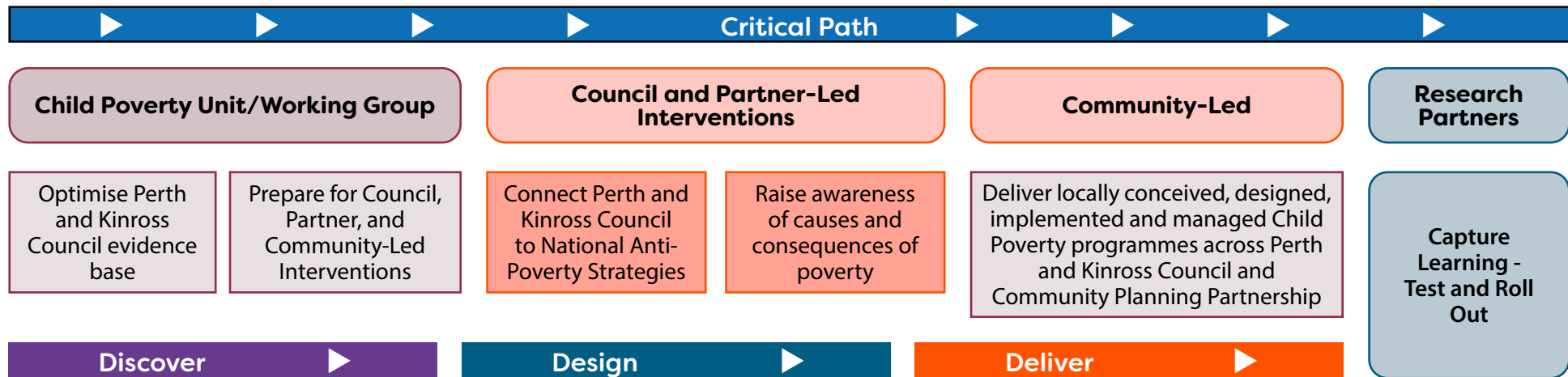


Appendix 3: Perth and Kinross Child Poverty Strategy

Goals

- To raise awareness about the causes and consequences of child poverty.
- To foster social cohesion and reduce the stigma surrounding poverty for children and families.
- To reduce the negative effects of living in poverty for children and families.
- To enable children and families to prepare themselves for a life free from poverty.



Objectives

Over the next 4 years Perth and Kinross Council will work with NHS Tayside and our Community Planning Partners to:

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

Sharpening focus

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



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

Sharpening focus

- Addressing the rural poverty premium
- Addressing the needs of the gypsy/traveller community and other minority ethnic communities
- Addressing stigma which prevents parents and families from seeking help and support

- supporting the next generation to survive and thrive (next generation)

Sharpening focus

- Closing the poverty-related attainment gap
- Addressing the challenges faced by disabled young people entering further and higher education and the jobs market
- Addressing mental health and wellbeing issues for parents and children affected by poverty

- deliver a one-Council, whole family, whole community approach to connecting children and families to the help and support they need to mitigate and move beyond poverty

Sharpening focus

- Changing the way we work to use data driven approaches to identify and connect with families affected by poverty
- Offer no wrong door approaches to connecting families to the help and support they need and want
- Developing multi-disciplinary, cross organisational working in teams at locality level to build inclusive communities which strengthen the web of support on offer to families and children affected by poverty



We would optimise the Perth and Kinross Council evidence base by:

- agreeing indicators for measurement of child poverty;
- Mapping Exercise – Child Poverty Interventions across Perth and Kinross Council and Community Planning Partnership – know what is happening and where;
- undertaking baseline attitudinal survey - Perth and Kinross Council and partner employees and wider community;
- connecting with Learning Beyond Perth and Kinross Council and Scotland.

We would prepare for Council and Partner-Led interventions, and Community-Led Interventions by:

- working with PLE to develop a Children's Scorecard to articulate and measure reach and effectiveness of Perth and Kinross Offer for children and families in poverty;
- revisiting Workstream Plans - to ensure they are developing Perth and Kinross Offer which families need and want;
- developing Quality Standards and Toolkit for Poverty Profiling within local communities;
- developing Place-Based Approach to Tackling Child Poverty and pilot in 2 areas - one urban, one rural.

Council and Partner-led workstreams:

- Workstream 1 - Maximising Income from Employment
- Workstream 2 - Reducing Costs
- Workstream 3 - Increasing Income from Social Security and In-Kind Benefits
- Workstream 4 - Breaking the Cycle

We would deliver locally-conceived, designed, implemented and managed Child Poverty programmes across Perth and Kinross Council and Community Planning Partnership partners by:

- identifying pilot areas and Priority Families within pilot areas;
- forming local multidisciplinary team/or connecting with local multidisciplinary team;
- undertaking Poverty Profiling with local actors;
- the co-production of interventions with local actors;
- developing a multidisciplinary team approach based on Key Worker and Social Prescribing to make personalised Perth and Kinross Offer to each priority family.

Research partners

- Use Children's Scorecard to measure reach and effectiveness of Perth and Kinross Offer.
- Identify and share Best Practice across Community Planning Partnership partners.
- Research Project to map baseline and changes for Priority Families.
- Deploy research resource to undertake rapid cycling tests of interventions for efficacy - and redesign or roll out depending on results.

