

CHILD POVERTY LOCAL ACTION REPORT

Aberdeenshire
June 2019

INTRODUCTION

Aberdeenshire remains a relatively affluent area of Scotland. However, pockets of deprivation and rural isolation nevertheless exist. The Scottish Index of Multiple Deprivation (SIMD) identifies different domains of multiple deprivation across Scotland, in data zones (small areas of around 500-1,000 people) and Aberdeenshire has six data zones in the most deprived 20% in Scotland. Three of these are within the 10% most deprived. These are found in Peterhead and Fraserburgh in the North of Aberdeenshire. Some areas within Aberdeenshire reflect higher than Scottish average levels of infant mortality and childhood accidents.

2.1% of Aberdeenshire’s population reside in these six zones and are seven times more likely to be employment deprived compared to the average for Aberdeenshire. Five out of the six zones have the most severe household overcrowding problem for all data zones in Aberdeenshire. All six data zones have the lowest pupil attendance rates for school-aged pupils of all data zones in Aberdeenshire.

In 2018/19 the Aberdeenshire figures show the following -



In Aberdeenshire people are living in poverty due to low wages, high living costs, lack of accessible affordable childcare, transport and limited opportunities. Research across Aberdeenshire confirms that those who are not working overwhelmingly want to work, but face barriers to employment. Principally these are ill-health, transport and childcare, but also caring responsibilities for family members. Some parents worry about the impact poverty has on their children, particularly that they may be bullied because of the circumstances in which they live. Parents also report that they can also feel stigmatised when accessing services which can result in reluctance to access support in future. Children living in poverty frequently report feeling excluded and embarrassed, citing it as a key source of unhappiness, and worry about their parents.

The Aberdeenshire CPP commissioned a report that builds a local picture of child poverty: **“Tackling Child Poverty in Aberdeenshire: lessons from local voices” (2018)**
The Poverty Alliance, Scottish Poverty and Inequality Research Unit, Glasgow Caledonian University,

HELPING TO MEET THE TARGETS OF THE CHILD POVERTY (SCOTLAND) ACT

Aberdeenshire Council, NHS Grampian and the Aberdeenshire Community Planning Partnership (CPP) are committed to eradicating child poverty in our area by 2030.



ABERDEENSHIRE PRINCIPLES

The Child Poverty Action Plan has been developed by Aberdeenshire Council, NHS Grampian and wider partners within the CPP. Action to address Child Poverty is also one of the Aberdeenshire LOIP priorities.

Our approach to tackling Child Poverty focusses on addressing the root causes and building people’s capabilities through income maximisation, employability, improving quality of life, helping families manage the impacts of poverty and promoting positive life chances. It is important the voices of those with lived experiences are not just heard but their views construct future strategies and the Aberdeenshire Child Poverty Action Plan, as these families are key to the delivery of the 4 overarching goals which are highlighted in our Child Poverty Action Plan:

- Preventing children on the margins of poverty falling into poverty.
- Reducing the number of children living in poverty by moving those in poverty out of poverty.
- Protecting children living in poverty from its most adverse effects.
- Enabling children to live a poverty-free adult life.



PROGRESS 2018/19

Improving Outcomes

Child Poverty is also a strategic priority for the Aberdeenshire's Community Planning Partnership. The Child Poverty Action Plan has also been developed as a Community Planning Local outcome Improvement Plan. *The full action plan is outlined in Appendix 1.*

Over the last 12 months the development of a partnership action plan on child poverty has been a priority for the lead group - Tackling Poverty & Inequalities, a partner group reporting to our CPP Board. It was agreed that the voice of lived experience should be key in developing solutions and identifying areas which require development. To ensure the Action Plan was informed by those low income families, a research project was commissioned on behalf of Aberdeenshire CPP Tackling Child Poverty in Aberdeenshire: Lessons from local voices (2018). The outcomes of this research and other available research and data contributed to the development of the principles, structure and focus of the Action Plan.

Actions have been informed by the requirements relating to the LOIPs; the ambitions set out by Scottish Government in Every Child, Every Chance as well as priorities identified at an Aberdeenshire level, link in with economic development and inclusive growth; transportation; housing and homelessness; community safety; community learning; employability and community justice.

Over the past 12 months we have identified various opportunities for improvement, including in increasing the up take of free school meals. A pilot project was developed and delivered to 557 pupils who were entitled to free school meals within the six northern Academies. An additional £1.20 was placed on pupils' cards to allow them to access a breakfast deal. The project increased attendance, reduced lateness, increased the up take of free school meals and helped pupils to be more ready to learn from the start of the day.

One parent noted that "I suffer from depression & anxiety. Knowing that my children are getting breakfast and lunch really gives me a sense of relief, thank you".

Supporting low income families throughout the school holidays has been highlighted as an area of development. Over the last year Family Kitchen Projects, have seen

34 Family Kitchen sessions delivered during the school holidays over Easter, Summer and October with 369 attending - 134 adults and 235 children.

Those with lived experience highlighted that the stigma they feel when accessing services was the main reason for not seeking support. The Cost Of The School Day Program was delivered in Stonehaven and will be rolled out to all areas of Aberdeenshire 2019 - 2021. It helped practitioners to better understand the unspoken needs of families to cover the various costs that come with their children's education

The intention of the Child Poverty Action Plan is to improve outcomes for all families living in poverty or at risk of living in poverty but the key emphasis will be supporting families where the risk of children living in poverty is highest. The Plan outlines a range of actions addressing the three main drivers of child poverty:

- income from work and earnings;
- costs of living;
- income from social security

Health and Children's Services

NHS Grampian has strongly acknowledged the expectation placed on it to tackle child poverty in collaboration with local authorities, using community planning as a useful vehicle for identifying and carrying out actions. NHS Grampian is supporting the development and delivery of the Local Child Poverty Action Plans for Aberdeen City, Aberdeenshire and Moray Community Planning Partnership (CPP) areas for the reporting (financial) year period 2018 - 2019.

NHS Grampian in providing health system leadership in addressing health inequalities has supported the implementation of Making Every Opportunity Count (MeOC) as an anchor approach. It is one of a number of drivers within the Grampian Clinical Strategy to increase capacity within NHS Grampian to take positive action that enables people to live as well as they can, including maximising their income.

NHSGs contribution to tackling child poverty in Aberdeenshire is underpinned by a broader approach and cultural shift which provides a universal element at

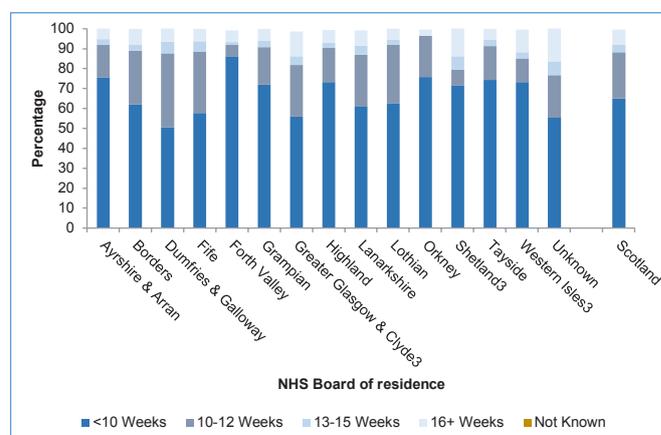
Tier 1, the brief conversation, to ensure we normalise a holistic approach to people’s needs, including all aspects of income maximisation. The actions with the Aberdeenshire Child Poverty Action Plan which NHS Grampian are leading on reflect this Learning has indicated that across NHS Grampian there is a need to build capacity and capability taking account of the clinical context and setting and the need to be sensitive to the complexities of people’s lives. Our approach therefore is broad, supporting multiple tests of change to make every opportunity count across the public and third sectors. A number of these tests of change feed in to income maximisation. In building capacity and capability across Grampian, we are working with frontline clinical colleagues, including those in maternity services, to develop and adapt MeOC in ways they believe will best help them to help their particular groups of patients, including pregnant women and their families.

Locally, there is growing understanding of the relevance to patients, and importantly the feasibility, of brief wellbeing conversations and signposting in busy clinical practice. Referral to non-clinical services is increasing.

Clinical colleagues have indicated that providing access to patient stories would help them to help their patients with issues such as income maximisation. To this end, within NHS Grampian’s innovative digital platform, No Delays, clinician can send useful information on health and well-being directly to patients by email. The section on income maximisation includes accounts by two local people of how they have benefited from accessing help with their money worries. These accounts illustrate the importance of income maximisation alongside help with other personal and social challenges, and the positive outcomes of this support. These personal accounts can be sent directly by clinicians to patients to encourage them to take the next step. In these ways, we are building a sustainable approach to income maximisation through our overall approach to MeOC. NHSG have taken steps in increasing organisational capacity and capability to embed this work and continue to strengthen connections with partners to ensure patients, including parents and prospective parents, have the opportunity to access local expertise on income maximisation.

NHS Grampian will reinforce and promote the importance of attending for antenatal care with the aim to increase the number of vulnerable mothers eligible and in receipt of the Sure Start Maternity Grant (n.b. from summer 2019 SSMG will be known as the Best Start Grant). The Scotland Performs LDP Standard indicates that at least 80 per cent of pregnant women in each SIMD (Scottish Index of Multiple Deprivation) quintile will have booked for antenatal care by the 12th week of gestation. Figure 1 indicates that in Aberdeenshire the LDP Standard was comfortably exceeded with 90.7% woman booked for antenatal care by 12 weeks gestation and 88.9% of maternities within the most deprived quintile in Grampian are booked by 12 weeks’ gestation, lower than the less deprived quintiles.

Fig 1: Percentage of maternities by week of antenatal booking appointment, by Health Board; Year ending 31 March 2018



Prior to the launch of the Best Start Grant in December 2019, NHS Grampian’s Health Improvement Team (who lead on Best Start Grant for NHSG), recognised that the potential beneficiaries of the grant along with NHS, local authority and third sector staff should have full and accurate knowledge of who qualifies for, and how they should apply for, the Grant. NHSG have worked in partnership with the Local Delivery Relationship Leads from Social Security Scotland (SSS) who cover Grampian to ensure clear communication and include SSS staff in relevant meetings e.g. Best Start in Life Group.

Grampian Community Midwives discuss the new grant with all pregnant mums at their booking appointment. Early Years Practitioners are also encouraged to discuss the grant during contact time identified within the Universal Pathway.

NHSG recognised that some of the information available on the Best Start Grant wasn't readily understood by all involved. Simple, concise notes were developed for use by those who work with pregnant mums-to-be and families to ensure accurate information was delivered to all potential beneficiaries.

NHSG doesn't currently receive information on the number of families eligible for Best Start grant. Official statistics are expected to begin August 2019 which will support targeting of effort to maximise uptake of the grant. However, Table 1 indicates the number of Best Start Grant applications received and authorised in Aberdeenshire compared to Aberdeen City, Moray and Scotland as a whole between December 2018 and February 2019.

Table 1: Best Start Grant Applications from December 2018 to February 2019

Area	Applications received		Applications processed				
	Number	% of total applications received	Total	of which authorised	of which denied	of which withdrawn	% authorised within area
Grampian Health Board	1,170	7%	1,040	675	350	20	65%
Aberdeen City Local Authority	510	3%	445	305	140	5	68%
Aberdeenshire Local Authority	420	3%	375	230	140	5	60%
Moray Local Authority	235	1%	215	145	70	5	66%
Scotland	16,490	100%	14,935	9,770	4,905	260	65%

Applications from Grampian currently have the poorest rate in Scotland of claims authorised (Scotland figure includes 1,575 denied applications made from outside Scotland), but it is unclear if this is due to inappropriate applications or poorly completed applications.

NHS Grampian will continue to update NHS, local authority, and third sector partners as the rollout of Best Start Grant continues. We will ensure this information reaches all relevant staff and use social media to

promote the grant more widely. Scottish Government quarterly reports and data will be used to identify areas of Grampian where applications for Best Start fall particularly short of the number of mothers-to-be and families identified as eligible. Additional promotion of the scheme in these localities will be used to improve uptake in each of the local authority areas. Once the Best Start Grant and Foods Scheme is fully rolled out and a mother-to-be can claim as soon as she recognises she is pregnant, BadgerNet Maternity will be used to ensure the issue of income and possible sources of support are discussed at the booking appointment and early pregnancy.

Welfare Reform has been an important topic of discussion across public sector organisations in Aberdeenshire in the past year, especially relating to the impact on people experiencing poverty. In late 2018, NHS Grampian produced a report detailing the contribution of the NHS and the HSCPs across Grampian to mitigating the negative effects of welfare reform, in response to a request from the CMO in June 2018. It recognised that at least one of the target groups advised in Scottish Government's revised Welfare Reform Outcomes Focused Plan – children in low income families – has potential to overlap with actions to address Child Poverty.

NHS Grampian's *Child Health 2020*, A Strategic Framework for Children and Young People's Health, additionally sets out how NHS Grampian will focus its efforts until 2020 to optimise children and young people's health. It encompasses many activities that contribute to child health, from education and early prevention through to tertiary healthcare services. It takes account of current national policy and initiatives, including Getting It Right For Every Child (GIRFEC) and the Early Years Collaborative (EYC).

The 5 key strategic priorities highlighted in the Aberdeenshire Children's Services Plan 2017 – 2020 (Early Years, Mental Health, Children with a Disability, Substance Misuse and Wellbeing and Corporate Parenting), produced by the Aberdeenshire GIRFEC Strategy Group set out a wide range of actions which are likely to make a significant contribution as well.

EXPERIENCES OF BEST START:

Home-Start is a voluntary organisation that offers support, friendship and practical help to local parents in their own homes. Two of their client mums described their experience applying for Best Start: Mum 1 had found it easy to apply online. She felt it took a long time for the grant money to arrive, but accepted that she had applied on the day it was launched in December and likely the number of applications was huge. With the money this mum bought a cot (which will convert to a bed), mattress and bedding, hoping it will last a few years. She wasn't sure what she would have done without the Best Start Grant money and was very happy with it. Mum 2 also applied online. She'd found it very easy and received the grant money within 2 weeks. The money has been used to pay off debts as she wants to avoid a bad credit rating in future.

Every family, regardless of their financial status, can claim support from the Neonatal Expenses Fund. NHS Grampian will continue to promote the Neonatal Expenses Fund (NNEF), with the aim especially to encourage vulnerable parents to apply, so that they may be supported to spend as much time as possible with their babies receiving care within a neonatal unit. In the 2018/19 financial year, 152 claims were submitted to the Neonatal Expenses Fund in Grampian, relating to 75 babies and families. Of these, 151 were approved with a sum total of £15,517.85 paid.

Every bedside pack at the Aberdeen Maternity Hospital Neonatal Unit (NNU) includes a pre-stamped claim form for the NNEF, so parents can claim on a weekly basis for travel and a daily main meal cost. When parents first come to the unit, the daily expense of visiting their baby isn't a priority for them, but ward staff raise awareness of the fund once their baby is settled. The forms are processed locally and a cheque is sent to the family. Should a family require money more immediately, they can receive payment from the General Office at

Aberdeen Royal Infirmary and the money is claimed back from the NNEF. If a family are transferred to another NNU, for example Glasgow, they continue to claim from the NNEF through NHS Grampian. NNUs are working towards all maternity team members being able to tell pregnant women about the Fund, in case their baby requires treatment in the NNU. Furthermore, they want everyone to be made aware that the Fund is for any family, regardless of their financial circumstances. Awareness of the Fund will be promoted to staff through Global emails and more widely through social media. A link to the Fund will be added to the Maternal and Infant Nutrition area of the NHSG webpage. Annual reporting from NHS Grampian finance department will be used to monitor use of the fund. The end year evaluation by the Scottish Government is expected to include a survey of eligible parents and may provide useful information on barriers to claiming from the Fund which can be addressed at a Grampian level.

NHS Grampian will provide more support for children and families in the very earliest years through the Universal Health Visiting Service and Family Nurse Partnership Programme. These require routine enquiry about family finances/money worries a Pre-Birth (32-34 weeks); 11-14 Days; 13-15 months; and 4-5 years (2020). A new digitised recording system for Health Visiting is currently being developed and it is anticipated this will include the ability to identify the number of Health Visiting contacts made per and the number of families signposted to financial support services.

National Evaluation of the Family Nurse Partnership programme shows that the programme is well received by clients, attrition is low and enrolment is high. Data regarding clients who have received support from the programme at child's second birthday show two clear outcomes: a reduced amount of time spent with input from social services and a reduced amount of time spent with housing services as clients move through the programme.

NHS Grampian will promote the importance of Healthy Start with the aim to increase access to the scheme for eligible vulnerable families. NHS Grampian's Health Improvement Team lead on the Healthy Start Scheme across Grampian. The team works closely with midwifery,

Early Years Practitioners, HSCP, local authority, and third sector staff in order to improve uptake and use of the vouchers.

Historically, midwives and Early Years Practitioners were encouraged to talk about the Healthy Start Scheme as they are the signatories for the application form. However, it was recognised that everyone who works with vulnerable pregnant mums-to-be and families with children under 4 should be encouraging the potential beneficiaries to apply and use the vouchers for their intended purpose, this is the approach across Grampian. NHS Grampian negotiated with the GP practices within targeted areas to allow families to drop off completed forms to be signed by a health professional and sent for processing.

An NHSG webpage has been developed with simplified information and the application form is available to download along with links to the UK Healthy Start page and other useful sites.

Homestart, family centres, community workers, and community groups have received Healthy Start training/awareness-raising as the Healthy Start scheme was not widely known about, even among organisations and teams that work with lower income families. Posters have been displayed in local authority and private nurseries, libraries, churches etc with staff encouraged to promote the scheme.

Grocery shops within the areas were also asked to promote the scheme and ensure they were registered to accept the vouchers and were provided with information on what produce the vouchers allowed the beneficiary to purchase. CFINE (Community Foods in the North East) allow use of the vouchers in exchange for fresh fruit and vegetables, soup packs and eggs. Each voucher gains 10% on its face value when used at CFINE. CFINE are also involved in piloting the distribution of Healthy Start children’s vitamins.

Low uptake has many causes, varying from lack of awareness to difficulty completing the application and the perceived stigma of a scheme aimed at ‘poor people’. Some families report not wanting to admit that they may qualify for Healthy Start for fear of what may happen if they are seen as ‘not coping’. While the whole system

approach adopted has seen some improvement in the uptake of the vouchers in targeted areas, uptake has been poor in Grampian as a whole when compared to the rest of Scotland.

In preparing for the introduction of the Best Start Foods scheme, we will prepare simplified information on the scheme and ensure all relevant agencies know about the transition from Healthy Start to Best Start Foods.

NHS Grampian Health Improvement receives monthly management reports from Scottish Government which allow us to identify areas of high eligibility for Healthy Start with low % uptake of the scheme. Figure 2 shows the uptake in Grampian compared to Scotland as a whole and Figure 3 shows the uptake in Aberdeenshire compared to Aberdeen City and Moray.

Fig 2: % Uptake of Healthy Start: Grampian and Scotland

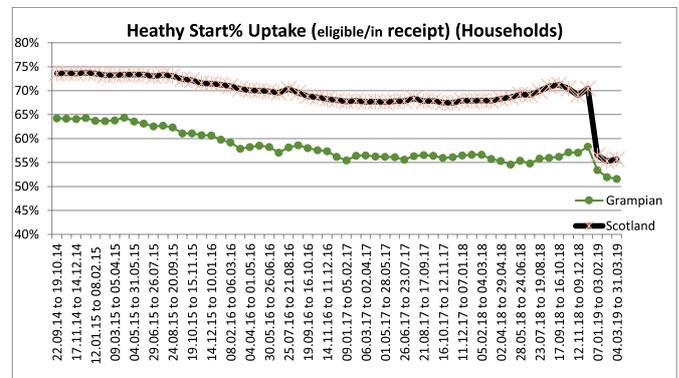
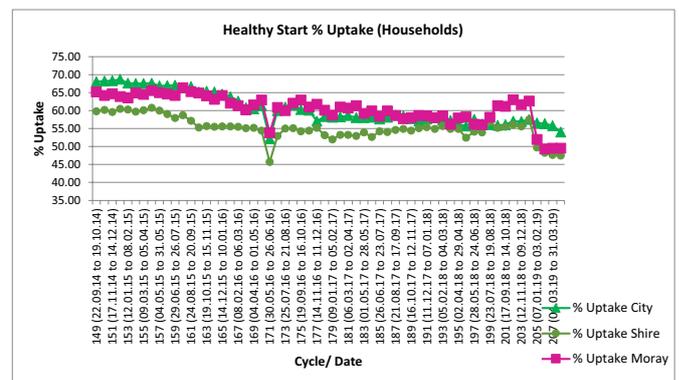


Fig 3: % Uptake of Healthy Start: Aberdeen City, Aberdeenshire and Moray



CLIENT EXPERIENCES OF HEALTHY START:

A 20 year old mum with an 18 month old toddler described how her Healthy Start vouchers had suddenly stopped when no other circumstances had changed. With the help of staff at Homestart she is now in receipt of them again, but the perception that vouchers 'suddenly stop' was found to be widespread among potential claimants. One mother described how her vouchers had stopped and she'd assumed she was no longer eligible, but after support to re-apply, she is now in receipt again. She explained that she was worse off on Universal Credit and that the vouchers really help her. Another mum described to how she is now £60 a week worse off on Universal Credit and relies on food vouchers.

A Public Health Practitioner spoke to several mums who were not aware of the Healthy Start voucher scheme even though they have very young children and she gained the impression that assumptions had been made that these individuals and their families would not qualify for the scheme therefore professionals hadn't mentioned it to them.

The lived experience of families indicates that there is great difficulty in applying for and receiving the vouchers; the vouchers suddenly stop; they apply multiple times and hear nothing back and then give up trying.

Work collaboratively with Local Authority partners, to support them to put in place an intelligence led and evidence based approach for the Pupil Equity Fund, so that the allocation of funding directly to schools will help close the poverty-related attainment gap.

NHS Grampian in partnership with the network of Citizen's Advice services in Aberdeenshire is developing a Midwifery and Early Years Practitioners' Pathway to provide timely access to financial support services across Grampian.

The intention is to develop a pathway for Midwifery and Early Years Practitioners which will enable them to refer expectant mums/families to financial support in their area.

NHS Grampian plan to ensure that NHSG Midwifery and Early Years Practitioners are trained in using the pathway. We will work with Aberdeenshire Council and the Citizen's Advice services to ensure they have the ability to report data to NHSG at agreed intervals. Steps will be taken to monitor the anticipated increase in referrals and ensure that financial support services that are being used can manage the increased workload. We will ensure GDPR is adhered to for cross sector referral and feedback. Feedback from financial support services is logged onto the BadgerNet Maternity and Early years reporting system and this system will be used to monitor referrals to financial advice services in pregnancy.

PRIORITIES FOR 2019/20

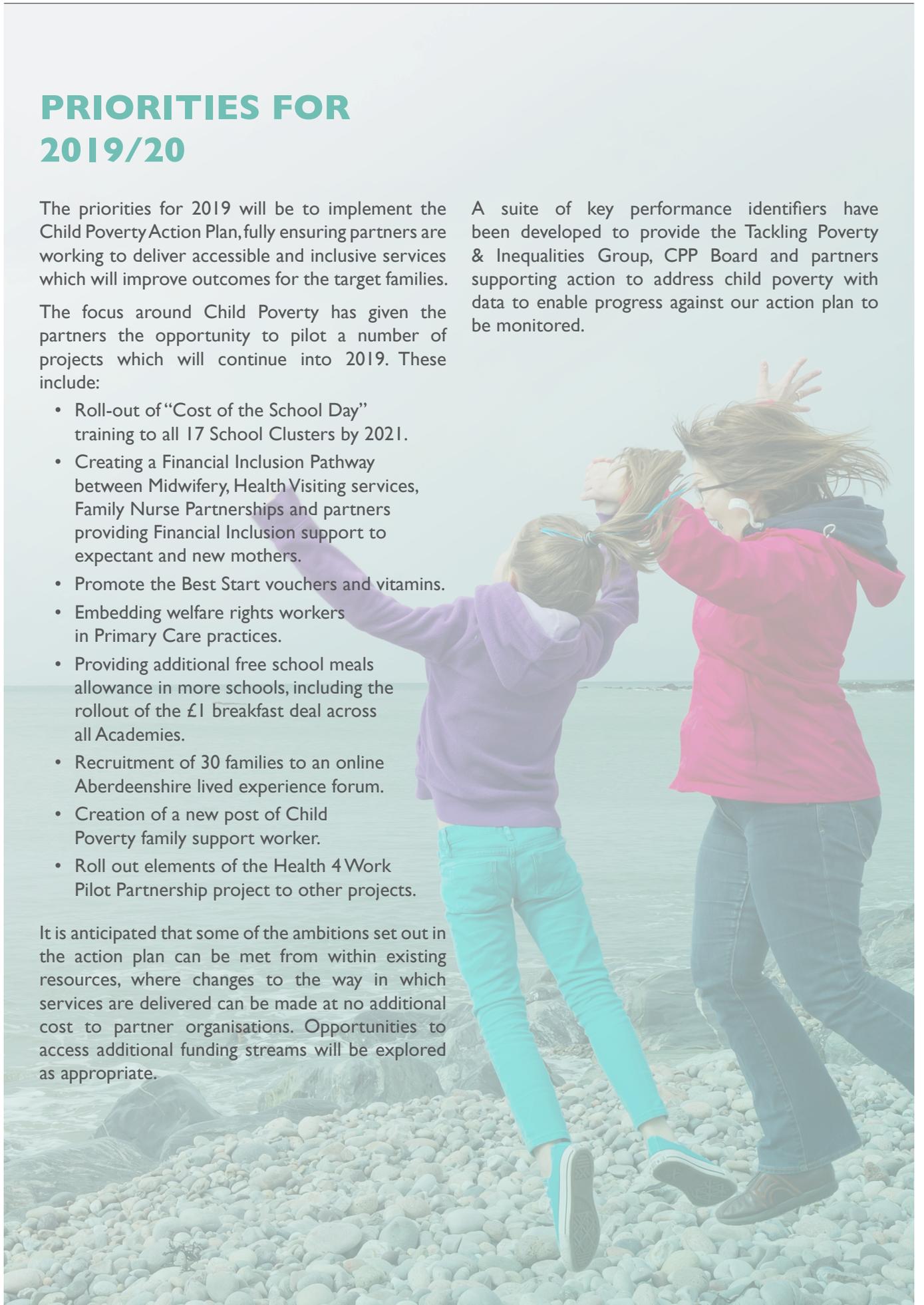
The priorities for 2019 will be to implement the Child Poverty Action Plan, fully ensuring partners are working to deliver accessible and inclusive services which will improve outcomes for the target families.

The focus around Child Poverty has given the partners the opportunity to pilot a number of projects which will continue into 2019. These include:

- Roll-out of “Cost of the School Day” training to all 17 School Clusters by 2021.
- Creating a Financial Inclusion Pathway between Midwifery, Health Visiting services, Family Nurse Partnerships and partners providing Financial Inclusion support to expectant and new mothers.
- Promote the Best Start vouchers and vitamins.
- Embedding welfare rights workers in Primary Care practices.
- Providing additional free school meals allowance in more schools, including the rollout of the £1 breakfast deal across all Academies.
- Recruitment of 30 families to an online Aberdeenshire lived experience forum.
- Creation of a new post of Child Poverty family support worker.
- Roll out elements of the Health 4 Work Pilot Partnership project to other projects.

It is anticipated that some of the ambitions set out in the action plan can be met from within existing resources, where changes to the way in which services are delivered can be made at no additional cost to partner organisations. Opportunities to access additional funding streams will be explored as appropriate.

A suite of key performance identifiers have been developed to provide the Tackling Poverty & Inequalities Group, CPP Board and partners supporting action to address child poverty with data to enable progress against our action plan to be monitored.



ABERDEENSHIRE CHILD POVERTY LOIP ACTION PLAN, 2018 – 2022

INTRODUCTION

Aberdeenshire remains a relatively affluent area of Scotland, however pockets of deprivation and rural isolation nevertheless exist. The Scottish Index of Multiple Deprivation (SIMD) identifies different domains of multiple deprivation across Scotland, in data zones (small areas of around 500-1000 people) and Aberdeenshire has six data zones in the most deprived 20% in Scotland. Three of these are within the 10% most deprived. These are found in Peterhead and Fraserburgh in the North of Aberdeenshire. Some areas within Aberdeenshire reflect higher than Scottish average levels of infant mortality and childhood accidents.

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In Aberdeenshire people are living in poverty due to low wages, high living costs, lack of accessible affordable childcare, transport and limited opportunities. Those who are not working overwhelmingly want to work, but face barriers to employment. Principally these are ill-health transport and childcare, but also caring responsibilities for family members. Some parents worry about the impact poverty has on their children, particularly that they may be bullied because of the circumstances in which they live. They can also feel stigmatised when accessing services which can result in reluctance to access support in future. Children living in poverty frequently report feeling excluded and embarrassed, citing it as a key source of unhappiness, and worry about their parents.

Aberdeenshire's Joint Strategic Needs Assessment identified a growing trend similar to those noted UK wide, with the majority of those households living in poverty experiencing 'in-work poverty', that is, households in which at least one adult works. The 2016 income gap in gross pay for full-time workers residing in Aberdeenshire, varies from £311 per week at the 10th percentile to £1271 per week at the 90th percentile.

The Child Poverty Action Group defines Child Poverty as growing up in families, "*without the resources to obtain the type of diet, participate in activities and have the living conditions and amenities which are the norm in 21st century Scotland*". The End Child Poverty campaign's figures for Aberdeenshire in May 2019 show 12.9% of children living in poverty before housing costs, and 14% after housing costs. This is approximately 7,773 children and young people living in households earning less than 60% of the median household income. In 2018 the number of children receiving free school meals was 2556.

While Aberdeenshire's figures are far lower than the Scottish average from the same research (18% before housing costs and 22% after), community planning partners still see an imperative to tackle the issue locally. Evidence highlights that children living in deprived areas have poorer outcomes and wellbeing levels in comparison to their non-deprived peers. SIMD 2016 research cautions however, that two out of three deprived people do not live in deprived areas, so a number of children and young people experiencing poverty, with a level of unmet need will be living in relatively affluent communities or rural or remote locations.

In Aberdeenshire service providers indicate an increased demand for money and debt advice, and employability support as a combined result of the impact of Welfare Reform and an economic downturn in the North East oil and gas sector.

Sustainable, fair work is a long-term route out of poverty for families. To be sustainable, employment needs to offer parents fair rates of pay, good training and support, opportunities to progress, a flexible work environment, and enough hours in work to provide a weekly or monthly pay packet that as a minimum meets basic family needs.

THE POLICY CONTEXT

The Scottish Government's Child Poverty Delivery Plan 2018 - 2022, Every Child, Every Chance highlights 3 main drivers of child poverty:

- **Employment:** Income from parents' work and earnings is insufficient to lift them from poverty.
- **Household costs:** The costs of living that households have to cover are too high.
- **Social Security:** Income from social security has been cut back significantly, particularly for families with children.

SCOTLAND'S POVERTY TARGETS

The Scottish Government has explicitly stated a commitment to ending child poverty and the **Child Poverty (Scotland) Act 2017** puts a statutory requirement on them to reduce the number of children who live in poverty. By the end of the 2030/31 business year, the following ambitious targets must be met by Scottish Government:

- **Fewer than 10% of children living in families in relative poverty.** This means fewer than one in ten children living in households on low incomes, compared to the average UK household.
- **Fewer than 5% of children living in families in absolute poverty.** This means fewer than one in twenty children living in low income households where living standards are not increasing.
- **Fewer than 5% of children living in families living in combined low income and material deprivation.** This means fewer than one in twenty children living in low income households who can't afford basic essential goods and services.
- **Fewer than 5% of children living in families in persistent poverty.** This means fewer than one in twenty children living in households in poverty for three years out of four.

All these targets are set on an 'after housing costs' basis (the income families have left after they've paid for their housing). The Act places a statutory duty on local authorities and health boards to prepare and submit to Scottish Government an annual "Local child poverty action report" that identifies what action has been taken in the previous 12 months and what action will be taken in the future to reduce child poverty. A further objective for the Scottish Government is preventing poor children from becoming poor adults through raising their educational attainment. Improving educational attainment of children living in poverty and closing the attainment gap will enable them to escape poverty in adulthood. The Scottish Attainment Challenge, including Pupil Equity Funding allocated directly to schools and targeted at those children most affected by the poverty related attainment gap, provides a context for action by schools and teachers.

ABERDEENSHIRE CHILD POVERTY ACTION PLAN

The intention of this Action Plan is to improve outcomes for all families living in poverty or at risk of living in poverty, but the key emphasis will be supporting families where the risk of children living in poverty is highest. To this end and consistent with Scottish Government's national Child Poverty Delivery Plan, 2018 - 2022, *Every Child, Every Chance* the Aberdeenshire Child Poverty Action Plan focuses on the needs of 'priority families' at high risk of poverty. These priority families are:-

- **Lone parents**, in Scotland 36% of children of lone parents are living in relative poverty.
- **Families where a member of the household is disabled**, in Scotland 30% of children living in these circumstances are living in relative poverty.
- **Families with 3 or more children**, in Scotland 30% of children living in families of 3 or more children are estimated to be living in relative poverty.
- **Minority ethnic families**, in Scotland 37% of children in minority ethnic families are living in relative poverty.
- **Families where youngest child is under 1**, in Scotland 32% of children living in families where the youngest child is under 1 are living in relative poverty.
- **Mothers aged under 25**, in Scotland 44% of children whose mother is aged under 25 are living in relative poverty.

Those in low-paid work, including employees of partner agencies within the CPP and contracted staff who may be in low paid and/or part-time employment and/or on fixed term contracts; Gypsy/Traveller families; people experiencing substance misuse issues and those families impacted by the criminal justice system will also be key groups that the actions set out in this action plan will support. All protected characteristics have been considered through the development of an [Equalities Impact Assessment](#) of our three LOIP priorities.

This Action Plan outlines a range of actions addressing the three main drivers of child poverty (income from work and earnings; costs of living; income from social security). Actions are informed by the requirements relating to Local Outcomes Improvement Plans (LOIPs); the ambitions set out by Scottish Government in *Every Child, Every Chance*, which in itself has been informed by recommendations the independent Poverty and Inequality Commission made to Scottish Government; the available evidence set in documents such as What Works Scotland's Evidence Review *Tackling child poverty: Actions to prevent and mitigate child poverty at the local level* (2017) and research commissioned on behalf of Aberdeenshire CPP *Tackling Child Poverty in Aberdeenshire: lessons from local voices* (2018). It is anticipated that actions within Aberdeenshire's other identified LOIP priorities, Connected and Cohesive Communities and Reshaping Aberdeenshire's Relationship with Alcohol will support the ambitions outlined in this Action Plan as well as action at an Aberdeenshire level on economic development and inclusive growth; transportation; housing and homelessness; community safety; community learning; employability and community justice. NHS Grampian's Child Health 2020, A Strategic Framework for Children and Young People's Health, sets out how NHS Grampian will focus its efforts until 2020 to optimise children and young people's health. The 5 key strategic highlighted in The Aberdeenshire Children's Services Plan 2017 – 2020 (Early Years, Mental Health, Children with a Disability, Substance Misuse and Wellbeing and Corporate Parenting) set out a wide range of actions which are likely to make a significant contribution to the ambitions set out in this Action Plan.

ABERDEENSHIRE PRINCIPLES

Our approach to tackling Child Poverty focusses on tackling the root causes and building people's capabilities through income maximisation, employability, improving quality of life, helping families manage the impacts of poverty and promoting positive life chances. It is important the voices of those with lived experience are not just heard but their views construct future strategies and action plan as these families are key to deliver the 4 overarching goals which are highlighted in this plan. These are:

- Preventing children on the margins of poverty falling into poverty.
- Reducing the number of children living in poverty by moving those in poverty out of poverty.
- Protecting children living in poverty from its most adverse effects.
- Enabling children to live a poverty-free adult life.

The plan includes actions that in some cases contribute to more than one of the above overarching goals.

RESOURCING THE DELIVERY OF THE ACTION PLAN

It is anticipated that some of the ambitions set out in this action plan can be met from within existing resources where changes to the way in which services are delivered can be made at no additional cost to partner organisations. At a local level, funding opportunities such as Fairer Scotland/Aberdeenshire and ESF funding will be explored where appropriate. The continuation of partnership working, where resources and budgets are shared, will ensure actions within this plan are achieved. In addition to partnership budgets, the Scottish Government's Delivery Plan *Every Child, Every Chance* highlights a range of funding opportunities which will come on stream during the life of the plan. Opportunities to access these funding streams will be explored as appropriate.

1. Preventing children on the margins of poverty falling into poverty							
Action	Policy context/need(s) addressed and links to key outcomes in other strategic plans	Lead and key contact	Timescale	Anticipated outcomes	Priority target groups	Targets and progress	Key performance measures
<p>1.1 Engage and recruit people with experience of poverty in establishing appropriate mechanisms such as an online expert panel to ensure their voices are heard in developing programmes, policies and commissioning services.</p>	<p>All Aberdeenshire CPP partners are committed to further improving engagement with communities.</p> <p>Engagement with communities is a requirement of LOIPs.</p>	<p>Aberdeenshire Tackling Poverty & Inequalities Board.</p> <p>Aberdeenshire Council Tackling Poverty & Inequalities Coordinator.</p>	<p>Establish online forum – December 2019.</p> <p>Review annually.</p>	<p>Strategic planning and service delivery informed by lived experience of poverty.</p> <p>Reduced stigma felt by those living in poverty by ensuring they are valued and have an active role in reducing poverty.</p> <p>Those living in poverty, who participate in the expert panel, will become digitally included, develop a range of skills and improve household income.</p>	<ul style="list-style-type: none"> • Lone parents; • Families where a member of the household is disabled; • Families with 3 or more children; • Families where youngest child is under 1; • Minority Ethnic families; • Mothers aged under 25; • Working poor; • Low income families living in rural and remote areas. 	<p>As a pilot, 30 families will be recruited to develop an online expert panel. Each family will be given support to ensure the barriers to participate in this forum will be reduced.</p> <p>The families will be supported by a Child Poverty worker.</p>	<p>Number of families and children who participate on the panel.</p> <p>Number of policies, action plans and consultations which the families and children give their views on.</p> <p>Number of co-developed services which are commissioned to reduce Child Poverty.</p> <p>Feedback from families and children which will evidence positive outcomes from participating in this panel.</p> <p>% of household income which has been increased as a result of being digitally included.</p>
<p>1.2 Improve practitioner awareness of Child Poverty in Aberdeenshire and action to address Child Poverty through the development and delivery of a range of Continuous Professional Development (CPD) opportunities including Cost of The School Day sessions.</p> <p>1.2.1 Explore opportunities to embed Poverty/Child Poverty awareness training within the context of existing CPD opportunities as outlined in the Children's Services Plan; Community Learning & Development Plan; Financial Inclusion Partnership Plan, ADP Strategic Plan and the Aberdeenshire Employability Partnership Plan</p> <p>1.2.2 Further improve public understanding of Child Poverty by delivering community-based workshop sessions. Develop and implement a communications and public engagement plan.</p>	<p>Variable practitioner awareness/understanding of Poverty/Child Poverty.</p> <p>Some evidence of negative attitudes and stigmatising practice from local and national research.</p> <p>Evidence from Aberdeenshire Citizens Panel of variable awareness and understanding of Child Poverty among Aberdeenshire public.</p>	<p>Promotion of opportunities through the GIRFEC website and other appropriate mechanisms</p> <p>NHS Grampian & Aberdeenshire Council Corporate Comms teams.</p>	<p>Develop a range of CPD opportunities and community-based workshops throughout 2019.</p> <p>Review & update annually</p>	<p>Improved practitioner awareness of Poverty/Child Poverty and action to address it.</p> <p>Partners commitment to ensure Poverty & Inequalities are addressed within their establishments and CPD programmes.</p> <p>Reduction in stigma as those with lived experience will inform future practice.</p>	<ul style="list-style-type: none"> • Lone parents; • Families where a member of the household is disabled; • Families with 3 or more children; • Families where youngest child is under 1; • Minority Ethnic families; • Mothers aged under 25; • Working poor; • Low income families living in rural and remote areas. 	<p>12 courses/workshops to be delivered to CPP partners per year.</p> <p>Initial workshop delivered in Stonehaven Cluster. Cost of the School day training will be rolled out to all 17 School Clusters by 2021.</p>	<p>Number of organisations that participate in Child Poverty CPD opportunities.</p> <p>Number of practitioners that participate in Child Poverty CPD opportunities.</p> <p>Number of pledges from schools to change practices and reduce stigma around child poverty</p> <p>Change in public attitudes to child poverty from a repetition of Aberdeenshire Citizen's Panel Child Poverty survey</p>

<p>1.3 Maximising the uptake of free school meals and school clothing grants to eligible families by regularly reviewing uptake and reducing barriers to accessing this support.</p> <p>1.3.1 Consult with schools to identify a range of effective measures that can be implemented in Aberdeenshire to reduce the inequalities gap which is felt by low income families. Pupil Equity Fund funding can address child poverty in Aberdeenshire.</p> <p>1.3.2 Review promotion of Education Maintenance Allowance which provides financial support to eligible young people from low income households.</p>	<p>Families living in Poverty report that the financial cost of the school day can adversely impact on family budgets.</p> <p>Strong evidence that the delivery of a coordinated range of actions can reduce the cost of the school day for low income families.</p> <p>Pupil Equity Funding to have a positive impact on Child Poverty.</p>	<p>Aberdeenshire Council ASSIT.</p> <p>Aberdeenshire Council Education & Children's Services.</p>	<p>Annual review.</p> <p>Review of Pilot scheme to enhance free school meals allocation to be completed by May 2019</p>	<p>Maximisation of household incomes.</p> <p>Improved health and well-being, including improved mental health and well-being.</p> <p>Improved concentration and ability to achieve and attain.</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority Ethnic families. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas. 	<p>New minimum school clothing grant payment has been set at £100 per child and is paid directly to families by Aberdeenshire Council.</p> <p>Pilot scheme has been undertaken in 6 Academies to increase daily allowance to cover a free school breakfast in addition to free school lunch.</p> <p>This ended in March 2019 and the evidence of impact from the pilot will be used by schools to consider extending the scheme for the duration of PEF.</p> <p>One parent noted that "I suffer from depression & anxiety knowing that my children are getting breakfast and lunch really gives me a sense of relief, thank you" -</p>	<p>Aberdeenshire Council data on –</p> <ul style="list-style-type: none"> • The uptake of school clothing grant. • Increase uptake of children receiving free school meals. • Uptake of Education Maintenance Allowance. <p>Number of children & young people who have benefited from Pupil Equity Fund initiatives aimed at reducing inequality.</p>
<p>1.4 Develop mechanisms and appropriate care pathways within Midwifery, Health Visiting and pre-school childcare services to provide signposting for pregnant women and families with young children to specialist money and welfare advice.</p> <p>1.4.1 Ensure the Universal Health Visiting Pathway, the further extension of the Family Nurse Partnership, Making Every Opportunity Count (MEOC), the Neonatal Expenses Fund and Parenting Programmes maximise opportunities to provide support and appropriate signposting to mothers/families in or at risk of poverty.</p> <p>1.4.2 Promotion of Scottish Government's online and face to face Financial Health Checks</p>	<p>Increasing household income is a key way in which families can be prevented from moving into poverty and supported to get out of poverty, improving life choices and opportunities.</p> <p>Scottish Government's national child poverty delivery plan, Every Child, Every Chance, highlights the important role Midwives, Health Visitors and pre-school childcare services can play in maximising household income.</p> <p>Financial Health Check Guarantee for low income families with children.</p> <p>The Best Start Grant is a new grant which will be introduced from Dec</p>	<p>NHS Grampian</p> <p>Aberdeenshire HSCP.</p> <p>Aberdeenshire's CABs</p>	<p>Awareness raising sessions delivered for the New Best Start Grant summer 2018.</p> <p>April 2019 Reviewed every 6 months</p>	<p>Improved awareness of welfare advice and income maximisation support available.</p> <p>Increase household income from social security benefits and other support.</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority Ethnic families. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas. 	<p>NHSG and Aberdeenshire HSCP Income Maximisation Pathways to be developed in line with requirements of Scottish Government Director Letter (2018) 17 to NHS Boards.</p> <p>Reporting from NHSG and AHSCP regarding further development of the Family Nurse Partnership and promotion of the neonatal expenses fund.</p> <p>Health 4 Work Pilot project provided welfare & money advice service to families within the Peterhead & Fraserburgh Area Citizen Advice Scotland have secured funding to enable the CAB's within</p>	<p>Number of training/ awareness sessions</p> <p>Number of partners participated in awareness sessions</p> <p>NHSG Data on referrals to Income maximisation services.</p> <p>Number of pregnant women and families supported through Health 4 Work.</p> <p>Number of clients signposted to the Citizens Advice Service from NHSG Midwifery/Health Visiting Services.</p> <p>Number of Financial Health Checks delivered through the Citizens Advice Service contract.</p>

<p>Ensuring the uptake of the Best Start Grant and improve the uptake of Healthy Start Vouchers.</p>	<p>2018 providing eligible families with £600 on the birth of their first child and £300 on the birth of any subsequent children, plus two further payments of £250 per child around the time of nursery and a child starting school. There is no limit on the number of children in a family who can be supported by BSG.</p> <p>Uptake of Healthy Start Vouchers across Grampian is one of the lowest in Scotland. Local action can improve the uptake of this key support.</p>	<p>Scottish Social Security unit</p>	<p>December 2018 Reviewed every 6 months</p>			<p>Aberdeenshire to deliver Financial Health Checks to low income families.</p> <p>Awareness sessions was delivered to partners including Midwives and Health Visitors</p> <p>Health 4 Work pilot has developed an approach which increases accessibility and reduces stigma through basing welfare rights/ money advisers within primary care settings. This project is being reviewed however it is anticipated that this model will be rolled out across Aberdeenshire</p>	<p>Number of Best Start Grants</p> <p>Increase uptake of Healthy Start Vouchers</p> <p>Number of families supported through the roll out of this approach.</p>
2. Reducing the number of children living in poverty by moving those in poverty out of poverty							
Action	Policy context/ need(s) addressed and links to key outcomes in other strategic plans	Lead and key contact	Timescale	Anticipated outcomes	Priority target groups	Targets and progress	Key performance measures
<p>2.1 Increase household income of low-income families by developing and implementing a comprehensive benefit take up campaign.</p>	<p>Increasing household income is a key way in which families can be prevented from moving into poverty and supported to get out of poverty, improving life choices and opportunities.</p> <p>An estimated 2803 low income households in Aberdeenshire have at least one child living in poverty.</p>	<p>Aberdeenshire Financial Inclusion Partnership</p> <p>Aberdeenshire Council Tackling Poverty & Inequalities Coordinator.</p>	<p>Review data annually</p>	<p>Increased household income for those living in poverty and at highest risk of poverty.</p>	<ul style="list-style-type: none"> Lone Parents. Families where a member of the household is disabled. Families with 3 or more children Minority ethnic families. Families where youngest child is under 1. Mothers aged under 25. Working poor Low income families living in rural and remote areas. 	<p>Regular training and awareness sessions are delivered to partners. In 2018 the sessions were – Universal Credit Best Start Grant National Money & Debt Conference.</p>	<p>NOMIS Official Labour Market Statistics Trend Data on Out of Work Benefits.</p> <p>Number of Best Start Grants</p> <p>Increase uptake of Healthy Start Vouchers</p> <p>Number of families supported through the partnership to increase the uptake of benefits.</p> <p>Client financial gain for those families supported by the partnership.</p>
<p>2.2 Explore opportunities to providers of affordable credit in Aberdeenshire.</p>	<p>Families in poverty find it difficult to access affordable credit from traditional banks and lending institutions. By growing the affordable credit sector, more parents will be able to access affordable credit when they need it, reducing the problems caused by low and insecure incomes.</p> <p>Individuals/families living in poverty pay more for essential goods and services (known as the poverty premium) because they have limited choices.</p>	<p>Tackling Poverty & Inequalities Board</p>	<p>By March 2020.</p>	<p>Improved financial security for low income families.</p> <p>Reduced household costs.</p>	<ul style="list-style-type: none"> Lone parents. Families where a member of the household is disabled. Families with 3 or more children. Minority ethnic families. Families where youngest child is under 1. Mothers aged under 25. Working poor Low income families living in rural and remote areas. 	<p>Aberdeenshire is taking part in a research project – “Carnegie UK Trust Affordable Credit research” This research will start in June 2019 and will identify and explore affordable credit solutions for Aberdeenshire</p>	<p>Number of social lenders within Aberdeenshire.</p>
<p>2.3 Explore a system of basic income which could be piloted in rural Aberdeenshire</p>	<p>Increasing household income is a keyway in which families can be prevented from moving into poverty and supported to get out of poverty,</p>	<p>Aberdeenshire Financial Inclusion Partnership</p>		<p>Improved health and wellbeing for benefit claimants, as well as those in</p>	<ul style="list-style-type: none"> Lone Parents. Families where a member of the household is disabled. 	<p>There is a number of pilots being delivered within and out with Scotland which could</p>	<p>Client financial gain for those families supported by the trial</p>

	improving life choices and opportunities.	Aberdeenshire Council Tackling Poverty & Inequalities Coordinator		their care including children and young people. Improved financial security for low income families. Reduce household costs Increase up take of benefits.	<ul style="list-style-type: none"> Families with 3 or more children Minority ethnic families. Families where youngest child is under 1. Mothers aged under 25. Working poor Low income families living in rural and remote areas. 	inform and develop a project targeting at rural & remote families where costs are highest. The research on affordable credit will inform the trial as to where this would have most impact.	Number of families supported through the trial and the outcomes for those families in relation to housing, employment, income, up take of benefits.
3. Protecting children living in poverty from its most adverse effects							
Action	Policy context/ need(s) addressed and links to key outcomes in other strategic plans	Lead and key contact	Timescale	Anticipated outcomes	Priority target groups	Targets and progress	Key performance measures
3.1 Ensure income maximisation, money advice and welfare rights services are accessible, including in rural and remote areas. Embed income maximisation and welfare rights support within services people living in poverty already use e.g. Primary Care services, Schools etc	The rurality of Aberdeenshire presents a challenge in delivering services and support where and when needed.	Financial Inclusion Partnership. Aberdeenshire Council Tackling Poverty & Inequalities Coordinator.	Review existing models September 2019.	Increased income from social security benefits. Improved access to support on budgeting, managing debt and welfare rights.	<ul style="list-style-type: none"> Lone parents. Families where a member of the household is disabled. Families with 3 or more children. Minority ethnic families. Families where youngest child is under 1. Mothers aged under 25. Working poor Low income families living in rural and remote areas. 	Health 4 Work Pilot Project have informed future practice and additional funding has been secured to roll out this model to other Primary Care Settings throughout 2019/20. Ensure clients are aware of all benefits and supported to access those they are entitled to including Discretionary Housing Payment.	Number of families supported through the roll out of this approach. Number of families supported to increase the uptake of benefits. Client financial gain for those families supported by this model.
3.2 Improve support for families experiencing food poverty, including addressing food insecurity during school holidays. Improve support for families experiencing fuel poverty, including increasing targeted referrals for home energy grants support.	Poverty impacts on family's ability to afford to feed the family and heat the home. There are 2556 children and young people in Aberdeenshire currently take up free school meals. School staff have reported that some young people are not having any hot meals over the weekend in term time therefore the school holidays can be a crisis time for low income families. There is limited support out with term time for those children and young people. There is an increased use of foodbanks over the school holidays. Aberdeenshire has a high level of households within the rural and remote areas that have high fuel costs due to the availability of cost-effective options. From Statistics published in the Scottish Housing Condition Survey (SHSC 2017) it	Aberdeenshire Council Education & Children Services Local Community Planning Partnerships. Local Learning Partnerships. Health & Social Care Partnerships. Aberdeenshire Financial Inclusion Partnership	Review of existing programmes and highlight good practice June 2019 Annual review Annual review to identify areas which require additional support.	Improved health and well-being. Reduced household costs.	<ul style="list-style-type: none"> Lone parents. Families where a member of the household is disabled. Families with 3 or more children. Minority ethnic families. Families where youngest child is under 1. Mothers aged under 25. Working poor Low income families living in rural and remote areas 	Pilot programme to engage at risk families has been delivered in Fraserburgh, project evaluation will inform future programmes. There are a number of community kitchens and summer holiday programmes some of which also include confidence to cook family sessions which can be developed & increase within priority geographical areas. To increase engagement with communities experiencing fuel poverty a pilot project has been developed, supported by ESF	Number of families using foodbanks Number of holiday programmes Number of children & young people attending holiday programmes. Number of families that report an increase in food skills. Number of families that received support to reduce fuel costs The amount of money saved by families after receiving energy advice.

	showed that, at a local authority level, 35% of all households in Aberdeenshire are fuel poor and 15% are in extreme fuel poverty.					funding. The Energy Champions project empower local people with the knowledge & skills to reduce fuel poverty in their local communities. 35 Energy Champions are to be trained. 86 households to be supported to reduce household bills. This project will be evaluated and inform future programmes.	
3.3 Ensure local transport strategies including Grampian Health & Transport Action Plan reflects the needs of children and families living in poverty and develop new solutions to the transport issues that people/families on low incomes face. This includes transport for out of school activities and services for primary and secondary pupils is available	<p>The importance of transport availability in relation to accessing essential services, training and employment is widely documented.</p> <p>For parents and carers direct and indirect transport costs are a significant component of many households' expenditure.</p> <p>Transport policy has an important role to play in addressing child poverty and through its impact on both household income, improving access to employment, education, goods and services.</p> <p>Transport policy has an important role to play in addressing child poverty by improving access to extra-curricular school sport</p>	<p>Aberdeenshire Council/ NESTRANS.</p> <p>NHS Grampian.</p> <p>Community based transport projects.</p>	Review impact of the strategy 2019	<p>Improved availability of affordable and accessible transport for families on low income.</p> <p>Improved social mobility and engagement with employment market in Aberdeenshire.</p>		<p>A working group on 'Tackling Inequality' is meeting as part of the National Transport Strategy Review and has a strong focus on socio-economic factors linked to transport affordability and accessibility. The outcome of this group will inform targets and future development.</p> <p>The recent changes to bus times & routes has reduced public transport has resulted in a reduction of employability opportunities.</p>	Number of low-income families participating in transport projects.
3.3 Improve access to services aimed at pupils to improve physical and mental well-being of children and young people experiencing poverty. Including mental health services in each Academy and Primary School cluster.	<p>The rurality of Aberdeenshire presents a challenge in delivering services and support where and when needed.</p> <p>Poverty impacts on the physical health of young people and reduces opportunities to participate in a range of activities including organised sport</p> <p>There is evidence of stigmatising practice and negative attitudes to poverty and this can impact on the mental health of young people and lead to a lack of confidence.</p>	<p>Aberdeenshire Council /NESTRANS</p> <p>NHS Grampian; community based mental health providers such as Pillar Kincardine</p>	Ongoing with 6 monthly reviews	<p>Improved health and wellbeing for children and young people</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas. 	<p>Mental health counselling available in each Academy and primary school cluster;</p> <p>Transport available so that children in rural areas can participate in extra-curricular activities;</p>	<p>Increased number of children and young people from target groups participating in extra-curricular activities</p> <p>Number of children and young people from target groups having regular access to a mental health counsellor</p>

4. Enabling children to live a poverty-free adult life							
Action	Policy context/ need(s) addressed and links to key outcomes in other strategic plans	Lead and key contact	Timescale	Anticipated outcomes	Priority target groups	Targets and progress	Key performance measures
<p>4.1 Reduce in work poverty by developing and implementing an in-work poverty strategy in partnership with local employers to increase the number of local businesses who are Living Wage employers.</p>	<p>Increased labour market participation has not fully translated into improved financial security, partly due to rising levels of in-work poverty and underemployment rates remaining high. Payment of Living Wage can reduce the risk of in-work poverty.</p> <p>Work does not guarantee protection from poverty for everyone and poor working conditions and pay can be just as detrimental to health for some as unemployment.</p> <p>Good quality, well paid employment is the best route out of poverty and reduces the risk of families falling into poverty.</p>	<p>Aberdeenshire Employability Partnership.</p> <p>Aberdeenshire Council</p> <p>NHS Grampian</p>	<p>Partners to explore the process of becoming a living wage employer.</p> <p>Partners to commence necessary work for accreditation from 2019/20.</p>	<p>Income from employment increased.</p> <p>Improved working conditions.</p> <p>Improved employment conditions for families on low incomes</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas 	<p>There are national targets to increase the number of living wage employers which will inform local action.</p> <p>A development worker employed by the Poverty Alliance is progressing this agenda in the North East.</p> <p>A number of partners that deliver services have been accredited as living wage employers. This includes third sector partners such as Aberdeen Foyer. Discussions are ongoing in relation to Aberdeenshire Council becoming accredited as a living wage employer</p>	<p>Number of Living Wage employers who operate within Aberdeenshire</p>
<p>4.2 Encourage all businesses that are delivering services which have been procured by Aberdeenshire CPP to be living wage employers with a diverse workforce which has no gender pay gap. The maximisation of community benefit clauses in procurement will have a positive impact on reducing poverty & inequalities</p>	<p>Increased labour market participation has not fully translated into improved financial security, partly due to rising levels of in-work poverty and underemployment rates remaining high. Work does not guarantee protection from poverty for everyone and poor working conditions and pay can be just as detrimental to health as unemployment.</p> <p>Good quality, well paid employment is the best route out of poverty and reduces the risk of families falling into poverty.</p>	<p>Aberdeenshire Council Employability Coordinator.</p> <p>Aberdeenshire Council and Aberdeen City/ Aberdeenshire Council procurement team.</p>	<p>Ongoing from 2019/20.</p>	<p>Income from employment increased.</p> <p>Improved working conditions.</p> <p>Reduced unintended inequalities caused by service commissioning</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas 	<p>Guidance has been developed by the procurement team to encourage organisations to recognise the benefit of living wage, reducing food poverty, increasing employability opportunities, reducing fuel / child poverty.</p>	<p>Number of businesses paying the living wage.</p> <p>Number of living wage employers</p> <p>Number of employability opportunities delivered through procured services.</p>
<p>4.4 Ensure community-based support is person-centred, providing support for parents to address their barriers to work, which might include health support, money advice, or motivational support.</p> <p>Provide appropriate support to address in-work poverty by targeting support to help parents already in jobs to remain active in the</p>	<p>Obtaining and maintaining employment can be improved through enhanced confidence, skills and qualifications.</p>	<p>Aberdeenshire Employability Partnership.</p> <p>Health 4 Work Partnership.</p> <p>Aberdeenshire Financial Inclusion Partnership</p> <p>Aberdeenshire Learning Partnership</p>	<p>Reviewed Annually</p> <p>Review of partnership project May 2019</p>	<p>Increased income from employment.</p> <p>Improved employability prospects. Improved confidence in engaging with services.</p> <p>Increase the engagement of families through integrated services</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas 	<p>Employability programmes have integrated money advice and budgeting skills to ensure sustained employment.</p> <p>Aberdeenshire Employability partnership have developed a new website to support employers, those seeking employment or those who wish to</p>	<p>Number of employers that have been engaged with.</p> <p>Number of parents supported to increase their employability</p> <p>Number of parents that secured sustained employment</p> <p>Number of training / employability programmes delivered across Aberdeenshire.</p>

<p>workplace and gain progression in their career.</p>				<p>at a community level.</p>		<p>continue to develop information on what support is available and how to access it. https://employmentconnect.org.uk/</p> <p>A range of employability programmes and training courses have been developed to match the opportunities developed by new business to the area.</p> <p>Review of previous partnership projects will inform future service delivery.</p>	
<p>4.5 Ensure the strategic approach to improve digital access and skills in Aberdeenshire addresses the needs of low-income families.</p>	<p>Families are required to be on line and have access to digital tools so they can secure benefits, housing, homework ,employment and a range of services. Growing evidence that limited digital access and high cost of digital access can further exclude and stigmatise families living in poverty or at risk of poverty.</p>	<p>Aberdeenshire Council Library service.</p> <p>Local Learning Partnerships</p> <p>Local Community Planning Partnerships</p> <p>Employability & Financial Inclusion Partnership</p>	<p>Partnership review needs annually</p>	<p>Improved engagement with wider society. Improved employability prospects. Improved engagement with support services.</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas 	<p>Aberdeenshire Council has developed a digital support document that outlines where at a local level can people access free digital skills, tools and support.</p> <p>A number of partners support families to access free internet and supports digital living in rural and remote areas through drop in sessions and 1-1 home visits.</p> <p>Out of hour services are required as an area of development</p>	<p>Number of digital sessions</p> <p>Number of families supported to access digital services</p> <p>The amount of money saved by families as a result of accessing on line services</p> <p>Outcomes of digital sessions – Employment, access services, benefits.</p>
<p>4.6 Ensure strategies and action plans that related to housing, prevention of homelessness; the prevention of childhood accidents; parental substance misuse; supporting the needs of the Criminal Justice population; parenting and mental health can reduce the inequalities gap and further improve quality of life and life chances for children and their families living in poverty.</p>	<p>Action to close the inequalities gap and support improved quality of life is likely to contribute to children young people living a poverty free life in adulthood.</p>	<p>Aberdeenshire Community Planning Board</p> <p>Aberdeenshire Council – Rapid Rehousing</p> <p>ADP</p> <p>Community Safety Partnership. Scottish Fire & Rescue Service.</p> <p>Police Scotland</p>	<p>Annual review of strategies and action plans. Health 4 Work review June 2019/</p>	<p>A range of broad-based activity in place to reduce inequalities and improve life chances and quality of life.</p>	<ul style="list-style-type: none"> • Lone parents. • Families where a member of the household is disabled. • Families with 3 or more children. • Minority ethnic families. • Families where youngest child is under 1. • Mothers aged under 25. • Working poor • Low income families living in rural and remote areas 	<p>Health 4 Work Pilot Partnership project pulled together a range of partners and services to ensure poverty & inequalities was reduced and employability , health and income was improved. The outcome of the evaluation will impact on future service delivery.</p> <p>The key worker model and warm handovers are 2 elements that will be rolled out to other projects.</p>	<p>Number of partnership projects developed using an integrated approach.</p> <p>Number of partners that operate a warm handover to services</p> <p>Number of referrals made across partners</p> <p>Number of families supported to access additional services.</p>