



## Moray Poverty Action Plan

Incorporating the statutory requirements of the Child Poverty (Scotland) Act 2017 and the local implementation of *Every Child, Every Chance*

**2018 – 2021**

# Moray Poverty Action Plan

## Forward

For many people, Moray is a great place to live with relatively low unemployment, an enviable natural environment, low levels of crime and good public services. On average Moray's population experiences a good standard of living, skills and wellbeing.

However, Moray also has:

- a low wage economy and a reliance on a small number of industries, reducing economic diversity
- noticeable variation in attainment at school
- young people who leave for higher education and don't return
- less favourable outcomes in some smaller communities in Moray
- challenges in making all services accessible due to its rurality
- public sector financial constraints

MCPP therefore recognises the existence of inequality, deprivation and poverty in Moray and agreed the strategic importance of addressing these through the Local Outcomes Improvement Plan (LOIP).

In order to support this, a Poverty Strategy was developed by Fairer Moray Forum, on behalf of the Moray community Planning Partnership. While Moray Council and NHS Grampian has a legislative duty to develop a Child Poverty Action Plan, in Moray, it was agreed that, in order to address Child Poverty, an all age approach was required, which will have increasing impact and benefit as time goes on.

Information has been collated from partners across the community for the development of both the Strategy and the action plan.

Collating this, using three poverty drivers, eight strategic outcomes with twenty-six discrete actions have been developed.

### **POVERTY DRIVER – Raising income from employment**

#### STRATEGIC OUTCOME 1

Young people from lower-income families and those with Care Experience are targeted for additional support to ensure their access to higher education / further education / vocational training

#### STRATEGIC OUTCOME 2

There is employment which pays a fair wage as minimum and offers realistic sick pay, holidays and contracts

#### STRATEGIC OUTCOME 3

All looked after children and young people leaving care receive personalised support if wanted, and all services know where and how to refer them

#### STRATEGIC OUTCOME 4

Everyone can access support, training and development to gain higher paid employment

### **POVERTY DRIVER – Reducing the cost of living**

#### STRATEGIC OUTCOME 5

Children from lower-income families can access stigma-free support, including: free access to computers and books, contribution-free access to subjects (e.g. home economics), associated learning (e.g. school trips), and extra-curricular activities (e.g. school dances)

#### STRATEGIC OUTCOME 6

People with low incomes can access free or affordable childcare, credit, energy/energy efficiency, food, housing, out of school/holiday child, sanitary products and transport.

#### STRATEGIC OUTCOME 7

Eligible and vulnerable parents are supported with the additional cost of their child being in a neo natal unit.

### **POVERTY DRIVER – Increased uptake of social security**

#### STRATEGIC OUTCOME 8

Everyone is informed of their right to relevant social security benefits and signposted or referred to free financial support services

## POVERTY DRIVER - Raising income from employment

<b>STRATEGIC OUTCOME 1</b>					
<b>Young people from lower-income families and those with Care Experience are targeted for additional support to ensure their access to higher education / further education / vocational training</b>					
<b>ACTIONS</b>	<b>Who action is carried out by (lead)</b>	<b>Resources allocated</b>	<b>How impact has/will be assessed</b>	<b>Timescale for action</b>	<b>Group targeted (see key at end)</b>
1.1 PEF guidance will be reviewed and reissued to schools.	<i>Head of Schools and Curriculum, Moray Council in partnership with Northern Alliance Poverty and Attainment Lead.</i>	Government PEF funding	Annual reporting from schools showing impact.	1.1 8/2019	1-10
1.2 Schools will be supported to identify poverty related issues specific to their school and how best to address them	<i>Attainment Adviser, Scottish Government Northern Alliance Poverty and Attainment Lead</i>	NHSG Child Health (Child Poverty) Dashboard.  NHSG Children and Young People Vulnerable Data Base	NHSG Child Health (Child Poverty) Dashboard in place.  Work of Northern Alliance Poverty and Attainment Lead evidencing impact.	1.2 2021, 2025	
1.3 Awareness raising will be provided to all schools as part of their in-service days regarding Care Experience and the impact it has on learning	<i>Head of Schools and Curriculum, Moray Council</i>	C&YP Joint Strategic Needs Assessment or Interim Profile and Analysis.  CPP Area Child Poverty prevalence.  CPP Area SIMD Income Deprivation position identified and confirmed.	C&YP Joint Strategic Needs Assessment or Interim Profile and Analysis in place.  CPP Area Child Poverty prevalence identified and confirmed.  CPP Area SIMD Income Deprivation position identified and confirmed.  CPP Area Attainment Rates identified and confirmed.  CPP area(s) which have multiple poor outcomes	1.3 12/2019	

## POVERTY DRIVER - Raising income from employment

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
		<p>CPP Area Attainment Rates.</p> <p>CPP area(s) which have multiple poor outcomes.</p> <p>Clothing Grants</p>	<p>identified and confirmed.</p> <p>Uptake of Clothing Grants</p> <p>Number/% of children eligible for free school meals (P1-3)</p> <p>Uptake of free school meals (P1-3)</p> <p>Positive Destinations</p>		

## STRATEGIC OUTCOME 2

There is employment which pays a fair wage as minimum and offers realistic sick pay, holidays and contracts

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
2.1 Explore, with local employers, what support is required to enable them to offer a fair wage and contract conditions for all workers.	Fairer Moray Forum/Moray Economic Partnership		Number of employers accredited at providing real living wage (17 in Jan 2019)		1-6, 8-12

## POVERTY DRIVER - Raising income from employment

STRATEGIC OUTCOME 3					
All looked after children and young people leaving care receive personalised support if wanted, and all services know where and how to refer them					
ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
3.1 Consider how to raise the awareness of what support is available.	Corporate Parenting Strategic Group				7,8
3.2 All care experienced young people are supported with their transition into adult life	Corporate Parenting Strategic Group				1-6, 8-11

STRATEGIC OUTCOME 4					
Everyone can access support, training and development to gain higher paid employment					
ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
<p>4.1 Support, training and development will continue to be available in order for people to gain higher paid employment through the implementation of the Moray Skills Investment Plan which takes forward the key themes:</p> <ul style="list-style-type: none"> <li>• Effective Careers and information and advice</li> <li>• Supporting Key Economic Priorities</li> <li>• A responsive skills infrastructure</li> </ul>	Moray Economic Partnership		Developing the young work force , DWP, SDS statistics		1-6,8-12

**POVERTY DRIVER - Raising income from employment**

<ul style="list-style-type: none"><li>Enhancing employer engagement.</li></ul>					
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## POVERTY DRIVER - Reducing the cost of living

### STRATEGIC OUTCOME 5

Children from lower-income families can access stigma-free support, including: free access to computers and books, contribution-free access to subjects (e.g. home economics), associated learning (e.g. school trips), and extra-curricular activities (e.g. school dances)

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
5.1 Implement the Moray "Cost of the School Day" action plan	Head of Schools and Curriculum, Moray Council/ Northern Alliance poverty and Attainment Lead/ Fairer Moray Forum		Uptake of school meals matches social security figures for eligibility.  Equality across Moray re cost of school day.		1-6, 7-11

### STRATEGIC OUTCOME 6

People with low incomes can access free or affordable childcare, credit, energy/energy efficiency, food, housing, out of school/holiday child, sanitary products, transport and clothing.

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
6.1 The Early Learning and Childcare Plan will be implemented to deliver affordable, flexible and good quality childcare in Moray	ELC Team, Moray Council	Government funded	ELC plan		1-6,9-12



## POVERTY DRIVER - Reducing the cost of living

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
6.2 Explore opportunities to secure necessary funding from e.g. Carnegie UK Affordable Credit Loan Fund to develop a community based and run financial institution, in partnership with existing providers of affordable credit in Moray	Fairer Moray Forum		Funding agreement in place for community  Number of private sector businesses supported to provide an interest free loans scheme to low income households		1-12
6.3 Explore the potential to improve support to families experiencing fuel poverty including increasing targeted referral for home energy grants.	Warmer homes, REAP, SCARF, Home Energy Scotland				1-12
6.4 The Moray Food Poverty Action Plan will be implemented - with particular emphasis on developing provision for young people during school holiday periods.	<i>Moray Foodbank</i>				1-12
6.5 The Moray Housing Strategy and Plan will be implemented, following consultation, taking forward the key priorities of: <ul style="list-style-type: none"> <li>Improving access to housing of all tenures and alleviating housing need</li> <li>Preventing and alleviating homelessness</li> <li>Assisting those who require specialist housing</li> <li>Improving the condition and energy efficiency of housing and</li> </ul>	<i>Head of Housing and Property, Moray council</i>				1-12

## POVERTY DRIVER - Reducing the cost of living

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
minimising fuel poverty					
6.6 Explore opportunities to extend the provision of affordable out of school childcare /holiday care, in line with Every Child Every Chance and use the Family Information Service to promote information regarding them.	Fairer Moray Forum/ Moray Foodbank				1-11
6.7 Sanitary products will be accessible to those, on a low income, who require them.	<i>Moray Foodbank</i>  Head of Schools and Curriculum				1-11
6.8 Consider how to ensure equal access to support and services for all Moray's population regardless of where they live in Moray through the development of affordable, accessible transport scheme.	<i>Transport Steering Group</i>				1-12
6.9 Ensure those on a low income are aware of existing services, and can access appropriate clothing for their children	<i>Moray School Bank</i>  <i>Baby Bank</i>				5
6.10 Explore the possibility of developing a furniture service .	<i>Head of Housing and Property</i>				1-12

## POVERTY DRIVER - Reducing the cost of living

STRATEGIC OUTCOME 7					
Eligible and vulnerable parents are supported with the additional cost of their child being in a neo natal unit.					
ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
7.2 The Neonatal Expenses Fund will be promoted, with the aim to identify eligible and vulnerable parents so that they may be supported to spend as much time with their babies as possible, while they are receiving care within a neonatal unit.	NHS Child Poverty Group  Health and Social Care Moray Health and Wellbeing Lead	Parent information Leaflets  Claims forms  Scottish Government Website	Number/% of vulnerable parents identified eligible for Neonatal Expenses Fund.  Update of Neonatal Expenses Fund.  Cases Studies.  Client Experience	2018-2021	1-6,9

## POVERTY DRIVER - Increased uptake of social security

STRATEGIC OUTCOME 8					
Everyone is informed of their right to relevant social security benefits, and signposted or referred to free financial support services					
ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
8.1 An easily accessible information system will be developed in liaison with those with lived experience e.g. employability/financial website/crisis app to ensure both the general population and professionals who offer support are able to access the most up to date information regarding all financial matters.	Fairer Moray Forum (Maximising Income Group)  <i>Health and Social Care Moray Health and Wellbeing Lead</i>				1-12
8.2 People will be routinely advised by practitioners in relevant services of their entitlement to social security benefits, to raise awareness, and signposted or referred to free financial support services if required.	<i>Fairer Moray Forum (Maximising Income Group)</i>				1-12
8.3 The importance of attending for antenatal care will be promoted with the aim to increase the number of vulnerable mothers eligible and in receipt of Sure Start Maternity Grant	<i>NHSG Child Poverty Group</i>	Best Start Tool-kit  Client Information Leaflets  Social Security Scotland	Access to antenatal care uptake  Number/% of mothers identified eligible for Sure Start/Best Start Maternity Grant.  Uptake of Sure Start/Best Start Maternity Grant.  Case Studies		9

## POVERTY DRIVER - Increased uptake of social security

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
		Website	Client Experience		
8.4 We will continue to grow and sustain Making Every Opportunity Count (MEOC) across Moray	<i>Health and Social care Health and Wellbeing Lead</i>	On-line resources  Managers Tool-kit  Bespoke Self-check  Sign– posting information  Workforce	Number of NHSG staff trained to deliver MEOC  Partners trained to deliver MEOC  Number of MEOC conversations undertaken  Number and type of services sign-posted to  Case Studies		1-6, 9-11
8.5 We will provide more support for children and families in the very earliest years through the Universal Health Visiting Service and Family Nurse Partnership Programme	<i>NHSG Child Poverty Group</i>	Universal Health Visiting Pathway  Family Nurse Programme	Universal Health Visiting Pathway Contacts: Routine enquiry about family finances/money worries at: Pre-Birth (32-34 weeks); 11-14 Days;13-15 months; and 4-5 years (2020).  Number of HV contacts made per contact/child's age.  Number of families sign posted to		2-6, 9

## POVERTY DRIVER - Increased uptake of social security

ACTIONS	Who action is carried out by (lead)	Resources allocated	How impact has/will be assessed	Timescale for action	Group targeted (see key at end)
			financial support services (including CAB)  FNP Programme TBC		
8.6 We will promote the importance of Healthy Start with the aim to increase access to the scheme for eligible vulnerable families	NHSG Healthy Futures (Maternal and Infant Nutrition) Group	NHSG webpage  Healthy Start Application Form  Posters  Flyers  Easy read sheet for professionals	Number of families/ households eligible for Healthy Start  % Uptake of Healthy Start		1-6, 9
8.7 Financial inclusion referral pathways will be developed within Midwifery and Early Years Practice and then adapted to be suitable and available to all professionals.	NHSG Child Poverty Group  Fairer Moray Forum (Income Maximisation Group)	Pathway  Policy and procedure			1-12

## **KEY - Group(s) the action is intended to reduce poverty amongst**

<b>1</b>	<b>Lone Parents</b>	<b>7</b>	<b>Looked after children</b>
<b>2</b>	<b>Families where a member of the family is disabled</b>	<b>8</b>	<b>Care Experienced Young people</b>
<b>3</b>	<b>Families with 3 or more children</b>	<b>9</b>	<b>Pregnant women</b>
<b>4</b>	<b>Minority ethnic families</b>	<b>10</b>	<b>Families with additional challenges e.g. mental health issues</b>
<b>5</b>	<b>Families where the youngest child is under 1</b>	<b>11</b>	<b>Adults without qualifications</b>
<b>6</b>	<b>Mothers aged under 25</b>	<b>12</b>	<b>Older adults</b>

Throughout the consultation work undertaken in compiling the plan, the issue of the shame and stigma attached to poverty, and the beliefs and attitudes that still prevail, were regularly highlighted.

Further the Scottish Government are focused on addressing ACEs as a route to tackling poverty, developing approaches that are more effective at preventing ACEs in the first place.

It is recommended, therefore, that all agencies work together to develop an understanding of Adverse Childhood Experiences within their workforce, and that the Local Authority and NHS take a lead role in moving this agenda forward locally.