

Inverclyde Child Poverty Local Action Report Year 5

2023-2025



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Introduction

This is the fifth Child Poverty Local Action Report developed and implemented by Inverclyde Child Poverty Action Group (ICPAG) which is governed by Inverclyde Alliance Board. The multi-agency local collaborative has been working together to take a person centred, place-based approach to implement actions and improvements for children and families facing the greatest inequalities and living in poverty in Inverclyde during 2022/23.

In 2022 ICPAG outlined a 3-year strategy to take forward a “place-based, person centred” approach to targeting child poverty with services that meet the needs of those with lived experience of poverty and deprivation. This strategy and action plan is based on a strong self-evaluation and reflective learning which was undertaken to create an Inverclyde public health needs assessment to help us to understand the local child poverty system and shape local child poverty priorities.

The outcome of the public needs assessment highlighted that services should work closer together to put children and families at the centre of their service delivery. The public needs assessment highlighted several of the challenges that families living in Inverclyde face including high levels of households in receipt of disability benefits, high cost of social rented accommodation, lack of childcare services or high cost of childcare services, and low-level wages compared to other local authorities.

The ICPAG agreed to use the four main drivers of poverty as the framework to deliver the 3-year strategic aim *“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.”*

- Increasing income from employment by offering a range and choice of opportunities for priority families to help them access and maintain employability and employability, learning and training.
- Increasing income from benefits to ensure 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 childcare activities and food for children in priority families.

- Developing our approach to communication and participation by working collaboratively with families with lived experience to ensure services respond effectively and meet their needs.

To improve outcomes for families facing inequalities Inverclyde successfully applied for Early Adopter Status to implement an Affordable Out of School Childcare service which is delivering a whole systems approach to supporting families living on a low income or poverty within the Port Glasgow locality. This approach is a collaboration with local advice services, benefits agencies, local authority, and community, to place the needs of the families at the centre of the service, supporting income maximisation, reducing the cost of living, designing the approach with families, and encouraging pathways to employability opportunities. The most recent findings of this pilot are reported within this annual report.

The (ICPAG) believes that poverty is both a cause and a consequence of child rights violations and this report adopts a right 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 interventions proposed or implemented as part of the Inverclyde Child Poverty Local Action Report are in line with recent recommendations in the Poverty and Inequality Commission Cost of Living Briefing July 2023 to establish and build locality based one stop shops, create networks of sharing good practice to get the support needed to clients, and provision of wellbeing support, development and progression opportunities for staff and volunteers.





Understanding of Child Poverty in Inverclyde

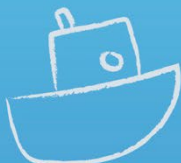
The Child Poverty (Scotland) Act 2017 sets targets relating to ending child poverty, which the Scottish Government committed to achieve by 2030 and sets out interim targets for April 2023.

The table below details the current levels for Inverclyde and Scotland, along with the targets. Trends are also supplied in the graphs.

Measure	Inverclyde 2021/22	Scotland 2021/22	Scotland Interim Targets 2023	Scotland Targets 2030
% of children live in relative poverty	24.4%	24.5%	18%	Less than 10%
% of children live in absolute poverty	16%(BHC)	17%(BHC)	14%	Less than 5%
% of children live in combined low income and material deprivation.	NA	9%	8%	Less than 5%
% of children live in persistent poverty (2016/20)	NA	9%	8%	Less than 5%

*Please note that BHC refers to before housing costs, and AHC refers to after housing costs.

In Inverclyde the overall percentage of children living in relative poverty (after housing costs) is 24.4% however, this percentage varies by area from 5.5% to 31.4%. In 10 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 337 (26%) children. The highest percentage of children living in relative poverty is in Port Glasgow Upper East (31.4%) followed closely by Braeside, Branchton, Lower Larkfield and Ravenscraig (29.1%). Apart from three intermediate zones, all zones % of relative poverty have increased (Appendix 1)



Income from Employment

Real Living wage employers in Inverclyde		25	Number of real living wage accredited employers: Living Wage Scotland 2023
Working age unemployment levels	18.5%	16.9%	%age of economically inactive residents who want a job: Scotland Labour Market 2023(for 2021)
Children and young people participation level	91.8%	93.8%	%age of 16–19-year-olds participating in learning, training, or employment: SDS Annual participation Measure report 2022

People living in workless families are much more likely to be in poverty than people living in families where at least one person works. At 75.1% Inverclyde has a higher rate of employment than Scotland (73.2%). This is a significant change in comparison to the previous figures where Inverclyde had the second lowest employment rate compared to the other 31 local authorities, whereas Inverclyde are now sitting at 11th highest.

Overall, according to Scotland's Labour Market People and Place, Inverclyde's rate of employment has increased from 68.2% to 75.1% compared to the current Scottish employment rate of 73.2%. The rate of employment for women has significantly increased to 78.7% compared to Scotland at 71%.

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 21.5%, compared to Scotland (23.8%). Comparing the previous year's figures, this is a 7% reduction for Inverclyde in comparison to Scotland's 0.6% increase. When looking at the detail of inactivity rates, we can see that the women's rate has reduced by 9.7%, whereas the men's has reduced by 4.1%.

The latest data from Employment and Labour Market 2021 reports a local increase in the percentage of working household with children from 68.7% to 76.1% compared to a Scottish total 60%. The Commons Library on Child Poverty 2021/22 states that there is a decrease in Inverclyde in the % of children living in relative poverty in working households. This dropped from 64.4% to 59.2%. The ONS Annual Population survey 2021 states 7.8% of households in Inverclyde are single parents which is the same as previous years, however, across Scotland this has increased to 7.2%, therefore reducing the gap



between Inverclyde and Scotland. The average median gross weekly wage for Inverclyde has increased from £570 to £640. Whilst still lower than Scotland the gap has reduced year on year from £52 to £6. However, the gap between the percentage of people living in Inverclyde with no formal qualifications (9.6%) has shown a slight increase compared to the Scottish percentage (7.6%).

Inverclyde's largest social housing associations rents are higher than the Scottish average, although the difference has reduced slightly since 2021. An average 3 apartment house in Inverclyde from a social landlord is £94.14 compared to the Scottish average cost of £84.18. In this respect, the relatively higher rents could impact some of the financial barriers associated with low household income.

Income from Social Security and Benefits

Relative poverty after housing costs has slightly increased in 2021/22 in Inverclyde since 2015 and levels of absolute child poverty before housing costs increased. There is no local data available for combined low income and material deprivation or for persistent poverty.

The percentage of uptake of free school meals in Primary School for those living on a low income is used as an indicator of child poverty and families facing financial insecurity. Inverclyde's uptake of free school meals has increased since 2018. NHS Greater Glasgow and Clyde Public Health Directorate is currently analysing this data across the NHS Board area.

Free school meal uptake at Primary School	55% (2018)	79.5%	%age uptake of free school meals at primary school (P1-P7): School Healthy Living Survey 2022
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Cost of Living

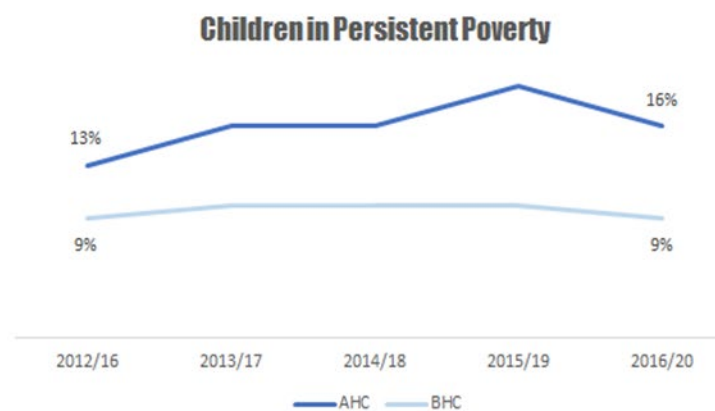
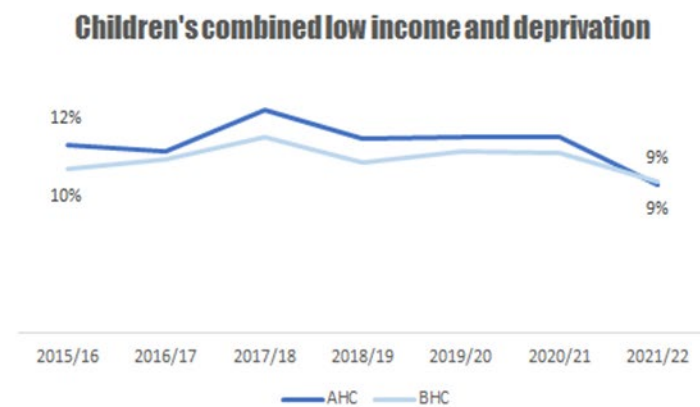
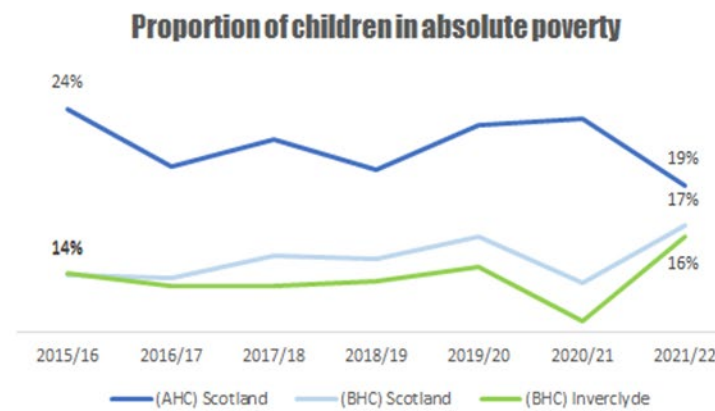
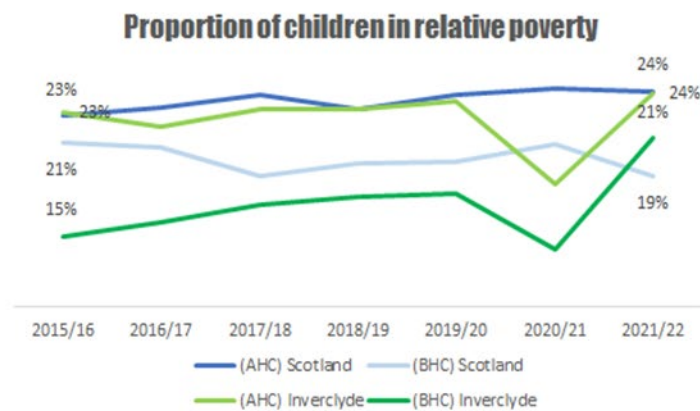


Using the Scottish Household Survey to provide an indication of the financial insecurities faced by families particularly analysing fuel poverty, however, the survey has not been conducted since 2018.

Fuel poverty	28% (2018)	28%	Fuel Poverty (all households): Scottish Household Survey 2019
Uptake of funded early learning and childcare entitlement	97% (2018)	98%	%age of 3- & 4-year-olds registered for funded early learning and childcare Dec 2022: Scottish Government Schools Statistics*



Inverclyde Local Child Poverty Action Report Year Five 2022-25



Our Local Achievements and Case Studies 2022-23

The ICPAG agreed in 2020 that taking a whole systems approach to improving service provision for children living in poverty was the right approach to take, therefore a place-based person-centred system was proposed to align local services, interventions, and initiatives to mitigate child poverty by placing the child and family at the centre of delivery.

The whole systems approach was taken forward in late 2022, when Inverclyde was awarded Early Adopter Community Status to introduce a local affordable childcare service for families living in low income/poverty and identify with at least one of the child poverty priority groups. This whole systems approach places the children and family at the centre of the service provision with partner agencies working together to create a person-centred approach, ensuring income is maximised either through social security benefits or employment opportunities, children receiving the childcare they require and helping to reduce the cost-of-living challenges. This whole systems approach to supporting families is being developed in other areas of Child Poverty service delivery in Inverclyde, including early years and substance use.

Throughout the Covid 19 pandemic Inverclyde Council believed that the most impactful way of supporting families living on a low income was to adopt a Cash First approach, ensuring people had money to buy what they needed. In 2022 Inverclyde HSCP increased the use and access of the Section 12 and Section 22 payments, enabling professional staff working with families facing financial hardship and insecurity to provide them with cash support. This cash first approach not only empowers people to make financial decisions that meet the needs of their families, but it is also upskills the workforce and has provided 357 claims and £58,000 in cash and vouchers.

Families living in poverty often have many inequalities that they must overcome, to improve their life outcomes. Inverclyde that working with families at the centre of services which are timely and appropriate has the best outcome for the family. We have developed early intervention services with families who have children younger than 5 years with the Home Start Project and Thrive Under 5 projects. The Inverclyde Home Start Project has supported more than 170 families, 36 parents have become trained volunteers within the service, 23 engaged parents received Stepwell Cooking training, 18 participated and engaged in support and financial advice training (CAP). 11 parents have moved into employment or started their employability journey and 8 BME have come together to receive support settling into Inverclyde. This person-centred service has developed to empower parents to learn from each other on issues around parenting their children,

handling children's behaviour and developmental milestones. Parents are also engaged in the future development of this service to ensure that it meets their needs and the needs of new users.

The Thrive Under Five project has been piloted in one early year's establishment in Port Glasgow, to support children under the age of five to achieve a healthy weight by tackling the issue of food insecurity, this project provides families with the resources and knowledge to make healthier choices around food and money management. Therefore, parents are also asked to participate in a financial wellbeing assessment to ensure they are maximising their income from social security. Parents will be given the opportunity to open a local credit union account for both them and their child and they will be engaged to actively participate in future credit union savings.

Inverclyde Council has taken a targeted approach to ensure that the child poverty priority family groups requiring Scottish Welfare Support Fund and Discretionary Housing Benefit Payments can access these funds. In 2022/23 789 combined Scottish Welfare Grants were awarded to lone parent families, 523 awarded to families with a disability, 180 to families with 3 or more children, 80 to families who had a baby 1 year or younger, and 67 to families where the mother was younger than 25 years.

Inverclyde Council, Inverclyde HSCP and NHS Greater Glasgow and Clyde and partners have continued to promote a cash first approach to support families living in poverty and requiring financial support. The Inverclyde Child Poverty Action Group worked in partnership with Independent Food Network during Challenging Poverty Week in October 2022 to produce an online resource providing information and a self-assessment questionnaire on what financial support is available locally. The Inverclyde "worrying about money" leaflet is available at <https://www.worryingaboutmoney.co.uk/inverclyde>

Inverclyde Early Adopter Community – Affordable Childcare

The Early Adopter Community for Affordable Childcare will continue until March 2024, the systems and process that are implemented and tested as part of this learning will be reported to Scottish Government to help shape Affordable Childcare across Scotland. Scottish Government early adopter work is focusing on targeted communities to design “community level systems” of school age childcare to meet the identified school age childcare needs of children and families (aligning with other supports and interventions where this can maximise benefits).

Based on the Public Health Strategic Needs Assessment with Public Health Scotland in 2019 and the Inverclyde Alliance agreed to take a place-based and person-centred approach to mitigating child poverty using four key drivers of poverty. Local evidence from the strategic needs assessment highlighted that Inverclyde had limited childcare services in the area and the existing services were more expensive for families than similar services in other areas. During Covid 19 Inverclyde Council received Access to Childcare funding to provide support for families to enable them work continue to work both during the pandemic and then during the school holiday period. The learning from both workstreams is that lack of affordable childcare is one of the barriers to employment and employability and taking a whole systems approach with the service user is the most effective way to mitigate poverty.

Inverclyde is piloting a locality based phased approach to delivering after school childcare (Inverclyde Council, Scottish Social Security Agency and Department of Work and Pensions), Regeneration and Planning, Education and Communities) within Port Glasgow, targeting families on low income or who are one of the child poverty priority families. According to the 2021/22 Commons Library there are 2469 children living in Port Glasgow, 682 of them are living in relative poverty. Of the children living in relative poverty 536 are living in households with no earned income, 233 are households that receive DLA and 598 are lone parent households.

Local parents, from Inverclyde have been engaged in designing the after school childcare system, to ensure it was provided in the days that suited the parents, the location had to be central and accessible, they requested snacks and food for the children and asked for transport if the location was further than one mile. Parents also highlighted that affordability was a high priority. The challenge was the lack of local organisations who had capacity to provide the after-school service. After some local market research there was only one provide who had capacity to take forward the proposals. The after school childcare service has been offering a free service to 19 families (25 children) since January 2023, from 2.50pm-6pm Monday-

Thursday, with food and snacks provided. Transport is offered to children who are in schools further than one mile from the provision. All families are requested to participate in ongoing conversations and engagement regarding the design and delivery of the service, they are all offered a financial wellbeing assessment to calculate the impact of increased employment on their household income. All families are offered an opportunity to engage with the Parental Employability Support Fund officer, to assess their skills and knowledge and to identify local employment or employability or training opportunities available to them.

The six-month review of the service states that of the 19 families are currently engaged in the service 15 are lone parent families, 3 families have disabilities and, 3 families have more than 3 children. The Financial Advice Services have engaged with 30 parents to discuss their current income, identify any benefits they may be entitled, assess impact on income from wages increasing or decreasing if they returned to learning or training. The service records financial gain where it has been confirmed that the client has received it. So far £8,592 has been achieved. Most parents who access the service are in employment, many are training in nursing or care, therefore have not engaged with the parental employability support fund. However, 7 parents have asked for further information on employability opportunities.

In June 2023, parents were invited to attend a celebration event with their children to witness the activities their children were engaged and to have time to speak to the service provider and Inverclyde Council. Inverclyde Council took this opportunity to find out more about what the parents liked about the service, where they thought improvements could be made and what other childcare services, they need to enable them to remain in employment or training. Most parents who attended appreciated the after-school provision, not only did it help them to remain in employment or their training, which had an impact on the family income. They also advised that it made a difference in the family stress, of the reliance on other family members, friends, and neighbours, they said the children were enjoying the sessions and were building relationships with other children from other primary schools.

Parents engaged in the service design have recommended that affordable childcare is required during the school holiday period, and before school at breakfast time. Findings have also concluded that a large noisy childcare setting is not appropriate for all children, therefore childcare should include smaller establishments and childminders that are also affordable and accessible.

CASE STUDY – EARLY INTERVENTION TO EMPLOYABILITY/VOLUNTEERING

Claire and her son Tim were referred to the Home-Start Renfrewshire and Inverclyde (HSRI) project during the Covid pandemic. They had minimum family support and Claire had become isolated, finding it difficult to socialise and manage her son who had previously attended an early year's place five mornings per week. Claire and Tim received weekly socially distanced visits with craft boxes and food parcels to provide support for food insecurity which was identified as the relationships were established.

Claire was invited to participate in the HSRI online groups and then once lockdown eased, she was invited to participate in the Family Hubs. Over time, with support from the HSRI team and the other parents, Claire's confidence and self-esteem increased, and she became an intrinsic member of the group. Claire started to take a lead role in the group welcoming, supporting, and modelling behaviour for other parents. This empowered Claire to take a volunteer role with the project as a parent helper, increasing her communication and organisation skills to get the area set up to welcome parents to the group. Tim is now in school, Claire wanted to continue her journey with HSRI.

"I wanted to pay back the support I had received and help someone else."

Claire started the HSRI Volunteer Preparation Training Course. This is a 24-hour training course which takes place over an 8-week period. Claire's confidence and self-esteem has increased, her employability skills in organisation, communication and leadership have also improved and parents welcome the learning from another parent who has gone through the same challenges. Claire will be matched with a family once her training is complete and she will conduct the weekly family visit building relationship and peer support with the new family. Claire is also involved with the Volunteer Development Officer to encourage other parents to consider the same journey with Home-Start.

CASE STUDY - Engaging Families into Entrepreneurism

The Boost Area Start Up grant was designed to give residents of Inverclyde's most deprived areas a positive 'boost' to get started in business at a time just post COVID 19 and during the early stages of the current 'cost of living' crises.

Whilst the Council's existing Business Startup grant of up to £500 was available, it was quite prescriptive on how it could be spent and required the new start business to match the grant and make the spend before getting paid the grant monies. This was seen to be a major barrier to starting up in business for many within the Target area. The Boost Area Start Up

Grant was set as a straight payment of £1000 for clients residing in the specific Post Code areas identified as the most deprived who setting up were setting up a new business. The Grant could be used towards any start up related costs including general running costs or just to keep 'the wolf from the door' in the early stages and did not require any additional cash input from the business, this allowed the business to get the best chance to generate income as can be seen by the comments from a couple of our clients.

One local parent who received the Business Start Up Grant advised,

'what I would like to say is that the grant has essentially enabled me to truly begin the work to establish my business. Being a recent graduate and a single parent, I simply did not have money to invest in materials necessary to produce the prints, I wasn't able to pay the membership fee at the darkrooms and cover the additional costs arising every time I book and use their facilities. Even the cost of travel to Glasgow and back was unaffordable for me. Same goes for the negative film to shoot on, and the subscription cost to use the professional post-production software, to be able to expand my business in digital form as well as production of the hard copy prints. The grant has enabled me to cover those costs and being very reasonable and careful how I spend it, I believe it will cover my expenses through the period leading towards my first sales. I truly appreciate it and can confidently say, for a small business like mine, it has been life changing. Thank you.'

Another parent advised.

"The Grant was invaluable to us when starting out. A grant of £1000 is a lot of money for a startup business and can really help in getting things kickstarted, for us it paid for marketing i.e. flyers and business cards, which in turn led to business for us, we also had hefty outgoings for Insurances and Licenses which we couldn't afford to pay outright, so this grant helped with the first few months payments whilst we were building the business and sourcing work. We hope this grant is continued for start-ups like us as without it we would have really struggled to get off the ground financially. We are now doing well and can't thank you enough for the help, support, and guidance you gave us."

CASE STUDY - Family Nurse Partnership Programme in Inverclyde - Early Intervention/Increased Income from Employment

Family Nurse Partnership (FNP) is a preventive licensed voluntary programme for first time mothers aged 19 years and under. It offers intensive and structured home visiting, delivered by specially trained nurses (Family Nurses), from early pregnancy until the child is two years old. It is an intensive, structured intervention for young first-time mothers and their children to maximise their potential. The programme aims to modify behavioural risk factors and enhance protective factors through regular home visits, using motivational interviewing techniques and strengths-based approach.

Lisa was 17 years old when she agreed to enrol in the FNP programme in early pregnancy. During pregnancy Lisa resided with one of her parents who she also had a caring role for. Lisa had a history of multiple adverse childhood experiences, trauma and had been subject to child protection procedures as a child. This resulted in Lisa experiencing anxiety and variable mental wellbeing. Lisa was dependent on income from social security, maternity and child benefits throughout pregnancy and infancy and moved to her own tenancy in early infancy. This presented several challenges for Lisa in relation to managing her tenancy, mental health and developing her maternal role and resulted in a period of support being required from social work. Through ongoing engagement with FNP, Lisa has worked on improving her mental wellbeing and has meaningfully engaged with mental health services. Lisa has been able to explore her mental wellbeing and has insight into her own needs. Lisa is approaching graduation from the FNP service as her child is reaching 2 years old and both mum and child are making excellent progress. Lisa is now in employment in the care sector, and this has been sustained for several months. Lisa has engaged in 44 visits with her Family Nurse to date.

Our Plans 2023/24 for Year 5

The next phase of the Child Poverty Local Action Report the Child Poverty Action Group will continue to use data and evidence to plan local interventions to targeted families, living in our most deprived communities, facing the greatest inequalities. We will continue to implement actions, improvements, and interventions within three drivers of child poverty, targeting families who are most likely to be living in poverty and supporting children to improve their outcomes and changing the systems that can help local children and families will remain our priority goal.

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.

- Work with our local CVS Inverclyde to support local people to increase capacity and build more local social enterprise opportunities.
- Collaborate with local and national partners to increase learning and training around child minding in the area, building confidence service esteem and appropriate skills to encourage local people to start their own business in this sector.
- We will continue to collaborate locally to encourage and empower parents at the earliest stage of their employability journey to engage with the Parental Employability Support Fund.
- We will work with local employers to encourage accessible and flexible work to employ local parents.

National Key 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, childcare activities and food for children who would benefit from support.

- Inverclyde Council is committed to supporting families on a low income and from August 2023, all children from Primary 1 to Primary 7 will receive a free school meal. This universal approach will help reduce stigma and preserve dignity for children living in poverty and take a cash first approach to supporting parents living on a low income.

- Continue with the place-based person-centred approach to provide affordable childcare that is codesigned with the service user, to increase capacity, to introduce consistency with Breakfast Clubs, and to improve the holiday childcare that supports our most vulnerable children.
- We will work with our early adopter implementation group to break down challenges and improve communication in the systems and place children at the centre of the service delivery. We will work with internal services such as procurement and legal services to fairness and equity.
- We will provide training and learning for our wider community to support people into childcare and child minding as local entrepreneurs to improve the workforce gaps and we will improve training for existing staff across our partnership to ensure a quality service is delivered to children and families when they need it.

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.

- Build on the legacy of the Warm Hands of Friendship project which empowered local community groups to support people within their localities with services that meet their needs, with support that was designed with them.
- Increase the opportunities to engage and learn from people who have lived experience of poverty and require an affordable after school service. Create a platform that will encourage parents at the earliest stage of their employability to identify what they need and when they need support to enable them to participate in learning, training, or employment.
- Focus community development services on communities facing the greatest inequalities, targeting when appropriate the child poverty priority groups, and those families most likely to be living in poverty.

National Key Driver - Income from Social Security

Local Outcome (change idea); 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.

- Improve the systems and networks that exists around child poverty, not only by ensuring senior leadership buy in but also opening communications and sharing responsibility across the community planning partnership. Improve pathways to receive a Welfare Assessment for families living in low income. All parents who receive a place at the Early Adopter – Affordable Childcare service receive an assessment and discussion on the impact of changes in

income will make on their households. We will continue to learn from this system to ensure that this option is offered to all families who need the support.

- We will continue to learn from the NHSGGC Thrive Under 5 (TU5) programmes in Rainbow Family Centre. This project is taking a whole systems approach to tackling child poverty. The programme aims to support children under the age of five to achieve a healthy weight by tackling the issue of food insecurity, by providing families with the resources and knowledge to make healthier choices around food and money management. This project also engages parents to participate in a financial wellbeing assessment to ensure they are maximising their income from social security. Planning for improvement will be to offer the parents the opportunity to open local credit union accounts and to open child accounts and actively encourage savings for the families engaged.
- We are developing our multi agency Whole Family wellbeing model to provide targeted interventions that will support early intervention and additional intensive supports. This will ensure the focus remains on families receiving the right support at the right time from the correct service.

Appendix 1 Inverclyde Local Data

This section provides the details behind the data referred to in both the Child Poverty Local Action Report and the associated action plan.

In Inverclyde the overall percentage of children living in relative poverty (after housing costs) is 24.4% however, this percentage varies by area from 5.5% to 31.4%. In 10 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 337 (26%) children. The highest percentage of children living in relative poverty is in Port Glasgow Upper East (31.4%) followed closely by Braeside, Branchton, Lower Larkfield and Ravenscraig (29.1%).

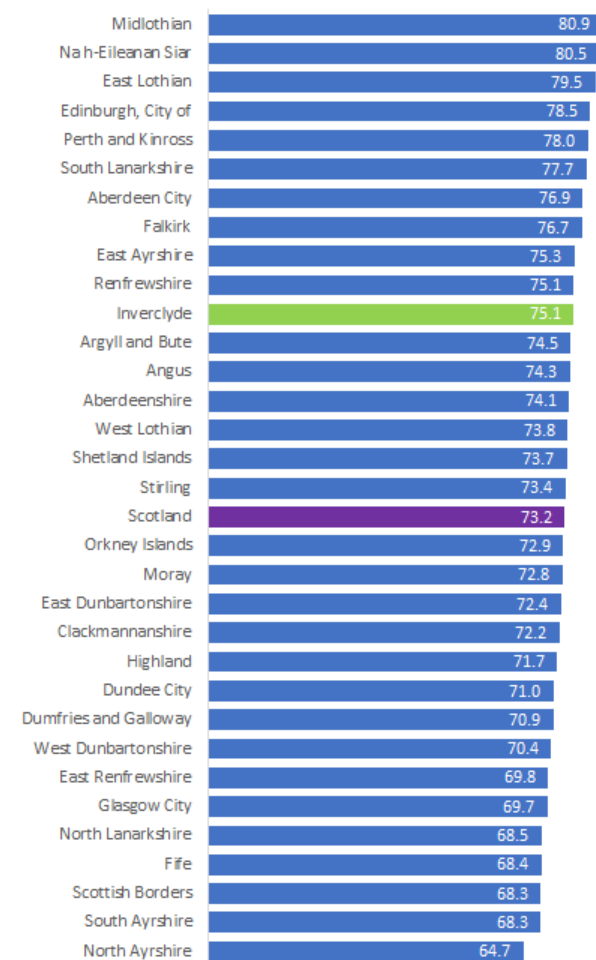
Apart from three intermediate zones, all zones % of relative poverty have increased.

Intermediate Zone	No. of Children (19/20)	% of Children (19/20)	No. of Children (21/22)	% of Children (21/22)	% Change
Greenock East	313	23.7%	337	26.0%	2.3%
Braeside, Branchton, Lower Larkfield and Ravenscraig	307	23.1%	376	29.1%	6.0%
Port Glasgow Upper East	233	26.3%	272	31.4%	5.1%
Lower Bow and Larkfield, Fancy Farm, Mallard Bowl	193	22.2%	213	26.1%	4.0%
Port Glasgow Upper, West and Central	191	21.5%	209	24.1%	2.6%
Port Glasgow Mid, East and Central	185	24.0%	201	27.3%	3.4%
Greenock Town Centre and East Central	171	25.3%	191	28.3%	3.0%
Greenock Upper Central	140	26.4%	134	26.6%	0.3%
Greenock West and Central	120	15.2%	156	20.6%	5.3%
Bow Farm, Barrs Cottage, Cowdenknowes and Overton	114	21.3%	142	26.4%	5.1%
Inverkip and Wemyss Bay	97	9.3%	90	9.0%	-0.3%
Gourock Upper and West Central and Upper Larkfield	80	13.3%	71	12.3%	-1.0%
Gourock Central, Upper East and IRH	64	12.9%	88	19.7%	6.8%
Gourock East, Greenock West and Lyle Road	45	7.5%	35	5.5%	-2.0%
Kilmacolm, Quarriers, Greenock Upper East/Central	34	6.5%	34	6.9%	0.3%
Kilmacolm Central	20	5.1%	24	6.6%	1.5%
West Braeside, East Inverkip and West Gourock	17	4.9%	25	7.4%	2.6%

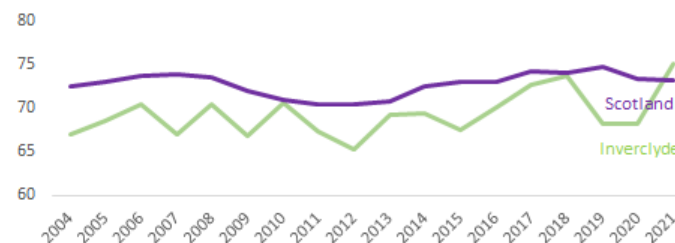


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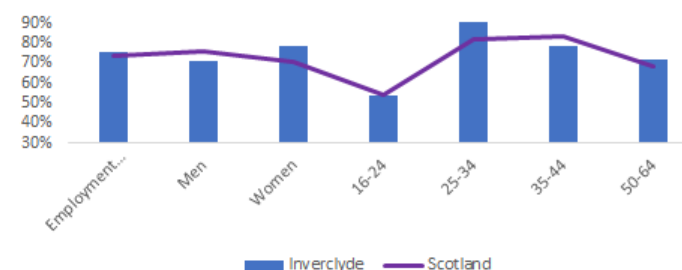
Inverclyde has the 11th highest employment rate in Scotland



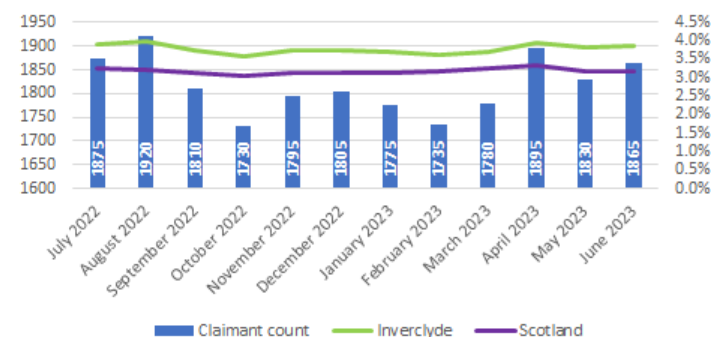
Inverclyde employment rate higher than Scotland for the first time since 2004



Inverclyde Employment By Category



The Claimant Count Rate in Inverclyde has remained consistent in line with Scotland



Source: Scotland's Labour Market people & places Jan - dec 2023 tables

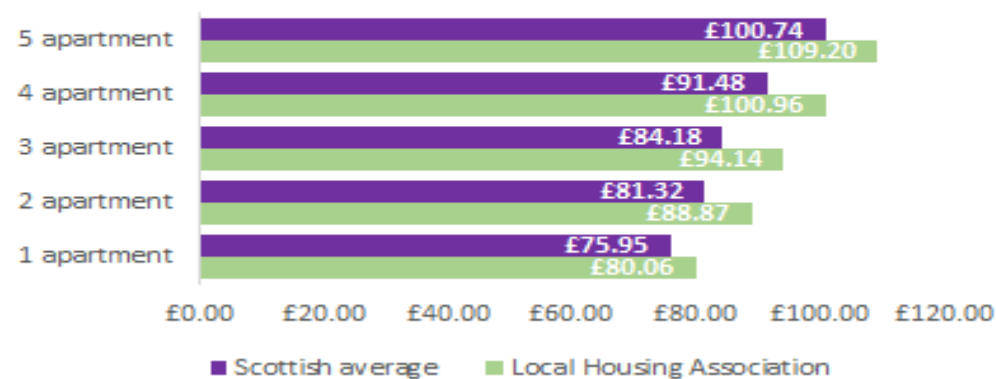
Social Housing Costs



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Inverclyde's largest social housing associations rents are higher than the Scottish average, although the difference has reduced slightly since 2021. In this respect, the relatively higher rents could impact some of the problems associated with low household income.

The majority of social housing weekly rents are between 5.43 & 11.8% more in Inverclyde than the scottish average






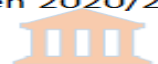


Source: Scottish Housing Register 2023



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Key points from Common Advice Performance Management Reporting Framework (CAMPRF): 2021/22 Annual Report

<p>The total amount of debt owed by money advice clients in Inverclyde increased by 14% in 2021/22 from the previous year</p> 	<p>The proportion of money and welfare rights advice clients accessing services through self-referral has proportionally increased by 12 percentage points in 2021/22 from the previous year</p> 
<p>The number of benefit entitlement checks carried out by local authority funded money and welfare rights advice services increased by 106% between 2020/21 and 2021/22</p> 	<p>Verified financial gains secured by local authority funded money and welfare rights advice services in Inverclyde rose by 8% in 2021/22 to £5,206,014</p> 
<p>The proportion of clients aged 45-59 was 5¹ percentage points higher in Inverclyde than for Scotland in 2021/22</p> 	<p>The proportion of debt owed by money advice clients in Inverclyde relating to Council Tax arrears increased by 12 percentage points between 2020/21 and 2021/22</p> 



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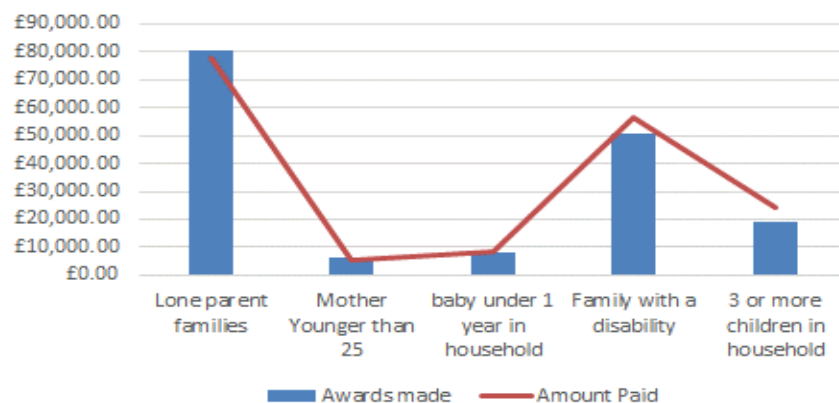
Child Poverty Data/Measurement Framework

Measure	Inverclyde	Scotland	Positive/ Negative Comparison	Inverclyde (Previous)	Scotland (Previous)	Positive/ Negative Comparison (Previous)	Comments on change	Data Source
Unemployment rate	3.90%	3.20%	↓	4.6%	3.9%	↓	Negative change of 0.2%	Commons Library(Jun 2023)
Employment rate	75.1%	73.2%	↑	68.2%	73.4%	↓	Significant Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Employment rate - Men	70.9%	75.8%	↓	69.0%	75.8%	↓	Slight Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Employment rate - Women	78.7%	70.7%	↑	67.4%	71.1%	↓	Significant Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Employment rate - Age 16-24 (including those in full-time education)	52.2%	52.2%	↔	52.2%	52.2%	↔	No Update since last	ONS Annual population survey(2020 -2021)
Employment rate - Age 25-34	92.2%	81.8%	↑	86.0%	83.5%	↑	Significant Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Employment rate - Age 35-49	78.4%	83.0%	↓	72.2%	82.4%	↓	Significant Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Employment rate - Age 50-64	71.6%	68.1%	↑	61.8%	69.3%	↓	Significant Increase in comparison to Scotland	Scotlands Labour Market People & Places (2021)
Underemployment of 16+ population(%)	7.2%	8.1%	↑	7.2%	8.1%	↑	No Update since last	ONS Annual population survey(2020 -2021)
Employment in 'lower paid' occupations (% of all in employment)	25.2%	17.7%	↓	25.2%	17.7%	↓	No Update since last	(Nomis)ONS Annual population survey(2021)
Job density (2021)	0.61	0.81	↓	0.61	0.8	↓	No Change to Inverclyde	Nomis 2022
% Employess(18+) earning less than the living wage	20.3%	14.4%	↓	20.3%	14.4%	↓	No Update since last	Annual survey of Hours and Earnings 2021
% Economic Inactivity Rates	21.5%	23.8%	↑	28.5%	23.2%	↓	Significant decrease in comparison to Scotland	Scotlands Labour Market People & Places (2021)
% Economic Inactivity Reason -Long Term Sick	37.3%	29.6%	↓	38.2%	28.7%	↓	Reduction in difference	Scotlands Labour Market People & Places (2021)
% Economic Inactivity Willingness to work	16.9%	17.5%	↓	17.4%	23.1%	↓	Difference between LA & Scotland has reduced	Scotlands Labour Market People & Places (2021)
% Children in relative poverty households - Working	59.2%		↓	64.4%	-		Decrease	Commons Library - Child Poverty 2021/22
% Working households With Children	76.1%	60.9%	↑	68.7%	63.0%	↑	Local increase in comparison to Scotland	Employment And Labour Market (2021)
% single parent households	7.8%	7.2%	↓	7.8%	7.0%	↓	Gap has narrowed by 0.2%	(Nomis) ONS Annual population survey(2021)
£ Average Weekly Rent (Social Housing)	£93.7	£86.7	↓	£93.7	£85.1	↓	Gap has narrowed by £1.60	Housing Regulator -2021/22
Gross Weekly Pay - Median	£633.9	£640.0	↓	£570.0	£622.0	↓	Significant decrease in the gap	(Nomis) ASHE 2022
% Primary pupils registered for Free meals	79.5%	76.8%	↓	78.8%	64.9%	↓	Increase but gap reduced	Pupils Census 2022
% Fuel Poverty	28.0%	24.0%	↓	28.0%	24.0%	↓	No Update since last	SHCS 2017 -2020
% households managing well financially	58.0%	56.0%	↑	58.0%	56.0%	↑	No Update since last	SHS 2019
Annual participation (in education training or employment) measure for 16-19 year olds	93.8%	92.4%	↑	93.3%	92.2%	↑	Slight increase in the gap	Skills Development Scotland (Aug 2022)
% Positive Destinations - Initial Survey (2021/22)	94.0%	95.7%	↓	95.4%	95.5%	↓	1.6% decrease in comparison to scotland	Statistics - Initial leaver Destinations 2021/22
% Positive Destinations - Follow up Survey (2021/22)	91.9%	93.5%	↓	90.2%	92.2%	↓	Slight increase in the gap to Scotland	Statistics - Initial leaver Destinations 2021/22
% 16 - 64 No qualifications	9.6%	7.6%	↓	9.3%	7.6%	↓	Slight increase in the gap to Scotland	Nomis ONS Annual population survey(2020 -2021)
% Alcohol Related Deaths 2017/21 (5 year avg, per 100k population)	31.7	20.8	↓	31.6	20.5	↓	Slight decrease in the gap to Scotland	National Records of Scotland
% Drug Related Deaths 2017/21 (5 year avg, per 100K population)	35.7	22.9	↓	36.7	21.2	↓	Local decrease and a reduction in the gap to Scotland	National Records of Scotland
Domestic abuse rates per 10,000 population	110	118	↑	113	119	↑	Local decrease and an increase in the gap to Scotland	Police Scotland 2021/2022
% Children on protection register per 1,000 per popuation 0-15	3.6	2.2	↓	2.1	2.3	↑	Significant Increase	Scot.Gov child protection statistics July 2020
% Children looked after by local authority	1.4%	1.2%	↓	1.6%	1.3%	↓	Slight decrease	Children Social Work Statistics

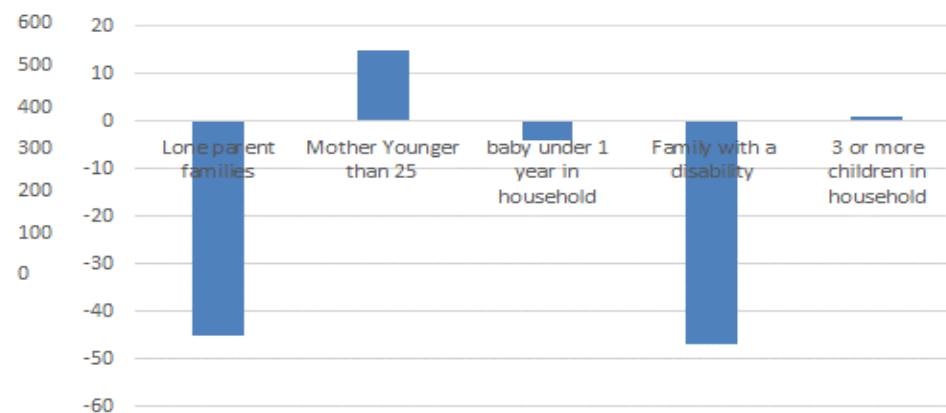


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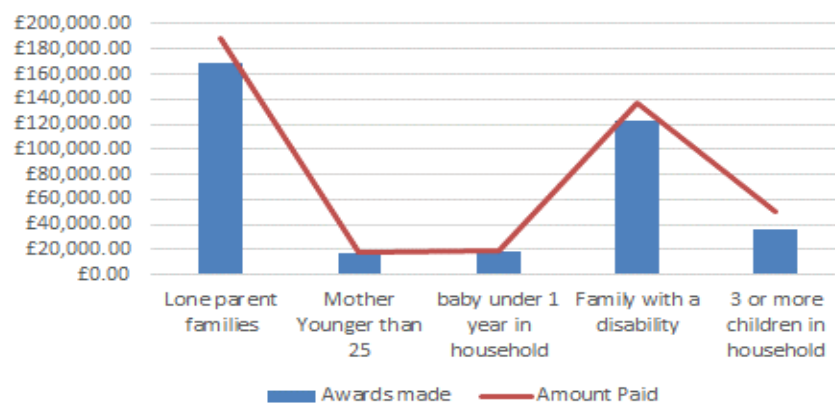
Crisis Grants 2022/23



CG AWARDS +/- 2021/22 - 2022/23



Community Care Grants 2022/23



CCG AWARDS +/- 2021/22 - 2022/23

