



Inverclyde Local Child Poverty Action Report

Year Four

2022-25



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Introduction

This is a shared report between Inverclyde Council and NHS Greater Glasgow and Clyde marking our commitment to working together, using all available evidence, to reduce inequalities and poverty and build a community where fewer families are living in relative or absolute poverty by 2025. This partnership working maximises the impact of our individual organisations and simplifies and supports those accessing our services.

Our fourth annual Local Child Poverty Action Report covers our shared understanding of child poverty in Inverclyde, our recent work to tackle this and our plans for 2022-25.

The Inverclyde Child Poverty Action Group (ICPAG) believes that poverty is both a cause and a consequence of child rights violations and this report adopts a rights based, holistic approach to family service delivery to ensure children in Inverclyde have the right to live free from poverty. The ICPAG will continue to strive to engage with families, children and young people to ensure that their views, feelings and wishes in all matters affecting them, are considered and taken seriously in line with Article 12 of the UN Convention on the Rights of the Child.

The Scottish Government acknowledges that Covid-19 impacts have been (and are likely to continue to be) borne unequally, will widen many existing inequalities and produce disproportionate impacts for some groups that already face particular challenges. Alongside this exacerbation in inequalities the pandemic has also brought significant challenges for our wider communities. There have been combined issues of reduced income as a result of job loss, reduced working hours and furlough, welfare reform, increased costs of living, and negative impacts on physical and mental health.

Against this very challenging background our strong partnership enabled a quick response to the emerging needs of local people through the pandemic lockdowns. This included providing food and fuel support to families on low incomes, and cash benefits for families entitled to free school meals and school clothing grants. We identified need around educational resources including digital equipment to children and provided information that co-ordinated humanitarian support to people on low incomes or in isolation. The ICPAG believe the momentum created through the pace and commitment across services and organisations in their response to the pandemic should not be lost.

Other significant areas of work include six Inverclyde Poverty Listening Events, which informed the allocation of £1m by Inverclyde Council and the Integration Joint Board to address poverty and inequalities. In this report you will information on School Linked Social Workers, the food pantry movement, a whole family approach to mentoring and coaching support for families living on low income, a range of employability support as well as additional cost of living payments provided to local people.





Over the next 3 years ICPAG will:

- Increase income from employment by offering a range and choice of opportunities for priority parents to help them access and maintain employability, learning and training;
- Increase income from benefits to ensure a systematic whole family approach for families more likely to be living in poverty and facing financial insecurity;
- Mitigate the cost of living by providing accessible and affordable child care, activities and food for children in priority families; and
- Develop our approach to communication and participation. We will do this by working collaboratively with families with lived experience to ensure services respond effectively and meet their needs.

The Child Poverty Action Plan links to the work undertaken across the whole of Children's Services in Inverclyde– including the Children's Services Plan, Health and Social Care Partnership and Education.

We hope you will find our Child Poverty Action Report encouraging and helpful in understanding our commitment to working together, alongside our Inverclyde Alliance partners and communities to reduce child poverty.

By Ruth Binks Corporate Director, Education, Communities and Organisational Development, Inverclyde Council and Emilia Crighton, Director of Public Health, NHS Greater Glasgow and Clyde.





Our Understanding of Child Poverty

Our understanding of child poverty in Inverclyde is drawn from national guidance and statistics, local data and research and what our communities tell us. We will cover each of these below.

National levels and targets

The Child Poverty (Scotland) Act 2017 sets targets relating to ending child poverty, which the Scottish Government committed to achieve by 2030 and sets out interim targets for April 2023.

The table below details the current levels for Inverclyde and Scotland, along with the targets. Trends are also supplied in the graphs. Please note that BHC refers to before housing costs, and AHC refers to after housing costs.

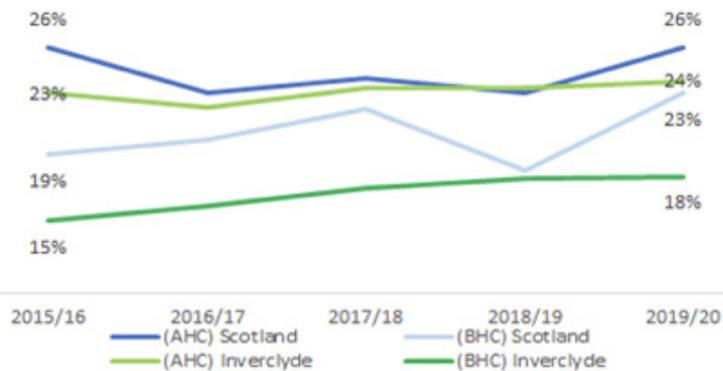
Measure	Inverclyde Current Data	Scotland Current Data	Scotland Interim targets 2023	Scotland Targets 2030
% of children live in relative poverty	23.8%	26%	18%	less than 10%
% of children live in absolute poverty	14%(BHC)	18%(BHC)	14%	less than 5%
% of children live in combined low income and material deprivation.	NA	12%	8%	less than 5%
% of children live in persistent poverty	NA	10%	8%	less than 5%



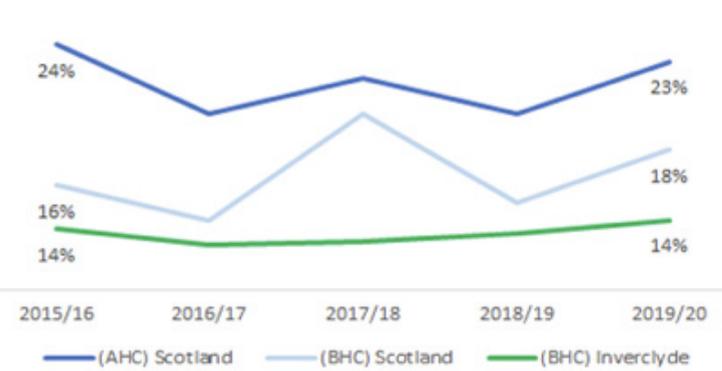
The charts show that relative poverty after housing costs has slightly worsened in Inverclyde since 2015 and levels of absolute child poverty remained largely stable. Covid-19 impacted on data collection for the Family Resources Survey, which is the data source

for this information. The more recent data is not robust enough to be published as official statistics. There is no local data available for combined low income and material deprivation or for persistent poverty.

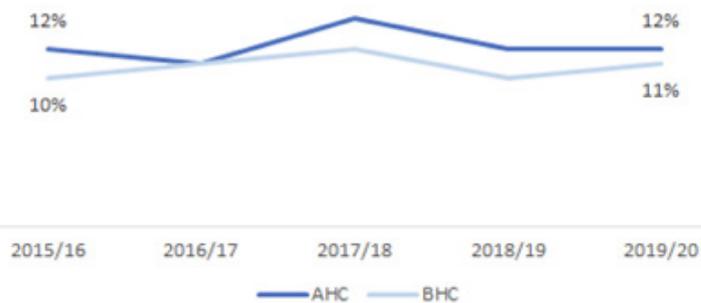
Proportion of children in relative poverty



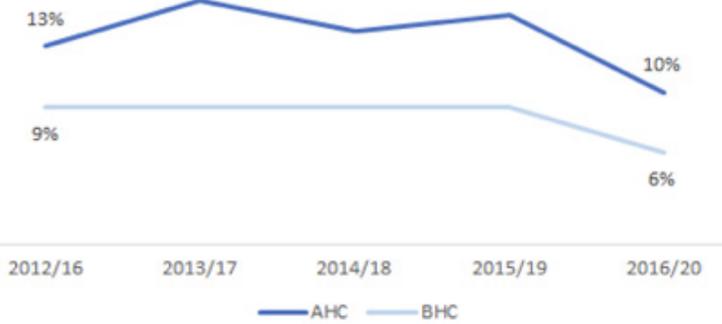
Proportion of children in absolute poverty



Children's combined low income and deprivation



Children in Persistent Poverty



Source: Children in low income families' local area statistics 2014 – 2021 (BHC) and End of Poverty 2020 (AHC).



The Scottish Government have identified six priority family types who are the groups at highest risk of experiencing child poverty. Inverclyde Child Poverty Action Group will focus services to support these families out of poverty.

The national rates for children in relative poverty for each of these groups is detailed below:

Lone Parents



Disabled



Minority Ethnic



Mothers aged < 25



3+ Children



Youngest Child aged < 1



Local data and research

In 2019/2020 the Inverclyde Child Poverty Action Group established a partnership with Public Health Scotland to conduct an in-depth strategic needs analysis; to identify a local data dashboard to measure progress against the actions; and also to establish mapping of services for priority groups living in the area.

This partnership with Public Health Scotland is known as the Prioritising Child Poverty Resource. It provides local stakeholders with a clearer understanding of child poverty in Inverclyde, and, in turn, how the services and organisations can improve support and enhance relationships to address child poverty.





Indicator	Baseline measure	Current data 19/20	Measure and Source
Overall			
% of Children living in relative poverty	23.3%	23.8%	%age of children living in relative poverty (after housing cost) in Inverclyde: End Child Poverty 2015/16 - 2019/20
% of Children living in absolute poverty	14%	14%	%age of children living in absolute poverty (before housing cost) in Inverclyde: End Child Poverty 2015/16 - 2019/20
% of children living in combined low income and material deprivation	12%	12%	Data only available at national level (AHC) 2015/16 - 2019/20
% of children living in persistent poverty	13% (2012-16)	10% (2016-20)	Data only available at national level (AHC) 2012 /16 - 2016/20
Income from employment			
Real Living wage employers in Inverclyde	-	20	Number of real living wage accredited employers: Living Wage Scotland 2021
Working age unemployment levels	18.5%	17.5%	%age of economically inactive residents who want a job: APS. Jan-Dec 2020
Children and young people participation level	91.8%	97.2%	%age of 16-19 year olds participating in learning, training or employment: SDS Annual participation Measure report 2021
Income from social security and income maximisation			
Free school meal uptake at Primary School	55%	78.8%	%age uptake of free school meals at primary school (P1-P7): School Healthy Living Survey 2021
Access to financial wellbeing advice	TBC	TBC	Number of families accessing MART financial well being advice: Local data
Costs of living			
Real Living wage employers in Inverclyde	28%	28%	Fuel Poverty(all households): Scottish Household Survey 2019
Working age unemployment levels	97%	101%	%age of 3 & 4 year olds registered for funded early learning and childcare Dec 2021: Scottish Government Schools Statistics*

* (1) Based on children in the 2,630 centres identified by local authorities who provided early learning and childcare and where the centre type was local authority or partnership. Children are counted once for each centre they are registered with, so the same child may be counted multiple times if they attend more than one centre. Children may also attend centres outside of the local authority they live in, which would also affect these figures. For councils that have the 3 year old eligibility criteria of 'term after 3rd birthday', 'month after 3rd birthday' or 'other' in the majority of their centres, NRS population projections for 2021 and 2022 have been interpolated to estimate the population at 31st August 2021.



Council Tax reduction data has provided us with the following insights:

- 1825 families are in receipt of Council Tax reduction, 80% of whom are lone parent families,
- A high proportion (35%) of families in receipt of this reduction are also in receipt of a Disability Living Allowance/Personal Independence Payment suggesting a family member is living with a disability, and
- 1293 (70%) of the households in receipt of Council Tax reduction do not have any income from employment.

In Inverclyde 78.8% of primary school age children receive free school meal/free school clothing grant benefits, this figure is 64% across Scotland.

We have also considered the distribution of child poverty across the geography of Inverclyde. Intermediate zones are small geographical areas with approximately 2000 – 6000 residents. There are 17 in Inverclyde.

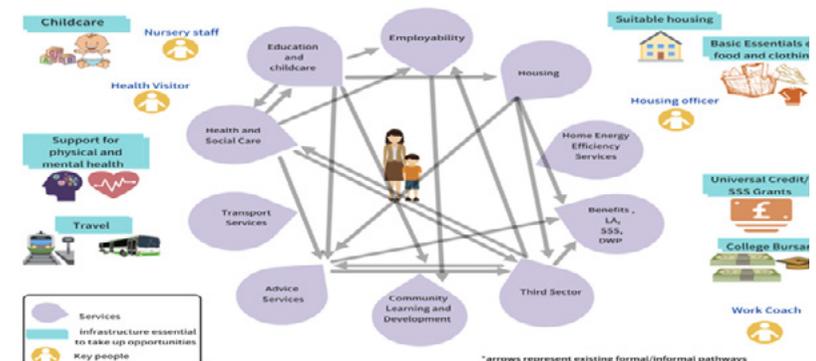
<p>Number of children living in relative poverty (before housing costs) is 23.8%, with a variation across intermediate zones from 4.9% to 26.4%.</p>	<p>The highest proportion of children living in relative poverty is in Greenock East with 313 (23.7%) children.</p>
<p>In 9 of our 17 intermediate zones the child poverty rate is over 20%.</p>	<p>The highest percentage of children living in relative poverty is in Greenock Upper Central (26.4%) followed closely by Port Glasgow Upper East (26.3%).</p>

What our communities tell us

Empowering communities is a priority action within our plan. Our community listening events and our mapping exercise with Public Health Scotland have told us that involving and engaging people with lived experience of poverty is vital to ensure that the services and organisations meet their needs.

Online community listening events have been a platform for many of our engagement and discussion sessions with members of the public however, now that the Covid-19 pandemic is ending, it is anticipated that more face to face communication will commence.

This graphic illustrates the local mapping exercise that was conducted highlighting the barriers out of poverty, including access to childcare, support for mental health, access to benefits, housing and access to food, fuel and clothing, connectivity including transport and digital access that individual families face.





Get Heard Scotland (GHS) is a programme coordinated by the Poverty Alliance and funded by the Scottish Government as part of Every Child Every Chance, the Scottish Government's Tackling Child Poverty Delivery Plan. Between August and October 2020, the Poverty Alliance conducted interviews with 10 organisations that work with people living on low incomes in Inverclyde.

Of concern for some interviewees was the impact that might be felt by people who, pre-pandemic, already found it more challenging to access the labour market, such as lone parents (who are overwhelmingly women), disabled people, carers (especially young carers), people with substance use issues, and people with mental health issues and addressing the longstanding issues of unemployment and of a lack of jobs.

Since the onset of the pandemic, organisations have witnessed a steep rise in the numbers of people experiencing mental health issues. One organisation estimated that 7 in 10 of their service users are currently experiencing mental ill-health, compared with 1 in 10 prior to the pandemic.

Some of the key drivers of this were due to:

- worries and/or concerns about financial difficulties;
- increased cost of food and energy
- extended waiting times for healthcare
- ongoing impact of social isolation and
- additional stress on parents looking after children, including the pressures of online learning

How this data and research impacts our approaches

The research has helped us to understand how best to balance (i) targeting services and support towards the worst off in society, (ii) reducing the gap between groups and (iii) universal services which reduce the gradient across the population.

We understand that we need to specifically target lone parent households, families with a disability and families with parents who are unemployed/no earned income. Also, the high level of child poverty in many of our areas, and the presence of children living in poverty across all our communities, highlights the need for accessible supports for all and our 'no wrong door' approach.

Local data has highlighted that not only does Inverclyde have lower levels of employment, there is low job availability, 'lower paid' jobs, higher unemployment levels, more part time jobs, high social rented accommodation, higher rates of lone parent families and higher proportion of families who are in receipt of a Disability Living Allowance/Personal Independence Payment when compared to Scotland as a whole. Our employability, business support and community wealth building programmes are key to addressing this.

Our action plan for 2022-25 reflects this understanding through its approaches to increasing income from employment, reducing the cost of living and increasing income from social security and benefits.

Appendix 1 of this report provides a deeper dive into our data to ensure that we continue to have an understanding of our community and the challenges faced by local children and families.



Our Work in 2021-22

How we work together

The Inverclyde Child Poverty Action Group (ICPAG) is a multi-agency collaborative that oversees service provision development in Inverclyde in relation to child poverty. The ICPAG Chair is Inverclyde Council's Corporate Director for Education, Communities and Organisational Development. Governance reports and recommendations from the ICPAG are approved and monitored by the Inverclyde Alliance, Inverclyde's community planning partnership.



What we have done together

Inverclyde Council, Inverclyde Health and Social Care Partnership (HSCP) and NHS Greater Glasgow and Clyde (NHS GGC) continue to work collaboratively through the Inverclyde Alliance to develop the local and national policy responses to reduce child poverty and inequalities. It does this through a number of ways including the Inverclyde Outcomes Improvement Plan, Children Services Plan, and the Scottish Attainment Challenge in addition to the specific approaches in the Child Poverty Action Plan.

Anti poverty fund interventions

Throughout the past 4 years the ICPAG has engaged with local people as it plans its services. More recently this has included undertaking six Inverclyde Poverty Listening Events. The events discussed what services and supports communities need and provided them with a platform to highlight their priorities to mitigate poverty and inequalities. £1 million of funding was allocated by Inverclyde Council and the Integration Joint Board to implement a range of local activities identified by the listening events. Examples of the activities supported are outlined below:

Creation of School Linked Social Workers £202,000

Inverclyde has allocated two full time social workers to the school communities of Aileymill Primary School and St Andrew's Primary School and their associated early years establishments. This is an early intervention project providing the families with the necessary supports to improve wellbeing and improve outcomes for the whole family. The project signposts to other services including maximising family income.



Food Insecurity - £124,000 for two years

After the successful implementation of the Inverclyde Zero Waste Food Pantry in early December 2020, Inverclyde continues to support people with food insecurity through the continued development of the food pantry movement. This provides affordable and accessible food in a shop environment that reduces stigma and ensures people's dignity. A second Zero Waste Food Pantry will open in 2022 in Port Glasgow. There are 1000 Pantry members, a number of whom are families, giving them a quick and easy route to affordable food at a time where the cost of living is significantly increasing.

Starter Packs - £74,000

Starter Packs is a small community organisation which provides those on the lowest income, including families, with a range of household products to assist with their first tenancy. The award from the anti-poverty funding ensures continuation of the service and will provide 315 new vulnerable tenants with a range of small essential household goods with packs for their new home per year.

Home Start Inverclyde Project - £104,000

This project provides a whole family approach to mentoring and coaching support for families living on low income, and who have challenges with mental health and anxiety. This project has engaged new groups of priority families who are most likely to be experiencing poverty and inequalities.

Homestart Inverclyde has recruited a Family Support Coordinator and Family Support Worker to engage and encourage families to participate in the programme. They have also recruited 10 new peer support volunteers and delivered training in December 2021. The volunteers are offering confidence-building and nurturing support, budgeting and advocacy, and providing pathways into other services depending on the needs of the parents.

Business Start Up - £167,000

This is to create new business start-ups and business development support. It provides opportunities for residents in the two town centre areas to encourage entrepreneurial and self-employment opportunities. The project aims to create 30 new business start-up opportunities in the most deprived localities based on the SIMD 2020 data in its first year. This supports with addressing child poverty through providing families with increased income sources and building resilient communities.

Work across inverclyde

In March 2021 the Council set aside £4m through its budget process to fund Covid 19 recovery initiatives, both within the Council and in the wider community. In addition to the Council funding, a range of national and core funding is also being utilised to fund some of the initiatives outlined in the recovery plan. The Inverclyde Covid 19 Partnership Recovery Plan contains 9 outcomes. These directly support mitigating the cost of living for families and increasing income, including:

- All Young People in Inverclyde have a successful return to their education and any gaps in attainment or experience are addressed,
- Educational establishments have taken forward the lessons learned from Covid-19 to provide an improved and more flexible curriculum – especially with regard to digital provision,
- Support local businesses to recover from Covid-19, and
- The Inverclyde community is supported into employment to recover from Covid19.



Supporting actions have included making sure college students are digitally equipped and given the skills and support to ensure that they can access online and blended learning. We have provided support to the business community to extend the furlough scheme where they have been unable to reopen. A rent relief scheme has been created for businesses who are unable to meet their legal commitments to provide significant importance to the economy. The Job Recovery Plan aims to create new employment opportunities within Inverclyde Council and the wider community. Our wage subsidy programme has seen 186 jobs supported with a further 10 in progress and our Kickstart programme (16 to 24 year olds on Universal Credit) has 27 candidates in post.

Inverclyde Council has a proud record of supporting families through enhanced free school meals provision and widening the criteria for clothing grants to ensure more families benefit. The Council implemented the universal provision of P4 school meals earlier than required. Inverclyde Council also provides a transport grant to secondary pupils who live more than a mile from their school and who are entitled to free school meals. The Council supports universal free swimming for young people, and during the pandemic free access for young people to gyms through an additional payment to Inverclyde Leisure. The universal provision allows access without stigma to young people living in low income families.

Services have worked together to create a short film highlighting what we do in Inverclyde to challenge poverty and to create a local information leaflet encouraging parents through schools to apply for benefits which they may be entitled to. Local anti-stigma workshops were held online to encourage discussion about poverty and inequalities, encouraging services and organisations to consider the local messages around poverty to reduce the stigma around poverty.

Inverclyde Council agreed as part of the 2022/23 budget additional support of £3million with £500k from the Local Authority Covid Recovery Fund. This was used for a £350 cost of living award to almost 10,000 low income households who claim Council Tax Reduction or who qualify for certain Council Tax exemptions, including households occupied exclusively by students.

The Council boosted the Scottish Welfare Fund by £60k in 2022/23 to continue a 40% uplift in Crisis Grants above the Scottish Government's minimum award including a 20% uplift in April 2020 and a further 40% in December 2021. This was to ensure those in greatest need had more financial support in response to the increase in the cost of living.

NHS Greater Glasgow and Clyde's Widening Access to Employment (WATE) strategy aims to ensure the supply of a sustainable and skilled workforce now and for increasing service demands. This includes promoting NHS Greater Glasgow and Clyde as an employer of choice, and for widening access to NHS job opportunities for those experiencing actual, or perceived, barriers to employment. This includes people who are long term unemployed, 16 – 24 year olds, people with disabilities and people who are black or minority ethnic. It should be noted that there are strong links between this targeting and the priority family types who are the groups at highest risk of experiencing child poverty. Where activity was paused due to the pandemic this is now being rescheduled. New areas have included the Kickstart programme to create jobs for 16 to 24 year olds on Universal Credit within the Facilities Management part of the organisation, and a wider corporate focus on Community Wealth Building.



Financial advice services have continued and are returning to hospital settings. This includes the Special Needs in Pregnancy and Royal Hospital for Children Financial Advice and Advocacy Services which between them have supported over 400 families, many on very low incomes. A high proportion of these families fall into one or more of the child poverty priority groups. We also continue to support our staff with money worries; running a Staff Money Worries campaign in March 2022 and working in partnership with Home Energy Scotland to provide online information sessions.

Inverclyde Council has provided free sanitary products to all through Scottish Government support ensuring people who are menstruating have free access to period products which have been discretely sent to their homes.

National initiatives

The Scottish Government has provided additional funding to support people living in poverty and deprivation. Holiday meal payments and child payment bridging payments administered by Inverclyde Council continue to support families on low income who are entitled to free schools meals/school clothing grant with additional cash payments.

Inverclyde Council administered the low income pandemic payment on behalf of the Scottish Government during 2021, paying the £130 award to the bank accounts of 70% of almost 10,000 householders who qualified, with the remainder being credited to the bill payer's council tax account. This was in addition to local use of the Local Authority Covid Recovery Fund for a £350 cost of living award.

The Scottish Government's cost of living award of £150 was credited to 2022/23 Council Tax accounts in April 2022 reducing the monthly instalments of almost 30,000 householders.





Case study

Affordable Holiday Hubs

Inverclyde Council received an allocation of funding from Scottish Government to provide a pilot programme to support working families on low incomes. Grants were awarded to fifteen services across the country to establish models of out of school care which were more accessible and affordable for low income families particularly the six identified families groups most at risk from living in poverty.

In Inverclyde the holiday childcare service was delivered during the school holiday period October 2020, and Easter, Summer and October 2021. Parents who accessed the service told us they were looking for an affordable integrated childcare provision during school holidays to enable them to continue with work or learning. The majority of people who accessed the service earned less than £20,000, were lone parent families and predominately women.

Lone parent families (62%) were the highest demographic who received a place followed by families with a disability. In addition 18% of the families who engaged in the service advised that they experience a number of intersecting inequalities that impact on their household income and outcomes. For example not only were the families on low income and lone parents but they also have a either a disabled member of the household, more than 3 children in the household, English as a second language or the parent is under 25 years.

Parents advised that getting childcare and then getting themselves to work was often challenging during the holiday period, especially for lone parent families. The majority of parents, who used the affordable holiday hubs advised that they were relieved and grateful that their child had received a free place for their child as this alleviated the stress associated with school holidays, child care and working arrangements, especially during the summer.

Comments from parents include:

“The hub has saved me a fortune throughout the holidays and so has my mum who is the only person I can ask as I am a single parent”

“It has helped me be at work and has given my child a chance to socialise with other children”.

“It helped me with work and also helped as I have two babies at home- it took some strain off me”.

“Having support from the hub allowed both our work life to be uninterrupted and less family stress”

“It enabled me to work more hours throughout the summer holidays”.

This initiative allowed families to access free childcare so they could work or undertake educational opportunities, built children’s resilience and gave them opportunities they missed out on due to Covid19 restrictions. It also provided learning on the most effective models of childcare provision for future implementation.



Our Plans for 2022-25

The actions to address child poverty across all Inverclyde partner agencies is monitored through Inverclyde Child Poverty Local Plan. The progress of the plan will be reported annually through our local structures and to the Scottish Government.

During the next 3 years the Inverclyde Child Poverty Action Group will focus on interventions for priority families who are most likely to experience poverty and deprivation and face the greatest inequalities. Based on our local information the priority families are most likely to be lone parent families, families with disabilities, families with no earned income and families who have engaged with the care system. The section above on “how this data and research impacts our approaches” describes the evidence base for our future actions.

The child poverty system is highly complex and research has shown that interventions which focus on single factors are unlikely to address the system relationships and interdependencies, and therefore are unlikely to lead to sustainable change.

We will aim to reduce poverty and inequalities in the Inverclyde area by “working together, using all available evidence, to reduce inequalities and poverty and build a community where fewer families are living in relative or absolute poverty by 2025.”

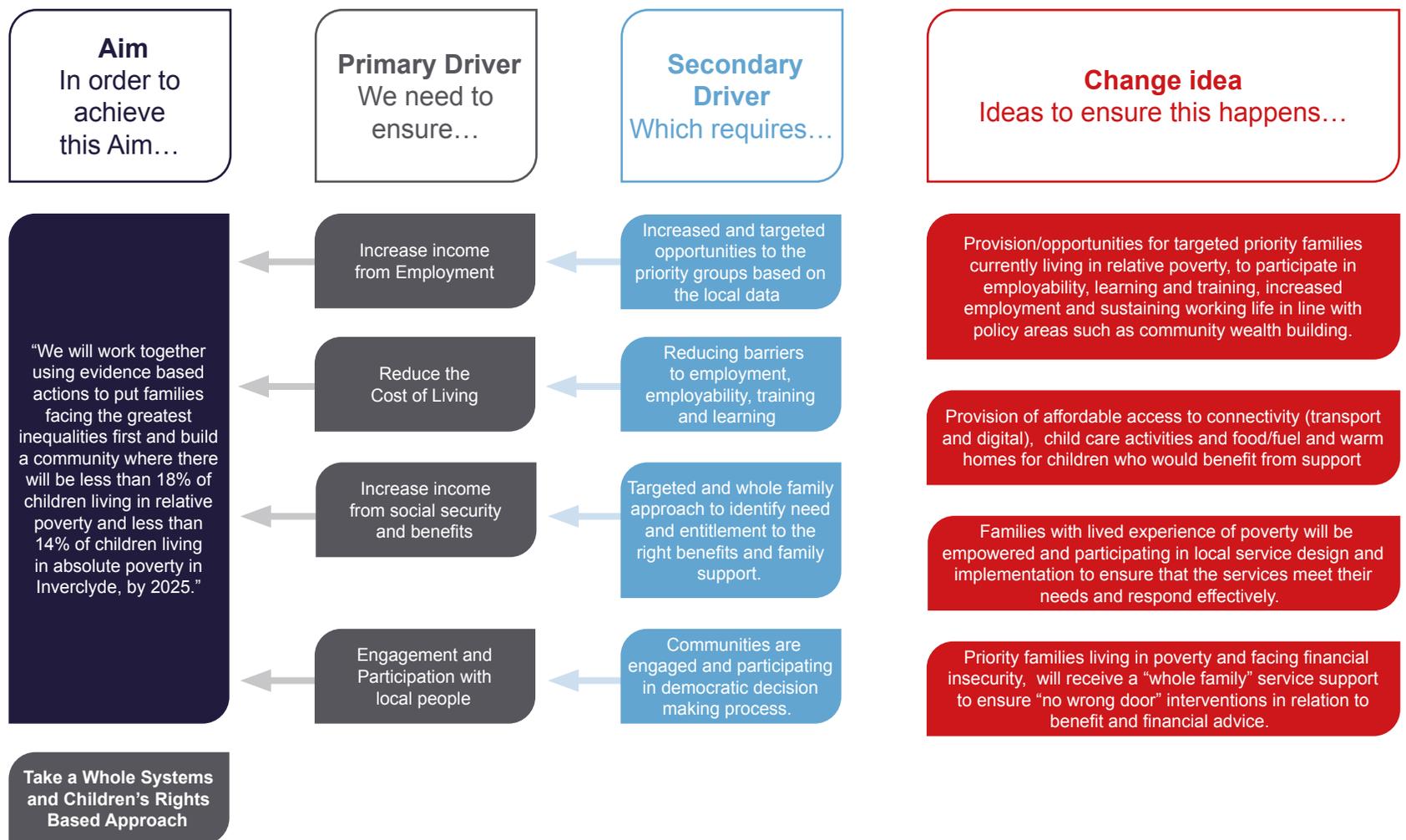
We will achieve this aim by:

- Increasing income from employment by offering a range and choice of opportunities for priority parents to help them access and maintain employability, learning and training;
- Increasing income from benefits to ensure a systematic whole family approach for families more likely to be living in poverty and facing financial insecurity;
- Mitigating the cost of living by providing accessible and affordable child care, activities and food for children in priority families; and
- Developing our approach to communication and participation. We will do this by working collaboratively with families with lived experience to ensure services respond effectively and meet their needs.





The following driver diagram provides a visual overview of the strategy that Inverclyde Child Poverty Action Group will be implementing throughout the next 3 years to mitigate poverty.





Key National Drivers

This section considers each of the primary drivers and details the actions we will undertake in 2022-25 to deliver on them. Our approach across these themes is not to set specific targets for each action but to mitigate poverty as effectively as possible.

Key National Driver - Income from Employment

Local Outcome (change idea)

By the end of 2025 there will be increased provision/opportunities for targeted priority families currently living in relative poverty, to participate in employability, learning and training, increased employment and sustaining working life.

Key National Driver - Cost of Living

Local Outcome (change idea)

By 2025 there will be fewer barriers to employment, employability, training and learning for parents through the provision of affordable access to connectivity, child care activities and food for children who would benefit from support.

Local Outcome (change idea)

By the end 2025 more families with lived experience of poverty will be empowered and participating in local service design and implementation to ensure that the services meet their needs and respond effectively.

Key National Driver - Income from Social Security

Outcome

By the end of 2025 priority families living in poverty and facing financial insecurity, will receive a “whole family” service support to ensure “no wrong door” interventions in relation to benefit and financial advice.



Key National Driver - Income from Employment

Local Outcome (change idea); By the end of 2025 there will be increased provision/opportunities for targeted priority families currently living in relative poverty, to participate in employability, learning and training, increased employment and sustaining working life.

What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as . . .	Who is responsible for this to happen?
<p>Create a sustainable support model providing employability opportunities targeting priority families, into employment which pays at least the living wage. (No one left behind)</p> <p>This will be aimed at providing employability opportunities to get priority families into employment learning and training</p> <p>Engage with targeted parents on low incomes and living in poverty, who have children under 5 years and encourage them to participate in empowering and wellbeing support programmes.</p>	<p>More lone parent families living on low income will be accessing local employment and employability opportunities.</p> <p>Families living with disabilities and long term unemployed will be offered employability and training opportunities that meet their needs.</p> <p>Fair Start Scotland has targeted priority families guaranteeing employment opportunities.</p> <p>Increased engagement with ongoing recruitment of modern apprentices aligned to the NHS GGC workforce plan and the LEP. This will include the expansion of Foundation apprenticeship opportunities in partnership with FE and Education partners.</p> <p>Complete and evaluate NHS GGC and LEP Employability Programmes including Kickstart and Schedule employability programmes supporting guaranteed interviews.</p> <p>Career Pathways – Aligned to NHS GGC workforce plan and Fair Work commitments create visible career access, development and progression opportunities for both staff and community.</p>	<p>Local Employability Partnership/Inverclyde Council/NHS Greater Glasgow & Clyde</p>
<p>Continue to build and develop local principles in line with Community Wealth Building incorporating NHS GGC approaches.</p>	<p>Organisations with a contract with Inverclyde Council and NHS Greater Glasgow & Clyde are expected to pay employees the living wage in line with Community Wealth Building Ethos.</p> <p>NHS GGC will align the workforce activity to the pillars within CWB as an Anchor institution, create connections between HSCP and employability programmes in community to workforce opportunities.</p> <p>NHS GGC are committed to increasing % spend in local businesses and increasing community benefits.</p>	<p>Local Employability Partnership/Inverclyde Council/NHS Greater Glasgow & Clyde</p>



What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as . . .	Who is responsible for this to happen?
<p>Provide employability and job creation for young people from low income families.</p> <p>Provide a transitions support service and financial help for priority parents entering the labour market to reduce financial barriers to employment.</p>	<p>The local employability plan has delivered an end to end employment service for 16/17 year olds as well as youth engagement hubs for 16-24 year olds.</p> <p>Apprenticeship Programmes for 16-24 year olds targeting specifically including the Kickstart programme (NHSGGC and the LEP) are in place</p> <p>West College Scotland have delivered an Into Employment course which will cover basic employment skills and put young people in direct contact with employers from areas of interest to them. The 12 week programme will run September – December for winter leavers and January – June for summer leavers.</p> <p>Developing the Young Workforce (DYW) Coordinators have increased the opportunities for work experience placements and employer engagement.</p> <p>Young people are better supported with post school transition support into post school destinations through DYW key workers. This will cover areas such as completing application forms/CVs and interview preparation. DYW Coordinators will also provide follow up support once the young person has entered post school destinations to ensure that this destination is sustained.</p>	<p>Local Employability Partnership/Inverclyde Council/NHS Greater Glasgow & Clyde</p>
<p>Create local business support opportunities to encourage new businesses in the most deprived areas and for priority families and encourage local people to become self-employed and entrepreneurs.</p>	<p>Build a local start-up and business development support and opportunities in the two town centre areas for local people to encourage entrepreneurial and self-employment opportunities in the area. The project aims to create 30 new business start-up opportunities in the most deprived localities based on the SIMD 2020 data in the first year of the initiative.</p>	<p>Local Employability Partnership/Inverclyde Council</p>
<p>Develop and improve vocational training and skills in the growth sector to help targeted priority groups into employment including apprenticeships.</p>	<p>Build on the local volunteering strategy to engage priority groups into local opportunities including apprenticeships. The Education Service and West College Scotland through Skills Development Scotland better understand the local labour market demands for the area. This will allow the course offer to be tailored to ensure that young people have the best chance of securing employment post education.</p>	<p>Local Employability Partnership/Inverclyde Council/NHS Greater Glasgow & Clyde</p>



Key National Driver - Cost of Living

Local Outcome (change idea); By 2025 there will be fewer barriers to employment, employability, training and learning for parents through the provision of affordable access to connectivity, child care activities and food for children who would benefit from support.

What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as. . .	Who is responsible for this to happen?
<p>Provide Flexible and Inclusive out of school services that are easy to access (Place/transport) for priority parents on low income and accessing employment, training and learning.</p>	<p>Summer 2022 we will provide a tiered services to accommodate the needs of children, a) universal playscheme, b) enhanced additional support c) play4all for severe physical additional support. Offer the service offered 8.30-5.30 Mon-Friday for 4 weeks to support families offering activities that meet the needs of the children who attend.</p> <p>Access to transport for families who live out with the 1 mile radius of the service.</p> <p>Employ Staff with experience to engage children in a range of activities that meet their needs including those with social, emotional ASD or additional support needs.</p> <p>DYW Coordinators will be employed on 52 week contracts to provide ongoing support over the summer holidays. This will mean that young people can be targeted with additional support to ensure that they take up offers made to them post school. Interventions can be put in place to ensure the positive destination is sustained.</p>	<p>Inverclyde Council</p>
<p>Collaborate with other services such as education, social work, health, financial advice, employability advice and signposting to appropriate services to meet the holistic needs of the family.</p>	<p>Children and Young People will have access to free nutritious free food and snack during the school holiday period to provide continued support to the food they receive during the school day.</p> <p>NHS GGC baseline research with BME women, including women in persistent poverty, highlighted barriers to service access (including use of interpreting) and ways in which the experience could be improved. Develop the maternity pathway with maternity staff from community services to post-natal services to ensure equal access at all points of the pathway. Further specific research with women in poverty will be undertaken and bespoke resources for women and staff developed.</p>	<p>Inverclyde Council/ NHS Greater Glasgow & Clyde</p>
<p>Improve levels of communication and participation which respectful and inclusive to ensure the service is meeting the needs of the user.</p>	<p>Engagement, communication and participation with service users to ensure service is meeting the needs of families using appropriate non judgement language.</p>	<p>Inverclyde Council/ NHS Greater Glasgow & Clyde</p>



Key National Driver - Cost of Living

Local Outcome (change idea); By the end 2025 more families with lived experience of poverty will be empowered and participating in local service design and implementation to ensure that the services meet their needs and respond effectively.

What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as. . .	Who is responsible for this to happen?
Develop and upskill the Inverclyde community learning and development partnership workforce to empower local people to ensure their voices are heard in democratic decision making	Staff from across all local organisations will have shared learning and collaborative goals to increase community empowerment	Inverclyde Community Learning and Development Strategic Partnership
Enhance lifelong learning opportunities and improve life chances for priority families through community learning and development approaches	There will be an increase in the number of parents within the targeted demographic groups engaging in live long learning across the CLD Partnership.	Inverclyde Community Learning and Development Strategic Partnership
Build on existing groups of people with lived experience of poverty establish a virtual group of priority families participating in the design and delivery of services	<p>People facing financial insecurity due to the increase in the cost of living will be meeting/discussing virtually how they can support each other, share ideas and redesign service support to help when they need it.</p> <p>Increase understanding of families experience and impact of poverty for families with a child with a disability around the 3 key drivers of poverty. Plans to convene a Steering Group, scope out and commission research into needs of families with children and a disability in NHSGGC are underway. This research will identify themes and make recommendations for progress.</p>	Inverclyde Community Learning and Development Strategic Partnership
Develop capacity of existing priority groups continue to engage and involve those with lived experience into local democratic decision making processes.	Existing Groups will have an increase number of people with experiences to share that will impact on democratic decision making including community asset transfers and participatory budgeting.	Inverclyde Community Learning and Development Strategic Partnership
Continue to build trust and effective relationships with local people to build services and make financial decisions that meet their needs and needs of their community.	More people will trust and have positive relationships with service providers across the Inverclyde areas.	Inverclyde Council/ NHS Greater Glasgow & Clyde



Key National Driver - Income from Social Security

Outcome; By the end of 2025 priority families living in poverty and facing financial insecurity, will receive a “whole family” service support to ensure “no wrong door” interventions in relation to benefit and financial advice.

What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as . . .	Who is responsible for this to happen?
<p>Create a Flexible and Inclusive Local Advice Services targeting priority families with complex challenges including financial insecurity.</p>	<p>Financial Advice Services identifying priority demographic groups and providing entitlement of benefits and budgeting advice that are accessible.</p> <p>Financial Advice Service affiliated to a school community to build relationships and provide a personal support service and reduce barriers.</p> <p>Building on the collaborative approach from the Humanitarian Assistance Line offer a holistic service (public and third sector) to address multiple needs.</p> <p>Review and develop local financial advice services and ensure the services are targeted to priority groups and families who need the service most, including vulnerable pregnant women, building on success of NHS GGC Special Needs in Pregnancy Money & Debt with Advocacy service.</p> <p>Identify and develop processes around financial enquiry in maternity services and health visiting services learning from good practice and the quality improvement work taking place across the GGC health board area. The learning will be shared and rolled out across NHSGGC to ensure the issue is raised with every pregnant woman and an increase in referrals to Money Advice services is recorded.</p>	<p>Financial Inclusion Partnership/Child Poverty Action Group</p>
<p>Continue to build locality based data and knowledge of priority families and their needs to improve their wellbeing.</p>	<p>Provide wellbeing support programmes to families more likely to be facing poverty, poor mental health, disabilities and minority ethnic groups.</p> <p>Provide team around the child and GIRFEC support to families in school most likely to face financial insecurity and poverty or neglect.</p> <p>Using local data that is locality based identify people and communities entitled to benefits but not receiving them.</p>	<p>Financial Inclusion Partnership/Child Poverty Action Group</p>



What do we need to do to make it happen? Action for improvement	How will we know? Poverty will be mitigated as . . .	Who is responsible for this to happen?
<p>Increase staff skills and knowledge across the community planning partnership to enable them to offer targeted communication and promotion of services and benefits that is respectful and inclusive</p>	<p>Upskill and develop the workforce around offering a range of local family support and advice services, including development of Cost of the School Day.</p> <p>Raise awareness of available support services that all employee, organisations and communities can easily access, within and across priority demographics.</p> <p>Develop and implement a pilot to support patients or staff with Universal Credit at QEUH. This will involve telephone access for direct support to a dedicated DWP staff member which aims to prevent sanctions.</p> <p>Recognise that many public sector and people working in health care living in Inverclyde will be at risk of poverty, offer targeted and appropriate support to employees, through debt advise and financial advice services.</p> <p>Promote NHS GGGC money advice information workshops and video content with NHS Credit Union, for staff. NHS GGC staff will also be supported through HES – home energy workshops for staff, payslip messages – debt advice messages quarterly, a Staff Money Worries campaign. Staff Mental Health and Wellbeing resource contains money advice information and will be distributed to all staff.</p> <p>Develop a new NHS GGGC project “Staff Wellbeing Bus” that will visit smaller sites including HSCP sites in order to provide rest and recuperation support and holistic health and well-being information to staff.</p>	<p>Financial Inclusion Partnership/Child Poverty Action Group</p>



Appendix 1

Inverclyde Deep Dive into Local Data

In Inverclyde the overall number of children living in relative poverty (before housing costs) is 23.8% however, this percentage varies by area from 4.9% to 26.4%. In 9 of our 17 intermediate zones the child poverty rate is over 20%. The highest number of children living in relative poverty is in Greenock East with 313 (23.7%) children. The highest percentage of children living in relative poverty is in Greenock Upper Central (26.4%) followed closely by Port Glasgow Upper East (26.3%).

This data helped inform the actions in relation to this plan specifically targeting lone parent households; families with a disability; families with parents who are unemployed/no earned income. Also, the high level of child poverty in many of our areas, and the presence of children living in poverty across all our communities, highlights the need for accessible supports for all and our 'no wrong door' approach. Understanding which areas have a higher percentage of children living in relative poverty allows us to target evidence based interventions to mitigate poverty in these areas and improve outcomes for families.

Intermediate Zone	No. of Children - Relative Poverty(BHC)	%
Greenock East	313	23.7%
Braeside, Branchton, Lower Larkfield and Ravenscraig	307	23.1%
Port Glasgow Upper East	233	26.3%
Lower Bow and Larkfield, Fancy Farm, Mallard Bowl	193	22.2%
Port Glasgow Upper, West and Central	191	21.5%
Port Glasgow Mid, East and Central	185	24.0%
Greenock Town Centre and East Central	171	25.3%
Greenock Upper Central	140	26.4%
Greenock West and Central	120	15.2%
Bow Farm, Barrs Cottage, Cowdenknowes and Overton	114	21.3%
Inverkip and Wemyss Bay	97	9.3%
Gourock Upper and West Central and Upper Larkfield	80	13.3%
Gourock Central, Upper East and IRH	64	12.9%
Gourock East, Greenock West and Lyle Road	45	7.5%
Kilmacolm, Quarriers, Greenock Upper East/Central	34	6.5%
Kilmacolm Central	20	5.1%
West Braeside, East Inverkip and West Gourock	17	4.9%





Drivers of Poverty

People living in workless families are much more likely to be in poverty than people living in families where at least one person works. The employment rate is the proportion of the population of working age (16-64 for both genders) who are in work. At 68.2% Inverclyde has a lower rate of employment than Scotland (73.4%). Based on the data available, this has been the case since 2004. In all age categories, Inverclyde is lower than Scotland, with the exception of the 25-34 age category. Inverclyde has a higher unemployment claimant rate (Feb 2022) (4.6%) than Scotland (3.9%)

People aged 16-64 may be classed as economically inactive rather than unemployed if they are not actively seeking work. This could indicate long-term sickness, disability, discouragement from the labour market or parents caring for their children. In Inverclyde, economic inactivity rates (16-64 years) are 28.5%, a higher rate than Scotland (23.2%). Of those classed as economically inactive;

- 37.9% were classed as long term sick, higher than seen across Scotland (28.6%).
- 17.5% said they would like to work. For Scotland those willing to work was 23%.

Households with one or more parent working can still live in poverty due to low income. Of the children living in low income households 65% had at least one parent working. The average median gross weekly wage in Inverclyde is lower than in Scotland, £570.00 compared to £622.00. In addition to Inverclyde having a lower rate of employment than Scotland, the rate of part time employment for Inverclyde (38.5%) is significantly higher than Scotland (33.2%). 20% of over 18's in Inverclyde earn less than the living wage, although this has reduced from 26% in 2018. Further analysis demonstrates that the number of 'lower paid occupations' is higher in Inverclyde (24.1%)

than Scotland (17.3%). This is one of the main causes of relative poverty – Inequality in wages where we have low skilled workers stuck in low paid jobs.

Jobs density in Inverclyde is low and falling. Job density is the number of jobs in an area per resident population aged 16-64. Job density in Inverclyde in 2020 was estimated at 0.61 compared with 0.80 in Scotland (Nomis Official Labour Market statistics). In 2016 Inverclyde job density was 0.69 (Scotland 0.82).

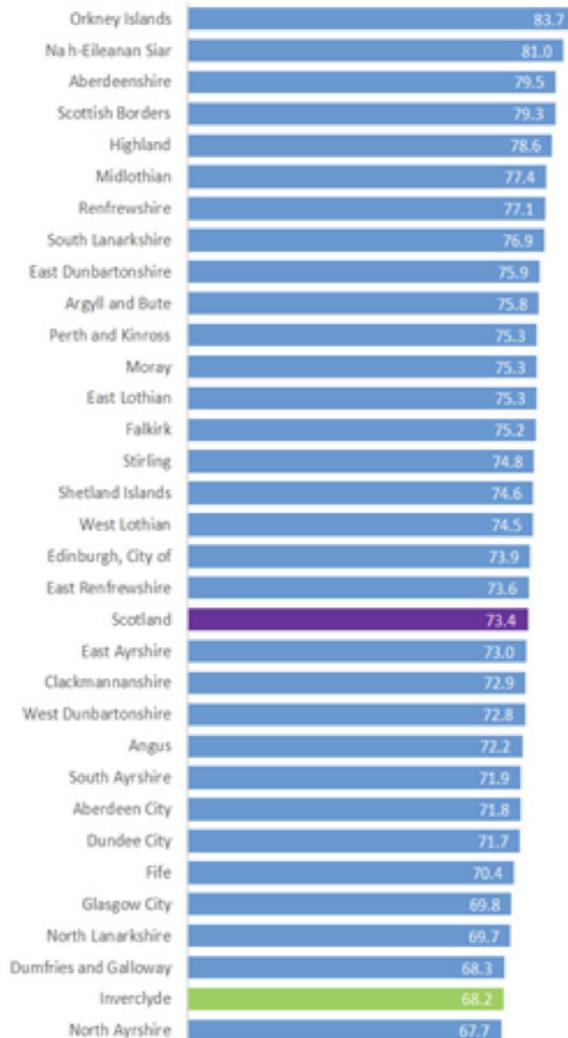
24.1% of 16-24 year olds who are employed are in lower paid occupations and 12.5% of the 16-64 year old population do not have formal qualifications. However, 93.3% of 16-19 year old population are participating in education learning or training, while 34% of school leavers enter a positive destination in Inverclyde compared to 20.6% for Scotland.

Whilst Inverclyde has lower levels of employment the main issues highlighted in terms of employment are low job availability, 'lower paid' jobs, higher unemployment levels and more part time jobs when compared to Scotland as a whole.

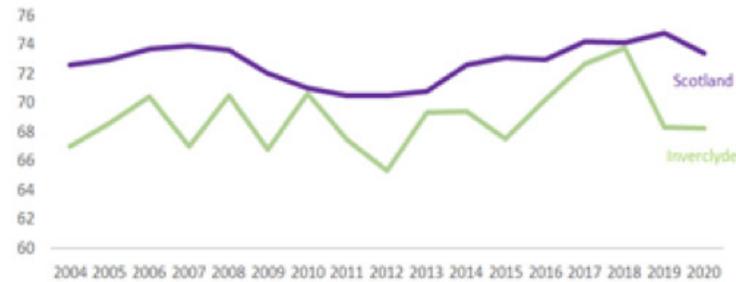




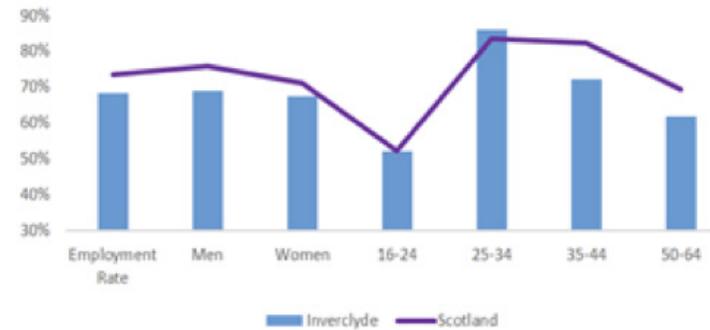
Inverclyde has the 2nd lowest Employment rate in Scotland



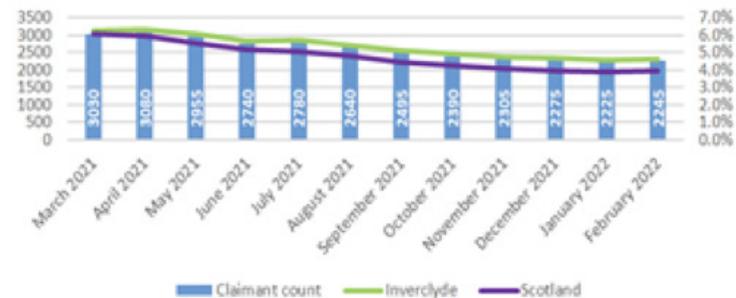
Since 2004 Inverclyde has always had an employment rate lower than Scotland



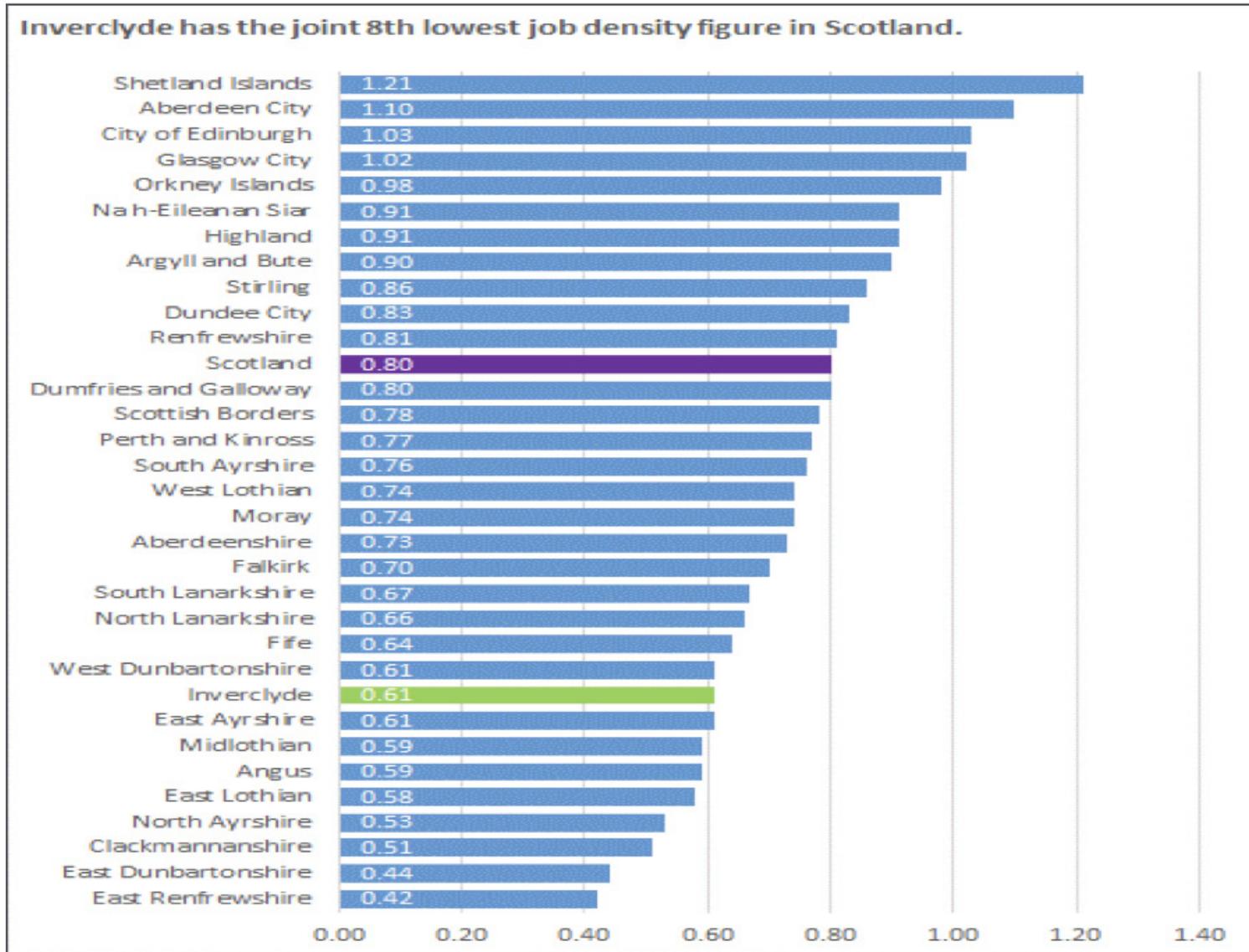
Inverclyde Employment By Category



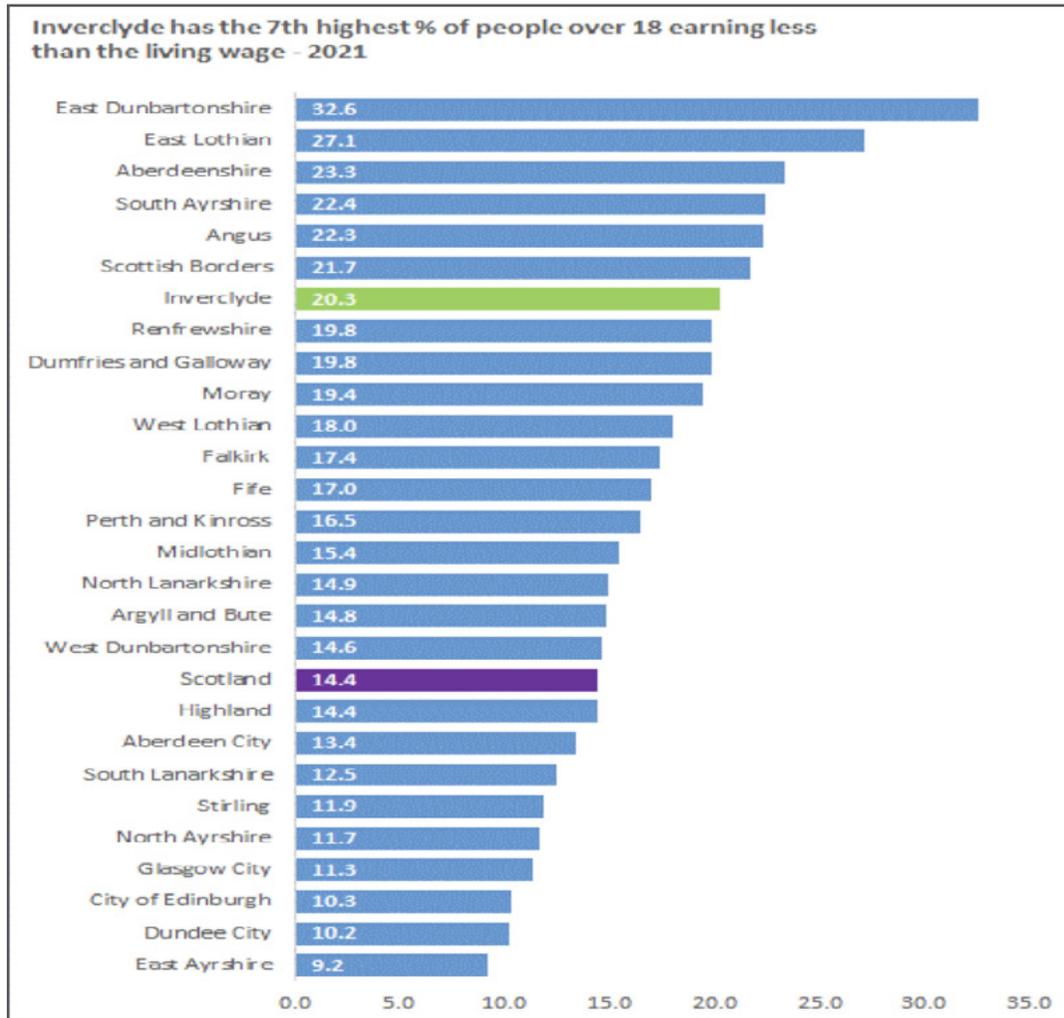
The Claimant Count Rate in Inverclyde decreased from 6.7% to 4.6%. The Scotland rate decreased from 6.4% to 3.9%



Source: Scotlands Labour Market Jan – Dec Tables 2020



Source: Nomis



People aged 16-64 may be not classed as unemployed (not actively seeking work) but at the same time, they are not in employment. This could be due to long-term sickness, disability, discouragement from the labour market, forced to take early retirement or single parents caring for their children. Inactivity means a large source of income is from government benefits.

In Inverclyde, economic inactivity rates (16-64 years) in Inverclyde are 28.5%. Inverclyde has a higher rate than Scotland (23.2%). Of those classed as economically inactive, 37.9% of the inactive were because of long term sick, Scotland (28.6%).

17.5% of the economically inactive people in Inverclyde said they would like to work. For Scotland those willing to work was 23%.

9.3% of the 16-64 year old population do not have formal qualifications. However, 93.3% of 16-19 year old population are participating in education learning or training, while 95% of school leavers enter a positive destination in Inverclyde.

Whilst Inverclyde has lower levels of employment the main issues highlighted in terms of employment are 'lower paid' jobs, higher unemployment levels and more part time jobs when compared to Scotland as a whole.

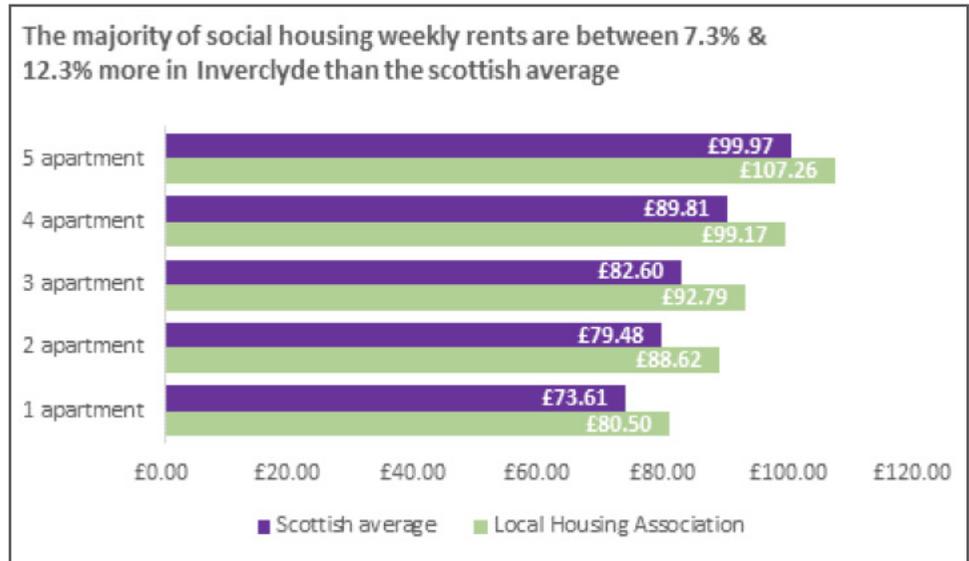


Social Housing Costs

Inverclyde's largest social housing associations rents are higher than the Scottish average. In this respect, the relatively higher rents could impact some of the problems associated with low household income.

Source: Scottish Housing Register 2021

Key points from Common Advice Performance Management Reporting Framework (CAMPRF): 2020/21 Annual Report



Key points from Common Advice Performance Management Reporting Framework (CAMPRF): 2020/21 Annual Report

The proportion of Inverclyde clients aged 35-45 increased between 2019/20 and 2020/21

41%

The total verified financial gain secured for clients in Inverclyde increased

24%

between 2019/20 and 2020/21

74%

of appeals supported by Inverclyde in 2020/21 were won for the client

34%

of all referrals came from Primary Health Care, comparatively higher than 9% across services in Scotland

70%

of Inverclyde clients reported having a disability or long term condition in 2020/21, comparatively higher than 57% across services in Scotland

Inverclyde money and welfare rights advice services supported a total of

2,397

clients in 2020/21



Measure	Inverclyde	Scotland	Positive/ Negative Comparison	Data Source
Unemployment rate	4.6%	3.9%	↓	ONS Annual population survey(Feb 2022)
Employment rate	68.2%	73.4%	↓	ONS Annual population survey(2020 -2021)
Employment rate - Men	68.9%	75.9%	↓	ONS Annual population survey(2020 -2021)
Employment rate - Women	67.4%	71.1%	↓	ONS Annual population survey(2020 -2021)
Employment rate - Age 16-24 (including those in full-time education)	52.2%	52.2%	↔	ONS Annual population survey(2020 -2021)
Employment rate - Age 25-34	85.9%	83.5%	↑	ONS Annual population survey(2020 -2021)
Employment rate - Age 35-49	72.2%	82.4%	↓	ONS Annual population survey(2020 -2021)
Employment rate - Age 50-64	61.8%	69.3%	↓	ONS Annual population survey(2020 -2021)
Underemployment of 16+ population(%)	7.2%	8.1%	↑	ONS Annual population survey(2020 -2021)
Employment in 'lower paid' occupations (% of all in employment)	25.2%	17.7%	↓	(Nomis)ONS Annual population survey(2021)
Job density (2019)	0.61	0.8	↓	Nomis 2020
% Employess(18+) earning less than the living wage	20.3%	14.4%	↓	Annual survey of Hours and Earnings 2021
% Economic Inactivity Rates	28.5%	23.2%	↓	ONS Annual population survey(2020 -2021)
% Economic Inactivity Reason -Long Term Sick	37.9%	28.6%	↓	ONS Annual population survey(2020 -2021)
% Economic Inactivity Willingness to work	17.5%	23.0%	↓	ONS Annual population survey(2020 -2021)
% Children in relative poverty households - Working	64.4%	-		Commons Library - Child Poverty
% Children in relative poverty households - Lone parent family	55.5%	-		Commons Library - Child Poverty
% Working households With Children	68.7%	63.0%	↑	Employment And Labour Market
% single parent households	7.8%	7.0%	↓	(Nomis) ONS Annual population survey(2020 -2021)
£ Average Weekly Rent (Social Housing)	£93.7	£85.1	↓	Housing Regulator -2020/21
Gross Weekly Pay - Median	£570.0	£622.0	↓	(Nomis) ASHE 2021
% Primary pupils registered for Free meals	78.8%	64.9%	↓	Pupils Census 2021
% Fuel Poverty	28.0%	24.0%	↓	SHCS 2017 -2020
% households managing well financially	58.0%	56.0%	↑	SHS 2019
% In receipt of Carers Allowance	12.8%	8.2%	↑	DWP, 2021(August)
Annual participation (in education training or employment) measure for 16-19 year olds	93.3%	92.2%	↑	Skills Development Scotland
% Positive Destinations - Initial Survey (2019/20)	95.4%	95.5%	↓	Statistics - Initial leaver Destinations 2020/21
% Positive Destinations - Follow up Survey (2019/20)	90.2%	92.2%	↓	Statistics - Initial leaver Destinations 2019/20
% 16 - 64 No qualifications	9.3%	7.6%	↓	Nomis ONS Annual population survey(2020 -2021)
% Alcohol Related Deaths 2016/20 (5 year avg. per 100k population)	31.6%	20.5%	↓	National Records of Scotland
% Drug Related Deaths 2016/20 (5 year avg. per 100K population)	34.0%	20.6%	↓	National Records of Scotland
Domestic abuse rates per 10,000 population	113	119	↑	Police Scotland 2020/2021
% Children on protection register per 1,000 per population 0-15	4.8%	2.9%	↓	Scot.Gov child protection statistics July 2020
% Children looked after by local authority	1.6%	1.3%	↓	Children Social Work Statistics



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