

# Child Poverty Local Action Report

## 2021

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## Foreword

The past year has been dominated by the global Covid-19 pandemic; the full impact of which may not be known for many years.

Lockdown restrictions and the redirection of public and voluntary resources to the emergency are likely to have set back the delivery of our actions to reduce, and go on to eliminate, child poverty in Angus.

Many of our support services were placed under significant pressure and much face-to-face work was not able to take place, being replaced with innovative, digital alternatives. In some instances, it is likely that vulnerable children and families were not able to have the intensity of support that would normally be provided.

Early evidence of the impact of the pandemic is showing an increase in the numbers of families facing financial hardship, many for the first time and with no experience of having to cope in such challenging circumstances. We anticipate that this trend will continue as Government backed Covid-19 support arrangements come to an end.

The pandemic has also, however, brought opportunities and enabled positive change. We have seen inspiring efforts within our communities: neighbours reconnecting with one another; people extending offers of help to those more in need; and people actively supporting local initiatives. There has been evidence of a greater public awareness of poverty and its effects. Many communities are now actively engaged in recovery and renewal, keen to be involved in projects which will deliver sustainable change in the hearts of their neighbourhoods.

A challenge for us and other community leaders is to harness and build upon these positive changes and develop them to get our child poverty work back where it should be with increased vigour, commitment and drive.

This summary report covers the period 1 July 2020 – 31 March 2021 bringing our year 4 report back in line with Scottish Government reporting periods. Despite the challenges of Covid-19, the report details some of the fantastic work that has been done over the past year showing the solid foundations upon which our partnership stands and upon which our future will be built.

Margo Williamson  
Chief Executive  
Angus Council

Grant Archibald  
Chief Executive  
NHS Tayside

## Governance

Poverty is a cross cutting theme throughout all local activity in Angus. The [Angus Community Plan](#) is the overarching strategy to influence and guide Community Planning partners towards the vision. The Community Plan has 3 high level priorities – Reducing Child Poverty, Improving Mental Health and Wellbeing and Improving Accessibility and Connectivity. Due to the changes from COVID-19 and the move towards Community Wealth Building the Community Planning Partnership will be refreshing the plan in 2022 with reducing poverty at the heart of all activity.

Internationally the [United Nations Convention on the Rights of the Child](#) is a consideration for the steering group as it covers all aspects of a child's life and sets out the civil, political, economic, social and cultural rights that all children everywhere are entitled to. [Scotland](#) is set to become the first country in the UK to directly incorporate this.

The [Tayside Children's Services Plan](#) is aimed at reducing inequalities and improving outcomes for all of Tayside's children. Building on the initial work in this plan there are now greater links with health through the subgroups which is showcased in the actions.

The overarching governance for this report comes from the [COSLA Blueprint](#) for Scottish Local Government which was launched in September 2020 shortly after the publication of the Angus year 2 report. This sets out how Local Government could begin to build around an ambitious vision for Scotland's future – one based on the empowerment of people and communities. This very much complemented the way we have been working in Angus in the co-production of our plans and services. The document has six themes:

- Strengthening Local Democracy
- Funding Services and Communities
- Wellbeing – including Health and Social Care
- Education and Children and Young People
- Economy and the Environment
- Supporting Vulnerable Communities

For Angus and the Tay region the Blueprint provides a narrative around the kind of country we want, and about the changes that could make a real difference to communities across the country. COVID-19 has changed the way we live. But pre-COVID-19, through COVID-19 and after COVID-19, Local Government will aim to be the anchor for communities in need.

Providing the local level engagement has been the [Social Renewal Advisory Board](#). Created on 9 June 2020 with the aim of building on the shifts in policy and practice that took place because of working with frontline service deliverers in local government, the third sector and communities. It was tasked with considering how we could emerge from the pandemic whilst ensuring reducing poverty and disadvantage, embedding a human-rights based approach and advancing equality at the heart. The report '[If Not Now, When?](#)' contains 20 'calls to action': structured around three themes which have been embedded in the Angus Child Poverty Report:

- **Money and Work** – everyone should have a basic level of income from employment and social security.
- **People, Rights and Advancing Equality** – everyone should see their rights realised and have access to a range of basic rights, goods and services.
- **Communities and Collective Endeavour** – we believe that we need to work together to deliver a fairer society and we need to give more power to people and communities and empower frontline teams.

## Infographics - Targets/Performance

The Child Poverty Act sets out interim targets, to be met in the financial year beginning 1 April 2023. This is the halfway point between the position at the time the Child Poverty (Scotland) Act was passed and the 2030 target date for meeting the targets:

- Less than 18% of children are in relative poverty.
- Less than 14% of children are in absolute poverty.
- Less than 8% of children are in combined low income and material deprivation.
- Less than 8% of children are in persistent poverty.

	2023 target	2030 target	2020	
			Scotland	Angus
% of children in relative poverty	18%	10%	24%	18%
% of children in absolute poverty	14%	5%	22%	15%

### **Local Data for Infographics showing our progress on the interim targets:-**

Population 116,200  
 Young People (aged 16-25) 11,993  
 Non-white ethnic minority groups 1%

#### **Performance Infographic Driver Costs of Living**

New build affordable homes delivered since 2017/18 - 446  
 Home Energy Efficiency referrals since 2017/18 - 11,612  
 Residents benefiting from Home Energy Efficiency Programme - 730

Homeless applications - 366 for period 01/07/19 to 31/03/20 compared to 281 for the same period this year

Sustainable period products delivered to 1,860 Angus residents since the launch in 2020  
 Food hampers provided to 54 families in order to provide essential food supplies over Christmas period through Home Start Angus  
 86 digital and MIFI devices distributed to families through Connecting Scotland Funding

#### **Driver Income from Social Security and Benefit in Kind**

No of Welfare Rights enquiries 2235  
 No of Benefit appeals 77  
 Value of financial gains for Angus residents £3,851,344.38  
 Online benefit calculator was used 2064 times for the period, resulting in financial entitlements of £10.3m being either identified or confirmed.  
 1,815 Angus residents received a total of £539,453 in Best Start grant payments for the period 12 August 2019 to 31 March 2020

## Post COVID 19 Environment & Recovery



The [Cost of the School Day project](#) has and continues to be extremely important in reducing child poverty. The Child Poverty Action Group have provided some extremely valuable research on the need to reduce the cost of the school day which are within the action plan for the coming 12 months.

The [Tay Cities Deal](#) was signed off on 17th December 2020 where UK Government Minister Iain Stewart joined partners for an online ceremony to ratify the implementation and financial arrangements for £700 million investment in the region. The deal is an agreement between the UK and Scottish governments along with Angus, Dundee City, Fife and Perth & Kinross councils as well as partners in the business and higher and further education sectors.

The UK and Scottish Governments is each investing £150 million, which will help to leverage a further £400 million of investment from public and private partners. This will be transformative for the region, driving investment, boosting the economy and creating more than 6,000 jobs.

The Angus Fund Outline Business Case (OBC) was approved by the Tay Cities Deal Joint Committee as further details and timings were revealed of the £26.5m investment from UK Government.

The Angus Fund purpose is to increase productivity through clean growth, protecting places for future generations to live, work, and visit and plays a significant role in the Child Poverty work across the region. Elements of the deal are included within the action plan specifically around employability, job creation and tourism.

Alongside the funding, Tay Cities region is working to create a [Community Wealth Building approach](#) across the 3 Local Authorities. This is a response to the growing challenges of austerity, financialisation and automation. It seeks to provide resilience where there is risk and local economic security around the following five key principles:

- Plural ownership of the economy.
- Making financial power work for local places.
- Fair employment and just labour markets.
- Progressive procurement of goods and services.
- Socially productive use of land and property.

### Protected Characteristics

The priority groups where the evidence shows us that prevalence of child poverty is higher have been taken into account within the action plan. A separate column shows where actions will support groups and where the impact is greatest. These priority groups include Households with a disabled parent or child, Minority ethnic households, Larger families (many of which are minority ethnic families), Lone parents (90% of whom are women), Mothers aged under 25 and Families with a child under one year of age.

## National Interventions

Due to the COVID-19 pandemic a number of new interventions have been introduced to support local families including:-

**Scottish Child Payment** - helps towards the costs of supporting families. It's a weekly payment of £10 that is paid for every child under 6 years of age. This is paid every 4 weeks and has made a big difference to the Child Poverty work in Angus.

**Youth Guarantee** (16-24) This funding is to deliver employability support for 16-24 year olds to ensure that they have a positive destination.

**GOALS Training** (16+) - Gaining opportunities and living skills is a three-day motivational training course, which supports people in increasing their confidence, self-esteem and setting and achieving goals for their life.

**Parental Employability/Disable Parental Employability Support/ Young Parents Boost (16+)**- As additional funding to the Parental Emoyability Support Fund this grant was created to enhance holistic, whole person centred pre-employment support for young parents.



## Young Scot #Lockdown Lowdown Report

Scottish Youth Parliament, Youthlink Scotland and Young Scot has published an expanded version of the #LockdownLowdown report. This gives a deeper insight into how young people feel about the COVID-19 lockdown.

36% stated they were either moderately or extremely concerned about their employment situation

30% stated they were either moderately or extremely concerned about their financial situation



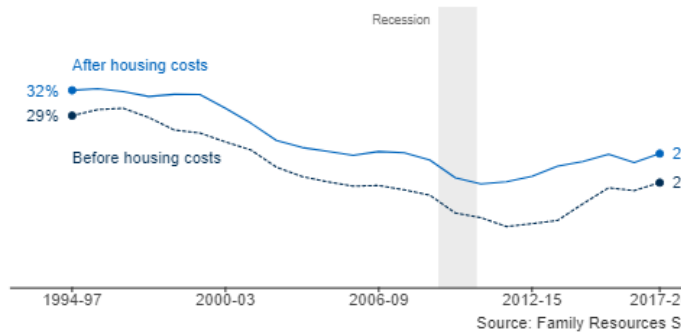
## Drivers of Poverty

In line with the Child Poverty Act partners have been meeting regularly to further develop actions and activity supporting the aim to reduce child poverty. As with the initial 2 reports the mapping has been updated with future activity also identified. To ensure this information is transparent and accessible it can be viewed online at: -

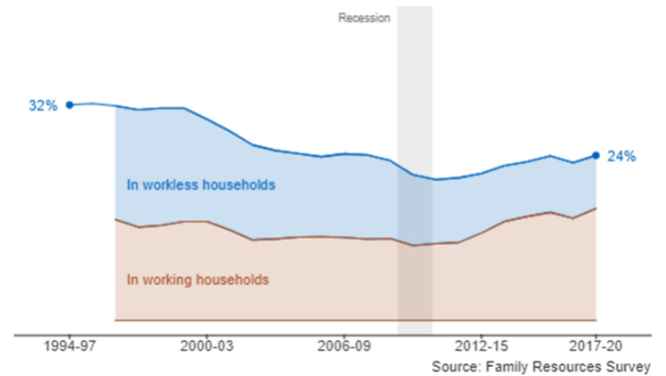
<http://bit.ly/2T4V26I>

Recent data published in March 2021 suggests child poverty is on the rise. It is estimated that 24% of children were living in relative poverty after housing costs in 2017-20. Before housing costs, it is estimated that 21% of children were in relative poverty.

Proportion of children in relative poverty, Scotland



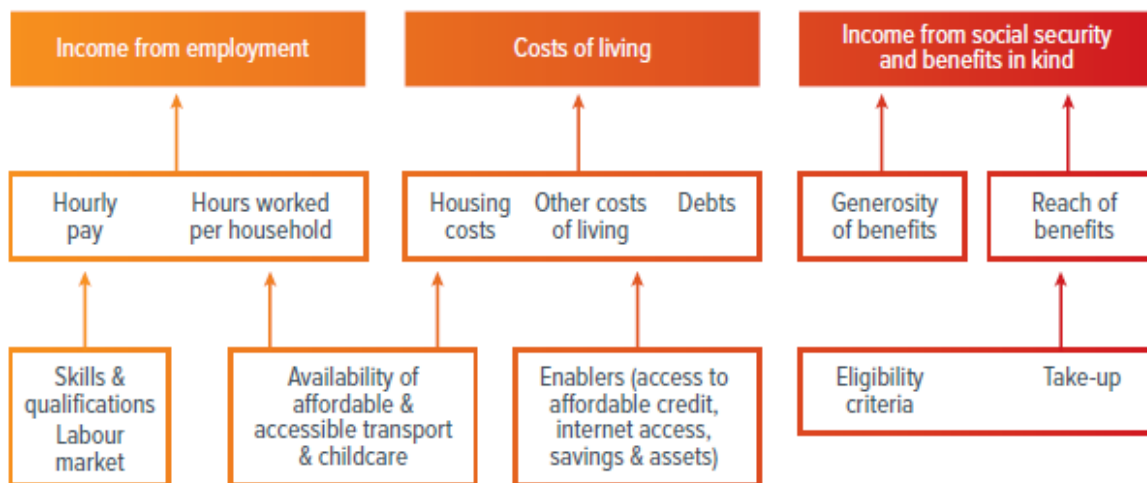
Children in relative poverty after housing costs by household work status, Scotland, Scotland



Absolute child poverty after housing costs affected 22%. Before housing costs, absolute child poverty was at 17%.

There are several factors involved which level the playing field regardless of someone's wages/income. The 'true cost of living' which looks at everything from property prices, taxes, energy costs to grocery shopping have been explored by the partnership in terms of how best to support local people.

Alongside the national funding packages in Angus a lot of work has been done to explore the barriers local people are facing. This section outlines the work achieved and highlights case studies on the drivers of poverty.





## Local Interventions

### Drivers of Poverty: Income from Employment

	Baseline 2018	2019	2020
Income from Employment			
Underemployment of (16+) population	9.20%	9.60%	Not yet available
Employment Rate	76%	75.7%	72.3%
% Employees (18+) earning less than the Living Wage	26.50%	29.70%	25.2%
Median paid hours per week	36.2	36.2	36.8
Gross median hourly pay (£)	12.77	12.69	12.73
Proportion of population with no qualifications (16-64)	10.6%	7.3%	5.6%

Employability services have long played a vital role in supporting those experiencing or at risk of poverty into work. Our shared aim through No One Left Behind (NOLB) is to ensure a person centred, flexible and responsive service enabling access to sustainable fair work helping individuals to achieve their full potential in an inclusive and fair economy.

The Angus Citizens Survey carried out in February 2020 outlined that 93% of people surveyed (1,200 people throughout Angus) said they were not doing any training or additional courses. 5% advised they were doing on the job training which provides an opportunity to work closely with employers to develop more of this type of employability support.

For 2021/22 several actions have been identified to support these target groups including: -

- Shared Apprenticeship Programme – following furlough 38 apprentices are now back on site with local employers.
- Volunteer initiatives: building on the work done through COVID to up-skill local people and identify gaps in local businesses i.e. architects based in Angus.
- 2 Find Your Future Academies – D&A College - 14- week full time programmes for young people in the NEET group who are looking to gain confidence, skills and self-efficacy. These academies are a stepping stone to positive destinations including full time college courses, other training opportunities and employment.
- Community Engagement: D&A College Touchpoint Provision.
- ELL Joint work with Skills Team - GLOW Questionnaire to support referrals to Skills Team Service for Employment Advice.
- Continuation of Communities Employability online sessions supporting people throughout the 8 settlements in Angus with IT, ESOL and CV skills.
- No One Left Behind Learning Agreement/Action Plan. The individual will participate in a programme of tailored learning and activity based on an assessment of their immediate and future skills needs.
- Kickstart – 16-24 The [Kickstart Scheme](#) provides funding to employers to create 6 month job placements for young people between 16-24 years old who are claiming Universal Credit and are at risk of long term unemployment. The job placements will benefit young people in Angus with limited skills and who are finding it hard to get into employment.

## Case Study: Family Nurse Partnership



The Family Nurse Partnership is a Tayside wide service available for clients living within the Angus, Dundee and Perth & Kinross areas. It is a voluntary home visiting programme for all eligible first-time mums (and dads), aged 19 or under at the start of pregnancy. A specially

trained Family Nurse visits the mum regularly, from early in pregnancy until the child is two.

The Family Nurse Partnership programme involves regular home visits by a specially trained Family Nurse, which can help young people prepare to become parents. Family Nurses are helpful, friendly, non-judgmental and respectful to clients and their families they work with.

The programme is underpinned by a robust evidence base research from America. Three randomised controlled trials have shown significant improvements for health, social and educational outcomes over a 20-year period for mothers and their children, following their participation in the programme.

Research has shown how important health in pregnancy and the positive relationship between a mother and her baby is for a child's future health, happiness, relationships, and how well they do at school.

Research also shows that mums (and dads) who take part in the Family Nurse Partnership are more likely to achieve what they want for themselves and their children. We know dads are important to their babies, so we welcome dads or partners to join in during the home visit if the mum would like them to. Family nurses will support both parents to give their baby the best possible start in life.

A Family Nurse will provide parents with information and support to make decisions which:

- Increase chances of a healthy pregnancy.
- Improve a child's development.
- Build a positive relationship between a young parent and their baby, and others
- Help plan for the future.
- Enable young people to make lifestyle choices, which gives their child the best possible start in life.
- Enable young parents to achieve their aspirations (such as finding a job or returning to education).

## Case Study: D&A College Find Your Future, Even in Lockdown!

The pandemic presented new challenges for Dundee & Angus College, in the 2nd year of Tackling Child Poverty funding. The College were fully prepared to deliver another 2 practical Academies and continue with the successful Touchpoints programme, until full lockdown reared its head.

The project team were able to work creatively and considerately by developing and delivering online opportunities, in place of face to face. These included two successful Gaming Academies in partnership with INTO Games and industry experts, Outplay. They also included a weekly Wellbeing Group in partnership with Community Learning & Development (CLD) and GOGA.

The 2 Gaming Academies were very successful. For academy 1 they recruited young people in the NEET group, and for academy 2 they recruited neurodiverse students at risk of not reaching positive destinations through a lack of work-ready skills. 16 young people completed the academies where they were given professional briefs, had to work in project teams with specific roles and responsibilities, and had to pitch each day to industry professionals.

Positive outcomes include a clearer understanding and appreciation of the gaming industry and the work-based skills that are required, in terms of collaboration, presentation and pitching. The current students shared that they enjoyed and benefited from the programme and will have more confidence moving forward. Positive outcomes for the NEET group include turning up and being prepared each day, full participation, learning and growing, increase in self-confidence and efficacy and some have applied to start mainstream college in September 2021.

The Wellbeing Group was set up in partnership with CLD and GOGA as a way to keep the young people engaged and looking after their wellbeing during lockdown. The 12 young people who attended the group were referred in as needing extra support. The programme ran for 6 consecutive weeks following the 5 Ways to Wellbeing model, offering different activities each week. This was a pilot and will be developed further.

Alongside the employability support In April last year, the College worked in partnership with Arbroath foodbank, Forfar Social Supermarket and Rocksolid to provide food provision for those students in need. The partnership was able to act quickly and effectively in providing students with what they needed; to support college retention and wider wellness.

The Learner Engagement and Student Services teams coordinated and delivered over 450 food parcels, many including period products. They also arranged a large-scale toy appeal and were able to deliver a host of toys, books, clothes, and baby items to many of the student parents/ carers. Again, this activity supported overall engagement and wellness.

### Learning Points

Gaming Academies: This was a pilot project delivered by Into Games and never before had they worked with vulnerable young people from these target groups; previous delivery was final year and university students who were all ready to enter the gaming industry.

Luckily, the College had wraparound support in place for all students through the Community Engagement Officer and Student Support Officer. The College realised quickly that full time support would be required to ensure active and meaningful engagement, learning and completion.

## Drivers of Poverty - Costs of Living

	Baseline 2018	2019	2020
Costs of Living			
2 Bedroom Properties - Average (mean) Monthly Rents (£)	£562	£582	£581
Workless households with children:	12.6%	10.6%	Not available yet
Total early learning and childcare services per 10 000 children	54.7%	53.4%	66.2%
Population reported that public transport was easy to access	70.7% (2017)	73% (2018)	Not available yet
New social housing applicants	2156	1770	1,369
Households in Fuel Poverty	20%	20%	20%

Two thirds of children in poverty live in working households. While the poverty risk is much lower for children in working households compared to those in non-working households, not all work pays enough to lift the household above the poverty threshold. It is estimated that in 2017-20, 68% of children in relative poverty after housing costs were living in working households.

Fuel poverty levels in Angus remain static at 20% from 2018/19. The number of energy switches by Angus residents recorded via Home Energy Scotland has continued to rise this year up from 150 in 2018/19 to 170 for 2019/20. The number of Angus households referred for a benefits/financial health check has also continued to rise from 138 in 2018/19 to 171 for 2019/20.

Through learning from local people at online listening events our actions have been co-produced to ensure that resources are being directed to those most in need. An investigation of School Meal Debt was carried out in order to facilitate the debt being written off and families empowered to make regular meal payments. Questionnaires were sent to primary school parents who had school meal debts exceeding £20 to gather details on digital exclusion issues and financial hardship and offered income maximisation advice.

For 2021/22 a number of actions have been identified to support this work further including: -

- Families will have additional funds to support food insecurities during the holiday periods.
- New build and regeneration programmes to provide more accommodation for families with new facilities and improved outdoor space including safe access routes for children.
- Improving the energy efficiency of both Council and private sector properties, helping reduce energy bills and improve comfort and wellbeing.
- Local delivery of Ending Homelessness Together and the Rapid Rehousing Transition Plan to ensure homelessness is prevented where possible, and those who experience homelessness reach a settled housing option as quickly as possible.
- Access to free digital devices – Connecting Scotland Funding.
- Free re-useable period products available throughout Angus – since the launch in 2020 2,860 people have requested sustainable products.
- Creation of referral membership scheme to Angus Alive facilities for families in hardship across Angus.
- Direct payment to families in receipt of School Clothing Grant to support access to food and energy. Allocation of £45 per child.
- Cost of the School Day (COSD) guidance to be implemented in all Angus schools.

## Case Study – Voice of the Families

The Voice of Families is an ongoing project to design services to meet the needs of our communities ensuring that those directly affected by poverty had a say in the new services being designed. This was done using existing relationships with local people and established a working group in all localities of interested parties.

This gave local people the opportunity to discuss poverty related issues which then helped to inform and implement positive strategies for improvement. From this work a key challenge was raised from a local parent. The parent was unhappy about being asked to make financial contributions for events at the school e.g. dress down days.

Parent A disclosed her partner had left without warning one day and did not return. They have three children aged 16, 8 and 3 and she was struggling to pay the bills and buy food. The parent was in financial crisis; was very emotional and at “breaking point”.

Due to lack of finance they had to choose between buying food or the child a Christmas present, they did not have enough money to do both. The school request for financial contributions from families made them feel that the child was “missing out” as they did not have a £1 to give or a Christmas jumper to put on him. The parent was embarrassed and humiliated by the way the school had offered (well-intended) support to the family (which included access to the Christmas Toy appeal and School Foodbank).

The member of staff dealing with the complaint was able to give the parent opportunity to discuss her worries and signposted to the agencies listed below:-


- Food bank – a food package was delivered.
- Parental Employability Support Team – Contacted the parent the same day and held an initial discussion re how employment support could be offered.
- Signposted to the Welfare Rights benefits checker.
- Membership to the Social Supermarket was used to access £20 pay it forward vouchers to offer affordable food in a non-stigmatised way.
- The parent was informed of the £100 per child winter hardship payment provided by Scottish Government.
- Direct payments were made to provide lunch payments for the period of school holiday closure.

Immediate feedback from the parent from this support included:-

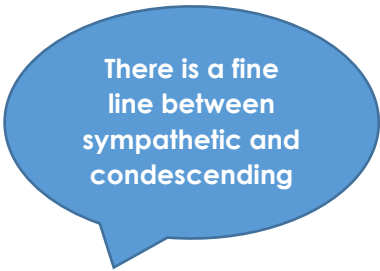
“Having this call from The Parental Employability Team this afternoon I am full of hope for 2021 - I keep repeating the word you have said to me “it’s not a handout but a hand up. The problem is my mindset and possibly others too that stops us asking for or seeking help when so much in need. If I now look at it from how you describe I do not feel so much shame as I know that if and when I am able I will be able to help keep others up along with me... Together we are stronger and alone we struggle.”

After Christmas the parent had agreed to be contacted to follow up on the progress in employability and assess impact of winter hardship payment and school meal direct payment. The direct payment had allowed them to go shopping for their child's Christmas, it made a


huge difference. Additional funding really took the pressure off and they had a lovely Christmas as a result. Other feedback from the group included:



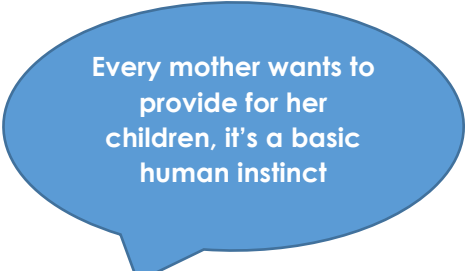
Thank you for taking the time to listen to me...no one ever does that



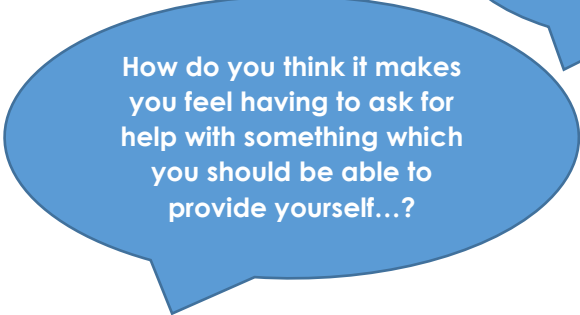
There is a fine line between sympathetic and condescending



I think staff need to know how to speak to people properly – dignity



Every mother wants to provide for her children, it's a basic human instinct



How do you think it makes you feel having to ask for help with something which you should be able to provide yourself...?

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# On track to end period poverty

ANGUS Council is hoping to eradicate period poverty in the area by the end of the year, despite Covid-19 setbacks.

Within the last year, Free Period Angus, part of the Scottish Government's Period Poverty Campaign, has provided more than 70,000 free products to girls and women throughout the area.

One in 10 in the UK cannot afford basic menstrual hygiene products and, in Angus, two/three in 10 girls and women are not attending school or work due to a lack of period products.

Having already distributed free period products to almost 200 community collection points, from sports centres and GP surgeries to shops and charities, the project team was forced to consider new and innovative ways to continue the momentum when Covid struck.

As a result, Angus Community Planning Partnership has become one of the first in the UK to team up with Hey Girls, who

can post three months' worth of products, including environmentally-friendly reusable pads, on behalf of Free Period Angus.

Shelley Hague, strategic policy and planning manager of Angus Council said: "We have achieved so much since Free Period Angus began, so Covid wasn't going to stand in our way."

"Period products are expensive. At up to £18 per month, they're just another financial burden and, for many, one they simply cannot afford."

"Similarly, with disposable products being a significant blight on our environment, reusable products are a brilliant alternative and really growing in popularity."

"Whether collecting them in town or ordering them online, anyone living in Angus can now get their period products for free so we're looking to spread the word, particularly among those living in poverty, or isolating."

With the project funded until at least



Lauren Urquhart, of Sustainable Kirriemuir and Shelley Hague of Free Period Angus.

the end of 2022, the team is on track to eradicate period poverty before the year is out.

Amy Briggs, senior marketing manager at Hey Girls, added: "We've been so excited to partner with Angus Community Planning Partnership and Sustainable Kirriemuir championing sustainable period products within their communities."

"It's clear from the huge response and positive reviews that people are becoming more aware of the impact that period waste has on our environment and are willing to make the transition to trying reusable products."

To order free period products, visit [freepериодangus.co.uk](http://freepериодangus.co.uk)

Small changes can make a big difference

FREE Period Angus has also teamed up with community group Sustainable Kirriemuir. This collaboration has prompted an additional 2,000 requests in the past year.

Lauren Urquhart, Sustainable Kirriemuir learning and events leader, explained: "We support people in making small changes to live more sustainably and considerably and want to demonstrate that these small changes can make a big difference."

"By working with Free Period Angus, we are encouraging people to consider reusable products as an alternative to disposables, helping reduce waste and protect our environment."

"Reusable products are really growing in popularity – you'll never be in period poverty if you use and own them, and you're doing your bit to save the planet in the process."



Reusable period pads.

Period poverty is set to be eradicated within Angus by the end of 2021, despite the challenges of COVID-19.

Within this reporting period 'Free Period Angus', part of the Scottish Government's Period Poverty Campaign, has provided over 70,000 free products to girls and women throughout the area.

One in ten people in the UK cannot afford basic menstrual hygiene products and, in Angus, two/three

in ten girls and women advised they were not attending school or work due to a lack of period products.

Having already distributed free period products to almost 200 community collection points across Angus, from sports centres and GP surgeries to shops and charities, the project team was forced to consider new and innovative ways to continue the momentum when COVID struck.

As a result, Angus Community Planning Partnership was one of the first in the UK to team up with 'Hey Girls' who post three months' worth of products, including environmentally friendly reusable pads and cups, on behalf of Free Period Angus.

Free Period Angus is a true community led local project with regular sessions and surveys going out to local people to gauge demand and ask what would make the difference to them.

Period products are expensive. At up to £18 per month, they're just another financial burden and, for many, one they simply cannot afford. Similarly, with disposable products a significant blight on the environment, reusable products are a brilliant alternative and really growing in popularity. Whether collecting them in town or ordering them online, anyone living in Angus can now get their period products for free.

With the project funded until at least the end of 2022, the team is on track to eradicate period poverty before the year is out.

Free Period Angus has also teamed up with community group Sustainable Kirriemuir. This year alone, this collaboration has prompted requests from an additional 2,500 people throughout Angus for free, reusable products.

Having access to products delivered direct to me is a god send

I couldn't afford cloth pads so this is a real help and I wouldn't go back to disposables now

I was so ashamed that I couldn't afford products, but I had to feed my child as a priority

I have missed work in the past and so glad this won't be an issue - I was so embarrassed



## Drivers of Poverty - Income from Social Security Benefits and Benefits in Kind

	Baseline 2018	2019	2020
Income from Social Security Benefits			
P4 - P7 pupils are free school meal registered	13.40%	14.40%	15.3%
% of all children living in families are in receipt of child tax credit	14.5%	14.1%	Not available
Number on Child Protection Register	64	45	36
Working/mixed households with children	87.4%	84.6%	Not available yet
Homeless applications	653	741	366

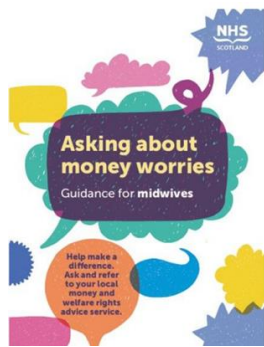
Supporting local people in Angus to improve their quality of life by claiming their entitlements has led to a significant outcome over the past 12 months. From this the partners have been able to increase the engagement with local people as trust is built.

Within the Angus Citizens Survey, we asked about access to services with 97% of respondents advising services were easy to get in touch with. This work is being expanded with a pilot project to create a one stop shop for women looking to access services from Women's Aid to financial support this will be co-produced with local people to ensure it improves access even further.

For 2021/22 a number of actions have been identified to support this work further including: -

- Family Nurse Partnership <https://www.youtube.com/watch?v=IFa1QYqpbAo>.
- Families in receipt of Free School Meals received a direct payment for October/December school holidays to supplement the cost of child lunches from the Holiday Food and Fun allocation.
- Mediation and Conflict Resolution service implemented in October 2020 – referral pathway recently revised and awareness raising ongoing to increase referrals.
- Review of the Angus Mental Health and Wellbeing Network to increase coordination of services and therefore support for local people.
- Welfare Rights Service and NHS Tayside Health Visitors - Direct referrals for income maximisation checks and debt advice from NHS Health Visitors. Health Visitors will include financial inclusion discussions at 4 interventions points (8 week post-natal / 13-15m / 27-30m and pre-school).
- Child poverty and financial inclusion training to be delivered by Public Health & Welfare Right Services across pre-birth and early years networks.
- Education & Lifelong Learning - Long Term Pupil Absence Free School Meal Provision - HT's will refer eligible families (who have a child off on long term absence) for a direct payment/supermarket voucher allocation.
- Raising Awareness - Trauma informed workforce- Staff awareness sessions on language around poverty.
- Recruit a Project Midwife to work closely with Public Health & partners to drive forward activity and service improvement to address Child Poverty in Tayside.

## Case Study - Angus Midwifery Pilot



There was an agreement made between Public Health Tayside and midwifery colleagues in Angus to work in partnership with the Angus Council Welfare Rights Service to pilot a formal financial inclusion referral pathway. The pathway was set up to link pregnant women with a welfare adviser for financial inclusion support. The allocated Scottish Government monies was utilised to provide capacity within the Angus Welfare Rights Service to work through referrals and document outcomes for improvement purposes.

### Objectives

The following objectives were agreed by stakeholders.

- Midwives routinely raise the issue of money worries with their service users.
- Establish a Financial Inclusion referral pathway established to link pregnant women and their families to Welfare Rights Services.
- Develop a standardised referral form for midwives to use to refer into Welfare Rights Service.
- Parents will have better access to the benefits they are eligible to receive.

### Training and support for midwives

A training programme for Angus midwives was put together on the referral process and how to raise the issue of money worries using the 'CARE' approach as recommended by NHS Scotland (Appendix 2). This resource was used to support the training sessions for midwives. Public Health Tayside shared the number of the referrals made and financial gains at both training sessions and team meetings. This was an opportunity for midwives to ask questions about financial inclusion and the referral process.

The original referral process was adapted towards the end of the pilot to move away from paper notes to an electronic form via Badgernet. Badgernet is a mobile app which is designed for women to view their maternity records securely and can be used to refer women to a range of services. The mobile phone app has simplified the referral process for midwives by reducing the amount of time form filling and providing valuable data to the project.

### Findings

In total 108 referrals were made by midwives during Dec 2019/Jan 2021, with £326,338.52 generated for the pregnant women and their families during the time period. This averages at approximately £3,000 per person. The highest gains came from Universal Credit payments. One client in particular, received £16,791.43 in financial gains.

## **Jane's Story**

Jane was referred by a midwife for an entitlement check and advice regarding benefits. At time of referral Jane was less than 24 weeks pregnant, a single parent, living with her 3-year-old son in a council property. They were both in good health. Jane was also a carer for her disabled father. She received Carers Allowance, Universal Credit, Council Tax Reduction and Child Benefit for her son.

Angus Welfare Rights Service contacted the client and advised her Universal Credit would increase by £235.83 per month when the baby arrives, and her Child Benefit would increase by £13.95 per week. Jane was advised that she would qualify for a Best Start Grant (Pregnancy & Baby Payment) award of £300 when she reached 24 weeks and she would qualify for a Best Start Grant Early Learning Payment of £250 in respect of her 3 year old son. Jane was advised about the Best Food Vouchers amounting to £17 per four weeks that would increase to £34 per 4 weeks when baby was born up to age one, and £17 every 4 weeks from age 1 to 3. Jane was also advised that she would be entitled to free dental care until the baby turns one year old.

### Evaluation

The evaluation for the midwifery staff was delivered through a Survey Monkey which was to be completed by midwives in Angus. The survey asked 17 closed questions using a Likert scale, and one open question. The survey drew on principles of the COM-B model (Michie, van Stralen & West 2011) which poses that a particular behaviour, in this case, when a midwife raises the issue of money with the pregnant women and refers them to welfare rights service. Overall, midwives believe they have the physical and psychological ability and skills to raise the topic of money, and refer to the Welfare Rights Service

### Recommendations

- Continue to provide midwives with training and support regarding raising the issue of money.
- Training for all new staff members.
- Continue to provide midwives with guidance and support regarding referral procedures.

## Case Study - Breast Buddies "Feeding your baby" Virtual Antenatal Classes

Due to the closure of all antenatal classes at the beginning of lockdown, Breast Buddies volunteers created a free, virtual antenatal breastfeeding class that all mothers and their partners/supporters were welcomed to. From March 2020 – May 2021, 84 women have had access to the antenatal class. Midwives, Health Visitors and Family Nurses refer women to sign up to the course, with many mothers also signing up via social media accounts. NHS Tayside Facebook page and the "Birth in Angus" Facebook groups also shared the details of upcoming classes and supported Breast Buddies Angus to encourage mothers to attend the classes.

A key success was that participants were given access to class PowerPoint so that they could go through it in their own time prior to the class.

This was a major benefit to local people as women were receiving timely breastfeeding peer support sooner after their baby's birth. Before lockdown, they would initially see women when their babies were 10 days or older at groups. Most referrals to the project are now in the first few days after birth and if the mothers have attended the breastfeeding antenatal class they are usually communicating with them hours after their babies have been born. This allows a greater link in with hospital staff, particularly the Infant Feeding Team at Ninewells. Other benefits include:

- Breastfeeding support is more accessible as mothers that have had traumatic births, those that have had c sections and are unable to attend physical groups can still receive breastfeeding peer support.
- Mothers that would find attending face to face groups difficult and anxiety provoking can receive the materials and attend the classes with their videos and speakers off if that makes them more comfortable.
- After the classes, we invite participants to join a whatsapp group for their class to help them to make friends and form a support network. This has been hugely successful and has allowed mothers to continue to make strong connections during lockdown. Please see link to video attached.

Feedback has included:

"I have breastfed before but only for a short time before moving to formula. I want to breastfeed for a longer period this time and after the BB meeting I already feel more informed than previous pregnancies"

"This is my first baby, so I haven't breastfed before. I feel like this class has absolutely helped me and I now feel more informed. I am certain I want to breastfeed my baby."

"They've been amazing and without them I think we would have given up and changed to formula feed but we're still exclusively breastfeeding."

For more information on this support visit

<https://m.youtube.com/watch?feature=youtu.be&v=zL-SFaC6NjU>

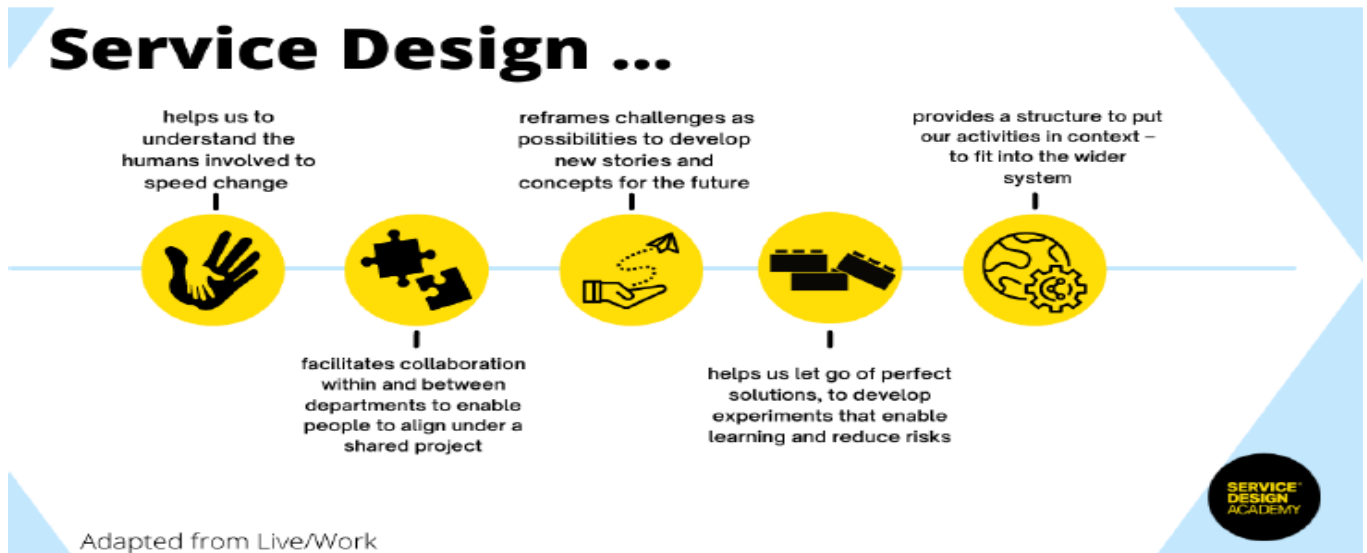
## Local Engagement – Future Service Design

Engagement remains at the heart of the Child Poverty work in Angus which has been restricted due to the pandemic but there has still been a lot of work to co-design services with local people using new tools like Service Design and utilising the Community Council network more effectively. Key activity to highlight includes:-

As part of the Social Renewal Advisory Board there was a series of **Angus Listening events**. These events were delivered to increase local engagement, hear from and learn from as many individuals, community groups and organisations as possible. In total 68 local people participated in the sessions and this included representatives with lived experience of poverty and/or inequality. This included those with protected characteristics - age, disability, gender reassignment, marriage and civil, partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Local groups engaged namely Breast Buddies, Syrian Refugee Families, Woman's Aid, Care experienced groups, LGBTQ groups and the Disability Awareness Forum.

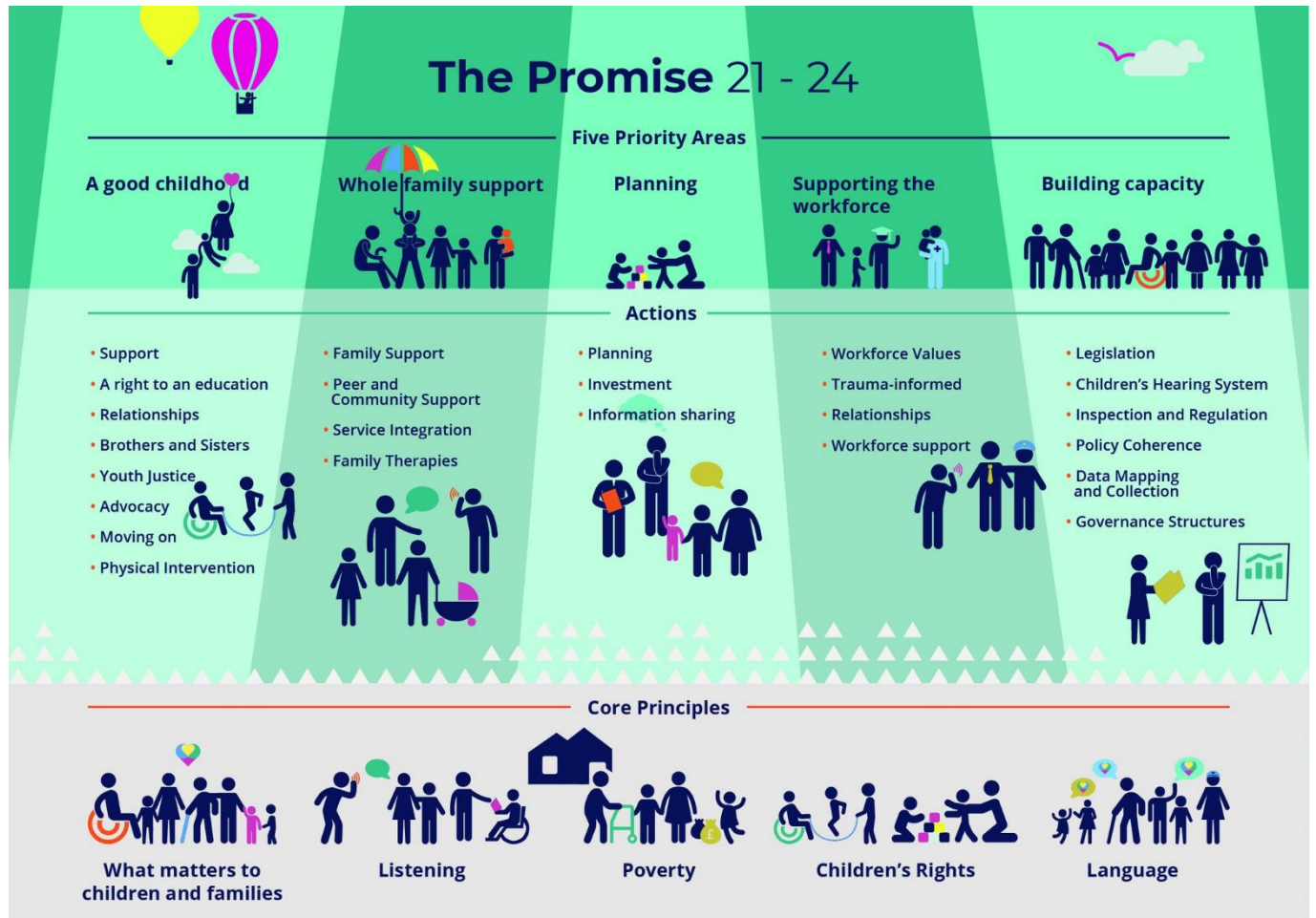
Based on the listening events Angus Community Planning Partnership have agreed a **service design approach** moving forward. This aligns to the Audit Scotland's Report: Digital Progress in Local Government which was published in January 2021. Within it, the Good Practice Guide highlights a digital strategy that goes beyond IT to focus on people, transforming services, and developing new ways of collaborative working.

The workshops delivered by Dundee and Angus College Service Design Academy begin to address the key characteristics of future service delivery requirements: -



133 participants have already progressed through the initial sessions and the next stage is to identify key projects to further develop this new way of thinking. Child Poverty will be one of them and help to embed local people in the heart of service design and delivery now and for the future.

Alongside service design the **Promise Plan 2021-24** will be part of the planning as it is responsible for driving the work of change demanded by the findings of the Independent Care Review. The recently published [The Plan 21-24](#) covers five priority areas and key milestones with poverty featuring throughout.





## Appendix 1 – UN Convention on the Rights of the Child

# A SUMMARY OF THE UN CONVENTION ON THE RIGHTS OF THE CHILD



**ARTICLE 1 (definition of the child)**  
Everyone under the age of 18 has all the rights in the Convention.

**ARTICLE 2 (non-discrimination)**  
The Convention applies to every child without discrimination, whatever their ethnicity, sex, religion, language, abilities or any other status, whatever they think or say, whatever their family background.

**ARTICLE 3 (best interests of the child)**  
The best interests of the child must be a top priority in all decisions and actions that affect children.

**ARTICLE 4 (implementation of the Convention)**  
Governments must do all they can to make sure every child can enjoy their rights by creating systems and passing laws that promote and protect children's rights.

**ARTICLE 5 (parental guidance and a child's evolving capacities)**  
Governments must respect the rights and responsibilities of parents and carers to provide guidance and direction to their child as they grow up, so that they fully enjoy their rights. This must be done in a way that recognises the child's increasing capacity to make their own choices.

**ARTICLE 6 (life, survival and development)**  
Every child has the right to life. Governments must do all they can to ensure that children survive and develop to their full potential.

**ARTICLE 7 (birth registration, name, nationality, care)**  
Every child has the right to be registered at birth, to have a name and nationality, and, as far as possible, to know and be cared for by their parents.

**ARTICLE 8 (protection and preservation of identity)**  
Every child has the right to an identity. Governments must respect and protect that right, and prevent the child's name, nationality or family relationships from being changed unlawfully.

**ARTICLE 9 (separation from parents)**  
Children must not be separated from their parents against their will unless it is in their best interests (for example, if a parent is hurting or neglecting a child). Children whose parents have separated have the right to stay in contact with both parents, unless this could cause them harm.

**ARTICLE 10 (family reunification)**  
Governments must respond quickly and sympathetically if a child or their parents apply to live together in the same country. If a child's parents live apart in different countries, the child has the right to visit and keep in contact with both of them.

**ARTICLE 11 (abduction and non-return of children)**  
Governments must do everything they can to stop children being taken out of their own country illegally by their parents or other relatives, or being prevented from returning home.

**ARTICLE 12 (respect for the views of the child)**  
Every child has the right to express their views, feelings and wishes in all matters affecting them, and to have their views considered and taken seriously. This right applies at all times, for example during immigration proceedings, housing decisions or the child's day-to-day home life.

**ARTICLE 13 (freedom of expression)**  
Every child must be free to express their thoughts and opinions and to access all kinds of information, as long as it is within the law.

**ARTICLE 14 (freedom of thought, belief and religion)**  
Every child has the right to think and believe what they choose and also to practise their religion, as long as they are not stopping other people from enjoying their rights. Governments must respect the rights and responsibilities of parents to guide their child as they grow up.

**ARTICLE 15 (freedom of association)**  
Every child has the right to meet with other children and to join groups and organisations, as long as this does not stop other people from enjoying their rights.

**ARTICLE 16 (right to privacy)**  
Every child has the right to privacy. The law should protect the child's private, family and home life, including protecting children from unlawful attacks that harm their reputation.

**ARTICLE 17 (access to information from the media)**  
Every child has the right to reliable information from a variety of sources, and governments should encourage the media to provide information that children can understand. Governments must help protect children from materials that could harm them.

**ARTICLE 18 (parental responsibilities and state assistance)**  
Both parents share responsibility for bringing up their child and should always consider what is best for the child. Governments must support parents by creating support services for children and giving parents the help they need to raise their children.

**ARTICLE 19 (protection from violence, abuse and neglect)**  
Governments must do all they can to ensure that children are protected from all forms of violence, abuse, neglect and bad treatment by their parents or anyone else who looks after them.

**ARTICLE 20 (children unable to live with their family)**  
If a child cannot be looked after by their immediate family, the government must give them special protection and assistance. This includes making sure the child is provided with alternative care that is continuous and respects the child's culture, language and religion.

**ARTICLE 21 (adoption)**  
Governments must oversee the process of adoption to make sure it is safe, lawful and that it prioritises children's best interests. Children should only be adopted outside of their country if they cannot be placed with a family in their own country.

**ARTICLE 22 (refugee children)**  
If a child is seeking refuge or has refugee status, governments must provide them with appropriate protection and assistance to help them enjoy all the rights in the Convention. Governments must help refugee children who are separated from their parents to be reunited with them.

**ARTICLE 23 (children with a disability)**  
A child with a disability has the right to live a full and decent life with dignity and, as far as possible, independence and to play an active part in the community. Governments must do all they can to support disabled children and their families.

**ARTICLE 24 (health and health services)**  
Every child has the right to the best possible health. Governments must provide good quality health care, clean water, nutritious food, and a clean environment and education on health and well-being so that children can stay healthy. Richer countries must help poorer countries achieve this.

**ARTICLE 25 (review of treatment in care)**  
If a child has been placed away from home for the purpose of care or protection (for example, with a foster family or in hospital), they have the right to a regular review of their treatment, the way they are cared for and their wider circumstances.

**ARTICLE 26 (social security)**  
Every child has the right to benefit from social security. Governments must provide social security, including financial support and other benefits, to families in need of assistance.

**ARTICLE 27 (adequate standard of living)**  
Every child has the right to a standard of living that is good enough to meet their physical and social needs and support their development. Governments must help families who cannot afford to provide this.

**ARTICLE 28 (right to education)**  
Every child has the right to an education. Primary education must be free and different forms of secondary education must be available to every child. Discipline in schools must respect children's dignity and their rights. Richer countries must help poorer countries achieve this.

**ARTICLE 29 (goals of education)**  
Education must develop every child's personality, talents and abilities to the full. It must encourage the child's respect for human rights, as well as respect for their parents, their own and other cultures, and the environment.

**ARTICLE 30 (children from minority or indigenous groups)**  
Every child has the right to learn and use the language, customs and religion of their family, whether or not these are shared by the majority of the people in the country where they live.

**ARTICLE 31 (leisure, play and culture)**  
Every child has the right to relax, play and take part in a wide range of cultural and artistic activities.

**ARTICLE 32 (child labour)**  
Governments must protect children from economic exploitation and work that is dangerous or might harm their health, development, or education. Governments must set a minimum age for children to work and ensure that work conditions are safe and appropriate.

**ARTICLE 33 (drug abuse)**  
Governments must protect children from the illegal use of drugs and from being involved in the production or distribution of drugs.

**ARTICLE 34 (sexual exploitation)**  
Governments must protect children from all forms of sexual abuse and exploitation.

**ARTICLE 35 (abduction, sale and trafficking)**  
Governments must protect children from being abducted, sold or moved illegally to a different place in or outside their country for the purpose of exploitation.

**ARTICLE 36 (other forms of exploitation)**  
Governments must protect children from all other forms of exploitation, for example the exploitation of children for political activities, by the media or for medical research.

**ARTICLE 37 (inhumane treatment and detention)**  
Children must not be tortured, sentenced to the death penalty or suffer other cruel or degrading treatment or punishment. Children should be arrested, detained or imprisoned only as a last resort and for the shortest time possible. They must be treated with respect and care, and be able to keep in contact with their family. Children must not be put in prison with adults.

**ARTICLE 38 (war and armed conflicts)**  
Governments must not allow children under the age of 15 to take part in war or join the armed forces. Governments must do everything they can to protect and care for children affected by war and armed conflicts.

**ARTICLE 39 (recovery from trauma and reintegration)**  
Children who have experienced neglect, abuse, exploitation, torture or who are victims of war must receive special support to help them recover their health, dignity, self-respect and social life.

**ARTICLE 40 (juvenile justice)**  
A child accused or guilty of breaking the law must be treated with dignity and respect. They have the right to legal assistance and a fair trial that takes account of their age. Governments must set a minimum age for children to be tried in a criminal court and manage a justice system that enables children who have been in conflict with the law to reintegrate into society.

**ARTICLE 41 (respect for higher national standards)**  
If a country has laws and standards that go further than the present Convention, then the country must keep these laws.

**ARTICLE 42 (knowledge of rights)**  
Governments must actively work to make sure children and adults know about the Convention.

The Convention has 54 articles in total. Articles 43–54 are about how adults and governments must work together to make sure all children can enjoy all their rights, including:

**ARTICLE 45**  
Unicef can provide expert advice and assistance on children's rights.

### OPTIONAL PROTOCOLS

There are three agreements, called Optional Protocols, that strengthen the Convention and add further unique rights for children. They are optional because governments that ratify the Convention can decide whether or not to sign up to these Optional Protocols. They are: the Optional Protocol on the sale of children, child prostitution and child pornography, the Optional Protocol on the involvement of children in armed conflict and the Optional Protocol on a complaints mechanism for children (called Communications Procedure).

For more information go to [unicef.org/uk/orclop](http://unicef.org/uk/orclop)

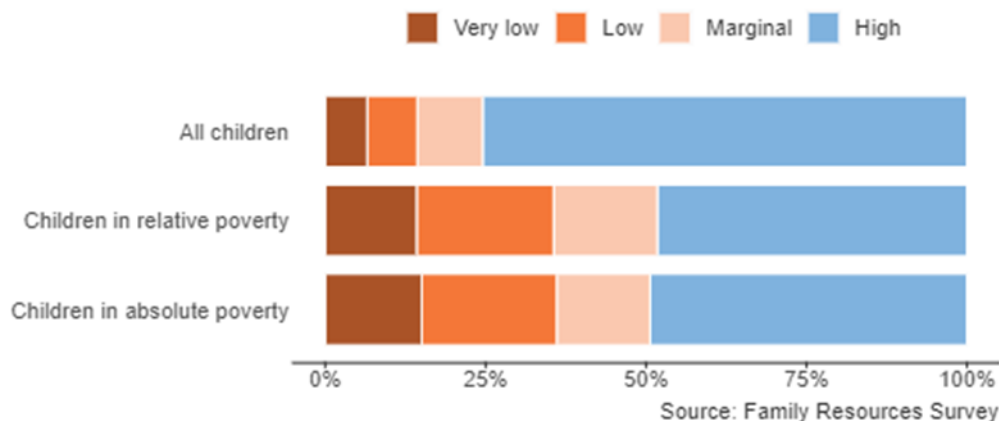


## Appendix 2 – Statistical Profile

In 2019/20, 75% of children lived in households with high food security. This means that 25% of children lived in households with marginal, low or very low food security.

Children in poverty were less likely to have high food security: just 48% of those in relative poverty, and 49% of those in absolute poverty lived in high food security households.

Levels of food security of all children and those in poverty after housing costs, Scotland 2019/20

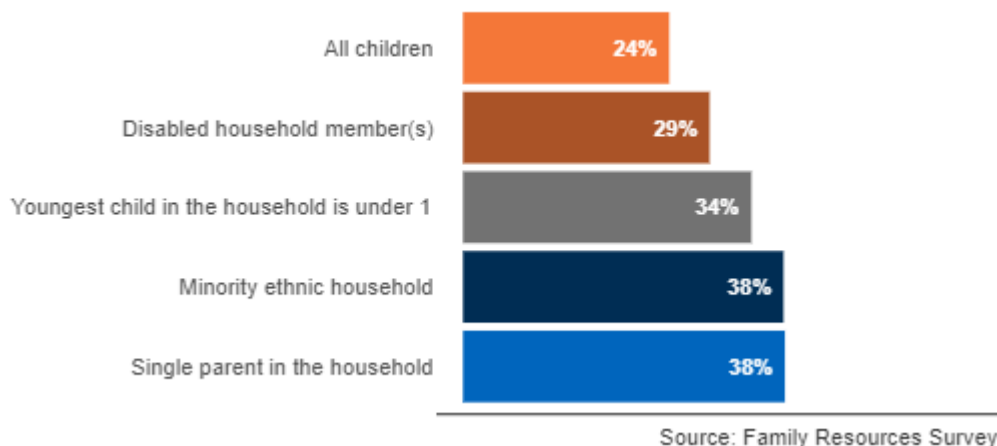


While in-work poverty amongst families with children is projected to grow in the coming years it should not be forgotten that poverty in workless households with children will rise even faster, with almost 90% of workless families with children in poverty by 2029/30.

### Priority Groups

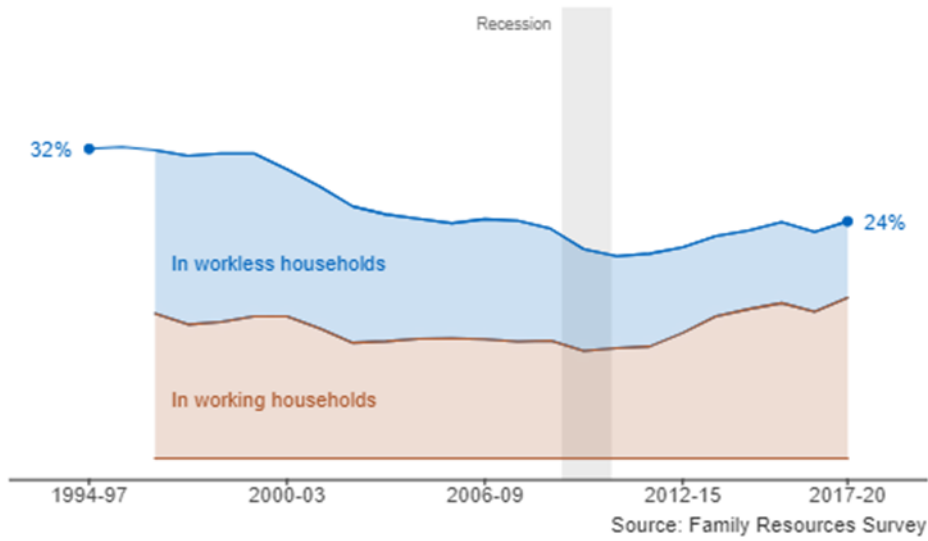
Some types of households with children are known to be at a particularly high risk of poverty. These include households with single parents, three or more children, disabled household members, of a minority ethnic background, with a child aged under one, or a mother aged under 25. These groups do not cover everyone at higher risk of poverty, but taken together, they cover the majority of households with children that are in poverty.

Proportion of children in relative poverty after housing cost, Scotland 2017-20



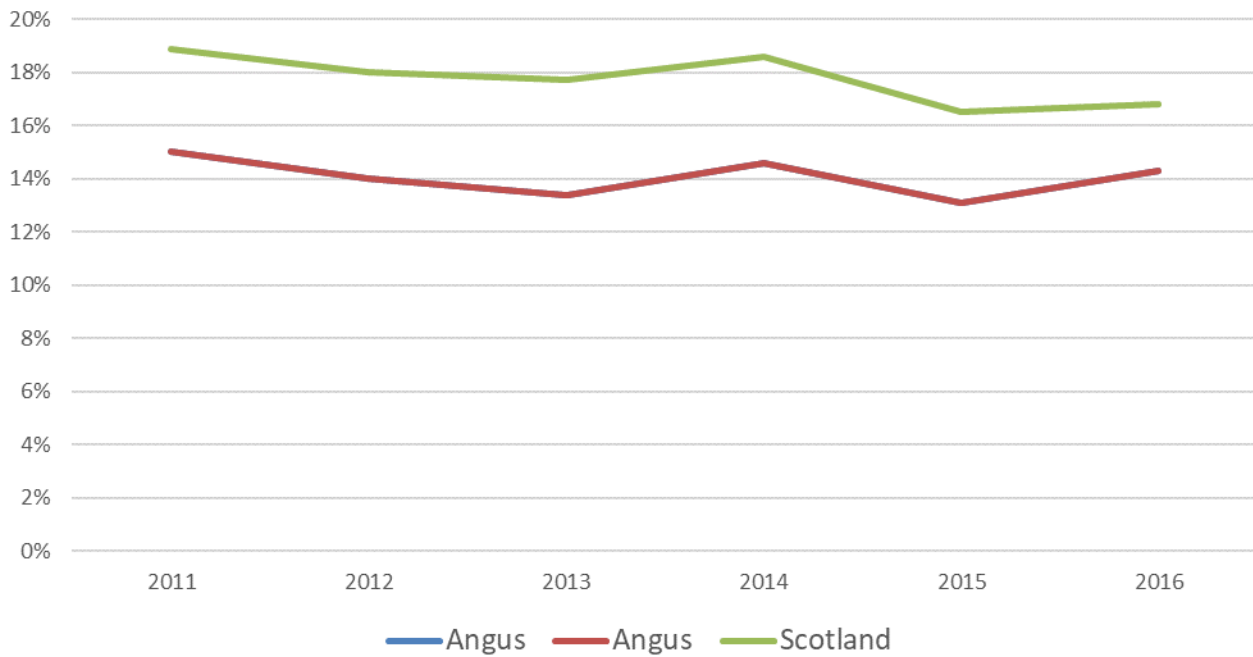
There are several factors involved which level the playing field regardless of someone's wages/income. The 'true cost of living' which looks at everything from property prices, taxes, energy costs to grocery shopping have been explored by the partnership in terms of how best to support local people

Children in relative poverty after housing costs by household work status, Scotland, Scotland



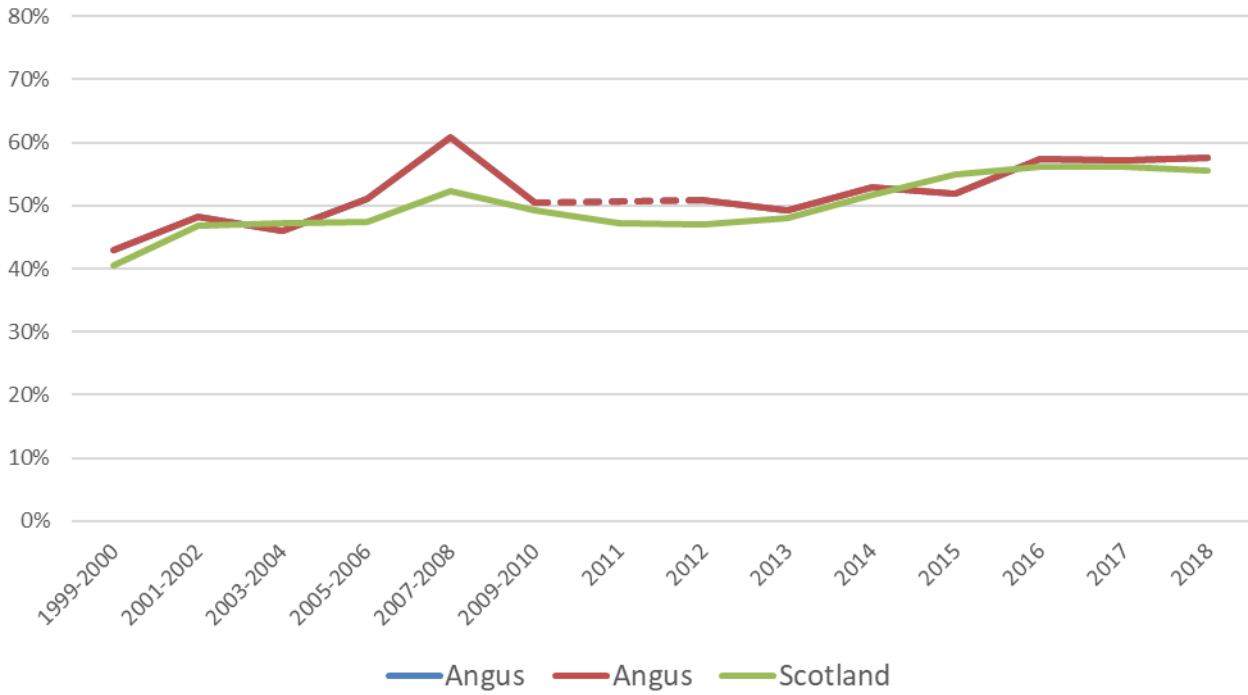
Alongside the national funding packages in Angus a lot of work has been done to explore the barriers local people are facing.

### % Children in low-income families



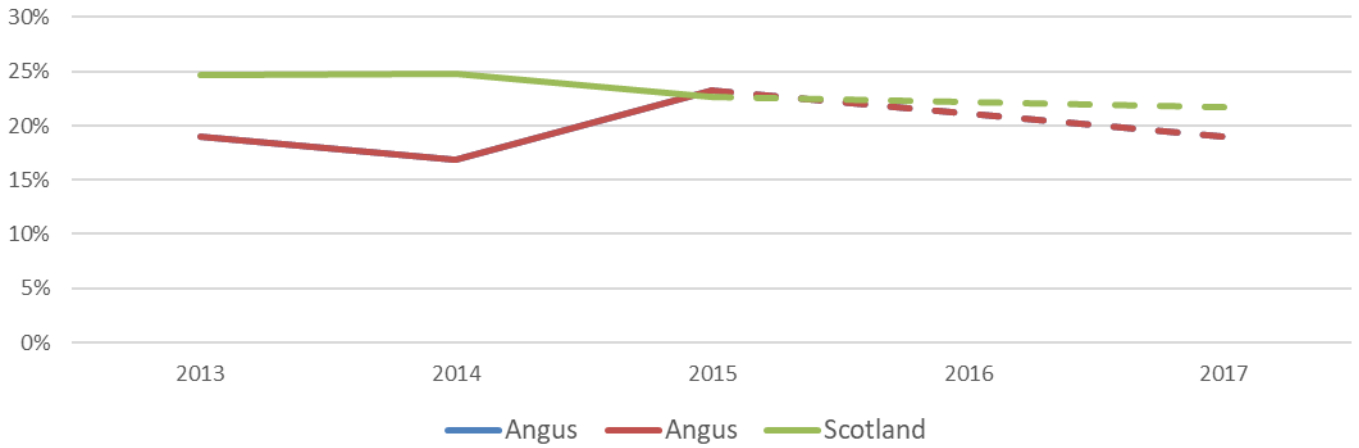
Source: HMRC, Personal Tax Credits: Children in low-income family's local measure Source: HMRC, Personal Tax Credits: Children in low-income family's local measure

### % Households managing well financially



Source: Scottish Government, Scottish Household Survey - Adults dataset

### % Adults with no savings



Source: Scottish Government, Scottish Household Survey - Adults dataset

## Target Groups

