

South Ayrshire Community Planning Partnership Board



Report by Service Lead – Policy, Performance and Community Planning to
Community Planning Partnership Board Meeting of 18th April 2024

Subject: South Ayrshire Child Poverty Strategy 2024-2029

1 Purpose of Report

- 1.1 To seek approval for the new South Ayrshire Child Poverty Strategy 2024-2029 attached as **appendix 1**.

2 The Board is recommended to:

2.1 Approve the new Child Poverty Strategy 2024-2029.

3 Background

- 3.1 As previously highlighted to the Board, the Scottish Government, through the Child Poverty (Scotland) Act 2017 (the Act), set out highly ambitious poverty mitigating related targets to be achieved by Community Planning Partnerships by 2030. The key drivers that impact on child poverty have been stated within the Act's Delivery Plan as:

- Income from employment;
- Cost of living; and
- Income from social security and benefits in kind.

- 3.2 In 2022 the Scottish Government produced a new delivery plan – [Best Start, Bright Futures](#). The plan recognises the significant contribution partners have made toward tackling child poverty since the Act was introduced but highlights the strategic challenges that have emerged over the past few years, including the pandemic and cost of living crisis.

- 3.3 A report was submitted to the Community Planning Board (CP Board) of 20th April 2023 providing members with an update on South Ayrshire's existing Child Poverty Action Plan ([first published in 2018](#)). As highlighted in the [progress update](#), a range of actions were led by CP partners with 34 of the 59 actions shown as complete with the remainder continuing as 'business as usual' or superseded by other plans and strategies. Agreement was given to develop a new iteration of the plan for approval in October 2023

- 3.4 As previously highlighted to the CP Board, the new national delivery plan and changing strategic landscape presented an opportunity for South Ayrshire to refresh and realign our child poverty action plan to better reflect national and local circumstances.

3.5 It was initially anticipated that a new Child Poverty Action Plan would be submitted to the CP Board in October 2023, however this completion date was extended to allow the creation of an *overarching Child Poverty Strategy* which has been developed in partnership with Public Health Scotland using a ‘systems and data driven approach’.

4 Progress

4.1 From the outset of the development of the Child Poverty Strategy, steps have been taken to ensure that partners from representative organisations have been included in the engagement work undertaken as part of the development process. Public Health Scotland has played a key part in leading and facilitating sessions with partners and engaging with those who have lived experience. Strategy development has been supported by a core working group which comprised officers from Public Health Scotland, South Ayrshire Council and NHS Ayrshire & Arran (Health Improvement).

4.2 As highlighted within the strategy, Public Health Scotland and the CPP have carried out an in-depth strategic needs analysis to help establish a mapping of services for priority groups living in South Ayrshire.

4.3 A number of workshops were held with a group of multi-agency representatives who all have an active role to play in reducing child poverty across South Ayrshire – these workshops were held over a number of months with a focus on: ‘*understanding local need and understanding our processes*’ (May 2023), ‘*systems and data driven approach*’ (June 2023) and finally ‘*understanding the system*’ (October 2023).

4.4 At the beginning of 2024, Public Health Scotland, along with the CPP, facilitated two ‘Lived Experience’ workshops for low-income parents and carers in South Ayrshire. The first workshop was hosted in an urban area of Ayr, representing an area of high deprivation receiving intensive resources. The second workshop was in a rural village in the south, 11 miles from the nearest town. The purpose of the workshops was to help inform the development of the Child Poverty strategy in South Ayrshire by understanding local families’ experiences, priorities and thoughts on the current system of support.

4.5 In March 2024, a session was held with a wider core group to discuss outputs from the previous sessions to help shape the overall priorities for the strategy. Three priority areas were identified:

PRIORITY AREA 1	PRIORITY AREA 2	PRIORITY AREA 3
<i>A child poverty system in South Ayrshire that delivers the best possible outcomes for our communities.</i>	<i>Coordinated income maximisation following principles of proportionate universalism*¹</i>	<i>High quality, flexible, accessible, and affordable education and childcare.</i>

¹ *Proportionate universalism = work to improve the quality, quantity and accessibility of all employment and education opportunities for the benefit of all with extra targeted support into these opportunities for those most at risk and work to ensure that when needed, the social security safety net offers the best level of support in the most accessible manner.

- 4.6 As can be seen within the Child Poverty Strategy, the logic model on page 21 provides detail on the short-term, medium-term and long-term actions required to support the delivery of the strategy over the next 5 years.
- 4.7 Ultimately, the strategy will aim deliver relationship-based support within localities from strategically aligned services.

5 Next Steps

- 5.1 Following approval by the CP Board, work will now take place to develop an annual action plan which will support the delivery plan.
- 5.2 The Financial Inclusion and Growth Strategic Delivery Partnership will provide governance for the Child Poverty Strategy and will ensure that annual progress reports are published as per statutory requirements.

6 Equalities

- 6.1 South Ayrshire Council (SAC) Equality Impact Assessment process has been followed during the various stages of the development of the Child Poverty Strategy. The completion of the Equalities Impact Assessment (EQIA) (incorporating the Fairer Scotland Duty) has been an iterative process and the EQIA has continued to be updated to reflect plans as they proceed. South Ayrshire Council has developed a new online Integrated Impact Assessment (IIA) which incorporates a range of cross-cutting themes including: Equalities and the Fairer Scotland Duty, United Nations Convention on the Rights of the Child (UNCRC); Sustainability, Climate Change and Biodiversity; Our Ageing Population; Trauma Informed Services; Health and Wellbeing, Rurality and The Promise. As part of a testing phase of the new IIA, information contained with the EQIA has been transferred onto the new system allowing the CPP to consider further strategic challenges in relation to the Child Poverty Strategy.

With reference to protected characteristics, where the impact rating is shown as 'no impact' (or grey on the infographic) this is because new arrangements are fully inclusive to these characteristics therefore there is no additional positive or negative impact identified. Where the impact is shown as 'positive impact' (green on the infographic) it means that there is a particular focus on this protected characteristic. A copy of the IIA summary report is attached as **appendix 2**.

Report by:

Co-ordinator - Performance and Community Planning
South Ayrshire Council
April 2024



Child Poverty Strategy 2024-2029

South Ayrshire
**COMMUNITY
PLANNING**
Partnership



South Ayrshire Community Planning Partnership Vision



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Foreword

The South Ayrshire Community Planning Partnership is committed to doing all we can to minimise the impact of poverty on our communities, our families and especially our children. In our collective effort to respond to the pandemic we have been listening to families who have experienced the worst of poverty and the continuing struggles they face, because we know that poverty can cause mental and physical health challenges on families and individuals and often stifles opportunities.

In the next five years, South Ayrshire's Child Poverty Strategy will focus on three priority areas and will report to the Financial Inclusion & Growth Strategic Delivery Partnership (SDP). This SDP will have a focus on the following priority areas as part of the wider Local Outcomes Improvement Plan:

financial inclusion; and economic, employability and lifelong learning opportunities – these priority areas will compliment the Child Poverty Strategy. In doing so we will continue to listen to our communities to ensure that our actions are making a real difference and giving our young people better opportunities for them to reach their full potential.



Councillor Julie Dettbarn
Chair of South Ayrshire
Community Planning
Partnership

Our strategic approach to this Child Poverty Strategy is underpinned by our shared commitment across all community planning partners to work in collaboration to reduce inequalities and improve outcomes for everyone in South Ayrshire supporting our vision of 'growing, caring and living a better life'.

Introduction

South Ayrshire Community Planning Partnership

South Ayrshire Community Planning Board (CP Board) is the executive and decision-making body of South Ayrshire Community Planning Partnership (CPP). It makes decisions on the priorities, strategic outcomes, and objectives for the CPP. Membership comprises:

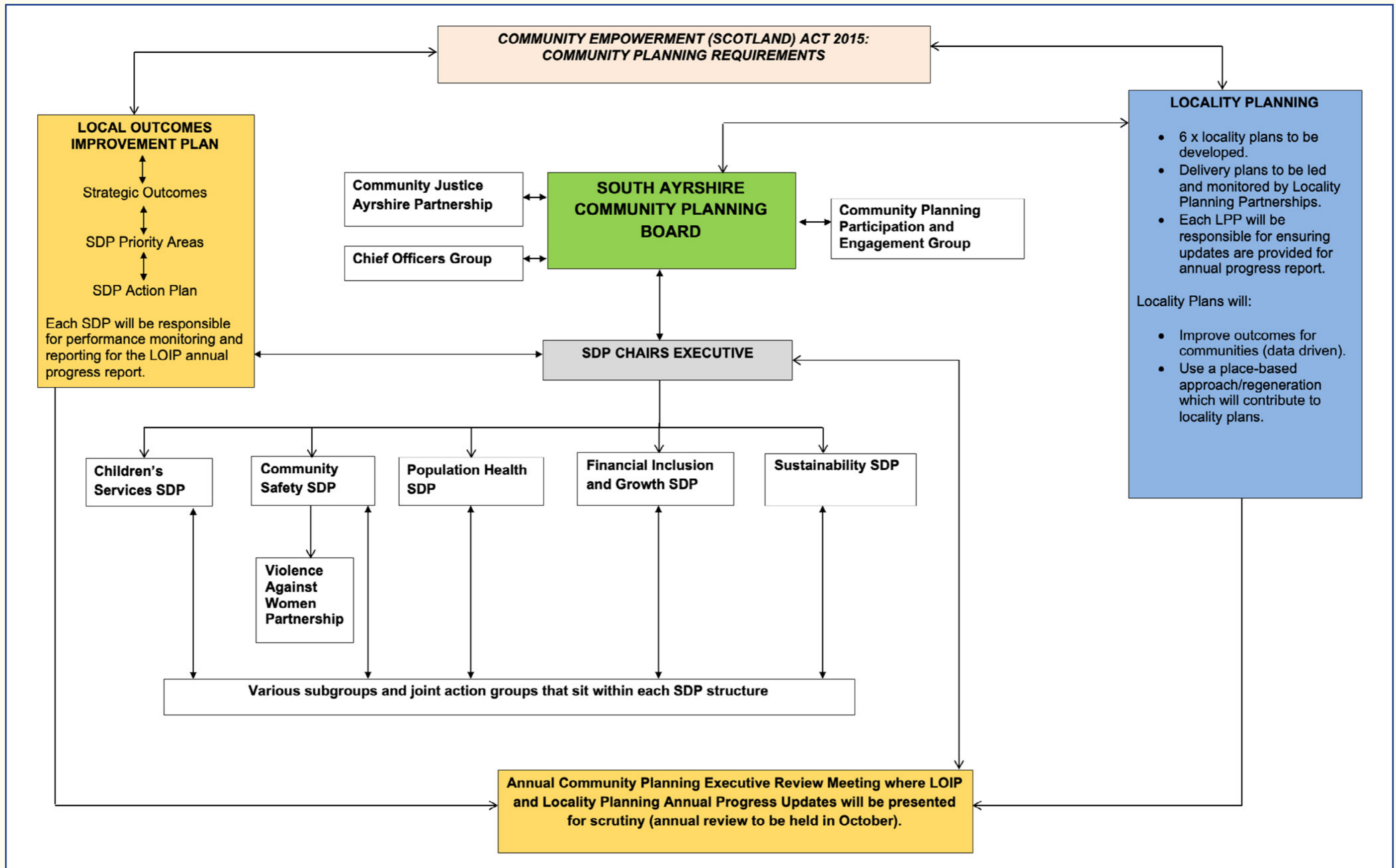




About South Ayrshire Community Planning Partnership



The Community Planning Board is supported by a Community Planning Executive who undertake an annual review function and five Strategic Delivery Partnerships (SDPs). Voluntary Action South Ayrshire lead on the Community Planning Participation and Engagement Group which supports the CPP with wider local community engagement and participation.

<p>Children’s Services Planning</p>	<p>The Children’s Services Planning Partnership (CSPP) comprises of statutory and non-statutory partners who support children and young people across the local authority. These agencies and organisations come together to coordinate their services to ensure the best use of resources for the best outcomes for children and young people. South Ayrshire Children’s Services Planning Partnership are proud to work closely and collaboratively with Third Sector partners within the CSPP for the best outcomes of our children, young people and families.</p>
<p>Community Safety</p>	<p>South Ayrshire Community Safety Partnership’s Strategic Vision is that people in South Ayrshire live in communities that are inclusive, empowered, resilient and safe. The Partnership aims to do this by working together with local communities and agencies, developing strategic problem solving as an overall approach.</p>
<p>Financial Inclusion and Growth</p>	<p>The Financial Inclusion and Growth Strategic Delivery Partnership has the main strategic focus of tackling financial inequality, and with our partners, our key areas of focus include employability, maximising income, child poverty, economic development and local wealth building.</p>
<p>Population Health</p>	<p>The Population Health Strategic Delivery Partnership will provide main community planning context for developing leadership and strategic planning in relation to health and wellbeing, supporting planning approaches, and initiate or enable the development of supportive activities in relation to wider South Ayrshire health improvement and community activity.</p>
<p>Sustainability</p>	<p>The Sustainability Strategic Delivery Partnership is working to respond to the climate and ecological emergency locally, by bringing partners together to share information and collaborate on projects. The partnership draws on the skills and knowledge of its wide membership base to promote best practice and the range of co-benefits facilitated through joined up action.</p>



Links To Locality Planning

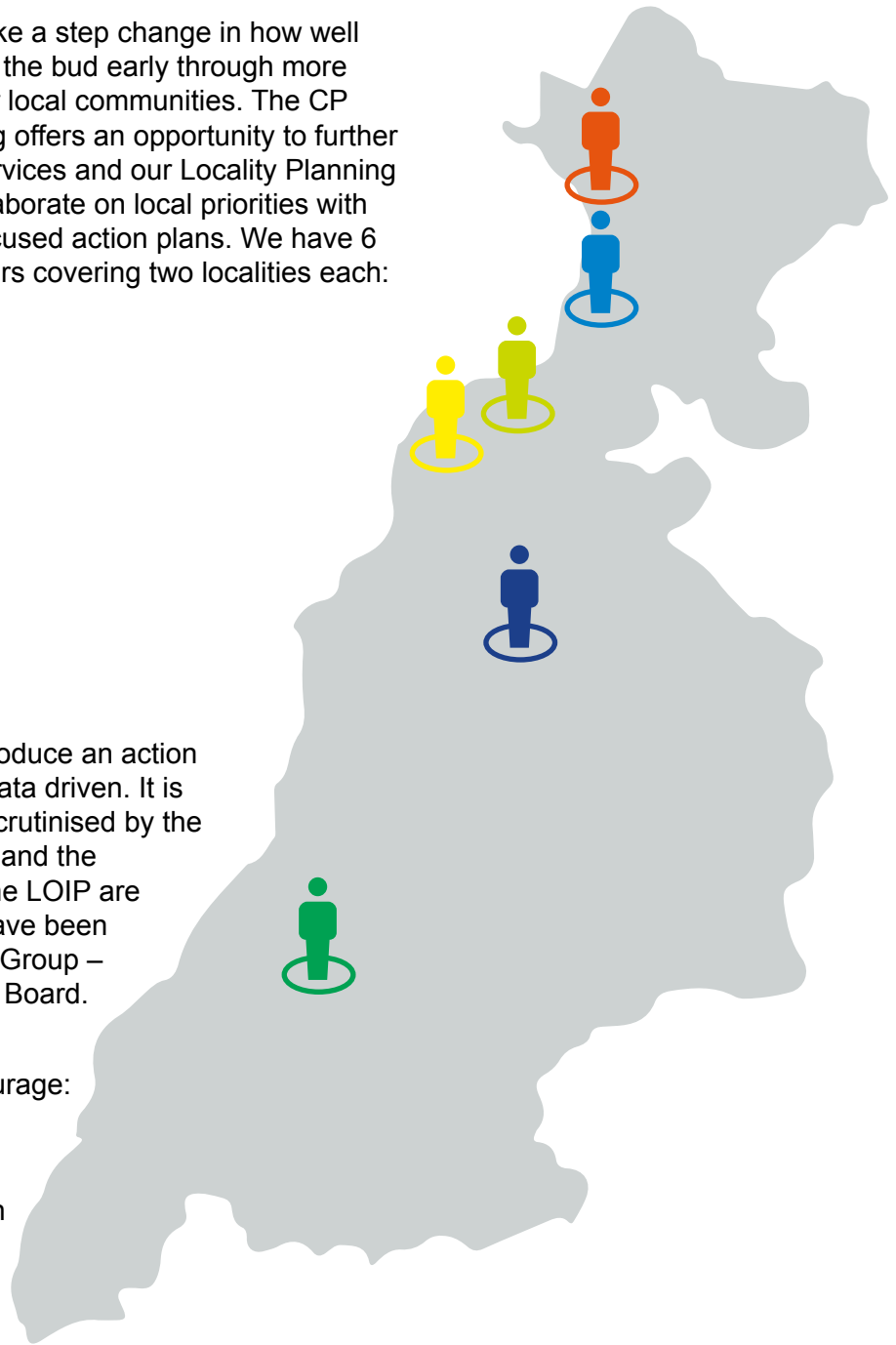
In [April 2023](#), the CP Board agreed to make a step change in how well we prevent issues arising and nip them in the bud early through more integrated public services operating in our local communities. The CP Board recognise that Community Planning offers an opportunity to further embed collaboration between frontline services and our Locality Planning approach establishes a framework to collaborate on local priorities with communities and produce data driven, focused action plans. We have 6 localities with three HSCP Senior Managers covering two localities each:

	Tron and Villages
	Prestwick and Villages
	Ayr North and Central
	Ayr South and Villages
	North Carrick
	South Carrick

Each [Locality Planning Partnership](#) will produce an action plan that is based on local priorities and data driven. It is proposed that these action plans will be scrutinised by the HSCP Strategic Planning Advisory Group and the CP Board. To ensure locality plans and the LOIP are integrated, the HSCP Senior Managers have been asked to sit on the SDP Chairs Executive Group – a key executive group reporting to the CP Board.

We aim to continue to develop our locality model to complement the LOIP and encourage:

- A simpler, more joined up local system that offers the right support at the right time that manages the growth in demand and to reduce duplication in the system;
- Integrated, multi-disciplinary teams from across the public sector working together on the same geography and tackling issues holistically, focused on relationship-building and gettingag to the root causes;
- A workforce who feel connected to each other and able to work flexibly, better able to meet people’s needs; and
- A new system partnership with the voluntary sector to co-ordinate local activity, networks and opportunities – so that we make the best use of the strengths and assets of our communities.



About this Child Poverty Strategy

The Community Planning Partnership platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.



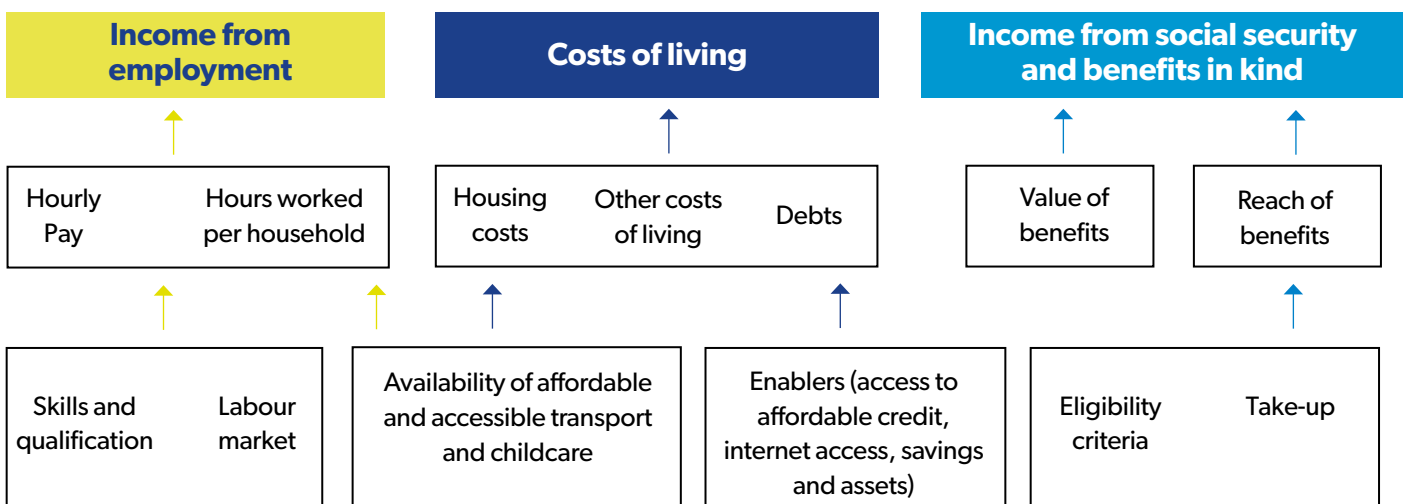
The National Approach

The Child Poverty (Scotland) Act 2017 (the Act), set out highly ambitious poverty mitigating related targets to be achieved by Community Planning Partnerships by 2030. In 2022 the Scottish Government produced a new delivery plan – Best Start, Bright Futures¹. The plan recognises the significant contribution partners have made toward tackling child poverty since the Act was introduced but highlights the strategic challenges that have emerged over the past few years including the pandemic and the cost-of-living crisis.

Key Drivers

The key drivers that impact on child poverty have been stated within the Act’s Delivery Plan as:

1. Income from employment
2. Cost of living
3. Income from social security and benefits in kind

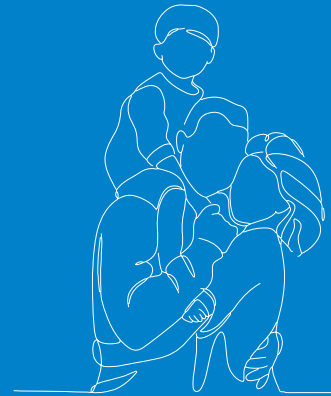


¹[best-start-bright-futures-tackling-child-poverty-delivery-plan-2022-2026.pdf](https://www.bestsstartbrightfutures.gov.scot/best-start-bright-futures-tackling-child-poverty-delivery-plan-2022-2026.pdf)



The Scottish Government have identified the following 6 Priority family types as being at high risk of child poverty:

- | | |
|--|--|
| 1 Lone parent families | 2 Minority ethnic families |
| 3 Families with a disabled adult or child | 4 Families with a younger mother (under 25) |
| 5 Families with a child under one | 6 Larger families (three or more children) |



The offer to families across Scotland in the plan has been set out in three parts:

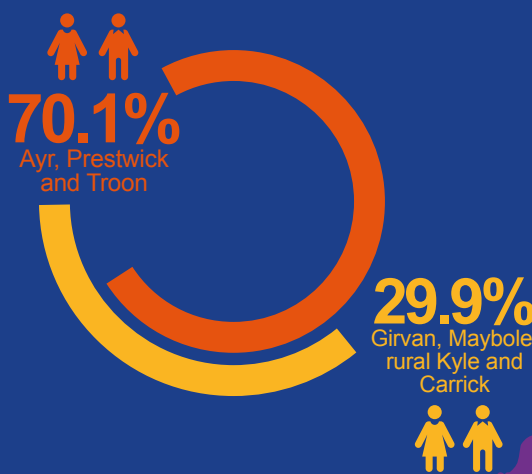
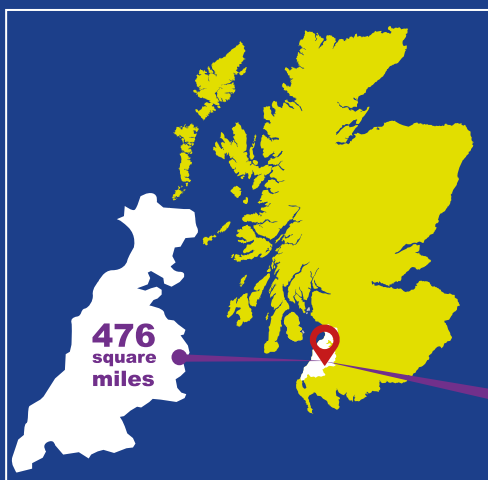
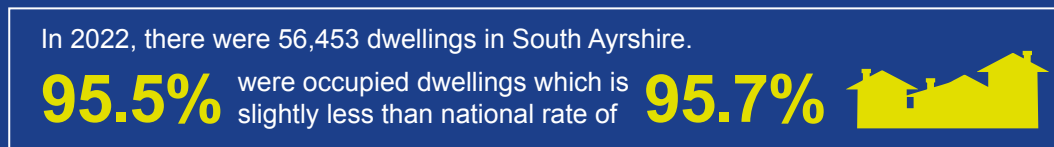
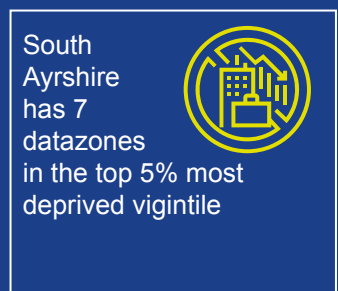
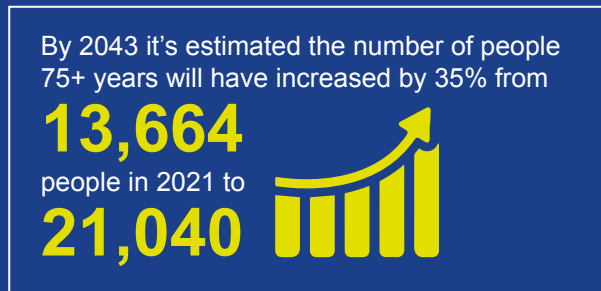
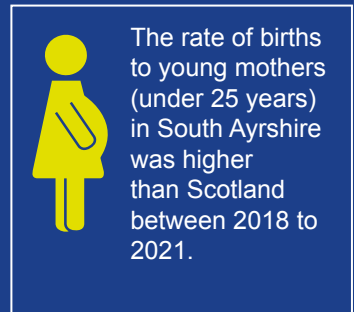
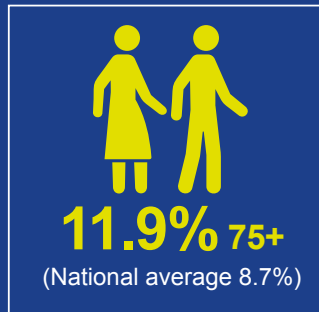
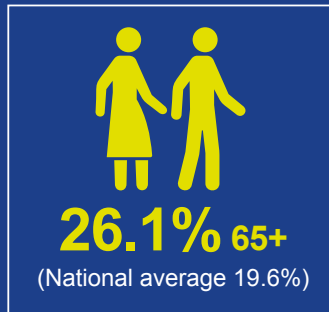
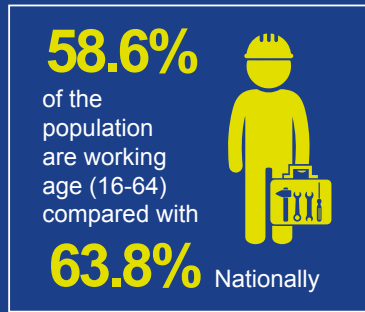
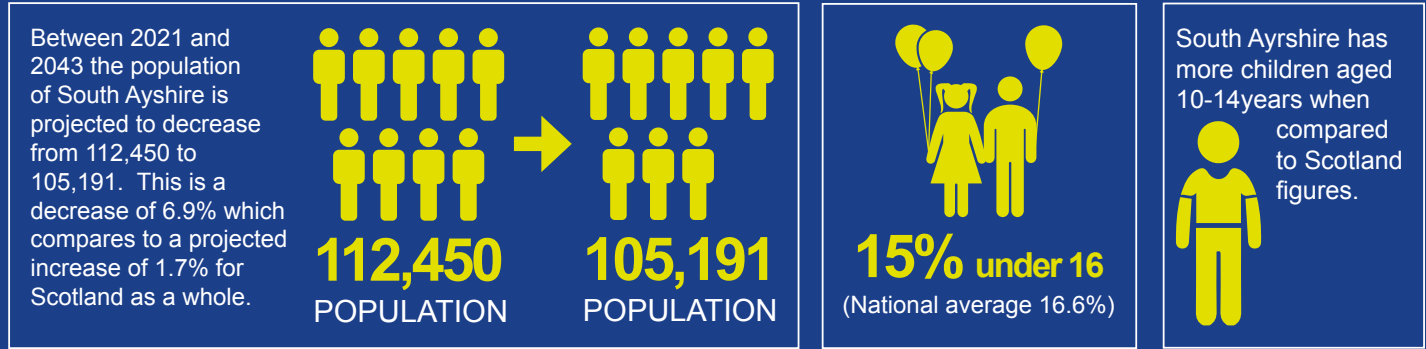
- A. Focus on providing opportunities and support needed to enter, sustain and progress in work
- B. Focus on maximising the support available for families to lead dignified lives and meet their basic needs
- C. Focus on supporting the next generation to thrive – this part will look to tackle poverty beyond 2030 and helping the next generation to avoid becoming parents with children in poverty



For the actions above to have impact everyone must pull together and offer a package of support available to families.

Reference: [Futures best-start-bright-futures-tackling-child-poverty-delivery-plan-2022-2026.pdf](#)

What does Child Poverty look like in South Ayrshire



- TROON
- PRESTWICK
- AYR
- MAYBOLE
- GIRVAN

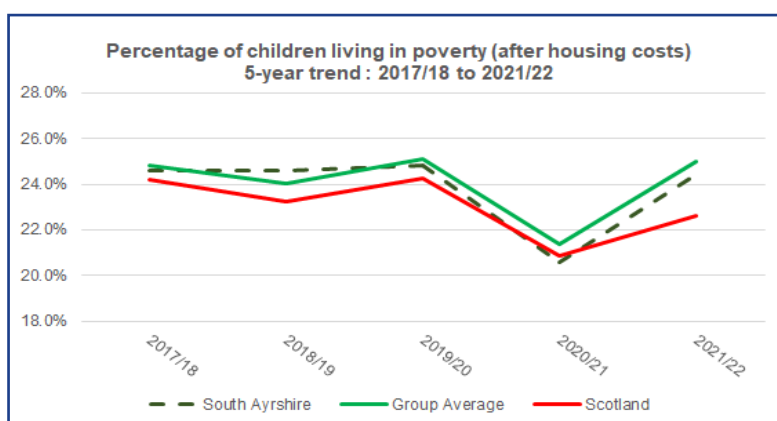
(Source: National Records of Scotland, Small Area Population Estimates 2021)

Deprivation

- South Ayrshire has 7 datazones in the top 5% most deprived vigintile
- In 2021/22, South Ayrshire had the 10th highest child poverty rate nationally and was above the Scottish average - 24.4% compared to 22.6%. This is an estimate of 4,807 children in South Ayrshire.
- Fuel Poverty is 24.8% compared to 24% nationally (SHCS 2021/22)

Children living in relative poverty (after housing costs) – 5-year trend

	2017-18	2018-19	2019-20	2020-21	2021-22
South Ayrshire	24.6%	24.6%	24.8%	20.6%	24.4%
Group Average	24.8%	24.0%	25.1%	21.4%	25.0%
Population Health	24.2%	23.2%	24.3%	20.9%	22.6%



Many people in South Ayrshire are unable to manage financially, with many families living in fuel poverty and struggling to pay their bills and feed their children. It's a sad fact that many of these families are working families who often have the difficult decision of choosing to heat their home or buy food. Reducing poverty is a key priority for the South Ayrshire Community Planning Partnership and our Third Sector partners. The Partnership is committed to working collectively and in collaboration to eradicate persistent poverty and find ways to boost family incomes whilst at the same time making efforts to reduce the cost of living for them.

The gathering of lived experience from families who have faced the fear and stress of poverty will continue to be an essential source of how the Partnership directs its response and resources to those most in need. This is a key area for the Partnership to build upon and one where we need to continue to learn and foster trust in our most deprived areas. The Community Planning Partnership platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.

Our understanding of Child Poverty in South Ayrshire is drawn from national guidance and statistics, local data and research and what our communities tell us.

The Community Planning Partnership is responsible for the co-ordination, production, publication and monitoring of the Child Poverty Strategy.

As referenced in the South Ayrshire Children's Service Planning Data for 2023-2026 South Ayrshire has traditionally been viewed as a relatively affluent area but that is changing and across a number of measure, the area is moving closer to the Scottish average.

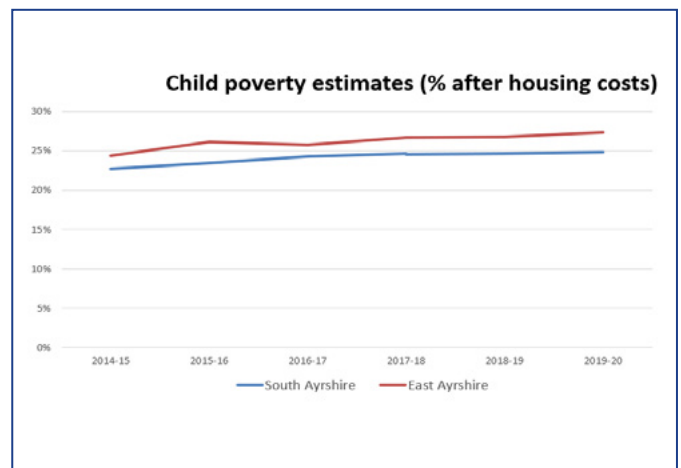
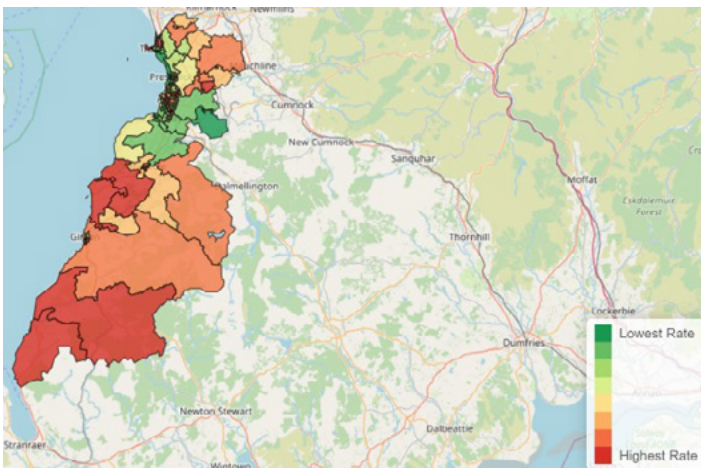
Notwithstanding this general trend, there are some significant pockets with higher levels of deprivation which are often characterised by poorer outcomes.

The Scottish Index of Multiple Deprivation (SIMD)² shows 19 datazones in South Ayrshire falling within Scotland’s 15% most deprived datazones – affecting an estimated 12,888 people. Most of these datazones are found to be in the Ayr North and Whitletts area of Ayr, but three are in Girvan and one each in Troon & Maybole. Six datazones in Ayr North fall within the worst 5% datazones in Scotland.

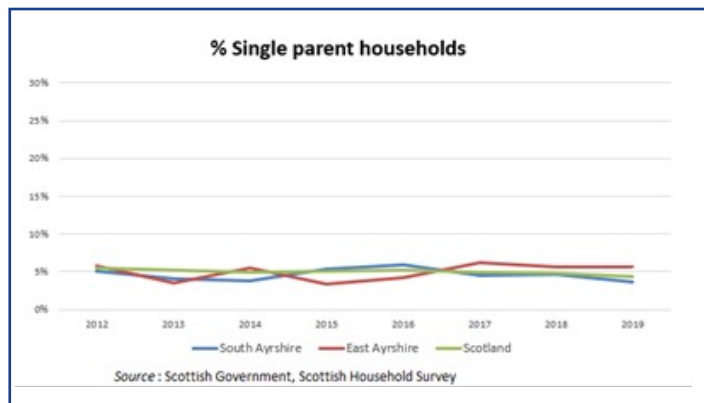
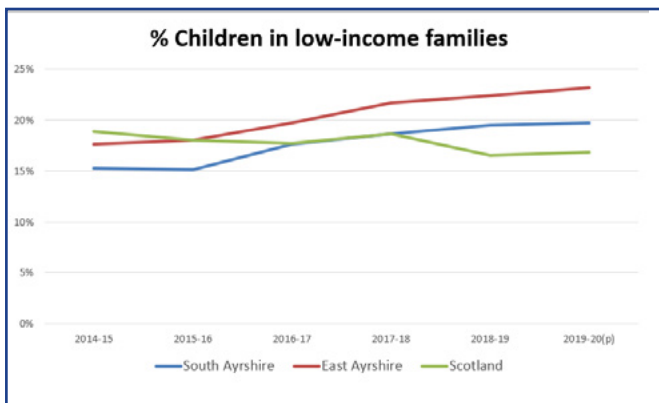
Datazone	Datazone Name	Overall Rank	Employment Domain Rank	Income Domain Rank	Education Domain Rank	Health Domain Rank	Access Domain Rank	Crime Domain Rank	Housing Domain Rank	Population	Working Age Population
S01012489	Ayr North Harbour, Wallacetown and Newton	37	53	30	176	69	6,467	134	747	974	707
S01012491	Ayr North Harbour, Wallacetown and Newton	42	24	34	448	62	4,948	62	1,809	459	326
S01012501	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	Dalmlinging - 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	Dalmlinging - 02	477	349	783	572	283	5,009	903	2,902	495	337
S01012496	Dalmlinging - 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
S01012555	Barassie - 03	683	390	957	1,083	384	6,212	2,383	1,748	753	434
S01012461	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

South Ayrshire has the 10th highest child poverty level in Scotland with 26% of children classified as living in poverty after housing costs. This equates to approximately 5,242 children. Child poverty is the 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%.



²Scottish Index Multiple Deprivation



Children in Low-Income Families

	South Ayrshire	East Ayrshire	Scotland
2014-15	15.3%	17.6%	18.9%
2015-16	15.1%	18.0%	18.0%
2016-17	17.6%	19.7%	17.7%
2017-18	18.6%	21.7%	18.6%
2018-19	19.5%	22.4%	16.5%
2019-20 (p)	19.7%	23.2%	16.8%



What does this data tell us about Child Poverty in South Ayrshire

Income Maximisation

12.2% of South Ayrshire population is income deprived which is similar rate to Scotland (12.1%).

Employment Deprived (working age population) 10% compared to 9.3%.

For most of the last 10 years, Crisis Grant award rates in South Ayrshire have been lower than the Scottish average.

In 2022, 11% of all families receiving Child Benefit (1,150) in South Ayrshire were larger families (3 or more children).

In South Ayrshire, 28% of households with children claiming Universal Credit have a child or adult claiming a disabled element.

During 2022 to 2023, there were 1,105 authorised applications for Best Start grants and Best Start Foods in South Ayrshire. 65% of all processed applications were authorised compared to Scotland rate of 66%

In 2021, jobs density levels in South Ayrshire were the same for Scotland as a whole – i.e. there were around 8 jobs for every 10 working age people.

The employment rate for males aged 16-64 was lower in South Ayrshire, at 56.3% than in Scotland as a whole (77.5%).

The proportion of employees aged 18 years or over, earning at least the Real Living Wage and working within South Ayrshire, between October 2022 and September 2023, was 82.1%. This was below the average for Scotland (89.9%).

Female median gross weekly part-time earnings in South Ayrshire (for the workforce living in the area) were lower than those in Scotland.



Education / Childcare

In South Ayrshire 96.6% of young adults (aged 16-19) were participating in education, training and employment in 2023. This is a higher than for Scotland as a whole (94.3%).

For school leavers in South Ayrshire there is a very significant gap in achievement, for achieving at least one pass at SCQF Level 6 or better, between the most and least deprived leavers.

64.2% of primary school pupils in South Ayrshire registered for free school meals took them up in 2023, lower than the Scottish average (66.7%).

57% of secondary school pupils in South Ayrshire registered for free school meals took them up in 2023, lower than the Scottish average (60.6%%).

In South Ayrshire, at September 2023, 152 two-year-old children were taking up the two-year-old entitlement to ELC. These children represent 16% of all two-year-olds in South Ayrshire and 65% of all eligible two-year-olds entitled to that care.

In 2022, service capacity for children aged 0 to 5 years was higher in South Ayrshire when compared to Scotland for nurseries and holiday playschemes. However there was lower service capacity for out of school clubs, childminding, children and family centres, and playgroups.



Developing our Strategy

From the outset steps have been taken to ensure partners from representative organisations have been included in the engagement work undertaken in this strategy. Public Health Scotland have played a key part in leading and facilitating sessions with partners and engaging with those who have lived experience.



Priority Development Timeline



A partnership has been formed between Public Health Scotland and South Ayrshire Community Planning Partnership to carry out an in-depth strategic needs analysis to help establish a mapping of services for priority groups living in South Ayrshire.

Workshops with a core group of multi-agency representatives who all have an active interest in reducing Child Poverty have taken place across South Ayrshire.

Our learning journey began in May 2023 at an in person workshop with input from the National Lead for Child Poverty, Improvement Service providing a National Context and the Health Improvement Officer (South Locality), Public Health who provided an overview of NHS Child Poverty Action Plan. The workshop's focus was to understand local need with our stakeholders and understanding our processes.

Understanding local need – is there a clear understanding of where people are living in poverty in South Ayrshire and why? Feedback received included:

In South Ayrshire we feel we have a clear understanding of where people are living in poverty from the Scottish Index of Multiple Deprivation (SIMD). However, we also feel that the SIMD isn't always an accurate reflection on South Ayrshire as people can privately rent their home and still live in poverty.

Relocation of families isn't always the answer – support could be missed for those who have been moved to more affluent areas due new housing builds but poverty still exists.

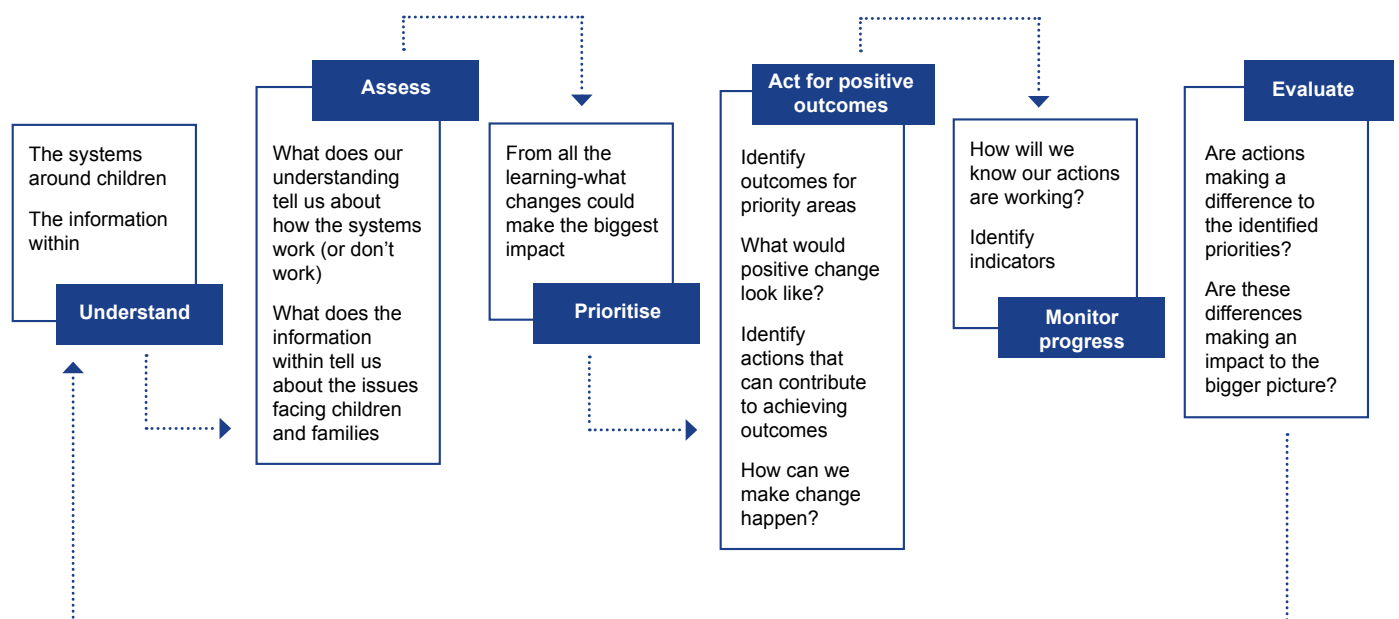
Rural poverty has a direct impact, most people only have option of one supermarket and are forced to pay without being able to shop around. Cost of Living crisis has made the negative impact even greater.

Understanding our processes - do you feel confident that you understand South Ayrshire’s direction of travel in relation to child poverty and our ways of working? Feedback received included:



An online session was held on 23rd June 2023, where Public Health Scotland provided info on their systems and data driven approach, it was agreed to adopt that approach.

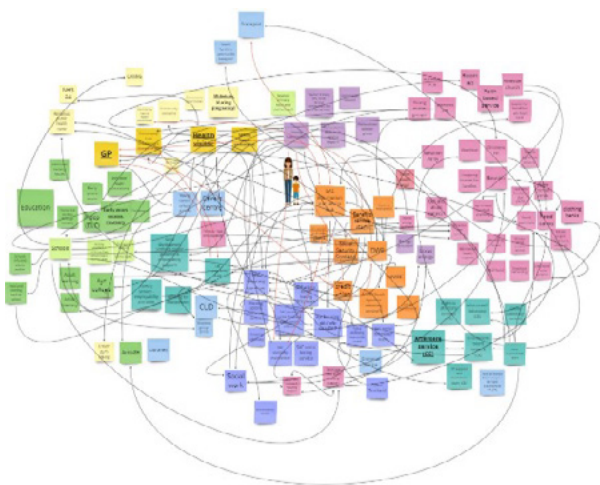
Overview and Aims



Public Health Scotland facilitated a multi agency workshop/mapping exercise in October 2023, several stakeholders were invited along to participate in a ‘Understanding the system’ workshop. The purpose of this workshop was to gather all the key services that support low-income families in South Ayrshire together to map the local system, knowledge, and data available within it. It provided a unique opportunity for all services to come together, share insights, learn from each other, build relationships, and help shape what the local priorities and action might look like.

The workshop was based around a fictional family of Clare and Jake, a lone parent with a three-year-old child. Clare and Jake were used throughout the session to consider how they make their way through and between local services and to understand the services they might need. Clare and Jake’s story was informed by lived experience.

During the workshop information was gathered from the discussions that took place. The service map below creates a visual picture of how the journey currently looks for Clare and Jake as they enter services and navigate their way. The map below shows the complexity of the systems that Clare and Jake would encounter on their journey.



Organisations involved across the workshops:

- Community Planning Partnership: Public Health Scotland, Voluntary Action South Ayrshire, Skills Development Scotland, NHS Ayrshire and Arran (Health Improvement), Health and Social Care Partnership – Childrens Health Care, Jobcentre Plus
- South Ayrshire Council: Corporate Planning & Performance, Community Planning and Equalities, Thriving Communities – including Employability & Skills and Information & Advice Hub, Children & Families, Revenue & Benefits, Housing, Childrens Services Planning and Performance Ayrshire Housing, South Ayrshire Community Transport, Children’s 1st

A core group was established including several of the services above and met on a weekly basis to discuss progress throughout the process.



Additional engagement has taken place with Ayr United Football Academy to learn about the Scottish Government funded initiative around childcare that AUFA lead on in South Ayrshire. Appendix 1 provides an overview.

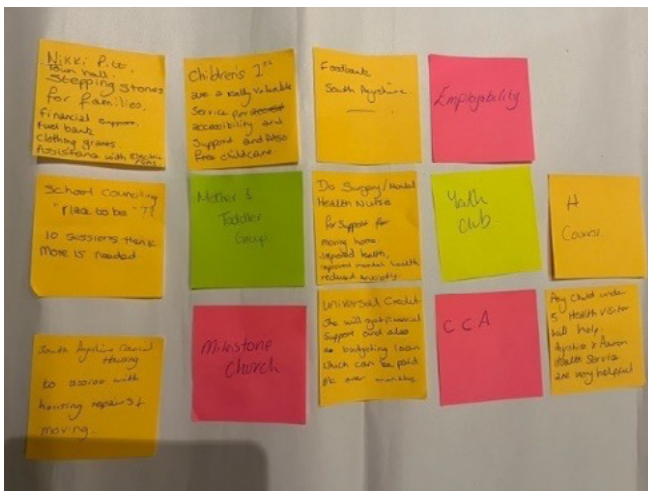
Engaging with Families

At the beginning of 2024, Public Health Scotland along with the CPP facilitated two 'Lived Experience' workshops with low-income parents and carers in South Ayrshire. The first workshop was hosted in an urban area of Ayr, representing an area of high deprivation receiving intensive resources. The second workshop was in a rural village in the south, 11 miles from the nearest town.

The purpose of the workshops was to help inform the development of the Child Poverty strategy in South Ayrshire by understanding local families' experiences and thoughts on the current system of support and their priorities. The experiences of the two areas were very different.

Rural:

Four parents/carers participated in the workshop which was mostly comprised of priority family groups who had lived in the village for a significant period. The group reported that there were no lone parent households in the village. There was a sense the people enjoyed where they lived. Below is the map of services from the rural group:



Key points:

- strong sense of community support, spirit, empowerment, and resilience
- strong focus on the health and wellbeing of the children and young people
- limited knowledge of services available in South Ayrshire to support families

Key Challenges:

- public transport and this was main priority area of action

Urban:

Seven parent/carers participated in the workshop who were in one or more of the priority family groups. One parent/carer said they generally liked living in the area due to its location to the town centre and shops, the remaining did not speak so favourably.

The group mapped a wide range of services that would support the example pen portrait of Clare and Jake and from their knowledge of services in the area. It demonstrates a wide knowledge of the services which was confirmed when shown the child poverty system map produced by the services with agreement, they knew most of the services.



Key points:

- access the services and their experience with the services
- distrust and conflict with services were notable
- a sense of conflict and distrust between the residents
- lacked a sense of community

Key Challenges:

- lack of childcare
- community spaces
- access to services and negative experiences

Feedback from sessions:

The feedback is useful to understand the importance of people being heard and included in planning.

Thank you- Good to be heard. No hope provided for future plans. Good to hear that there is an intent of progress getting installed. No relevant channel of communication with planning updates set up.

Felt today was good to know that you're not alone. Also very good to find out other services that you didn't know about.

Very helpful, showed respect.

Good to see someone is interested in this area - we are not forgotten about.

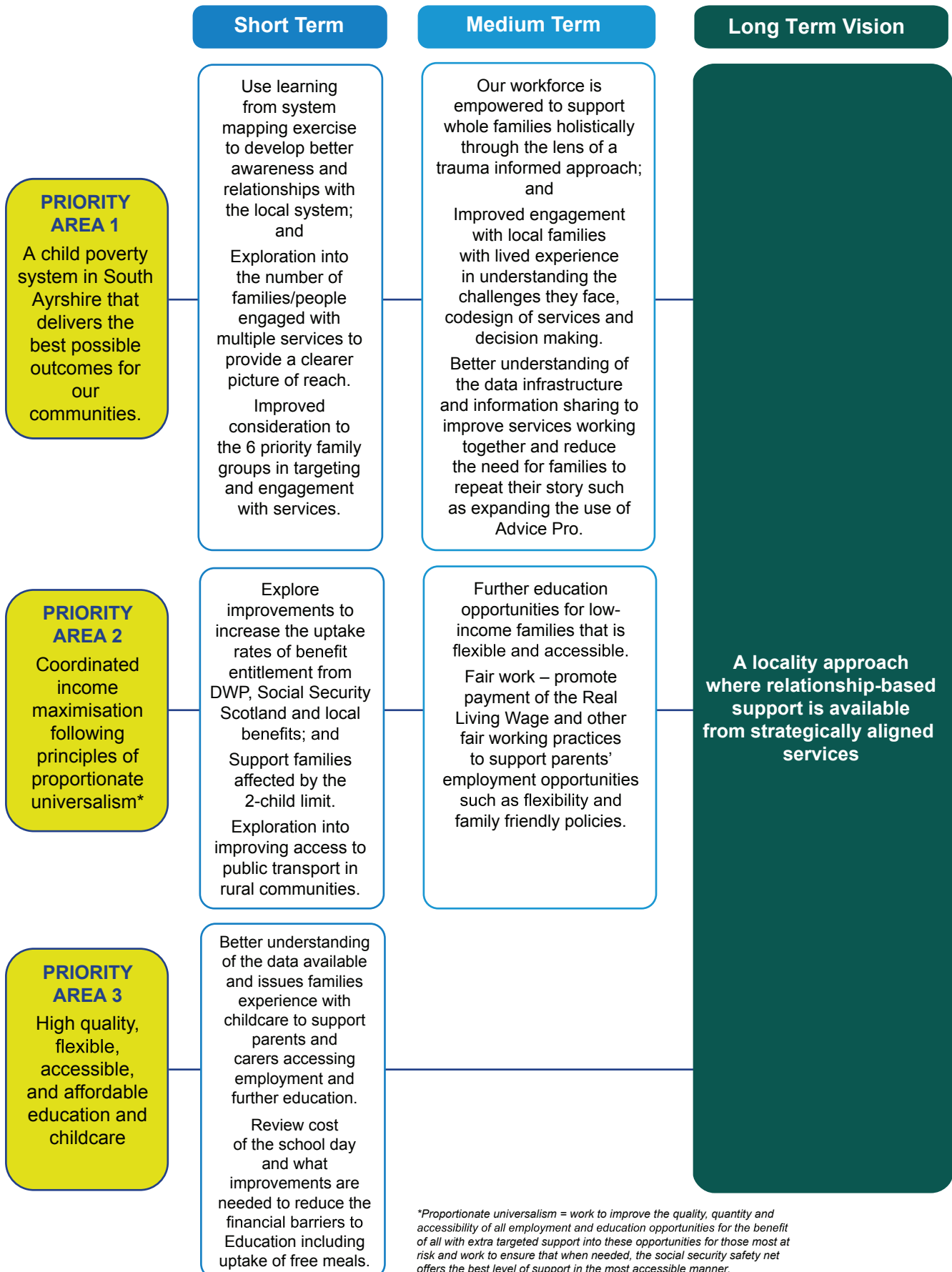
Great experience - everyone is in the same situation

Was good to get some points across about services

Developing our Priorities

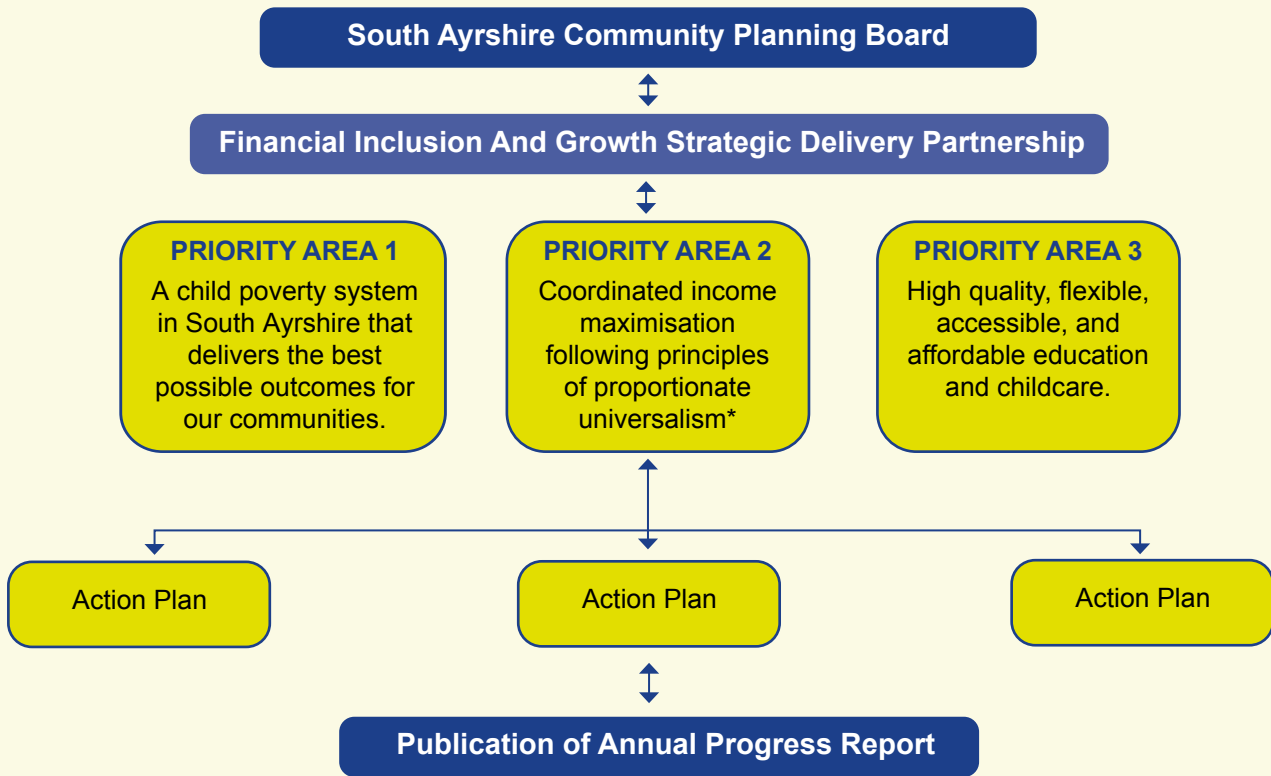
A session was held in March 2024 with wider core group to discuss outputs from previous sessions to help shape our overall priorities.

The core group reviewed the outputs from the work undertaken in the understand and assess stage and identified the emerging priorities which fed into three key areas:



**Proportionate universalism = work to improve the quality, quantity and accessibility of all employment and education opportunities for the benefit of all with extra targeted support into these opportunities for those most at risk and work to ensure that when needed, the social security safety net offers the best level of support in the most accessible manner.*

How we will deliver this strategy



In the Scottish Government’s programme for Scotland 2019-2020 it laid out a vision ‘to achieve a trauma-informed nation capable of recognising where people are affected by trauma and adversity, capable of responding in ways that prevents further harm and which supports recovery, and in ways which addresses inequalities and improves life chances’. South Ayrshire Community Planning Partnership has made the commitment to supporting the development of trauma informed systems across South Ayrshire by signing up to the National Trauma Pledge.

Equalities

South Ayrshire Council (SAC) Equality Impact Assessment process has been followed during the various stages of the CPP move to locality-based working which incorporates the development of the new Child Poverty Strategy. The completion of the Equalities Impact Assessment (EQIA) (incorporating the Fairer Scotland Duty) has been an iterative process and the EQIA has continued to be updated to reflect plans as they proceed. South Ayrshire Council has developed a new online Integrated Impact Assessment (IIA) which incorporates a range of cross-cutting themes including: Equalities and the Fairer Scotland Duty, United Nations Convention on the Rights of the Child (UNCRC); Sustainability, Climate Change and Biodiversity; Our Ageing Population; Trauma Informed Services; Health and Wellbeing, Rurality and The Promise. As part of a testing phase of the new IIA, information contained with the EQIA has been transferred onto the new system allowing the CPP to consider further strategic challenges.



The Child Poverty Strategy will report to the Financial Inclusion and Growth SDP

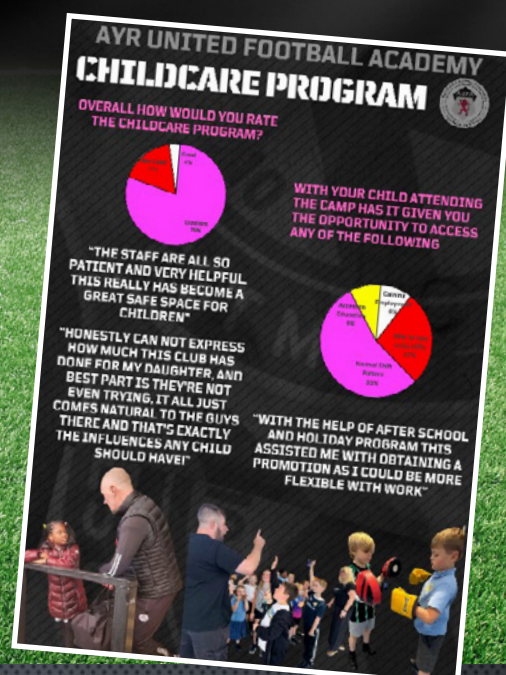
What does partnership working look like?

Appendix 1: Case Study

AUFA FA Extra Time Programme

This is a joint initiative with the Scottish Government and the Scottish Football Association which aims to support local football clubs and trusts to provide before and after school and holiday activity clubs for primary school age children from low-income backgrounds.

The purpose of the programme is to support the Scottish Government in its work to tackle child poverty by building and designing a system of accessible and affordable school age childcare which funds primary school age children from low income families.



The main objectives/expected outcomes of the Grant are:

- Delivery of an activity based childcare model that provides free or subsidised childcare places that supports families that, without it may otherwise face barriers to accessing employment, training or studying.
- The establishment of after school clubs which will run across four schools weekly during term time. After consultation with schools and parents we expect sessions to run for a minimum of two and a half hours each day. Activities will vary week to week but will be based around sport, outdoor activities and use of the school facilities. As well as being engaged in activity, each child will be supplied with a healthy and nutritional snack at each session. The after school clubs will be an extension of the school day and therefore allow parents and carers to access employment, training or study.
- The establishment of a holiday club to cater for childcare needs of families during the summer, autumn and Christmas school holidays. Children of low-income families will be eligible for free week-long sporting activities from 08:30-17:00 based at two schools and one non-school facility in Ayr and the surrounding area. Healthy and nutritional meals will be provided.
- The programme will also deliver two employability courses, each programme lasting 12 weeks with participants taking part twice each week. The programme is aimed at parents/carers gaining new qualifications, experiencing job opportunities, exercising twice per week, linking with their local job centre and ultimately providing a package that will give someone confidence to start a new career or further the career they are currently involved in.





This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
Contact Centre
0300123 0900

South Ayrshire
COMMUNITY
PLANNING
Partnership



Integrated Impact Assessment Summary Report

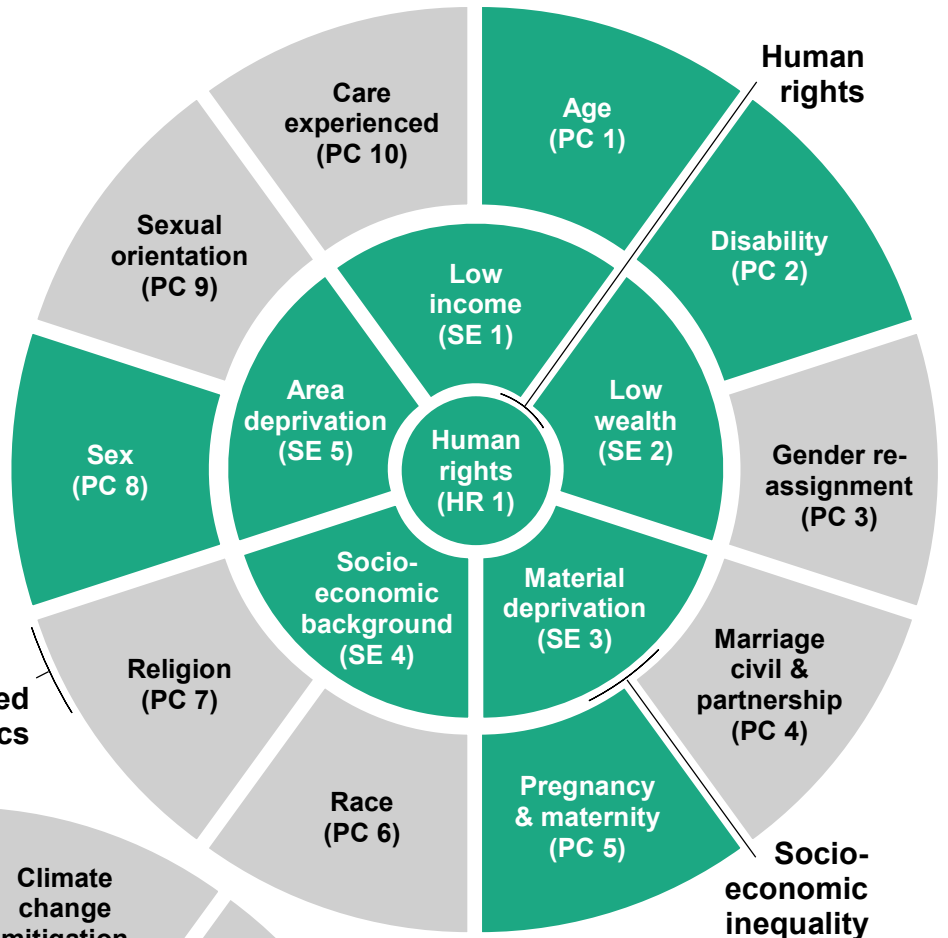
Child Poverty Strategy 2024-2029



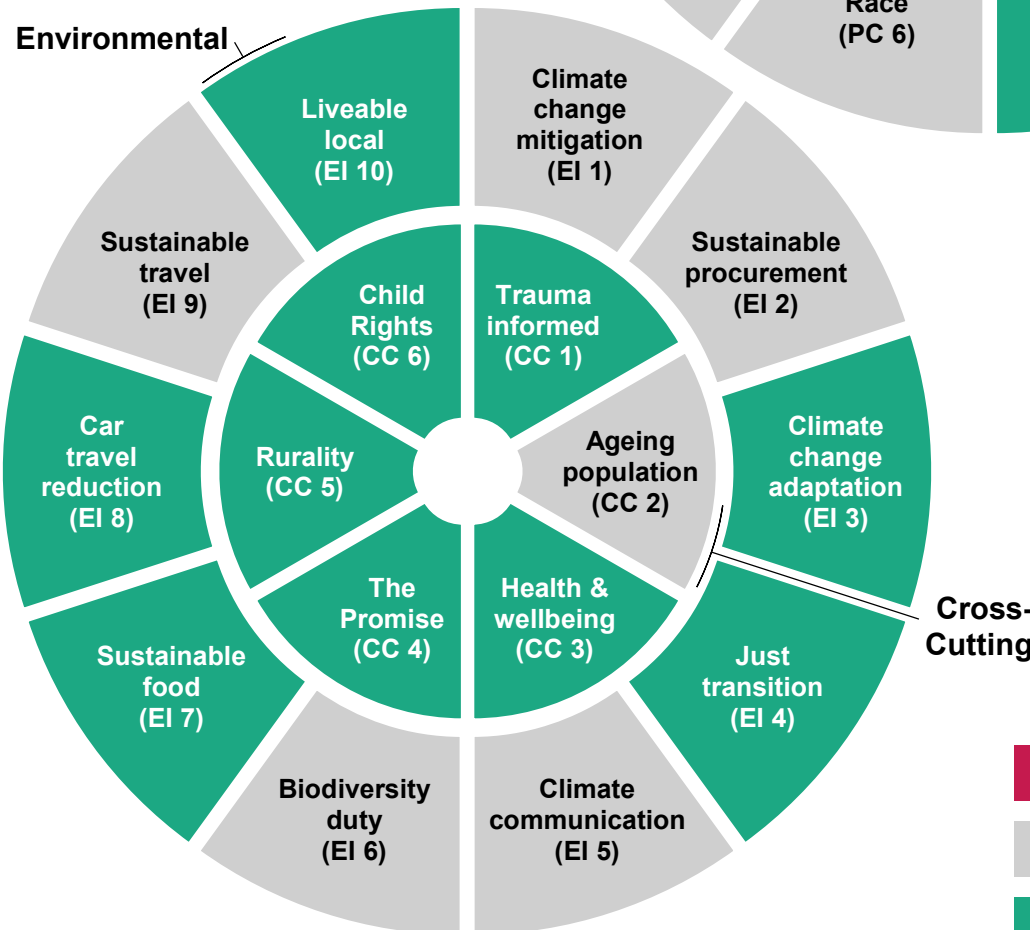
Completed by:

Elizabeth Dougall,
Senior Policy Officer Community
Planning & Equalities,
Performance, Policy &
Community Planning

Date started: 26/04/23



Protected characteristics



Environmental

Cross-Cutting

To be implemented on:

#REF!

Review date:

18/04/24

Oversight Panel:

Financial Inclusion and
Growth Strategic Delivery
Partnership

- negative impact
- no impact / not applicable
- positive impact

Public sector equality duty

Eliminating unlawful discrimination, harassment, and victimisation?

The new Child Poverty Strategy seeks to mainstream equalities in it's over arching outcomes and will ensure that any subsequent action points to not disproportionately disadvantage one community or group over another. South Ayrshire CPP is committed to eliminating discrimination and stigmatization and the structure which has been put in place will play a positive role in the contribution towards this vision, supporting our communities and citizens to grow, care and live a better life in South Ayrshire.

Advancing equality of opportunity?

The new Child Poverty Strategy is inclusive of everyone and ensure equality of opportunity to improve outcomes. In addition, the CPP has identified key areas of focus within the LOIP taking into consideration children and young people (in particular those with caring responsibilities and those who are care experienced/care leavers) and our ageing population. Poverty is a key area of focus. The CPPs seek to encourage and improve participation through our Community Planning Participation and Engagement Group which represents 'communities of interest' across South Ayrshire. Locality Planning is community led and driven and action plans will be determined by communities needs and understanding of their communities.

Fostering good relations?

The new Child Poverty Strategy is inclusive of everyone and ensure equality of opportunity to improve outcomes. In addition, the CPP has identified key areas of focus within the LOIP taking into consideration children and young people (in particular those with caring responsibilities and those who are care experienced/care leavers) and our ageing population. Poverty is a key area of focus. The CPP seeks to encourage and improve participation through our Community Planning Participation and Engagement Group which represents 'communities of interest' across South Ayrshire.

Impact code key

PC EQUALITIES: impact on protected characteristics

SE EQUALITIES: impact on socio-economic inequality

HR EQUALITIES: impact on human rights

EI ENVIRONMENTAL IMPACTS

CC CROSS-CUTTING IMPACTS

Does this proposal require a Child Rights and Wellbeing Impact Assessment (CRWIA)? **yes**

Please turn over for CRWIA detail.

Child Rights & Wellbeing Impact Assessment (CRWIA) summary

CRWIA for a non-legislative policy/measure

CRWIA title:

South Ayrshire Community Planning Partnership Child Poverty Strategy 2024-2029

Publication date:

18/04/24

Summary of policy aims and desired outcomes

The plan will focus on key drivers that impact on child poverty that have been stated within the acts delivery plan.

Executive summary

In April 23 the CPP approved work to take place to develop a new child poverty strategy for South Ayrshire, aligned to the national plan.

Background:

The new national delivery plan and changing strategic landscape presented an opportunity for South Ayrshire to refresh and realign our child poverty action plan to better reflect national and local circumstances.

Scope of the CRWIA, identifying the children and young people affected by the policy, and summarising the evidence base:

The SG identified 6 Priority family types as being at high risk of child poverty: Lone parent, Minority ethnic, Families with a disabled adult or child, Families with a younger mother (under 25, Families with a child under one, Larger families (three or more children).

Children and young people's views and experiences:

Initial lived experience workshops were held with parents/carers to capture feedback on interaction with services. As action plans develop we will extend engagement to capture views with children & young people.

Key Findings, including an assessment of the impact on children's rights, and how the measure will contribute to children's wellbeing:

The overall Child Poverty Strategy aims to improve outcomes and inequalities of children & young people.

Monitoring and review:

Annual Progress Report as part of statutory requirements as well as reporting to the Financial Inclusion & Growth SDP.

CRWIA Declaration Authorisation

Policy lead:

Elizabeth Dougall, Senior Policy Officer Community Planning & Equalities

Date:

12/04/24

Deputy Director or Equivalent:

Lyndsay McRoberts, Depute Chief Executive and Director of Education