children.</p>	Ongoing	Changes to the referral form in April has allowed priority groups to be captured (where filled in)		



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Prevent tenancy failure for tenants living in Riverclyde Homes Property until 2023 as a pilot project	Riverclyde Homes	Scottish Government Funding	<p><b>To support initiatives to prevent homelessness and contribute to reducing child poverty.</b></p> <p>Riverclyde Homes will establish a multi-skilled team to deliver and support customers to prevent tenancy failure. The project will specifically support people who are more likely to be living in poverty including: Lone parent families, young parents, large families or families with a disability. The project will also support: customers referred via Section 5 process, customers with poor mental health or addiction issues and young people in their first tenancy including care leavers.</p> <p>The team will include a Tenancy Support Mentor and Income Maximisation Officer who will use both referral pathways &amp; existing data to identify customers. The service will be based around Support Plans &amp; completion of agreed actions.</p>	Starting May 2021			
Improve Housing Regeneration	Housing Strategy		<p>Deliver on an Acquisition Programme during 2021-22 to purchase private housing off the market and bring them up to current affordable housing standards. These properties will be managed by local RSLs and form part of their stock profile.</p> <p>Following the SIMD 2020 report Planning and Housing Strategy commissioned consultants to examine the Eastern Gateway area of Inverclyde as a strategic housing priority to look at the options around housing led regeneration of that area. This report is now complete the Council is also commissioning a similar report focussing on Greenock Central (part of which is the most deprived area)</p> <p>Tackling fuel poverty in the area through the Home Energy Efficiency Programme (HEEPS) in Inverclyde) will be next to be examined.</p>		All priority groups	Local Outcome Improvement Plan, Local Housing Strategy	



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Create Affordable Housing Supply Programme	Housing Strategy / Developing Registered Social Landlords / HSCP	£11.428m Scottish Government grant funding (2020/21)	<p><b>Increasing the supply of affordable housing in the area will mitigate against fuel poverty; reduce housing costs; and therefore will positively contribute to one of the 3 key drivers of reduced child poverty: 'Reduced cost of living for families'.</b></p> <p>The delivery of around 800 units across Inverclyde through projects previously estimated for completion by March 2021 will now mainly be delayed by 3 to 6 months following the easing of lockdown measures. We will seek to ensure that a further £11m grant funding for 2021/22 will be spent on increasing the supply of affordable housing in Inverclyde</p>	Ongoing	This action includes all priority groups	Local Housing Strategy; Strategic Housing Investment Plan; Strategic Plan; Housing Contribution Statement	



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
To identify strategies and funding that will reduce the Digital Inequalities that exist in Inverclyde	Inverclyde Council/HSCP	<p>Devices Allocated direct from Connecting Scotland to the local authority area 2020/21.</p> <p>Local refurbished devices</p>	<p><b>Allocation of devices</b></p> <p>Local public, third and private sector organisations have been working together to reduce the gap around digital inequalities. Devices have been available from Connecting Scotland in phase 1 and 2 to prevent digital isolation to people and families who do not have access to digital technology either because they do not have a device, Wi-Fi connectivity or capacity to access internet.</p> <p>Total number of devices allocated across all services, community organisations and third sector organisations.</p> <p>570 iPads 688 MIFI devices 536 Chromebooks</p> <p>Devices are donated to Inverclyde Council and to the TSI from local businesses. These are cleansed/wiped and redistributed to adult learners and young people who do not require WIFI but need a device to complete their learning, training or employability opportunities. This is being processed and managed by Inverclyde Council Community Learning and Development Team, using a local database of local learners, people in employability pipelines, college and families who are digitally isolated members of the community.</p> <p>A multi agency collaborative has been established locally to ensure the local needs of people living in poverty and deprivation received the services and support they require to become digitally active. This strategy group will encompass Education Digital Strategy to ensure that there little opportunity for duplication or gaps in service provision.</p> <p>Individuals from the organisations that received the Connecting Scotland Devices also received addition training for “Digital Champions” this has increased the local capacity to offer support to device users building local knowledge around digital access. In addition Inverclyde Council – Community Learning and Development, Inverclyde Libraries, West College Scotland and CVS Inverclyde are offering support across the learning community on accessing the internet safely, using online forum and accessing training opportunities.</p>	Ongoing	Vulnerable families who do not have access to internet and are considered to be digitally isolated, people with disabilities and care leavers. Groups of families with a focus on priority groups of young people, parents under the age of 25 years, families where English is a second language, families on low income and in receipt of free school meals/school clothing grants.		Income from Employment



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
To provide services and support which will reduce and mitigate Food Insecurity in the localities with the greatest inequalities throughout the recovery period from Covid 19 until 2023	Inverclyde Council/ Inverclyde Community Development Trust/ Parklea Branching Out with partners  Inverclyde Council	Proposed £124,000	<p>Every participatory Community Listening Event highlighted the need amongst communities to have fresh affordable food that is easily available especially during the national lock down in January/ February 2021. People reported that families were having to choose if they were going to pay for heating (utilities) or food.</p> <p>Inverclyde Council had already provided funding through the Scottish Government Financial Insecurity Funds to start a grass roots organisation lead by Inverclyde Community Development Trust. The Zero Waste Food Pantry opened in December 2020. The membership of the Pantry had reached 400 by the end of March 2021. The response from the community has been overwhelming with suggestions and requests for more pantries in other localities. The Inverclyde Community Development Trust are assessing the impact of the Grieve Road Pantry and an end of year evaluation will provide evidence of need for a second pantry now that Inverclyde is moving into recovery phase from the Covid 19 pandemic.</p> <p>Inverclyde Council has paid for two super memberships with Fare Share Glasgow to ensure that families who are vulnerable have access to fresh and affordable food. This membership ensures that the Zero Waste Food Pantry has a fully stocked shop on a weekly basis which is subsidised with food from other sources, such as surplus from local supermarkets and purchased goods. Local organisations, such as the Registered Social Landlords and HSCP are also supporting the pantry to ensure that the most vulnerable families have money to become members and have access to funds to enable them to buy their shopping with dignity and respect. This has resulted in people being able to purchase the food they need on a weekly basis.</p> <p>The second Fare Share Membership provides a weekly delivery of surplus food to Parklea Branching Out, which supports adults with learning challenges, other local organisations such as the community centres and schools also access the food from Parklea Branching Out, to host local food share supplies within communities with the greatest inequalities.</p>	December 2020 – on going – Progress will be reported to through the Anti Poverty Steering Group to Inverclyde Council Committee Structures	<p>All priority groups across the Inverclyde community identified by the Community Organisations.</p> <p>Priority Groups living on low income, families with disabilities and families where English is the second language.</p>		



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
	Community Organisations		In reaction to the demand from the community the volunteers and community organisations who provided support during Covid established a short term community food share provision. This was an agreement between local supermarkets and the volunteers including the Salvation Army and provided an alternative and choice to families on low income.		The Food Share community are engaging with all members of their neighbourhood. The have been established in the areas where inequalities are greatest and many families are living on low income.		



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Implement Cost of School Day Practice across Inverclyde schools	Education Services		<p>12 teachers have been trained as local champions in raising awareness on reducing the cost of the school day.</p> <p>In Year 3 2020/21 – Schools were in lockdown between January – March (April) 2021 therefore opportunities to monitor the cost of the school day were reduced. However, Child Poverty and Cost of the School day remains firmly on the Health and Wellbeing agenda.</p> <p>During Lock Down 2021 - families entitled to free school meal/school clothing grants received £30 per fortnight paid directly into their bank account. This was in addition to the winter/spring payments received from SSSA and the new additional payment provided to families, including two £100 Family Pandemic Payments paid for each child of school age in receipt of FSM. £130 Low Income Pandemic Payment to be paid to households by end of October 2021 who are in receipt of Council Tax Reduction.</p> <p>As a reaction to the needs of families returning to school after a long winter break many local schools have relaxed their school uniform policy. Many schools also offered a Covid friendly access to pre loved uniforms as part of a uniform exchange programme.</p> <p>Local parents/Community organisations also provided access to school uniforms and uniform swap shops from local communities, in a response to the demand and anxiety of parents as schools returned. This was captured as part of the Community Listening Events.</p> <p>After recovery from Covid 19 pandemic the aim is to conduct a “State of the Nation” report to assess areas for further development, progress good practice and share national initiatives that support families on low income especially the priority groups. We will work with the families, young people and schools to develop the cost of the school day even further.</p>	Ongoing – During 2021/2022	All priority groups targeted within all schools in Inverclyde	Children Services Plan/ LOIP	



Costs of living							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Provide Affordable Child care services for working families on low income during the school holiday period from October 2020 until February 2022	Inverclyde Council in partnership with Children in Scotland and Scottish Government	£250,000 SG funding	<p><b>To provide affordable child care services for families in work but on low wages, with a priority for lone parent families, families with 3 + children, families with disabilities, families where English is their second language and families adversely affected by Covid-19 pandemic.</b></p> <p>After the Easter Affordable Holiday Hub a development officer has been employed to expand the two holiday hubs and increase the numbers attending to reach capacity of 60 children and young people in each hub during the school holiday period.</p> <p>The test will be to find out the need for affordable (free) holiday care for children and young people and report back to Scottish Government and Children in Scotland.</p> <p>SPIRU has undertaken local research between Dec 2020 and March 2021 to better understand the complex landscape of out of school provision across Scotland with a focus on 4 local authorities including Inverclyde. The full report will be available later in the year.</p>	<p>October 2020 initial pilot - Developed further in April 2021.</p> <p>28 June- 13 August 2021</p>	Families in work but on low wages, with a priority for lone parent families, families with 3 + children, families with disabilities, families where English is their second language and families adversely affected by Covid-19 pandemic		



## Appendix 3 Income from social security and benefits in kind

Income from social security and benefits in kind							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Expand Welfare Support	Inverclyde Council	£150k DHP £220k SWF	<p>The DHP policy was expanded in August 2020 in response to the financial impact of Covid 19 restrictions. A new criteria was introduced to supplement housing cost support in the Private Rented Sector by up to 100% of the difference between Universal Credit Housing costs or Housing Benefit entitlement, capped at £200 per month, payment being made for a period of no more than 6 months. It provides short term help which is in line with the purpose of DHP to allow households time to improve their circumstances by finding employment or moving to more affordable homes. Despite considerable efforts to promote the fund, including direct communication with potential eligible households, uptake was low with 12 applicants qualifying under this specific category with a further 20 who responded to this exercise qualifying under existing categories. The total additional DHP paid to this group between August 2020 and March 2021 was £21k.</p> <p>The Council took the decision in March 2020 to increase Scottish Welfare Fund Crisis Grant payments by 20% to provide greater financial support to those in most need. The number of approved Crisis Grant applications increased in 20/21 by 15% (399 additional grants) with the total value of grants increasing by 50% (£119k additional grant awarded).</p> <p>In addition, it was agreed that the Community Care Grant (CCG) which assists individuals set up home or remain at home be paid to not only high priority cases but also medium priority. Fewer house moves took place during restrictions reducing the number of CCG applications by 5% (79 fewer applications). Despite the reduction in applications, 19% or 189 more applications were approved with the total value of grants increasing by £226.5k, an increase of 48%. This has ensured more individuals remain in settled homes with additional items including washing machines, floor coverings and additional furniture.</p> <p>Additional SWF expenditure totalled £345k and is contained within the one off extra funding allocation by the Scottish Government.</p> <p>The 20% uplift in Crisis Grants and the expansion to medium priority for Community Care Grants continues and will be reviewed in the summer of 2021.</p>	2020/2021	People including families living in private tenancies, lone parents and families with disabilities who are more likely to be on low incomes		



Income from social security and benefits in kind							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
<p>HSCP staff contribute to reducing child poverty</p> <p>Mitigate Child Poverty across the NHS GGC area.</p>	<p>Chief Officer and Head of Service, Children &amp; Families and Criminal Justice</p> <p>Lead Officer NHS Greater Glasgow and Clyde</p>	<p>Staff resources to provided training / to attend training / audit EMIS data</p>	<p><b>All health staff will offer income maximisation advice at home visits, and this will be recorded on EMIS (NHS Electronic Management Information System).</b></p> <p>All health visiting staff have been issued with the GG&amp;C money advice service leaflet/CAPG Financial advice for families' book. This project is ongoing and this will be monitored throughout this year via the Universal Pathway group.</p> <p>Health Visitors and Family nurses will refer people on to a number of nationally led and established initiatives which provide free, safe and consistent access to formula milk and have sight of UNICEF and GGC board/HSCP guidance relating to access to formula milk for families.</p> <p>Health visitors and Family Nurses will sign post families to local resources; 3rd sector provisions, food banks and income maximisation services/welfare rights and ensure collaborative links/visibility with these services.</p> <p>Social workers will also do this and section 22 payments are available for immediate needs. Health visitors and Family Nurses will be aware of provision of section 22 funds available from social work for families.</p> <p>In 2020-21, it is estimated 19,300 NHSGGC patients were referred to money advice services with a financial gain of £56million. 62% of all referrals are parents; 38% of all referrals are BAME patients community (portion asylum seekers and refugees), 62% with a disability with 83% from SIMD one and two.</p> <p>COVID significantly impacted on corporate and acute innovations to tackle child poverty. As the pandemic hit, Acute staff worked quickly with contracted money advice services to ensure face to face services changed to phone and online appointments systems.</p>	<p>Flash Reports to the Joint Children Services Partnership (3 monthly)</p>	<p>This action covers all priority groups for families living in Inverclyde</p>	<p>HSCP Strategic Plan, Inverclyde Children's Service Plan, Mental Health Strategy, Parenting Strategy, Inverclyde Alliance Local Outcome Improvement Plan</p>	<p>Cost of Living</p>



Income from social security and benefits in kind							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
			<p>Acute settings extended the provision of emergency food packages for those in need being discharged from hospital, which included maternity settings.</p> <p>Corporate and Acute leads collated issues requiring potential regional and national escalation (e.g. evictions for pregnant women and families with a small child / new baby).</p> <p>Healthier Wealthier Children referrals were maintained with 25% more primary care embedded money advice referrals. In terms of equalities monitoring, 25% of clients are parents, only 12% are in full time employment, 55% are women and 83% are white Scottish.</p> <p>The Special Needs in Pregnancy and Children's Hospital programmes are maintaining their referral, financial gain and debt managed rates but with enhanced travel poverty intervention in place and emergency food provision being put in place.</p> <p>The Family Nurse Partnership was successful with a funding bid and this has increased referrals (final data due June 2021) with enhanced travel poverty and food insecurity interventions</p>				



Income from social security and benefits in kind							
Action	Who action is carried out by	Resources allocated	Summary and how impact has/will be assessed	Timescale for action	Group(s) the action is intended to reduce poverty amongst	Link to other plans	Links to other Poverty Driver(s)
Best Start Grant – Local Roll Out	Social Security Scotland		<p><b>Best Start Grant and Best Start Foods benefits (Dec 18 – Feb 21).</b></p> <p>In Inverclyde the total number of approved applications were 2870.</p> <p>The total number of applications received was 4090, but 2870 of those were applicable and received payment.</p> <p>A total of £951,740 was paid out in Inverclyde for this benefit over this time period.</p> <p>Pregnancy and baby payment £300,600                      Early learning payment £219,750                      School age payment £167,750                      Best start foods £263,640</p> <p>There was a much higher Best Start Grant and Best Start Food uptake across NHSGGC. An estimate of Scottish Child Payment uptake across NHSGG is now around 70%.</p> <p>Midwives, Health visitors and Family Nurses will sign post families to this resource both in pregnancy and at relevant touch points in the child life to ensure all opportunities to access all once off payments and regular food card payments are met. Health visitors and Family Nurses will be aware of escalation processes to address issues re payment cards and once off payments.</p>		This action will benefit all priority groups	Inverclyde Corporate Plan, Inverclyde Outcomes Improvement Plan LOIP, HSCP Strategic Plan	



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