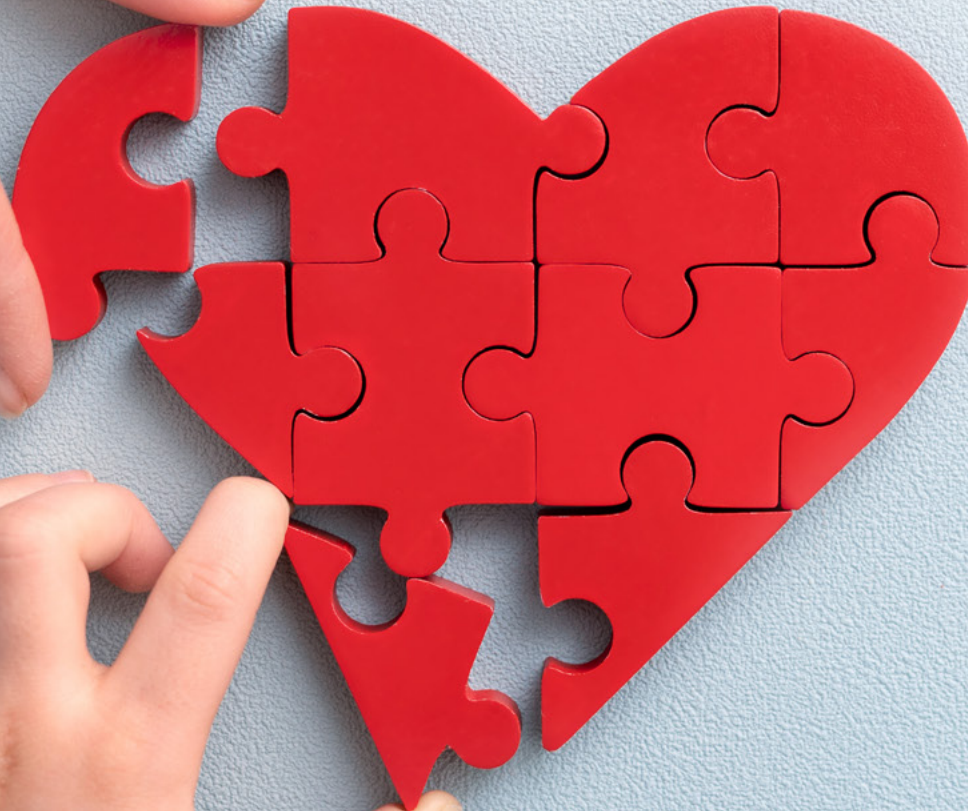


# Inverclyde Local Child Poverty Action Report

## 2024-25





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## Introduction: A Collaborative Commitment to Child Poverty and Inequalities

**Child poverty is a complex issue with multi-generational and traumatic consequences for families in Inverclyde. The responsibility for this Child Poverty Local Action Report (CPLAR) is shared between the Health Board and Local Authority. The contributions made by local public sector partners, third sector and community services, both locally and nationally is significant in helping the mitigation of child poverty. This includes the work of communities, parents and families in supporting each other and advocating for change while challenging child poverty.**

Strong partnerships are the cornerstone of our progress in tackling child poverty. In the past year, we have continued to build upon existing collaborations. In Inverclyde the partnerships that exist provide a committed services delivering local food pantries, food growing support, money, benefits and welfare advice, affordable out of school childcare, developing a local workforce, school uniform and clothing banks, warm spaces for families to access meals safely and with dignity. Prioritising a children's rights, trauma informed whole systems, person centred, approach to collaboration and service redesign will help us tackle child poverty and inequalities. The developing collaboration with local communities and parents to design services that meet their needs will empower families facing the greatest inequalities to enable them to advocate for themselves and to improve outcomes for their children.

This year's CPLAR is the third year of a three-year strategy and provides an update of our progress and activities against the drivers of poverty and the impact on the reduction of child poverty in Inverclyde. Building on our learning, the effects of both the pandemic and the cost-of-living crisis, the Inverclyde Child Poverty Local Action Report

(CPLAR) continues to take an early intervention and preventative approach to child poverty to maximise our local resources and target priority families with the support that they need to improve their family outcomes, choice and opportunities.

This report details the actions taken in the past year and outlines our strategic direction for the future. Inverclyde Child Poverty Action Group, governed by Inverclyde Alliance are committed to working collaboratively, learning from past experiences, and using evidence-based approaches to create a future where there is a reduction from the 23% of children in Inverclyde who experience the burden of poverty.





## Inverclyde Data and Needs Assessment

Addressing poverty is woven throughout the 5 themes of the 2023-33 Partnership Plan for Inverclyde Alliance. With a vision of Success for All – Getting It Right for Every Child, Citizen and Community there is alignment with the priorities outlined in the Health Board’s Annual Delivery Plan and the Children’s Services Plan, both emphasizing collaboration and reducing inequalities. Inverclyde firmly believes that a collaborative, multi-sectoral approach is key to creating lasting societal change and improving life outcomes for families facing poverty.

Of relevance are the Partnership Plan outcomes:

- Communities can have their voices heard, and influence the places and services that affect them
- Gaps in outcomes linked to poverty are reduced
- More people will be in sustained employment, with fair pay and conditions.
- Poverty related gaps are addressed, so young people can have the skills for learning, life and work
- Development of strong community-based services that respond to local need
- Homes are energy efficient and fuel poverty is reduced.

At the Alliance Board in June 2024 Public Health Scotland presented Re-framing our population health priorities through epidemiology evidence and community feedback. This included; While the population of Greater Glasgow and Clyde (GGC) is expected to increase, the Inverclyde population is projected to fall – mostly accounted for by ‘natural change’ ie there are fewer births than deaths. Inverclyde also has an ageing population, over 1 in 5 people are over 65 years, and 2021 midyear estimates showed that 43% of the population of Inverclyde reside in the most deprived quintile of datazones in Scotland. Inverclyde is also the least ethnically diverse area of GGC (91% White Scottish).

The recent decline in life expectancy across Scotland is associated with austerity and the COVID-19 pandemic, but there have been larger declines in those already most disadvantaged. The trends in Inverclyde are similar to those in other less affluent areas. More than a third of respondents to the NHS Greater Glasgow and Clyde Health and Wellbeing Survey highlighted that people living in Inverclyde had conditions that limits their activities of daily living. The need for services is growing, but the positive perception of a whole range of different services has fallen since the last survey – which is similar to the rest of GGC.



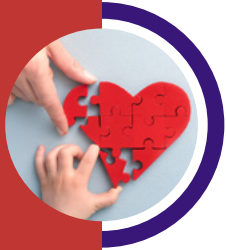


## National Data and Targets

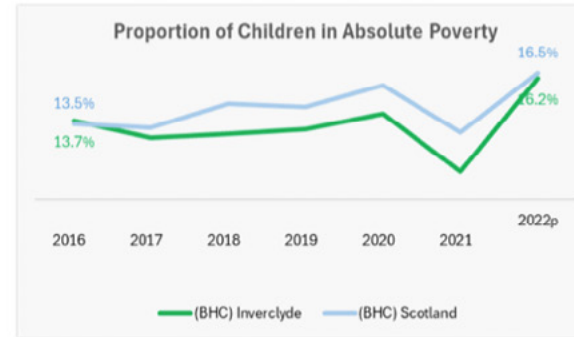
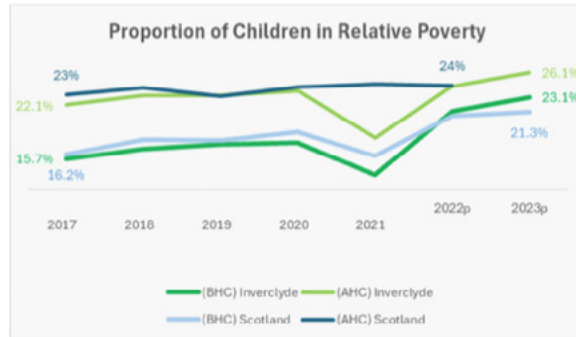
The Child Poverty (Scotland) Act 2017 sets targets relating to ending child poverty, which the Scottish Government committed to achieve by 2030. The interim targets below must be met during the life of this plan (best start bright futures tackling child poverty 2022-26) with final targets being met by 2030.

Measure	Inverclyde	Scotland	Scotland Interim Targets 2023-24	Scotland Targets 2030
% of children live in relative poverty	23.1%	21.3%	less than 18%	less than 10%
% of children live in absolute poverty	18.1%	17.1%	less than 14%	less than 5%
% of children live in combined low income and material deprivation.(2020-23)	NA	9.6%	less than 8%	less than 5%
% of children live in persistent poverty (2018-22)	NA	8%	less than 8%	less than 5%

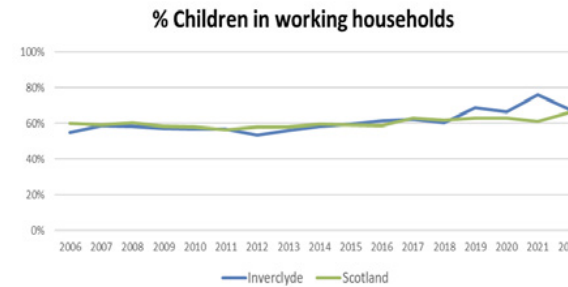
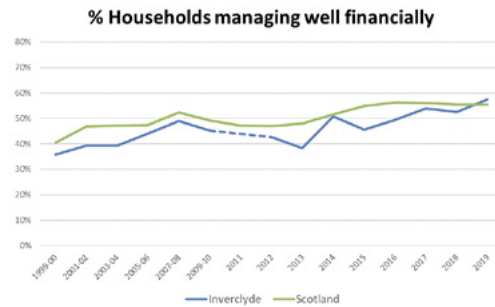




## National Data and Targets

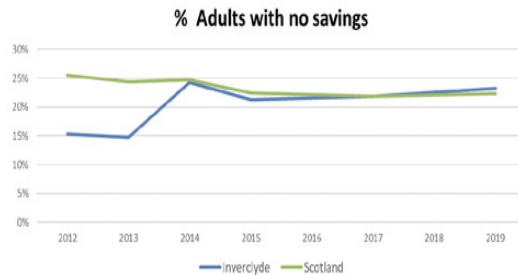


These charts compare child poverty rates, against the national rates for the most recent available data. The charts show the difference between before housing costs (BHC) and after housing costs (AH). Inverclyde’s BHC relative poverty figure has increased 1.7% whereas the national figure has only seen an increase of 0.5%.



**Note**

The data from these charts comes from a combination of the Children in Low Income Families and end Child Poverty databases.



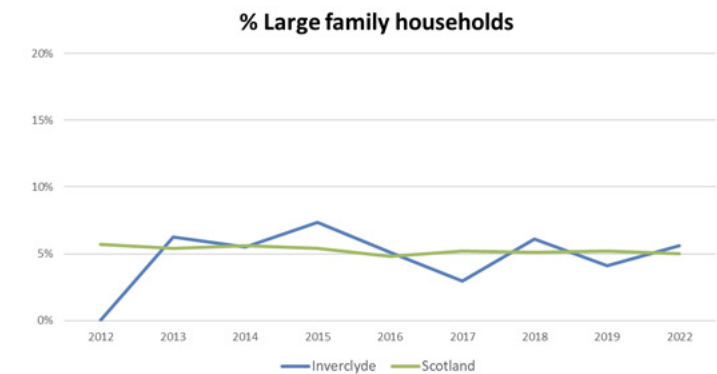
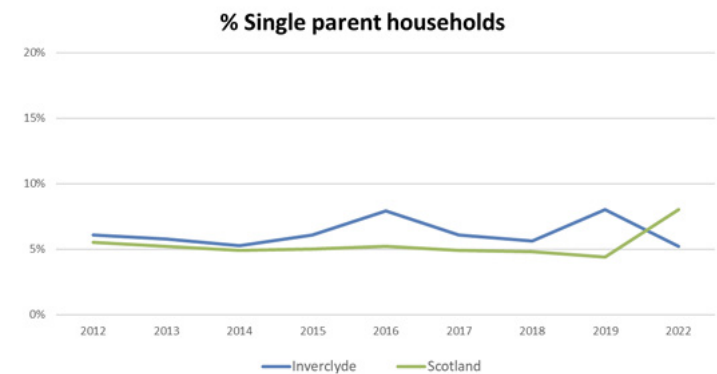
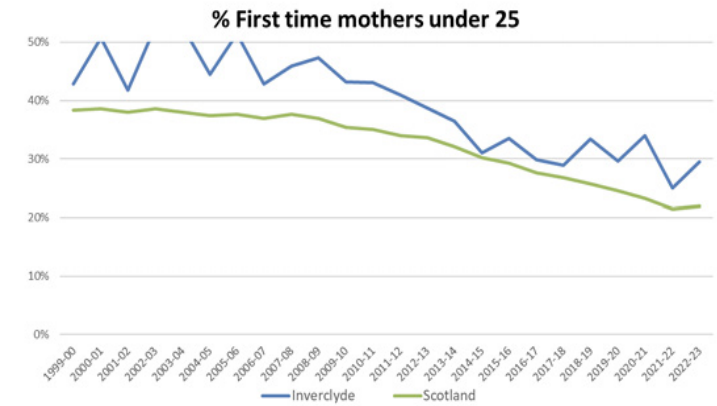


## Local Data

Inverclyde Council analysed local council tax reduction data to provide a more detailed view of child poverty in Inverclyde. This process aimed to identify how many households with children in each area and whether they met the relative poverty threshold criteria

The data analysed was used to identify a more thorough understanding of the list of priority groups within the council tax reduction data to understand the number of:

- Lone parent families
- Young mothers under the age of 25
- Households where English is a second language
- Households with children under the age of 1
- Households with 3 or more children
- Households with children where a family member has a disability.





## Local Data

To align with the child poverty measures the focus is on children living in relative poverty

The data has identified the households with children for the locality of Port Glasgow along with the three related Intermediate zones.

Intermediate_Zone	Locality	Households	Households						Children			
			No Eamed Income	UC	PIP/DLA	Child under 1	3 or more children	# Lone Parents	# Children	With lone parent	No Eamed Income Household	PIP/DLA Household
Port Glasgow Upper East	Port Glasgow	187	116	145	47	8	32	139	330	237	198	73
Port Glasgow Mid, East and Central	Port Glasgow	176	120	151	35	10	29	141	295	239	208	50
Port Glasgow Upper, West and Central	Port Glasgow	122	78	109	21	2	23	95	214	152	134	33
<b>Total</b>	<b>Port Glasgow</b>	<b>485</b>	<b>314</b>	<b>405</b>	<b>103</b>	<b>20</b>	<b>84</b>	<b>375</b>	<b>839</b>	<b>628</b>	<b>540</b>	<b>156</b>

Intermediate_Zone	Locality	Households	No Eamed Income	UC	PIP/DLA	Child under 1	3 or more children	# Lone Parents	# Children	With lone parent	No Eamed Income Household	PIP/DLA Household
Port Glasgow Upper East	Port Glasgow	78	62	58	14	3	14	64	138	113	105	21
Port Glasgow Mid, East and Central	Port Glasgow	97	78	84	13	6	22	79	177	145	146	19
Port Glasgow Upper, West and Central	Port Glasgow	64	52	60	3	2	16	46	123	77	98	6
<b>Total</b>	<b>Port Glasgow</b>	<b>239</b>	<b>192</b>	<b>202</b>	<b>30</b>	<b>11</b>	<b>52</b>	<b>189</b>	<b>438</b>	<b>335</b>	<b>349</b>	<b>46</b>

Data Goups	Locality	# Households	# Households No Eamed Income	# Households on UC	# Households on PIP/DLA	# Households with a Child under 1	# Households with 3 or more children	# Lone Parents	# Children	# Children With Lone parent	# Children in No Eamed Income Households	# Children in PIP/DLA Household
CTR Data	Greenock East / Central	722	487	608	152	44	128	567	1247	911	834	246
Relative Poverty	Greenock East / Central	370	310	302	53	32	74	284	672	489	558	86
CTR Data	Greenock South / Southwest	560	351	461	118	18	96	439	955	718	588	186
Relative Poverty	Greenock South / Southwest	259	204	199	39	13	57	202	469	351	358	64





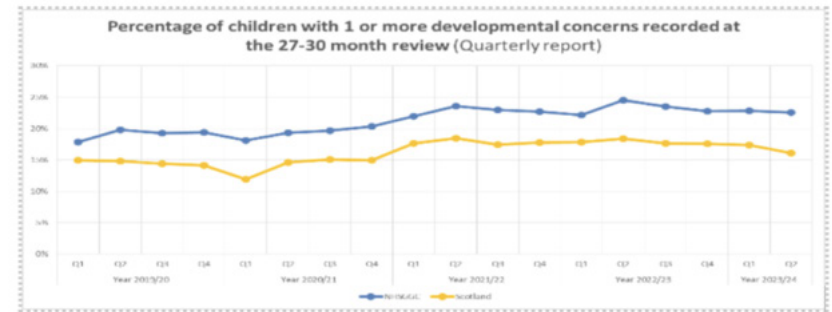
## Health Inequalities

Health behaviours still pose a threat to population health, particularly for disadvantaged groups.

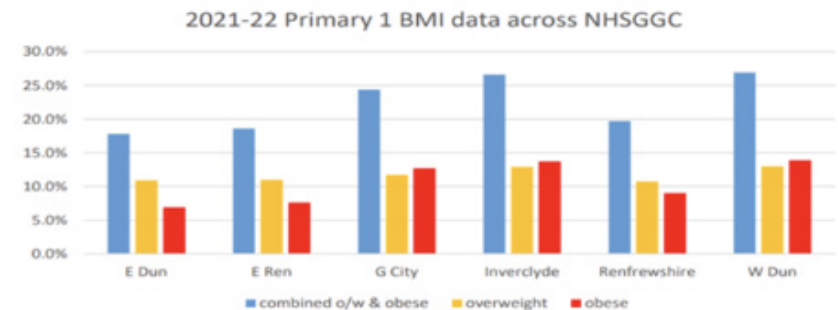
In Inverclyde food insecurity doubled from 7% in 2017/18 to 14% in 2022/23. Whilst lower than for GGC overall (17%), still affecting 1 in 7 people. The proportion of children consuming five or more portions of fruit or vegetables daily is significantly lower than previous surveys. Fruit and veg consumption are the best indicator of a healthy diet. Inverclyde fruit/veg consumption had increased 14/15 to 17/18, but declined to below starting levels in 22/23, with a steeper decline than GGC overall.

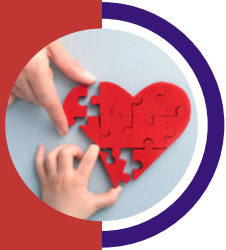
Financial constraints and the impact of the cost-of-living crisis has been felt across all population groups. According to NHS Greater Glasgow and Clyde Health and Wellbeing Survey just under two in five people said they had difficulty meeting food and/or home energy costs at least occasionally, rising to one in two in the most deprived areas. Those under 25 years old, women, and people with a limiting health condition most likely to have difficulties. In Inverclyde the proportion of the population who receive all their household income from state benefits higher than GGC overall (18% vs 13%). The proportion of the population with difficulty meeting cost of food and or energy lower than in GGC overall (31% vs 38%) but still close to 1 in 3 people affected.

The proportion of children with developmental concerns (some of which are preventable) has increased since Covid-19. Children living in deprived areas and children who have experience of care are more likely to have concerns.



23% of children entering Primary 1 are now overweight and/or obese.  
30% of 16-24 year olds are overweight and/or obese.





## Scottish Welfare Fund

Please note that awards may meet more than 1 of the noted indicators and be counted in more than one criterion.

There was a reduction of 22% in the number of Scottish Welfare Fund applications from families, resulting in a 24% reduction in the level of grants awards in 2023/24 compared with 2022/23. The provision of Cost-of-Living grant support for families through 2023/24 is a factor for the reduced need for Scottish Welfare Fund.

COMBINED SWF GRANTS	2022/23		2023/24		Change year on year	
	Awards Made	Amount Paid	Awards Made	Amount Paid	AWARDS +/-	Paid +/-
<b>Lone parent families</b>	789	£266,114.83	558	£212,495.53	-231	£-53,619.30
<b>Mother Younger than 25</b>	67	£22,870.77	39	£12,202.28	-28	£-10,668.49
<b>baby under 1 year in household</b>	80	£27,330.11	46	£17,755.90	-34	£-9,574.21
<b>Family with a disability</b>	523	£192,803.24	366	£142,825.14	-157	£-49,978.10
<b>3 or more children in household</b>	180	£74,378.68	128	£65,349.78	-52	£-9,028.90

## Social Security Scotland

Analysis published by the Chief Social Policy Adviser reveals that social security spending is a basis of Scotland’s commitment to eradicating child poverty. Through Social Security Scotland, the Scottish Government is delivering a comprehensive package of support for low-income families.

Five key benefits, including the Scottish Child Payment, provide vital financial assistance to families when they need it most. These payments can amount to over £10,000 by the time a child turns six and nearly £25,000 by the age of sixteen. The number of children receiving support has reached an all-time high, with take-up rates for the Scottish Child Payment exceeding 90%. To further assist struggling families, the Scottish Government has expanded eligibility for Best Start Foods, a pre-paid card for healthy food, by removing income thresholds. This change is expected to benefit an additional 20,000 pregnant women and young children.





## The Inverclyde Approach

The four main drivers of poverty provide the framework to deliver the 3-year strategic aims and Inverclyde Child Poverty Action Group (ICPAG) believes that poverty is both a cause and a consequence of child rights violations and this report adopts a trauma informed, rights based, holistic approach to family service delivery to ensure children in Inverclyde have the right to live free from poverty. The ICPAG will continue to engage and empower families, children, and young people to ensure that their views, feelings and wishes are part of the service design in all matters affecting them, are considered, and taken seriously in line with Article 12 of the UN Convention on the Rights of the Child.

The “Understanding Child Poverty as a Children’s Rights issue from the Scottish Government Improvement Service” states:

*“A children’s human rights-based approach to tackling poverty requires a shift in the way we think about poverty. In this vision, tackling poverty is not an act of charity, but an obligation and responsibility. Poverty should not be seen as an inevitable part of a society, but as an intolerable injustice and a failure of the government and public authorities to respect, protect and fulfil human rights.”*

The Inverclyde approach is centered on a collaborative, and community co-design strategy to address the complex challenges of child poverty and inequalities. It involves a whole systems approach that tackles issues at their root by working closely with local parents and communities, third sector and public sector organisations and the private sector businesses. The Inverclyde approach will continue to create and build strong partnerships and uses local evidence, data and knowledge, to develop innovative solutions to longstanding problems. This approach emphasises prevention, early intervention, and sustainable change, with a focus on empowering individuals and communities to improve their own lives. This evidence-based approach has contributed to Inverclyde’s reputation in developing effective and sustainable solutions to complex social challenges.





# Inverclyde Drivers and Achievements 2023-25

The past year has seen significant progress in our fight against child poverty.

## 1. Income from Employment

**We will increase income by prioritising and supporting families more likely to be living in poverty to access and maintain employment by offering a range of training and learning programs to enhance their skills and employability opportunities range and choice of opportunities.**

### Actions and Achievements

- Continue to collaborate with local and national partners to increase learning and training around child minding in the area, building confidence service esteem and appropriate skills to encourage local people to start their own business in this sector.
- Provide training and learning for our wider community to support people into childcare and child minding as local entrepreneurs to improve the workforce gaps and we will improve training for existing staff across our partnership to ensure a quality service is delivered to children and families when they need it.
- We will continue to collaborate locally to encourage and empower parents at the earliest stage of their employability journey to engage with the Parental Employability Support Fund or No One Left Behind programme.
- Inverclyde No One Left Behind (NOLB) programme engaged with 565 individuals between April 2023 and March 2024. 46% of the individuals engage are people living with a disability, 154 (27%) of the total individuals are parents.
- We will work with our local CVS Inverclyde (Third Sector Interface) to support local people to increase capacity and build more local social enterprise opportunities in the Community.





## Income from Employment Case Studies

### Childminding Collaboration with Scottish Childminding Association, Inverclyde Council and Scottish Government

A collaborative effort between the Scottish Childminding Association (SCMA), Scottish Government, and Inverclyde Council has launched an advertising and promotion campaign to recruit local childminders in Port Glasgow and Greenock East. This initiative offers comprehensive support, including start-up assistance, induction training, and ongoing learning opportunities for potential childminders. Complementing these efforts, through Business Gateway Inverclyde, Inverclyde Council offers support to local entrepreneurs who are planning on setting up new businesses in the area. The SCMA has attended local job fairs and developed a targeted advertising campaign, which has generated 34 inquiries to date. Of these enquiries, three individuals are currently progressing through the induction and support programme, with one person successfully registering as a childminder in Port Glasgow. To further enhance childcare accessibility and affordability, the Early Adopter Community will provide financial support to both childminders and eligible parents in the Port Glasgow area. Currently, there are 3 childminders operating in Port Glasgow, and the partnership aims to significantly increase this number to provide greater choice for local families. To further enhance childcare accessibility and affordability, this collaborative effort has enabled funded placements within childminding settings and 6 children are currently in funded placements with childminders in Port Glasgow. Due to the small numbers of children within their services, childminders can offer a service which can be adapted to meet the needs of the child on any day. Childminders operate to suit working parents' hours, providing school/nursery drop offs and pick-ups. They also enable children of different ages to learn and play together in small groups, enhancing communication skills, learning & development. Siblings of different ages can be cared for in the same service which provides consistency, stability and more

streamlined childcare options for families and childminders have a network within the local community to share information and signpost to other activities. Professional childminders provide support for the whole family due and offer a safe, non-judgmental, home-from-home service while role modelling high quality childcare that can be invaluable for a family that does not have a supportive wider network. One childminder providing childcare funded by the EAC told us receiving funding has been hugely beneficial to the families that are using her service. She said "one of my parents had been providing end of life care, but sadly the person passed away. This meant that she was facing an uncertain return to work, with concerns around who would provide the childcare". The family also had added pressure of financial insecurity. The access to a childminding setting has giving the family stability and familiarity during this difficult time. Childminding settings are a unique environment with a nurturing and homely feel, which has offered the child a sense of warmth and security. This child's mother has also benefited from the assurance of a reliable, skilled and attentive childcare provider, without the apprehension of the financial implications involved. Without the EAC funding, the parent would have been left trying to work from shift to shift, hoping that different family members could help which would only have added to the mental health strains.



## CVS Inverclyde

A collaborative effort between the Scottish Childminding Association CVS Inverclyde currently hosts two projects that are working with local communities to build capacity and employability. The aim of the Enterprise Project for Investing in Communities (EPIC) project is to provide support & training to new and existing social enterprises, to grow their funding capacity and increase local support and employment. They are doing this by:

- Growing the capacity of 15 existing social enterprises
- Developing 5 new social enterprises
- Educating and supporting 30 social enterprises to transition to net zero
- Develop a suite of training for community organisation
- Residents have access to additional support and advice

The aim of the Investing in Communities Enterprise Project (ICE) project is to engage with local communities to understand local need, create new volunteer led groups and support the development of social enterprises. The project team are doing this by:

- Engage with local communities to understand local need
- Aiming to increase local support and services within localities
- Supporting the creation of employment opportunities
- Growing funding for 20 existing social enterprises through education
- Develop 10 new social enterprises
- Engage with communities to create 8 volunteer led groups
- Engage with 3 local schools to discuss climate change volunteering opportunities

Child Poverty Priority Groups	Number of Parents Engaged in No One Left Behind (NOLB) April 2023 – March 2024
Lone Parent Families	69
Families with Disability	69
Families with 3 or more children	27
Families where English is a second language	26
Parents who are age under 25 years	11
Families where the youngest child is less than 1 year.	6





# Inverclyde Drivers and Achievements 2023-25

The past year has seen significant progress in our fight against child poverty.

## 2. Cost of Living

**By 2025 there will be fewer barriers to employment, employability, training and learning for parents through the provision of affordable access to connectivity, education, childcare activities and food for children who would benefit from support.**

### Actions and Achievements

Inverclyde Council is committed to supporting families on a low income and from August 2023, all children from Primary 1 to Primary 7 will receive a free school meal. This universal approach will help reduce stigma and preserve dignity for children living in poverty and take a cash first approach to supporting parents living on a low income.

- The provision of universal free school meals has helped to increase the free school meal uptake in primary school from 55% in 2018 to 80% in 2023.

While Scottish Government offers financial support to help families cover the cost of school clothing and shoes for their children. Inverclyde Council is taking significant steps to address child poverty by expanding and enhancing financial support for families.

While overall attendance in primary schools saw a modest 0.5% increase, the most significant gains were made in schools based in the most deprived areas. 10 out of 12 previously identified schools (typically located in areas of deprivation) improved attendance compared to last year 2022/23. This positive trend is further exemplified by Newark Primary school, a school in a high-deprivation area, which continues to make significant strides. Their successful approach is detailed on page 36 of "Improving attendance: Understanding the Improving attendance: Understanding the issues (education.gov.scot)

Some of the secondary schools saw attendance gains in local authority areas. It's noteworthy that both these schools are situated in areas of highest deprivation. One school evidenced a remarkable 0.8% improvement, this is a prime example of taking an approach, which focuses on data-driven solutions to identify and address attendance barriers alongside an engaging school environment and extracurricular activities. This will be shared on Education Scotland's National Improvement Hub and a podcast featuring the headteacher. Despite these successes, there is a clear need to further address attendance, particularly for children impacted by poverty. A local authority plan is already in place to tackle this challenge.

We will continue to develop a place-based person-centred approach to provide affordable childcare that is co-designed with the service user, to increase capacity, and to improve the holiday childcare that supports our most vulnerable children.

- We will work with our early adopter implementation group to break down challenges and improve communication in the systems and place children at the centre of the service delivery. We will work with internal services such as procurement and legal services to fairness and equity.



## Cost of Living Case Studies

### Enhanced School Clothing Grants and Holiday Hunger Programme

By increasing eligibility and funding for the School Clothing Grant, the council is helping to alleviate the financial burden faced by low-income families when preparing their children for school. This means more low-income families can now receive financial aid towards school uniforms each year. In Inverclyde, 2,411 families qualify for the Scottish Government's standard school clothing grant, while an additional 725 families meet the enhanced criteria set by the council. This support programme benefits a total of 3,136 families, with a combined funding of £470,400.

To further support priority families living on a low income, Inverclyde Council has linked the School Clothing Grant with the Holiday Hunger Programme. This provides eligible parents with an additional £186 per child annually to help cover the cost of meals during school holidays. These initiatives demonstrate a commitment to addressing the multiple challenges faced by low-income families and improving the lives of children in the community.







## Person Centres Services for Families with Additional Support Needs (ASN) and Disabilities

In response to requests from the ASN Parent and Carer Group Inverclyde and a recognition of a gap in ASN services during the summer holiday period, within Inverclyde, a collaborative effort between the group, Inverclyde Council, and local stakeholders was initiated. The aim was to create inclusive services encompassing a broad spectrum of disabilities and additional support needs, beyond autism. The ASN Family Sessions, co-designed with parents and the ASN community, aimed to offer sensory, crafting, and sporting activities in a supportive environment, including quiet spaces and changing facilities. Importantly, many of these families face heightened poverty levels. Building on this success, a free, four-week stay-and-play summer holiday service was developed in direct response to parent requests for a safe, stigma-free space for children with additional support needs. The initial space was transformed into a welcoming and inclusive environment through careful adaptation. Breakout areas, additional gym space, and quiet zones were created to cater to diverse needs. The programme offered space to up to 60 people in each of the sessions (morning and afternoon) 76 families applied to attend the service with many parents expressing interest in multiple sessions. However, attendance during the programme fell short of expectations, with approximately half of allocated spaces unoccupied. Subsequent feedback indicated that a smaller group size of 29-30 individuals created a calmer and less stimulating environment, leading to improved behaviour and overall well-being for the children.

A key strength of the programme has been its focus on family needs and preferences. Adopting a co-design approach and actively seeking feedback, the activities and environment have been continuously adapted to create an inclusive and responsive service. The flexibility of the activity offerings, coupled with the expertise and support of parents, has empowered families to fully engage in the sessions.

Partnerships with local organisations have enriched the programme by providing additional resources and expertise. These collaborations have not only enhanced the range of activities available but also strengthened the support network for families. The needs of ASN families are unique and require a tailored approach. There was a high

demand for the programme which evidences the continued need for such services and the positive impact they have on families' lives. By carefully adjusting session capacity, the service was calming and supportive environment for children, leading to improved behaviour and overall well-being of children.

Parent feedback included said

“First and foremost, the setup was fantastic! There was a wonderful array of fun activities for families, and it was evident that a lot of thought and effort went into the planning. The team worked seamlessly together, which made the event run smoothly and ensured everyone had a great time.”

It was ‘Really great to speak to other parents and share information on activities and support available’ and ‘Great having somewhere to go where I can relax and not worry about other people’s reactions to my child’s behaviour’.

These findings highlight the importance of collaboration with partnerships, responsive service delivery, and family-centred care in supporting families with children who have additional support needs.

A successful and positive collaboration between multiple agencies to prevent a child from entering the care system. A young person took on the care of their sibling to avoid them being accommodated in the care system but they faced challenges due to work commitments. Through joint efforts, including accessing affordable childcare, financial support, and ongoing social work support, the family was able to overcome these difficulties. This collaborative approach not only prevented the child from entering care but also significantly reduced stress for the caregiving sibling. The family expressed satisfaction with the support received throughout the process.



## Early Adopter Community for Affordable Childcare

The Early Adopter Community for Affordable Childcare has proven to be a pivotal initiative in addressing the multifaceted challenges faced by families in our community. By providing accessible and affordable childcare, this program has empowered parents to pursue education, employment, and improved financial stability.

To date, 33 families, comprising 43 children, have benefited from the program, receiving comprehensive support ranging from childcare provision to financial advice. The program has specifically targeted families experiencing significant barriers, with six families including a disabled adult or child, 25 lone-parent households, eight families with three or more children, and three kinship care families.

Family Category	No. of Families supported*
Families with a disabled adult or child	6
Families where the mother is aged under 25	-
Families with a lone parent	25
Families with a baby aged under 1	-
Families with three or more children	8
Families where English is a second language	-
Families of kinship care/care experience	3

A dedicated project team has been instrumental in building trust and relationships with families, facilitating open conversations about financial circumstances and accessing support services. This engagement has evidenced and reporting a 100% increase in parents' ability to work or study due to the childcare provision. 88% of families have increased their working hours, and 44% have sought financial advice, highlighting the program's effectiveness in addressing economic inequalities.

Two parents have returned to education, an ambition they attribute directly to the availability of affordable childcare. Additionally, the high prevalence of children with additional support needs among program participants has necessitated enhanced training for staff, demonstrating the program's adaptability to diverse family circumstances. Three families advised that they face financial insecurity and have received guidance to maximise their income, 2 families have received redundancy and requested welfare advice and support.

Some families have advised that they have benefited from advice because they have been off work due to mental health circumstances and their wages have been reduced. Families have also asked for housing allocation support and financial advice when English is a second language.

One parent stated "I gave up a part-time job to finally follow my dreams of going back to education, I've always worked part-time around the children and when this opportunity presented, I knew it was time and applied for university and was accepted. This wouldn't have been possible otherwise".

A key learning from the service delivery is to acknowledge the high number of children who have a diagnosis of having additional support needs (24%). The children attend mainstream school however, the staff providing the out of school children care have received enhanced training. One carer advised "The after-school care allows the children to learn in a way they didn't get to as smaller children, they get to build meaningful trusting relationships with staff, and I cannot thank you enough for this, I don't know what I would do without the support".

Overall, the Early Adopter Community for Affordable Childcare has demonstrated its efficacy in improving family well-being, increasing employment opportunities, and addressing financial challenges. By providing targeted support and building strong relationships with families, the program has emerged as a vital resource for the community.

The Inverclyde Community Food Network contributes to Inverclyde Food Growing Strategy and has been established by local community organisations to make food growing a normal part of Inverclyde life, creating a more sustainable community, addressing issues of food insecurity, food waste and environmental and climate challenges. The Community Food Network provides families and individuals with advice, assistance and practical support for food growing, food sharing and family cooking. The outcomes of the network link with the delivery of the Thrive Under Five in Rainbow Family Centre Port Glasgow, to make food growing a normal part of Inverclyde life, creating a more sustainable community, addressing issues of food insecurity, food waste and environmental and climate challenges.



## Inverclyde Drivers and Achievements 2023-25

The past year has seen significant progress in our fight against child poverty.

### 3. Community Co-design

By the end 2025 there will be an improved collaborative, community codesign strategy, more families with lived experience of poverty will be empowered and participating in local service design to address the complex challenges of child poverty and inequalities and ensure that the services meet their needs and responds effectively.

#### Actions and Achievements

- We will continue to build on the legacy of the Warm Hands of Friendship project which empowered local community groups to support people within their localities with services that meet their needs, with support that was designed with them.
- We will increase the opportunities to engage and learn from people who have lived experience of poverty and require an affordable after school service.
- We will create a platform that will encourage parents at the earliest stage of their employability to identify what they need and when they need support to enable them to participate in learning, training, or employment.
- We will focus community development services on communities facing the greatest inequalities, targeting when appropriate the child poverty priority groups, and those families most likely to be living in poverty.





## Community Co-design Case Studies

### Inverclyde Approach - Warm Hand of Friendship

Inverclyde Council provided £100,000 to be allocated to the Warm Hands of Friendship initiative from December 2023 to enable support local community organisations to deliver a range of grass root services that would meet the needs of their community. This project provides new ways to engage with local people and provided the opportunity for local organisations to understand the needs of the communities. The Warm Hand of Friendship initiative successfully supported 58 local community organisations to deliver essential community services during 2023/24. These services ranged from safe warm spaces and clothing distribution to meals provision, and community activities. Over 9,000 individuals benefitted, from the

Warm Hand of Friendship initiative, there was a focus on prioritising vulnerable groups including lone parent families, families with multiple children, and older adults. Data collection revealed that the initiative helped address the difficult choice between food and heating, fostered social connections, and even led to the formation of lasting friendships and establishing support networks within the community. A further report has been submitted to Inverclyde Council recommending this project is continue until 2027 to provide additional financial and community support to those facing the greatest inequalities.

### Co-design of the Early Adopter Community for Affordable Childcare

The Early Adopter Community (EAC) has prioritised a co-design approach to ensure that services effectively meet the needs of the community. By working closely with families and children, the EAC has gained valuable insights into the challenges and aspirations of parents and families. To enhance participation and gather comprehensive feedback, the EAC has implemented various engagement strategies, such as hosting events in accessible locations, providing refreshments, and offering child-friendly activities. These efforts have produced valuable data on service needs and preferences.

While challenges such as project uncertainties have impacted the full implementation of co-design plans, the EAC remains committed to incorporating participant feedback into future service development. The successful celebration events and positive feedback from families demonstrate the value of these collaborative approaches.

Key findings from the many continued co-design processes include a significant demand for services targeting under-5s and families with children with additional support needs (ASN). There is also a clear preference for flexible service delivery models that prioritise face-to-face interaction and community engagement. Overall, the co-design process has been instrumental in shaping the EAC's understanding of community needs and informing service development. By continuing to prioritise the voices of service users, the EAC can ensure that its programs remain responsive and effective.



## Young People’s Voices develop services in Inverclyde

Clyde Conversations bring young people from every secondary school in Inverclyde together to discuss issues affecting them. Each year CLD Youth Work Services support a young person steering group made up from pupils from each of the secondary schools to carry out a consultation to find out the top 5 issues that should be discussed at the event. The event was attended by 122 pupils and is between S1-S3 and S4 to S6. In addition to the event the steering group conducted a health and wellbeing survey of which 564 pupils participated. The topics for discussion at the Clyde Conversation Event included bullying, lunches mental health and loneliness and finance and poverty.

Finance & Poverty—Young people stated that they have noticed that the cost of food, and everyday bills are causing a strain on everyone, including their families. Their worries are that they will never get onto the property market, they will not be able to move out of their parents’

home and will struggle financially to relocate for university because of the rising cost of living.

Cost of the School Day - Young People were given the opportunity to discuss their thoughts on the affordability and sustainability of school uniforms as part of the Scottish Government Consultation. Feedback highlighted the perceived benefits of uniforms in promoting equality, safety, and security. However, they also raised concerns about affordability, particularly regarding blazers and the potential advantage taken by some uniform suppliers. Interestingly, young people presented creative solutions, suggesting initiatives like an Inverclyde Thrift Shop and a school tie exchange program. Additionally, concerns about financial literacy were reiterated, with many expressing a desire for improved life skills training to navigate finances, student loans, and responsible borrowing practices.

## Kinship Young People and the I Promise Team

The I Promise Team works collaboratively with young people who have care experience and ensure that the young people have a voice in the design of the services and the actions that affect them. Support was offered to a young person was living in kinship care and was caught in the middle of complex family dynamics. The child’s views were sought to inform a court report regarding family contact arrangements.

Through detailed conversations, it became apparent that the child was experiencing significant emotional distress related to family contact. By giving voice to the child’s experiences and feelings, the court was able to make informed decisions that prioritised the child’s

wellbeing. The child’s expressed fears about potential placement changes were addressed, providing reassurance and stability. Empowered by having their voice heard, the child began to show increased confidence and resilience. They engaged in new activities and social interactions, demonstrating positive personal growth.

This case highlights the crucial role of child participation in legal proceedings. By putting the perspective at the centre, it is possible to achieve better outcomes for all involved. Providing a safe space for children to express their feelings and concerns can have a profound impact on their emotional wellbeing and overall development.



## Inverclyde Drivers and Achievements 2023-25

The past year has seen significant progress in our fight against child poverty.

### 4. Income from Social Security

By the end of 2025 there will be a collaborative, whole systems, evidence based, targeted, approach to provide financial assistance and welfare support the child poverty priority families and/or families living on a low income to maximise social security uptake.

### Actions and Achievements

- We will improve the systems and networks that exist around child poverty, not only by ensuring senior leadership buy in but also opening communications, monitoring impact, using evidence based approaches and sharing responsibility across the community planning partnership.
- We will improve pathways to receive a Welfare Assessment for families living in low income.
- We are developing our multi agency Whole Family wellbeing model to provide targeted interventions that will support early intervention and additional intensive supports. This will ensure the focus remains on families receiving the right support at the right time from the correct service.





## Income from Social Security Case Studies

### Welfare Advice and Assessments

All parents who receive a place at the Early Adopter – Affordable Childcare service receive an assessment and discussion on the impact of changes in income will make on their households.

We will continue to learn from this system to ensure that this option is offered to all families who need the support.

### NHSGGC Thrive Under 5 (TU5) programmes in Rainbow Family Centre

This project is taking a whole systems approach to tackling child poverty. Thrive Under 5 (TU5) is a project funded by Scottish Government monies and delivered by Health Improvement staff from NHSGCC. Through a whole systems approach to tackling child poverty in selected places, the programme aims to support children under the age of five to achieve a healthy weight. The project works in partnership with others to tackle the issue of food insecurity and

provides families with the resources and knowledge to make healthier choices. This project is based in Rainbow Family Centre in Port Glasgow and engages parents to participate in a financial wellbeing assessment to ensure they are maximising their income from social security. Planning for improvement will be to offer the parents the opportunity to open local credit union accounts and to open child accounts and actively encourage savings for the families engaged.



## Whole Systems Approach

An ecosystem mapping and evaluation of the Inverclyde approach, including the Child Poverty Accelerator, Thrive Under Five, the Early Adopter Community and IRISE, is being undertaken by Urban Foresight. To evaluate the effectiveness of this whole-systems approach, Urban Foresight is conducting a project evaluation and research of the theory of change. An initial ecosystems mapping exercise has laid the groundwork for recommendations on implementing the “Inverclyde Approach” more broadly.

This will evidence the theory that taking a holistic approach and addressing multiple aspects of poverty simultaneously, will provide families with comprehensive support that empowers them to improve outcomes, choices and opportunities. By investing in the wellbeing of families and building strong partnerships, Inverclyde Council is committed to creating a lasting impact on the lives of those experiencing poverty.

Inverclyde Council and HSCP is implementing a Whole Family Wellbeing model through the Child Poverty Accelerator Fund (CPAF) project in partnership with Home Start Inverclyde. This initiative is grounded in the belief that by adopting a holistic, person-centred approach, we can empower parents experiencing poverty to make informed decisions and improve their circumstances.

The Home Start component of the project focuses on 45 families in Greenock East/Central, with a particular emphasis on parents with mental health concerns or anxiety and children under five years. This targeted approach involves one-to-one support and group activities to foster peer connections and resilience.

By creating a safe and supportive environment, parents are encouraged to share experiences and learn from each other. Moreover, wellbeing discussions are integral to understanding and addressing the unique needs of these families. A significant proportion of these families include children under one year old and/or have a family member with a disability.

The CPAF funding has enabled Inverclyde Council to establish new pathways to support, strengthen relationships with families, and enhance the services provided by the Advice and Welfare team. This approach fosters trust and open dialogue, encouraging parents to discuss financial challenges and explore employment opportunities. By prioritising relationship building, we aim to create an environment where parents feel comfortable sharing sensitive information about debt and financial insecurity.

A notable success story involves a young couple supported by Home Start Inverclyde. Both of the individuals have care experience, they faced challenges in parenting and building trust with external agencies. The intensive support provided by a Home Start Family Support Worker was instrumental in rebuilding their confidence and accessing essential services. This holistic approach, encompassing emotional support, practical guidance, and financial advice, has empowered the couple to overcome adversity.





## Next Steps to 2025/26

**Co-design Approaches:** Inverclyde Council, through the Early Adopter Community for affordable childcare will appoint a Codesign worker to conduct regular co-production workshops with families facing poverty. These workshops will focus on reshaping, joining up, and improving service delivery. This collaborative approach ensures services effectively address the needs identified by the community itself. A community coalition will be established in the three localities where the early adopter community will be spread.

**Targeted focus on Early Intervention and Prevention** using data to identify priority families who are disproportionately affected. Interrogate data from local needs assessments, evaluations and feedback from lived experience to identify what early intervention and prevention strategies families want implemented.

Working with parents to address cost barriers that prevent children from participating in activities including creation of subsidised programs or exploring alternative funding models including supporting families to apply for the Childcare Cost element of Universal Credit to help with costs.

**Ecosystem Change and Reform:** Ecosystem mapping and evaluation results will be developed to identify existing resources within staff, services, funding, and buildings. This will maximise available resources to address child poverty challenges. This will support leverage from the Early Adopter Community and the learning from the Child Poverty Accelerator evaluation to advocate for systems changes that support child poverty reduction. This may include streamlining service access, fostering better inter-agency communication, and exploring joint funding opportunities.

### References

Tackling child poverty delivery plan 2022-2026 - annex 2: child poverty evaluation strategy - updated - gov.scot ([www.gov.scot](http://www.gov.scot))

<https://www.gov.scot/>





# How will we achieve our priorities?

## 1. National Key Driver - Cost of Living - Income from Employment

Increasing income from employment by offering a range and choice of opportunities for priority families to help them access and maintain employment and employability, learning and training, underpinning economic growth, reducing reliance on social security and welfare, and enhance individual well-being and stability.

### Local Outcome

By the end of 2025 there will be an increase in income by prioritising and supporting families more likely to be living in poverty to access and maintain employment by offering a range of training and learning programs to enhance their skills and employability opportunities range and choice of opportunities.

REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
1.1	<p>Create a sustainable support model providing employability opportunities targeting priority families, into employment which pays at least the living wage. (No one left behind)</p> <p>This will be aimed at providing employability opportunities to get priority families into employment learning and training.</p>	LEP partners will work collaboratively to offer a range of barrier removal, pre-vocational and vocational training and learning services/opportunities, which will enhance and develop both confidence and skills of parents to enable progression into sustainable employment.		Inverclyde Local Employability Partnership (LEP)
1.2	Engage with targeted parents on low incomes and living in poverty, who have children under 5 years and encourage them to participate in empowering and wellbeing support programmes.	<p>Collaborate with local community services and locality plans to capture the voices of parents across the Inverclyde area.</p> <p>Design local engagement and participation in collaboration with community development teams to avoid consultation fatigue of parents.</p> <p>Continue to work with parents and community members to codesign the Early Adopter Community for affordable and flexible childcare.</p>	<p>September 2025</p> <p>March 2025</p> <p>March 2026</p>	<p>Inverclyde Community Learning and Development Partnership</p> <p>Early Adopter Community Team</p>



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
1.3	Build and develop local principles in line with Community Wealth Building/ Community Wellbeing approaches incorporating NHS GGC approaches.	<p>Organisations with a contract with Inverclyde Council and NHS Greater Glasgow &amp; Clyde are expected to pay employees the living wage in line with Community Wealth Building Ethos.</p> <p>NHS GGC will align the workforce activity to the pillars within CWB as an Anchor institution, create connections between HSCP and employability programmes in community to workforce opportunities.</p> <p>NHS GGC are committed to increasing % spend in local businesses and increasing community benefits.</p> <p>The Council's procurement service has updated their Social Value policy. Social value is wider than community benefits, it affects the long-term wellbeing and resilience of individuals and society.</p>		<p>NHS GGC</p> <p>NHS GGC</p> <p>NHS GGC</p> <p>Inverclyde Council</p>
1.4	Provide employability and job creation for young people from low-income families.	<p>LEP partners will provide an end-to-end employability service for 16-24 year olds, as well as operating youth engagement hubs to promote available services.</p> <p>Apprenticeship opportunities are promoted, with training funded for 16-24 year olds.</p> <p>A targeted Apprentice Wage Subsidy programme provides a financial contribution to wage costs.</p> <p>West College Scotland have delivered an Into Employment course which will cover basic employment skills and put young people in direct contact with employers from areas of interest to them. The 12 week programme will run September – December for winter leavers and January – June for summer leavers.</p> <p>Developing the Young Workforce (DYW) Coordinators have increased the opportunities for work experience placements and employer engagement.</p> <p>Young people are better supported with post school transition support into post school destinations through DYW key workers. This will cover areas such as completing application forms/CVs and interview preparation. DYW Coordinators will also provide follow up support once the young person has entered post school destinations to ensure that this destination is sustained.</p>		<p>Inverclyde Local Employability Partnership</p> <p>NHSGGC and the LEP</p> <p>West College Scotland</p> <p>DYW</p>



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
1.5	Provide a transitions support service and financial help for priority parents entering the labour market to reduce financial barriers to employment.	Continue to develop and implement the relevant actions and priorities of both the Local Employability Project and the Financial Inclusion Partnership.		LEP /FIP
1.6	Create local business support opportunities to encourage new businesses in the most deprived areas and for priority families and encourage local people to become self-employed and entrepreneurs.	We will work with our local CVS Inverclyde (Third Sector Interface) to support local people to increase capacity and build more local social enterprise opportunities in the Community.		LEP/CVS
1.7	Develop and improve vocational training and skills in the growth sector to help targeted priority groups into employment including apprenticeships.	<p>Build a local start-up and business development support and opportunities in the two town centre areas for local people to encourage entrepreneurial and self-employment opportunities in the area. The project aims to create 30 new business start-up opportunities in the most deprived localities based on the SIMD 2020 data in the first year of the initiative.</p> <p>Build on the local volunteering strategy to engage priority groups into local opportunities including apprenticeships.</p> <p>The Education Service and West College Scotland through Skills Development Scotland better understand the local labour market demands for the area. This will allow the course offer to be tailored to ensure that young people have the best chance of securing employment post education.</p>		<p>LEP</p> <p>CVS Inverclyde and Inverclyde CLD Strategic Partnership</p>



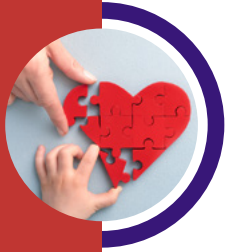
## 2. National Key Driver - Cost of Living

Increasing income from benefits to ensure systematic whole family approach to increase in social security income, directly address the financial hardships faced families. This would provide essential support to families struggling to make ends meet, allowing financial support for the basic living costs, such as housing, food, and utilities.

### a. Local Outcome

By 2025 there will be fewer barriers to employment, employability, training and learning for parents through the provision of affordable access to connectivity, childcare activities and food for children who would benefit from support.

REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
2a.1	Provide Flexible and Inclusive out of school services that are easy to access (Place/transport) for priority parents on low income and accessing employment, training and learning.	<p>Summer 2025 we will provide a tiered services to accommodate the needs of children, a) universal playscheme, b) enhanced additional support c) play4all for severe physical additional support. Offer the service offered 8.30-5.30 Mon-Friday for 4 weeks to support families offering activities that meet the needs of the children who attend.</p> <p>The Summer 2024 extended the universal playscheme service, provided Play4All and the affordable childcare services. Alongside Active Schools, Morton in the Community and various community provision. This provided a range of choice and a tiered approach for families. This action will continue to be monitored and improved to ensure the best service available for children and families during the summer holiday period.</p> <p>Employ Staff with experience to engage children in a range of activities that meet their needs including those with social, emotional ASD or additional support needs. Continue to identify opportunities to employ staff who have skills knowledge and experience to provide the best support to children who are facing inequalities, trauma and poverty. The EAC commissioned KLAS to provide the Summer Out School Care in Port Glasgow during Summer 2024. Their evaluation report highlighted that 80% of the children had some neurodiversity or trauma challenge. However, the KLAS team are recruited following the Care Inspectorate recommendations and are trained in different areas of development and in line with the Governments Fair Work policy.</p>	<p>Summer 2025</p> <p>March 2026</p>	<p>Inverclyde Community Planning Partners</p> <p>Inverclyde EAC Team, Inverclyde Early Years and Out of School Team and the Child Poverty Action Group.</p>



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
		DYW Coordinators will be employed on 52-week contracts to provide ongoing support over the summer holidays. This will mean that young people can be targeted with additional support to ensure that they take up offers made to them post school. Interventions can be put in place to ensure the positive destination is sustained.		
2a.2	We will be reducing barriers to employment and education to improve skills for life for young people who are care experienced.	Work was undertaken with Promise Lead and Virtual School Head Teacher with all secondary schools in relation to the importance of each school reducing education barriers in line with plan 21-24 of The Promise. A Moving on Strategy meeting which includes, education, West College Scotland, Inverclyde Offer and SDS has taken place. As part of I Promise board representatives also discussed and measured where we are at in terms of a right to education and Moving on in relation to Plan 21-24.		The Promise Team
2a.3	Children and Young People will have access to free nutritious free food and snack during the school holiday period to provide continued support to the food they receive during the school day.	Inverclyde Council is the first local authority to provide free school meal provision for every primary school child in Inverclyde from August 2023, reducing stigma and ensuring all children can access a free nutritious meal at least once per day.  In 2022 Inverclyde HSCP increased the use and access of the Section 12 and Section 22 payments, enabling professional staff working with families facing financial hardship and insecurity to provide them with cash support. Section 22  Health Visitors and Family Nurses have access to Section 22 Funds to access money to buy appropriate infant formula milk.  Health and Social Care Partnerships will develop a pathway for emergency infant feeding support. Planning and implementation of the pathways should explore all opportunities for families to access formula milk.  Ongoing awareness raising is essential with community organisations that support low-income families to ensure they are aware of the processes and how they can support.		Inverclyde Council working collaboratively with Inverclyde Food Network.  HSCP/NHS GGC
2a.4	Develop the maternity pathway with maternity staff from community services to post-natal services to ensure equal access at all points of the pathway	NHS GGC baseline research with BME women, including women in persistent poverty, highlighted barriers to service access (including use of interpreting) and ways in which the experience could be improved.. Further specific research with women in poverty will be undertaken and bespoke resources for women and staff developed.		NHS GGC
2a.5	Improve levels of communication and participation which respectful and inclusive to ensure the service is meeting the needs of the user.	Engagement, communication, and participation with service users to ensure service is meeting the needs of families using appropriate nonjudgement language.  Continued co-design process for people with lived experience.		Inverclyde Council and partners in NHS and the third sector have provided stigma workshop training to local employees.



## b. Local Outcome

By the end 2025 there will be an improved collaborative, community codesign strategy, more families with lived experience of poverty will be empowered and participating in local service design to address the complex challenges of child poverty and inequalities and ensure that the services meet their needs and responds effectively.

REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
2b.1	Develop and upskill the Inverclyde community learning and development partnership workforce to empower local people to ensure their voices are heard in democratic decision making	<p>Staff from across all local organisations will have shared learning and collaborative goals to increase community empowerment.</p> <p>The Warm Hand of Friendship initiative empowered local community organisations to provide services that meet the needs of their residents.</p>	December 2025	Inverclyde Community Development Partnership
2b.2	Enhance lifelong learning opportunities and improve life chances for priority families through community learning and development approaches	There will be an increase in the number of parents within the targeted demographic groups engaging in lifelong learning.	December 2025	CLD Partnership
2b.3	Build on existing groups of people with lived experience of poverty establish a virtual group of priority families participating in the design and delivery of services	<p>People facing financial insecurity due to the increase in the cost of living will be meeting/discussing virtually how they can support each other, share ideas and redesign service support to help when they need it.</p> <p>Inverclyde Council, Inverclyde CVS and Inverclyde HSCP worked with local groups and services worked to provide the Warm Hands of Friendship Service provision supporting communities with warm spaces, food, and friendship during the Winter 2023.</p> <p>Increase understanding of families experience and impact of poverty for families with a child with a disability around the 3 key drivers of poverty.</p> <p>Research and redesign of services to identify the best way to support families who have disabilities will continue in 2023/24.</p>	December 2025	CLD Partnership



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
2b.4	Convene a Steering Group, scope out and commission research into needs of families with children and a disability in NHSGGC are underway	This research will identify themes and make recommendations for progress.	December 2025	NHS GGC
2b.5	Develop capacity of existing priority groups continue to engage and involve those with lived experience into local democratic decision-making processes.	Existing Groups will have an increased number of people with experiences to share that will impact on democratic decision-making including community asset transfers and participatory budgeting.		Inverclyde CLD Partnership and Inverclyde Child Poverty Action Group.
2b.6	Continue to build trust and effective relationships with local people to build services and make financial decisions that meet their needs and needs of their community.	<p>More people will trust and have positive relationships with service providers across the Inverclyde areas.</p> <p>Inverclyde Council is building trust with local people in the review of the Community Councils, engaging parents to become involved in local democratic decision-making system.</p> <p>Families facing the greatest inequalities are the priority families receiving support from the Home School Link Teams in and across the 6 Mainstream Secondary Schools.</p>		Inverclyde Financial Inclusion Partnership and Inverclyde Child Poverty Action Group





### 3. National Key Driver - Income from Social Security

Providing a financial safety net for families to alleviate immediate pressures and ensures children have access to necessities like food, clothing, and shelter and to prevent families from falling into deeper poverty.

#### a. Local Outcome

By the end of 2025 there will be a collaborative, whole systems, evidence based, targeted, approach to provide financial assistance and welfare support the child poverty priority families and/or families living on a low income to maximise social security uptake.

REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
3.1	Create a Flexible and Inclusive Local Advice Services targeting priority families with complex challenges including financial insecurity.	<p>Financial Advice Services identifying priority demographic groups and providing entitlement of benefits and budgeting advice that are accessible. Advice and Welfare Services have started to provide outreach support through both the Early Adopter Community and the Child Poverty Accelerator Funding.</p> <p>Financial Advice Service affiliated to a school community to build relationships and provide a personal support service and reduce barriers.</p> <p>Building on the collaborative approach from the Humanitarian Assistance Line offer a holistic service (public and third sector) to address multiple needs.</p> <p>Review and develop local financial advice services and ensure the services are targeted to priority groups and families who need the service most, including vulnerable pregnant women, building on success of</p> <p>NHS GGC Special Needs in Pregnancy Money &amp; Debt with Advocacy service.</p> <p>Identify and develop processes around financial enquiry in maternity services and health visiting services learning from good practice and the quality improvement work taking place across the GGC health board area. The learning will be shared and rolled out across NHSGGC to ensure the issue is raised with every pregnant woman and an increase in referrals to Money Advice services is recorded.</p>	December 2025	HSCP/Financial Inclusion Partnership



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
3.2	Continue to build locality-based data and knowledge of priority families and their needs to improve their wellbeing.	<p>Provide wellbeing support programmes to families more likely to be facing poverty, poor mental health, disabilities and minority ethnic groups.</p> <p>Inverclyde Council commissioned Home Start Inverclyde to provide early intervention wellbeing support to families living in poverty, who have mental health challenges and who have children younger than 5 years.</p> <p>Collating local data to evidence the impact and mitigation of child poverty will remain a priority</p> <p>Inverclyde Council will obtain information from the Inverclyde Common Housing Register to better inform future decision making in relation to housing led regeneration and development projects across the most deprived communities in Inverclyde. Our yearly analysis also draws from the ICHR and RCH's choice-based register, so this can be integrated into the SHIP in a way that supports the Child Poverty Action Plan objectives.</p>		<p>Financial Inclusion Partnership</p> <p>Child Poverty Action Group</p> <p>Child Poverty Action Group</p> <p>Inverclyde Local Housing Strategy Partnership</p>
3.3	Using local data that is locality based identify people and communities entitled to benefits but not receiving them.			
3.4	Provide team around the child and GIRFEC support to families in school most likely to face financial insecurity and poverty or neglect.			Inverclyde Council/FIP



REF	What do we want to do?	High-level Actions	Due Date	Who is responsible?
3.5	Increase staff skills and knowledge across the community planning partnership to enable them to offer targeted communication and promotion of services and benefits that is respectful and inclusive	<p>Upskill and develop the workforce around offering a range of local family support and advice services, including development of Cost of the School Day.</p> <p>Raise awareness of available support services that all employee, organisations and communities can easily access, within and across priority demographics.</p> <p>Cost of the school day interventions</p> <p>Families requesting affordable childcare will be offered a variety of pathways and choice to support them out of poverty. This includes an initial discussion with the project officer to assess their current needs, a Financial Advice Worker then makes contact to discuss their financial situation and the Parental Employment Support Worker then meets with the parents to identify a range of local pathways to engage the parents into employability, or other local employment opportunities with the reassurance that their children are receiving care after school.</p> <p>There are two local Zero Waste Food Pantries in the area providing low cost fresh and frozen food to residents. The main supplier for the Food Pantries is the Glasgow Fare Share. Inverclyde Council purchases two annual Super Memberships which provides each pantry with 36 tonnes of food per year. The pantries subsidise this with surplus food from local supermarkets and use lottery grant funds to buy low stock items such as tinned goods.</p> <p>Develop and implement a pilot to support patients or staff with Universal Credit at QEUH. This will involve telephone access for direct support to a dedicated DWP staff member which aims to prevent sanctions.</p> <p>Recognise that many public sector and people working in health care living in Inverclyde will be at risk of poverty, offer targeted and appropriate support to employees, through debt advise and financial advice services.</p> <p>Promote NHS GGGC money advice information workshops and video content with NHS Credit Union, for staff. NHS GGC staff will also be supported through HES – home energy workshops for staff, payslip messages – debt advice messages quarterly, a Staff Money Worries campaign. Staff Mental Health and Wellbeing resource contains money advice information and will be distributed to all staff.</p> <p>Develop a new NHS GGGC project “Staff Wellbeing Bus” that will visit smaller sites including HSCP sites in order to provide rest and recuperation support and holistic health and well-being information to staff.</p>		<p>Inverclyde CLD Strategic Partnership/Inverclyde Financial Inclusion Partnership (FIP)</p> <p>Inverclyde Child Poverty Action Group</p> <p>Inverclyde Child Poverty Action Group, FIP and LEP</p> <p>Inverclyde Community Development Trust/Inverclyde Council</p> <p>NHS Greater Glasgow and Clyde</p> <p>FIP/NHS GGC and LEP</p> <p>NHS GGC</p> <p>NHS GGC</p>



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We are committed to using our website and a range of social media to communicate with people, communities and businesses across Inverclyde and beyond.

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