

## **EAST DUNBARTONSHIRE CHILD POVERTY ACTION REPORT**

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## **1. FOREWORD**

Thank you for taking the time to read the East Dunbartonshire Child Poverty Action Report 2019/20, which provides an insight into the work that has been undertaken locally by the Council and its partners to reduce child poverty and the detrimental impacts this can have on a child's wellbeing, health and longer-term achievement.

East Dunbartonshire continues to compare favourably to other local authority areas with one of the lowest rates of child poverty in Scotland, but still more than one in ten East Dunbartonshire children grow up in poverty.

Our local vision is 'to achieve the best for the people of East Dunbartonshire' and that means no-one being left behind. We are committed to reducing child poverty and providing equality of opportunity for all our young people.

We face a number of challenges in pursuit of that goal - not least, the ongoing global COVID-19 pandemic - the effects of which will continue to be felt during 2020/21 and beyond.

It is our aim, through this plan, to support families and reduce levels of child poverty so that every young person growing up in East Dunbartonshire has the best possible start in life and the opportunities to fulfil their potential.

We will do this by focusing our efforts as a Council and Health & Social Care Partnership - working with a range of organisations and partners - on three drivers of child poverty reduction:

1. Increasing income from work and earnings
2. Reducing household costs
3. Maximising income from social security and benefits in kind.

This document provides an assurance that the good work will continue towards ensuring all our young people are given the opportunity to thrive, achieve and succeed.

**Cllr Vaughan Moody, Joint Leader of the Council**  
**Cllr Andrew Polson, Joint Leader of the Council**

## 2. SUMMARY OF PROGRESS IN SCOTLAND AND ACROSS EAST DUNBARTONSHIRE (2019-20)

In our first child poverty action report for East Dunbartonshire in 2019, we outlined statistics showing around 13% of children<sup>1</sup> were living in low-income households in the area (this figure is after housing costs are deducted<sup>2</sup>). These statistics were produced at a national level. Due to a data lag, statistics for 2019-2020 were unavailable for this report. This means a comparison figure for 2020-21 is not available.

In August 2020, the Scottish Government published their second annual progress report 'Every child, every chance: tackling child poverty delivery plan'<sup>3</sup>. This outlined improvement in three out of the four statutory targets set at the Scotland level in the Child Poverty (Scotland) Act 2017:

	2017-18 statistics	2018-19 statistics	2023 target (less than)	2030 target (less than)
<b>% of children living in relative poverty</b>	24	23	18	10
<b>% of children living in absolute poverty</b>	22	20	14	5
<b>% of children living in combined low income and material deprivation</b>	14	12	8	5
<b>% of children living in persistent poverty</b>	15	17	8	5

<sup>1</sup> See: <http://www.endchildpoverty.org.uk/poverty-in-your-area-2019/>

<sup>2</sup> Housing costs are your rent/mortgage and Council tax

<sup>3</sup> See: <https://www.gov.scot/publications/tackling-child-poverty-delivery-plan-second-year-progress-report-2019-20/>

The above figures provided a valuable national overview (albeit they are based on a relatively small sample size<sup>4</sup>) but do not let us break the data down to local authority or council level. We cannot therefore compare East Dunbartonshire figures year on year presently to see if our actions are leading to real reductions in child poverty. Every family in Scotland on qualifying benefits will receive the Scottish Child Payment (for each child under 16 in the household) in 2021, progressing local monitoring of improvements.

The Scottish Index of Multiple Deprivation (SIMD) 2020<sup>5</sup> outlined that East Dunbartonshire remains relatively less deprived in contrast to other Scottish local authorities, with the majority of East Dunbartonshire falling into the least deprived of the SIMD. However, specific areas remained below the Scottish average, and were in in the most deprived 25% in Scotland. These were located in Hillhead; Auchinairn; Lennoxton; Kirkintilloch West; and, Keystone and Dougalston in Milngavie. Whilst children can be in poverty no matter where they live, they are more likely to live in families with limited resources if they live in these areas, particularly if they live in a rented property and / or if they have a lone parent.

Scottish Government research outlined that children who live in families with two or more adults, or at least two adults in employment, were less likely to have limited resources. In ‘Every Child, Every Chance’ Scottish Government identified the following six ‘priority families’ – family types that have a higher than average risk of child poverty:

- Lone parent families, the large majority of which are headed by women
- Families which include a disabled adult or child
- Larger families
- Minority ethnic families
- Families with a child under one year old
- Families where the mother is under 25 years of age

Scotland’s Poverty and Inequality Commission published a helpful Review of the first round of Child Poverty Action Reports (LCPARs)<sup>6</sup> in Scotland in November 2019. Guided by this report we have redesigned our action table for 2020-21, using the wording of actions the Commission recommends for all reports on page 15 (as detailed in table 1 below). These actions continue to be grouped under the three main

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<sup>4</sup> of 2,800 households in the 2018/19 Family Resources Survey

<sup>5</sup> See: <https://www.gov.scot/news/scottish-index-of-multiple-deprivation-2020/>

<sup>6</sup> See: <https://povertyinequality.scot/wp-content/uploads/2019/11/Poverty-and-Inequality-Commission-review-of-the-local-child-poverty-action-reports.pdf>

drivers of child poverty reduction defined at Scotland level<sup>7</sup> – to focus efforts where we can make most difference. Many of these actions and a more comprehensive overview of our work is in our East Dunbartonshire report of 2019. This year’s document is shorter and we have used the same headers and key actions the Commission recommends. We are keen to learn from other areas and share good practice - common actions make this easier.

For some actions e.g., ‘bringing better jobs to the area’, the Glasgow Economic Development group leads, with East Dunbartonshire feeding into and benefiting from regional wide developments to support the economy. NHS Greater Glasgow and Clyde, which is the NHS Board covering East Dunbartonshire / west of Scotland, has been progressing actions to encourage local people to gain skills required for the huge Glasgow NHS workforce. As the largest employers in East Dunbartonshire, the Council and the Health and Social Care Partnership play key roles in providing good quality, flexible jobs that support local families.

Scotland’s new Poverty and Inequality Commission also published a helpful scrutiny report of the Scottish Government’s second year delivery plan in July 2020. Overall, the Poverty and Inequality Commission made a number of constructive recommendations in their report on how we should work to improve reducing child poverty, noting that ‘meeting the targets is only likely to get harder in the context of COVID-19.’<sup>8</sup>

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<sup>7</sup> Scottish Government’s Tackling Child Poverty Delivery Plan outlined a focus on three drivers of child poverty reduction: increasing incomes from work and earnings; reducing household costs, and; maximising incomes from social security and benefits in kind.

<sup>8</sup> See: <https://povertyinequality.scot/publication/poverty-and-inequality-commission-child-poverty-delivery-plan-scrutiny-2019-2020-report/>

**TABLE 1: POVERTY AND INEQUALITY COMMISSION RECOMMENDED MINIMUM ACTIONS FOR ALL LOCAL CHILD POVERTY ACTION REPORTS**

Increasing income from employment:	Maximising income from benefits:	Reducing household costs:
<ul style="list-style-type: none"> <li>• Bringing better jobs to the area</li> <li>• Encourage the payment of the Living Wage across the local area</li> <li>• Providing in-work support</li> <li>• Employment support programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Maximise uptake of benefits</li> <li>• Automate systems that ensure access to the school clothing grant, Education Maintenance Allowance and other grants/benefits.</li> <li>• Improve access to information and advice about benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Increase availability of affordable housing</li> <li>• Provide advice on how to minimise costs for energy and food</li> <li>• Work to reduce the cost of the school day</li> <li>• Childcare provision (including increasing uptake of offering to eligible 2 year olds)</li> <li>• Provision of low cost credit and debt reduction services.</li> </ul>

**TABLE 2 - SUMMARY REPORT OF PROGRESS IN 2019-20**

The following table has three colour-coded sections (according to our three drivers of child poverty reduction) in the following order:

1. Increasing income from employment
2. Maximising income from benefits
3. Reducing household costs

	<b>WHAT WE DID</b>	<b>WHY WE DID IT</b>	<b>WHO WAS INVOLVED</b>	<b>GROUPS REACHED</b>	<b>ACHIEVED IN 2019-20</b>
<b>1. Increasing income from employment</b>	<b>Encourage the payment of the Living Wage across the local area</b>	Fair Work and the Living Wage gaps exist	Council, NHS and partners	Low income families	Promoted living wage and fair work across the area – increase to 22 living wage employers in 2019. <sup>9</sup>  NHS Health Working Lives scheme - conducted workshops on family friendly working, alongside employability outreach activity
	<b>Providing in-work support.</b>  Corporate teams engaged with employees to provide financial inclusion support and advice. Local Trade Unions provide further financial supports.	Council and NHS are largest local employers. Data shows some staff with children struggle financially.	Council, NHS and partners.	Staff and their families	Council and NHS local teams have provided financial advice and support e.g. via local intranet pages and promotion of Credit Union.  NHSGGC has consulted with lower paid staff. Many had money worries, so implemented changes to attendance management procedure, wage slip messages and nurse registration processes all to include money worries messages. In addition, staff money worries clinics were piloted.
	<b>Providing in-work support</b>  Staff training was provided on financial inclusion and child poverty – key staff in call centres and Hubs were trained on signposting residents to specialist advice in e.g. CAB	Changes to benefits mean frontline staff need ongoing training on when and where to signpost for advice.	Council, NHS and partners / third sector and community groups	Low income families	Several training events held for local staff. Council funding to East Dunbartonshire third sector (including CAB) continued and positive monitoring reports received.
	<b>Employment support programmes</b>  Commenced work on the Parental	Unemployed / low income parents contribute to child	Council, NHS and Colleges	Low income families	Plans for this new funding agreed and commenced in April 2020.

<sup>9</sup> See : <https://www.livingwage.org.uk/accredited-living-wage-employers>

	<b>WHAT WE DID</b>	<b>WHY WE DID IT</b>	<b>WHO WAS INVOLVED</b>	<b>GROUPS REACHED</b>	<b>ACHIEVED IN 2019-20</b>
	Employment Support Fund (PESF)	poverty			
	<b>Employment support programmes</b> Social work programmes of learning for young people / adults with disabilities	Data shows families with a disabled member more likely to be unemployed / in poverty	Council, NHS and partners	Families with a disabled member	Ongoing programmes of support to families with a disabled member
<b>2. Maximising income from benefits</b>	<b>Maximise Uptake of Benefits</b> NHS GGC Increase referrals	Data shows areas where referrals could increase	NHS, Council and ED CAB.	Low income families / Pregnant women and mothers	Work has continued within maternity, health visiting and family nurse partnership services to increase referrals to financial inclusion services. Best Start Grant and Best Start Foods information was shared with early year's staff and a quality improvement programme started to increase referrals.  Acute financial inclusion services support families from across NHSGGC including East Dunbartonshire.
	<b>Maximise Uptake of Benefits</b> Local CAB and the Council's Revenues and Benefits Team	Data shows benefits not claimed and new benefits need	Council, NHS and ED CAB.	Low income families / Pregnant	Teams administered increased amounts of benefits such as Scottish Welfare Fund.  Increased uptake in benefits via ED CAB monitoring reports. Tie in with Money Talks

	<b>WHAT WE DID</b>	<b>WHY WE DID IT</b>	<b>WHO WAS INVOLVED</b>	<b>GROUPS REACHED</b>	<b>ACHIEVED IN 2019-20</b>
	encouraged take-up of benefits	communicated.		women and mothers	and Income Maximisation projects. Also East Dunbartonshire Breastfeeding Partnership Project.
	<b>Automate systems that ensure access to the School Clothing Grant, Education Maintenance Allowance and other grants/benefits.</b>	Online systems remove stigma and encourage uptake.	Council	Low income families	School Clothing Grants, Free School Meals and Education Maintenance Allowance forms online by July 2020. Council Community Grant Scheme process online since 2018.
	<b>Improve access to information and advice about benefits</b>	Changing and complex benefit landscape means clients need ongoing support	Council and CAB	Low income families	The Council and CAB provide local face-to-face support in Place areas for those most in need. Since 2019-20, meetings could be booked via the ED CAB website. Regular communications and seminars on benefit changes for key frontline staff have taken place.  Money Talks Project  Period poverty has been communicated well with free products arranged in Council buildings.
	<b>Increase availability of affordable housing</b>	Lack of affordable housing impacts on child poverty rates	East Dunbartonshire Council, tenants and homeowners. Also Registered	Low income families, Homeless Households,	Local Strategic Housing Investment Plan (SHIP) and Local Housing Strategy references actions on child poverty such as provision of social housing to families in need.  NHSGGC public health team participated in a working group on housing, poverty, child poverty and health. The main approach

	WHAT WE DID	WHY WE DID IT	WHO WAS INVOLVED	GROUPS REACHED	ACHIEVED IN 2019-20
			Social Landlords and Private Sector House Developers		implemented was 'Housing First', in aim to prevent homelessness. The work is being taken up by a national group.
<b>3. Reducing household costs</b>	<b>Provide advice on how to minimise costs for energy and food</b>	Data shows increase in food bank referrals <sup>10</sup> and CAB report increased fuel poverty	Council, NHS and partners	Low income families	<p>The Council and HSCP ensured this advice was disbursed via staff and the local CAB.</p> <p>The local Joint Health Improvement Plan<sup>11</sup> refers to healthy low-cost eating initiatives.</p> <p>NHSGGC programme to increase access to advice about tackling fuel poverty to those accessing NHS services (in partnership with Home Energy Scotland).</p> <p>NHSGGC Support and Information Services have partnerships in place to provide emergency food packages for people in need being discharged from hospital. This also includes a money advice pilot for patients being discharged from Stobhill Mental Health inpatient Unit.</p>

<sup>10</sup> See: <https://eastdunbartonshire.foodbank.org.uk/>

<sup>11</sup> See: <https://www.eastdunbarton.gov.uk/health-and-social-care/health-and-social-care-services/east-dunbartonshire-health-and-social-care>

	<b>WHAT WE DID</b>	<b>WHY WE DID IT</b>	<b>WHO WAS INVOLVED</b>	<b>GROUPS REACHED</b>	<b>ACHIEVED IN 2019-20</b>
<b>Reducing household costs</b>	<b>Work to reduce the cost of the school day</b>	Council surveyed schools and data shows some families struggle with costs of the school day.	Council	Low income families	<p>Pupil Equity Funding (PEF) has supported schools to explore avenues that reduced cost of the school day (covering costs of trips, provision of uniforms etc.)</p> <p>Provision of Snack and Play programme was successfully delivered in Place area primary schools to reduce cost of the school holiday.</p> <p>Pilot summer sessions ran in Place area for families experiencing poverty.</p>
	<b>Childcare provision (including increasing uptake of offering to eligible 2 year olds)</b>	Data shows that childcare can be a financial obstacle to employment	Council	Low income families, particularly lone parents	<p>1,140 hours available in Place areas, including for vulnerable two year olds and was on track in other areas. Full expansion put on hold by SG in July 2020 due to Covid-19.</p> <p>Council supported community groups providing out of school care.</p>
	<b>Provision of low cost credit and debt reduction services.</b>	Household debt leads to child poverty	Council and CAB	Low income families	The Council supports the local CAB to provide debt reduction services with monitoring reports showing significant gains in debt reduction. We promote Credit Union through intranet and other communications.

### **3. Lived Experience and Community Engagement**

The Poverty and Inequality Commission also suggested that LCPARs demonstrate how they had involved people with direct lived experience of poverty in the process of developing the local plan. The Council and HSCP engaged and involved the public across various programmes of work throughout the period – often because of specific statutory requirements. For example, in Housing (tenant participation), Transport (local transport plans), Streetscene (consultations on local parks and play facilities), Planning, Schools, Social Work, Legal and Democratic Services, Finance (revenues and benefits), Early Years, Leisure and Culture Trust, Skills for Learning Life and Work, Community Development and Community Planning. Notably, the Community Planning Team conducted extensive consultation concerning the recent Local Outcomes Improvement Plan (LOIP). The LOIP is reviewed annually and engagement continues through the further development of our Place plans.

Furthermore, we gain the views of parents and children in programmes such as Snack and Play and more intensive community development programmes such as the pilot summer programme or those carried out by Social Work- to ensure we provide support that is directed by children’s needs. East Dunbartonshire Health and Social Care Partnership (HSCP) also engages with the target groups in this plan routinely e.g. via the Breastfeeding Partnership Project.

### **4. Covid-19 Child Poverty Response**

Council Officers worked closely with East Dunbartonshire Voluntary Action (EDVA), our local Third Sector Interface throughout the pandemic COVID 19. Our response was a partnership approach between EDVA and EDC in providing support to those most vulnerable. Support for those with the ability to pay was led and coordinated by EDVA while those deemed vulnerable and/or facing financial hardship were supported by the Council through a weekly free food box delivery. All families eligible for Free School Meals were issued with a £20 voucher (per child) that was topped up weekly.

NHS Greater Glasgow and Clyde gathered intelligence on emerging issues at the start of the pandemic and responded by e.g. sending communications around money advice to staff as well as emergency food parcels for those in need / child poverty being discharged from hospital. A Covid-19 child poverty webpage was set up with sources of support for patients and staff.

## **5. Governance and Partnership Working**

EDC, ED HSCP and NHSGGC work together to tackle child poverty throughout East Dunbartonshire. In our previous report, we outlined the Child Poverty Strategic Group – which continues to meet to bring key heads of service together to consider and develop actions to tackle child poverty and its impacts across East Dunbartonshire. Under the leadership of the CPP Team, the CPP Board monitors improvement and develops strategy and joint organisational plans to lead the achievement of CPP objectives outlined in the East Dunbartonshire LOIP. This is achieved via the CPP structure with local outcome 2 (skills for learning, life and work) and local outcome 3 (children are safe, healthy and ready to learn) relating primarily to the child poverty actions. Both groups include membership from the third sector including the local Citizen Advice Bureau and EDVA. The CPP Team coordinates work particularly with partners to lead and develop actions to tackle poverty on a geographical level – our Place areas. Place work is a targeted approach that is underpinned by reducing inequalities and tackling child poverty. Regular Business Improvement Plans and How Good is Our Service reports provide detailed analysis of improvement in specific indicators across the Council and HSCP. These are updated annually and can be viewed on the Council website.

East Dunbartonshire officials attend the west of Scotland regional child poverty network convened by NHS Greater Glasgow and Clyde. This is an important meeting to learn from others and share good practice. Local child poverty leads network has developed solutions to topics such as employability / parental employment fund; housing and childcare in the last year. The network has also developed a set of long-term objectives to tackle child poverty, which network leads have agreed.

## **6. Case Studies**

The key achievements over the last year concerning child poverty are the launch of digital forms for benefits and our work to provide Snack and Play alongside childcare for low income families in East Dunbartonshire. These case studies are outlined below whereas the range of our achievements are detailed in the summary table 2 that follows:

### Case Study One

Families across East Dunbartonshire benefited from the launch of online forms for children's benefit entitlements for the first time this year. An online form for Free Nursery Meals, Free School Meals (FSM), Education Maintenance Allowance and School Clothing Grants (SCG) was made available, enabling families' easier access to their benefits and saving busy parents' time and a visit to a Council office.

The Business and Digital Change Team has begun work on the next stage of the project concerning auto renewal of payments. The aim is to ensure that annual renewal of benefits is automatic, rather than by submission of a completely new application and supporting documents. There are challenges around data sharing between organisations but the team is learning from other Local Authorities on auto-renewal.

The online forms were implemented in summer 2020, which supported our COVID-19 response. The distribution of vouchers in place of Free School Meals was widely advertised and encouraged more parents to apply which has further increased our uptake e.g. Free School Meal vouchers to eligible home schooling parents. We continue to monitor number of applications and spread the word via our local Hubs, social media and group calls from School Support Managers. Online support including how you complete the forms is still available over the phone, at the local CAB or via Council Hubs. We hope to be able to progress training on social security changes for staff in the coming year, online if Covid 19 restrictions persist.

### Case Study Two

The Snack and Play programme was delivered across the primary schools in Place areas in 2019-20 during school holidays, providing activities and food for children and support for parents. This involved the East Dunbartonshire Leisure and Culture Trust providing a space for children to learn and have a snack during the holidays at local community centres. Further to the positive evaluation of the Snack and Play programme, from children and parents alike, the Council agreed to extend the programme to cover more school holidays and four more primary schools in 2020-21.

In addition, we carried out our planned participative action research in the Hillhead area of Kirkintilloch. CPP Team led on a pilot summer programme over ten weeks (twice weekly) – working with targeted families identified by schools/early year's workers. A partnership approach was taken by the Community Development Worker including a Family Learning Worker, Leisure and Culture staff and the local foodbank. Food was provided by the foodbank and used to encourage/teach families how to cook and eat together. Links were also made with social work and adult learning for specific individuals.

Ten families took part with a range of outcomes for children and parents including increased confidence, friendships, cooking ability, training and employment accessed arts and crafts, decreased isolation, volunteering and sport – the course culminated in a family sports day. Feedback was positive with children saying their best bit was the food (making pizza), sock puppets and learning together.

### Case Study Three

The Healthier Wealthier Children (HWC) scheme was first initiated in October 2010 and piloted across NHS Greater Glasgow and Clyde (GG&C) for a 15 month period. The programme set out to test a new NHS response to reducing child poverty, by working with NHS GG&C staff and Money Advice Services, to identify families at risk and to support them from falling into poverty.

In East Dunbartonshire, the local Citizens Advice Bureau (CAB) provides a wide and varied range of advice and support services, offering a holistic approach to mitigating the impact of financial poverty and was identified as the most appropriate partner in which to deliver the HWC programme within East Dunbartonshire.

Following the success of this pilot, the Public Health Improvement Team continued to work with CAB to develop an East Dunbartonshire wide Income Maximisation Service, incorporating both the Children's and a previous Older Persons Income Maximisation programme. We are pleased to report there is a commitment from all areas to keep the model going – the scheme is proving effective in increasing referrals and support to vulnerable families with an increase in referrals from 110 to 131 in 2018/19 with a financial gain of £334,315 in total (a 31% increase from previous year). HSCP Health Visiting Team was the most prolific in actively referring clients for Income Maximisation support.

## **7. OUR ACTION PLAN FOR 2020-21**

The following table has three colour-coded sections (according to our three drivers of child poverty reduction) in the following order:

1. Increasing income from employment
2. Maximising income from benefits
3. Reducing household costs

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
<b>1. Increasing income from employment</b>	<b>Encourage the payment of the Living Wage across the local area</b>	Fair Work and the Living Wage help families out of poverty	Council, NHS and partners including third sector	Low income families	Promotion of Living Wage and Fair Work across the area leads to more living wage employers including influencing NHS GGC to be a Living Wage employer
	<b>Providing in-work support.</b> Corporate team engagement with employees to provide financial inclusion support and advice.	Staff and their families can experience in-work poverty	Council, NHS and partners including third sector	Staff and their families	Ongoing corporate communications and staff intranet updates on financial wellbeing.  NHS GGC will review ‘Once for All’ materials and develop a campaign.
	<b>Providing in-work support</b> Staff training to be provided on financial inclusion and child poverty – key staff in call centres and Hubs trained on signposting residents to specialist advice in e.g. CAB	Frontline staff require ongoing knowledge of benefit system to signpost clients to advice and information	Council, NHS , partners and third sector especially CAB	Staff and their families	Continue Child Poverty Awareness Training for staff – particularly those undertaking referrals and signposting to e.g. CAB.  NHSGGC will develop social media page for early year’s staff. Aim is to use social media to engage with staff e.g. with demonstration videos.

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
	<b>Employment support programmes</b> Continue work on the Parental Employment Support Fund (PESF)	Parental employment is key to overcoming child poverty	Council, NHS, Colleges and CAB	Low income families	Progress first year of this new programme of support
	<b>Employment support programmes</b> Social work programmes of learning for young people / adults with disabilities	Families with a disabled member experience more unemployment / poverty	Council and HSCP / NHS	Families with a disabled member	Continue these programmes of support including NHS GGC employability programmes
<b>2. Maximising income from benefits</b>	<b>Maximise Uptake of Benefits</b> Local CAB and the Council's Revenues and Benefits Team encourage local take-up of benefits	Benefits remain unclaimed and new benefits such as Scottish Child Payment require communication	Council, NHS and CAB	Low income families / Pregnant women and mothers	CAB services attenuated to need in community venues in Place areas on a weekly basis, funded by Council. Continue to tie in with Money Talks and Income Maximisation projects. Also East Dunbartonshire Breastfeeding Partnership Project.  Work to increase referrals to CAB from NHS and Council (both from services and staff) – as part of the ED Income Maximisation programme which incorporates Healthier Wealthier Children.

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
	<p><b>Maximise Uptake of Benefits</b></p> <p>NHS Income maximisation programme with local CAB and partners – including Healthier Wealthier Children (HWC)</p>		NHS and Council		<p>NHSGGC promote the new Scottish Child Payment alongside Best Start Grant / Best Start Foods and money advice referrals – increasing referrals to HWC</p> <p>Learning from cost of the pregnancy pathway research (Increasing NHS referrals to money advice services, increasing uptake of new Scottish maternity benefits, childcare costs, travel costs to appointments).</p>
	<p><b>Automate systems that ensure access to the School Clothing Grant, Education Maintenance Allowance and other grants/benefits.</b></p>	Easier access to benefits, saving parents time and removing stigma.	Council	Low income families	Auto-renewal of School-Clothing Grants and Free School Meals progressed (learning from other areas that have overcome data sharing challenges).
	<p><b>Improve access to information and advice about benefits</b></p>	Those who need the benefits most may not know about their entitlements or find the system complex to	Council, NHS, partners and third sector especially CAB.	Low income families	The Council and CAB provide local face-to-face support in Place areas for those most in need. Regular communications and seminars on benefit changes for key frontline staff to take place.

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
		navigate.			All ED social housing installed with central heating, double-glazing and insulation, to help combat fuel poverty.
<b>3. Reducing household costs</b>	<b>Increase availability of affordable housing</b>	Data shows there is a lack of affordable housing and increasing levels of homelessness.	East Dunbartonshire Council, tenants and homeowners. Also Registered Social Landlords and Private Sector House Developers	Low income families, Homeless Households	The Council to provide social housing as part of its Strategic Housing Investment Plan and Local Housing Strategy. Homelessness team also provide accommodation for vulnerable families.
	<b>Work to reduce cost of the school day</b>	Date from school surveys in 2018 and 2019 outlined difficulties families encounter	Council and NHS	Low income families	Continue to utilise Pupil Equity Fund to ensure low income families are supported with actions detailed in emerging schools action plans.  Snack and Play extended to cover school holidays in more schools.  Summer sessions are run again in Place area(s) in partnership with HSCP colleagues. Explore lived

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
					experience of poverty with priority groups.
	<b>Provide advice on how to minimise costs for energy and food</b>	Ongoing increases in food bank referrals <sup>12</sup> and fuel poverty	Council, NHS and local partners including third sector especially CAB.	Low income families	<p>The Council and HSCP ensures this advice is disbursed via staff and the local CAB. This is referred to in the local Joint Health Improvement Plan.<sup>13</sup></p> <p>Council and NHS partners will explore links with Home Energy Scotland to further reduce fuel poverty.</p> <p>Learning from the ‘cost of the pregnancy pathway’ research (e.g. how to increase NHS referrals to money advice service, childcare costs and new maternity benefits uptake).</p>
	<b>Childcare provision (including increasing uptake of offering to eligible 2 year olds)</b>	Childcare provision / costs – can be a barrier to parental employment	Council	Low income families, particularly lone parents	<p>Aim to provide 1140 hours for all children (currently available in Place areas) with safe social distancing due to COVID-19.</p> <p>Continue to provide support to</p>

<sup>12</sup> See: <https://eastdunbartonshire.foodbank.org.uk/>

<sup>13</sup> See: <https://www.eastdunbarton.gov.uk/health-and-social-care/health-and-social-care-services/east-dunbartonshire-health-and-social-care>

	<b>WHAT WE WILL DO</b>	<b>WHY WE ARE DOING IT</b>	<b>WHO WILL BE INVOLVED</b>	<b>GROUPS REACHED</b>	<b>WHAT WE WILL ACHIEVE</b>
					community groups providing out of school care.
	<b>Provision of low cost credit and debt reduction services.</b>	Household debt impact upon child poverty	Council, NHS and partners including third sector especially CAB	Low income families	The Council supports the local CAB to provide debt reduction services with monitoring reports showing significant gains in debt reduction. Promote Credit Union through intranet and other communications.
	<b>Provision of additional support in connection with COVID-19</b>	Data and research is emerging that shows existing inequalities are exacerbated by Covid-19	Council, NHS and partners including third sector especially East Dunbartonshire Voluntary Action, CAB and Women's Aid.	Low income families	Council and NHS is responding to the impact of COVID-19 on child poverty across our services. This support will continue to take shape throughout the coming years.

#### **4. Joint long-term objectives: NHSGGC child poverty leads group**

There are Local Authorities within the NHS Greater Glasgow and Clyde area. In response to the 2019 Poverty and Inequality Commission review of year one local child poverty action reports, an increased focus on partnership working and long term objective setting has been agreed between child poverty leads across NHSGGC

The following joint long term objectives will be reviewed by the NHSGGC child poverty leads group on an annual basis.

##### **Role as an employer**

- Increase family friendly working approaches
- Attaining and maintaining Living Wage Employer Accreditation
- Parents as a priority group for interventions with staff who have money and debt worries
- Parents as a priority group in our Employment and Health approach
- Parents as a priority group for recruitment initiatives
- Child poverty a feature, as appropriate of Learning and Education programmes
- Child poverty outcomes in community benefit clauses

##### **Role as a service provider (Children and Families Settings)**

- Ensure every opportunity is used to maximise income and reduce outgoings
- Develop innovative co-location models (e.g. with Social Security Services Scotland, Department of Work and Pensions)
- Ensure engagement with people with lived experience of child poverty to inform planning and review
- Analysis, where possible, of reach of interventions by Child Poverty Act priority groups (i.e. children of lone and/or young parents, children with disabilities and/or children of parents with a disability and black and minority ethnic children and also kinship carers)

##### **Role as a partner**

- Leadership on child poverty at Community Planning Partnership Boards
- Influencing, from local and regional perspectives, key national partners (e.g. SSS, DWP, Health Scotland)
- Influencing, from a child poverty perspective, housing policy
- Influencing, from a child poverty perspective, transport policy

In addition, NHSGGC will -

- Ensure child poverty is comprehensively addressed in the Children and Families Universal Pathway
- Develop child poverty, as appropriate, as a 'golden thread' in Acute health improvement programmes
- Providing public health data for use in Acute and CPP areas
- All LCPARs in the NHSGGC area aim to optimise flexible childcare approaches.