

what we did to tackle child poverty in 2022/23



Work - providing opportunities and support needed to enter, sustain and progress in work (childcare, transport, employability)

- Provided Wraparound Care Service redesign in Pitlochry and Inchview to provide 8am - 6pm childcare service allowing parents to go to work and access affordable childcare.
- 6396 childcare places were provided across the public and third sector
- Encouraged 24 out of 34 funded ELC providers to pay all staff the real Living Wage and increased the Sustainable Rate paid to funded providers to support business sustainability and the real Living Wage.
- NHS Tayside and Perth and Kinross Council are fully accredited real Living Wage employers
- Provided 246 funded Strong Start 2 places
- Provided support and funding to Glenfarg Community Transport Group to enable them to run a local bus service.
- 78 parents were supported to find work; 10 parents received Elev8 training grants
- 35 labour market opportunities were created for long term unemployed people
- 86 jobs were created via the Employer Recruitment Incentives (over 2 years)
- a pilot CodeClan Youth academy supported 6 young people to develop coding and software development skills
- 39 participants passed their HGV license at the HGV/LGV Training Academy

Dignified Living - support to families to lead dignified lives and meet their basic needs (shelter, food, warmth, money, and help)



- 203 affordable homes were delivered, of these 130 were social rent, 49 mid-market rent and 24 low cost home ownership
- Affordable rents were maintained at 9% lower than neighbouring authorities and 23% lower than local housing associations
- 300 people were assisted to move into their new homes through our Property Ready and Prevention Funds and £50,000 was spent on home starter packs
- 279 referrals were made to the welfare Rights Team from the Family Nurse Partnership, health Visiting and Maternity services. The average client financial gain was 31,175. A further 343 referrals were received from health colleagues .
- Home Energy Scotland received 42 referrals (Perth and Kinross, Angus and Dundee residents) from NHS Tayside colleagues
- Free school meals and school clothing grant applications were streamlined with one application covering both concessions
- A Cash First programme was established with Perth CAB as the lead partner. Funding was secured from the Tressel Trust to employ a Cash First project officer to develop an Perth and Kinross-wide Cash First partnership
- PKC distributed £5M in cash first payments
- 926 tenants experiencing financial difficulty benefitted from income maximisation delivered through the Financial Inclusion Project by Perth CAB
- £950,000 has been provided to support 1725 tenants via the Tenancy Sustainment Fund since 2018.
- 167 tenants experiencing financial crisis were supported through the Think Yes fund of £30,000.
- £570,000 was provided to support the Cost of Living Crisis strategy. Of this, £420,000 was provided to 120 community organisations for warm spaces, food and warm home packs.
- 495 residents benefitted from energy efficiency advice and measures to help reduce their heating bills.
- PKC's Welfare Rights Team received 7476 contacts and handled 3775 complex cases achieving a client financial gain of £6.5 million.
- 2111 applications were received for the Council's Financial Insecurity Fund of £574,000
- 6539 applications were made for Scottish Welfare Fund crisis grants - and £574,000 spent.
- 8235 applications for local low-income support payments were made with a total spend of £997,000.
- 1321 community care grants were provided with a spend of 3654,000
- 2790 discretionary housing payments were made with a total spend of £994,000
- Locality-based multi-disciplinary teams are being formed in Highland Perthshire, Coupar Angus, Letham and Crieff.
- A Coupar Angus town Centre Action Plan to address priority issues including poverty, health and wellbeing
- £396,363 was provided for summer food and activities, (Fuelled for Fun) - 4796 children registered at services 4492 attended summer play and food sessions and an average of 1000 meals a day were provided
- 7700 school meals are provided each day

Survive and Thrive (education and whole family health and wellbeing)



- An Anti-Poverty Task Force was established with members across the public, private and third sectors. It co-ordinated the Cash First approach and facilitated expansion of the Perth Gift Card to supermarkets.
- 18 schools joined the Nurturing Relationships Whole School Programme, 8 Primary Schools and 2 Secondary Schools have implemented phase 2 of the Nurturing Relationships Programme
- 90% of Pupil Equity Funding has been spent within planned timescales
- Closing the Gap tool is helping to evidence the impact of interventions being utilised to improve attainment in schools
- 258 children accessed support or services funded via the Community Mental Health Plan between July and December 2022. 30 projects are in progress or are being developed by the programme. Funding also enabled Lighthouse for Perth to offer support for families of young people at risk of suicide or self-harm.

Our Outcomes (work and earnings)



- The number and percentage of employees across Perth and Kinross earning less than the real living wage reduced significantly from 13,000 in 2019 to 8,000 in 2022/23
- Fewer people are chasing available jobs (There are 84 jobs available for every 100 applicants in 21/22 compared with 77 in 2019/20)
- Median earnings increased by 8.8% last year enhancing the ability of families to cope with inflation which stood at 10.4%

what we are going to do tackle child poverty in 2023/4



Work - providing opportunities and support needed to enter, sustain and progress in work (childcare, transport, employability)

- we will champion the benefits of paying the real Living Wage to the business community
- we will identify and promote best practice on delivering the real Living Wage and embed this in our Economic Wellbeing Strategy and ensure it features in supplier development programmes
- NHS Tayside will work with employability, estates and procurement staff and partners to use its strategic influence to tackle poverty and health inequalities
- we will update Perth and Kinross Economic Wellbeing Strategy to ensure investment is used to promote Fair Work, address barriers to labour market participation and create economic opportunity and investment in areas of disadvantage
- NHS Tayside will work with the Local Employability Partnership to improve access to employment and representation in the NHS workforce amongst people who are care-experienced, carers, black and minority ethnic groups including Gypsy Travellers, people living in the 20% most deprived areas, disabled people and lone parents
- PKC will extend childcare to support parental employment by expanding the service redesign of Wraparound Care, launch community childminding and increase the uptake of Strong Start 2 places
- we will support parents who wish to take up self-employment as childcare providers to gain the necessary qualifications
- we will make effective use of the Parental Employment Support Fund and additional funds (£300K provided by PKC) to support parents into work or increase their earning power in work
- we will work with the Local Employment Partnership and network to promote collaborative approaches to securing funding for employability programmes which target Priority Parents.



Dignified Living - support to families to lead dignified lives and meet their basic needs (shelter, food, warmth, money, and help)

- we will use data driven approaches to analyse socio-economic data and data relating to the uptake of Council concessions and plot gradients of unmet need to local schools
- we will target income maximisation, employability offers and where possible social prescribing to schools with the greatest levels of unmet need associated with poverty and inequality
- we will develop locality based, multi disciplinary, cross organisational teams to support and connect parents and families to services which take them beyond crisis interventions to sustainable livelihoods
- NHS Tayside will promote the Warmth Matters app and website to enable frontline workers to signpost people to a range of services and support across income maximisation, debt and energy advice
- we will work in partnership with Perth and Glenochil Prisons to provide an accelerated welfare rights service to people on release from prison
- we will establish a Welfare Rights Academy with Aberlour to provide training on welfare benefits and income maximisation across Perth and Kinross
- we will develop a joined-up approach to crisis intervention which is underpinned by Cash First - this will include training on cash first, partnership working with foodbanks and local community groups and the establishment of a Thin Yes Fund to enable frontline workers to get quick emergency cash to families in crisis
- we will support Letham4all to make PayPoint system available across Perth and Kinross to support cash first emergency payments
- we will develop a new referral management system which will help to contribute to the development of cash first approaches
- NHS Tayside will increase the number of health-placed income maximisation referrals to welfare/energy advice services. This will include new work where children are severely disabled or have complex needs.
-

Survive and Thrive (education and whole family health and wellbeing)



- we will work with partner organisations to put in place robust referral pathways around health and wellbeing support which parents can access on their own behalf or on behalf of their children
- we will work with our headteachers to maximise the impact of Pupil equity funding on children experiencing educational disadvantage because of poverty
- ECS will ensure there is continued promotion of, and support to schools in the deliver of, evidence-based interventions to target aspects of literacy, numeracy and health and wellbeing and effectively deploy Scottish Government Strategic Equity Funding to rigorously map, challenge and support school PEF building upon existing structures and approaches
- we will develop the Closing the Gap tool to create a holistic planning and impact measurement tool
- we will report regularly, analysing progress, to the Raising Attainment Board
- we will develop and implement a refreshed Raising Attainment Strategy for 2023 - 2026
- we will work in partnership with local community organisations to deliver Fuelled for Fun programmes to provide activities and food to school age children during school holidays
- we will work with Tayside Contracts to increase the uptake of free school meals
- Our Early Years and Childcare Service Team will develop work with Gypsy Traveller families to support their child's development, expanding on the provision of starter sacks.
- We will implement the Perth and Kinross Corporate Parenting Plan 21-24. This will include
 - creating a Connections Plan for every looked after child
 - providing support and training for foster and kinship carers around strengthening connections between the child and those most important to them
 - strengthening joint work between Children's Services and Criminal Justice Services to expand programmes in the community to prevent and divert young people away from offending behaviour
 - using an opt-in model, providing all children aged 5+ with access to independent advocacy and information on how to be supported by Children's Rights Lawyers
 - using an opt-In model, providing independent advocacy to families with children under the age of 5
 - increasing support to the Young People with Care Experience Groups