

# Appendix 2: Child Poverty Action Plan 2022 to 2023

**Workstream 1** - Providing opportunities and support needed to enter, sustain, and progress in work (employability and skills, housing, connectivity and childcare, economic opportunity)

## Challenges

Reaching Priority Families

### Perth and Kinross Specific Challenges

- Supporting parents into employment which pays the Living Wage.
- Taking action to close the gender employment and pay gaps.
- Addressing challenges presented by rurality.

(SMART) Action description and desired outcome	Responsible Services	Due Date	Review Date
We will increase the number of affordable homes let from Perth and Kinross Council's own stock.	Housing	March 2023	March 2023
We will increase opportunities for eligible families based on low incomes to access childcare across Perth and Kinross Council.	Education and Children's Services	Ongoing	March 2023
We will ensure there are sufficient childcare places for 2- to 5-year-olds across public/ community/private provision to support parental employment and endeavour to do the same for 0- to 2-year-olds as SG resources to support expansion become available.	Education and Children's Services	Ongoing	March 2023
We will create an online resource that provides parents and carers with up-to-date and timely information to support their child or family.	Education and Children's Services	March 2023	March 2023
We will liaise with funded providers to progress their commitment to paying the real Living Wage to staff delivering funded hours of ELC.	Education and Children's Services – Early Learning and Childcare	Ongoing	March 2023
We will establish an in-work poverty task force.	NHS Tayside	March 2023	March 2023



<b>(SMART) Action description and desired outcome</b>	<b>Responsible Services</b>	<b>Due Date</b>	<b>Review Date</b>
NHS Tayside will become a fully accredited Living Wage employer.	NHS Tayside	March 2023	March 2023
We will increase the uptake of eligible families accessing their Strong Start 2 place.	Education and Children's Services – Early Learning and Childcare	March 2023	March 2023
We will secure more funding to increase financial support to community transport schemes.	Communities – Business and Resources	March 2023	March 2023
We will increase the number of demand responsive transport schemes in deep rural areas.	Communities – Business and Resources	March 2023	March 2023
We will run awareness campaigns to increase uptake of free travel passes by the Under 22s.	Communities – Business and Resources	March 2023	March 2023
We will support 35 parents experiencing poverty whilst in employment and/or assist in moving into good-quality, well-paid sustainable employment.	Skills and Employment Initiatives	March 2023	March 2023
We will support 17 parents experiencing poverty by funding training and development opportunities, utilising the Elev8 Training Grant.	Skills and Employment Initiatives	March 2023	March 2023
We will assist public and Third Sector employers to create 58 new labour market opportunities for long-term unemployed people for a period of up to 26 weeks.	Skills and Employment Initiatives	September 2022	September 2022
We will assist in the creation of 120 new job opportunities, utilising Perth and Kinross Council and Scottish Government funding.	Skills and Employment Initiatives	March 2023	March 2023
We will develop a suite of skills academies to allow our residents to gain valuable accredited skills to aid progression in or into employment.	Skills and Employment Initiatives	March 2023	March 2023



## Workstream 2 - Maximising the support available to families to lead dignified lives and meet their basic needs (person-centred support, social security, and income maximisation)

### Challenges

Reaching Priority Families

### Perth and Kinross Specific Challenges

Addressing the rural poverty premium

(SMART) Action Description	Responsible Services	Due Date	Review Date
The Unborn Baby Multi-Agency support group will identify pregnant women who need additional support and refer them for income maximisation, wellbeing support and other relevant services.	NHS Tayside	March 2023	March 2023
A mobile phone app will be developed to enable access to information and advice on how to tackle fuel insecurity across Tayside.	NHS Tayside	March 2023	March 2023
Share and promote the NHS National Services Scotland Community Benefit Gateway (CBG) to help reduce health inequalities across Tayside - <a href="http://www.nss.nhs.scot/procurement-andlogistics/sustainability/access-our-community-benefitgateway/">www.nss.nhs.scot/procurement-andlogistics/sustainability/access-our-community-benefitgateway/</a>	NHS Tayside	March 2023	March 2023
Increase the number of health and educational income maximisation referrals to welfare/energy advice services across Tayside.	NHS Tayside	March 2023	March 2023
Cost of Living and Child Poverty training to be delivered to, and promoted with, Early Year practitioners across Tayside.	NHS Tayside	March 2023	March 2023
We will put social needs screening in place for all child concern reports which addresses the impact of poverty on those children and families for whom a concern has been reported.	Child Protection Committee	March 2023	March 2023
We will ensure all frontline workers and service managers are aware of issues relating to poverty-related stigma and dignity (Public Health Scotland Training Programme).	All	March 2023	March 2023
We will continue to maximise streamlining of Council concessions.	Customer Services Board	December 2023	March 2023



<b>(SMART) Action Description</b>	<b>Responsible Services</b>	<b>Due Date</b>	<b>Review Date</b>
We will deploy Cash 1st approaches to reduce stigma and promote dignified entry points for help and support.	Welfare Rights, Education and Children's Services, Housing Services, HSCP, Third Sector	March 2023	March 2023
We will deliver a Cost-of-Living Crisis public awareness campaign focussing on benefits maximisation, energy efficiency food and crisis support for struggling families.	Communities/Welfare Rights	September 2023	March 2023
We will deliver a Cost-of-Living Crisis Support programme aimed at mitigating the impact on struggling families.	All	July 2022	March 2023
We will offer all Families a Welfare Rights check.	Welfare Rights	Ongoing	March 2023
We will develop a test of change project in 3 localities to deliver tailored support packages to Priority Families.	All	September 2022	March 2023
We will offer Welfare Rights advice to all Perth and Kinross employees.	Welfare Rights Team	Ongoing	March 2023
We will work with cross-sectoral partners to provide food, childcare and activities during holiday periods to eligible families based on low income.	Communities Education and Children's Services	Ongoing	April 2023
We will progress the forthcoming Scottish Delivery Plan detailing the provision of wraparound childcare, offering childcare before and after school and during school holidays.	Education and Children's Services	Ongoing	June 2023
We will increase the take-up of free school meals.	Education and Children's Services	Ongoing	March 2023



## Workstream 3 - Supporting the next generation to survive and thrive (next generation)

### Challenges

- Reaching Priority Families
- Closing the poverty-related attainment gap

### Perth and Kinross Specific Challenges

Addressing the rural poverty premium

(SMART) Action Description	Responsible Services	Due Date	Review Date
We will establish an Anti-Poverty Task Force to provide leadership and co-ordination around poverty-related matters.	CPWG	December 2022	December 2022
We will establish a website to provide one-stop-shop for parental advice encompassing mental health and wellbeing.	Tayside Regional Improvement Collaborative	March 2023	March 2023
We will increase support available to children and young people experiencing wellbeing challenges.		March 2023	March 2023
We will raise attainment and achievement for all and close the attainment gap through our Raising Attainment Strategy.	Education and Children's Services	Ongoing	March 2023
Work with partners to support recovery, through implementation of evidence-based approaches to target literacy, numeracy and health and wellbeing outcomes.	Education and Children's Services	Ongoing	March 2023
Ensure that there is a coherent, universal, and targeted approach to the 'Young Person's Guarantee' in partnership with all stakeholders.	Skills and Employment Initiatives		
Develop and implement a Perth and Kinross action plan to deliver the new Tayside Emotional and Mental Wellbeing Strategy Connected Tayside and launch the Perth and Kinross local mental health pathway.	Education and Children's Services		
Work with partners to support implementation of the Community Mental Health fund.	Education and Children's Services		
Extend Free School Meal provision to all primary pupils pending additional SG support.	Education and Children's Services		