
NORTH AYRSHIRE COUNCIL

11 June 2019

Cabinet

Title:	North Ayrshire Local Child Poverty Action Plan Report 2018/19
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Purpose:	To agree the Local Child Poverty Action Plan 2018/19.
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Recommendation:	That Cabinet agrees (a) the draft Local Child Poverty Action Plan; and (b) agree that the report can be submitted to the Scottish Government and published on the Community Planning Partnership website.
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1. Executive Summary

- 1.1. This report presents the draft North Ayrshire Local Child Poverty Action Plan Report 2018/19 which has been attached as Appendix 1.
- 1.2. The report was agreed by the Community Planning Partnership Board on 16 May 2019.
- 1.3. The report and action plan was developed using a collaborative approach with internal and external partners and summarises the existing and planned activity intended to reduce level of child poverty in North Ayrshire.

2. Background

- 2.1. The Child Poverty (Scotland) Act 2017 sets out four measures of relative poverty and statutory targets for Scotland to reach by 2030, with interim targets set for 2023. These are detailed in the table below.
- 2.2. Statutory Targets

The Act sets out four national statutory, income-based targets (all after housing costs), to be achieved by 2030 and four interim targets. These have been summarised in table 1 below.

Table 1: National Child Poverty Targets and current national levels

Measure	Statutory income-based targets (all after housing costs), to be achieved by 2030	Interim targets, to be met in the financial year beginning on 1 April 2023	2016/17 Estimated national child poverty levels
Percentage of children in Relative Poverty	Less than 10%	Less than 18%	23%
Percentage of children in Absolute Poverty	Less than 5%	Less than 14%	20%
Percentage of children in low income and material deprivation	Less than 5%	Less than 8%	11%
Percentage of children in persistent poverty	Less than 5%	Less than 8%	10%

2.3. Local Child Poverty Reporting

The Act also introduces a new requirement for local authorities and each relevant Health Board to jointly prepare a Local Child Poverty Action Report, as soon as practicable after the end of each reporting year. We are targeting 30 June.

3. North Ayrshire joint Local Child Poverty Action Report

- 3.1. A draft Child Poverty Action Report has been developed in partnership with NHS Ayrshire and Arran and Community Planning Partners.
- 3.2. There was engagement at the Community Planning Partnership Board on 29 November 2018 where members participated in a workshop session. There has also been engagement with the Fair for All Steering Group at the meeting in December and a regular update is reported to the Fair for All Steering group. The Executive Leadership Team have also received an update.
- 3.3. This Action Report recognises the significant level of work that is currently being undertaken within North Ayrshire to mitigate the effects of child poverty and reduce the future levels.
- 3.4. The Report and Action Plan also highlights the clear links to our overarching Fair for All Strategy and our Local Outcomes Improvement Plan.

4. Key Themes

- 4.1. The key drivers of child poverty have been identified by the Scottish Government as follows:
 - reducing the cost of living for families
 - increasing income from employment
 - increasing income from Social Security and benefits

4.2. Our key actions included in our report have been linked to and summarised in terms of the key drivers as set out above. We have included actions where the greatest impact will be made taking into account scale and pace.

4.3. Some of the key actions are highlighted below:

Income from Employment:

- Skills for Life programme
- Family Futures programme
- We Work for Families programme
- Focus on the poverty related attainment gap
- Vocational programmes and Activity Agreements in the Senior Phase
- Positive Steps initiative
- Supported Employment Team
- Employability Pipeline Services

Costs of living:

- Better Off North Ayrshire
- Money Matters
- Childcare – early years expansion
- Healthy Start Vouchers
- School Holiday Meals programme
- Period Poverty Initiative
- Transport initiatives
- Local Housing Strategy

Income from social security and benefits in kind:

- Better Off North Ayrshire
- Money Matters
- Discretionary housing payments
- Scottish Welfare Fund administration
- Referral tool for NHS staff to sign-post families to appropriate specialist services.
- North Ayrshire digital strategy
- Uptake of Free School Meals, Clothing Grants and Education Maintenance Allowance

4.4. More details on our actions including how impact will be assessed and details of timescales can be viewed in our detailed action plan that is attached in Appendix 1.

5. Proposals

5.1. That Cabinet notes the significant level of work that is currently being undertaken within North Ayrshire to mitigate the effects of child poverty and reduce future levels.

5.2. That Cabinet agree that the draft North Ayrshire Local Child Poverty Action Plan Report 2018/19, attached at Appendix 1, can be submitted to the Scottish Government and published on the Community Planning Partnership website.

6. Implications/Socio-economic Duty

Financial:	There are no financial implications, all commitments are aligned with the Council's agreed budgets.
Human Resources:	There are no human resources implications, all commitments are aligned with the Council's agreed budgets.
Legal:	There are no legal implications.
Equality/Socio Economic Duty:	The Child Poverty Action Plan Report assists us to meet our Socio Economic Duty set out in the Fairer Scotland Duty and the Child Poverty (Scotland) Act 2017.
Children and Young People:	The actions contained in the report as at Appendix 1 are intended to reduce future child poverty levels in North Ayrshire.
Environmental & Sustainability:	There are no Environmental and Sustainability implications.
Key Priorities:	The Child Poverty Action Plan Report links directly to the key priorities contained in the Fair For All Strategy, the Local Outcomes Improvement Plan and the draft Council Plan 2019-2024.
Community Benefits:	There are no community benefit implications.

7. Consultation

- 7.1. The Community Planning Partnership Board discussed and approved this report on 16 May 2019.

Craig Hatton
Chief Executive

For further information please contact **Lauren Cameron, Policy Officer, Democratic Services** on **01294 324160**.

Background Papers

N/A

North Ayrshire Community Planning Partnership

North Ayrshire Joint Child Poverty Action Plan Report 2018/19 DRAFT

Introduction/ Foreword

Children and their families face unfair challenges. This is not through their own choices but the circumstances they have found themselves in.

Child poverty is a serious and persistent issue in North Ayrshire. As a Council and a Community Planning Partner we have a clear focus on addressing the Fair for All Strategy. This is our Partnership Strategy for promoting equity. The key pledge within this is “North Ayrshire Community Planning Partnership pledges to tackle the root causes of child poverty and mitigate its impact to create a better life for local people.”

The Child Poverty Action Plan gives this work a renewed focus and energy, and reinforces our commitment to our North Ayrshire children.

While the Child Poverty (Scotland) Act places duties on Local Authorities and Health Boards and not Community Planning Partnerships (CPPs) we have developed this action plan with our CPP. This is in acknowledgement of the strong partnership approach needed to effectively tackle this issue.



1. National Context

To ensure Scotland is the best place in the world to grow up, and lives up to the Fairer Scotland vision, eradicating child poverty is fundamental. Child poverty can undermine the health, wellbeing and educational attainment of the children who experience it. And it also has a wider cost for society. A 2013 study found that child poverty in the UK was costing at least £29 billion a year.¹

The Fairer Scotland Duty is an overarching strategic duty on public bodies (including local authorities). It has interactions with the Equality Act 2010; Scotland Act 2016; and came into force on 1 April 2018.

The Duty requires that: *“An authority to which this section applies must, when making decisions of a strategic nature about how to exercise its functions, have due regard to the desirability of exercising them in a way that is designed to reduce the inequalities of outcome which result from socio-economic disadvantage.”*

The Child Poverty (Scotland) Act sets out four ambitious headline targets for 2030 that establishes Scotland as the only part of the UK with statutory income targets on child poverty.

Local Action Reports/Plans

The Act introduces a new requirement for local authorities and each relevant Health Board to jointly prepare a Local Child Poverty Action Report, as soon as practicable after the end of each reporting year. The Act does not specify a cut-off point for submission of reports; however, it does require that the Scottish Government’s annual progress reports be submitted within 3 months of the end of the reporting year which is the subject of the report. To align with these timescales, local partners should therefore aim to publish their reports by **30 June** of each year.

What is child poverty? The targets

The Child Poverty (Scotland) Act sets out four measures of relative poverty and statutory targets for Scotland to reach by 2030. These targets are:

Figure 1: National Child Poverty Targets

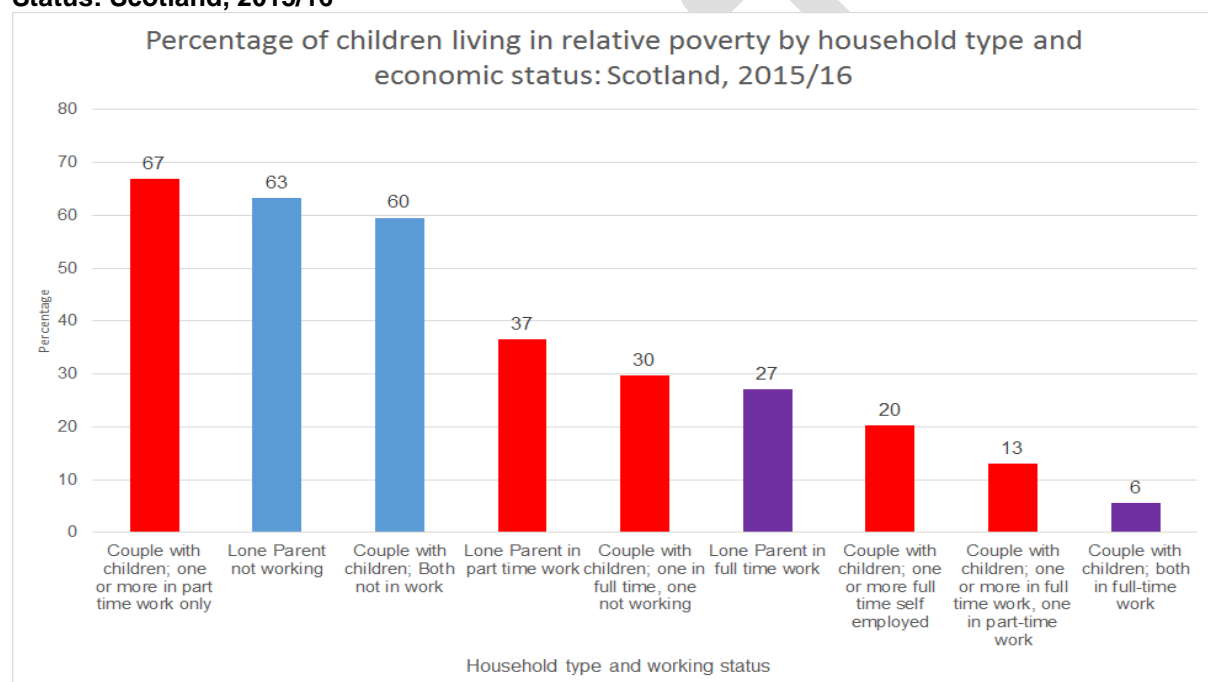
Target	Description	Rationale
For less than 10% of children to be in relative poverty	The proportion of children living in households with incomes below 60% of the median (middle) UK income in the current year.	Recognises that individual and household needs are relative to societal standards of living and measures whether the incomes of the poorest households are keeping up with growth in average (middle) incomes in the current year.
For less than 5% of children to be in absolute poverty	The number of children living in households with incomes below 60% of the median UK income in 2010/11, adjusted for inflation.	Assessment of whether living standards at the bottom of the income distribution are rising or falling (keeping pace with inflation) irrespective of those elsewhere in the income distribution.

¹ <http://www.cpag.org.uk/content/child-poverty-costs-uk-29-billion-year>

For less than 5% of children to be in combined low income and material deprivation	The number of children living in households with incomes below 70% of the median UK income AND going without certain basic goods and services (such as a warm winter coat, a holiday away from home, money to replace worn out furniture etc.)	Enables an analysis of a household's ability to use resources to buy essentials as well as of the income coming into the household.
For less than 5% of children to be in persistent poverty	The number of children who have lived in relative poverty in 3 of the last 4 years.	Living in poverty for a significant period of time is more damaging than brief periods spent with a low income.

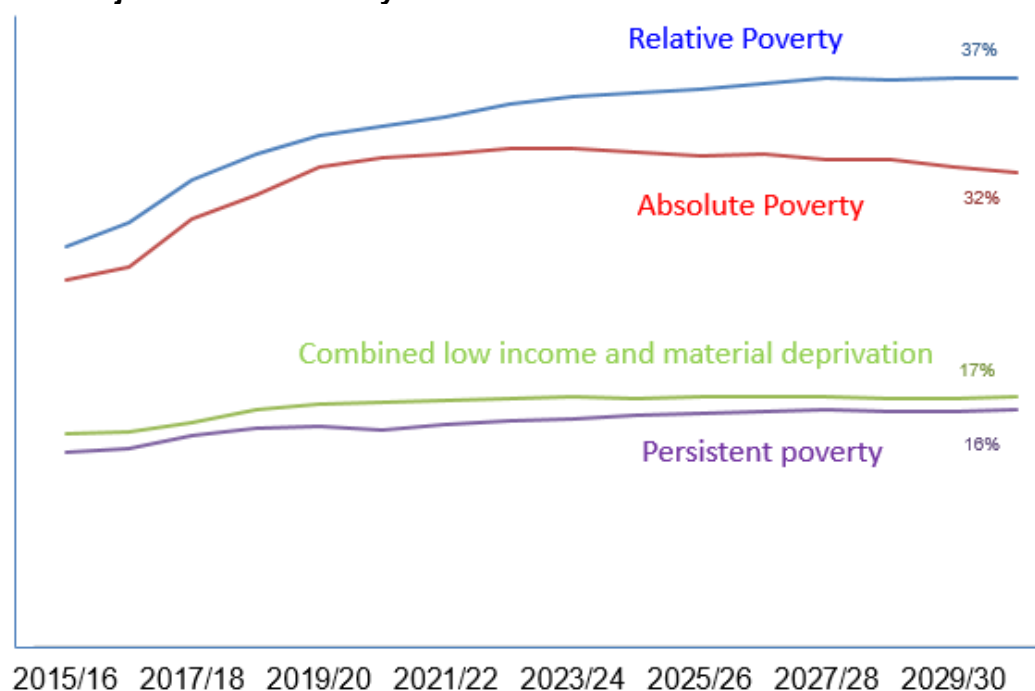
Who is affected?

Figure 2: Percentage of Children Living in Relative Poverty by Household Type and Economic Status: Scotland, 2015/16



Source: HBAI dataset, DWP 2015/16

Figure 3: Projected Child Poverty Rates: Scotland



Source: Reed and Stark 2018

The chart above shows the projected trend of child poverty for each target. By 2030/31, it is estimated that 38% of children will be in relative poverty, 32% of children will be in absolute poverty, 17% of children will be in combined low income and material deprivation and 16% of children will be in persistent poverty.

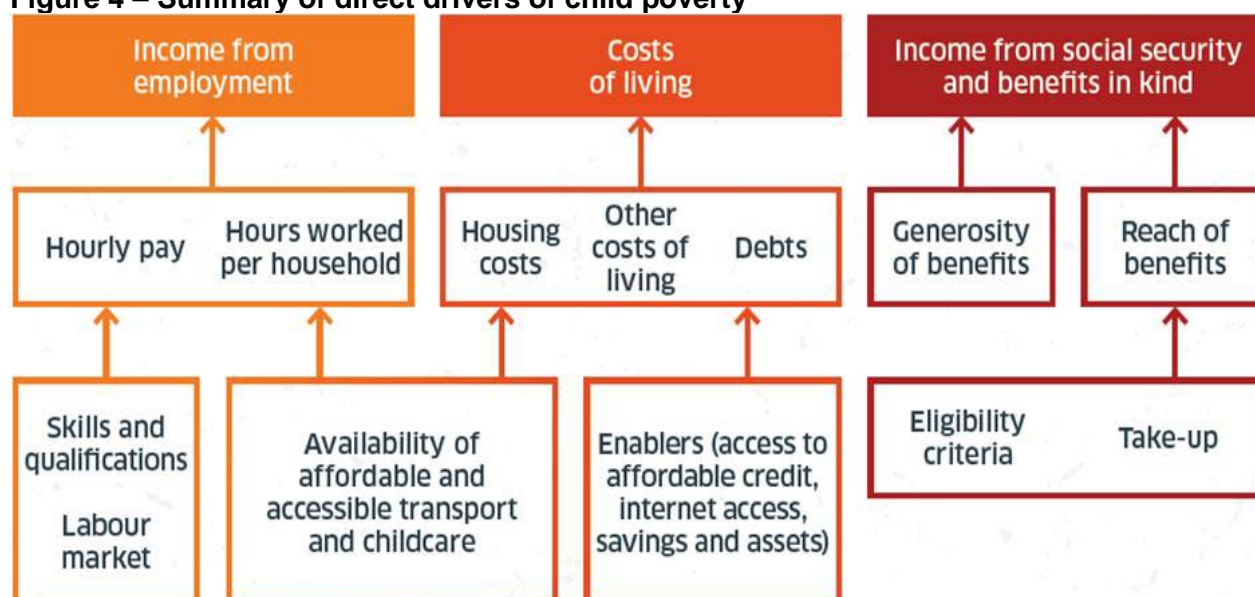
The key reason for these projected rises is the impact of welfare reform, primarily the benefit freeze and the two child limit on tax credits. The impact of these cuts is most acute between now and 2020.

The Scottish Government recognises that, in the context of these projections, the child poverty reduction targets the Act sets out are ambitious. However, Scottish Ministers are clear that the backdrop of conditions which threaten to make many families worse off strengthens the case for concerted action at national and local level to tackle child poverty.

What are the drivers of child poverty?

The direct drivers of poverty fall into 3 main categories – income from employment, costs of living, and income from social security. These are summarised in Figure 1 below.

Figure 4 – Summary of direct drivers of child poverty



Who is at the highest risk of child poverty?

To support the evidence base for this delivery plan, the Scottish Government has produced focused analysis on priority groups, which are households with children that are known to be at high risk of poverty. These groups have been identified using available data but we know this does not cover all groups at higher risk of poverty. These groups, taken together, do cover the majority of households in poverty.

- Having a lone parent (mainly women)
- Having two or more siblings (3+ children)
- Being disabled or having a disabled sibling or parent
- Being from a minority ethnic background
- Having a young child in the household (<1 years old)
- Having young parents (using data for households where the mother is aged <25)

2. North Ayrshire Local Context

High levels of inequality, particularly poverty exist in North Ayrshire. North Ayrshire is one of the most deprived areas in Scotland. Deprivation levels are significantly higher than the Scottish average. The last Scottish Index of Multiple Deprivation (SIMD) highlighted continuing levels of deprivation in North Ayrshire. More than 50 of its 186 datazones now fall within the top 15% most multiply deprived datazones in Scotland, significantly higher than the Scottish average. With an average population of 760 people per datazone, this suggests that well over a quarter of its population (approximately 38,800 residents) live in areas which fall within this most deprived category. In addition, unemployment levels in North Ayrshire are high, there are significant numbers of people on low income and almost a third of children live in poverty.

Inequalities in outcomes can be seen across all sectors including education, employment, income and health and wellbeing. They are the result of an imbalance in power, money and

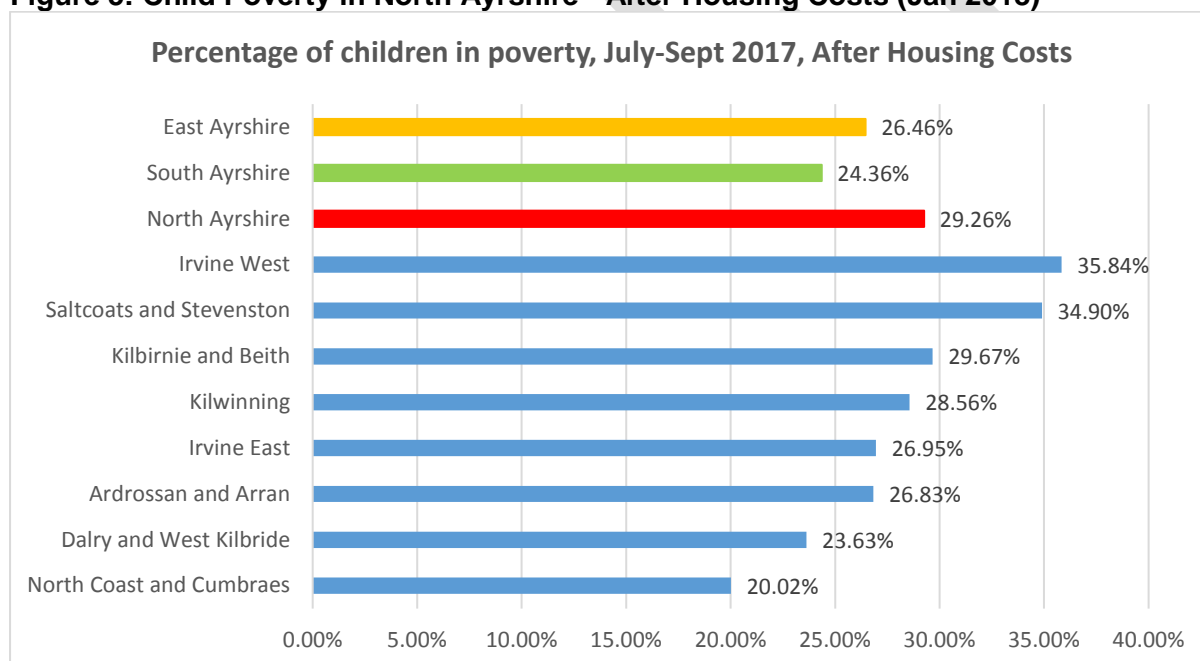
resources across society, further compounded by the recent economic conditions of recession, austerity and welfare reform.

The charts below show the breakdown of child poverty in North Ayrshire split into Electoral Wards, as at 2017 and as at 2018/19. This information has been taken from the End Child Poverty Coalition. This is not a direct measure of exactly how many children are in poverty on the official definition, but is based on the closest to an equivalent measure of local levels of child poverty. Currently there is no more up to date data available.

The data shows that there is variations in the levels of child poverty across all of our areas and also in North Ayrshire we continue to have higher levels compared to East Ayrshire and South Ayrshire. We also recognise that we have one of the highest level of Child Poverty of any Local Authority in Scotland, with Glasgow having the highest proportions (37%).

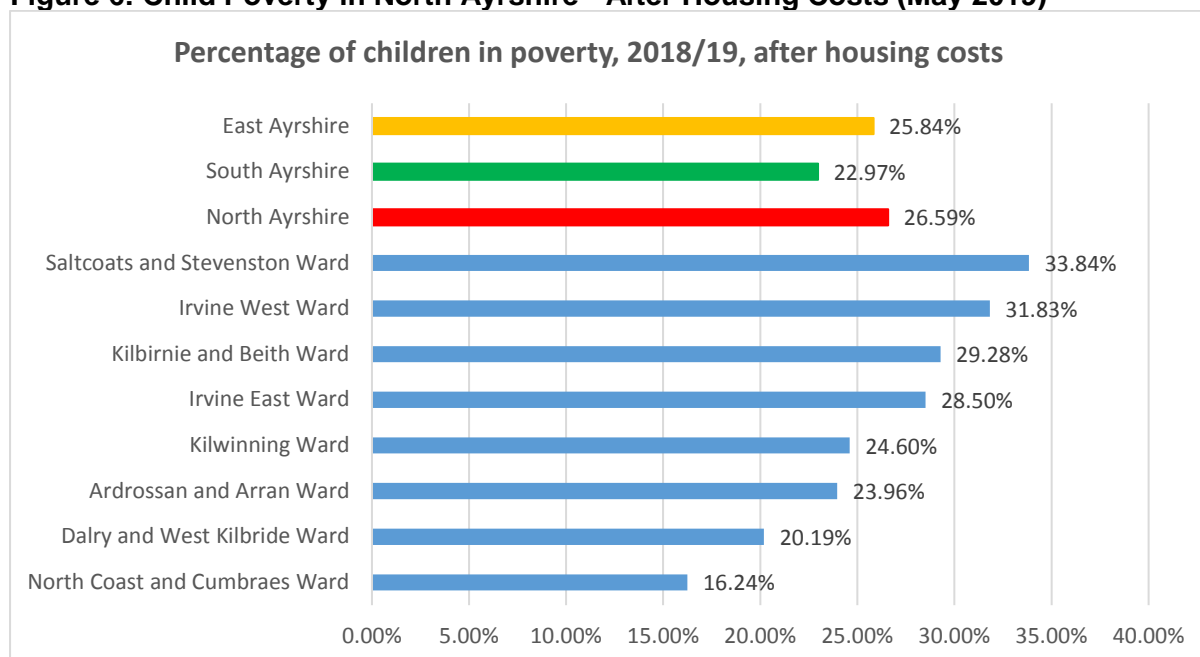
The comparison of the two charts below show that levels of child poverty in North Ayrshire have decreased overall from 2017 to 2018/19, from 29.26% to 26.59%. The overall reduction is a positive movement for North Ayrshire and required further investigation into the contributing factors.

Figure 5: Child Poverty in North Ayrshire - After Housing Costs (Jan 2018)



Source: <http://www.endchildpoverty.org.uk/poverty-in-your-area-2018/>

Figure 6: Child Poverty in North Ayrshire - After Housing Costs (May 2019)



Source: <http://www.endchildpoverty.org.uk/poverty-in-your-area-2019/>

Child Poverty Drivers – Local Context

The table below summarises some of the data available for North Ayrshire that link to the key direct drivers of poverty. This has allowed us to assess and confirm our knowledge of the required actions to address the direct drivers of poverty within our area.

Figure 7: Local Poverty Related Indicators

Indicator	North Ayrshire	Scotland
Employment rate (2017-18)	69.8%	75.4%
Unemployment Rate (2017-18)	6.4%	4.1%
Incapacity benefit/ severe disability allowance Claimant count	7.40%	6.10%
Working age population claiming out of work benefits (2016)	14.6%	10.6%
Children in low income families (2015)	23.30%	16.30%
Children registered for free school meals (2018)	22.30%	15.60%
Households with children living in fuel poverty (2014/16)	18.1%	16.7%
Children admitted to hospital due to asthma, rate per 100,000 population (2015/16- 2017/18)	235.1	145.1
Children looked after by Local Authority, rate per 1,000 (2017)	22.2	14.3
Domestic Abuse Rates, per 10,000 population (2016/17)	123.4	108.8
Employment rate for 16-24 year olds (2017)	57.8%	59.4%
Households with children living in homes that fail the SHQS (2014/16)	52.4%	41.2%
Proportion of Population Income Deprived (2017)	17.3%	12.2%
Proportion of Working age population employment deprived (2017)	15.3%	10.6%
Young people in prison per 100,000 (2012-2014)	484.7	300.2

Young people living in the most income deprived quintile (2017)	47.9%	21.5%
Proportion of people earning less than the living wage (2017/18)*	21.40%	18.40%
Proportion of people aged 16+ underemployed (2017)** (Respondents who would like to work longer hours, given the opportunity)	11.8%	8.0%

Source: Scottish Public Health Information for Scotland
(https://scotland.shinyapps.io/ScotPHO_profiles_tool/)

*Source: Local Government Benchmarking Framework

**Source: Annual Population Survey (Jan to Dec)

Data and Mapping Approaches

Further to the information presented above, we have been developing a mapping approach to our data to allow us to identify small areas (postcode level) where there may be higher concentrations of poverty. This has been overlaid with other sources of data to build a visual representation of potential issues that could impact on our localities and residents.

This work is ongoing and will be reviewed as part of our ongoing activity. Also, we have planned activities that include the commitment to use our data sources in a more joined up approach.

An example of our mapping approach has been attached as Appendix 2. This is an example of how we can deploy spatially referenced data at the most disaggregated geography to generate additional insights. Overlaying multiple datasets at postcode level can be undertaken internally to help us identify patterns and relationships that would otherwise be less evident in tabular form.

3. North Ayrshire Strategic Context

North Ayrshire Community Planning Partnership is a strong and effective partnership of a wide range of organisations. We come together as we appreciate the benefits of sharing our resources, knowledge and skills to improve the lives of local people. All partners have a shared commitment and partnership vision – *North Ayrshire – A Better Life*.

Fair for All is our partnership strategy for promoting equity. This strategy and the pledges we are delivering on are available at www.northayrshire.community/about-us/fair-for-all/

The key pledge within Fair for All is: “North Ayrshire CPP pledges to tackle the root causes of child poverty and mitigate its impact to create a better life for local people.”

In our Local Outcomes Improvement Plan (LOIP) 2017-2022, we have increased our focus on child poverty. This is in response to very concerning local trends in child poverty levels.

Underpinning this we have four priority areas:

- A Working North Ayrshire
- A Healthier North Ayrshire
- A Safer North Ayrshire
- A Thriving North Ayrshire – Children and Young People

Our cross cutting themes influence our approach to these priorities:

1. Building stronger communities – by this we mean enabling communities to increase control over their lives, being supported to do things for themselves and having their voices heard in the planning and delivery of services.
2. Prevention – by this we mean tackling issues early to stop things from happening in the first place or from getting worse.

These do not operate in isolation. We draw from a range of partner plans to support these priorities. Our Locality Partnership and Connected Communities teams are fundamental to ensuring that plans are built on lived experience.

We recognise that high levels of inequality, particularly poverty exist in North Ayrshire. *Fair for All: A strategy to reduce inequalities in North Ayrshire* is our overarching strategy and focusses on the impact of poverty, and the opportunities, based on evidence, of where and how North Ayrshire Community Planning Partnership (CPP) partners can work to achieve the greatest effect in reducing inequality. Our key strategic plan, our [North Ayrshire Local Outcomes Improvement Plan](#), describes our approach in more detail.

A new Council Plan has been developed and a consultative draft was approved by Elected Members at a meeting of North Ayrshire Council on 27th March 2019. The new Council Plan has clear links to the Fair for All Strategy and places as emphasis on child poverty.

The Council's Vision and Mission in the draft Plan are:

Vision: **A North Ayrshire that is 'Fair For All'.**

Mission: **Working together to improve well-being, prosperity and equity in North Ayrshire.**

The draft Plan is constructed around three strategic themes. The first two are outward looking whilst the third sets out how this Council will work moving forward. This forms the basis of our approach to transformation.

- **Aspiring Communities** – A society where everyone has the same life chances to grow, prosper and have fulfilling and healthy lives.
- **Inspiring Place** – An enterprising, vibrant and sustainable environment, appealing to investors, attractive for visitors and a place our residents are proud to live and work in.
- **A Council for the Future** – Our Council is forward-thinking – motivated to transform and improve services for our communities through innovation, reshaping our approach and focusing investment to our priorities.

Some of the Priority Outcomes included in the draft plan are directly linked to Child poverty. For example priorities are –

- North Ayrshire's children and young people have the best start in life.
- North Ayrshire has an inclusive, growing and enterprising economy.
- North Ayrshire's residents and communities enjoy good, life-long health and wellbeing.

Our [Children's Services Plan](#) was launched by our North Ayrshire Children's Services Strategic Partnership in March 2016. This plan details how North Ayrshire Children's Services Strategic Partnership aims to give Children in North Ayrshire the best start in life and to make it the best place in Scotland to grow up.

The [Children's Services Plan](#) contains a clear action plan made up of promises, which keep the wellbeing of children at the centre. Although the plan is not exclusively written to address Child Poverty, there are a number of promises which work towards the ambition of addressing poverty and equality.

These promises strive to ensure that children in North Ayrshire have many opportunities to enable them to progress and break the cycle of poverty. The promises also focus on the support for parents to empower and enable them to provide the most positive start for a child and to improve their future life chances.

The Scottish Attainment Challenge focuses on closing the poverty-related attainment gap by providing targeted support to increase the attainment of children living in North Ayrshire's most highly concentrated areas of deprivation. North Ayrshire Council is one of nine Challenge Authorities supported through the Attainment Scotland Fund and is granted an allocation of this £750m fund to develop and deliver targeted initiatives and interventions to increase attainment in the highest concentrated areas of deprivation.

We became the first Child-Centred Council in Scotland, putting children and young people at the heart of everything we do and making sure that we give our young people the best possible start in life.

During 2017/18, we set up a Year of Young People Strategic Group to listen and engage with children and young people, individuals and communities. The Strategic Group included Year of Young People Ambassadors, elected members from all political groups, and officers.

In relation to poverty, the key proposal which emerged from the Year of Young People Strategic Group was a proposal to establish and brand a Young People's Commission to inform actions to address young people's experiences of poverty. This would be the first such commission in Scotland and would be informed from the ongoing Fair for All Commission in North Ayrshire.

Inclusive Growth/ Community Wealth Building

The Council has led in Scotland on the development of the inclusive growth agenda. We worked with the Scottish Government to develop and pilot the "inclusive growth diagnostic". The main purpose of the diagnostic was to identify constraints and opportunities for driving inclusive growth in North Ayrshire in order to prioritise actions to address them at a time of constrained public sector resources.

The findings from the Diagnostic have been used to inform the Council's investment decisions, for example in establishing a supported employment programme to help more disabled people access and sustain employment. The diagnostic has been rolled out on an Ayrshire Regional basis and its findings have been used to inform the priorities of the Ayrshire Regional Growth Deal.

Community Wealth Building

The Council and Community Planning partners are working to develop a Community Wealth Building strategy for North Ayrshire, and in collaboration with East and South Ayrshire for the Ayrshire region as a whole. A community wealth building approach seeks to provide resilience, local economic security, and to ensure that economic opportunity is widely spread and inclusive. Community wealth building provides a concrete and practical approach to help deliver on the aspiration of inclusive economy.

This strategy has five key elements or pillars:

- Employment
- Procurement
- Assets
- Ownership
- Financial Power

Over time, a successful Community Wealth Building strategy will help to grow the local business base, producing more and better jobs which can be accessed by the full range of people across our communities. Community Wealth Building is therefore key to the Council and Community Planning partnerships approach to tackling poverty and deprivation in North Ayrshire and, in particular, Child Poverty.

Ayrshire Regional Growth Deal

The Ayrshire Regional Growth Deal was agreed in March 2019 between the three Ayrshire local authorities and the Scottish and UK Governments. The Growth Deal represents a major investment in the Ayrshire economy, worth over £250 million over the next 10 years, with the aim of radically boosting the economic performance of the area- supporting the development and expansion of companies and the creation of thousands of new jobs across a range of key sectors. The Growth Deal has been informed by the opportunities and challenges identified by the Inclusive Growth Diagnostic.

In addition, the Growth Deal has allocated £3 million to support the development of a Community Wealth Building strategy across Ayrshire. This will be central to ensuring that the investment through the Growth Deal will benefit the whole Ayrshire community and play a major role on helping to tackle poverty in the region.

Adverse Childhood Experiences (ACES)

The Community Planning Board is committed to supporting pan-Ayrshire work on Adverse Childhood Experiences (ACEs) in conjunction with Community Justice Ayrshire. ACEs are stressful events that occur in childhood and can have a lifelong adverse impact on sustained health and behaviour. We have held screenings across our localities of “Resilience – The Biology of Stress and Science of Hope” documentary. Over 65 multi-agency screenings of the documentary took place in 2018, led by colleagues from Public Health and Police Scotland (Ayrshire Division). It is estimated that over 4,500 people across Ayrshire have attended a screening and panel discussion.

A follow up to the first Pan-Ayrshire conference on ACEs and trauma took place on 25 March 2019. The event was entitled “ACEs: Adversity is Not Destiny”. The morning session provided an opportunity to celebrate some of the work being done across Ayrshire, with the afternoon session focussing on what ACEs have to do with justice. We were delighted to welcome local, national and international speakers to the event.

Following a motion to Council for North Ayrshire Council to become ‘trauma informed’, the Director of the Health and Social Care Partnership convened a meeting to discuss a proportionate response to achieve this. Colleagues from Human Resources, Learning and Development, Community Planning, Community Justice and the Health and Social Care Partnership are now developing a plan to take this forward.

The Fair for All Advisory Panel

As part of our Fair for All Strategy, we have a dedicated Fair for All Advisory Panel. The panel includes experts in poverty and inequality from across Scotland and will make sure that the work that needs to be done is carried out in the best way possible to have the biggest impact on the areas that need it most.

The Panel provides governance and direction to the Partnership. It will drive the changes needed to achieve the pledges outlined in the strategy. The Panel will also act as a 'critical friend' for our Child Poverty Action Report to ensure that we achieve the best possible outcomes for our residents and will help to identify any gaps and further activity areas that can be introduced. We are confident that this approach will ensure our actions are robust and ambitious.

Fair for All Steering Group

The progress of our Fair for All Strategy is monitored and driven forward by the Fair for All Steering Group. The Group meets regularly and consists of Senior Officers from the Council, NHS and Partners. The progress on delivery of the Fair of All pledges is reported to and monitored by this group.

Fair for All Commission

Effective local action to reduce child poverty requires understanding the local picture, levels of need and how to address these. Generating a shared understanding of the issues, common priorities and strategic approach to planning will involve working with a range of partners with differing perspectives, including people with lived experience of poverty, and potentially diverse ways of using evidence.

North Ayrshire welcomed its first-ever Fair for All Commission Officer in 2018 to help make the area a fairer and more equal place to live. The appointment follows start-up funding provided by the Scottish Government to make sure the voices of people with direct experiences of poverty are heard locally. The role of the Fair for All Commission Officer, is to:

- Empower people, individually and collectively, to make positive changes in their lives and in their communities
- Embed engagement and participation practices and culture for those who experience poverty related issues and whose voices are least often heard
- Create and develop a Poverty Truth Commission organisation in North Ayrshire to address the barriers people face in life due to poverty. The group will gather evidence to create recommendations on how to make North Ayrshire 'Fair for All'
- Work with South and East Ayrshire, where appropriate, to ensure the successful advocacy of poverty issues to Scottish Government and other influences/partners

Over the next two years, this work will focus on 'giving a face to the facts' – ensuring that the movement to tackle poverty has those who experience it at its heart.

The Fair for All Commission Officer aims to establish 12 Community Commissioners – people who have or are experiencing poverty – who will share their stories and knowledge of the issues that affect them and others across North Ayrshire.

Working closely with them will be 12 Civic Commissioners – who can be anything from business leaders, policy developers, journalists, third-sector leaders – who can listen and try to find solutions to any of the issues that are encountered.

One of the anticipated outcomes for the Fair for All Commission is to improve sensitivity and effectiveness of the practices and services delivered by Community Planning Partners – bringing positive actions to address the causes and symptoms of poverty.

4. Monitoring of this plan

This report will be agreed and monitored by the Community Planning Partnership. Reporting will link to other strategic groups as required. An Action Plan and supporting Performance framework will be created and monitored using Pentana, the Councils Performance Management System. This will ensure consistency in reporting across all of our plans and strategies. We aim to report on our progress every six months to ensure the Child Poverty agenda is driven forward.

Figure 8: Community Planning Structure in North Ayrshire



5. Actions Approach

Our Action Plan has been developed in order to ensure clear links to our Fair for All Strategy. We have used this as a basis of our understanding of inequalities, its causes, and the most effective ways of responding. In this report we are looking at inequalities relating to Child Poverty.

Understanding Inequalities – Fair for All Approach

A range of factors which, when distributed unequally in society, result in inequality of outcomes across socio-economic groups.

Inequalities in individual outcomes are directly linked to wider socio-economic inequalities in society. The distribution of power, money and resources has a direct influence on environmental influences such as:

- availability of health enhancing work
- access to good quality and affordable housing
- social and cultural experiences
- transport
- education and learning opportunities
- availability and quality of services

While there will be some fundamental causes of poverty which are out with the control of North Ayrshire CPP, there are many areas where an impact can be made.

A review of the literature suggests that in order to be most effective, interventions need to be taken at all three levels:

- *undo* the fundamental causes
- *prevent* the wider environmental influences
- *mitigate* the individual experiences

In order to ensure links with our existing strategies we have decided to group our actions into these three levels.

As well as needing to ensure that our approach intervenes at all three levels described above, research also demonstrates that a combination of approaches across three areas of the population is essential to effectively tackle inequalities. These three approaches are:

1. Targeting - Targeting the worst off in society
2. Enhanced - Reducing the gap between groups
3. Universal - Reducing the gradient across the population

Our action plan will reflect these approaches where relevant.

6. Action Plan

Our key actions have been identified and included in Appendix 1. Our key actions can be linked to and summarised in terms of the key drivers of child poverty. We have included actions where the greatest impact will be made taking into account scale and pace.

Some of the key actions are highlighted below:

Income from Employment:

- Skills for Life programme
- Family Futures programme
- We Work for Families programme
- Focus on the poverty related attainment gap
- Vocational programmes and Activity Agreements in the Senior Phase
- Positive Steps initiative
- Supported Employment Team
- Employability Pipeline Services

Costs of living:

- Better Off North Ayrshire
- Money Matters
- Childcare – early years expansion
- Healthy Start Vouchers
- School Holiday Meals programme
- Period Poverty Initiative
- Transport initiatives
- Local Housing Strategy

Income from social security and benefits in kind:

- Better Off North Ayrshire
- Money Matters
- Discretionary housing payments
- Scottish Welfare Fund administration
- Referral tool for NHS staff to sign-post families to appropriate specialist services.
- North Ayrshire digital strategy
- Uptake of Free School Meals, Clothing Grants and Education Maintenance Allowance

The six priority groups (lone parents; families where a member of the household is disabled; families with three or more children; minority ethnic families; families where the youngest child is under one year old; and mothers aged under 25) have been considered in our actions and mentioned where appropriate. These priority groups will also be considered as part of the development of our future actions to ensure that the needs of these groups are met.

More details on our actions including how impact will be assessed and details of timescales can be viewed in our detailed action plan as attached at Appendix 1. This has been split into three tables.

Table 1 below shows a wide range of actions that are currently taking place and have a direct impact on the drivers of Child Poverty.

Table 2 shows the actions that are current but have a more indirect impact on the drivers of Child Poverty or are universal actions.

Tables 3 and 4 show future actions that are either planned or require further work / investigation to consider for future years that we consider will have an impact on the drivers of Child Poverty.

Appendix 1

Table 1 – Current Actions to address the Direct Drivers of Child Poverty (As shown in Fig. 1)

Action e.g. new services offered, increasing flexibility of existing services	Who action is carried out by (all those partners involved in action)	Poverty driver(s) the action is intended to impact	Level of Intervention	How impact has / will be assessed	Timescale for action	Approach and Group(s) the action is intended to reduce poverty amongst*	Link to North Ayrshire Strategy
Partnership working with Through Care Support Team to engage and support care leavers in making and maintaining claims for benefit, supporting with identifying training and employment opportunities.	NAC, DWP	Income from Employment Income from Benefits	Prevent	Q4 2018/19 – 54% of eligible YP are in Education, Employment or Training. The young people who are not in Education, Employment or Training fall into 4 other categories- Looking after Family, Long Term Illness, Short Term Illness or Due to other Circumstances	Ongoing	Targeted Looked after care leavers	North Ayrshire Local Employment Activity Action Plan
Skills for Life programme – intensive support for long term unemployed lone parents. Six month mentored vocational placement within the Council. Addresses many barriers.	In partnership with DWP, Ayrshire College and other partners.	Income from Employment	Prevent	Since April 2017, 45 people have taken part with 35 (78%) having a positive destination. 22 retained with Council, 8 private sector employment, 5 further education.	Ongoing	Targeted	North Ayrshire Local Employment Activity Action Plan
Family Futures – early years programme assisting parents with their journey to employment, education or training. Early engagement approach which can access additional support such as health interventions, life coaching and well-being support, welfare and money advice support.	NAC, Ayrshire College, CEIS Ayrshire, Better Off North Ayrshire and the Ayrshire Community Trust	Income from Employment Income from social security and benefits	Prevent	Numbers of participants and outcomes – TBC	Ongoing	Enhanced	North Ayrshire Local Employment Activity Action Plan

We Work for Families programme - provides 1-1 specialist employability and skills service for participants from vulnerable families. The programme includes assistance with debt advice, child care advice, and housing, supporting parents to address barriers to entering into meaningful employment or education.	NAC, The Lennox Partnership, North Ayrshire Health and Social Care Partnership & Universal Early Years	Income from employment Cost of Living Income from social security and benefits	Prevent and Mitigate	Since April 2017 to Feb. 2019, 146 client registrations, 133 have progressed through a range of support/ training/ education and employment, including: 27 into employment 5 completed FE course in 2017/18 13 started FE course in 2018/19 36 referred to SALUS for mental/ physical health support 2 clients completed Skills for Life 50 clients accessed funding for clothing, equipment, travel and childcare for education or employment	Ongoing	Targeted Gender	North Ayrshire Local Employment Activity Action Plan
Corporate Parenting - guarantees ten Modern Apprenticeships every year for young people leaving care.	NAC	Income from employment	Prevent and Mitigate	10 Modern Apprenticeships for young people leaving care each year	Ongoing	Targeted Care Experienced Young People	North Ayrshire Corporate Parenting Plan
Better Off North Ayrshire provides advice, information and support to people by building financial capability and resilience through offering a package of support services, through key workers, to low income, workless and lone parent families including budgeting, benefits, debt and energy advice. (Immediate assistance) (Big Lottery Funding)	NAC, Community Housing Advocacy Project (CHAP), ANCHO Housing Association, Cunninghame Housing Association and 1st Alliance Credit Union	Cost of living Income from social security and benefits in kind	Mitigate	2216 people reached 1161 signed up to an Action/Support Plan <ul style="list-style-type: none"> 69% were 'workless' (unemployed or inactive) 16% low income employed 15% lone parents By end of February 2019, total financial gains for participants in the programme as a direct	Ongoing	Enhanced All Lone Parent Families including In work poverty	Better Off North Ayrshire

				<p>outcome from Better Off programme = £1,445,915</p> <p>Breakdown of above</p> <ul style="list-style-type: none"> • Energy debt written off/ grants/ efficiency savings £488,363 • Income maximisation £583,024 • Interest saved through debts written off/ high cost debts cleared = £287,117 • Savings built in credit union/ reduced outgoings = £87411 			
Better Off North Ayrshire – Longer term support and advice such as access to affordable loans and affordable furniture. (Big Lottery Funding)	Community Housing Advocacy Project (CHAP), ANCHO Housing Association, Cunninghame Housing Association and 1st Alliance Credit Union	Cost of living Income from social security and benefits in kind	Prevent	<p>1019 people received budgeting advice & support</p> <p>295 people granted affordable loans.</p> <p>£253 = Average <u>savings built per participant</u> who opened a savings account with CU at some time over last two years</p> <p>£1,305 = better off – average per person who received debt advice and support</p> <p>£482 – better off – average per person who received energy advice and support</p> <p>£596 better off (over a 12 month period) – average per person who received</p>	Ongoing	Enhanced All Lone Parent Families including In work poverty	<u>Better Off North Ayrshire</u>

				benefits advice and support			
Money Matters - All families with children under 5 years old will automatically be given access to money matters advice, unless they opt out of the support.	NAC	Cost of living	Mitigate	Total enquiries in 2018/19 – 3677 (331 families with children under 5) October 2018 to March 2019 – 1914 enquiries (489 families with Children) Financial gains for Money Matters Service Users - £9,526,758.64	Ongoing	Universal All	<u>Money Matters</u>
Maintain a specific focus on reducing the poverty related attainment gap and maximise the learning potential of specific groups of learners, including Looked After Children.	NAC		Mitigate	Average total tariff score by grouped deciles - Performance of pupils in the 20% most deprived areas – 692 in 2016/17 Target for 2032 is 750.	2032	Universal All	<u>LOIP</u>
Childcare/ Out of School Care Further roll out of 1140 Early Years Expansion with 7 pilot centres and classes throughout North Ayrshire to inform future roll out in the lead up to completion by 2020. Early Years expansion will offer provision from 8am to 6pm. As part of the expanded hours a funded lunch time meal and early evening meal is provided.	NAC (national programme)	Income from employment Cost of living	Mitigate	Number of children / families receiving 1140 hours ahead of 2020 9 ELC establishment and 3 funded partner nurseries delivering 1140 hours across North Ayrshire since January 2019	2020	Universal All	
Promote uptake of Healthy start vouchers by proactive targeting of vulnerable families providing practical support to complete application forms.	NAC (national programme)	Cost of living	Mitigate	2018/19 Average household uptake was 68%		Targeted All	<u>Universal Early Years</u>
Working in partnership with Ayrshire College a range of vocational programmes are on offer to pupils in the Senior Phase. Ayrshire	NAC, Ayrshire College	Income from employment	Prevent	25 pupils are working towards an FA qualification in	Ongoing	Universal All	NAC Education & Youth Employment

College also offer a new Foundation Apprenticeship (FA)				Engineering for children and young people.			National Improvement Framework
Activity Agreements - Activity agreements provide 1:1 support to help young people overcome barriers they may face when taking the next step to employment, training or further education.	NAC (<i>national programme</i>)	Income from Employment	Prevent	Percent of young people completing Activity Agreement that went on to a Positive Destination. Approx. 25 young people participating in Activity Agreements at one time. Over 70% of participants move onto an immediate positive destination with the remaining 30% continuing to have appropriate support and signposting by the most relevant post-school agency.	Ongoing	Targeted All	NAC Education & Youth Employment National Improvement Framework
Continue to encourage uptake of Free School Meals. In Primary schools we inform Head Teachers of children who are entitled to a free meal and not using this allowance to encourage schools to engage with families. We offer monthly Theme Days in all NAC schools to encourage uptake of meals. We engage with the young people on menu planning and tasting foods for new menus, this allows the young people to have voice on what they would like to see on the menu. Cashless catering is operated in all Primary schools this allows total anonymity to any child receiving a free school meal.	NAC	Cost of living	Mitigate	Uptake of Free School Meals – 2017/18 Secondary – 73.38% Primary – 85.52%	Ongoing	Targeted All	
Continue to encourage uptake of Free School Meals. In Secondary schools we engage with Guidance staff informing them of pupils not using their meal allowance to encourage engagement with the young people. Introduction of Pilot Healthy Breakfast service in 2 secondary schools where young	NAC	Cost of living	Mitigate	Uptake of Free School Meals – 2017/18 Secondary – 73.38% Primary – 85.52%	Ongoing	Targeted All	

people entitled to free school meals have a daily breakfast allowance added to their school meals account, giving a good start to the day free of charge, the Healthy Breakfast option is also available to all pupils who pay for lunch. Cashless catering is operated in all Secondary Schools this allows total anonymity to any child receiving a free school meal.							
Free School Meals and School Clothing and Footwear Grant - automated annual process whereby an email/ letter is issued to all previous applicants to allow them to either confirm their details online or provide the required information for payment. A promotional campaign is carried out annually using Twitter, Facebook and the website to capture new customers who may eligible in order to maximise uptake.	NAC (<i>national programme</i>)	Cost of living	Mitigate	Volume of School Clothing Grants issued relating to each school Our school clothing grant is currently £100		Targeted All	
Education Maintenance Allowance - for young people between the ages of 16 and 19 to provide financial assistance to help those from low income households to stay on at school and continue their education. A new application must be completed each academic year and can be made online via the website. A promotional campaign is carried out annually using Twitter, Facebook and the website in order to maximise uptake.	NAC (<i>national programme</i>)	Cost of living	Mitigate	For the Academic Session 2018/2019, 828 EMA applications received to date. 715 young people have received at least one payment.		Targeted All	
School holiday meals programme - provides access to nutritious meals during school holidays when families would have struggled with this extra cost	NAC Place Directorate, NAC Economy and Communities Directorate	Cost of living	Mitigate	650 young people were involved in holiday meals and activity programme 22,005 meals served in 2017/18. Holiday Meal sessions were delivered 5 days per week over the 6 week school summer holiday period and estimate to have fed approx. 40 families per day.		Enhanced Approach All	<u>LOIP</u>

'Period Poverty' initiative – the first of its kind in Scotland – to give young women and girls struggling to afford basic sanitary products access to a free supply at their secondary school – and in all council buildings.	NAC (<i>national programme</i>)	Cost of living	Mitigate	Free sanitary products available in all eligible schools. Also available in all North Ayrshire Council Libraries, Cunninghame House Offices, Bridgegate House Offices, all Community Centres and Halls - mainland and on the Isle of Arran & Cumbrae in addition to NA KA Leisure premises. Also in Primary Schools as requested by the Head Teacher. So far 62,880 units have been provided.		Universal Gender	
Administering of Housing Benefits and Council Tax reductions to ensure accurate and quick payments are received to reduce the rent charge and council tax charge of families to sustain tenancies/ ownership or properties.	NAC (<i>national programme</i>)	Cost of living Income from Benefits	Mitigate	Number of households with children in receipt of Housing Benefit, Council Tax Reduction and Discretionary Housing Payments. Speed of processing Housing Benefits and Council Tax Reduction claims	Ongoing	Universal All	
Discretionary Housing Payments (DHP) are available to families with children where they have a rent liability but the amount of benefit received doesn't cover their rent charge. DHP is awarded to prevent hardship and to sustain tenancies	NAC (<i>national programme</i>)	Cost of living Income from Benefits	Mitigate	Number of children in households affected by the Benefit Cap	Ongoing	Universal All	

Scottish Welfare Fund provides payment of crisis grants and community care grants. A crisis grant is where there is an emergency and immediate need for financial help for example no income. Payments are made to families to prevent hardship and to provide financial support. Community Care Grants are paid by the provision of household goods / white goods instead of cash and are used to help families sustain living in the local community. This can include the provision of beds, carpets, curtains, cookers and washing machines etc.	NAC (<i>national programme</i>)	Cost of living Income from Benefits	Mitigate	Age of children in household; Number of children living with young parents aged under 25; Number of children living with a disabled adult; Number of children living in a large family with three or more children; and Number being pregnant, recent childbirth or adopting a child.	Ongoing	Universal All	
The council tax debt recovery team works with families to reduce their council tax arrears and will make affordable payment arrangements to spread payments over a longer period of time and prevent hardship.	NAC	Cost of living	Mitigate	136 households including families have payment arrangements at present.	Ongoing	Universal All	
Reduce transport poverty by ensuring that local communities and families have sustainable and active travel opportunities to enable them to easily access services, facilities, employment and school.	NAC, Transport Scotland, Strathclyde Partnership for Transport, Sustrans Scotland	Cost of living Income from employment	Mitigate	TBC	Ongoing	Universal All	
Travel Smart project aims to promote sustainable and active travel and reduce transport poverty in local communities. Includes bike maintenance, training sessions, materials to support active travel, the provision of bikes to schools and educational activities. Also offers free personalised travel planning for local residents. Aims to save money on everyday journeys to reduce the cost of travel and its impact on finances.	Part funded by Transport Scotland's Smarter Choices Smarter Places	Cost of living	Mitigate	TBC	Ongoing	Universal All	
Developed referral tool to enable NHS staff to sign-post families in need to appropriate specialist services.	NHS A&A Public Health	Income from Benefits Costs of Living	Mitigate	Referral Rates to income maximisation services	Ongoing	Targeted Approach	

Table 2 – Current Actions to address indirect factors of Child Poverty/ Universal Approaches

Action e.g. new services offered, increasing flexibility of existing services	Who action is carried out by (all those partners involved in action)	Poverty driver(s) the action is intended to impact	Level of Intervention	How impact has / will be assessed	Timescale for action	Approach and Group(s) the action is intended to reduce poverty amongst*	Link to North Ayrshire Strategy
Implementation of the Local Housing Strategy including – <ul style="list-style-type: none"> alleviating fuel poverty through our new build Council housing programme (latest insulation standards, use of renewable and energy efficiency technologies) solar panel retrofit programme for 500 existing Council homes to provide free electricity to reduce household energy bills 	NAC	Cost of living	Mitigate	<p>Aims to deliver 1700 high quality, affordable and energy efficient social houses</p> <p>500 council homes installed with rooftop solar panels in 2018/19, reducing household energy bills by up to £115 in the first year alone.</p> <p>Number of households in Fuel Poverty Baseline within LHS: 2012-2014 Extreme fuel poverty 9% (approx. 6,000)</p>	<p>2022</p> <p>2018/19</p> <p>Reduce by 2000 by 2032</p>	<p>Enhanced</p> <p>All groups</p>	<p>LOIP</p> <p>North Ayrshire Local Housing Strategy 2018-22</p>
Focus on keeping our Council housing rent levels affordable	NAC	Cost of living	Mitigate	Weekly rent rates compared to the Scottish Average	Ongoing	<p>Enhanced</p> <p>All groups</p>	North Ayrshire Local Housing Strategy 2018-22
Domestic Violence integrated approach – action TBC	NAC, Police Scotland		Mitigate	<p>Reduction in domestic violence crimes (4.1% reduction in 2017/18)</p> <p>Detection rate for domestic abuse (73.9% in 2017/18)</p>	Ongoing	<p>Universal</p> <p>All groups</p>	LOIP
Homelessness Prevention – Housing Options approach	NAC Place Directorate	Cost of Living	Prevent	350 household with children presented in 2018. 59.7% (209) did not make a homeless application and were able to sustain current	Ongoing	<p>Enhanced</p> <p>All groups</p>	LOIP

				accommodation or secure an alternative.			
Homelessness - Rapid re-housing	NAC Place Directorate	Cost of Living	Mitigate	Q2 2018/19 – 33 children within dispersed accommodation and Women's Aid Refuge.	Ongoing	Enhanced All groups	LOIP
Positive Steps Initiative – partnering with The Ayrshire Community Trust, employability programme to remove barriers to meaningful employment	NAC, Ayrshire Community Trust	Income from Employment	Prevent	2018/19 – 89 beneficiaries completed STEPS to Excellence programme	Ongoing	Enhanced All	North Ayrshire Local Employment Activity Action Plan
Supported Employment team – part of the employability pipeline services will be launched in 2019/20. Bespoke service to help disabled people get a job and, critically, sustain their employment. <i>(£500,000 from the Challenge Poverty Fund, matched with European Funding)</i>	NAC HSCP	Income from Employment	Prevent	Employment rate (%) aged 16-64 EA core or work-limiting disabled. Baseline: Apr 2015-Mar 2016: 40.1%, 26 th Once programme is at full capacity it will support 200 people per year.	Starting in 2019/20	Enhanced Disability	North Ayrshire Local Employment Activity Action Plan
The HSCP provides a specialist employability service for people with long term mental health problems, the IPS service (Individual Placement and Support) is delivered by SAMH on behalf of the HSCP and has proved successful in getting people with long term mental health problems back into work.	NAC HSCP	Income from Employment	Prevent	Number of participants/ compared to population	Ongoing	Enhanced Mental Health	
North Ayrshire Council is the largest accredited Living Wage employer in the area and 70.7% of our workforce are female.	NAC (<i>national programme</i>)	Income from Employment	Mitigate	NAC employs 5,800 people (FTE) 4,100 or 70.7% of whom are female. Staff are paid at least the real Living wage, which is currently £9 an hour, this is £1.17 an hour above the level of the "National Living Wage", or 13% an hour more.	Ongoing	Universal All	
Team North Ayrshire – supporting the creation of new jobs by local businesses	NAC	Income from employment	Prevent	Business Development have supported businesses in creating 1,243 jobs since April	2019/20	Universal All	

				2016, with 588 of these created in 2017/18 Target of 450 for 2019/20			
Scottish Attainment Challenge funded initiatives to raise attainment and reduce the poverty related attainment gap. (There are 6 workstreams & various partnership initiatives)	NAC (<i>national programme</i>)	Income from Employment	Prevent	Attainment levels Tariff Score broken down by SIMD Quintile	Long Term	Enhanced Children and Young people in deprived areas	<u>South West Educational Improvement Collaborative Annual Plan</u>
Family Learning Team funded to work in partnership with schools and the extended community to engage and support parents and families in their children's learning at school and at home which will lead to a positive impact on achievement and attainment.	Family Learning Team	Poverty related attainment gap	Prevent	% of families involved in learning programmes	2020	Universal Targeted for children, young people and families living in deprived areas	<u>Parental Involvement Strategy</u>
<p>YoungScot - Scottish Attainment Challenge funded pilot project to reduce the poverty related attainment gap:</p> <ul style="list-style-type: none"> • Issuing £1.50 breakfast allowance to all pupils entitled to Free School Meals (S1-S4) at Garnock Community Campus & Auchenharvie Academy in the current academic year. • Issuing both schools with a small discretion fund to purchase school clothing & equipment in the current academic year. • Offering 30 Young People in each school a KA leisure membership from January 19 - June 19. (not strictly FSM pupils but the majority of pupils would otherwise be unable to fund this). 	NAC (<i>national programme</i>)	Cost of living	Mitigate	<p>Uptake of breakfast allowance</p> <p>Uptake of KA leisure membership</p> <p>Data will be available in June 2019.</p>	2019/20	Enhanced All	
Developing the Young Workforce (DYW) - All North Ayrshire schools are broadening the range of wider qualifications and experiences available in secondary schools. This is part of North Ayrshire's Developing the Young Workforce (DYW) approach which builds on skills for learning, life and work.	NAC Schools, local employers (<i>national programme</i>)	Income from employment	Prevent	TBC	Ongoing	Universal All	<p>DYW Ayrshire Annual Report</p> <p>NAC Education & Youth Employment National Improvement Framework</p>

Strengthen the links between schools and partnership organisations and employers	NAC Family Learning Team, Ayrshire College, Ayrshire Chamber of Commerce, Skills Development Scotland	Income from employment	Prevent	SDS Annual Participation Measure for 16-19 Year olds – 90.3% in 2016/17 School Leavers entering positive destinations – 93.4% in 2016/17	Ongoing	Universal All	NAC Education & Youth Employment National Improvement Framework
Implementing 'Smarter Ways of Working: a digital strategy for North Ayrshire', recognising the importance of digital participation. <ul style="list-style-type: none"> Assisting with benefits claims Assisting with digital upskilling 	NAC	Income from Benefits Income from employment	Mitigate	Since November 2017, 179 housing tenants have been provided with face to face Universal Credit digital support. Better Off North Ayrshire has provided digital upskilling and support for online benefits applications – 2017/18 - 215 2018/19 - 831	Ongoing	Universal All	<u>LOIP</u>
Delivery of supported online sessions in local libraries to increase digital participation	NAC	Income from employment	Prevent	Over 3000 sessions delivered in 2017/18	2018/19	Universal All	<u>LOIP</u>
Improve local awareness of and access to food related opportunities to address Household Food Insecurity (HFI)	NAC	Cost of living	Mitigate	An increase in the number of food related opportunities available for signposting in communities and schools An increase in the number of food related opportunities taken up by individuals and communities in priority areas In 2018/19 there were 114 Community Food opportunities. (12 additional supported/ created/ developed)	Ongoing	Universal All	<u>LOIP</u>

Develop Health Inequalities Impact Self-Assessment tool (HISA) to raise awareness of teams within NHS on potential impact of social determinants of health on practice.	NHS A&A Public Health	Costs of living	Prevent All HSCP teams to use this development tool.	Referral Rates to income maximisation services – split by organisational group?	Ongoing	Enhanced All	
Lead role in raising awareness amongst partners of the impact of ACEs on children's health and wellbeing, and interaction with child poverty	NHS A&A Public Health ICYP transformational change Programme Board, Community Justice Ayrshire	Income from benefits Costs of Living	Mitigate	Number of screenings of Resilience movie locally Attendance levels at screenings of film. ACEs awareness-raising events held	Ongoing	Enhanced All	
Adult and Child Protection referral pathways – utilised to highlight cause for concern in relation to poverty	NAC, CPP Partners		Mitigate	N/A	Ongoing	Targeted All	
Campus Police Officers – opportunities to highlight child poverty and raise awareness	NAC, Police Scotland		Mitigate	N/A	Ongoing	Targeted All	
<i>Corra Foundation</i> in Kilwinning – community based projects including school uniform clothing bank and Picnic in the Park			Mitigate	N/A	Ongoing	Universal All	
<i>Link Up</i> in Saltcoats			Mitigate	N/A	Ongoing		
<i>Our Place</i> in Ardrossan Community Renewal are working with the community to facilitate, build capacity and support the neighbourhood focusing on three outcomes: <ul style="list-style-type: none"> Communities have more influence on decisions taken locally Communities have more sustainable services and facilities that reflect their local priorities People say their community is a better place to live 			Mitigate	N/A	Ongoing	Universal All	
Create local community signposts and directories to enable and promote community opportunities and access to services	NAC, HSCP, TACT		Prevent	Uptake of services	Ongoing	Universal	Link to Council Plan
Support development of early literacy through management of Bookbug in libraries and communities, provision of training for	NAC		Prevent	Number of bags distributed by families	Ongoing	Universal	Children's Services Plan

partners and staff and provision of four Scottish Book Trust story bags each year from birth to Primary 1 for all children				living in most deprived areas Attendance at Bookbug by families living in most deprived areas			
Providing pathways to Modern Apprenticeship Programmes through pre-apprenticeship opportunities	NAC	Income from Employment	Prevent	Number of young people	Ongoing	Targeted	DYW

Table 3 – Future Actions to address the Key Drivers of Child Poverty (As shown in Fig. X)

Action e.g. new services offered, increasing flexibility of existing services	Who action is carried out by (all those partners involved in action)	Resources allocated	Poverty driver(s) the action is intended to impact	Preventative or Mitigating Actions*	How impact has / will be assessed	Timescale for action	Approach and Group(s) the action is intended to reduce poverty amongst*	Link to North Ayrshire Strategy
Develop a whole systems approach workstream to include collaborative leadership	NAC	Existing Resources	General/ Policy		TBC	Ongoing		
Investigate and develop potential work stream to explore collaborative data analysis and sharing. In particular, develop a collaborative approach to Community Planning Partners sharing data to investigate resource requirements associated with poverty in communities.	NAC, Community Planning Partners	Existing Resources	General/ Policy		TBC	Ongoing		
Continue to share and learn from good practice examples across Scotland including attending national events.	NAC	Existing Resources	General/ Policy		TBC	Ongoing		
Continue to develop the North Ayrshire Kindness approach		Existing Resources	General/ Policy		TBC	Ongoing		

Further development of the “Community Book” approach. This involves working across systems to share information in local communities where people can access very local support e.g. food, health info etc.	NAC	Existing Resources	General/ Policy		TBC	Ongoing		
Establish a Young People’s Commission and action plan to address Poverty	NAC	Existing Resources	General/ Policy		TBC			Year of Young People Legacy
Work with partners to understand and promote vocational options in schools and the support available for these choices	NAC	Existing Resources	General/ Policy		TBC			Year of Young People Legacy
Develop opportunities for financial literacy and promote the availability of financial support for young people in North Ayrshire.	NAC	Existing Resources	General/ Policy		TBC			Year of Young People Legacy
Work with Scottish Government as a trailblazer site for the whole systems approach to diet and healthy weight (public health priority) <ul style="list-style-type: none"> • Increase focus on early years nutrition • Improve the food and physical activity environment through the lens of young people 	NAC	Existing Resources	General/ Policy		TBC			Link to New Council Plan
Work with communities to provide opportunities for participation, volunteering and employment through physical activity and sport <ul style="list-style-type: none"> • Design and deliver the “special partnership” project with sportscotland, to address inactivity and healthy weight in children and families, as identified through a data led approach, using the Active Schools programme and Community Sport Hub approach • With communities and partners, develop and increase the impact of community sports hubs. • Develop and promote opportunities for involvement in communities, 	NAC	Existing Resources	General/ Policy		TBC			Link to New Council Plan

including volunteering and peer support								
<p>Improve emotional and mental health and wellbeing through physical and social participation in community activities, including for young people.</p> <ul style="list-style-type: none"> Promote the Young People's Mental Health Toolkit and other approaches to improving emotional health Create safe spaces for young people in our communities Implement the YOYP Legacy actions 	NAC	Existing Resources	General/ Policy		TBC			Link to New Council Plan
<p>Ensure our locality partnerships make maximum impact on the health and wellbeing of local communities through addressing local priorities together</p> <ul style="list-style-type: none"> Pilot in Arran and ensure closer working between Locality Planning Partnerships and HSCP Locality Forums 	NAC	Existing Resources	General/ Policy		TBC			Link to New Council Plan
Work is currently underway to develop activities to support public transport use and deliver a wider range of community activities.	NAC	Existing Resources	General/ Policy		TBC			Transport Strategy
Corporate Parent strategy employability sub-group will investigate a "family firm" approach to help support care experienced young people into employment with the Council.	NAC	Existing Resources	Income from Employment	Prevent	Numbers of young people supported	Ongoing	Enhanced Care experienced young people	LOIP
<p>Universal Basic Income pilot to assess what the likely impact will be of Universal basic Income.</p> <p>The council has submitted a joint application to the Scottish Government alongside City of Edinburgh Council, Glasgow City Council and Fife Council to undertake a Basic Income Pilot Feasibility Study.</p>	NAC	Scottish Government Funding	Income from employment Income from benefits	Prevent	Impact on different groups will be assessed.	Ongoing	Targeted All	LOIP
Develop a network of community hubs, to provide timely and preventative local access to information and support	NAC	AGD	Income from employment	Mitigate	Impact on different groups will be assessed.	TBC	Targeted	Link to New Council Plan

Development of a Community Wealth Building Strategy across 4 key strands- Employment, procurement, assets and ownership. This means generating more and better jobs in the local economy. A key indicator is the proportion of people earning the real living wage.	NAC	Existing Resources	Income from Employment	Mitigate	21.4% of employees in North Ayrshire earn less than the real living wage in September 2018 (NOMIS data source). This equates to 12,500 people.	Ongoing	Universal All	LOIP
Consider free school meals for all primary school children. Also consider making school meals more engaged in curriculum time or increasing meal time.	NAC		Cost of living	Mitigate	Uptake of Free School Meals/ uptake of school meals			
Cohesive approach to reviewing the cost of the school day	NAC Education NHS A&A – Public Health	Costs of Living		Mitigate	Monitoring impact of cost of school day project		Universal Age, Disability	
Maternity Services & Income maximisation joint service	NAC Specialist financial inclusion services NHS Maternity Services NHS Public Health ICYP transformational Change Programme Board	Scottish Government funding	Income from benefits	Mitigate	Monitoring of additional income to recipients	Commence detailed planning November 2018	Universal Pregnant women Women with young families	
Support roll-out of Best Start Grant (BSG) including awareness raising sessions	NHS Maternity Services NHS Public Health HSCP Children's Services: Health Visitors and Early Years staff	Scottish Government funding: Social Security Scotland	Income from benefits	Mitigate	Monitoring of take-up of additional income to recipients (via SSS) Awareness raising sessions attendances	From November 2018	Targeted Pregnant women Women with young families Families with early year or primary school-aged children	
Cost of Pregnancy Project	NHS Maternity Services NHS Public Health	Health Scotland	Cost of Living	Mitigate Prevent	Defined research project to identify mitigation opportunities by maternity staff	Planning commence November 2018	Targeted Pregnant Women from Rural areas	

	NHS Greater Glasgow & Clyde Public Health							
Encourage use of locally developed referral tool to enable NHS staff to sign-post families in need to appropriate specialist services, and incorporate this into routine practice.	NHS Public Health NHS O&HRD (training) NHS Service Leads	Existing Resources	Income from benefits	Mitigate	Referral rates to benefits advice and income maximisation services	From April 2018	Targeted Pregnant women Women with young families Families with disabilities	
Increase awareness amongst NHS staff about the impact that child poverty has on access to services	NHS A&A Public Health NHS A&A O&HRD (training) NHS A&A Service Leads Health Scotland	Existing Resources	Income from benefits Cost of Living (eg travel costs)	Mitigate	Referral rates to benefits advice and income maximisation services	NHS Board Approval December 2017 Planning from May 2018	Universal All service users, including: pregnant women, families, disability-affected families. Children affected by ACEs too	
Develop a child poverty impact assessment tool for strategies, policies and service improvement	NHS A&A Public Health West of Scotland Public Health Child Poverty Leads (GGC, D&G and Lanarkshire)	Existing Resources	Income from benefits Cost of Living (eg travel costs)	Mitigate	Referral rates to benefits advice and income maximisation services	From October 2018	Universal All service users, including: pregnant women, families, disability-affected families. Children affected by ACEs too	
Support use of Health Inequalities Impact Self-Assessment tool (HISA)	NHS Public Health NHS O&HRD (training) NHS Service Leads NAC children services teams	Existing Resources	Cost of Living (eg travel costs)	Mitigate	Uptake rates of the on-line HISA tool	From April 2018	Universal All service users, including: pregnant women, families, disability-affected families.	
Develop a communications plan for Child Poverty for NHS staff, Council Staff and Partners	NHS Public Health NHS Communications Department	Existing Resources	Income from benefits Cost of Living (eg travel costs)	Mitigate	Referral rates to benefits advice and income maximisation services	Planning beginning October 2018	Universal	

	NAC Communications Department ICYP transformational Change Programme Board							
Support implementation of trauma-informed practice	NAC, NHS Public Health ICYP transformational Change Programme Board	Existing Resources	Related to increasing income from benefits and reducing cost of living.	Mitigate	TBC	April 2018	Universal Children affected by adverse Childhood Events (ACEs)	

Table 4 - Possible areas for consideration and further development beyond first year

Possible area of development	Who would be involved	Poverty driver(s) the action is intended to impact	Why?	Group(s) the action is intended to reduce poverty amongst e.g. who would service be targeted at?
Quality Assured local database of health and social intelligence resources to inform service provision	NHS A&A – Public Health Health Scotland NSS – ISD North HSCP	Income from benefits and Cost of Living	To gather and utilise local intelligence in order to direct services to areas and families of greatest need.	All groups with protected characteristics and all priority groups

Case Studies

We Work for Families – Case Study 1

Mum was registered with We Work for Families October 17. At time of registration she was in a Woman's Refuge with her 3 year old daughter. The main barriers were identified as housing issues, low confidence and she had debts she needed help getting sorted. Through one to one appointments, help was accessed via Better Off North Ayrshire for debt issues. Access to food provision was provided through Centrestage as well as Hill House provision for clothing for her daughter. Support was provided for housing issue through telephone calls and support to attend housing appointments.

When mum secured her new tenancy she accessed funding through 1st Alliance to help her furnish her house. At this stage she felt an increase in confidence and positive about making steps to move into work.

Mum attended We Work for Families Pre- Employability Training workshops in January 2018 where her CV, cover and speculative letters were revamped, as well as covering topics such as introducing yourself to an employer, benefits of working, identifying key skills and competency based interviews. During the workshops mum had a foot injury and rather than her not attend, We Work for Families funded taxis for her; this kept her momentum to progress towards her goal of employment.

Help was provided with speculative calls to employers and job searching where mum identified she would like to work. Mum secured an interview with NHS in March 2018. We carried out interview preparation with her and accessed funding to allow her to purchase new interview clothing. Mum was successful at her interview and started work with NHS in May 2018. We Work for Families funded travel costs for her to attend her training. Mum described the support from We Work for Families as *“uplifting, very helpful, supportive and good for mental health being independent”*.

We Work for Families – Case Study 2

Mum of 2 living in a jobless household with her partner and the family in receipt of Job Seekers Allowance. The main barriers were identified as long term unemployment, mental and physical health problems, low skills and being the primary carer for her two children. Mum stated she wanted to do more with her life but was unsure what this was. Due to a hectic day to day life, she thought initially this was to move into employment but she was unsure about the financial implications. A better off in work calculation was carried out and a CV was compiled.

We had a number of one to one appointments with mum, initially in her home then progressed to meeting her at the local primary school where she had joined the parents group. Mum attended the We Work for Families confidence building workshops which gave her confidence to take the step to move into full time education.

“Without the support from We Work for Families I would not have had the confidence and motivation to go to college and have now Completed Level 5 Creative style Hair and Make-up. I am nominated for hard work and excellence award at Ayrshire College excellence awards and am moving on to study HNC Hairdressing”.

As well as one to one support and workshops mum has also had financial support to buy a warm jacket and boots to wear to college throughout the winter months. Mum feels her life has turned around and is more positive in herself and about her future and also feels her mental health has improved.

Skills for Life programme: North Ayrshire Council

Skills for Life is an innovative programme that offers intensive support for long term unemployed lone parents. The programme is built around a 6 month mentored vocational placement within the council. The Programme is delivered in partnership with DWP, Ayrshire College and other local partners.

Lone parent families are one of the priority groups for addressing child poverty, with 36% of children in lone parent families in Scotland being in relative poverty. 90% of the participants on the programme were women. The parents who have participated in the Skills for Life programme faced a range of barriers to entering and sustaining employment, challenges including childcare, the cost of travel and low levels of self-confidence. The initial Skills for Life Programme provided 21 placements to lone parents. Nearly half of the participants, approximately 48%, lived in the most deprived communities in North Ayrshire. 70% of the participants were aged over 30 and there was a total of 35 dependent children.

Skills for Life has a three-stage approach. At each stage intensive support is provided to the participants to ensure that they can fully take part in the programme and that their worries and challenges are addressed in a way that maintains their dignity and helps boost their confidence. The mentoring support provided by the programme, and the wider range of services provided to participants at all three stages accentuate the importance of treating participants in an unconditionally positive manner and that their needs are met, and barriers are removed. The mentor works with participants on a one to one basis and in group sessions to provide the support they need in a format that they are comfortable with.

The Council has adapted its employment policies to be more flexible to meet the needs of Skills for Life participants, for example around 16 – 20-hour posts and in shift patterns for the care at home service. This increased flexibility allows us to meet the employment needs of participants rather than simply suiting the needs of the authority.

As an employability programme, Skills for Life addresses two of the key drivers of child poverty, unemployment and the consequent reliance on welfare benefits which are insufficient to lift families out of poverty. At the outset of the programme, participants receive a “better off” calculation

from welfare/ money advisors which shows the difference taking paid employment will make to their household income. For the initial cohort of participants the average increase in weekly income was £93, which had the effect of lifting their household out of relative poverty.

There has been an internal evaluation of the initial Skills for Life Programme. This evaluation consisted of a review of the outcomes of the Programme and a qualitative survey of participant's views of the programme, prior to starting the programme, immediately on completion and at a 6 month follow up.

The evaluation demonstrates considerable success to date. Of the first cohort of participants that went through the programme, 20 of the 21 progressed after the 26-week work placement, as follows:

- 12 were retained by North Ayrshire council
- 6 found work in the private sector
- A further 2 participants went into further education to do early years care and professional cookery.

Skills for Life is demonstrably a successful programme. In the 6 month follow up of the programme:

- 92% said their children were a lot happier
- 62% said they were financially a lot better off
- 69% reported better mental health
- 85% reported they were a lot happier
- 85% said they felt more positive

The Programme has been developed by the Employability team in the Council and has been supported by directorates which have provided the work placements for participants. The key partnership is with Ayrshire College, which provides the six-week pre-employment course at stage 1 of the process.

Several partners refer into the Skills for Life programme. These include:

- **We work for families-** this programme provides 1-1 specialist employability and skills service for participants from vulnerable families. Referrals are made through a health visitor to provide in depth support to parents wishing to return to work. Support is given with, debt, other money issues, childcare and housing advice. The programme helps participants understand the process of returning to work and develops personal return to work plans.
- **Housing support employability programme-** engages with parents in temporary accommodation to engage with an employability and skills programme. This is a 14-week accredited programme.

- **Family Futures-** This is an early years programme, operating in our nurseries to assist parents with their journey to employment education or training. This is a three-stage model of support for parents, the majority of whom have never been in employment. It is an early engagement “soft” approach which can access additional support such as SALUS health interventions, life coaching and well-being support, welfare reform and money advice support.
- **Youth Justice-** Referrals are made to Skills for Life for parents involved in the youth justice system.

In addition the DWP can refer claimants onto Skills for Life on a non-mandatory basis. All these programmes are part of our employability pathway, supporting people who are very far from the labour market. The Skills for Life programme is the final stage of parent’s employability journey, giving the access to a paid work placement with the Council, and ultimately a job.

Redburn Community Breakfast Club.

The Irvine Neighbourhood Youth Forum launched a Community Saturday morning Breakfast Club drop in fortnightly on Saturday 26th January 2019 after receiving funding from Participatory Budgeting and Nurturing Excellence funds.

To date there have been 7 sessions completed with a total of 252 engagements. During the Easter school holidays, the club was open each weekend.

The club has a wide range of volunteers from the local community council and also the Irvine Neighbourhood Forum, the vision is to reduce social isolation, address poverty through free food, informal chats and activities for children and young people. Initial evaluations from the community express the benefit and the positive impact of this community-based facility. Additional funding has been sourced to provide toiletries in a dignified way.

The link to local outcome improvement plan is evident as children’s health and wellbeing is clearly improved by breaking the cycle of poverty, inequality and poor outcomes.

There is a clear link to the locality partnership priorities of influence and sense of empowerment, via the range of volunteers who ensure that the needs of the community are central to the activity.

Appendix 2: [Example] Median Household Income by Residents aged 0-17yrs (Anonymised postcodes)

