



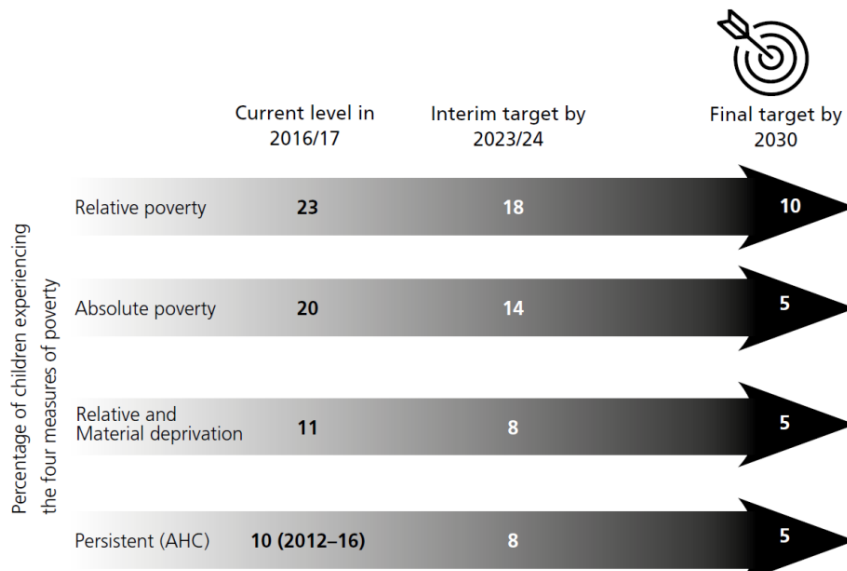
## Child Poverty Action Plan 2019

### 1.0 Introduction

- 1.1 [The Child Poverty \(Scotland\) Act 2017](#) (the Act) places a duty on Community Planning Partnerships (CPPs) and Local Health Boards to publish Local Child Poverty Action Reports (LCPARs) by 30<sup>th</sup> June each year.
- 1.2 The Act also requires the LCPR to describe *“any measures taken during the reporting year, or which are proposed to be taken, in the area of the local authority in relation to children living in households whose income is adversely affected, or whose expenditure is increased, because a member of the household has one or more protected characteristics”*.
- 1.3 The South Ayrshire LCPAR was the first in Scotland to be published following approval at the South Ayrshire CPP on 1<sup>st</sup> November 2018, and was shared with the Scottish Government and the Improvement Service.
- 1.4 The purpose of this report is to provide an update on the progress of the actions as set out in the South Ayrshire [Child Poverty Local Action Plan 2018/19](#).

### 2.0 National Policy

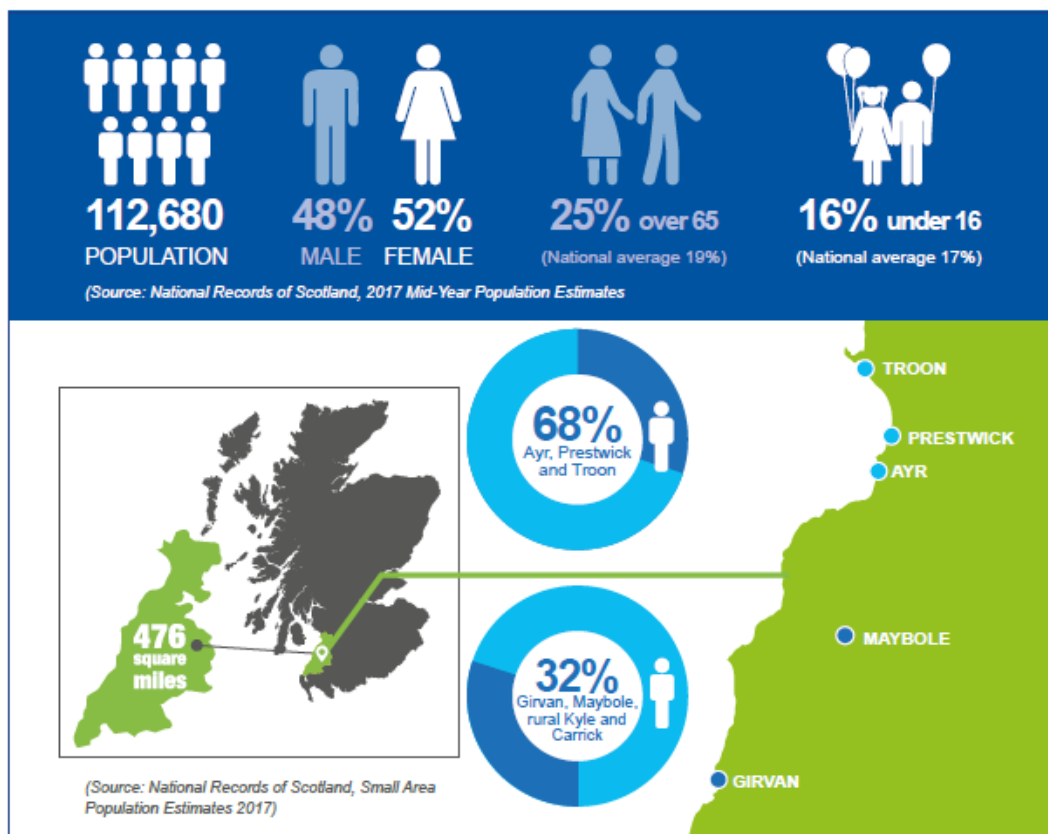
- 2.1 Within the Act there are income based targets to be met by 2030 as shown below.



- 2.2 Scottish Government's [Tackling Child Poverty Delivery Plan 2018-22: Every Child, Every Chance](#) sets out policies and proposals that are designed to support CPPs progress towards achieving the ambitious reductions as set out in the Act.
- 2.3 Child Poverty Action Plans therefore require focussing on the drivers of poverty that have been defined within the Act:
- Income from employment;
  - Costs of living; and
  - Income from Social Security and benefits in kind.

### 3.0 Local Context

- 3.1 South Ayrshire encompasses the main towns of Ayr, Girvan, Maybole, Prestwick and Troon and large rural areas stretching from Dundonald in the North to Ballantrae in the South. A profile of South Ayrshire can be accessed from this [data profile link](#) however the key points are set out below:



- 3.2 South Ayrshire has traditionally been viewed as a relatively affluent area but that is changing and across a number of measures, the area is moving closer to the Scottish average.
- 3.3 Notwithstanding this general trend, there are some significant pockets with higher levels of deprivation which are often characterised by poorer outcomes. The [Scottish Index of Multiple Deprivation](#) (SIMD) shows 19 datazones in South Ayrshire falling within Scotland's 15% most deprived datazones – affecting an estimated 12,888 people.

- 3.4 Most of these datazones are to be found in the Ayr North and Whitletts area of Ayr, but three are in Girvan and one each in Troon and Maybole. Six datazones in Ayr North fall within the worst 5% of datazones within Scotland<sup>1</sup> (**Appendix 1**).



- 3.5 South Ayrshire has the 10<sup>th</sup> highest<sup>2</sup> child poverty levels in Scotland with 26% of children classified as living in poverty<sup>3</sup> after housing costs. This equates to approximately 5,242 children.
- 3.6 Child poverty is most prevalent in the Ayr North and Girvan and South Carrick wards at 36% and 29% respectively and lowest in Ayr West where it is at 16%.
- 3.7 A whole system approach is developing within the CPP and the voluntary sector agencies to reduce the impact of poverty on children's lives in South Ayrshire, but the most effective long-term options for addressing child poverty still sits with national government policies.
- 3.8 The UK Government welfare reform continues to impact on child poverty levels locally and the levels of child poverty in Scotland continue to increase and are predicted to worsen significantly in the next five to ten years.
- 3.9 A recently published report by the 'Resolution Foundation'<sup>4</sup>, [The Living Standards Outlook 2019](#), presents a pessimistic forecast for living standards and poverty up to 2023/24. The report finds that there has been very little average income growth for nearly two decades, and lower income groups have been particularly badly hit.
- 3.10 The report also finds that despite record employment levels, household incomes will continue to be under pressure until 2023/24, especially for low and middle earners, with weak growth and rising costs being forecast.
- 3.11 Living standards are influenced by both economic conditions and government policy. The Living Standards Outlook 2019 report identifies the main factors behind the weak outlook, some of which are a direct result of national policy decisions, especially the cuts in the welfare system. The continuing Brexit uncertainty has also had a negative effect on household incomes.
- 3.12 South Ayrshire's CPP continues to focus on what can be done to improve the life chances of young people in the area in an effort to help them out of the poverty trap, but the challenge to meet the interim targets by 2023/24 as set by the Scottish Government in the Act may prove to be difficult to achieve.

<sup>1</sup> Scottish Index of Multiple Deprivation (SIMD)

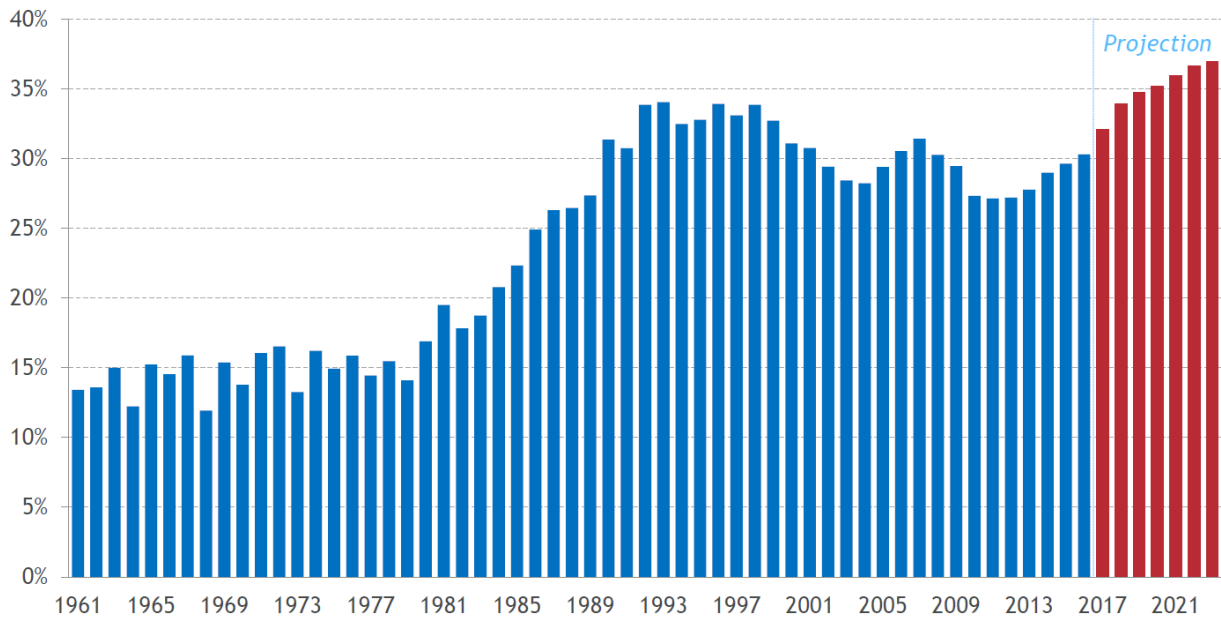
<sup>2</sup> After Housing Costs (AHC) snapshot by End Child Poverty – estimate July to September 2017

<sup>3</sup> The proportion of children living in families in receipt of out of work (means tested) benefits or in receipt of tax credits where their reported income is 60% of median income.

<sup>4</sup> The Resolution Foundation is an independent British think tank established as a charity in 2005. Its stated aim is to improve the standard of living of low and middle-income families.

3.13 The Living Standards Outlook 2019 report forecasts that income inequality is likely to rise and child poverty is expected to reach record highs as shown in the graph below.

Proportion of children living in relative poverty (after housing costs)



Notes: Financial years after 1993. GB only before 2002-03.

Source: RF analysis of DWP, *Households Below Average Income*; RF projection; and IFS, *Living Standards, Inequality and Poverty*

## 4.0 Monitoring and Reporting

4.1 The Child Poverty Action planning process is embedded within the [Local Outcomes Improvement Plan](#) (LOIP).

4.2 The LOIP sets out key strategic themes with improvement actions that will be taken forward by CPP partners, using a collaborative approach, to **reducing inequalities** and **improving outcomes** for people living in South Ayrshire.

4.3 The LOIP has two strategic themes:

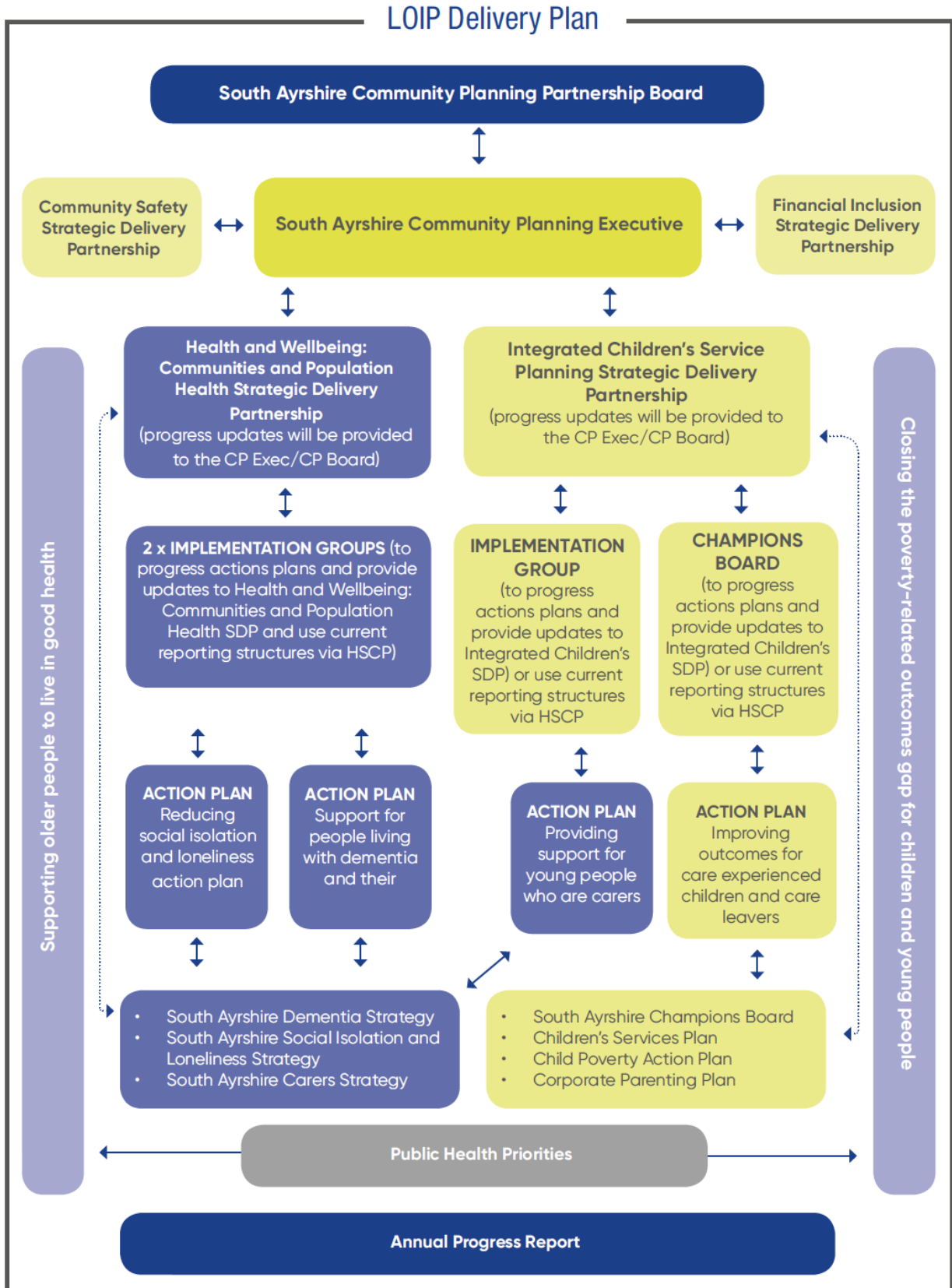
- Supporting older people to live in good health; and
- Closing the poverty-related outcomes gap for children and young people.

4.4 The LOIP has the following supporting priority areas:

- Reducing social isolation and loneliness;
- Support for people living with dementia and their carers;
- Improving outcomes for care experienced children and care leavers; and
- Providing support for young people who are carers.

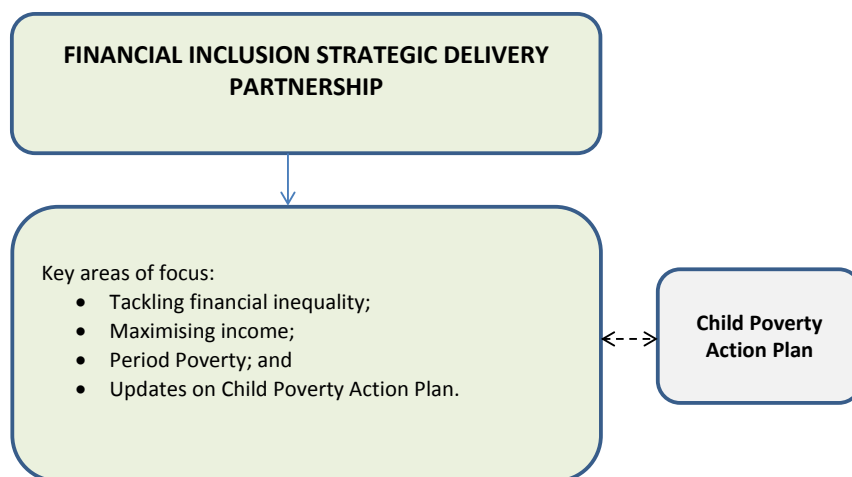
4.5 Regular monitoring of the LOIP ensures that it remains up-to-date and appropriate for delivering on the improvement themes which reflect local needs, circumstances and aspirations.

4.6 The flowchart below sets out the LOIP Delivery Plan.



4.7 The **Financial Inclusion Strategic Delivery Partnership** remit is to support improved outcomes and reduce inequalities. In particular it looks at financial inequalities and maximising income opportunities. The group has four key areas of focus and monitors the progress of the LCPR. The group provides updates to the Community Planning Partnership Executive for onward reporting to the CPP.

4.8 The Financial Inclusion Strategic Delivery Partnership remit is set out below.



4.9 The Public Health Priorities were also taken into consideration in the formation of the LCPAR, and the diagram below demonstrates the relationship between the Public Health Priorities and their close linkages with the LOIP.



4.10 The input and commitment from the CPP supported the development and publication of the first LCPAR and this progress report recognises the significant level of work already underway across South Ayrshire in the collective effort to mitigate and reduce child poverty (**Appendix 3**).

4.11 The following information provides a summary on the strategic steps and actions taken by the CPP to prevent and mitigate child poverty within South Ayrshire:

- Closing the gap and achieving potential is the vision of [South Ayrshire's Children Services Plan 2017-2020](#):

*'All children and young people in South Ayrshire deserve the chance to reach their full potential. We will support those who start at a disadvantage and remove barriers for those who are struggling, we will stretch the most able and protect and nurture all children, especially the most vulnerable. Our aim is to reduce inequalities in outcomes for children and young people, in particular, to close the gap in outcomes related to deprivation so that all can achieve their potential'.*

- **Closing the poverty related outcomes gap** is a key strategic theme within South Ayrshire's LOIP. Originally published in October 2017, the LOIP has now been refreshed and updated in 2019.
- The establishment of a **Financial Inclusion Strategic Delivery Partnership** which sits within the Community Planning Partnership structure. The key areas of focus for this partnership will be tackling financial inequality, maximising income, period poverty and link to the LCPAR.
- The development and implementation of the LCPAR. The LCPAR recognises the significant level of work already underway across South Ayrshire to support the mitigation of child poverty. It also identifies actions for potential areas for development in the future. With a requirement for annual reporting and establishing new actions to mitigate poverty, LCPAR will be a dynamic plan that will evolve over time. Actions within the plan include:
  - ✓ The development by the CPP of a **Financial Inclusion Pathway** to money advice in South Ayrshire to be used by all appropriate staff;
  - ✓ Targeted holiday meals provision in South Ayrshire – 22,752 free lunches have been provided since the summer of 2017;
  - ✓ The provision of a number of breakfast clubs - targeted in South Ayrshire Primary Schools with the highest levels of deprivation;
  - ✓ **School grants and funding** for education maintenance allowance, increase in clothing grant from £50 to £110 leading to increased uptake, free school transport and free school meals;
  - ✓ £500,000 of free school meals for P1 to P3 in the academic year 2018/2019 of which there was an average uptake of 75%. From the 23<sup>rd</sup> April 2019, free school meals are also provided to P4 pupils in targeted primary schools with the highest levels of deprivation;
  - ✓ The Children's Services Planning Group is about to commence an audit on the cost of the school day; and
  - ✓ The use of PEF funding to support the Council's school programme.
- **Provision of early learning and childcare** across a range of early years centres and funded providers. Some centres are able to offer a more flexible arrangement to suit the needs of parents and families, with a number of centres offering 1140 hours of funded 'early learning and childcare'. This is a year earlier than the national roll out in August 2020.
- The Council offers a free, confidential and impartial **information and advice service** to people living in the South Ayrshire Area. Advisors are fully trained to deal with welfare rights and issues related to money and debt advice.
- South Ayrshire Health and Social Care Partnership has delivered a series of financial inclusion briefing sessions for staff to address child poverty in South Ayrshire and to support the use of 'routine enquiry'. These sessions provide information on the strategic landscape, the health impacts of income and fuel poverty and measures that have been/are being put in place to provide support. A briefing will be delivered to head teachers highlighting the use of a 'routine question' in the autumn of 2019.

- South Ayrshire Community Planning Partnership is supporting the Scottish Government's commitment of aiming to increase the number and range of places where **free** sanitary products are available for anyone who menstruates.

4.12 It is anticipated that the South Ayrshire LCPAR will evolve and improve with time as the learning within the partnership grows. There is recognition that it is important to sustain efforts to ensure that tackling child poverty remains a clear and explicit priority for everyone within the community at large.

4.13 **Appendix 3** outlines the breadth of work currently being undertaken by the CPP to both tackle child poverty and to mitigate the consequences of it. The plan also looks at actions in development that may assist and support the reduction of child poverty in South Ayrshire.

4.14 It is noted, however, that there is no centrally collected data at Council or Health Board level that enables the four income-based child poverty targets, as set out by the Scottish Government in the Act, to be calculated and monitored. This will therefore present a difficult challenge to reconcile the data collected within South Ayrshire against the targets as set out in the Act.

4.15 An additional challenge faced by Councils is the requirement to present annual reports separately to Scottish Government with differing timescales, such as the Children's Services Plan Annual Report, the Pupil Equity Fund Report and the LCPAR. This places additional demands on the limited Council resources available. Consideration should be given to reflect how best to align reporting requirements with resource capacity.

## 5.0 Proposals

5.1 It is proposed that a revised, shorter and more focussed LCPAR will be developed for the period 2020 to 2022 to concentrate on the key actions that will aim to deliver sustained and preventative measures to child poverty issues.

5.2 How the CPP can impact or influence improved **Income from Employment** needs to be better defined within future LCPARs to enable and support a reduction of the number of families on low incomes within the area.

5.3 To enable the revised LCPAR for 2020 to 2022 to be brought forward for consideration and approval, a series of CPP workshops will take place in the autumn of 2019 to allow partners the opportunity to collaborate and agree on new programmes that will effect a step-change in addressing child poverty in South Ayrshire.

5.4 It is proposed that the revised LCPAR for 2020 to 2022 will be published in June 2020.

## 6.0 Case Studies

6.1 A selection of case studies of actions that have already been implemented follows. These outline how the collaboration of the South Ayrshire CPP has contributed to responding to the direct drivers of poverty as defined by the Act.



South Ayrshire Community Planning Partnership is supporting the Scottish Government's commitment of aiming to increase the number and range of places where **free** sanitary products are available for anyone who menstruates.

Funding has been made available for the purchase and supply of a range of products and these are already available from a range of locations in South Ayrshire including schools, Council services and from third sector organisations.

Over the summer months of 2019, distribution locations will increase across South Ayrshire to allow for wider public access, initially within libraries, housing offices, Council buildings, community centres, activity centres, swimming pools and Customer Service Centres.

The number of distribution locations will be further extended over the next coming months and a website will be created allowing members of the public to see where products can be easily accessed.

To remove the risk of any form of stigma, and to encourage the uptake of the free sanitary products available, the distribution has been aided by the branding of the process as access to '**The Wee White Bag**'.

This branding is aimed at breaking down barriers and addressing the overarching gender equality and dignity issues that affect everyone who menstruates, regardless of their income.

Members of the public will be able to access **free** products in public accessible toilets or at display areas featuring the '**Wee White Bag**' symbol. Each '**Wee White Bag**' will contain a small supply of sanitary products by '*Hey Girls*', an East Lothian-based social enterprise company set up to tackle period poverty.

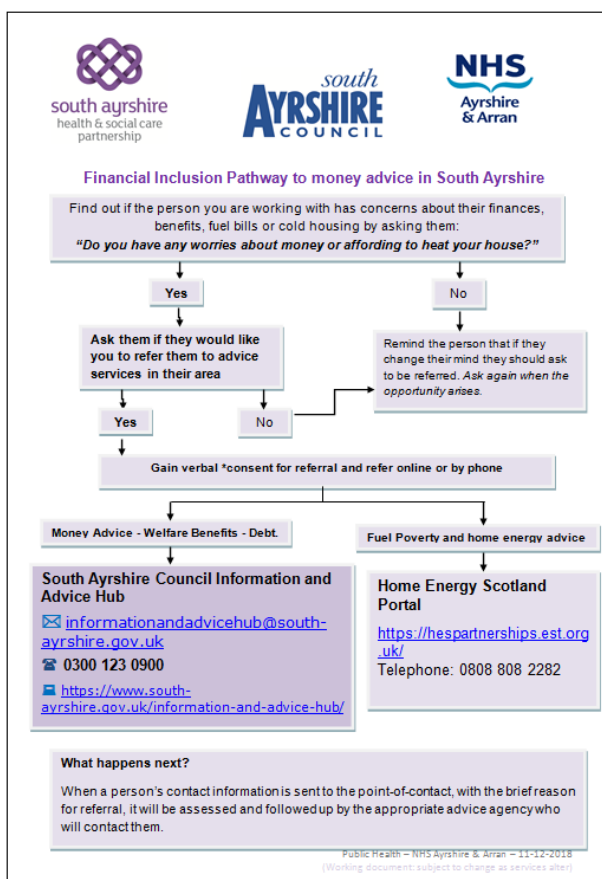
South Ayrshire residents are being encouraged to take what they need, when they need it, as being able to access sanitary products is fundamental to equality, dignity and rights for all people who menstruate.

This key action contributes to reducing one of the key drivers as set out in the Act, that of the '**Costs of Living**' by reducing or removing a necessary and regular expense for people who menstruate.



[south-ayrshire.gov.uk/wee-white-bag](https://south-ayrshire.gov.uk/wee-white-bag)

A Financial Inclusion Referral Pathway has been developed by the CPP, with a focus on a single-point-of-contact to the main money advice service in the area. Referral on to more specialist services, such as to [Home Energy Scotland](#) to help with fuel poverty, can be made by the money advice agency once a person has been referred.



### Some pointers for staff referring people they work with

#### Why is it important?

- Living in poverty has a negative impact on health and well being, ill health can trigger a range of worries about money, effect on wages, benefits, paying the rent and food and fuel bills.
- Eight out of ten people living in income poverty live in fuel poverty.
- Fuel poverty is linked to asthma, chest, breathing and mental health problems. In children and young people it can lead to slowed physical growth and impaired cognitive development. For older people, it can increase the risk of circulatory and respiratory diseases, falls and injury and often leads to social isolation.
- By asking a simple question and referring people you work with to where they can get help, practitioners can do a lot to prevent ill health and improve quality of life.

#### When to raise concerns about income and fuel poverty

- You should use your own judgement about when and where to raise the issue of money worries.
- The earlier the question is asked the quicker help and support can be provided. Recurrent admissions to hospital, frequent health problems, stress and anxiety or a cold home could offer important opportunities for the issues to be discussed.
- Service users and carers may have already raised concerns with staff about money worries.

#### How to raise the issue: suggestions

- Would you like information on services that can help you with money worries you might be having?
- Are you finding the house difficult to heat or difficult to keep warm?
- Will you need any help with money issues/concerns, such as paying electricity/gas bills, benefit claims, debts, affording good food?
- Do you have any worries about money for heating and food?
- There are really good services in South Ayrshire that offer free and confidential help with money and home heating, would you be interested in me putting you in touch with them?

#### How to respond

People's individual situations can be complicated and involve the new welfare benefits, debt, rent arrears, prepayment meters and other issues. Staff do not need to know all the details or try and fix problems for people because expert help is only a referral away.

#### Where people have money worries, the role of staff is to:

- reassure that support is available
- gain verbal \*consent for referral
- look at the services available that will meet their needs
- a brief summary of the issues when referring is all that is required

\*Consent (for NHS) to refer people via advice agencies email or portals has been discussed with the Head of Information Governance; and agreed - as long as the individual is agreeing to their information being sent on and you can describe where it is being sent and explain the next steps; that someone will contact them within the next couple of days.

Reference: Adapted from Money Advice Referral Pathway at the Money Advice Service, Inverclyde HSCP & Inverclyde Royal Hospital

Public Health – NHS Ayrshire & Arran – 11-12-2018  
 (Working document subject to change as services alter)

Financial Inclusion Pathway Briefing sessions have taken place in the roll-out of the new and simplified process for assisting anyone with financial concerns.

The process is being extended to ensure accessing Free Meal Entitlement (FME) and Clothing Grant entitlement is made slicker and simpler to maximise the opportunities as offered by the Pupil Equity Fund (PEF).

The introduction of 'Routine Enquiry' to the Team Around the Child (TAC) and a 'Cost of the School Day' audit will also inform further considerations of where support can be made available to those families and young people who need help.

There are lots of good examples of where South Ayrshire schools are already helping to mitigate child poverty, such as 'Blazer Banks' and other school clothing support.

These key actions contribute to reducing the key driver of the 'Costs of Living' and by maximising the key driver of 'Income from Social Security and benefits in kind'.

The Council has a service level agreement with the [Energy Agency](#) and through this a number of services are provided. Additional services are also provided as a result of Scottish Government funding.



The Energy Agency has worked in partnership with South Ayrshire to deliver the **Home Energy Efficiency Programmes for Scotland: Area Based Scheme** (HEEPS:ABS). As a result **453** properties have had external wall insulation (EWI) installed.

These installations would not have taken place without the help of the HEEPS:ABS fund or a scheme of this type. These measures will save 498 tonnes CO2 per year and £117,780 on fuel bills per year. This equates to an overall saving of 17,939 tonnes of CO2 in their lifetime and fuel bill savings in excess of £4M at current prices.

An **Area Based Scheme** film, showcasing the external wall insulation work in Ayrshire and Dumfries and Galloway, has been made and can be viewed [here](#).

Evidence on the links between domestic energy-efficiency improvements and the health and wellbeing of the residents of the properties improved, continue to be monitored and reviewed, and **Appendix 2** sets out the most recent results gathered.

The Energy Agency operates the Home Energy Scotland advice centre in South West Scotland under contract to the Energy Saving Trust. The advice centre is staffed with highly trained advisors who provide free and impartial advice on energy saving, renewable energy, sustainable transport and waste prevention. This advice is available to householders, businesses, private sector landlords and community groups.

In 2017/18 the Energy Agency delivered a range of services in South Ayrshire some of which included:

- **8,879** householders received verbal advice on energy efficiency, water and renewables;
- **115** households have been referred for energy saving measures;
- **160** households have had Income Maximisation or Fuel Switch referrals;
- **36** home visits conducted by a Community Liaison Officer; and
- **51** home visits conducted by a Renewables Household Advisor

The work of the Agency on these items over this time has an assumed lifetime CO2 saving of 10,423 tonnes.

In terms of transport, the Energy Agency made 1,663 transport advice interactions and 10 businesses received a Sustainable Transport Review with identified annual savings of £311,949 and 781 tonnes CO2.

This productive partnership continues to support reductions in the '**Costs of Living**' and in the maximisation of '**Income from Social Security and benefits in kind**'.

Following a successful pilot last year where free healthy lunches were distributed, the Council and its partners are extending the project of free **Holiday Lunches** this summer.

Schools in Troon and Maybole will now join the schools in North Ayr and in Girvan who enjoyed the initiative last year.



Throughout the 7 week summer holidays, children will be able to go to the schools in Troon and Maybole on Mondays, Wednesdays and Fridays between 12 noon and 2pm to enjoy a free healthy lunch and participate in fun activities run by volunteer parents and Council staff.

In Girvan, with partners Glendoune Community Association, Girvan Youth Trust and the Community Sports Hub, the service will run for four days per week. In North Ayr the initiative will continue to run five days a week in partnership with Lochside Mission and a number of other groups.

Almost **23,000** holiday meals have been provided since the start of the initiative in 2017.

**School Breakfast Clubs** are having a positive impact on hundreds of children and young people across the Council area. Feedback confirms the Clubs are helping to deliver improvements in wellbeing through support for the most vulnerable children and young people in the Council area.

Records show that attendance at school has improved, and the Breakfast Clubs have reduced late coming patterns. In addition, the Clubs are improving nurture for children and families and an increase in parent engagement with the schools has been recorded.

Of the 30 existing Breakfast Clubs, 21 are run by the Council and the remainder operated by private providers. Five secondary schools have used **Pupil Equity Funding** (PEF) to introduce Breakfast Clubs.

In January 2018 it was estimated that a minimum of 614 young people used Breakfast Clubs in South Ayrshire every week, and by August 2018 this figure had risen to over 766, an increase of almost 25%.

With schools providing this service to young people, the Council is widening access to healthy breakfasts making life easier for hundreds of families across the area. By doing so it is supporting families to bring up their children in challenging financial times.

By supporting children and young people's wellbeing, to help them focus on their education and their long-term ambitions, the Council is contributing to a reduction in the '**Costs of Living**'.

South Ayrshire's **Information and Advice Hub**, based in North Ayr, offers a free, confidential and impartial information and advice service to people living in the South Ayrshire Area.

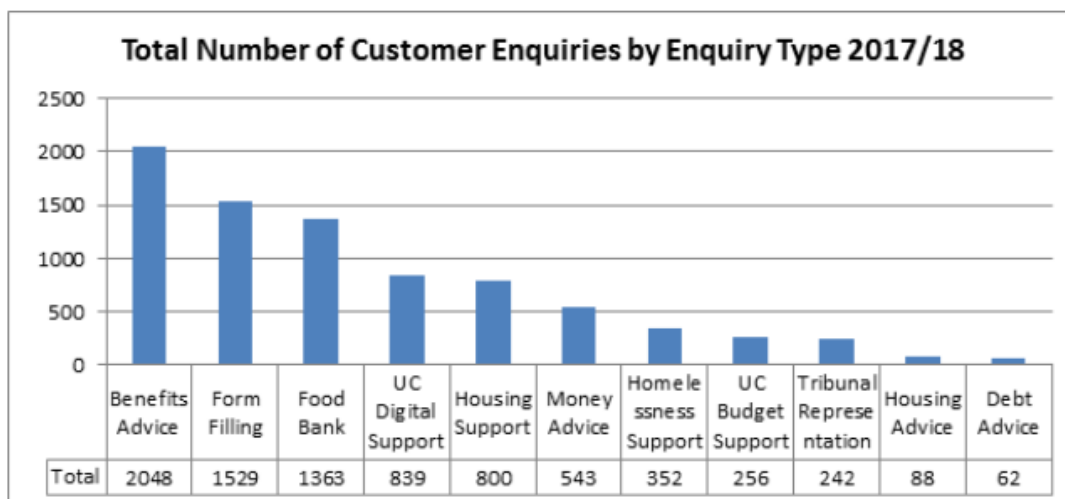
Hub Advisors have assisted customers to manage debt totalling £1,362,502 and at the same time, £3,079,233 was generated through Hub provision of welfare and benefits advice. Assistance of some £561,000 was also generated through helping customers to appeal against DWP decisions.



The Hub has been established as the single point of contact for **Financial Inclusion Referral Pathways**, in partnership with the NHS. The Hub Supervisor has delivered a range of staff awareness sessions to promote this approach to frontline staff working with pregnant women and families with dependent children.

The Council's **Signpost Directory** is user-friendly and provides ease of access to all. It removes the need to search the website for this type of information. It contains a range of local and national services and offers a first point of contact for customers seeking guidance and advice on specialist service provision available.

The table below provides information on the types of referrals received in 2017/18.



To further assist, the Hub has developed an Information and Advice Hub [e-brochure](#) which sets out how the Hub can help with welfare benefits, help manage money and debt, help if someone is in a crisis situation, and can help in terms of accessing crisis grants or community care grants. The Hub delivers information sessions to school pupils, student and young carers to help them manage their money to avoid them getting into debt which often, many can't repay.

This service and the Financial Inclusion Pathway Referral process complement one another to ensure that as many people as possible can reduce the '**Costs of Living**' and maximise '**Income from Social Security and benefits in kind**'.

## Data Profiles – Scottish Index of Multiple Deprivation

Datazone	Datazone Name	Overall Rank	Employment Domain Rank	Income Domain Rank	Education Domain Rank	Health Domain Rank	Access Domain Rank	Crime Domain Rank	Housing Domain Rank	Population	Working Age Population
S01012489	Ayr North Harbour, Wallacetown and Newton	37	53	30	176	69	6,467	134	747	974	707
S01012491	Ayr North Harbour, Wallacetown and Newton	42	24	34	448	62	4,948	62	1,809	459	326
S01012502	Lochside, Braehead and Whitletts - 03	46	106	31	55	68	6,172	413	884	804	539
S01012492	Ayr North Harbour, Wallacetown and Newton	64	45	128	119	130	4,741	50	2,229	724	508
S01012501	Lochside, Braehead and Whitletts - 02	75	139	50	111	93	5,964	793	536	577	371
S01012498	Dalmilling - 03	274	317	333	164	321	3,509	1,988	1,018	855	533
S01012490	Ayr North Harbour, Wallacetown and Newton	350	382	483	519	254	6,175	163	753	967	683
S01012426	Girvan Glendoune - 03	383	394	195	1,307	512	2,460	1,475	2,819	459	270
S01012425	Girvan Glendoune - 02	469	501	253	1,767	245	3,997	3,284	1,939	589	324
S01012497	Dalmilling - 02	477	349	783	572	283	5,009	903	2,902	495	337
S01012496	Dalmilling - 01	555	627	597	260	656	3,811	2,836	1,681	769	480
S01012503	Lochside, Braehead and Whitletts - 04	564	569	660	485	495	5,997	787	1,533	607	367
S01012559	Barassie - 03	683	390	957	1,083	384	6,212	2,383	1,748	753	434
S01012464	Castlehill and Kincaidston - 06	762	728	862	797	1,001	1,883	1,419	2,920	585	395
S01012483	Ayr South Harbour and Town Centre - 04	811	675	949	2,808	436	6,629	44	1,020	891	571
S01012500	Lochside, Braehead and Whitletts - 01	835	650	1,171	750	738	5,330	758	2,291	371	227
S01012493	Craigie - 01	901	404	732	5,391	877	5,022	944	4,587	634	326
S01012427	Girvan Glendoune - 04	905	968	959	1,036	1,167	1,091	2,991	1,957	650	407
S01012436	Maybole - 03	945	678	883	1,783	783	4,380	2,403	2,566	725	449

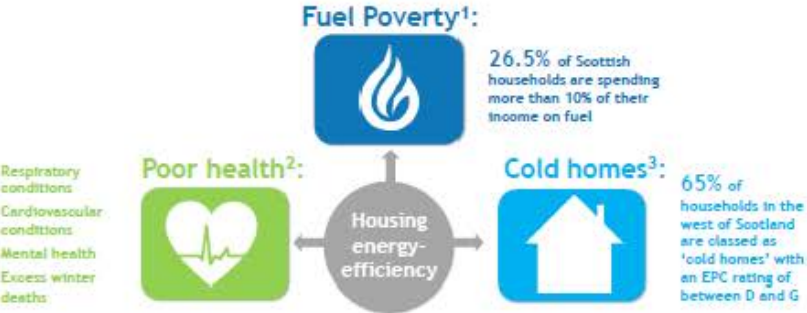
Red 0-5% most deprived DZs in Scotland	Yellow 10-15% most deprived DZs in Scotland
Orange 5-10% most deprived DZs in Scotland	Green 15-20% most deprived DZs in Scotland

# Evidence on the links between domestic energy-efficiency improvements and health and well-being



## 1. Background....

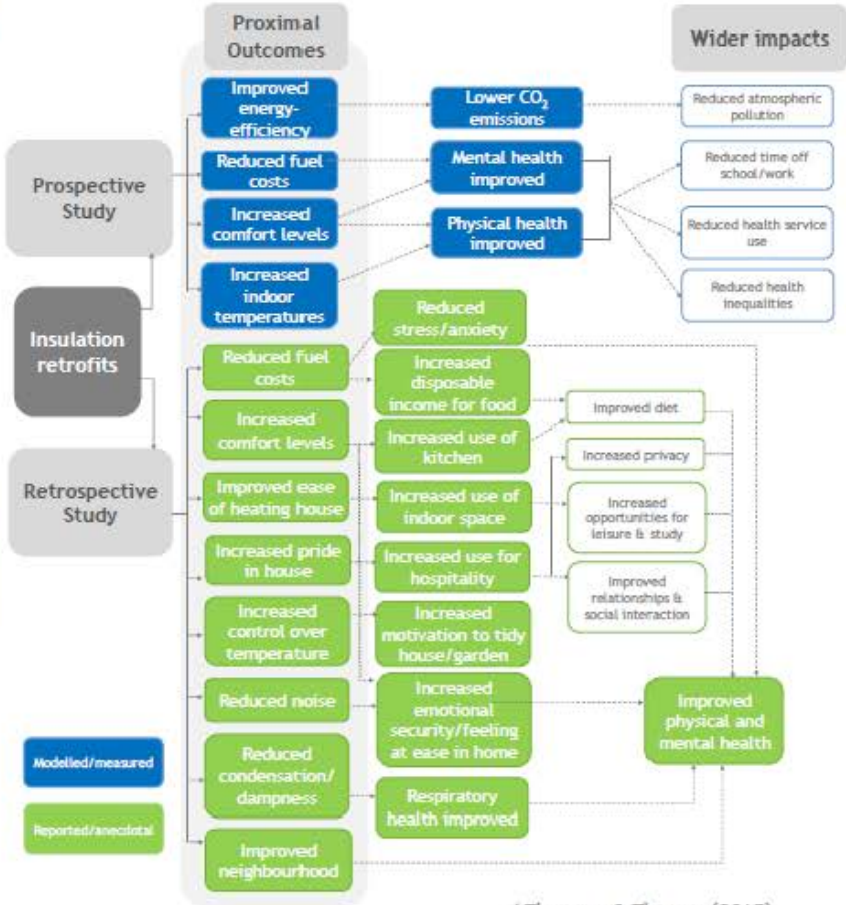
The Scottish Government's Home Energy Efficiency Programme for Scotland (HEEPS) is the current mechanism for tackling fuel poverty and increasing the energy efficiency of domestic buildings. The programme provides local authorities with funding to improve homes in the most deprived areas, focussing on 'hard to treat' properties which require either internal or external wall insulation.



While the principle aim of these projects is to improve the energy performance of the existing building stock and reduce CO<sub>2</sub> emissions, investment in energy-efficiency also has potential public health benefits. There are known links between cold homes, poor health and fuel poverty however, as discussed in recent NICE guidelines<sup>3</sup>, the impacts of energy-efficiency and warmth improvements on health and quality of life are still unclear. There is therefore a need for additional evidence on the efficacy of this type of intervention.

## 2. Methods....

A collaborative working group involving the Energy Agency and NHS Ayrshire and Arran (Public Health) was established with the aim of combining building performance data with a holistic evaluation of health and well-being. Both a **retrospective study** involving semi-structured interviews with those who had received insulation measures has been conducted alongside a controlled **prospective study** on ongoing insulation projects. Data has been collected through household energy questionnaires and health questionnaires (SF-36) as well as more detailed environmental monitoring (temperature, relative humidity and energy consumption) in selected properties.



<sup>4</sup> Thomson & Thomas (2015)

### 3. Our findings to date....

Before



49% with below average energy-efficiency

Average energy savings (EPC):

23%  
£250  
per year

After



21% with below average energy-efficiency

Results to date show that for households in the retrospective (n=120) and prospective (n=145) elements of the study, the majority have been satisfied with the improvements.

Results from the environmental monitoring (n=72) have shown that the majority of households are experiencing improved thermal conditions or have been able to maintain similar temperatures while consuming less fuel. A larger sample of households will be monitored as part of the 2017/18 and 2018/19 programmes in order to support these initial findings.

- 94% of respondents agreed that the overall condition of their home had been improved by the insulation
- 88% of respondents reported that their home now retained heat more effectively
- 55% of participants who reported having a problem with condensation or dampness said that this appears to have been improved

We have engaged with over 300 households across South Ayrshire, East Ayrshire and Dumfries & Galloway since 2015. Recruitment is ongoing and new cohorts will be followed-up in 2019-20.

Environmental monitoring (n=72)

- 43% have decreased the number of heating hours required per day
- 20% have decreased the temperature of their main thermostat
- The need for additional clothing and hot water bottles has been reduced

Both temperature and energy-efficiency improved

Energy-efficiency improved

Temperature improved

No significant change

### Health Impacts....

Our findings to date have shown evidence of the proximal outcomes (e.g. improved housing conditions, increased indoor warmth/comfort, increased pride in the home and reduced fuel bills) which have potential links to longer term health outcomes. This supports the theory that insulation retrofits can provide the initial steps in health improvement pathways. While our study was limited by the sample size and unable to measure some of the longer term outcomes at this stage, some observations regarding impacts on health are offered:

In the first year, a controlled before and after study was completed using the SF-36 questionnaire. While there were no statistically significant improvements between the intervention (n=78) and control group (n=50), there was an improvement in the general health category for those who also reported that their home was now warmer. This was supported by the findings of the second year of the study (n=63, no control group) which also suggested that health improvements could be related to perceived temperature increases.

Across the whole study there have also been further anecdotal reports of health improvements relating to:

- Arthritis & other problems with bones, joints & muscles (n=5)
- COPD, asthma and other respiratory illnesses (n=12)
- Improved mood and well-being (n=39)

141 participants from the intervention group have completed pre- & post-health questionnaires as part of the first two years of the study



"With the house being warmer its helped my arthritis a lot cause I'm not as sore now...It doesn't take me 3 hours in the morning now to get moving"

"I believe I feel better and more comfortable about the house, I really am....With the dampness...it helps my breathing a lot and I sleep better"

"You are a bit more content that you know you're coming into a warm house...it's quite nice to come in and shut the door and be quite cosy"

### Neighbourhood Impacts....

"I think it's improved the street, definitely...Not even just the street, the whole village"

80% of respondents felt that the street or neighbourhood had 'improved a lot'

"I always liked it to be nice but now I take more pride in it. I even got my hedge cut shorter so everybody could see my house. I think it's lovely"



### 3. Examples....

#### Case Study A (Adult, female) - Fuel bill savings

Mrs A felt that her home now heated up more quickly and retained the heat better following the insulation upgrades. She was also saving around £20 per month on fuel. This was confirmed in the monitoring analysis which showed a reduction in gas consumption of around 20% suggesting that property is now more energy-efficient. Although the measured data showed similar average temperatures, the occupant described feeling more comfortable and less worried about her home losing heat during the winter. She commented that she had fewer colds since receiving the insulation and also felt that it was easier to get about and do things at home. Mrs A also reported a reduction in window condensation and traffic noise following the insulation improvements.



\*Not actual case study properties



#### Case Study B (Retired couple) - Increased satisfaction

Mr and Mrs B reported that their fuel bills had gone down since receiving the insulation and that they have been using their heating for fewer hours per day. This correlates with the measured data which shows that they have been able to maintain similar temperatures while also demonstrating a small reduction in their gas use. They commented that their comfort levels had improved and that they no longer required to use additional heaters or blankets. Mrs B reported feeling generally more content at home now that the place had been uplifted while Mr B had found that his respiratory problems had improved. They were pleased with the improvement the scheme had made to their local area and commented that they liked the place better now. They had also noticed a reduction in noise from passing traffic and described receiving positive comments from visitors.

Similar average temperatures:

Living room:  
21°C (pre-install)  
22°C (post-install)

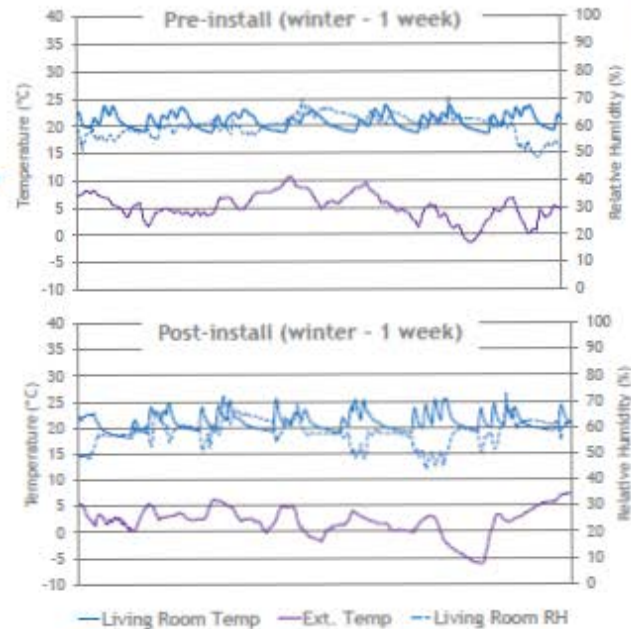
Similar average relative humidity:

61% (pre-install)  
57% (post-install)

Gas consumption decreased by  
**20%**

Reported behaviour changes:

- Decreased use of the heating system



Similar average temperatures:

Living room:  
19°C (pre-install)  
20°C (post-install)

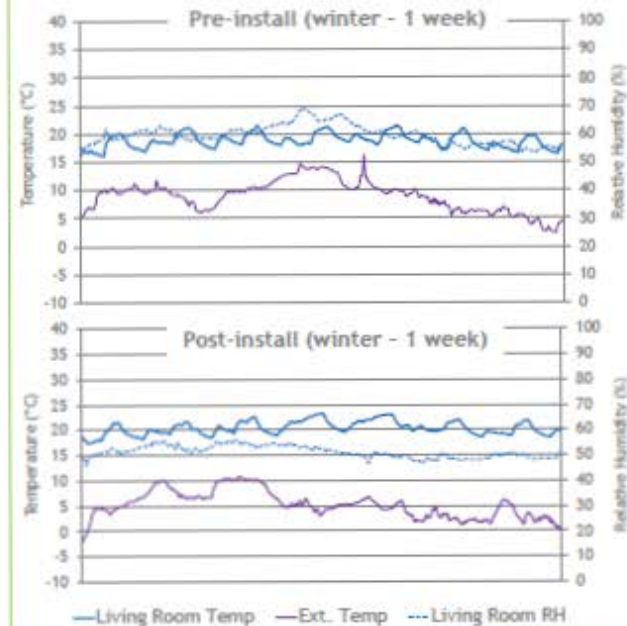
Reduction in average relative humidity:

56% (pre-install) to  
49% (post-install)

Gas consumption decreased by  
**10%**

Reported behaviour changes:

- Decreased use of the main heating system
- Reduced need for blankets and additional heaters



### 3. Examples....

#### Case Study C (Pensioner, female) - Energy saving

Mrs C described her home as feeling more safe and secure following the insulation upgrades. The monitoring analysis also showed a significant reduction in gas consumption of 60%. This was higher than the predicted benchmark of 39% and was attributed to the fact that Mrs C had changed the way that she used the heating system by turning down the TRV in the living room and having the heating on for fewer hours per day. These energy savings equated to an estimated reduction of £270 on the annual gas bill. Although the average temperatures were found to be similar, following the insulation upgrades the internal temperatures appeared more consistent which suggests improved heat retention within the property.

Similar average temperatures:

#### Living room:

19°C (pre-install)  
19°C (post-install)

Similar average relative humidity :

51% (pre-install)  
49% (post-install)

Gas consumption decreased by

**60%**

Reported behaviour changes:

- Decreased use of the heating system
- TRV in living room turned down

#### Living room:

23°C (pre-install)  
23°C (post-install)

Reduction in average relative humidity:

44% (pre-install)  
38% (post-install)

Gas consumption decreased by

**40%**

Reported behaviour changes:

- Thermostat turned down by 2 - 5°C

#### Case Study D (Retired couple) - Fuel bill savings

Mr and Mrs D are an elderly couple who preferred to heat their home to a high temperature. Following the insulation works, the couple were able to turn down their thermostat and still maintain an average temperature of 23°C in the main living space. Based on the monitored data it was estimated that their gas consumption had reduced by 40% which would be equivalent to a saving of over £300. This had also been reflected in their actual energy bills and they were now saving £16 per month on their gas. They also reported feeling more comfortable in the property even without the heating on. They also felt that the general neighbourhood had been improved and described the area as 'nice and bright' following the renovations.

#### Case Study E (Adult, male) - Temperature increase

Living room:  
10°C (pre-install)  
12°C (post-install)

Reduction in average relative humidity:  
67% (pre-install) to  
57% (post-install)

Gas consumption increased by  
**40%**

Reported behaviour changes:  
• Increased use of the heating system  
• Increased usable space within the home  
• Improved ventilation

Mr E reported that his home was much warmer following the insulation upgrades and this was evident in the temperature data which showed an improvement in all rooms. While the temperatures were still below the recommended standards, the occupant found these conditions to be comfortable and felt more relaxed about using the heating. He was even able to use more rooms in the property including using the spare room for guests. This did lead to an apparent increase in energy consumption however the gas usage was still well below average compared to similar properties. Mr E also reported improvements to previous issues with damp and mould and the measured data also showed a slight reduction in the average relative humidity levels. He also reports feeling more at ease at home and also that his asthma symptoms had improved meaning that he did not need to use his inhaler as much.

\*Not actual case study properties



### 4. Conclusions....

The project has highlighted the benefits of including a public health perspective in the evaluation of energy-efficiency improvements by looking beyond the theoretical energy savings and capturing the actual experiences of the occupants. For insulation retrofits, there are apparent direct impacts on physical health as well as indirect impacts on well-being through reduced fuel bills and increased pride in the home. Health data is most valuable when correlated with the property conditions and the extent to which performance has been improved.

#### References:

- 1 - Scottish Government. (2017). *Scottish House Condition Survey: 2016 Key Findings* (No. PFDASB659). Edinburgh: Scottish Government.
- 2 - NICE. (2015). *Excess winter deaths and illness and the health risks associated with cold homes* (NICE Guideline No. NGE).
- 3 - EHAS. (2016). *Existing Homes Alliance Scotland Factsheet: Cold Homes across Scotland: regional information*.
- 4 - Thomson & Thomas (2015). *Developing empirically supported theories of change for housing investment and health*. *Social Science & Medicine*, 124, 205-214.

**CHILD POVERTY LOCAL ACTION PLAN 2018/19****1.0 WORK CURRENTLY UNDERWAY**

ACTIVITY	Partner Responsible (Named Lead Officer)	Poverty Action	How Assessed	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date	
<b>1.1 EMPLOYABILITY</b>						
1.1.1	More Choices, More Chances (MCMC) Strategy to Reduce the Proportion of Young People not in Education, Employment or Training.	South Ayrshire Council Education Services	Income from Employment	<ul style="list-style-type: none"> <li>% 16-19 year olds participating in education;</li> <li>% 16-19 year olds unemployed;</li> <li>% 16-19 year olds with unconfirmed status</li> </ul>	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	In 2017/18, the School Leaver Destination Return (SLDR) confirmed that 93% of school leavers progressed to a positive destination. In terms of the 2018 participation measure, 91.6% of young people aged 16 to 19 were participating in education, learning, training or employment.
1.1.2	Sector Based Work Academies	Department for Work and Pensions (DWP)	Income from Employment	Average time taken to progress to employment or further training.	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	South Ayrshire Council and DWP have worked in partnership to deliver Sector Based Work Academies (SBWA) including a pilot at Glasgow Prestwick International Airport.
1.1.3	Youth Obligations Programme	DWP	Income from Employment	Earning or learning 6 months after completion of programme.	Specifically those aged 16-29 seeking employment.	Programmes continue to support young people in providing ongoing learning opportunities.
1.1.4	Princes Trust 12 Week Training	DWP	Income from Employment	Successful completion of the training programme.	Specifically those aged 16-29 seeking employment.	Training programmes continue to be carried out.
1.1.5	Jobs and Training Fairs	DWP/SDS/SAC Employability & Skills	Income from Employment	<ul style="list-style-type: none"> <li>Number of events held per year;</li> <li>Customer Insight Survey Feedback</li> </ul>	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Jobs and training fairs have taken place across the Council area in an effort to support citizens into work, or into improved work placements.
1.1.6	Volunteering Opportunities	Voluntary Action South Ayrshire (VASA)	Income from Employment	Numbers participating in voluntary opportunities	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	VASA continue to provide volunteering opportunities to provide citizens with work experiences and improved chances of securing temporary or permanent employment.
1.1.7	Employability Workout Programme and Employability Transition Support	South Ayrshire Council Employability & Skills Team	Income from Employment	Number of young people and adults supported to move into employment and positive destinations.	Age, disability	<p>A range of services to support young people and adults into employment has included programmes targeted at young people specifically such as the Workout Programme, School Transitions and Employability Fund as well as the European Structural and Investment Fund (ESF) Employability Pipeline service which targets adults with barriers to employment.</p> <p>To date:</p> <ul style="list-style-type: none"> <li>163 young people and 209 adults have been supported;</li> <li>169 people have been supported to move into employment; and</li> <li>59.5% of young people leaving the programme have progressed to a positive destination.</li> </ul>
<b>1.2 EDUCATION</b>						
1.2.1	Free School Meals for P1 to P3 Children	Education, Revenues and Benefits and Catering Team	Costs of Living	<ul style="list-style-type: none"> <li>% Free Schools Meals uptake across P1 to P3 Children</li> </ul>	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Average uptake of Free School Meals in Academic Year 2018/19 was 75%.

1.2.2	Free School Meals for Eligible P4 to P7 Children and S1 to S6 Young People	Education, Revenues and Benefits and Catering Team	Costs of Living	<ul style="list-style-type: none"> <li>P4 to P7 % Uptake of Free School Meals by Eligible Pupils;</li> <li>S1 to S6n% Uptake of Free School Meals by Eligible Pupils.</li> </ul>	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Since 23 <sup>rd</sup> April 2019, Free School Meals have been provided to P4 pupils in 10 Primary Schools across South Ayrshire in areas considered most in need of this support.
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### 1.3 CUSTOMER INFORMATION/SIGNPOSTING

1.3.1	Signpost Referral Service	Customer Services; Information and Advice; and DWP.	Costs of Living from Employment; and Income from Social Security Benefits in Kind	Total Amount of Debt Managed on Behalf of Clients; and Estimated Additional Benefits received by clients supported by the Information Hub.	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Information and Advice Hub Advisors assisted customers to manage debt totalling £1,362,502. £3,079,233 was generated through Hub provision of welfare and benefits advice and assistance £561,000 was generated through assisting customers to appeal DWP decisions. The Hub has been established as the single point of contact for Financial Inclusion Referral Pathways in partnership with NHS. The Hub Supervisor has delivered a range of staff awareness sessions to promote the approach to frontline staff working with pregnant women and families with dependent children, including Health Visitors and District Nurses.
1.3.2	Housing Support via Seascope & Ayr Housing Aid	Corporate; Housing Policy Team; Housing Services; Ayr Housing Aid Centre; and Seascope	Costs of Living	<ul style="list-style-type: none"> <li>% of Council house tenancies sustained for more than 1 year;</li> <li>% of Homeless lets sustained for more than 1 year; and</li> <li>% of Ayrshire Housing tenancies sustained for more than 1 year.</li> </ul>	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Support from the Council's Advice and Information Hub and the introduction of the Financial Inclusion Referral Pathway process has been put in place has complemented the support available from Seascope and Ayr Housing Aid.
1.3.3	Home Energy Advice	Housing Services Team; Customer Services Team; Citrus Energy; Seascope; and Ayr Housing Aid Centre.	Costs of Living	Referral Numbers captured via SAC Signpost System.	Whole Community.	8,879 households received advice on energy and water efficiency and renewables.
1.3.4	Support to Refugees/Minority Ethnic Families resettled in South Ayrshire	Housing Services; CLD; Education; and Seascope	Income from Social Security and Benefits in Kind; Income from Employment; and Costs of Living	Families settle in the area.	Race and Religion.	Support for families continues from a range of agencies as and when required to ensure they settle in the area.

### 1.4 HOUSING

1.4.1	Energy Efficiency Projects to Improve Housing Quality in Public and Private Sector.	Corporate Policy and Housing team; Energy Agency; and Ayrshire Housing.	Costs of Living	Number of Energy Efficiency Measures carried out in the year (2017/18 performance – 480).	Whole Community and those in Rural Areas.	453 properties had external wall insulation installed as part of a Home Energy Efficiency programme.
1.4.2	Hosting of Annual Free Communities Fun Day <sup>5</sup>	Lead – Housing Team but involves all Partner organisations	Costs of Living; and Income from Benefits	Satisfaction of Event Rate	Whole Community	Event recorded a very high satisfaction level.

### 1.5 HEALTH AND WELLBEING

1.5.1	Developed Referral Tool to enable NHS staff to signpost families in need to appropriate specialist services	NHS Ayrshire & Arran Public Health	Income from Benefits; and Cost of Living.	Referral Rates to income maximisation services.	Whole Community	New Financial Inclusion Referral Pathway has been developed in partnership with NHS and has been implemented.
1.5.2	Develop HISA <sup>6</sup> to raise awareness of teams within NHS on potential impact of social	NHS Ayrshire & Arran Public Health	Cost of Living	Referral Rates to income maximisation services.	Whole Community	Director of South Ayrshire Health and Social Care Partnership (HSCP) has asked all Managers to do a team HISA and identify 3 priority actions.

<sup>5</sup> Suggestion from consultation process with a focus group of South Ayrshire Tenants

<sup>6</sup> Health Inequalities Impact Self-Assessment Tool

	determinants of health on practice					The Children's Health Team has completed a facilitated HISA. Some teams in NHS A&A have undergone HISA.
1.5.3	Lead role in raising awareness amongst partners of the impact of ACE's on children's health and wellbeing, and interaction with child poverty.	NHS Ayrshire & Arran Public Health; and Infant, Children and Young People's (ICYP) Transformational Change Programme Board	Income from Benefits; and Cost of Living	Number of screenings of 'Resilience' movie locally; Attendance levels at screenings of film; and Adverse Childhood Experience awareness raising events held.	Whole Community	ACEs Hub established and chaired by Community Justice Ayrshire.
1.5.4	Free access to sport and leisure facilities for South Ayrshire Looked after and accommodated children	SAC Champions Board	Costs of Living	Scheme now live and leisure cards issued to all looked after young people in South Ayrshire	Age, disability.	Access to Leisure scheme concessions has been implemented and been extended to include the Quay Zone Leisure facility in Girvan.

## 2.0 NEW ACTIVITIES TO MITIGATE THE IMPACT OF CHILD POVERTY

Action	Partner Responsible	Resources Allocated	Poverty Action	How Assessed	Timescale For Action	Groups the Action is intended to Reduce Poverty Amongst	Progress to Date
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### 2.1 HOUSING SERVICES

2.1.1	Extension to existing service – Ayr Housing Aid First Home Project	SAC Corporate and Housing Policy Team; HSCP Children's Service Team; and 3 <sup>rd</sup> Sector – Ayr Housing Aid Centre	£70,000	Costs of Living	Tenancy sustainment rates for young care leavers	Commence 1 <sup>st</sup> November 2018	Young People aged 16 to 26	Programme has commenced and is progressing.
2.1.2	Deliver 1,000 new affordable homes by 2023.	SAC Corporate Policy and Housing; Special Projects; and Registered Social Landlords (RSL's)	Scottish Government Capital Funding; SAC Housing Revenue Account; and RSL Funds.	Costs of Living	Progress against target; and Case Studies of reduction in energy consumption/costs	31/03/23	Age, disability	Programme to provide 1,000 new affordable homes by 2023 has commenced and is progressing. It is anticipated that this key action will be delivered within the timescale.
2.1.3	Double Glazing window improvement programme to 500 homes with low energy efficiency ratings.	Housing Service	£1.529	Cost of Living	Target 79 properties in first year of operation, mainly in rural communities.	31/03/21	Whole Community	In financial year 2018/19 121 properties received new double glazing windows and by the end of 2019 a further 175 properties will have benefited from new double glazed windows.
2.1.4	Implement new Pathways for Care Experienced Young People to source suitable housing without having to present as homeless.	Lead – Youth Housing Support Group; Corporate & Housing Policy; Housing Services; and HSCP – Children's Service Team	Staff Resources; Section 29 funding on an individual service user basis.	Costs of living; and Income from Employment.	Alternative housing models developed; and No young care leaver homelessness presentations by 2021.	Approach adopted by Council May 2018	Young People aged 16 to 26; and Former Care experienced young people.	Programme has commenced and is progressing.

### 2.2 CUSTOMER SERVICES

2.2.1	Introduce a new financial inclusion referral pathway via the Council's Signpost service.	Customer Services	Existing Resources	Income from Social Security and Benefits in Kind.	Increase in referrals to Signpost; and Additional household income generated through referrals.	January 2019	Whole community and in particular Age, disability, pregnancy and maternity.	New Financial Inclusion Referral Pathway has been developed in partnership with NHS and has been implemented.
2.2.2	Mitigate impact of Universal Credit through increased access to public ICT points.	Customer Services; Libraries; DWP (Lauren Craig); and 3 <sup>rd</sup> Sector – Salvation Army	Existing Resources	Income from Social Security and Benefits in Kind; Costs of living; and Income from employment.	IT points available in a range of facilities across South Ayrshire; and DWP Customer Insight Survey findings.	1 <sup>st</sup> November 2018	All service users including: Pregnant women; Families; Disability-affected families; and children affected by ACEs.	Access to IT points and equipment is available at all Council Libraries and the mobile library for rural locations.

### 2.3 CORPORATE PLANNING AND IMPROVEMENT

2.3.1	School holiday programme to run in Ayr North, Girvan, Maybole & Barassie to meet local demand.	Corporate Planning and Improvement; and Community Groups.	£28,000	Costs of Living	Number of Young People participating.	31 <sup>st</sup> March 2018	Age	Almost 23,000 Holiday Meals have been provided in Central Ayr and Girvan since 2017. Programme now extended to Maybole and Troon.
2.3.2	Improving knowledge of local services amongst partners through the Council's 'Our	Corporate Planning and Improvement; DWP;	Existing Resources	Income from Social Security and Benefits in Kind;	Case Studies demonstrating improved partnership working; and	31 <sup>st</sup> March 2019	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and	Financial Inclusion Referral Pathway has been established with a single-point-of-contact to the main money advice service. Referral on to more

	People, Our Place' approach.	Information Hub; and NHS Ayrshire and Arran.		Costs of Living; and Income from employment.	Increase in Signpost members and referrals.		maternity, race, religion or belief, sex and sexual orientation.	specialist services, such as Home Energy Scotland to deal with fuel poverty, can be made by the money advice agency.
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## 2.4 EDUCATION

2.4.1	Support the creation of additional breakfast clubs in Schools across South Ayrshire.	Education	SAC commitment to no charges for school breakfast clubs.	Costs of living	Increase in numbers attending breakfast clubs	June 2019	Age	Council run 'Breakfast Clubs' have been established in 30 schools across South Ayrshire with the focus on those areas that would benefit most from this service.
2.4.2	Expansion of early learning and childcare programme from 0600 hours for all 3 and 4 year olds and eligible 2 year olds	Education; Human Resources/Organisational Development; and Professional Design Services	Scottish Government Capital and Revenue Funding	Income from Employment; and Costs of living.	<b>National Target</b> – 85% of children will achieve all developmental milestones at the 27-30 month review; and <b>Local Target</b> – Deliver 1140 hours of ELC to all children by 2020, phased by prioritisation in areas of deprivation.	31 <sup>st</sup> March 2020	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Provision of early learning and childcare across a range of early years centres and funded providers is established. Some centres are able to offer a more flexible arrangement to suit the needs of parents and families, with a number of centres offering 1140 hours of funded 'early learning and childcare'. This is a year earlier than the national roll out in August 2020.
2.4.3	Increase the rate of School Clothing Grant from £75 to £125.	Education	Funding from Scottish Government and Council Resources	Social Security and Benefits in Kind.	Uptake of School clothing grant.	31 <sup>st</sup> August 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Footwear and Clothing Grants were increased from £75 to £110, which equates to an almost 70% increase in the grant available.
2.4.4	Free access to sanitary products in schools, homeless accommodation, children and families centre, women's refuges.	Education; and Community Safety	Scottish Government Funding plus SAC - £5,000 unallocated reserves	Costs of living	Scottish Government return detailing uptake	31 <sup>st</sup> March 2019	Sex	Access to free Sanitary Products has been implemented with the main route for expansion through the Community Planning Partnership and the Third Sector.
2.4.5	Adopt a 'Family Firm' approach to ensure every care experienced young person is given access to a wide range of vocational opportunities including apprenticeships.	Community Services and Facilities; and CLD partners.	£6,000, and Existing Resources	Income from employment.	Number of care leavers more socially mobile and employable.	31 <sup>st</sup> March 2019	Age, sex and sexual orientation.	The Employability and Skills team secured ESF funding to finance an additional 2 Employability and Skills Officers who are responsible for tracking the destinations of all care Experienced young people in partnership with schools, SDS, YPST and Ayrshire College. The recruitment process has been reviewed and a Corporate Parenting Apprenticeship Guarantee is now in place. If a care experienced young person is interested in an apprenticeship with the Council, a pre-apprenticeship work placement will be provided which will enable the young person the opportunity to demonstrate their competence in the role following which a Modern Apprenticeship will be ring fenced.

## 2.5 COMMUNITIES AND FACILITIES

2.5.1	Implement revised <b>Access to Leisure</b> scheme concessions and extend coverage to include the Quay Zone in Girvan	Community Services and Facilities; and The Quay Zone	Estimate £50,000	Costs of Living	Numbers of users of leisure facilities	30 <sup>th</sup> September 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	Access to Leisure scheme concessions has been implemented and been extended to include the Quay Zone Leisure facility in Girvan.
2.5.2	Develop and Implement new Community Learning and Development (CLD) Plan	Community Services and Facilities; and CLD Partners	Existing Resources	Income from Employment; and Costs of living.	Increase in the number of young people achieving accreditation through youth work; Increase numbers of youth work	31 <sup>st</sup> March 2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	The Community Learning and Development Plan 2018 to 2021 is progressing and has been implemented through the existing partnership arrangements which have been recognised by Education Scotland as delivering good practice.

					programmes and initiatives, encouraging healthy lifestyle choices; Increase the availability of evidence based parenting programmes; and Increase in family learning that builds capacity and skills.			
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## 2.6 SOUTH AYRSHIRE HEALTH AND SOCIAL CARE PARTNERSHIP (HSCP)

2.6.1	Training for HSCP staff to use financial inclusion pathway via Signpost.	HSCP (Jane Miller); Customer Services.	Existing Resources	Income from Social Security and Benefits in Kind.	Increasing referrals to Signpost by agency	31 <sup>st</sup> March 2019	Whole community and in particular Age, disability, pregnancy and maternity.	Information and Advice Hub Advisors assisted customers to manage debt totalling £1,362,502. £3,079,233 was generated through Hub provision of welfare and benefits advice and assistance £561,000 was generated through assisting customers to appeal DWP decisions. The Hub has been established as the single point of contact for Financial Inclusion Referral Pathways in partnership with NHS. The Hub Supervisor has delivered a range of staff awareness sessions to promote the approach to frontline staff working with pregnant women and families with dependent children, including Health Visitors and District Nurses.
2.6.2	Develop and implement a new Alcohol & Drug Partnership (ADP) Strategy 2018 to 2021	ADP; and HSCP	Existing Resources	Costs of living.	Individuals are improving their health, wellbeing and life chances by recovering from problematic drug and alcohol use.	2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	ADP Strategy in place and ADP Sub Groups are developing underpinning Implementation Plans relating to the strategy priority areas.
2.6.3	Develop and Implement a Young Carers Strategy	HSCP	Existing Resources	Costs of living.	Young Carers Strategy in place and helping to overcome issues related to income and ability to work/study while meeting carer commitments	2021	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.	A draft Young Carers Strategy has been prepared and further development work will be undertaken to deliver the strategy within the timescale.

## 2.7 NHS AYRSHIRE AND ARRAN

2.7.1	Maternity Services & Income maximisation joint service	SAC Specialist financial inclusion services; NHS Maternity Services; NHS Public Health; ICYP Transformational Change Programme Board	Scottish Government Funding	Income from benefits	Monitoring of additional income to recipients	Commence detailed planning November 2018	Pregnant women; and Women with young families.	First Financial Inclusion training session piloted in South Ayrshire in January 2019 including Midwives. Further sessions took place across South Ayrshire and Pan-Ayrshire in April and May 2019.
2.7.2	Support roll-out of Best Start Grant <sup>7</sup> (BSG)	NHS Maternity Services; NHS Public Health; HSCP Children's Services; Health Visitors; and Early Years Staff.	Scottish Government Funding; and Social Security Scotland (SSS)	Income from benefits	Monitoring of take-up of additional income to recipients (via SSS)	From November 2018	Pregnant women; Women with young families; and Families with early year or primary school-aged children.	Awareness-raising amongst all NHS A&A staff begin in December 2018 as published in the weekly 'e-news'. Awareness-raising at first group of Health Visitors, Social Work and Midwifery at the Financial Inclusion meetings as referred to in Action (2.7.1) above.
2.7.3	Cost of Pregnancy Project	NHS Maternity; NHS Public Health; NHS Greater Glasgow & Clyde Public Health	Health Scotland	Cost of living	Defined research project to identify mitigation opportunities.	Planning commence November 2018	Pregnant women	Advisory Group and Working Group established.
2.7.4	Encourage use of locally	NHS Public Health;	Existing	Income from benefits	Referral rates to benefits	From April 2018	Pregnant women;	Financial Inclusion Pathway to Money Advice in

<sup>7</sup> Best Start Grants will provide lower-income families with financial support during the key years of a child's life by providing eligible families with £600 on the birth of their first child and £300 on any subsequent children.



	developed referral tool to enable NHS staff to signpost families in need to appropriate specialist services, and incorporate this into routine practice.	NHS O&HRD (training); and NHS Service Leads	Resources		advice and income maximisation services		Women with young families; and Families with disabilities.	South Ayrshire awareness training has been delivered during the Financial Inclusion Sessions throughout 2019.
2.7.5	Increase awareness amongst NHS staff about the impact that child poverty has on access to services.	NHS Public Health; NHS O&HRD (training); NHS Service Leads; and Health Scotland.	Existing Resources	Income from benefits; and Cost of living (eg travel costs)	Referral rates to benefits advice and income maximisation services.	NHS Board approval Dec 2017 Planning from May 2018	All service users, including pregnant women, families, disability-affected families; and Children affected by ACEs <sup>8</sup>	Communications Plan developed with NHS Communications taking the lead role. Discussions underway to link with National Communications plans on Child Poverty and Welfare reforms.
2.7.6	Develop a child poverty impact assessment tool for strategies, policies and service improvement.	NHS Public Health; and West of Scotland Public Health Child Poverty Leads (GGC, G&G and Lanarkshire).	Existing Resources	Income from benefits; and Cost of living (eg travel costs)	Referral rates to benefits advice and income maximisation services.	From October 2018	All service users, including pregnant women, families, disability-affected families; and Children affected by ACEs	Under development.
2.7.7	Support use of Health Inequalities Impact Self-Assessment tool (HISA)	NHS Public Health; NHS O&HRD (training); NHS Service Leads; and SAC Children Services teams.	Existing Resources	Cost of living (eg travel costs)	Uptake rates of the on-line HISA tool	From April 2018	All service users, including pregnant women, families, disability-affected families	Director of South Ayrshire Health and Social Care Partnership (HSCP) has asked all Managers to do a team HISA and identify 3 priority actions. The Children's Health Team has completed a facilitated HISA. Some teams in NHS A&A have undergone HISA.
2.7.8	Develop a communications plan for Child Poverty for HNS staff	NHS Public Health; NHS Communications; SAC Communications; and ICYP Transformational Change Programme Board	Existing Resources	Income from benefits; and Cost of living (eg travel costs)	Referral rates to benefits advice and income maximisation services.	Planning beginning October 2018	All service users, including pregnant women, families, disability-affected families	Communications Plan developed with NHS Communications taking the lead role. Discussions underway to link with National Communications plans on Child Poverty and Welfare reforms.
2.7.9	Support implementation of trauma-informed practice	NHS Public Health; ICYP Transformational Change Programme Board; and ADP	Existing Resources	Related to increasing income from benefits and reducing cost of living	Establish ACEs Hub	April 2018	Children affected by adverse Childhood Events (ACEs)	ACEs Hub established and chaired by Community Justice Ayrshire.
2.7.10	Raising awareness about National Public Health Priority 5: <i>A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all.</i>	NHS Public Health; Partners in SAC; and Other Partner Organisations	Existing Resources.	Increasing INCOME FROM Employment; and Costs of living	Awareness raising sessions; Clearly identifying opportunities for honing working towards common national goals to improve and protect the health of the population of South Ayrshire.	From November 2018	All income groups and those experiencing inequalities.	A Briefing Note on Public Health Priority Number 5 has been developed to raise awareness of opportunities to work towards a sustainable and inclusive local economy.

## 2.8 POLICE SCOTLAND

2.8.1	Expand Campus Police Officer initiative to all 8 secondary schools, offering support to all cluster primary schools as necessary.	Police Scotland; and Education	£110,000	Relates to income from employment	Increased Police support for diversionary activities in school and other young people's groups	31 <sup>st</sup> August 2018	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.	Campus Police Officers are now present in all 8 Secondary Schools.
2.8.2	As an ACE informed Police authority, provide training, information and support to organisations across South Ayrshire on the impact of Adverse Childhood Experiences	Police Scotland	Existing Resources	Relates to income from employment	Number of people trained in ACE awareness	31 <sup>st</sup> March 2019	Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.	ACE awareness training now forms part of all new Police Officer's probationary training.

<sup>8</sup> Adverse Childhood Events

### 3.0 POSSIBLE AREAS FOR CONSIDERATION AND FURTHER DEVELOPMENT BEYOND FIRST YEAR

No	Possible Area of Development	Who would be involved?	Poverty Action	Why?	Groups the Action Is Intended to Reduce Poverty Amongst	Progress
3.1	Automation of free school meal and clothing grant application process	SAC Revenue and Benefits; SAC Education; and ICT Provider	Costs of Living	To maximise entitlement; To reduce stigma of application process; and To improve systems	Whole community	Development work ongoing.
3.2	Explore opportunities for added benefit from capital programmes	SAC Procurement & Capital Teams; Police Scotland; and NHS Ayrshire and Arran	Income from employment	Longer term approach to capital investment across partners will benefit local supply chains and increase local employment/training opportunities	Whole community	The European Commission has clarified that public bodies cannot require contractors to pay their employees a living wage as a condition of participating in a tendering exercise or through a contract performance clause. Public bodies can, however, still encourage contractors to pay their employees the Living Wage.
3.3	Investigate ways to improve transport linkages to formal appointments	SAC and NHS Ayrshire and Arran transportation teams	Costs of Living	Opportunity to better use partner's transport resources; Potential to reduce missed appointments; and Reduce cost of travel to appointments from rural areas	Age; Disability; Pregnancy; and Maternity	Development work ongoing.
3.4	Cohesive approach to reviewing the cost of the school day	Education	Costs of living	To reduce inequality in opportunities due to household income	Age; and Disability	Cost of the School Day Audit being carried out. Results gathered will further inform what additional support can be offered to families caught within the poverty trap.
3.5	Quality Assured local database of health and social intelligence resources to inform service provision; and Explore a whole family approach to recovery	NHS Public Health; Health Scotland; NSS –ISD; South HSCP; and ADP	Income from benefits; and Cost of living	To gather and utilise local intelligence in order to direct services to areas and families of greatest need; and Recognition that a successful recovery journey requires support to the full family	All groups with protected characteristics and all priority groups	Development work ongoing.
3.6	Further education placements or courses aimed at students from our most deprived neighbourhoods	University of the West of Scotland; Ayrshire College; SAC Employability & Skills; Skills Development Scotland; and DWP	Income from employment	To increase the employability opportunities for those living in our most deprived areas	All groups with protected characteristics and all priority groups	Development work ongoing.
3.7	Monitor and support provision of good quality jobs in SAC, CPP and NHS areas of influence	SAC; NHS; and HSCP	Income from employment	To ensure SAC, NHS and partners provide good quality jobs to employees and staff in partner organisations	All groups with protected characteristics and all priority groups	The Ayrshire Growth Deal (AGD) presents an opportunity to increase employment and increase income for Ayrshire families. The £80m investment planned for Prestwick Airport to position Ayrshire as one of the UK's leading centres of aerospace has the capacity to support employment for South Ayrshire residents. Work on site specific projects is, however, in early stages and it is likely to be at least two years before any employment benefits may be realised.
3.8	Development of Team around the Family approach <sup>9</sup>	SAC Education, Housing, Employability and Skills and Information Hub; HSCP; and NHS - CAMHS	Costs of living; and Income from Benefits	To deal with family concerns holistically and in a coordinated manner; and Address mental ill health, budgeting, access to benefits etc	All groups with protected characteristics and all priority groups	Employability and Skills team has secured funding from Europe to deliver a targeted family support programme in the Council's most deprived areas. The programme is due to commence in the autumn of 2019.

<sup>9</sup> Suggestion from consultation process with a focus group of South Ayrshire Council Tenants