

Appendix 1: Child Poverty Action Report 2021 to 2022

What we said we would do - and what we did

Workstream 1 – Maximising income from employment

We said we would help	We did help
145 young people into vocational training	241 young people into vocational training
56 young people achieving qualifications	
45 young people into FE/HE training	39 young people into FE/HE training
77 young people into work	76 young people into work
16 young people into Modern Apprenticeships	25 young people into Modern Apprenticeships
80 young people on a supported activity programme	50 young people were supported on activity agreements and 46 young people attended skills academies
58 young people (75% of those taking part) sustaining employment	51 (75% of those taking part) sustained employment
Deliver wage incentives to 60 employers @ £4,000 over 52 weeks	60 employers received with enhanced package of £6,500 per employer and £1,500 for additional training opportunities
Rural employment initiative – create 23 jobs	21 new jobs created with 10 in the pipeline
Futures for families – parents into work	8 parents were helped into work through the Parental Employment Support Fund



Workstream 2 – Reducing the essential cost of living

We said we would help	We did help
Review the 'Cost of the School Day' programme.	Curricular costs in secondary schools have been removed for all young people with no negative impact upon their educational experience in those areas.
Relaunch the 'Cost of the School Day' programme and provide schools with a video and training materials.	We have been working closely with schools to ensure they all consider the cost of the school day in their plans. Video has not been produced.
Take ongoing actions to reduce cost of the school day including uniform, travel, school trips, eating, school clubs, fundraising and events, home learning, attitudes to poverty. Reduce the cost of practical subjects in secondary schools and investigate uniform recycling programme.	Schools are currently reviewing their approaches to deciding upon elements of daily school life such as school uniform in consultation with young people and their families. Very few school trips have been reintroduced and schools have been assessing the trips they used to offer and considering if there are young people who will not be able to access them and if they are now viable. Practical subject costs have been removed. Some schools have implemented uniform recycling and others are making plans to implement.
We will promote Big Energy Savings Week with our CPP Partners.	Incorporated into Winter 'Feeling the Pinch' campaign.
Wider ongoing engagement with local social housing providers to share information gathered through affordability model and further discussion to promote affordable rents.	None of the social landlords offered this information/briefing have expressed an interest in taking it up.
Private Landlord Forum to be planned, to raise awareness of child and fuel poverty within the private sector.	Private Sector Landlord Forum is no longer in place.
Evaluate our transport activities to reduce the cost of travel. Identify potential for travel concessions for families during weekends, holidays and after school – bid for Smarter Choices, Smarter Places funding to provide some subsidised transport.	A new subsidised bus route was provided in West Kinrossshire. Improved public transport links from Crieff to Perth College UHI.
Option to load free transport on Young Scot cards still to be considered.	Free travel has now been extended to Under 22s. 9,862 Under 22s have received their free travel passes as at the end of June 2022. This is a take-up rate of 37%.



We said we would help	We did help
Improving people's access to affordable credit and supporting financial inclusion – consider credit rating project for Local Authority tenants.	£100,000 invested in a 2-year Financial Inclusion Project consideration to be given for this to be extended. Sustaining Tenancy Fund has been increased to £254,00 per annum, an increase of £100,000 on pre-pandemic figures.
Improve uptake of free school meals by improving the application process to maximise opportunities to identify those who are eligible, reduce time and effort of application process for both applicant and staff; increased awareness of FSM and how to apply.	Application processes for Free School Meals will be streamlined for the August 2022 to 2023 intake. It is anticipated that this will lead to increased take-up.
Establish a governance structure for the Food Share Network, establishing a permanent food hub in Perth in conjunction with Transform (Fareshare).	A Food Network has been established involving Third Sector organisations across Perth and Kinross. Giraffe were provided with £65,000 of funding to establish a food hub in Perth to support food share schemes across Perth and Kinross.

Workstream 3 – Maximising income from Social Security and other benefits

We said we would help	We did help
Explore more streamlined processes for all Council concessions.	<p>A One-Council-One-Form approach is being adopted. Work is ongoing to streamline the application process for both Free School Meals and School Clothing Grants for the 2022 to 2023 school intake.</p> <p>Perth and Kinross Council is working out a legal basis for data sharing with key partners including the DWP and Social Security Scotland to enable income maximisation for customers of our Welfare Rights Team.</p>
2,000 families from Priority Groups will be offered a Welfare Rights check.	The Welfare Rights Team proactively contacted over 2,000 families to offer a comprehensive benefit check. 1,100 families were given comprehensive benefits advice and assistance. It has been harder to determine if these families were in the Priority Groups as this information is not readily available.
Take-up rates for the Scottish Child Payment reach 85%.	85% take-up rates achieved.



We said we would help	We did help
<p>Health professionals work collaboratively with Welfare Rights Team and effective referral pathways are established across universal health and education services.</p>	<p>The Welfare Rights Team has received funding from the Tayside Regional Improvement Collaborative since 2018 to provide a service to low-income families who are pregnant or who have dependent children. The service is based around referrals from midwives, Health Visitors, and the Family Nurse Partnership.</p> <p>Last year we received 283 referrals from these Healthcare practitioners which resulted in £146,000 in benefit gains for the families referred. We deliver talks and presentations to these practitioners on an ongoing basis to ensure that we raise awareness of the service we provide and to promote the difference that we can make to low-income families.</p> <p>We asked our customers if the service was easy to access and 100% of the respondents said “yes”.</p> <p>Adult Inpatient Nursing Admission Documentation now includes questions on money worries and employment and has been embedded across all NHS Inpatient Services. The documentation has been tested within Perth Royal Infirmary and will be rolled out during the next financial year.</p> <p>Live Warm and Well – Hospital Discharge Pilot with Paediatrics and Respiratory Services established a referral system where people with life-limiting diseases like Cystic Fibrosis or Lung Cancer were referred for advice prior to hospital discharge.</p>



Workstream 4 – Breaking the cycle of poverty

We said we would help	We did help
Collaborate review of the Pupil Equity Fund.	This is reviewed annually alongside PEF Guidance for Schools. A PEF Planning Tool was developed in collaboration with Education and Children's Services and Education Scotland to improve tracking of impact of PEF spend on pupils.
Review and learn from Midwife Project as enablers for families in poverty to access opportunities to maximise income and reduce costs.	A performance report on the first year of the Midwife Project has been provided. This has yet to be discussed within Perth and Kinross Council for lessons learned.
Research project – Undertake a mapping exercise on child poverty interventions across Perth and Kinross. Design Impact, Outcomes and Outputs Indicators Framework for the 3 workstreams.	Mapping exercise completed, led to development of Children's Scorecard where indicators to measure performance are logged.
Develop a 'Children's Scorecard' to measure support for children living in poverty across Material Wellbeing, Mental Wellbeing, Diet and Physical Wellbeing and Skills for Life.	Children's Scorecard developed following - Measuring Poverty (26 indicators); feedback from Lived Experience of Child Poverty in Perth and Kinross, development of Perth and Kinross offer for families affected by poverty.
Provide a video and training and offered to CP Partners for inclusion in their staff development and learning programmes.	Video produced; training materials provided to Public Health Scotland who took on this commitment.
A public information campaign will spread key messages around child poverty and direct parents to sources of help.	The 'Feeling the Pinch' and 'Cost of Living Crisis' campaigns have been run, the Feeling the Pinch campaign was also reviewed.
We will scope out data driven approaches to identifying households where children are affected by poverty and delivering tailored support via key worker approaches.	This work is ongoing. We are working with Improvement Scotland and the SAVVI project to identify if GDPR laws allow for this work to be undertaken.
A feasibility study for a Social Needs Screening programme will be undertaken, a toolkit, training course and pilot project developed.	Social needs screening project proposal has been developed, toolkit written, and we are currently seeking test of change funding to implement this project.

