

# PERTH AND KINROSS - POVERTY ESTIMATES

2023 - 2024 RELEASED June 4th 2025

## 5155

Children are living in poverty (after housing costs) . In Scotland the most commonly used poverty measurement is relative poverty after housing costs (ahc) .

Down from **5750**  
last year

**Just under 1 child in 5 (19.2%)  
is living in relative poverty  
(ahc)**



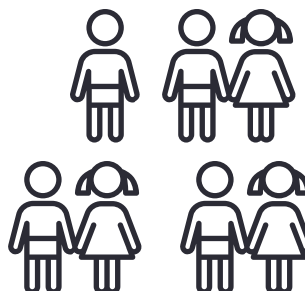
Down from  
**21.7%**  
last year

## 3196

Children are living in relative poverty before housing costs (bhc). This figure is for the year end 2024.

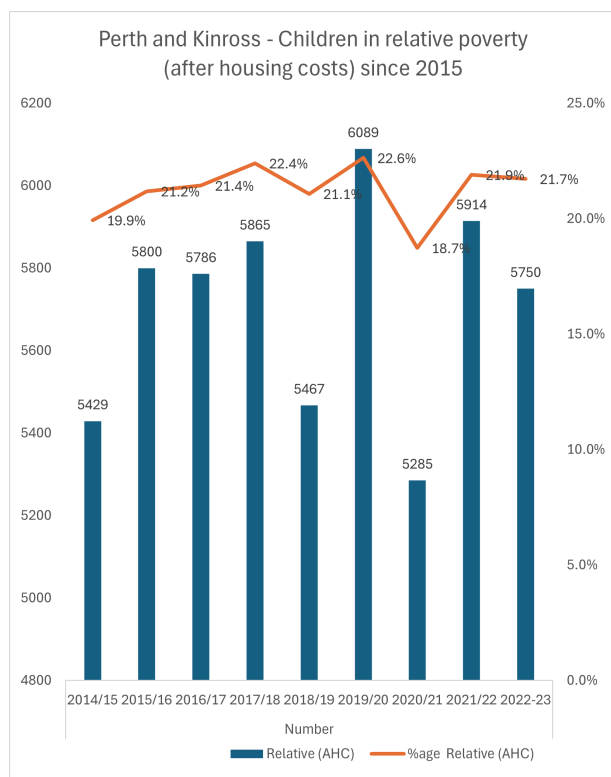
Down from **3478**  
last year

**1 in 8 children (13.3%)  
children are living in relative  
poverty (bhc)**



Down from  
**14.5%**  
last year

## Housing Costs impacting on child poverty



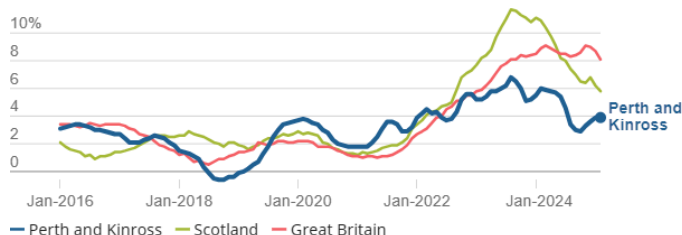
It would appear that progress on reducing child poverty is being hampered by rising housing costs.

**1959 children are experiencing poverty because of high housing costs.**

Excluding the volatile years around Brexit/Covid/ Covid mitigation measures, the child poverty rates after housing costs have flatlined.

### Annual change in rents in Perth and Kinross

Private rental price annual inflation, Perth and Kinross, January 2016 to February 2025



Source: Price Index of Private Rents from the Office for National Statistics

Scottish rents data are mainly for advertised new lets, which were not subject to Scotland's in-tenancy price increase cap or temporary changes to the Rent Adjudication system. See the ['More data on the housing market'](#) section for details.

# Actions on Child Poverty 2023 - 2024

**3413**



childcare places provided across public and third sector

**300**



Funded strong start 2 places funded

**292**



People supported into employment

**181**



New families engaged in the Future for Families project

**25**



Rural jobs for young people created using employment incentives

**42**



Moved into jobs after completing HGV/LGV skills academy

**53**



Families issued with digital hardware devices

**72%**



of under 22s now have free bus passes bus service

**55**



Parents supported into flexible employment and **7** into self-employment

**173**



Affordable homes were delivered

**566**



Tenants in financial crisis supported through Tenancy

**10%**



Lower rent than neighbouring local authorities

**£250,000**



Was provided to 94 community organisations for warm spaces, food and warm home packs

**£270,813**



Was provided for summer food and activities (fuelled for fun)

**£8.5 million**

Generated in verified benefit gains by the Welfare Rights Team.

**2,556**



Applications received for the Council's Financial Insecurity fund of £664,000

**4135**



Successful applications made for Scottish Welfare fund crisis grants

**£807,000**

Was provided in community care grants to 1042 applicants

**2205**



Households benefitted from energy advice and measures to reduce bills

**13**



Schools joined phase 4 of the Nurturing Relationships whole school programme

**100%**



Of PKCs schools are engaged with the Mental Health Ambassadors Programme

**94%**



Of pupil equity funding spent within planned timescales

**2662**



Children accessed support or services funded via Community Mental Health Plan



Closing the Gap tool was used to help 17,254 pupils overcome barriers to attainment.



Anti-Poverty Task Force commissioned Perth and Kinross Tackling Poverty Strategy and third sectors

**2**



Projects were funded to provide Gypsy Travellers with cost-of-living support over the last 2 winters

**£521,076**



Funding to support positive mental wellbeing in children and young people

# Action by Perth and Kinross Council to mitigate housing costs

**115** properties have been purchased off the open market to allocate to families and other households in housing need.

**123** new build houses provided in partnership with local housing associations to meet the housing need of families living in overcrowded accommodation.



**272** home visits and **38** remote services support to Perth and Kinross social tenants to provide energy advice and support, reduce fuel consumption and save on energy costs carried out in partnership with SCARF.



**299** home visits and **38** remote services support to other households (non PKC tenants) to provide energy advice and support, reduce fuel consumption and save on energy costs carried out by the Home Energy Advice Team.



**93** households were referred to Fuel Poverty Schemes as a result of a Home visit from the SCARF HEAT service.

**269** properties were provided with new heating systems including heat source pumps installed. **25**



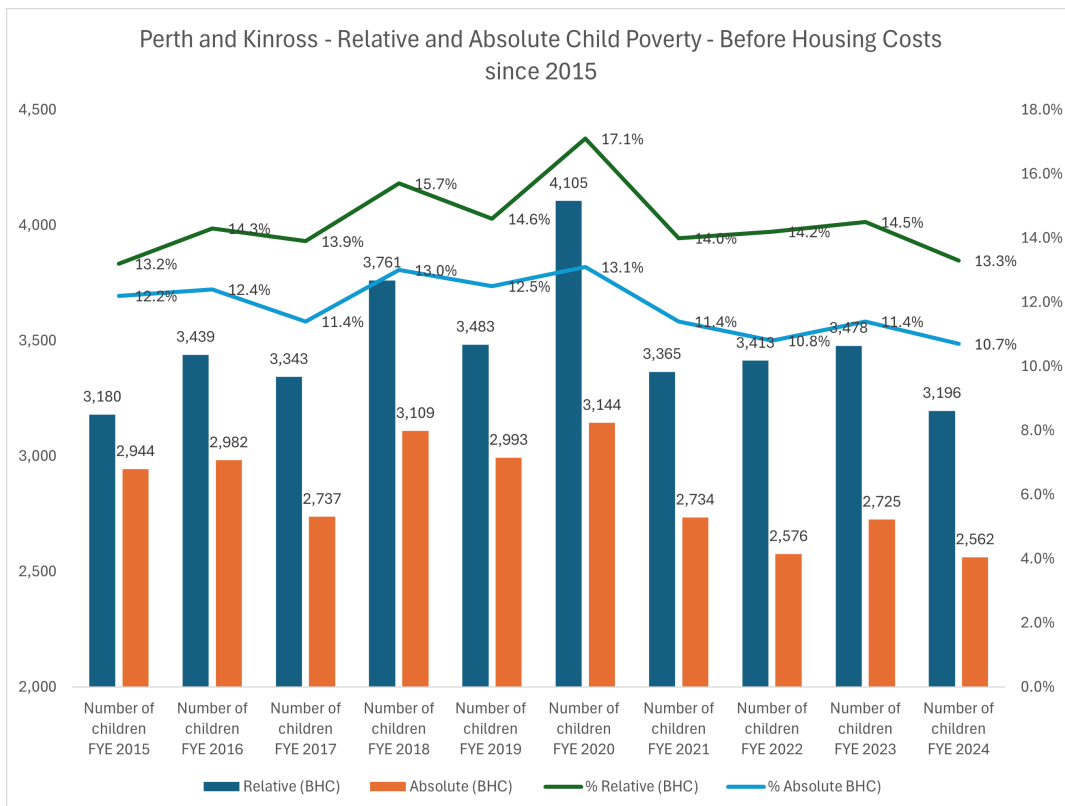
**151** properties were provided with new triple glazed windows and thermal external doors fitted to **192** properties

**232** families with **441** dependents got help from the tenancy sustainment fund

**185** families who were struggling financially benefitted from our financial inclusion project and received benefits advice from Perth CAB

**0** No family was accommodated for more than 3 nights in bed and breakfast accommodation before being moved to suitable accommodation

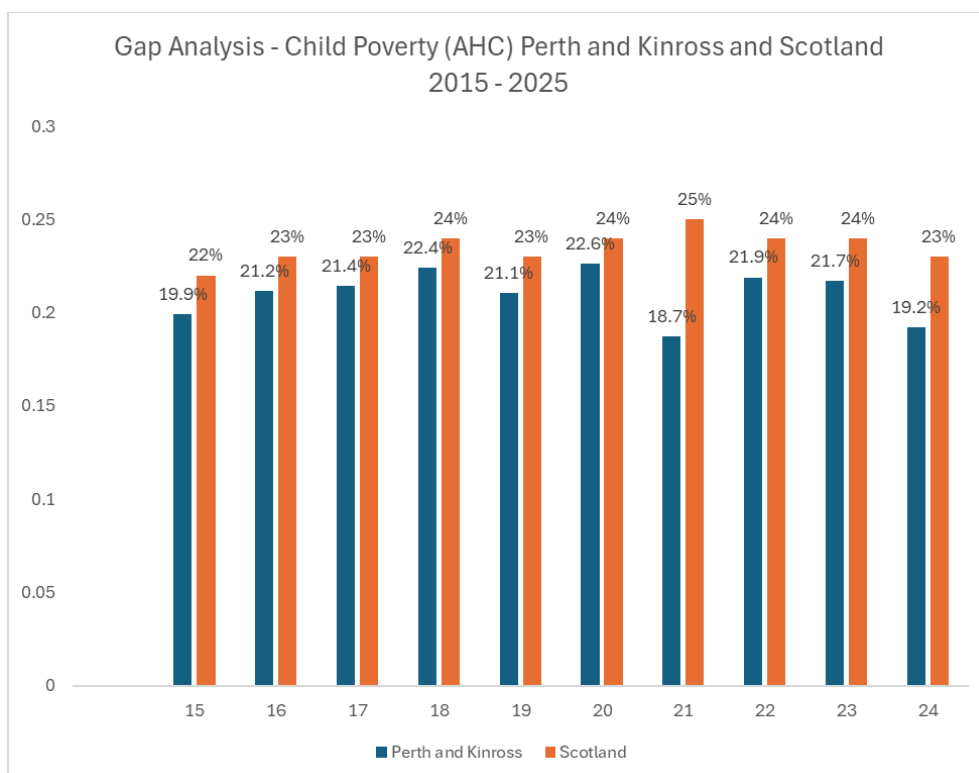




## Absolute poverty is falling faster than relative poverty

This suggests that mitigation measures are helping those in most need or in the deepest poverty.

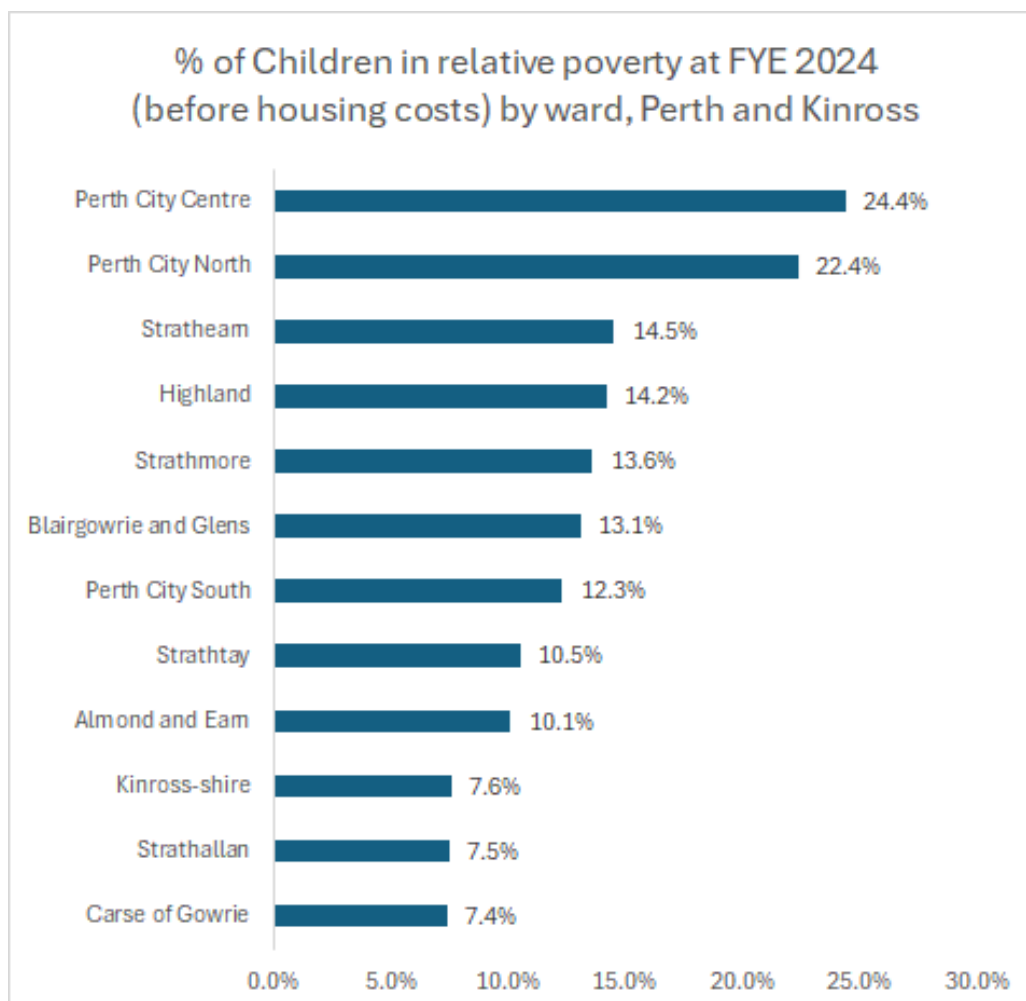
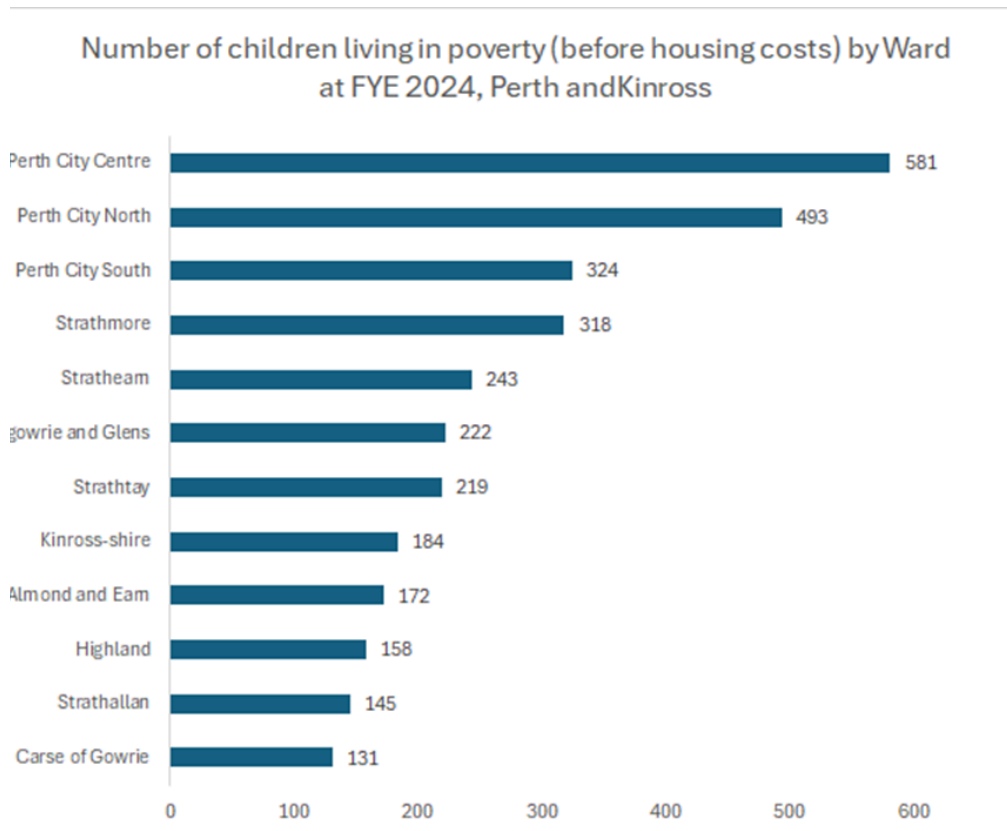
## Comparing trends in Perth and Kinross to Scotland



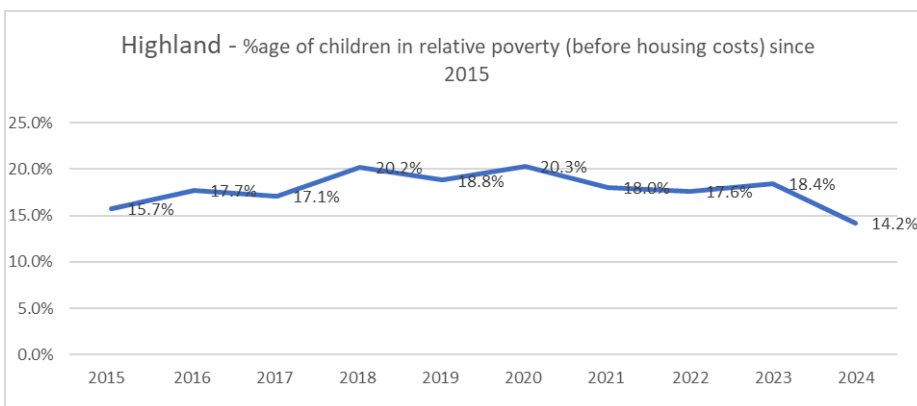
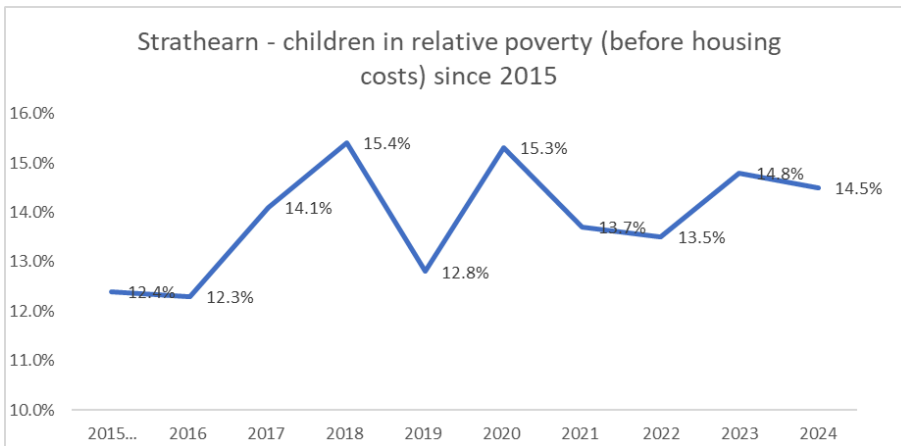
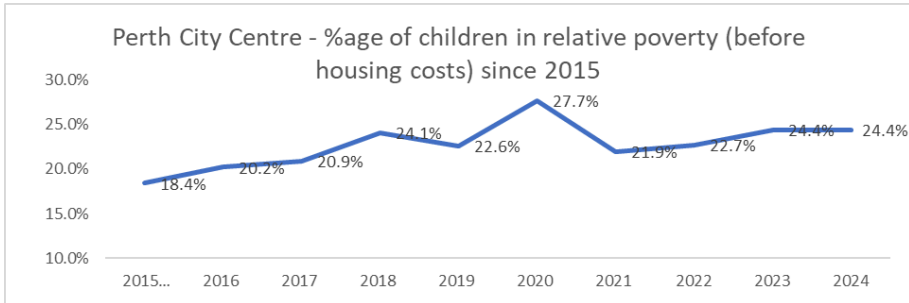
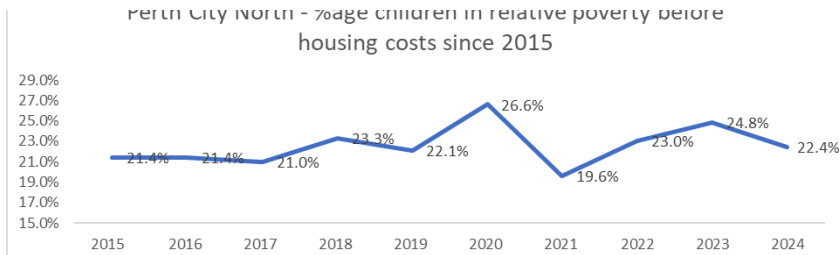
Excluding the Brexit/covid/covid mitigation years which created volatility, Perth and Kinross is doing marginally better than Scotland as a whole at reducing relative and absolute poverty.

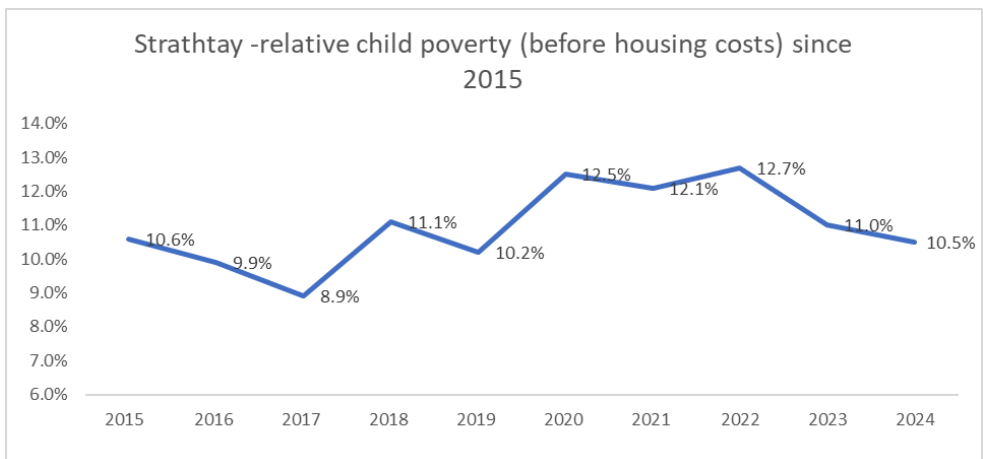
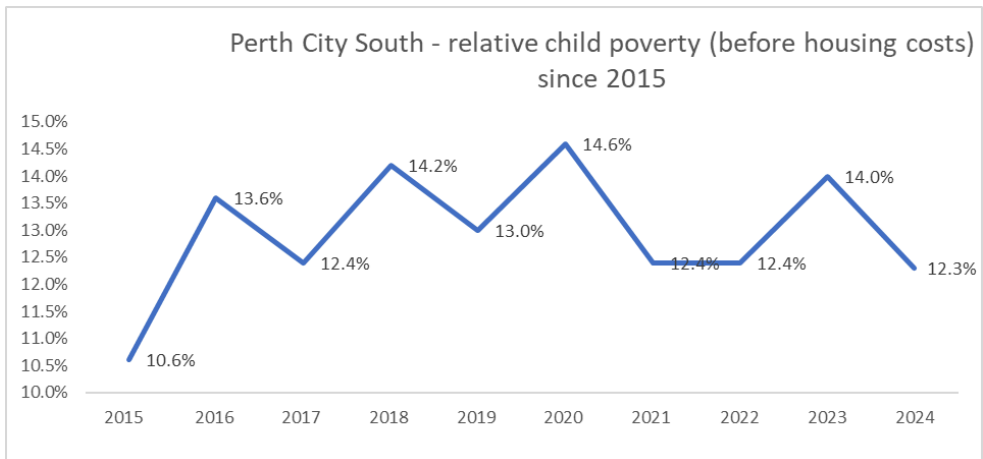
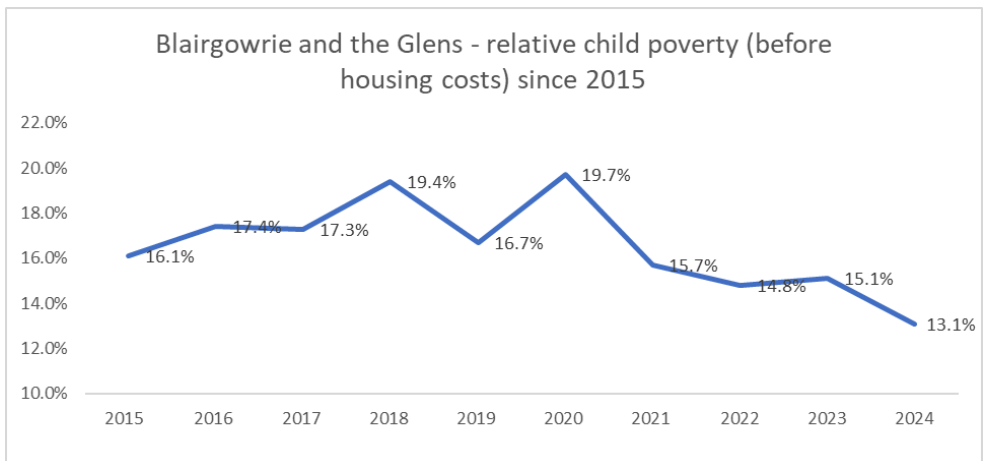
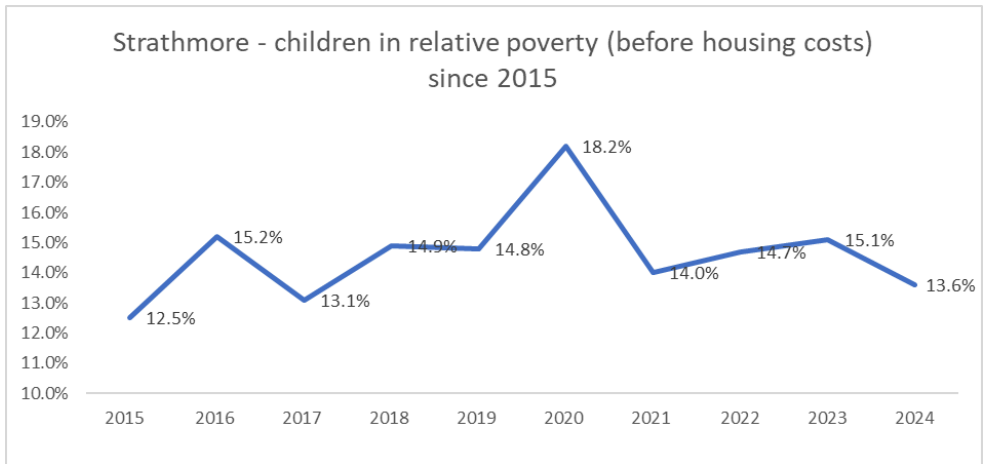
Perth and Kinross have consistently been 2% below the Scottish average for child poverty rates – but we have started to pull away from this – Child Poverty in Scotland is reported at 23% this year – and our figures have gone from 21.7% down to 19.2% - a decrease of 1.5% - **but we are pulling away from the Scottish average and the gap is now 3.8% -or almost double what it was previously.** However to be confident that this is an emerging trend, we will need to monitor the emerging trends over the next 2 years.

## Children in poverty (before housing costs) by ward at FYE 2024

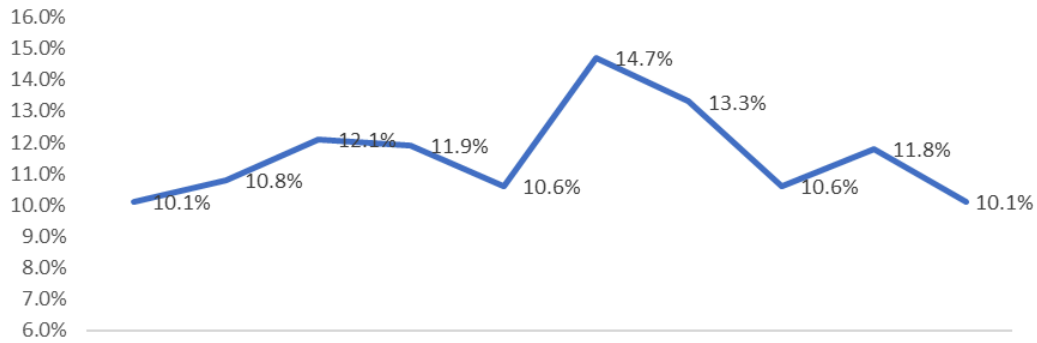


# Poverty Trends at Ward Level (bhc) since 2015

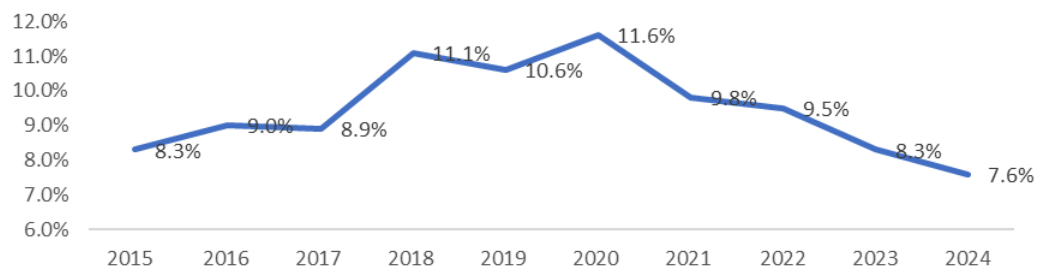




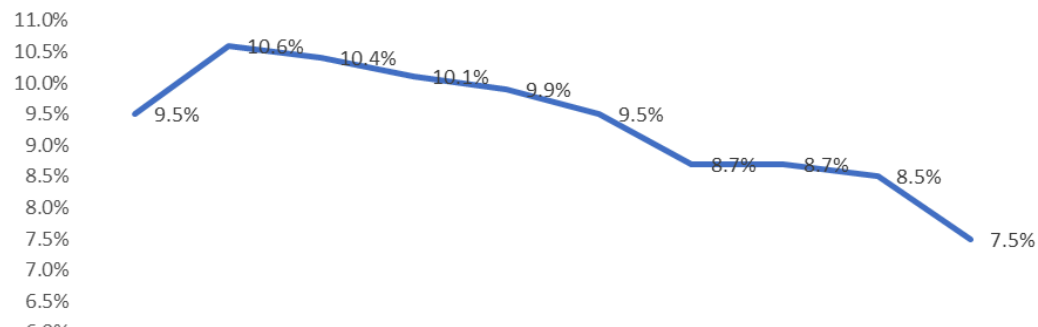
Almond and Earn - relative child poverty (before housing costs) since 2015



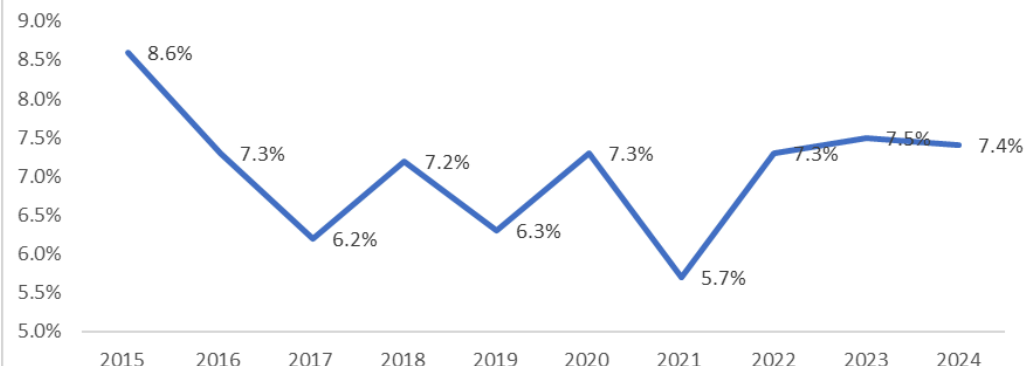
Kinross-shire - relative child poverty(before housing costs) since 2015



Strathallan - relative child poverty (before housing costs) since 2015



Carse of Gowrie - relative child poverty (before housing costs) since 2015



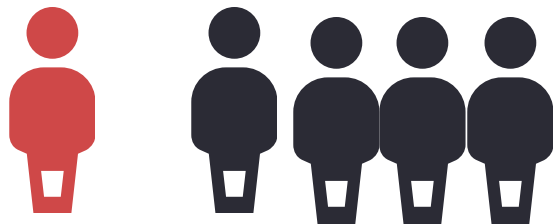


Working age and pensioner poverty rates in Perth and Kinross

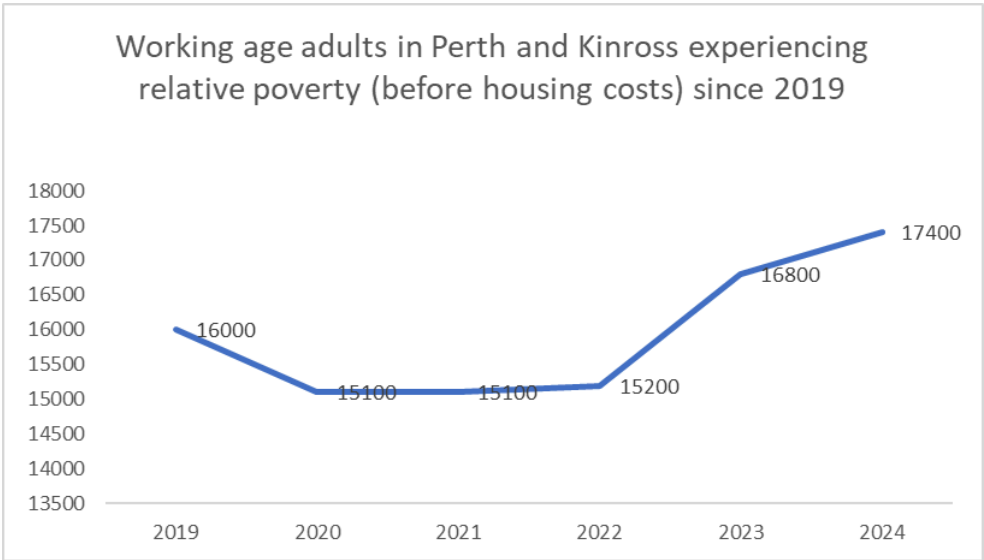
17400

adults are estimated to be living in relative poverty (bhc) in Perth and Kinross

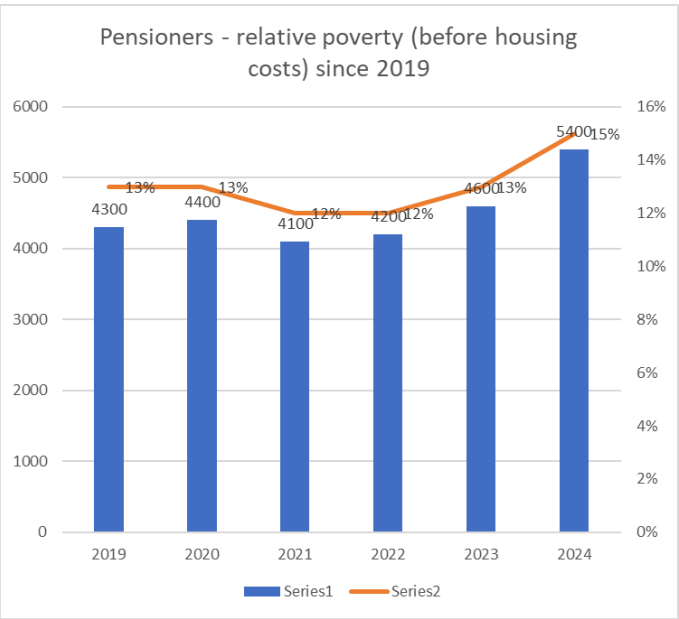
1 in 5 adults (20%) are estimated to be living in relative poverty (bhc)



Working age adults in Perth and Kinross experiencing relative poverty (before housing costs) since 2019



Pensioners - relative poverty (before housing costs) since 2019



5400

1 in 6 pensioners (15%) are estimated to be living in relative poverty (bhc)

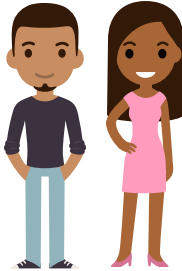
# Poverty Thresholds for Scotland



**Single Person - No Children**

**Relative Poverty - £265**

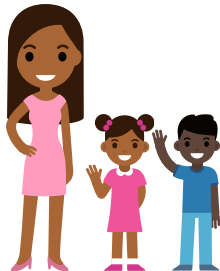
**Absolute Poverty - £230**



**Couple - No Children**

**Relative Poverty - £396**

**Absolute Poverty - £344**



**Single Person - with Children  
aged 5 and 15**

**Relative Poverty - £475**

**Absolute Poverty - £412**

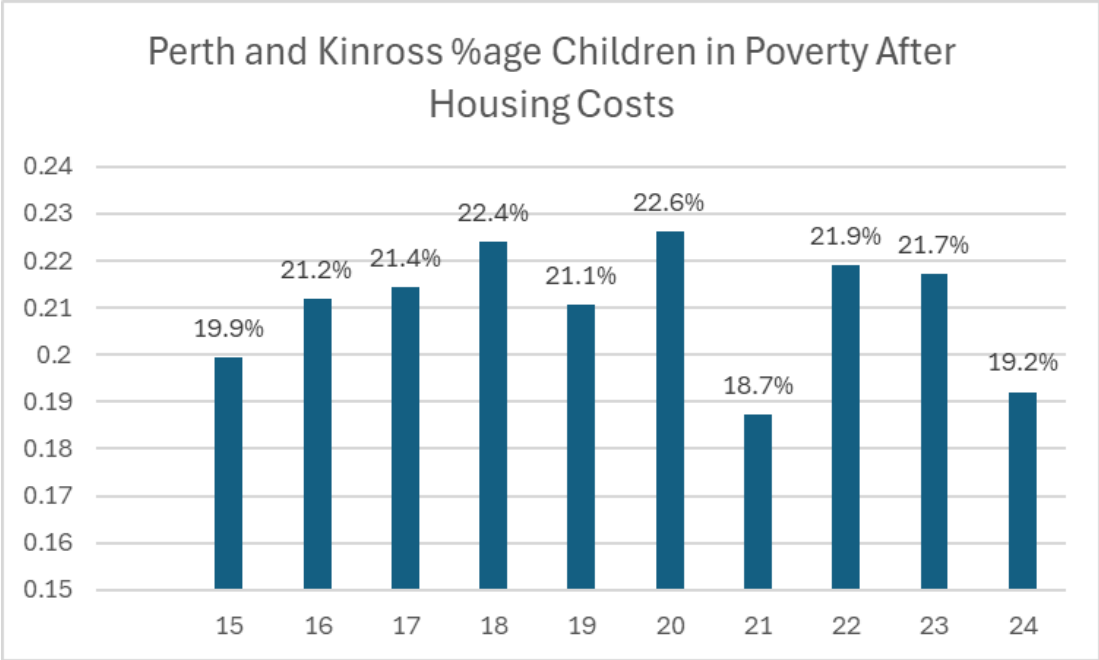
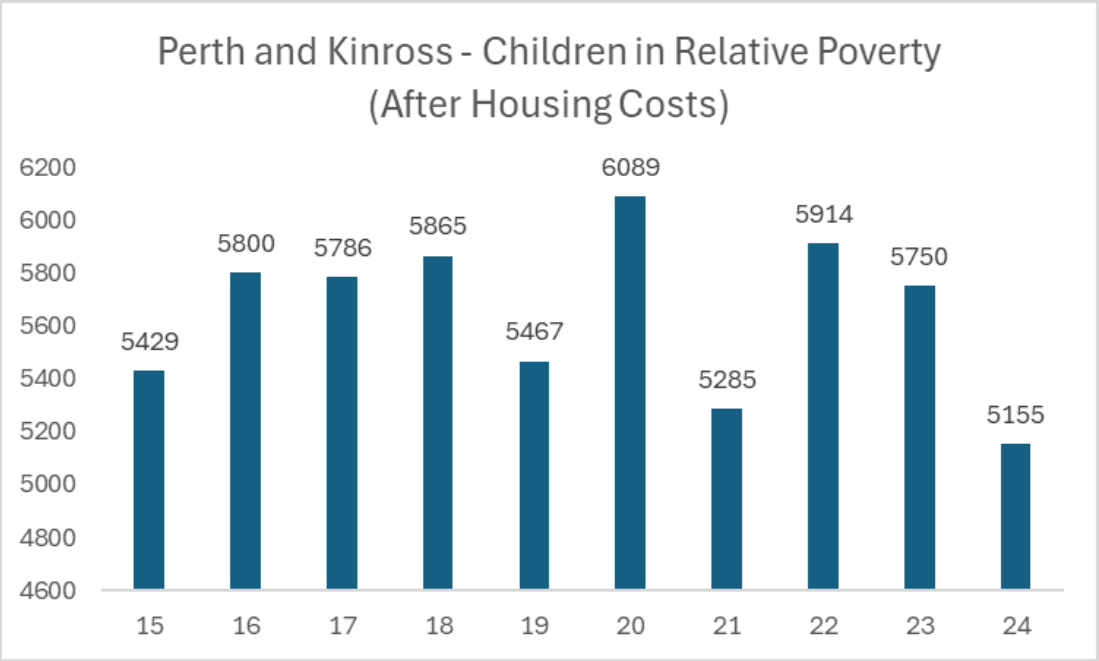


**Couple - with Children aged 5  
and 14**

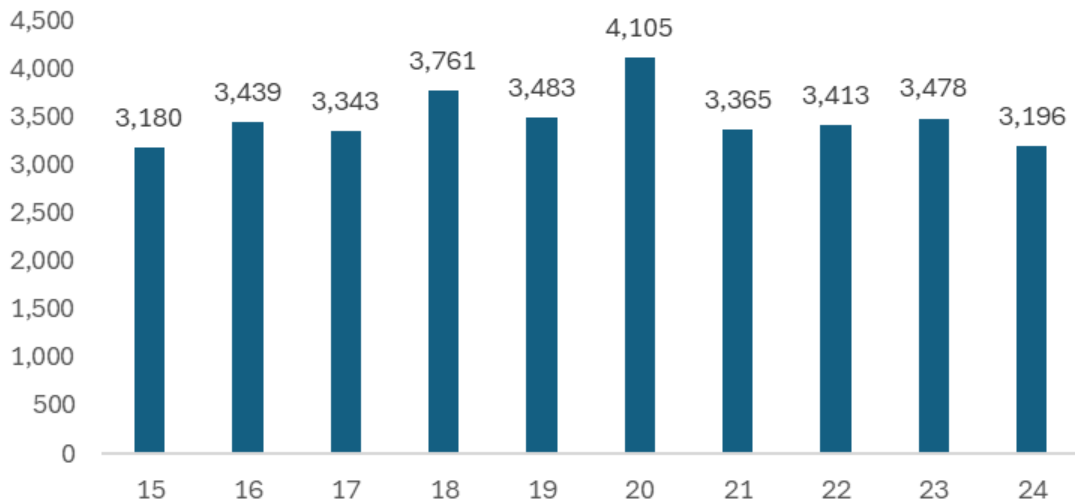
**Relative Poverty - £605**

**Absolute Poverty - £526**

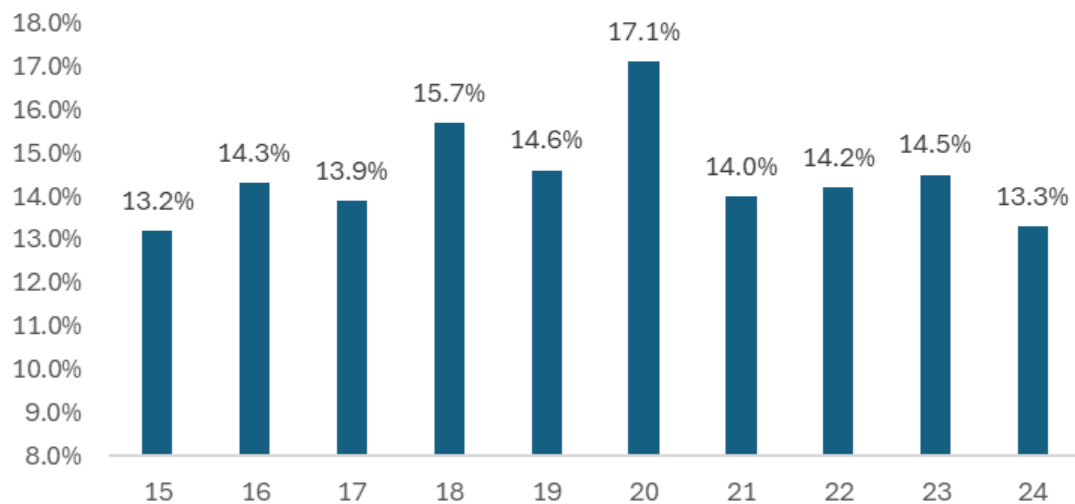
# Time Series



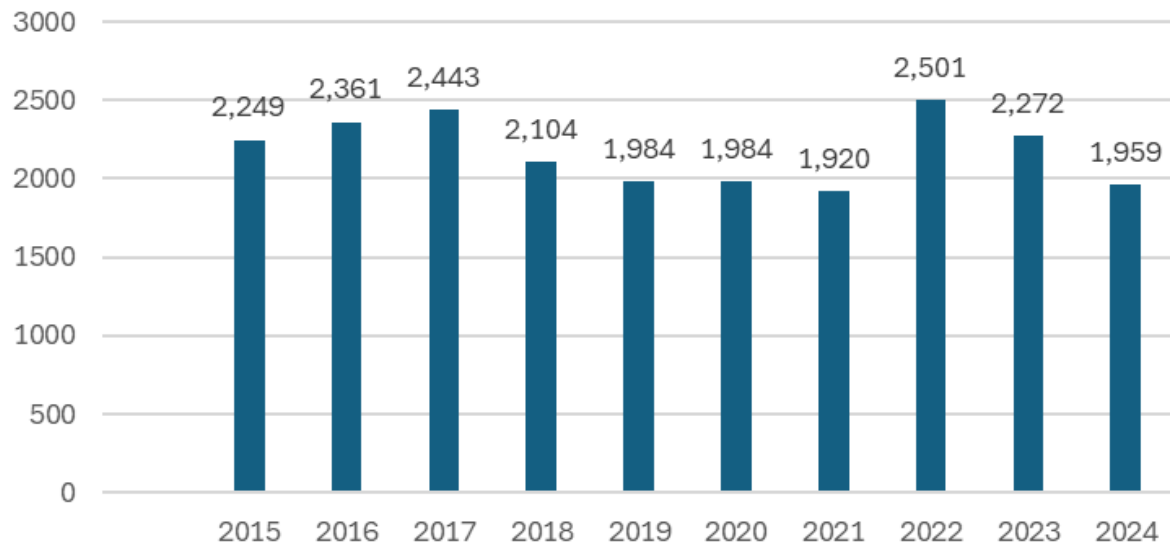
Perth and Kinross - Number of Children in Relative Poverty - Before Housing Costs



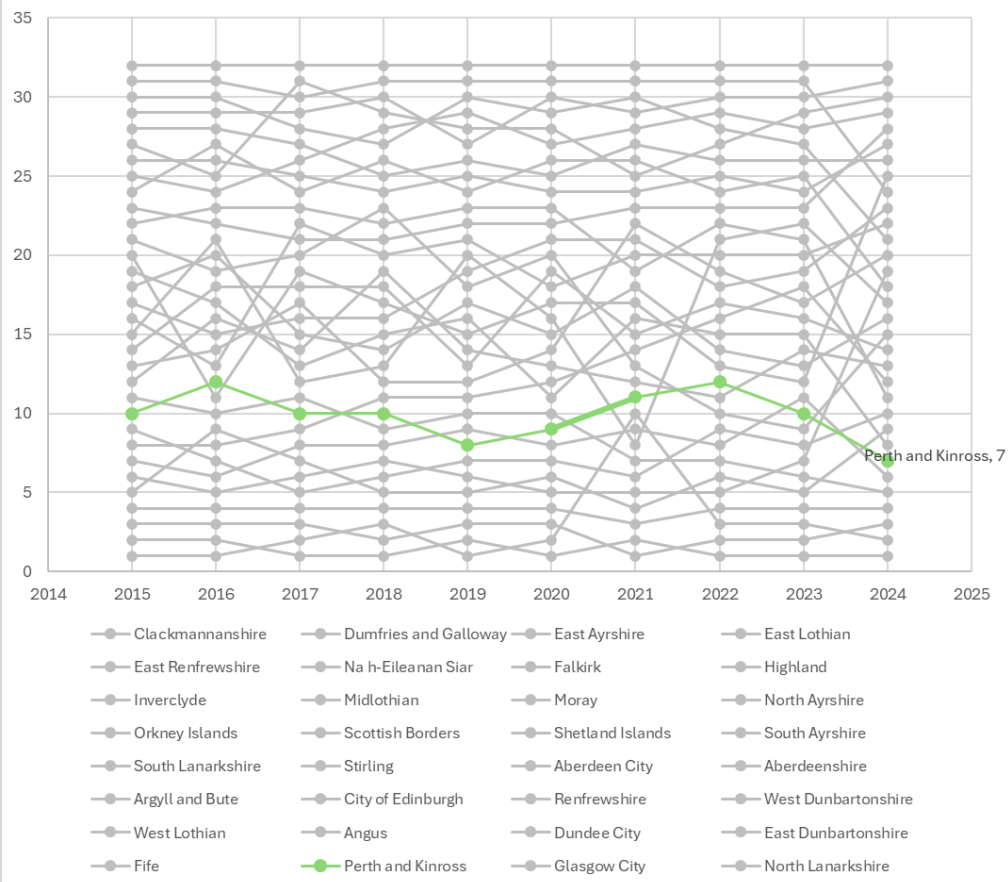
Perth and Kinross %age of Children in Relative Poverty - Before Housing Costs



## Perth and Kinross - Number of Children in Poverty Due to Housing Costs



## Relative positions for each LA



Another early sign that Perth and Kinross is making some headway on child poverty is that our ranking for %age of children in relative poverty (AHC) across all local authorities which has consistently been 10th 12th place has fallen to 7th. This is not conclusive evidence of success - and we can only be certain of this if results in the next 2 years confirm this trend.

## Sources and Caveats

The data provided is derived either

- from the **Family Resources Survey** and is therefore subject to sampling variation. Child poverty rates in Scotland can vary within a typical uncertainty range of plus or minus 6% points, or plus or minus 60,000 children. This means that the proportion of children in relative poverty is likely to be somewhere between 18% and 29%. And the number of children in relative poverty after housing costs is likely to be somewhere between 180,000 and 300,000 children. Poverty rates and numbers shown in this report give the central estimates only. The estimates given for working age adults and pensioners are not available as local data, and the figures given are extrapolations rounded up to the nearest 100.  
Poverty Thresholds data provided in Table B: Weekly income and poverty thresholds for different household types before housing costs Scotland 2021 - 2024 - Family Resources Survey
- or from the **Children in Low Incomes Family** data provided by the DWP - CiLIF is based on counts of people receiving benefits. If an area is doing a campaign to improve benefit take-up, this may result in an increase in the CiLIF rate, even though the financial situation for individual households will have improved. So the stats are perhaps better seen as providing context, rather than directly measuring performance.
- or from the **End Child Poverty Coalition** local poverty statistics released June 2nd 2025.

To be confident that we fully understand the scope and extent of poverty in Perth and Kinross, we need to triangulate this data with other information e.g. from those directly affected and from our frontline workers, who have repeatedly told us that they feel the estimates given for their area are lower than their experience working in our communities suggests.

The figures are useful in so far as they provide a means of comparison between our localities and enable us to look at trends over time. The current look at the estimates between 2017 and 2022 suggests that poverty has remained relatively stable.