

EAST RENFREWSHIRE COUNCIL26 JUNE 2019Joint Report by Deputy Chief Executive, ERC and Chief Officer, HSCPEAST RENFREWSHIRE LOCAL CHILD POVERTY ACTION REPORT**PURPOSE OF REPORT**

1. The purpose of this report is to present the first East Renfrewshire Local Child Poverty Action Report required under the Child Poverty Scotland Act 2017.

RECOMMENDATIONS

2. The Council is invited to:-
- Approve and publish the Local Child Poverty Action Report to meet the requirements of the Child Poverty Act 2017.

BACKGROUND

3. The Child Poverty (Scotland) Act 2017 sets out ambitious targets for the Scottish Government to significantly reduce child poverty in Scotland by 2030. The Act also places a duty on local authorities to work together with health boards to develop, produce and deliver Local Child Poverty Action Reports (LCPARs). The reports are expected to represent a 'step change' in action to address child poverty locally, both describing the current excellent work underway in many areas and outlining plans for new and innovative efforts to tackle child poverty. The publication deadline for the first annual report is 30th June 2019.

4. In introducing a reporting duty, the Scottish Government recognises the important role that local partners have in responding to the child poverty challenge and developing tailored solutions which meet local requirements. Tackling child poverty is a goal which is shared by both spheres of government; it cannot be solved by national or local government alone. The first report should be seen as an opportunity to take stock of the work ongoing in the area, focus on the relationships that need to be nurtured, and critically explore what is working well and less well in delivering the expected outcomes to reduce child poverty.

5. Over the longer term, these reports should offer an opportunity to deliver a real focus in our approach to tackling child poverty. This focus will help identify more effective ways of working - for example to reflect on local governance arrangements, to build and strengthen local partnerships, utilise available data and evidence to identify and drive solutions and to involve communities in planning and delivering sustainable responses.

REPORT

6. The Council and its community planning partners are committed to addressing the issue of child poverty in East Renfrewshire. It is seen as integral to achieving the vision set out in our Community Plan to create an "attractive thriving place to grow up, work, visit, raise a family and enjoy later life". In relation to early years and vulnerable young people, we want to ensure "all children in East Renfrewshire experience a stable and secure childhood and succeed".

7. The Community Plan contains our Fairer East Ren (Local Outcome Improvement Plan) priorities which focus on reducing inequality across groups and communities in East Renfrewshire. The Fairer East Ren Delivery Plan outlines the work being done to ensure “the impact of child poverty is reduced” and is led by the Improving Outcomes for Children and Young People Partnership.

8. The Children’s Services Plan “Getting it right with you” is one of the main delivery vehicles for the achievement of the children and young people’s outcomes within the Local Outcome Improvement Plan. This includes a focus on reducing inequalities and the impact of them on children and families especially those residing in our more deprived communities.

9. This strategic basis, along with the strong partnership working arrangements already in place, demonstrate the commitment to tackling child poverty in East Renfrewshire. In order to meet the requirements under the new legislation, the local authority and health boards are required to jointly demonstrate the actions being taken to address the drivers of poverty. These are identified by the Scottish Government as;

- Increased income from employment
- Increased income from social security and benefits in kind
- Reduced cost of living for families

Context and evidence of actions which impact on one or more of these drivers was gathered from a range of partners from across the CPP as well as with colleagues at NHS Greater Glasgow and Clyde.

10. The East Renfrewshire Local Child Poverty Action Report highlights the range of actions across the local authority, health and social care partnership and local partners. It also includes actions at NHS Board level which are relevant to East Renfrewshire.

11. There are some notable key successes in the Local Child Poverty Action Report;

- The introduction of a direct referral process between the health visiting team and the Money Advice and Rights Team. We are the first area to do so and recognised as an example of good practice at a health board level.
- Health visitors are now able to provide food bank vouchers directly to families, rather than applying through social work, making the vouchers more readily available to families in need.
- We have actively promoted financial wellbeing services within immunisation clinics to engage with families who could be otherwise unknown to us.
- We are actively working to promote available nursery places to all vulnerable 2 year olds and also offer the early adoption of the 1140 hours for vulnerable 3 and 4 year olds.

12. There are also areas for development and proposed next steps;

- Ensure customer-facing staff, particularly those working directly with families, are aware of child poverty and are well-informed about the wide range of support services available.
- Consider how universal services can be tailored to meet the needs of families and how they can be best promoted.
- Identify current data gaps which prevent us from evidencing services used by families and consider how we fill this.

13. The Fairer East Ren Delivery Plan (para 7) precedes the Local Child Poverty Action Plan but is not replaced by it. The nature of the LCPAR is cross-cutting across several of the strategic priority areas of the Community Plan. The current LCPAR will be reported and monitored in line with the Fairer East Ren outcomes but as a separate plan. It is intended that in future years the monitoring and reporting will become more embedded; the options for this will be explored and agreed with partners.

14. A copy of the draft East Renfrewshire Local Child Poverty Action Report is attached for consideration (Appendix 1).

FINANCE AND EFFICIENCY

15. There has been no specific monetary resource allocated to this plan, all current action is delivered within existing, mainstream budgets.

16. Recent funding has been secured through European Structural Funds for the Poverty and Social Inclusion intervention. This will offer intensive targeted provision for disadvantaged families and individuals in East Renfrewshire to support poverty reduction; with lone parents identified as one of the target groups.

PARTNERSHIP WORKING

17. The Local Child Poverty Action Report is produced in partnership between East Renfrewshire Council and Health and Social Care Partnership. Local community planning partners have considered the Local Child Poverty Action Report draft at the meeting of the Performance and Accountability Review in May. Officers consulted with a range of partners from across the CPP as well as with colleagues at NHS Greater Glasgow and Clyde.

18. East Renfrewshire Council and the HSCP have worked with NHS Greater Glasgow and Clyde to coordinate the Local Child Poverty Action Report. Key health board actions are included in the East Renfrewshire report. NHS Greater Glasgow and Clyde has produced a separate Child Poverty Action Report which highlights the corporate and acute services action taken and planned across the health board area. This approves and endorses the planned actions by staff delegated to Integration Authorities (IJB's) as described in the LCPAR. A copy of this report is attached for reference (Appendix 2).

IMPLICATIONS OF THE PROPOSALS

19. The integral aim of the LCPAR duty is to reduce inequality amongst families by increasing income and supporting parents into employment.

20. There will be no policy, staffing, legal, property or IT implications.

CONCLUSION

21. This is the first Local Child Poverty Action Report produced in East Renfrewshire. Members should be aware of the positive work which is being done to tackle the impact and drivers of poverty across the authority and recognise the opportunities for further development and action to address these going forward. This will ensure the Council and HSCP, together with other local partners, are directing effort and resources smartly to reduce child poverty in East Renfrewshire.

RECOMMENDATION

22. The Council is recommended to:-

- Approve and publish the Local Child Poverty Action Report to meet the requirements of the Child Poverty Act 2017.

REPORT AUTHOR

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BACKGROUND PAPERS

<https://www.gov.scot/policies/poverty-and-social-justice/child-poverty/>

<https://www.gov.scot/publications/local-child-poverty-action-report-guidance/>

KEY WORDS

A report to present the first Local Child Poverty Action Report for East Renfrewshire.

children, families, poverty, income, employment, benefits, finances, statutory

Local Child Poverty Action Report

East Renfrewshire Council & NHS Greater Glasgow & Clyde

June 2019

Whilst East Renfrewshire has some of the lowest levels of child poverty in Scotland, it is estimated there are still around 3,600 of our children and young people living in low income families; that is 16% of all children and young people living in the area.

We want all children in East Renfrewshire to experience a stable and secure childhood and succeed. In order to do this we need to both tackle the root causes of poverty and reduce the impact of poverty. The purpose of this report is to outline what we are currently doing, and what we are planning to do, across East Renfrewshire to tackle the drivers of poverty.

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

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

We should acknowledge the positive work across East Renfrewshire and the current low levels of child poverty compared to Scotland as a whole and other local authority areas, however we must not be complacent and must continue to strive to reduce child poverty.

Caroline Innes
Deputy Chief Executive
East Renfrewshire Council

Julie Murray
Chief Officer
East Renfrewshire Health and Social Care Partnership

Executive Statement

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

In East Renfrewshire, we are committed to addressing the issue of child poverty. It is seen as integral to achieving the vision set out in our Community Plan to create an “attractive thriving place to grow up, work, visit, raise a family and enjoy later life”. The Community Plan contains our Local Outcome Improvement Plan priorities which are focused on reducing inequality across groups and communities in East Renfrewshire. Our locality plans approach also seeks to reduce the inequalities in outcomes between deprived communities and the rest of East Renfrewshire.

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

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

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

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

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

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

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

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

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

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

The proposed next steps for East Renfrewshire, are:

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

Context and challenges

The Scottish Government's first Child Poverty Delivery Plan 2018-22, [Every Child, Every Chance](#), was produced in response to the Child Poverty (Scotland) Act 2017. The Act places a new duty on local authorities and health boards to work together to report annually on what we are doing to tackle child poverty with a sharp focus on the three key drivers of poverty:

- Income from employment
- Income from social security and benefits in kind
- Costs of living

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

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

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

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

- Lone parents
- Families where a member of the household is disabled
- Families with 3 or more children
- Minority ethnic families
- Families where the youngest child is under 1
- Mothers aged under 25

Profile of East Renfrewshire

Our analysis of the available datasets identifies the scale of child poverty in East Renfrewshire, compared to the benchmarking authorities, and Scotland as a whole. The data profile looks at differences in East Renfrewshire communities.

East Renfrewshire has a proportionately large population of children living in the area and a proportionately low level of child poverty in comparison to the national average. However, there is disparity in levels of poverty across the authority; varying from around one in twenty children living in poverty in the more affluent areas, to almost one in three in the less affluent areas.

East Renfrewshire has the highest proportion of children in any local authority in Scotland. And this is expected to grow

East Renfrewshire has a population of nearly 95,000¹ and this is continually growing and is expected to grow at an average rate of over 700 people a year until 2027². Based upon National Records of Scotland (NRS) figures, this increase will be proportionally, the third largest of any local authority in Scotland.

There are 19,029 individuals aged between 0 and 15, this is the highest proportion of children in any local authority in Scotland. One in every five people living in East Renfrewshire is a child.

Migration has a large impact on the population of East Renfrewshire and especially the child population. In 2016/17 nearly 700 more children (0-14) migrated into the area than left³, further adding to the number of children in the population. These levels of migration were the highest levels of any local authority.

¹ ONS mid-year population estimates

² NRS 2016-based Population Projections by Council Area in Scotland

³ NRS Total Migration to or from Scotland

The proportion of children living in poverty in East Renfrewshire is lower than the Scottish average, and comparable with the family group of Local Government Benchmarking Framework.

There are around 3,600 children living poverty within East Renfrewshire. This amounts to 16% of children living in East Renfrewshire⁴. This is lower than the Scottish average and comparable with East Renfrewshire's family group in the Local Government Benchmarking Framework⁵.

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

There were 53 children born in 2017 to mothers who were under the age of 25, this accounted for 6% of all births in East Renfrewshire. This was the lowest rate amongst the LGBF group authorities, along with being lower than the Scottish Average of 18%⁶

The number of lone parent households is predicted to increase in the coming years

Within East Renfrewshire there are over 11,500 households with children. Around 2,200 of these are lone parent households, a priority group highlighted by the Child Poverty Act as being at greater risk of poverty. It is projected that there will be over a 30% increase in the number of lone parent households 2026⁷, which is much higher than the average Scottish increase. It is projected that lone parent households will make up a greater proportion of the households in East Renfrewshire by 2026 growing to 7%.

⁴ End Child Poverty 2019

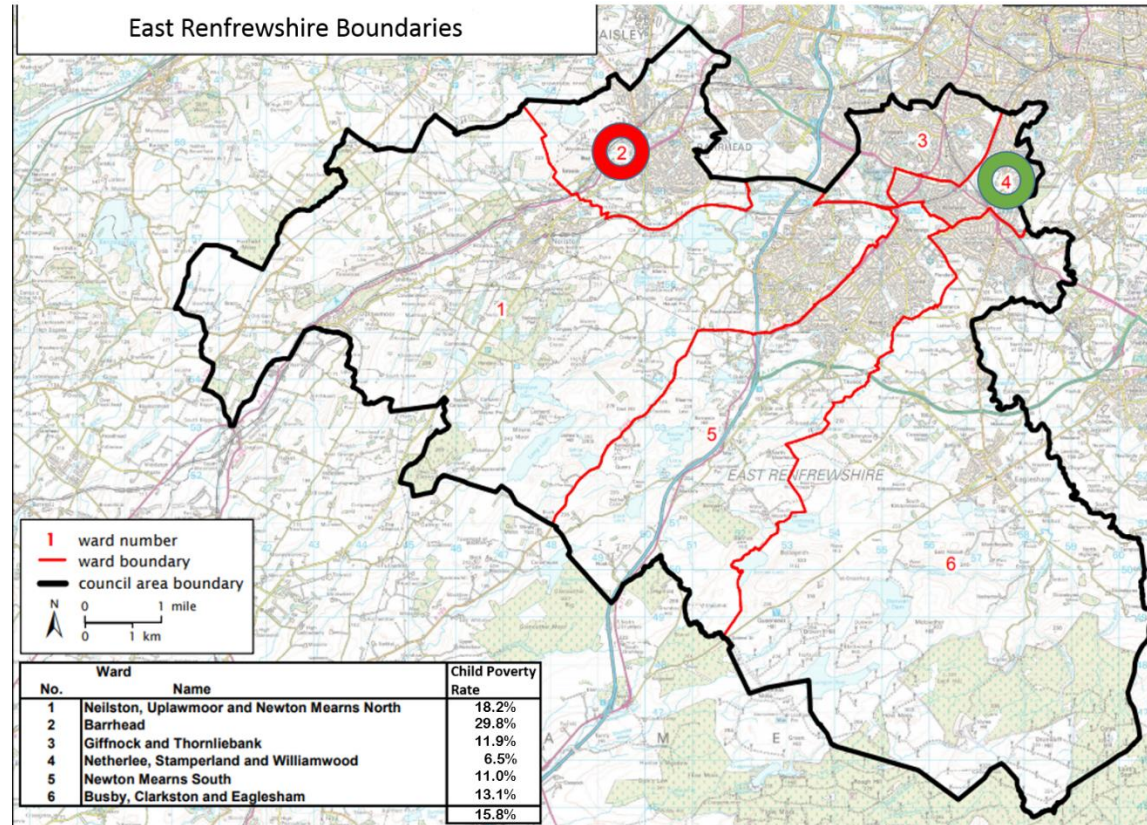
⁵ These are local authorities that have similar characteristics, having similar levels of relative deprivation and affluence. These authorities are paired together for comparison over areas such as children, social work and housing.

⁶ NRS Vital Events – Births

⁷ NRS Household projections for Scotland, 2016-2041

Within East Renfrewshire there is a large difference in the levels of child poverty by area

Within East Renfrewshire there is a large difference in the levels of child poverty depending on the area. Barrhead ward has the highest rates of child population living in poverty; almost one in three (30%). Netherlee, Stamperland and Williamwood has the lowest rate at 6%.⁸



⁸ End Child Poverty 2019

Income from employment

Generally, residents of East Renfrewshire are economically active, with low unemployment rates and low proportion of workless households. Many living in the area are high earners but they are often travelling outwith the local authority to earn. The main local employment is in the retail and service industry, which is reflected in the average pay for those working in East Renfrewshire which is the lowest within its benchmarking group.

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

There are over 56,000 individuals in East Renfrewshire of working age and 76% of these individuals are economically active. Black and Minority Ethnic groups are less likely to be economically active than East Renfrewshire as a whole, at 57%⁹.

There are 1,300 people who are unemployed who are of working age, this is the lowest rate of the LGBF groups, and this contributes to there being 12.9% of households in East Renfrewshire being workless (where there is no individual over the age of 16 in the household who is employed). There is no reliable data available to identify how many of these households have children living in them, however the Scottish figure is 11.7%¹⁰ and it is assumed that the rate in East Renfrewshire is significantly lower than the Scottish average. The percentage of workless households is lower than the Scottish average however, over a third of children in East Renfrewshire come from mixed households (where a household contains at least one person aged 16 to 64, where at least one person aged 16 and over is in employment and at least one other is either unemployed or inactive), the second highest rate in Scotland¹¹. Local knowledge suggests this could be due to a common family dynamic of one high-earner parent and one stay-at-home parent, however there is no data available to evidence this. This type of household could be particularly vulnerable to poverty should their circumstances change, for example a relationship breakdown or loss of employment.

⁹ ONS Annual Population Survey

¹⁰ ONS Annual Population Survey

¹¹ ONS Annual Population Survey

East Renfrewshire residents receive the highest average weekly full time pay in Scotland. However, residents are unlikely to be employed locally as those working in East Renfrewshire have the lowest weekly pay in the benchmarking group, with many workers earning less than the living wage.

The average weekly full time pay of residents in East Renfrewshire is £744, the highest in Scotland, and the average part time pay for residents is £232, which is the second highest average in Scotland. However, we recognise that these residents are not employed locally as compared to the other LGBF groups, East Renfrewshire ranks as having the lowest weekly pay for both full time and part time workers. The average weekly pay for those working within the authority for full time workers is £496 and for part time workers is £152.¹² Further, 30% of employees over 18 earn less than the living wage in East Renfrewshire, this is the lowest rate against the LGBF local authorities and is also higher than the Scottish average of 19.4%¹³.

There are 3,100 individuals in East Renfrewshire who have no formal qualifications, this translates to 5.4% of the working age population. This is lower than the Scottish average of 8.7% and is the fifth lowest rate in Scotland¹⁴.

Income from social security and benefits in kind

East Renfrewshire residents are less likely than the Scottish average to receive income from social security and benefits.

There are 1,080 children in families that claim income support or jobs seekers allowance¹⁵ within East Renfrewshire. Of these, 860 children are in families where there is a lone parent. Nearly 800 individuals are claiming for out-of-work benefits, this rate in East Renfrewshire (1.4%) is lower than the Scottish average of 3%¹⁶ and 165 of these claimants were between the ages of 16 and 24. Overall, there are 18,805 children in families that are registered for child benefit.

Within East Renfrewshire 7.6% of all primary pupils from P4 to P7 were registered for free school meals, this increased from 7.4% in 2016 and is lower than the Scottish average of 17.1%. In secondary schools 7.2% of pupils are registered for free school meals, which is, again, lower than the Scottish average of 14.4%, this figure has reduced steadily every year since 2012 when 9.8% of pupils were receiving free school meals¹⁷.

¹² Annual Survey of Hours and Earnings 2018

¹³ Annual Survey of Hours and Earnings Scotland, 2018

¹⁴ ONS Annual Population Survey

¹⁵ HM Revenues & Customs 2018

¹⁶ ONS Claimant Count February 2019

¹⁷ Scottish Government School Meal Census, 2018

East Renfrewshire has a £100 school uniform grant which parents/carers can apply for. We have an automated system to issue this grant each subsequent year without having to reapply. In East Renfrewshire 430 young people receive an Education Maintenance Allowances, across Scotland over 31,000 receive an EMA¹⁸.

Costs of living

The costs of living in East Renfrewshire are higher than average, particularly in relation to housing costs. Average house prices, average local authority rent and average council tax paid are all comparatively high.

The average house price in East Renfrewshire in 2019 has increased by 3.9% since 2018 to £223,406. This increase was the 11th highest of Scotland's authorities and the average house price was the second most expensive behind the city of Edinburgh, with the average house price there being £260,758¹⁹. The average weekly local authority rent for a property in East Renfrewshire is £72.41, which is the 8th highest weekly rent for a Scottish local authority²⁰. This average is affected by the proportion of larger properties within the housing stock in the area. Anecdotally, we are aware of a high private rental market across the authority, with associated high weekly costs. However, there is no data available at a local level to evidence this as private rent statistics are broken down into Broad Rental Market Areas, with East Renfrewshire being part of Greater Glasgow.

Overall, the East Renfrewshire had the 12th lowest rates for council tax across Scotland across all bandings, however nearly three quarters (73.5%) of East Renfrewshire's houses are classified as being band D or above, the highest proportion in Scotland, with the Scottish average being 40.5%. The average amount of council tax that is paid in East Renfrewshire is £1,609.28, the second highest price paid in Scotland behind East Dunbartonshire²¹.

There are a wide range of activities available to children in East Renfrewshire. On average art, drama and sports activities, run by East Renfrewshire Culture & Leisure, cost £45.50 for a three month class and there are classes that are paid for on arrival, which cost between £3.15 and £5²². On average there is a 30% discount in these prices for concessions. There are also a wide range of more expensive privately run activities, and we believe this to be a thriving market, however there is no available data to evidence this.

The Active Schools programme delivered almost 7,000 activity sessions in the 2017/18 academic year involving over 8,000 individual children in East Renfrewshire²³. The number of sessions and the number of participants has increased compared to those observed in the previous two academic years.

¹⁸ Scottish Government, Education maintenance allowances

¹⁹ UK House Price Index Scotland, 2019

²⁰ Housing Revenue Account Statistics 2017-2018

²¹ Council Tax by Band 2019-20, Scottish Government

²² East Renfrewshire Culture and Leisure

²³ Local Authority Active Schools data 2017-2018.

Data gaps

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

- The number of children that live in economically inactive and workless households at a local authority level
- The number of families within the priority groups most likely to be affected by poverty as identified under the statutory duty
- The usage of the different leisure activities for children
- The uptake of the clothing grants that are given out within East Renfrewshire

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

Approach

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

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

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

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

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

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

Actions Taken in 2018/19

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

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

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

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

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

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

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

Actions to increase reduce costs of living						
	Action taken in 2018-2019	Poverty driver(s)	Partners involved	Priority Groups	Measure of impact	Timeframe
3.1	<p>Work is ongoing to identify the vulnerable 2 year olds across East Renfrewshire and to encourage uptake of the nursery places available to them. We are working with NHS Greater Glasgow and Clyde to identify the numbers and identities of eligible children. There are a number of promotional initiatives targeting SIMD 1, 2 and 3 areas.</p> <p>This included a family fun day with application forms available and staff on hand to provide support if required. The local Job Centre sent a targeted mailing to all known lone parents in the area to promote this.</p>	Costs of living	NHS Greater Glasgow & Clyde Early Years Education DWP	All, particularly lone parents	Number of eligible 2 year olds taking up a nursery place	2018/2019
3.2	East Renfrewshire has introduced early adoption of the increased nursery allocation for the most vulnerable three and four year olds. There are currently 100 children accessing the 1140 hours annually in four different nurseries.	Costs of living	Early Years Education DWP / Job Centre	All, particularly lone parents	Number of allocated places taken up	2018/2019
3.3	<p>The Pupil Equity Fund spending has reported a range of actions across all schools, including providing free sanitary products, providing new or recycled school uniform, providing free breakfast clubs with free food, providing free family food parcels, sharing calendars of costed school events, ensuring school trips have minimised costs and pupils are supported to participate at reduced or no cost.</p> <p>The National Child Poverty Action Group delivered training around the Cost of the School Day to Equalities Champions across all schools Further training has been delivered to staff and parents at the school to raise awareness of the Cost of the School Day.</p>	Costs of living	Education Back to School Bank charity Parent Councils National CPAG	All	School Pupil Equity Fund Spending reports	2018/2019

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

	Full details are set out in the Local Housing Strategy			support needs(amenity flats)	families most in need.	
3.7	1 FTE Welfare Reform Officer (2 x PT posts) was employed in summer 2018 on a temporary basis. The role was specifically to offer support around rent collection and arrears in anticipation of concerns about the impact of Universal Credit on rent payment.	Costs of living	Housing HSCP (Social work)	All, particularly lone parents and those where a member of the household has additional support needs	Number of tenants supported. No significant change on rent arrears following introduction of Universal Credit	2018/2019

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

	This is done during the visit which reduces time and administrative delays in supporting the families.		Money Advice and Rights Team		MART Welfare Rights Advice Indicators analysed by parental status	
4.3	The Family First team works with vulnerable families to build capacity, provide support and signpost to other services. This can include issues around employment and training, benefit claims, managing a household budget, childcare and energy tariffs.	All	Money Advice and Rights Team Work East Ren Citizens Advice Bureau	All	Number of families supported	Ongoing
4.4	In 2018 NHS Greater Glasgow and Clyde reviewed and refreshed the Healthier Wealthier Children intervention that originated in 2010, and is now recommended across Scotland as set out in <i>Every Child, Every Chance</i> . East Renfrewshire recognised the value of this function and provided funding to create an embedded role to continue this work. East Renfrewshire promoted the new Best Start Grant during November and December 2018 through social media, with a reach of over 80,000 people. A money advice service continues to be provided to families in the Royal Hospital for Children with average annual income gains of over £8,000 per family eligible for financial support.	Income from social security / costs of living	NHS GGC	All, particularly pregnant women and those with a child under 1	Increase in reach of promotional campaigns leading to increased uptake of eligible benefits. Increase average income gains per family.	2018/2019
4.5	The Family Nurse Partnership offers intensive support to mums aged 19 or under. This involves engaging with the young mums during pregnancy through a mixture of weekly and fortnightly home visits. The Family Nurses support the young mums with a variety of issues such as claiming benefits, housing options, managing a household budget, training, employability and CV writing skills. The role of the Family Nurse is to support the	All	Skills Development Scotland Local colleges Education HSCP (Family First)	Pregnant women, young mums aged under 25 years, parents with children under 1	Routine data collection to track outcomes regarding benefits that are being claimed employment	Ongoing

	young mum with these aspects but with a continuous encouragement towards self-efficacy.		DWP and Job Centre Plus Housing Money Advice and Rights Team		destinations, and education destinations at 6 monthly intervals from birth until 2 years of age.	
4.6	The Youth Services Team provides a service for young mums, aged 25 years and under. This is offered to mums from pregnancy until their baby turns one. There are weekly support groups as well as 1-to-1 support being offered where necessary. The group sessions are largely focused around developing parenting skills and establishing a bond with their baby and understanding nurture. The mums are also offered advice and signposting in relation to benefits, financial support and employability. Partner agencies also attend the group and provide advice and support around training and employment.	All	Skills Development Scotland Financial services Education Maternity Services	Pregnant women, young mums aged under 25 years, parents with children under 1	Quality framework paperwork	Ongoing

Planned Actions for 2019/20

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

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

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

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

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

Diagram 1

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

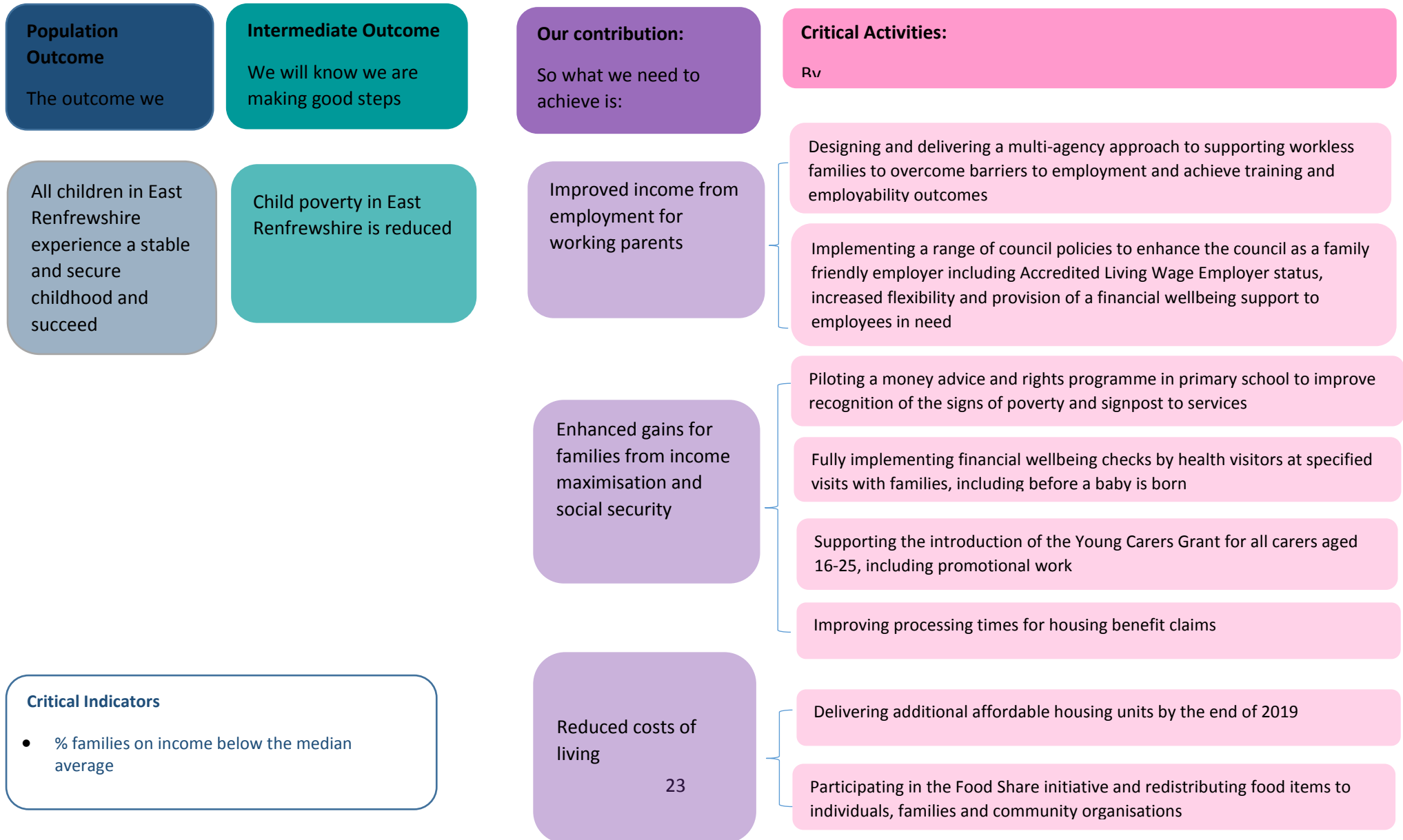
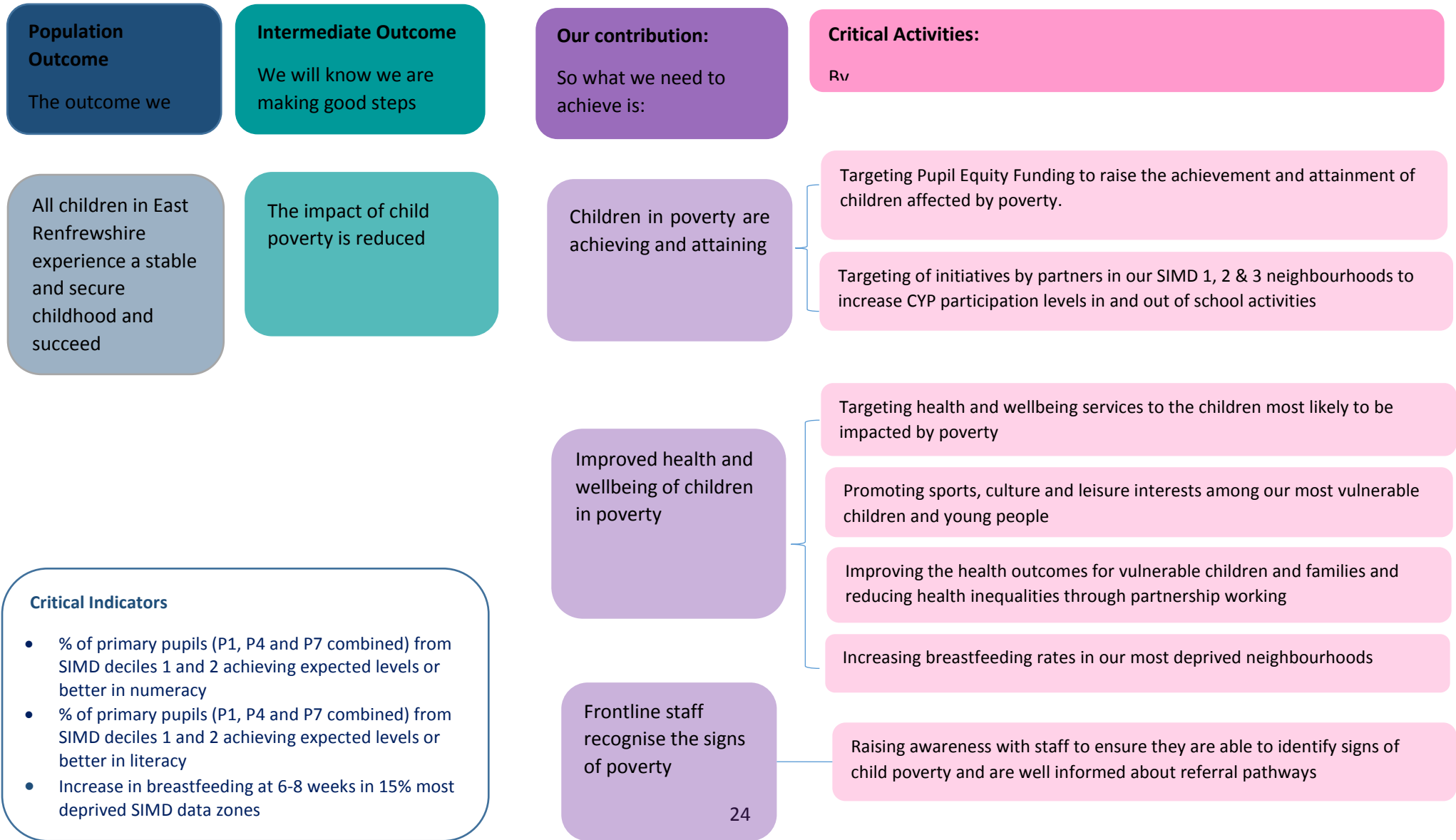


Diagram 2

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



Monitoring and Evaluation

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

Local needs, Reach and Contributions to Outcomes

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

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

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

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Annex 1: Actions planned for 2019/2020

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

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

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

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

**Public Health Standing Committee
17 April 2019**

Paper No: You will be given this

**Dr Sonya Scott, Consultant in Public Health
Dr Noreen Shields, Planning and Development Manager**

NHS GGC Corporate and Acute Service Child Poverty Action Report 2018

Recommendations

The Public Health Committee is asked to:

- Note the work undertaken by NHS GGC staff in 2018/19 to meet our statutory duty to contribute to reductions in child poverty rates in Scotland.
- Respectively approve and endorse the planned actions by staff directly managed by the health board and delegated to Integration Authorities (IJB's) in pursuit of reduced child poverty levels in 2019/20, as described in our six local area child poverty action reports and summarised in this paper.
- Note the wider partner actions undertaken and planned to reduce child poverty in each of our six community planning partnership areas and continue to influence development of these through appropriate local partnership structures.

Purpose of Paper

This paper aims to summarise the range of activities undertaken in 2018/19 by NHS GGC staff which contribute to reducing child poverty rates in Scotland and outline planned future actions for approval.

Summary of Key Messages:

- The NHS has a new statutory duty to report in partnership with local authorities, action taken to reduce child poverty and maximise the incomes of pregnant women and families with children.
- A range of activity has been undertaken by corporate, acute and health and social care partnership (HSCP) health staff to contribute to reducing child poverty across Greater Glasgow and Clyde (GGC).
- Employability actions have focused on promoting NHS career opportunities and pathways into NHS employment via a range of activity including awareness and guidance sessions for unemployed people in the community and awareness and guidance training sessions for staff in Jobcentre Plus and employability advisors in partner agencies. IJB's also support, fund and deliver a range of employability programmes for groups of patients with specific engagement needs. Note the review of employability services funded and managed through GGC specialist mental health services hosted within Glasgow Integration Authority.
- Work has also been undertaken to understand and support staff financial wellbeing, with training for managers on universal credit and available sources of support for staff experiencing money worries.
- There has been a substantial amount of work undertaken to refresh and extend the Healthier, Wealthier Children Programme (HWC)¹, including staff information and

¹ HWC is a programme routine enquiry about family financial wellbeing by maternity and health visiting staff and referral to money advice services where required.

training sessions and the development of staff support materials and promotional materials.

- HWC continues to result in substantial financial gains for families resident in GGC.
- An innovative and enhanced model of co-located money advice support for families has been piloted with our Special Needs in Pregnancy Service, highlighting the significant financial vulnerabilities of this patient group (average household income <£6000).
- Co-location of money advice services in GP practices in deprived areas has been successfully piloted in Glasgow.
- Evidence and data briefings have been produced and a development session hosted by NHS GGC to support evidence-informed action in partner local authority areas.
- In 2019/20 there will be a continued focus on improving the practice of routine enquiry of financial wellbeing. We will develop electronic referral pathways into money advice services for health visitors and in some HSCP areas pilot the co-location of money advisors with vaccination clinics in deprived communities. We will also explore how we can have a focus on parents within our employability programmes and understand current gains from community benefits with a view to maximising for children and families.

Any Patient Safety/Patient Experience issues

This work seeks to improve patient experience by ensuring assessment and treatment of social health has parity with physical and mental health.

Any Financial Implications from this Paper

NHS GGC received a small amount of funding (£2, 640) to provide for one month of a band 7 officer's time to report on child poverty reduction actions and an additional £63, 750 to: enhance referral pathways from maternity and children's services into money advice services, provide training for midwives and health visitors on family financial wellbeing and provide capacity in money advice services for responding to referrals from maternal and child services.

A recent review of NHS GGC's Healthier Wealthier Children (HWC) programme² noted the precarious nature of funding for money advice services, which are often reliant on non-recurrent funding and funding from charitable sources.

NHS GGC's Child Poverty Strategy seeks to ensure maximal community benefits are gained from our procurement spend.

Any Staffing Implications from this Paper

Effective action requires strategic leadership on a board-wide and community planning partnership-specific basis and therefore time of health staff working in corporate and acute directorates and health and social care partnerships.

The new statutory duty requires that midwives and health visitors in particular, support action to maximise the incomes of pregnant women and families with children.

Any Equality Implications from this Paper

² Naven, L. Review of Healthier, Wealthier Children (HWC) in NHS Greater Glasgow and Clyde. Glasgow Centre for Population Health. 2018. Available at: https://www.gcph.co.uk/assets/0000/6927/Review_of_Healthier_Wealthier_Children_HWC_for_Financial_Inclusion_Group.pdf [Accessed 4 February 2019]

Some members of our population are at greater risk of experiencing poverty in childhood. Action to reduce child poverty should therefore particularly benefit children of lone and/or young parents, children with disabilities and/or children of parents with a disability and black and minority ethnic children.

Any Health Inequalities Implications from this Paper

Health inequalities are fundamentally caused by inequalities in income, resource and power. Work to reduce child poverty will contribute to reduced inequalities in income and therefore inequalities in health outcomes.

Has a risk assessment been carried out for this issue? If yes, please detail the outcome.

No

Highlight the Corporate Plan priorities to which your paper relates

Produce and implement joint reports and plans on tackling child poverty including maintaining and developing the healthier, wealthier children programme and exploring how to use our role as an employer and procurer of goods and services to help tackle child poverty.

Authors – Sonya Scott and Noreen Shields.

Tel No – 01412014888

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NHS Greater Glasgow and Clyde Child Poverty Report 2018/19

1. Purpose

This paper aims to summarise the range of activities undertaken in 2018/19 by NHS GGC staff which contribute to reducing child poverty rates in Scotland and outline planned future actions for approval.

2. Background

The Child Poverty (Scotland) Act 2017 placed a new statutory duty on health boards to maximise the incomes of pregnant women and families with children and to jointly plan and report on these and other actions taken to reduce child poverty in each local authority area. The submission deadline for the first local area action reports is 30th June 2019.

Family poverty is associated with a range of health risks and adverse outcomes including unplanned pregnancy, smoking in pregnancy, stillbirth, injury in childhood, child neglect and maltreatment, emotional and behavioural problems and adverse health-related behaviours. Furthermore it is now known that household income is a cause factor in a child's cognitive, emotional, behavioural and physical development. It is estimated that £78 billion (£1 in every £5) is spent in the public sector each year dealing with the consequences of poverty.

Twenty-nine percent of children are living in relative poverty after housing costs³ in NHS GGC. Over 40% of all children in poverty in Scotland are in the Greater Glasgow and Clyde Valley Region. Rates vary across local authority areas from 1 in 7 children in East Dunbartonshire and East Renfrewshire to 1 in 3 in Glasgow City. As a result of welfare reform it is predicted that if we do nothing child poverty rates in Scotland will increase from 26% to 38% by 2030.

Child Poverty is not inevitable, indeed rates halved in the UK between 1997 and 2012. The causes of poverty are often confused with the consequences which can impede progress in reducing rates of poverty. The new legislation and accompanying guidance makes clear that poverty is caused by the costs of essential goods and services outstripping household income from employment and/or social security. It requires local authorities and health boards to work with other community planning partners to consider and act on powers they have to maximise incomes and reduce costs for families.

In 2018/19 NHS GGC received Scottish Government funding of £2, 641 to report on child poverty actions and an additional £63, 750 to enhance the Healthier Wealthier Children (HWC) Programme. HWC is a programme of routine assessment of the financial wellbeing of pregnant women and families with children by health staff and where required referral into money advice services. This programme was established in NHS GGC in 2010. In the last eight years the programme has resulted in over £20 million financial gain for families living in GGC. Due to its success in NHS GGC it is currently being rolled out across all Scottish health boards. Recent funding has been provided to: enhance or develop referral pathways from maternity and children's health services into money advice services, provide training on addressing family financial wellbeing for midwives and health visitors and/or fund increased capacity within money advice services to respond to referrals from maternity and children's health services.

The majority of HWC monies (£35812) were disbursed according to the national funding formula to Health and Social Care Partnership (HSCP) health improvement teams. These

³ defined as living in a household with less than 60% of the average household income for equivalent family size and composition

teams have been strategically leading HWC in their areas since 2013. The remaining £27938 (including South Glasgow and Renfrewshire's HWC funding) has been used to fund continued provision of a co-located money advice service with our Special Needs in Pregnancy Service.

3. Approach

While statutory responsibility for local area planning and reporting falls to the NHS and Local Authority the guidance accompanying the legislation states, "we know that solving poverty requires collaborative working across a range of partnerships. In many cases it will make sense for the Community Planning Partnership process to provide a helpful vehicle to coordinate reports."

Community Planning Partnerships (or similar partnership fora e.g. Glasgow City Poverty Leadership Panel) have therefore often been the structures through which local partnership strategies have been created, agreed and delivered.

Health staff have contributed to reducing child poverty on both a board-wide and locally specific basis. Board-wide actions are delivered through the following existing strategic groups: The Financial Inclusion Group, The Employment and Health Strategic Group and The Equalities and Health Group. At a local level health improvement staff in health and social care partnerships have been integral to, sometimes leading, local partnership planning processes.

NHS GGC staff can and have taken action to increase family incomes and reduce family costs in our role as an employer and in the provision of our service. Staff have also advocated evidence informed action to relevant partners where authority for action lies out with our control. Appendix 1 describes the range of action undertaken in 2018/19 within these categories.

Impact

Action to maximise incomes and reduce costs for pregnant women and families with children through Healthier, Wealthier Children and the Neonatal Expenses Fund have resulted in the financial gains for families in NHS GGC detailed in tables 2 and 3. Referrals and average financial gain have increased substantially between 2017 and 2018 for all services. This could be the result of improved detection of need and/or increasing levels of financial needs.

Table 2. Healthier Wealthier Children referrals and financial gain Jan-Dec 2017 & 2018

Year	Midwifery referrals	Health visiting referrals	Other referrals*	Average gain per family p.a.	Total gain
2017	293	1581	708	£2,100**	£2,498,258
2018	304 (4% ↑)	1965 (24% ↑)	767 (8% ↑)	£2,533**	£4,415,769

*GPs and health care assistants

**Approximately 46% of those referred take up the referral.

Table 3. Money advice referrals from wards and Family Support and Information Service (FSIS) in the Royal Hospital for Children (RHC) and families supported through the Neonatal Expenses Fund 17/18 & 18/19 (Q1-3)

	Number of families supported	Average gain per family p.a.	Income gained
17/18			
Referrals to money advice services from RHC wards and FSIS	361	£6,743	£2,434,358 (income)
18/19 (Q1-Q3)			
Referrals to money advice services from RHC wards and FSIS	332	£8,024	£2,664,077
Neonatal expenses fund	206	£195	£40, 201

4. Future Areas of Development

Appendix 2 details child poverty reduction-relevant actions which are planned for 2019/20.

5. Challenges

- Local action to reduce child poverty necessarily requires relationships, intelligence and influence across a complex range of internal and external policy areas.
- Funding to NHS boards has been provided for one month of reporting activity only and being the same for all boards does not reflect local levels of child poverty or the number of local authority reporting partners.
- Despite clear and compelling evidence of effectiveness in maximising incomes, referral rates from maternity and health visiting services into money advice service are less than we might expect, more work is required to develop relationships between health and money advice services, embed routine enquiry in practice and reduce stigma of accepting a money advice referral.
- Demand for money advice services is increasing at a time of static or decreased funding⁴.

6. Recommendations

The Public Health Committee is asked to:

- Note the work undertaken by NHS GGC staff in 2018/19 to meet our statutory duty to contribute to reductions in child poverty rates in Scotland.
- Approve and endorse the planned deployment of health resource in pursuit of reduced child poverty levels in 2019/20 as described in our six local area child poverty action reports and summarised in this paper.
- Note the wider partner actions undertaken and planned to reduce child poverty in each of our six community planning partnership areas and continue to influence development of these through appropriate local partnership structures.

⁴ The Improvement Service. *Money Advice Services – Investing in the Future*. 2018. Available from: http://www.improvementservice.org.uk/documents/em_briefing_notes/em-briefing-future-money-advice-svcs.pdf [Accessed Feb 2019].

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APPENDIX 1. Actions undertaken by NHSGGC staff to maximise incomes and reduce costs for families in 2018/19

A	Employer-related actions	Poverty driver	Partners involved	Priority Groups ⁵	How measure success?	Timeframe
A1	<p>Promotion of NHS career opportunities and pathways into NHS employment via:</p> <ul style="list-style-type: none"> schools engagement activity awareness and guidance sessions for unemployed people in the community awareness and guidance training sessions for staff in JobcentrePlus and employability advisors in partner agencies college visits attendance at community jobs fairs and careers events <p>. A total of 84 events have been hosted in 2018/19</p>	Income from employment	<p>NHS Workforce Employability Team Local Authority Education Services Developing the Young Workforce Regional Groups Jobcentre Plus Clyde Gateway Rosemount Learning Centre Prince's Trust Jobs and Business Glasgow</p>	All	May be possible in future to report activity by SIMD of school, community organisation and report the number of parents reached.	2018/19
A2	NHSGGC pre-employment training programme delivered to 21 people, 13 of whom gained employment following the programme, 11 within NHSGGC.	Income from employment	<p>NHS GGC Workforce Employability Team Clyde Gateway and partner agencies</p>	All	Number of people supported into good quality employment.	2018/19
A3	<p>Apprenticeship opportunities provided for young people including:</p> <ul style="list-style-type: none"> 3 Foundation Apprenticeship Engineering placements for senior phase school pupils hosted by hospital based Estates Teams 	Income from employment	<p>NHS GGC Workforce Employability Team and range of services across NHS accepting MAs.</p>	All	Number of apprentices securing positive destination following programme.	2018/19

⁵ Lone parents, families with disabled member, families with child aged <1y, families with three or more children, BME families.

	<ul style="list-style-type: none"> Modern Apprenticeship Programme recruitment (20 MAs starting with NHSGGC in next 6 months). 					
A4	Research on staff financial health needs and creation of an action plan to address those needs.	Income from employment, social security, reduced costs and mitigation of impact.	Public Health, staff participants across range of directorates.	All	As below for actions A5-A7	2018/19
A5	Poverty Awareness training for HR, occupational health and support and information services staff, delivered by Public Health Staff in partnership with Poverty Alliance and Child Poverty Action Group. Training content included Welfare Reform and 'in work' benefits, the rise in 'in work' poverty and the impact of poverty, how to raise the issue of money, the support and resources available and appropriate pathways for referral and signposting staff.	Income from employment, social security, reduced costs and mitigation of impact	Public Health Poverty Alliance Child Poverty Action Group	All	Number of staff trained (100 in 2018/19) Pre and post training assessments Explore feasibility of monitoring number of staff supported through support and information services.	2018-20
A6.	Money advice information to be included with standard Payroll letters informing staff of either move from full to half or half to no pay during sickness absence or recovery arrangements for overpayments.	Income from social security. Reducing household costs.	HR and Payroll staff.	All	Standardisation of process.	2018/19

A7.	Money and debt advice webpage developed for managers and staff on NHSGGC intranet.	Income from social security. Reducing household costs. Mitigation of impact.	Public Health	All	Number of visits to website.	2018/19
A8.	Continued provision and promotion of family-friendly working policies and opportunities.	Income from employment and reduced costs.	HR	All but may particularly benefit lone parents and families with disability.	.	Ongoing
A9.	Continued provision of monthly payment scheme for annual travel cards for staff.	Reduced costs	First Glasgow, ScotRail, Scottish Passenger Transport.		890 staff benefited during 2018 calendar year.	Ongoing
A10	Provision of educational bursaries to support in-work progression for staff.	Income from employment	Learning and Education Team.	All	Number of applications received and awarded by job band.	2018/19
B	Service-related actions	Poverty driver	Partners involved	Priority Groups	How measure success?	Timescale
B1	Four child poverty information sessions reaching 70 staff in total across all HSCP areas, two chaired by Director of Nursing and in collaboration with University of Stirling, to raise awareness of new child poverty legislation and new statutory income maximisation duty , provided for health visiting, family nurse and senior midwifery staff.	Income from social security. Reduced costs	Director of Nursing, public health, health visitors, midwives, family nurses, academic colleagues.	All	Post-event evaluation on knowledge and confidence responding to money worries	2018/19

B2	Development of refreshed staff and patient-facing materials to promote new statutory duty, routine enquiry of financial wellbeing, maternity benefits available and referral pathway into money advice services.	Income from social security. Reduced costs	Public Health Communications colleagues	All	Number of referrals from midwifery and health visiting colleagues into money advice services.	2018/19
B3	Development of materials for staff on sources of support for asylum seekers who have no recourse to public funds.	Mitigation of impact	Public Health	All particularly black and minority ethnic families.		2018/19
B4	Further development and promotion of a poverty and financial inclusion e-learning module for staff. 83 staff have completed in 11 months from 1/4/18	Income from social security, reduced costs and mitigation	Public Health	All	Number of staff completing e-module	Ongoing
B5	Face-to-face briefing sessions for new midwives and Royal Hospital for Children staff on assessment of family financial wellbeing. 32 new midwives and 16 RHC staff attended these briefings.	Income from social security, reduced costs and mitigation of impact.	Public Health, midwifery and paediatric staff.	All	Number of staff trained	2018/19
B6	Development of team-level training programme on raising issue of money worries for existing midwifery staff.	Income from social security and reduced costs	Public Health, Glasgow City Health Improvement.	Priority groups highlighted	Increased referrals from midwifery teams into money advice services.	2018/19

B7	Training for new health visitors on financial wellbeing, benefits of income maximisation, referral pathways and broader employability services available from money advice providers.	Income from social security and reduced costs	Public Health HSCP Health Improvement teams.	Priority groups highlighted	Increased referrals from health visiting teams into money advice services.	2018/20
B8	Use of health visiting peer champions for promotion of routine financial health enquiry and referral in Glasgow City HSCP.	Income from social security and reduced costs	HSCP Children and Families Teams and Health Improvement	All	Increased referrals from health visiting teams into money advice services.	2018/20
B9	Training and information for adult health service staff on assessment of patient financial wellbeing. Information provided at nursing induction sessions in both Greater Glasgow and Clyde. FI briefings provided to Diabetes MCN, Beatson and Pulmonary Rehab staff. 78 staff in total attended these sessions.	Income from employment, social security, costs of living and mitigation of impact.	Public Health and range of community and acute adult service staff.	All	Number of staff attending sessions.	2018/19
B10	Inclusion of a question on financial wellbeing in adult acute ward nursing admission documentation and associated staff training. Three training sessions for senior nursing staff and 26 ward briefings delivered.	Income from employment, social security, costs of living and mitigation of impact.	Public Health and acute adult service nursing staff.	All		2018/19
B11	Development of a NHSGGC briefing for organisations representing priority groups on referral pathways from maternal and child services into money advice services.	Income from social security and reduced costs	Public Health		Increased referrals into money advice services for priority groups.	2018/19

B12	Management of the Financial Inclusion, Money Advice service in the Royal Hospital for Children (RHC) which provides parents/carers with a range of services to support their financial wellbeing including: benefits checking, income and expenditure support, financial capability and budgeting information debt management support, assistance with housing and eviction issues and energy advice. Parents and carers can also access emergency family funds and foodbank vouchers via the Family Support and Information Service co-located with the Financial Inclusion service at the RHC.	Income from social security and reduced costs. Mitigation of impact.	Public Health	All	Number of families' supported, average and total financial gain.	Ongoing
B13	Management of neonatal expenses fund for parents or guardians with either premature or sick babies in neonatal care to claim reimbursement for food and travel expenses.	Reduced costs	Public Health	Families with child under age of one.	Number of families supported and average financial gain.	Ongoing
B14	Facilitation of co-location of money advice services with Special Needs in Pregnancy Service (SNIps) to target income maximisation support and advocacy to those with greatest financial health needs (e.g. average household income for this client group <£6000 per annum).	Income from employment, social security, reduced costs of living and mitigation of impact.	Third sector money advice service SNIps staff, Glasgow City and Renfrewshire HSCP Health Improvement, Public Health	All, particularly pregnant women, young families.	Number of families' supported, average and total financial gain.	Ongoing
B15	Development of electronic referral pathway into money advice services developed for health visiting staff.	Income from social security, reduced costs.	Public Health, children and families staff, e-health, local authority and third sector money advice providers	All	Increased number of referrals into money advice from health visiting.	2018/20

B16	Regular feedback to health visiting teams on money advice referrals and patterns.	Income from social security and reduced costs.	HSCP health improvement teams	All	Increased number of referrals into money advice from health visiting.	Ongoing
B17	Analysis of uptake of healthy start food vouchers for low income families to support ongoing promotion to families by midwifery and health visiting staff.	Income from social security	Public Health, midwifery and health visiting teams.	All, particularly Pregnant women and families with children under one.	Increased uptake of health start benefit.	2018/20
B18	Survey of family financial health needs undertaken for families of children with disabilities attending child development centres.	Income from social security and reduced costs.	Families with lived experience of poverty. Specialist Children's Services. Glasgow City Council, Third sector Carers' Centre and Money Advice Services Public Health, Glasgow City HSCP Health Improvement.	Families with a disabled household member.	Increased money advice referrals from CDC staff. Average financial gain of £5000 per family supported.	2018/19

B19	Proposal developed and funding secured for research into the financial impact of pregnancy and possible cost-related barriers to attending antenatal care for low income families living in NHS GGC	Reduce costs, mitigation of impact.	NHS Health Scotland, NHS Ayrshire and Arran, Glasgow Centre for Population Health (GCPH), The Poverty Alliance, Child Poverty Action Group, Midwives, Family Nurses, Health Visitors, Public Health.	All, with particular focus on pregnant women and families with children under one year and inclusion of BME families.	Funding secured.	2018/19
B20	Financial incentives for pregnant women to stop smoking in pregnancy.	Mitigate impact of poverty	Midwives, Lead Midwives, University of Glasgow, Corporate Communications, HSCP Health Improvement Teams, eHealth, Public Health Directorate, Quit Your Way Services (Pregnancy, Pharmacy, Community, Acute)	All eligible pregnant women.	Number of women who receive full incentives by SIMD. Number and rate of women who maintain quit at 12 and 24 weeks post-quit date.	2018/20

B21	<p>Provision of a money advice service for adult users of acute health services with a cancer or long-term condition diagnosis.</p> <p>92 (4% of all) individuals supported had dependent children.</p> <p>Total financial gains for these 92 families in 2018/19 financial year were £235, 698, an average gain of £2562 per family referred.</p>	Income from social security and reduced costs	Macmillan Cancer Support	All – universal service	Total and average financial gain	Ongoing
B22	<p>Colocation of money advice service in nine GP practices in deprived areas in North East Glasgow. Over 350 people supported in the first three quarters of 2018/19 with total financial gain of £1,148,423 for those benefiting financially.</p>	Income from social security and reduced costs	Money Advice services, Clyde Gateway, Primary Care Teams, Glasgow City Health Improvement Team	All	Total and average financial gain	2018/19
C	Advocacy	Poverty driver	Partners involved	Priority Groups	How measure success?	Timescale
C1	<p>Child Poverty Action network for local authority and HSCP leads established to co-ordinate board-wide and local area action and to share evidence and best practice across GGC.</p>	All	All six local authorities and HSPCs, NHS Health Scotland, Public Health.	All	A number of supporting resources have been developed for local areas including an evidence briefing and data guide.	2018 -

C2	Development session for local area child poverty leads organised with input from NHS Health Scotland, The Improvement Service and the Scottish Poverty and Inequalities Research Unit – focus on advocacy of automation of local area benefits and return on investment from referrals into money advice services from health service sources.	All	All six local authorities and HSPCs, NHS Health Scotland, The Improvement Service, GCPH, Public Health.	All	A number of areas are now exploring automation of local benefits.	2018/19
C3	Presentations on impact of child poverty on health, new statutory duty and evidence base for local action presented to: - NHS GGC Board Heads of Children’s Health and Social Care Services and Area Partnership Forum and also -partnership forums in each local authority area -the national Scottish Local Authority Economic Development Conference.	All	Public Health	Priority risk groups highlighted.	Child Poverty plans discussed at and endorsed by senior strategic partnership committees.	2018/19
C4	Guidance on evidence informed action to reduce child poverty at a local level produced.	All	Public Health	All		2018/19
C5	Guidance on data available at local authority level to measure poverty and its drivers produced.	All	Public Health	All	Indicators being used in local child poverty action reports	2018/19
C6	A range of articles produced for staff news, core brief and hot topics related to child poverty.	All	Communication Staff and Public Health	All	Increased awareness of child poverty legislation amongst staff	2018/19

C7	A blog on evidence informed local action to reduce child poverty written for GCPH - https://www.gcph.co.uk/latest/news/861_poverty_isn_t_in_evitable_local_action_is_possible	All	Public Health and GCPH	All	Increased awareness of causes of poverty and evidence informed actions which can be taken at local level in local policy makers and practitioners	2018/19
C8	A blog on the benefits of integrating money advice into primary care health services written for GCPH https://www.gcph.co.uk/latest/news/877_at_the_deep_end_integrating_money_advice_workers_into_gp_practices	All	Glasgow City Health Improvement Team and GCPH	All	Further roll out of co-location of money advice support in general practice.	2018/19

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APPENDIX 2. Planned actions to maximise incomes and reduce costs for families in 2019/20

FA	Employer related actions	Poverty driver	Partners involved	Priority Groups	How measure success?	Timeframe
FA.1	Implementation of the NHS GGC Widening Access to Employment Strategy recommendations with specific action to support parents to access NHS job opportunities	Income from employment.	Widening Access to Employment Strategic Group, Workforce Employability Lead, Public Health Employability partner agencies	All	Number of parents accessing employability programmes going on to sustained employment.	2019/20
FA.2	Explore how we could optimise the impact of our procurement spend on local job creation and/or job quality for low-wage employees ⁶ .	Income from employment	Head of Procurement, Commodity Manager Corporate Services, Public Health	All	Number and type of community benefits gain through capital spend and contracted services.	2019/20
FA.3	Plans in place to deliver Poverty Awareness training to Payroll staff in 2019/2020	Income from employment, social security, reduced costs and mitigation of impact.	Public Health	All	Number of staff trained. Pre and post-training assessments.	2019/20
FA.3	Include information on support for financial wellbeing in attendance management policy guidance and processes.	Income from social security and reducing costs of living.	Public Health and HR	All	Staff know sources of support for financial wellbeing.	2019/20

⁶ Earning less than £17,550 per year whilst working full-time (based on living wage rate of £9 per hour and 37.5h week).

FA.4	Payslip messages signposting to sources of money advice and support to be issued quarterly from April 2019.	Income from social security and reduced costs of living.	Public Health and Payroll colleagues.	All	Staff know sources of support for financial wellbeing.	2019/20
FB	Service-related actions	Poverty driver	Partners involved	Priority Groups	How measure success?	Timeframe
FB.1	Develop electronic prompt for routine financial health enquiry and promotion of Best Start Pregnancy and Baby grant at 22 week antenatal appointment.	Income from social security.	Maternity services, Public Health.	All, particularly pregnant women	Midwifery referrals to money advice services increase. High levels of uptake of Best Start Pregnancy and Baby Grant in GCC	2019/20
FB.2	Explore development of electronic prompt for promotion of Best Start Grant Nursery and School grant payments at 27month and pre-school health visiting assessments on EMIS Web.	Income from social security	Children and Families, e-Health, Public Health	All	High levels of uptake of Best Start Nursery and School grant payments in GGC.	2019-21
FB.3	Develop quality assurance process for electronic referrals into money advice services from maternity service IT system.	Income from social security and reduced costs of living.	Maternity services, public health, money advice providers.	All, particularly pregnant women.	We can evidence referrals made are being received by the eleven money advice providers across GGC.	2019/20

FB.4	Facilitate targeted co-location of money advice services in vaccination settings in East Dunbartonshire, East Renfrewshire HSCPs.	Income from social security and reduced costs of living.	Children and Families teams, money advice services, health improvement teams.	All particularly families with a child under the age of one.	Referrals made, families engaging with service and financial gain.	2019/20
FB.5	Provide dedicated money advice support for family nurses in North East Glasgow City.	Income from social security, reduced costs of living.	Family nurses, health improvement staff.	All, particular young parents.		2019/20
FB.6	Expand provision of co-located money advice service in GP practices in Glasgow	Income from social security, reduced cost of living	Money advice services, primary care teams, Glasgow Health Improvement Team.	All	Referrals made, average and total financial gain	2019/29
FB.7	Raise awareness of child poverty legislation, statutory duty and available support services with GPs working in Deep End practices.	All	GPs, public health.	All	Increased referrals to money advice services from primary care.	2019/20
FB.8	Undertake research into the cost of the pregnancy pathway to explore the financial impact of pregnancy on low income families and how services can mitigate, given evidence that this can be a	Reduce costs, mitigation of impact.	Families with lived experience of poverty, NHS Health Scotland, NHS Ayrshire and Arran, GCPH, The Poverty Alliance, Child Poverty Action	All, with particular focus on pregnant women and families with children under one year and inclusion of BME families.	Breadth of participants recruited. Useful insights and actionable recommendations generated.	2019/20

	point of transition to poverty for some families.		Group, Midwives, Family Nurses, Health Visitors, Public Health.			
FB.9	Develop questions on money worries for Children's Hospital admission documentation.	Income from social security, reduce costs, mitigation of impact.	Public Health, acute children's services.	All	Families are routinely asked about social health when child admitted for acute care.	2019/20
FB.10	Disseminate findings of family financial health needs of families attending child development centre (CDC) to improve pathways into support services for families of disabled children.	Income from social security, reduce costs.	Public health, specialist children's services	Families with a disabled child	CDC staff are aware of new statutory duty on child poverty, the likely levels of need in families using their service and the benefits or referring to money advice services. Referrals into money advice from CDC's increase.	2019/20
FB.11	Develop child poverty microsite for staff, partners and general public on causes, relevance for health, local rates and current NHS actions.	NA	Public Health	All	Number of visits to site	2019/20
FB.12	Continue to deliver and improve routine financial health enquiry and referral into money advice in midwifery, family nurse	Income from social security and reduced costs of living.	Maternity, family nurse, children and family services, public health and health improvement.	All, with focus on pregnant women and young parents.	Recorded enquiry Referrals made Number of families engaged	Ongoing.

	and health visiting services.				Total and average financial gain.	
FB.13	Continue to monitor and feedback on income maximisation referrals from maternal and child services.	Income from social security and reduced costs of living.	Public health and health improvement in HSCPs	All	Increasing enquiry and referrals made.	Ongoing.
FB.14	Research into the prevalence of financial hardship in families of children attending outpatient ENT clinics in Royal Hospital for Children	Income from social security, reduced costs.	ENT staff, public health, service users.	All	Completion of results with actionable recommendations to improve health and/or care.	2019/20
FC	Advocacy	Poverty Driver	Partners involved	Priority Groups	How measure success?	Timeframe
FC.1	Analysis and reporting, in partnership with GCPH, on indicators of child poverty and economic, housing, childcare and transport drivers in the Glasgow and Clyde Valley Region.	Income from employment and costs of living.	GCPH, Glasgow City Region, Glasgow City Council, Children's Specialist Services, Public Health, Health Improvement.	All	There is a greater understanding of levels and distribution of determinants of child poverty amongst relevant senior decision makers across GGC	2019/20

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