

OUTER HEBRIDES ANTI-POVERTY STRATEGY 2019-2024



INCORPORATING THE

LOCAL CHILD POVERTY ACTION REPORT 2019



Compàirteachas Plana
Coimhearsnachd
Innse Gall



Outer Hebrides
Community Planning
Partnership



Comhairle nan Eilean Siar



Eileanan Siar
Western Isles

Ro-innleach na h-Innse Gall an Aghaidh Bochdainn 2019-2024

a' toirt a-steach

Aithisg-gnìomh Ionadail Bochdainn Cloinne 2019

Contents

Introduction	2
What is Poverty – A Definition	3
Poverty in the Outer Hebrides - Summary	4
Poverty in the Outer Hebrides – Child Poverty Indicators	6
Strategic Context	11
Anti-Poverty Strategy - Local Priority Areas	16
Anti-Poverty Strategy - Our Guiding Principles	18
Anti-Poverty Strategy - Delivery & Monitoring	18
Appendices:	
Appendix 1 – Local Child Poverty Background Data	19
Appendix 2 – Child Poverty Action Plan – Current Actions	23
Appendix 3 – Child Poverty Action Plan - New & Future Actions	30
Appendix 4 – Child Poverty Action Plan - Longer Term Actions	36
Appendix 5 – Early Years Child Poverty Driver Diagram	40

1. Introduction

- 1.1 Through the Outer Hebrides Community Planning Partnership (OHCPP) a short-term Anti-Poverty Strategy Working Group was established in 2018 with a remit to: map existing service provision in respect to actions to address poverty, identify gaps and opportunities in service provision, and to use this information to develop a collaborative Anti-Poverty Strategy.
- 1.2 Parallel to this, the Child Poverty (Scotland) Act (2017) includes a local reporting duty, which from 2019 will require local authorities and health boards to work together to report annually on what they are doing to tackle child poverty, as detailed in the appendices to this report. This is also being addressed through the Anti-Poverty Strategy Working Group, with NHS Western Isles and Comhairle nan Eilean Siar as leads. From April 2018, the Fairer Scotland duty also requires local authorities to consider how it can reduce inequalities of outcome caused by socio-economic disadvantage whenever strategic decisions are being made.
- 1.3 To address both the needs of the CPP Anti-Poverty Strategy and the Outer Hebrides Local Child Poverty Report, it was agreed that all strategic planning to address poverty in our area would be managed within one merged document.
- 1.4 This strategy and action plan seeks to describe current aspects of poverty in the Outer Hebrides. It provides an overview of the work which OHCPP partners are taking forward work to address poverty and identifies areas where partners have identified opportunities for improved joint-working. In the OHCPP's Local Outcome Improvement Plan there is an expressed desire that part of the vision for partners in the OHCPP is to work towards, *"an increase in average household income and a reduction in poverty and health inequalities"*.
- 1.5 Over the next three years our priorities will be to tackle levels of poverty and mitigate the effects of poverty by efforts that link to three drivers of poverty set out below. These reflect what the Scottish Government have identified as the 3 main drivers of child poverty, and provide a helpful framework for identifying the factors which impact on disposable income among households and individuals:

- 1. Income from Employment**

- 2. Costs of Living**

- 3. Income from social security and benefits in kind.**

2. What is Poverty?

- 2.1 The Joseph Rowntree Foundation defines poverty as:
“when a person’s resources are well below their minimum needs, including the need to take part in society.”
- 2.2 Measuring poverty accurately is difficult due to the factors that can impact on individual circumstances. However, a commonly used definition in Scottish and UK Government Policy is that:
“someone is living in poverty when they live in a household with less than 60% of median income, adjusted for household size and type.”
- 2.3 Rates of poverty vary between different groups and there are some segments of the population that are more vulnerable than others. In Scotland, poverty is significantly highest among families with children. Mitigating the impacts of this and improving long term outcomes for these children, particularly in respect of educational attainment, is critical in addressing future levels of poverty. Within this, certain families are more at risk of poverty, such as families with a disabled child or adult, lone parents, young mothers, larger families, and/or minority ethnic families.
- 2.4 The risk of poverty is much higher among people living in workless households than those where one or more adults are in work. Paying for housing, whether rent or mortgage payments, is the single biggest cost for many households. The cost of housing therefore has a significant impact on the resources that people have left over to meet their other needs.
- 2.5 Being in work is, however, no guarantee of protection from poverty. Many families in poverty are working, the issue being the scope to access employment which offers income to meet the needs of the family.
- 2.6 While economic factors are often the primary determinant of individual or household poverty, these can also be underpinned or exacerbated by other dimensions of social inequality, such as differences in power and opportunities, as well as discrimination on the basis of gender, race, disability, age, sexuality or religion.
- 2.7 There are also complex but clear links between poverty and poor health outcomes. Health inequalities exist to varying degrees throughout Scotland. They are defined as unfair and avoidable differences in people’s health; across social groups and between different population groups (NHS Health Scotland 2015). They represent thousands of unnecessary premature deaths every year in Scotland. The gaps between those with the best and worst health and wellbeing in Scotland still persist.
- 2.8 For many people, good health is difficult to achieve due to a range of factors. Some of these are out-with their control, with experiences and deprivation in early years persisting into adulthood. Nonetheless, behaviour change interventions, aligned to local interventions and supported by policy, can impact upon population health; for example, smoking interventions. Many of these programmes operate across the whole population but, where appropriate, the scale or intensity of those actions should be proportionate to need or disadvantage.
- 2.9 Major national health reviews conducted over the last 30 years have all concluded that the greatest positive impact on health and health inequalities comes from policies which address

the wider determinants of health. These determinants include education, income, employment, transport, the environment and housing. Action is therefore required to tackle the unfair differences in people’s experience of environmental factors such as work, education and health (SG Report on HI, 2015). Significant progress on improving living conditions and energy efficiency of homes is necessary. Working in partnership is essential to influence those factors that are beyond an individual’s control, but can limit their chances of living longer, healthier lives. Individual health consequences, for example, rates of diseases including CVD, cancer and mental illness are influenced by socio-economic status (Watt. et al. 2016). Risk factors like alcohol consumption, smoking rates, low birth weight are also related to health inequalities (Gruer 2009).

3. Poverty in the Outer Hebrides

3.1 The Outer Hebrides is an economically fragile area relatively reliant on primary industries (including crofting, fishing and agriculture) as well as Harris Tweed weaving, tourism, construction and the public sector. Public Sector employment rate was 38.6% of all employment in 2015, much higher than in Scotland (24.7%) and Great Britain (18.4%).

3.2 The Scottish Centre for Regional Inclusive Growth is developing a dashboard of indicators across a range of themes which is helpful for showing differences between the Outer Hebrides in comparison to other areas. Some key indicators for the Outer Hebrides within this are shown in the table below:

Indicator	Scotland	Outer Hebrides
GVA per head, 2016 (£)	£24,876	£17,276
Employment rate (%)	73.9	80.5
% of 16-64 year olds with SCQF 7-12	42.5	42.0
All Healthy Life Expectancy at birth (ALL)	64.2	65.5
Median weekly Earnings - full-time employees (£) - 2016 (resident analysis)	£547.70	£479.80
Households in Fuel poverty 2014-2016 (% of households)	31	55.6
Children in Families with Limited Resources After Housing Costs (%)	20.4	23.2
% of LA datazones within Scotland's 15% most deprived (SIMD)	15.0	0.0
% of dwellings not “energy efficient” 2014-2016	34.0	57.9

3.3 It is worth noting that while the employment rate is higher in the Outer Hebrides, GVA and wages are noticeably lower than Scottish average, along with a higher proportion of homes in fuel poverty and which demonstrate low levels of energy efficiency.

3.4 The Outer Hebrides has the lowest population density (9 people per kilometre square) of all the local authorities in Scotland, an important consideration in the delivery of, and access to services, particularly for the most vulnerable. As shown above, the Outer Hebrides has no ‘datazones’ or geographical areas within what are defined as Scotland’s most economically deprived. The Scottish Index of Multiple Deprivation (SIMD) is used to target interventions and tackle the effects of socio-economic inequalities in communities across Scotland. However, there are difficulties in using the SIMD in rural areas. Areas such as the Outer Hebrides are sparsely populated, socially heterogeneous and less sensitive to area-based measures such as

SIMD. This can lead to a situation where households in rural areas are omitted from policy and targeting by national interventions designed to address poverty and inequalities.

3.5 Some areas of the Outer Hebrides do have much higher levels of poverty than others. The OHCPP has developed a locality planning approach for two areas in the islands which tend to perform less well than other areas in a range of outcome measures: Stornoway West and Benbecula.

3.6 In the Outer Hebrides, inequalities are more easily identifiable at an individual level than by geography, though as indicated above some communities do have poorer outcomes than others. Anecdotal evidence from front-line services is that poverty in the Outer Hebrides is increasing, with changes to benefits through Welfare Reform Legislation (and more on the way) exacerbating the situation. The Outer Hebrides now has foodbanks which are being used as people struggle to make ends meet on reduced incomes.

Cost of Living

3.7 It is important to factor in higher living costs to an understanding of poverty in the islands. Poorer households in the islands are likely to be significantly worse off financially than an equivalent earning mainland household because of the higher cost of living.

3.8 Recent research concluded that the budgets required by households to meet a minimum acceptable standard of living in remote and rural Scotland are between a tenth and a third more than in urban parts of the UK. The report also highlighted that the cost of living on the Scottish Islands was higher than any other remote rural areas on mainland Scotland and UK.¹ Island households face increased cost of living resulting from:

- higher prices for food, clothes and household goods
- considerably higher household fuel bills, influenced by climate, fuel sources and systems
- longer distances that people have to routinely travel, particularly to work

Accessibility

3.9 The nature of the geography of the Outer Hebrides can present difficulties in terms of accessing education, training and employment. Public transport can be sporadic and does not always fit in well with an individual's requirements.

3.10 In terms of childcare, there has historically been limited provision in the more peripheral areas, with accessibility, affordability and transport being major challenges. Transport is critical to improving access to employment, education and services and can also be a significant factor contributing to higher transport costs.

3.11 The provision of quality childcare services in island rural areas requires high levels of support, there are issues of availability and affordability of transport, and where there is reliance on public transport, issues of access (timetabling) to fit in with provision which is often centralised, causing barriers to employment, education or training.

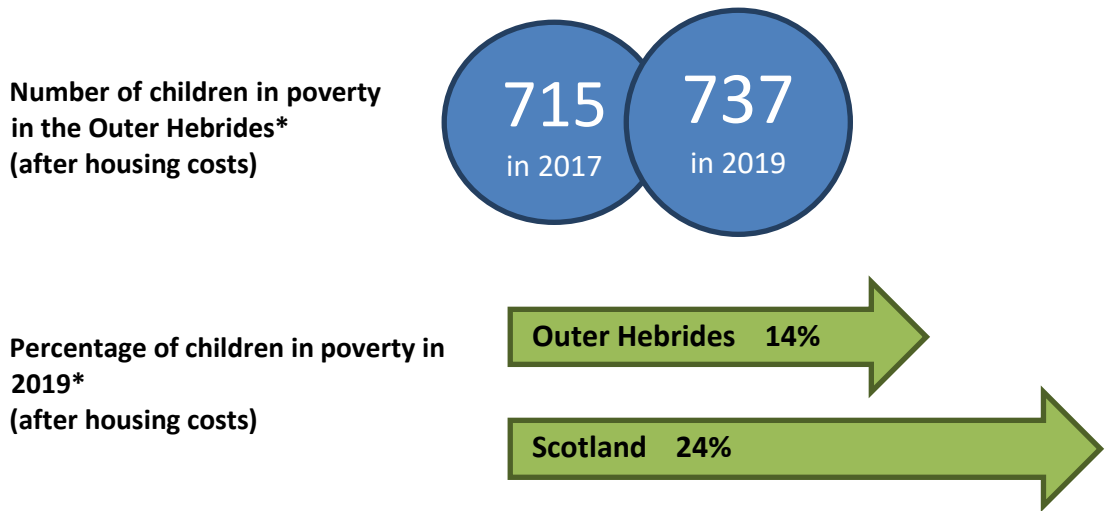
Fuel Poverty

3.13 The Outer Hebrides faces one of the highest levels of fuel poverty within the UK and there are three main elements which contribute to this: low incomes, high fuel bills and poor energy efficiency. Locally, this is exacerbated by a high population of elderly people, extreme weather conditions, many low-income families and almost one third of properties in single occupancy. In addition, the lack of mains gas, high proportion of older houses and detached houses (leading to

higher heat loss) all increase the prevalence of fuel poverty whilst also placing a burden on local health services. Almost two-thirds (62%) of households were assessed as being in fuel poverty and 26% in extreme fuel poverty with 75% of pensioner households in fuel poverty and 40% in extreme fuel poverty.

4. Poverty in the Outer Hebrides – Child Poverty Indicators

4.1 The following information provides a summary of high-level data evidencing poverty factors in the Outer Hebrides and, where possible, contextualises that with regional or national data. A full narrative about local data is provided in Appendix 1.

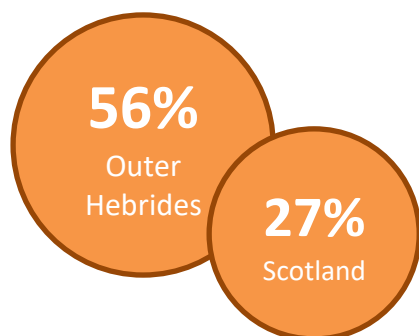


* Modelled data from www.endchildpoverty.org.uk based on demographic analysis. Does not represent direct count of children in poverty in the identified area

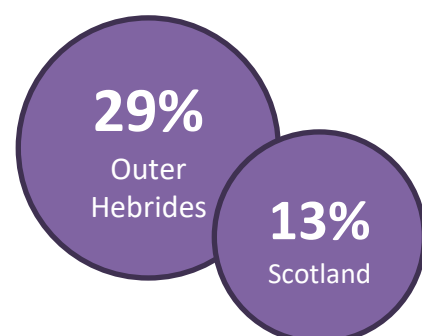
Median full-time gross weekly earnings (2018)



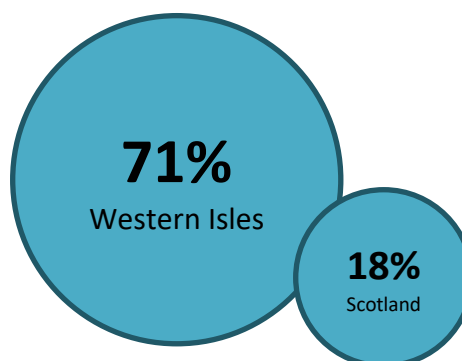
Total percentage of homes experiencing fuel poverty (2015-17)



Percentage of family homes experiencing fuel poverty (2015-17)



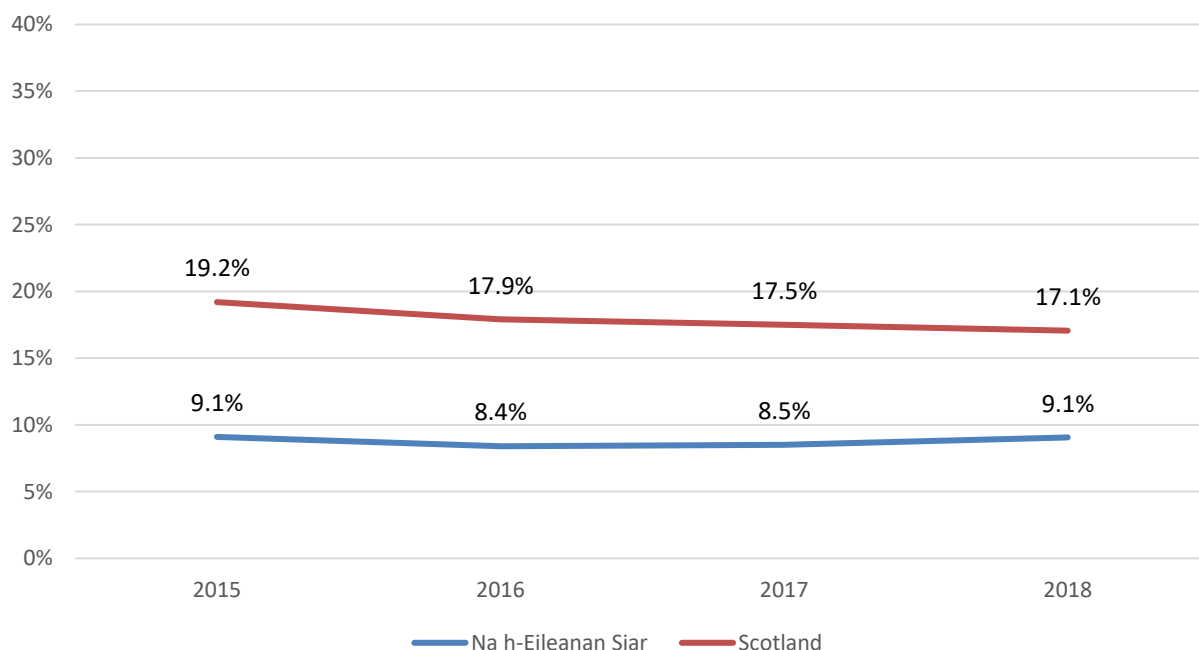
Rurality – Percentage of Children Living in Areas Classified as Rural



Free School Meals

Across Scotland, children in Primary 1-3 are universally entitled to free school meals. From P4 upwards, the entitlement is accessed through an annual application and eligibility is defined through receipt of a number of income-related state benefits. It is, therefore, considered that the uptake of free school meals in an area is an indicator of the rate of children experiencing poverty.

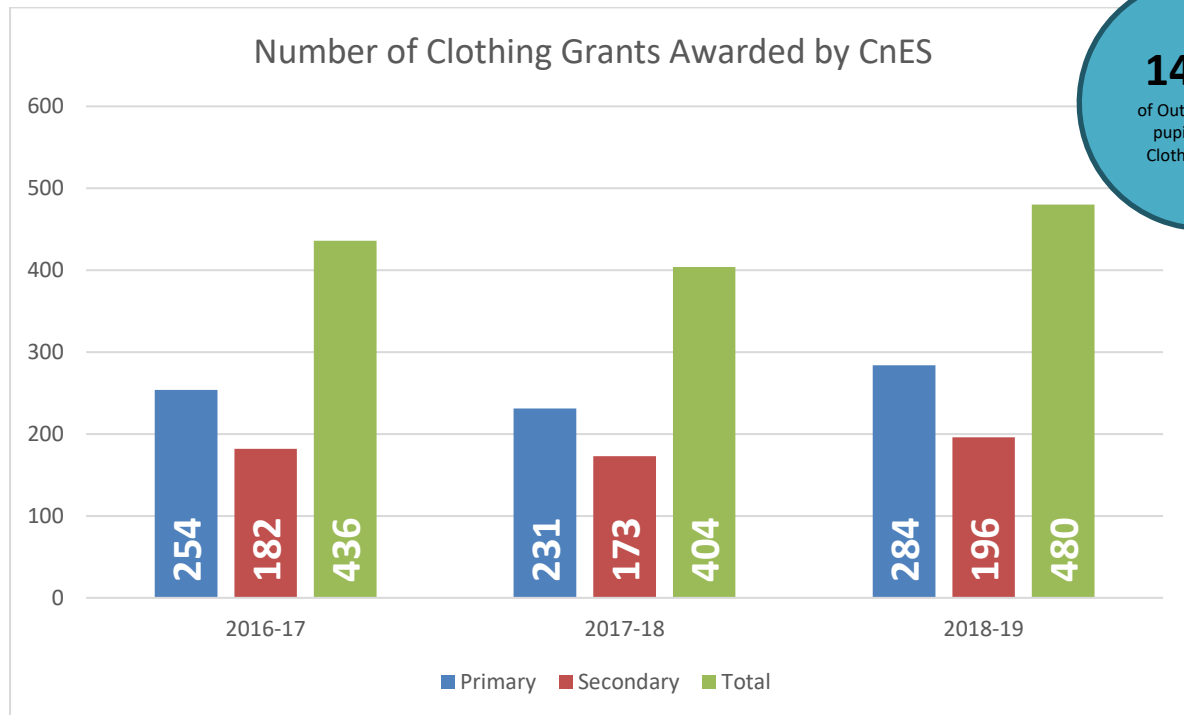
% of P4-P7 pupils registered for free school meals



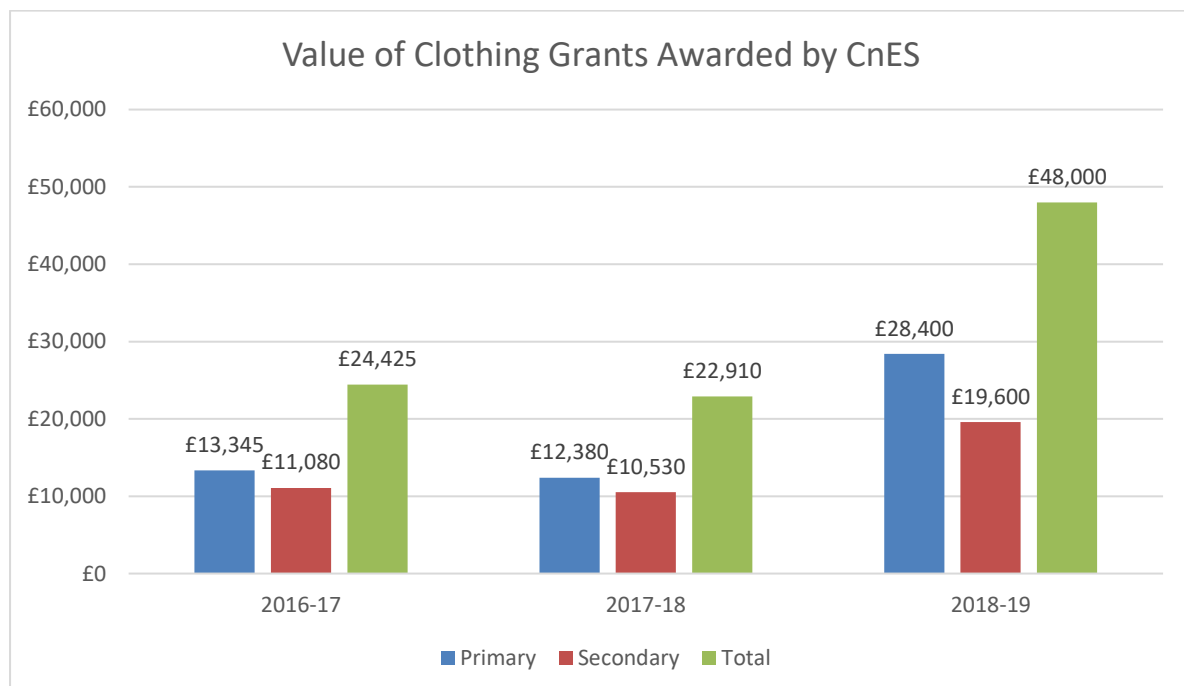
The rate of Free School Meal uptake in the Outer Hebrides has been consistently and significantly lower than the Scottish average. In 2018, 9.1% of P4-7 pupils were registered for FSM compared to 17.1% nationally. Whilst it still has value as a poverty indicator, there are factors that affect uptake in the Outer Hebrides that the action plan aspires to analyse and address.

Provision and Uptake of School Clothing Grants

At the beginning of 2018-19 session, the value of the clothing grant was increased to a universal £100 per child from the previous four-band model ranging from £50-£65. At the same time, the annual income eligibility upper threshold was increased from £16105 to £20000. This change resulted in significantly more families being eligible for clothing grants than free school meals.



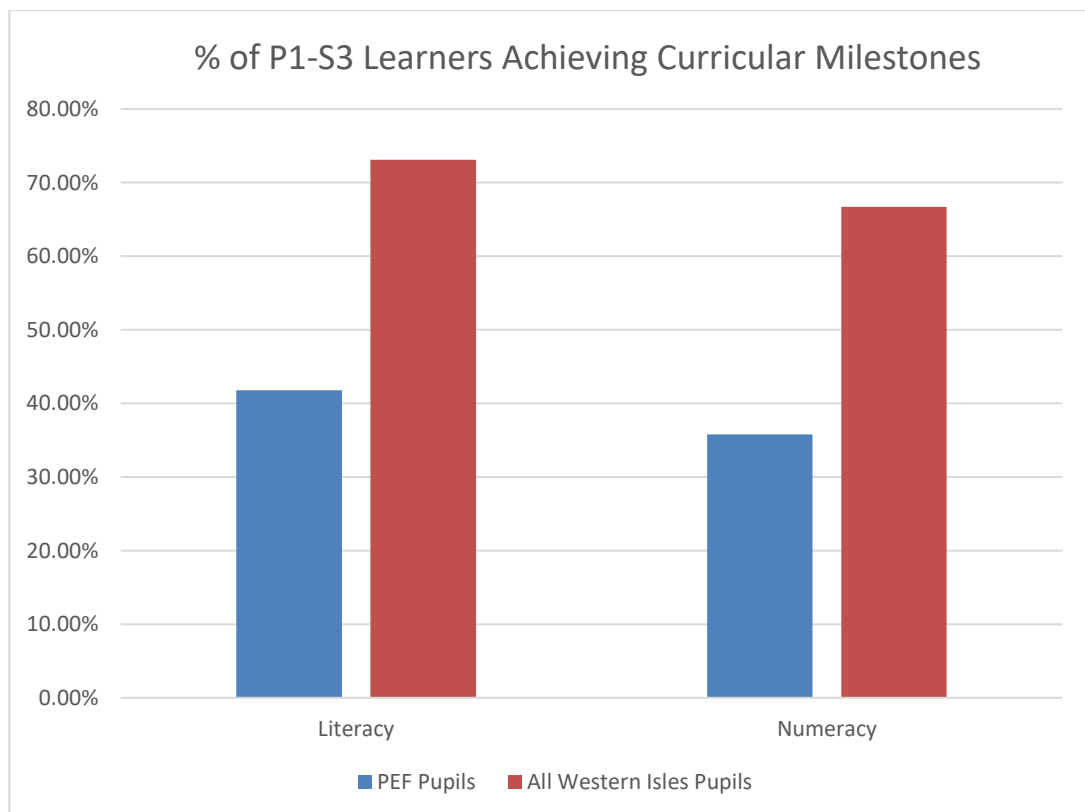
14.3%
of Outer Hebrides pupils receive Clothing Grants



Poverty-Related Attainment Gap

The poverty-related attainment gap is trackable through the administration of the Scottish Government Pupil Equity Fund (PEF). This annually-awarded fund provides a grant directly to schools based on Free School Meal entitlement. The funding must be used to support pupils identified as having a poverty-related attainment gap.

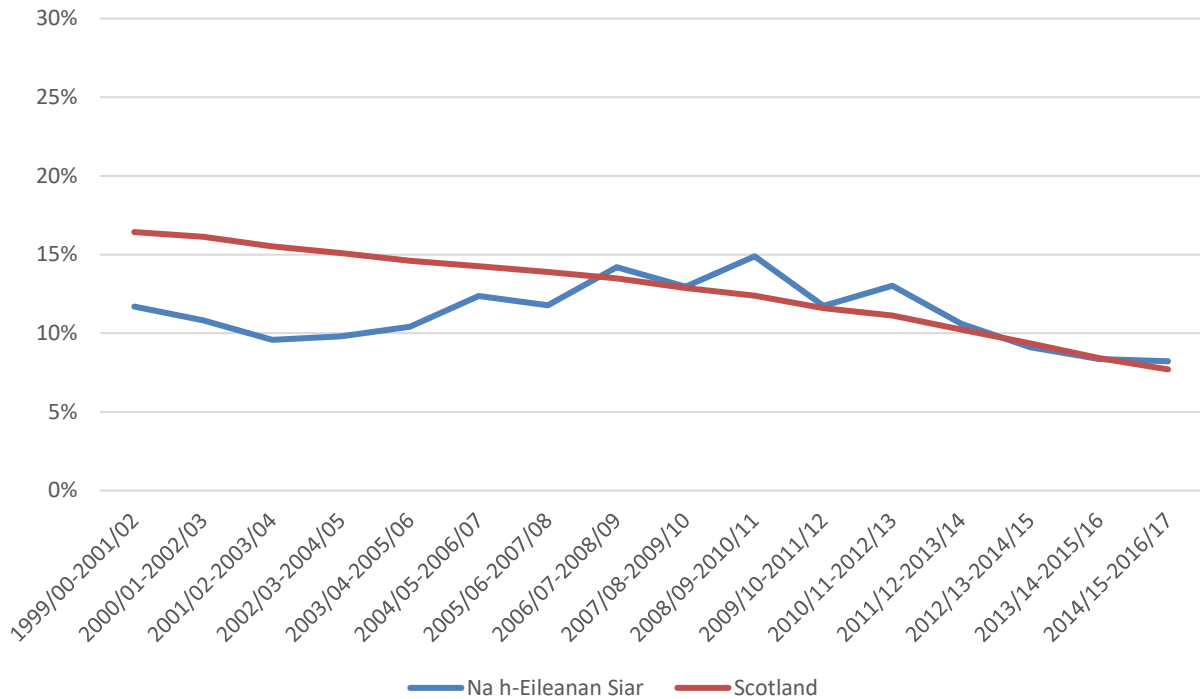
In the Outer Hebrides, 361 pupils in P1-S3 were identified as being in receipt of Pupil Equity Fund support and includes all Free School Meal registered pupils in this age group. This represents 13.4% of the pupil population. In 2018, the Outer Hebrides poverty-related attainment gap in Literacy was significant and the graph below gives an indication of the extent of that. Because the data for 'All Western Isles' includes the pupils identified to be in receipt of PEF, the true gap is greater than the graph suggests.



Health & Wellbeing Indicators

Evidence shows that children born to younger mothers, especially those aged under twenty, are more likely to be born into and remain in poverty. It is therefore important that we provide excellent support for these young mothers whilst also encouraging family spacing and delaying pregnancy until their twenties.

Age of first time mothers - 19 and under (% of all first time mothers)



Youth Mental Wellbeing

The mean Mental Wellbeing Average Score is an indicator of overall youth mental wellbeing. The higher the score, the more positive young people feel about their mental health. Mental health problems are strongly linked to health and social inequalities. A person’s position in society plays an important part in their mental health, with less advantaged people having greater experience of poor mental health.

Mental Wellbeing Average Score S2 Boys	<ul style="list-style-type: none"> • Western Isles 50.8 • Scotland 51.1
Mental Wellbeing Average Score S2 Girls	<ul style="list-style-type: none"> • Western Isles 51.2 • Scotland 49.3

5. Strategic Context

Local Outcome Improvement Plan 2017-2022

- 5.1 The Community Empowerment Act (Scotland) 2015 placed a legal duty on Community Planning partners to demonstrate that they are making a significant impact on the achievement of outcomes as a result of partnership working. In doing so, Community Planning Partnerships were required to prepare and publish a Local Outcome Improvement Plan (LOIP), by October 2017, which sets out the priority local outcomes it proposes to improve.
- 5.2 The OHCPP has set out its strategic priorities within its Local Outcome Improvement Plan (LOIP), developed following extensive public consultation throughout the islands early in 2017 using the Place Standard Tool. It states that *'Our vision for the Outer Hebrides is of a place where all people can prosper'* and that, *'As part of this vision we are committed to working towards an increase in average household income and a reduction in poverty and health inequalities.* This strategy reflects the LOIP priorities and the actions agreed by partners within the CPP.
- 5.3 The LOIP has three priorities, which are that:
1. The Outer Hebrides retains and attracts people to ensure a sustainable population.
 2. The Outer Hebrides has sustainable economic growth and all our people have access to appropriate employment opportunities.
 3. The Outer Hebrides offer attractive opportunities that improve the quality of life, wellbeing and health for all our people.
- 5.4 The LOIP contains particular areas of focus under each of these strands, a number of which are relevant to anti-poverty efforts:
- There is housing across the islands which meets the needs of all of our people and is affordable to them to heat and maintain over the life of their home.
 - The Outer Hebrides is an area of innovation and investment which secures a sustainable and vibrant job market with well-paid opportunities.
 - Support the expansion of access to childcare to enable parents to access employment, training and education
 - Communities will have access to a range of innovative transport solutions which reduce isolation and increase access to services.

The Outer Hebrides Integrated Children's Services Plan

- 5.5 The Integrated Children's Services Plan (ICSP) 2017-2020 sets out the vision for children, young people and their families in the Outer Hebrides in order to plan and deliver services that meet their needs and improve outcomes. The vision of the ICSP is for its planning partners to work together to *'get it right for all our children and young people in the Outer Hebrides'*.
- 5.6 The ICSP acknowledges that Child Poverty is an important factor to consider in terms of meeting the needs of children and young people locally. Using data available at the time of its publication, it notes that *'Issues such as fuel poverty, a limited job market, low income rates and accessibility all have a significant impact on the lives of the communities within the area. Data for 2009 collated on rural areas alone by the Office of the Chief Statistician showed that under the SIMD the Outer Hebrides was one of the most deprived rural areas in Scotland.'*
- 5.7 A number of actions in the ICSP Implementation Plans have relevance to addressing child poverty, including:

- Increasing free access to leisure facilities for vulnerable children
- Improving affordability of leisure facilities for all children
- Identification and early intervention with vulnerable parents by maternity services
- Reducing the number of parents living in poverty linked to children experiencing neglect
- Improve access to and quality of financial information and advice
- Early Years Service interventions to support families experiencing poverty

Comhairle Corporate Strategy 2017-2022

- 5.8 The Comhairle’s Corporate Strategy sets the strategic direction of the Comhairle. The Corporate Strategy has been undertaken in parallel with the development of the LOIP, and its vision is stated as: *“to work with our partners and governments to strengthen our local economy and our communities, help our young people achieve their potential and gain sustainable employment, and promote and support healthier lifestyles within safe and caring communities”*.
- 5.9 The overarching strategic priorities within the Corporate Strategy are:
- Economy and Jobs;
 - Communities and Housing;
 - Education, Skills and Training;
 - Quality of Life, Health and Wellbeing.
- 5.10 Within the Communities and Housing priority, the following actions are relevant to this strategy:
- Deliver the aims and objectives of the Outer Hebrides Local Housing Strategy.
 - Ensure that residents across the Outer Hebrides have equal access to high-quality, low-cost housing.
 - Reduce significantly fuel poverty by delivering on the Outer Hebrides Fuel Poverty Action Plan.
- 5.11 Within the Quality of Life, Wellbeing and Health priority, the following actions are relevant to this strategy:
- Implement the Early Learning and Childcare Expansion Plan in order to meet the Scottish Government’s policy aim of 1,140 free hours for every eligible child aged 2-5 years by 2021.
 - Provide additional support to childminders in rural areas to support families with easier access to affordable childcare for children under 3 years.
 - Continue to work closely with multi-agency colleagues to improve outcomes for young children.

NHS Western Isles Health Improvement Plan

- 5.12 Health inequalities remain a significant challenge, with the most deprived in our society dying earlier and having higher rates of disease, including mental illness. In order to reduce inequalities in healthy life expectancy and wellbeing generally, priorities have been identified in the Health Promotion Operational Plan (2018) where action is most needed:
- children's very early years, where inequalities may first arise and influence the rest of their lives
 - addressing the inter-generational factors that risk perpetuating health inequalities from parent to child, particularly by supporting the best possible start in life for all children in Scotland

- the high economic, social and health burden imposed by mental illness, and the corresponding requirement to improve mental wellbeing
 - the "big killer" diseases: cardiovascular disease and cancer - addressing risk factors such as inactivity, obesity and smoking, which are frequently linked to deprivation
 - alcohol and drug problems, which often link to violence and other social problems
- 5.13 In the light of these priorities, and evidence about what causes inequalities in health, we have defined key principles to drive our work. These include:
- improving the whole range of circumstances and environments that offer opportunities to improve people's life circumstances and hence their health
 - engaging individuals, families and communities most at risk of poor health in services and decisions relevant to their health
 - delivering health and other public services that are universal, but also targeted and tailored to meet the needs of those most at risk of poor health. We need to prevent problems arising in the future, as well as addressing them if they do
 - realising the goal of 'community empowerment', which requires changes in the ways that organisations and professional groups work and see their roles. It is also a goal in which many of the members of the community may not be interested, thereby requiring us to invest in sustained efforts and a range of approaches to secure community engagement
 - NHS Western Isles, where possible, puts the population at the centre of the decision making process. We aspire for people to be responsible for decisions that affect their own lives. Therefore in our ways of working we will provide mechanisms to allow these choices to be exercised – often working in conjunction with the local authority and other partnerships.

Scotland's National Outcomes & Scotland's Economic Strategy

- 5.14 The Scottish Government has set out National Outcomes describing what it wants to achieve over the next ten years, in order to *'make Scotland a better place to live and a more prosperous and successful country'*. These national outcomes include the following aspirations for Scotland's people:
- are well educated, skilled and able to contribute to society
 - have thriving and innovative businesses, with quality jobs and fair work for everyone
 - tackle poverty by sharing opportunities, wealth and power more equally
- 5.15 The concept of 'inclusive growth' is also critical to Scotland's Economic Strategy (2015). This contains the two mutually supportive goals of increasing competitiveness and tackling inequality, which are underpinned by four priorities for sustainable growth: Investment, Innovation, Inclusive Growth and Internationalisation:
- Investing in people and infrastructure in a sustainable way;
 - Fostering a culture of innovation and research and development;
 - Promoting inclusive growth and creating opportunity through a fair and inclusive jobs market and regional cohesion; and
 - Promoting Scotland on the international stage to boost our trade and investment, influence and networks.

Healthcare Quality Strategy for NHS Scotland

5.16 The Healthcare Quality Strategy for NHS Scotland makes a clear commitment to strengthening the contribution of NHS Scotland in reducing health inequalities: *'NHS Scotland is committed to understanding the needs of different communities, eliminating discrimination, reducing inequality, protecting human rights and building good relations by breaking down barriers that may be preventing people from accessing the care and services that they need.'*

The Child Poverty (Scotland) Act 2017

5.17 The Child Poverty (Scotland) Act sets out four ambitious headline targets for 2030 that establish Scotland as the only part of the UK with statutory income targets on child poverty. The Act sets out four statutory, income-based targets (all after housing costs), to be achieved by 2030:

- Less than 10% of children are in relative poverty
- Less than 5% of children are in absolute poverty
- Less than 5% of children are in combined low income and material deprivation
- Less than 5% of children are in persistent poverty

5.18 From June 2019, each local authority and health board will be required to prepare a Local Child Poverty Action Report describing the measures taken within the area to meet Scotland's child poverty targets.

5.19 The Scottish Government's first 4 year Tackling Child Poverty Delivery Plan 2018-22, "Every child, every chance" aims to support progress towards these identifies 3 drivers of poverty – employment; household costs; and social security. 15 key actions have been identified and local authorities and health boards will be involved in many of these. The Scottish Government identifies 3 main drivers of child poverty, which can be helpful in identifying what contributes to poverty in families. These are: income from employment, Costs of living and Income from social security and benefits in kind.

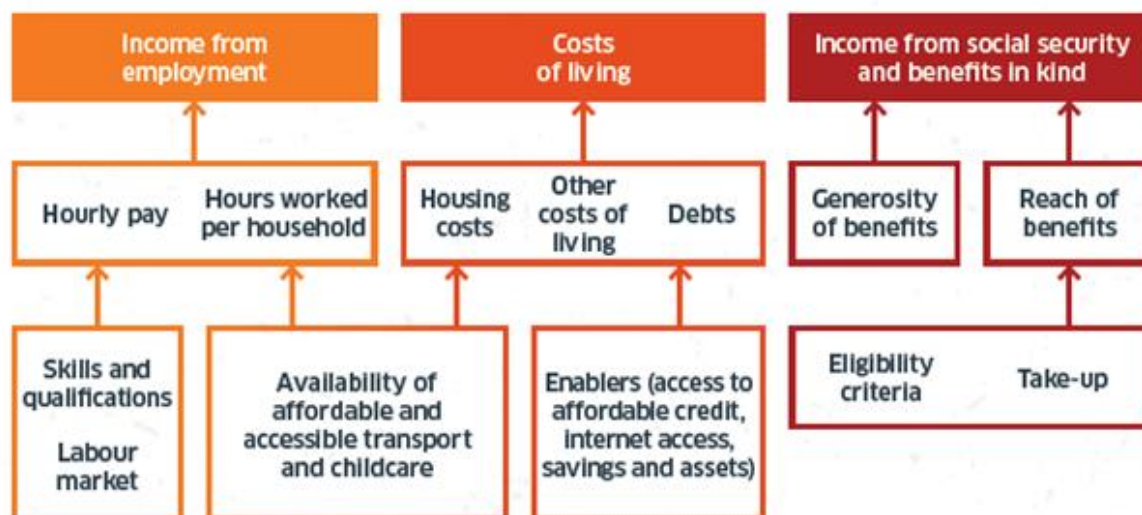


Figure 1 – National drivers of poverty and contributing factors

When documenting current and future actions in our Local Action Report we have given careful consideration to the three drivers and reference them directly in the plans included in appendices.

5.20 As well as the above drivers, national data indicates particular characteristics of families that are most at risk of experiencing poverty and there is a significant relationship between poverty and equity dimensions such as age, gender, disability and ethnicity. It is important that these characteristics inform our local planning as well as other known local factors such as degrees of rurality and language.



Figure 2 – Equality and poverty risk factors

6. Priority Areas

- 6.1 Over the next three years the priorities for the Anti-Poverty Strategy will be to tackle levels of poverty and mitigate the effects of poverty by efforts to:
1. Increase Income from Employment
 2. Reduce Costs of Living
 3. Maximise Income from social security and benefits in kind.

- 6.2 Given that a comprehensive suite of indicators is being collated through the Scottish Centre for Regional Inclusive Growth, it is proposed that those detailed in the table below, where there is a lag in the Outer Hebrides compared to the Scottish average, be used to assess high-level progress in tackling poverty in the Outer Hebrides.

Indicator	Scotland	Outer Hebrides
GVA per head, 2016 (£)	£24,876	£17,276
Median weekly Earnings - full-time employees (£) - 2016 (resident analysis)	£547.70	£479.80
Households in Fuel poverty 2014-2016 (% of households)	31	55.6
Children in Families with Limited Resources After Housing Costs (%)	20.4	23.2
% of dwellings not "energy efficient" 2014-2016	34.0	57.9

- 6.3 Poverty is multi-faceted. Many of the contributory factors are inter-dependent and cannot be addressed in isolation. Aspects of living in the Outer Hebrides can interact to increase the cost of living, income poverty and fuel poverty as well as reducing economic activity. The strategy focuses on activities that increase household income be this through income through work or benefits (direct or indirect). This recognises that poverty is an issue both for people in and out of work. Improving housing stock is an essential tool in overcoming poverty and child poverty in that it achieves three things. Firstly, it reduces running costs and therefore increases disposable income. Secondly, it creates a warmer living environment which improves quality of life and wellbeing. Finally, this helps engender a better environment at home so that reading, homework and exploration can flourish. There is a particular focus on supporting children from low income households improve life chances and close the attainment gap. This will include efforts to narrow the attainment gaps and improve early access to learning. Improved opportunities for parents to be economically active through expansion of affordable and high quality early learning, childcare and out of school care are a priority given the challenges of accessing these services in rural communities.
- 6.4 Recent joint working through the OHCPP has seen efforts to co-ordinate support for those affected by welfare reforms and facing poverty. This has included awareness raising campaigns in relation to the changes to the welfare system for both the public and frontline practitioners; delivery of a survival guide which highlights where people can access crisis support; supporting people to access food, meals and furniture when in crisis; and ensuring people have access to benefits and tenants advice and support with tribunals.
- 6.5 The OHCPP's Anti-Poverty Strategy Working Group was established in 2018 with a remit to map existing service provision in respect to actions to address poverty, identify gaps and

opportunities in service provision, and use this information to put in place an anti-poverty strategy which all OHCPP partners can sign up to in order to seek to tackle poverty in our communities. The work done through this gap analysis exercise is reflected in Appendix two and three. The appendices detail a suite of actions, either current or proposed, that will aim to address the drivers of poverty in our community. Given the links between household and child poverty, this also acts as the Child Poverty report and Action Plan framework.

¹ *A minimum income standard for remote rural Scotland: A Policy Update – Undertaken by the Centre for Research in Social Policy, Loughborough University and commissioned by Highlands and Islands Enterprise, Scottish Enterprise, Rural and Islands Housing Association Forum – Oct 2016.*

7. Our Guiding Principles

The approach of CPP partners to delivering the actions to address and mitigate levels of poverty will be underpinned by the following principles.

Respect

Treating everyone with dignity and valuing every contribution.

Resilience

Helping individuals and households to manage their own affairs and make informed choices and decisions about their lifestyle; building resilience in people and communities.

Person Focused

Tailoring services and support to the different types and places of poverty and the different needs and characteristics of all our communities and identities, acknowledging that one solution does not suit all.

Fairness

Removing barriers that prevent some people from taking part in life, socially and economically. Promoting a society in which individuals and groups are treated fairly and receive a just share of the opportunities that our region has to offer.

Sustainable

Plan our actions for the long term, in an ongoing discussion with our communities. Designing and building services, infrastructure and organisations that are affordable and accessible.

Shared

Making sure there is a joint understanding of the issues around poverty in our region and working together in partnership.

Communication

Listening to and involving our communities, understanding their experiences and using their advice.

8. Anti-Poverty Strategy - Delivery and Monitoring

It is proposed that overall responsibility for the Anti-Poverty Strategy will sit within the Outer Hebrides Community Planning Partnership (OHCPP). NHS Western Isles and CNES will work jointly to co-ordinate monitoring and yearly reporting of progress to the OHCPP. The Child Poverty Action Plan will be reported on annually to Corporate Management Team of NHS WI and CNES and forwarded to Scottish Government.

The Early Years Collaborative is a partnership between, CNES, NHS WI and the Third sector. The collaborative plans include a section on Child Poverty which links closely to the Integrated Children's Services Plan with associated multi-agency monitoring.

The Child Poverty Action Plan is designed to identify lead agency responsibility. It is important to note that many of the actions are interdependent upon each other and are implemented through close partnership working and inter-agency collaboration.

Appendix One – Outer Hebrides Child Poverty Data

Children Living in Low Income Households

- A1.1 The latest statistics for child poverty in the Outer Hebrides show that 715 children in the area are in low income households. Although overall, levels of child poverty in the Outer Hebrides are low, there is evidence of areas with a concentration of child poverty. The Scottish Government predicts that child poverty will rise as a result of UK Government cuts, primarily the benefit freeze and the two child limit on tax credits. **UPDATE for 2019 data**

Children in poverty, July-Sept 2017	Before Housing Costs		After Housing Costs	
	No. of children	%	No. of children	%
Outer Hebrides	439	9.14%	715	14.87%
Barraigh, Bhatarsaigh, Eirisgeigh agus Uibhist a Deas	50	8.66%	82	14.12%
Beinn na Foghla agus Uibhist a Tuath	42	8.39%	69	13.68%
Na Hearadh agus Ceann a Deas nan Loch	25	9.62%	41	15.63%
Sgir'Uige agus Ceann a Tuath nan Loch	67	12.82%	106	20.46%
Sgìre an Rubha	25	5.76%	42	9.52%
Steòrnabhadh a Deas	41	7.19%	67	11.80%
Steòrnabhadh a Tuath	114	14.46%	180	22.97%
Loch a Tuath	54	8.44%	88	13.76%
An Taobh Siar agus Nis	29	5.76%	48	9.48%

Source: <http://www.endchildpoverty.org.uk>

Demographics and targeting

The Socio-Economic Performance (SEP) index is based on an assessment of the four government priorities of: Wealthier/Fairer, Healthier, Safer/Stronger and Smarter, using 20 different indicators. The SEP score is an average of the scores for each of these four priorities. The lower the score the worse the performance. The worst performing areas are Barvas to Borve, North Harris & Scalpay, Goathill, Newton to Plasterfield, Loch Roag and Pairc & Kinloch.

Educational Attendance & Attainment

- A1.2 Schools in the Outer Hebrides have seen the second largest decline in rolls in Scotland with a drop of 5.65% in the period from 2011 to 2017. The Outer Hebrides has the second lowest Pupil Teacher Ratio in Scotland. Attendance shows a positive trend. The average attendance across all schools in the Outer Hebrides has shown a steady increase from 95.07% in 2013 to 95.79% in 2017. The average attendance for Primary Schools in Eilean Siar is 96.31% against a National average of 94.9%. The average attendance for Secondary Schools in Eilean Siar is 92.96% against a National average of 91.2%.
- A1.3 The Outer Hebrides has the second lowest rate of exclusions per 1,000 pupils in Scotland and features a steady decline in the number of pupils being excluded from school. In 2013, 21 pupils were excluded from schools in the Outer Hebrides and in 2016 this had reduced to

9 pupils being excluded. This also had an impact on the number of exclusion incidents, which have dropped from 25 in 2013 to 9 in 2016.

- A1.4 The Improving Attainment for All tariff scores indicate that the performance of the lowest 20% and the middle 60% of pupils in the Outer Hebrides continues to be higher than the Virtual Comparator, the Northern Alliance and national figures. The performance of the highest 20% is marginally above that of the Virtual Comparator, but below the national and Northern Alliance.
- A1.5 The Attainment versus Deprivation data indicates that Outer Hebrides learners in Deciles 4 (43 pupils), 5 (97) and 6 (102) achieved significantly more tariff points than their national counterparts. The small numbers in Deciles 3 (6) and 7 (19) scored fewer tariff points than others in the same deciles nationally. One pupil in Decile 2, scored significantly fewer points than others in the same decile
- A1.6 CAPSS (Child Assessment Prior to Starting School) gives us a snapshot regarding the development of the cohort of children about to start school each year. 262 nursery children in Eilean Siar participated in CAPSS testing before they transitioned into P1 in August 2017. This equated to 99% of those attending their Pre-School year. 52.3% of the children were assessed as 'Fully Meeting' their milestones across the areas of Social & Emotional, Physical and Speech & Language development. Only 3.8% were assessed as not meeting at least one milestone. There has been a steady increase in the percentage of children being assessed as 'Fully Meeting' all their development milestones in the period from 2015 to 2017.
- A1.7 In 2016/17 the Outer Hebrides was one of the highest achieving Authorities with 67% of participants achieving 5 or more awards at SCQF level 5. SCQF Level 6
- A1.8 In 2016/17 37% of participants from the Outer Hebrides achieved 5 or more awards at SCQF level 6. Five other local authorities performed better. Average Tariff Scores
- A1.9 In 2016/17 the Overall Average Tariff Score for the Outer Hebrides was 932.39. The Outer Hebrides outperformed the other Authorities in its LGBF Family Group in 2016/17

Pupil Profile

- A1.10 All P1 to P3 children are registered for Free School Meals. In 2018 46.6% of P1 to P7 children in the Outer Hebrides were registered for Free School Meals. This was the third lowest percentage in Scotland. The percentage of secondary pupils in the Outer Hebrides registered for Free School Meals was 7.6% in 2018. This was the sixth lowest in Scotland.4.11 In 2017, 26.3% of Primary pupils in the Outer Hebrides were identified as requiring Additional Support Needs (ASN). The Scottish average was 23.5%
- A1.11 In 2017, 37.5% of Secondary pupils in the Outer Hebrides were identified as requiring Additional Support Needs (ASN). The Scottish average was 29.3%. 49% of School Leavers with Additional Support Needs achieved a positive initial destination, outperforming both the national average, the Northern Alliance and the Virtual Comparator. The percentage achieving has dropped in the last year and the gap to the Virtual Comparator has decreased.

- A1.12 In 2017 the Outer Hebrides had a ratio of 9.64 Looked After Children per 1,000 children. The lowest ratios are in East Renfrewshire at 5.55 and Shetland at 6.67. Orkney also has a slightly lower ratio than the Outer Hebrides at 9.54.
- A1.13 In 2016 the rate per 1,000 population aged 0-15 who were on the Child Protection Register in the Outer Hebrides stood at 0.7 which was the lowest rate in Scotland. There have been no Child Protection re-registrations within 18 months over the last three years. In 2016-17 the Scottish average was 6.46%.
- A1.14 An audit of Vulnerable Person Disclosure (VPD) forms received during the period 12/10/16 to 12/10/17 highlights the main areas of concern as Alcohol/Drugs Misuse (21%), Domestic Abuse (19%) and Mental Health (15%). These three areas account for over 50% of the main area of concern.
- A1.15 The Outer Hebrides has one of the lowest rates of domestic abuse incidents per 10,000 population at 57 against a Scottish average of 109.
- A1.16 In 2017/18 the rate of referrals to the Children's Reporter per 1,000 under 16 year olds stood at 27.7 in the Outer Hebrides. This rate had been decreasing since 2011/12 until a rise in 2016/17 to 27.2. It remains higher than Orkney, Shetland, and the Scottish average. 5.08% of the 0-4 population of the Outer Hebrides were referred against a Scottish average of 2.97%. A higher percentage of children under the age of one in the Outer Hebrides are referred in comparison to both the Scottish average and the other Island Authorities. Socio-Economic Performance (SEP)

Child Health & Wellbeing

- A1.17 **Youth Mental Wellbeing:** The S2 Boys Mean Mental Wellbeing average score was 50.8, with a lowest score of 48.81 and a highest score of 52.79. The average score was below the Scottish average of 51.09. The S2 Girls Mean Mental Wellbeing average score was 51.21, with a lowest score of 49.27 and a highest score of 53.16. The Outer Hebrides S2 Girls Mean Mental Wellbeing average score was the second highest score in Scotland.
- A1.18 **Child Development 27-30 Month Review:** 86.58% of eligible children in the Outer Hebrides received a Child Development 27 – 30 Month Review in 2016/17 against a Scottish average of 89.29%. The review assesses the child's development in the following domains; Social, Emotional, Behavioural, Attention, Speech Language & Communication, Gross Motor, Fine Motor, Vision and Hearing. Of those in the Outer Hebrides receiving a review, 22% had a concern in at least one domain against a Scottish average of 17.56%. This was also greater than the percentage in both Orkney and Shetland. The percentage of those with a concern in at least one domain has dropped from 28.07% in 2013/14 to 22% in 2016/17. Although still above Orkney and Shetland the figures for these areas has increased over the same timeframe. There is a similar pattern of concerns across the domains however the percentage of concerns in the Speech, Language and Communication Domain is significantly higher in the Outer Hebrides than the Scottish average and the percentage in Orkney and Shetland.

- A1.19 **Breastfeeding:** The percentage of babies (born in the Outer Hebrides in the year ending March 2017) reported by their parent as being exclusively breastfed at 6-8 week review stands at 30.32% which is slightly above the Scottish average of 27.51%. The two highest percentages are in Orkney Islands, at 50.89%, and Shetland Islands at 41.54%. Low Birth Weight Ratio
- A1.20 **Low weight live full term singleton births (under 2500g).** The 3 year aggregate shown is for financial year ending 31 March and refers to the year of discharge from hospital. In 2015 – 2017 period the Low Birth Weight Ratio for the Outer Hebrides was 0.99% was the second lowest in Scotland. The Scottish average for 2015 - 2017 was 1.95%.
- A1.21 **Teenage Pregnancies:** The Outer Hebrides has one of the lowest rates of teenage pregnancies in Scotland with a rate of 19.81 per 1,000 females aged 15 – 19. The Scottish average is 32.73
- A1.22 **First Time Mothers 19 Or Under:** The percentage of first time mothers 19 or under (over a 3 year rolling average) is 8.22% in the Outer Hebrides for the period 2014 to 2017. This compares to a Scottish average of 7.77%. The percentage in the Shetlands Islands was 5.5% and in the Orkney Islands was 4.86%.
- A1.23 **Homelessness:** There has been a steady decline over recent years. The number of 16-24 year olds presenting as homeless has been in decline since 2013-14 when the number stood at 49 to 2017-18 where the number stands at 21 a reduction of over 57%. The percentage of 16-24 year olds presenting as homeless in relation to the overall number of households presenting homeless has also dropped each year since 2013/14 from 31.01% to 16.54%.
- A1.24 6.3% of **P1 Children in Eilean Siar were Clinically Obese & Severely Obese in 2016 / 17**, below the Scottish average of 6.7%. In 2016 79% of P1 children in the Outer Hebrides had no obvious decay experience. This was above the Scottish average of 69.4%.

Outer Hebrides Poverty Action Plan

Current Actions to Mitigate Poverty in the Outer Hebrides to April 2019

Appendix Two

Action	To be carried out by	Resources Allocated	Related Poverty Drivers	How Impact is Assessed	Target Group
Education					
Increase Free School Meal uptake through promotion and direct distribution of forms	ES&CS Resources	Existing Resources	Income from Social Security & Benefits in Kind	3% increase in uptake of FSM	Families of school-age children 5+
Increase the uptake of the universal P1-3 Free School Meal offer	ES&CS	Existing Resources	Cost of Living	95% uptake from P1-3 pupils	Families of P1-3 age children
Increase uptake of clothing grants through promotion and direct distribution of forms	ES&CS Resources	Existing Resources	Income from Social Security & Benefits in Kind	5% increase in grants distributed	Families of school-age children 5+
Growth of Modern Apprenticeship programme to grow local employment and reduce study debt for families	ES&CS Education	No additional resources	Income from employment and cost of living - debt	Increase in the number of people engaged in a local modern apprenticeship	Low-income families and all eligible young people
Delivery of Pupil Equity Fund to increase participation for low income families	Schools	£290880 in the year 2018-19	Cost of Living	Participation data from PEF measures (Leuven Scale)	Families of children in receipt of PEF
Provision of holiday meals and activity programme via Pupil Equity Fund	Schools and CLD	£12000 PEF allocation	Cost of Living	% uptake of holiday provision and results of survey	Families of children in receipt of PEF
Provision of a Young Mothers Support Group principally aimed at vulnerable young mothers	CLD	Existing Resources	Community Engagement	% uptake and stay-on rate	Young mothers, especially those that are vulnerable
Establishment of Hotspot Intervention Teams (HIT) in two island communities with higher rates of poverty to provide resources and increase engagement	CLD	External grant funding	Community Engagement	% uptake by children and young people and stay-on rate for activities	Children and young people in the target communities
Free access to sports facilities for care-experienced young people	ES&CS Resources	Funded from current resources	Income from Social Security & Benefits in Kind	Uptake data from year one	Carers and looked-after children
Provide Funded nursery places for two-	Early Years	Existing	Cost of Living	Uptake vs expected 16%	Parents of 2yo children

year olds from low-income families	Service	Resources	Income from employment	eligibility of total no of 2 year olds each year	
Increase access to nursery provision for full day and during school holiday periods	Early Years Service	ELC Expansion Funding	Cost of living	Increase in no of nurseries offering flexible, extended hours	Parents of pre-school children
Provide early access to 1140 free hours in nursery for those living in high child poverty target areas	Early Years Service	ELC Expansion Funding	Cost of living	Increase in no of nurseries offer 1140	Parents of pre-school children
Provide free nursery lunches to those meeting eligibility criteria	Early Years Service	ELC Expansion Funding	Cost of living	Increase in uptake of free nursery lunches	Parents of pre-school children
Provide free transport to and from nursery for vulnerable families	Early Years Service	Existing Resources	Cost of living	Appropriate service provided to all referred families	Parents of pre-school children
Health					
Provide access to foodbanks through distribution of vouchers	NHS WI Midwifery	Existing Resources	Costs of living	% uptake of vouchers to foodbank	Expectant mums and babies up to the age of 6 months
Advice and leaflets on baby boxes at 24 weeks	NHS WI Midwifery	Existing Resources	Income from social security and benefits in kind	Monitoring of % uptake 100% uptake	All expectant mums throughout Outer Hebrides
Referral to CAB/Financial Inclusion for financial health check at 28 weeks or earlier.	NHS WI Midwifery NHS Health Visiting	Existing Resources	Income from social security and benefits in kind	Number of referrals made, data analysis of advice given and uptake from agencies	Expectant mums and babies up to the age of 6 months
Provide access to Best Start Grant by distributing information and contact details at 24 weeks	NHS WI Midwifery via SSS	Existing Resources	Income from social security and benefits in kind	% Increase in uptake of Best Start Grant from Social security Scotland monitoring report	Expectant mums and babies up to 6 months

Signpost families to relevant agencies for benefits advice and provide information on Best Start Grant at 24 weeks	NHS WI Health Visiting	Existing Resources	Income from social security and benefits in kind.	Number of referrals and % increase in uptake of Best Start Grants	Families with children 0-5 yrs old
Pastoral visits into the community leading to referral to services. Signpost families in need to relevant agencies	NHS WI Chaplaincy Service	Existing Resources	Income from social security and benefits in kind.	Records of patient consultations/discussions Through the Specialist Spiritual Care Patient Related Outcome Measure (PROM) Qualitative surveys on effectiveness of service.	All residents of the Outer Hebrides
Raise awareness of poverty: Provide training to 30 front line staff	NHS WI Health Promotion Dept.	Existing Resources	Costs of living Reach of benefits and take up	No of participants No of training sessions	Front-line staff throughout the Western Outer Hebrides
Produce resources relating to poverty: Survival Guide and bookmark.	NHS WI Health Promotion Dept.	Existing Resources	Costs of living Income from social security and benefits in kind	No of resources produced and distributed	All residents of Outer Hebrides
Availability and access to healthy, affordable fresh produce: <ul style="list-style-type: none"> Healthy eating on a budget workshops: run 4 workshops with a focus on adopting a healthier diet/ budgeting Community growing projects: encourage groups/communities to grow their own fresh fruit and vegetables 	NHS WI Health Promotion Dept.	Existing Resources	Costs of Living	4 workshops throughout Outer Hebrides: 2 in Lewis and Harris, 2 in Uists and Barra. 40 people are made aware of how they can budget and eat healthier	Unemployed, single parents, low income, refugees

Raise awareness of Get Heard Scotland toolkit with CPP partners in preparation for use in community.	NHS WI Health Promotion Dept..	Existing Resources	Community Engagement	4 meetings and feedback on action plan	Residents in poverty
Developed and ran pilot financial inclusion referral tool to enable all front line staff to sign-post families in need to appropriate services	NHS WI Health Promotion Dept.	Existing Resources	Income from social security and benefits in kind	Referral rates to income maximisation services	Frontline agencies
Attend Poverty Alliance Scotland meetings: participation ensures the Western Isles are represented at national level and also ensures a rural perspective is considered when lobbying Scottish Government re. issues relating to poverty	NHS WI Health Promotion Dept.	Existing Resources	Networking and policy	Rural consideration in PAS plans	OHCPP
Housing & Energy Costs					
Delivery of affordable housing through the Local Housing Strategy.	CNES	Existing Resources	Cost of Living	No. of new affordable housing units per annum.	All residents of the Outer Hebrides
Provision of housing for 2500 properties and tenants across the Western Isles.	Hebridean Housing Partnership (HHP)	Existing Resources	Costs of living – housing costs	Fuel poverty surveys Rent affordability surveys Annual return to the Scottish Housing Regulator.	All social housing tenants throughout the Outer Hebrides
Support to vulnerable tenants e.g. personal budgeting, agency referrals, basic fuel poverty advice and referrals to appropriate agency.	Hebridean Housing Partnership (HHP)	Existing Resources	Income from social security and benefits in kind – Reach of benefits and take up	Fuel poverty surveys Rent affordability surveys Annual return to the Scottish Housing Regulator.	All social housing tenants throughout the Outer Hebrides
Promotion and referral of Warmer Homes	Home Energy	Existing	Costs of living	Impact Measurement –	Fuel poor households

Scotland scheme in association with Warmworks. Delivery of free impartial energy efficiency advice to Western Isles Householders	Scotland	Resources		Number of heating and insulation measures installed.	
Offering access to Home Energy Scotland interest free loans and cashback schemes for energy efficiency measures and renewables for homeowners	Home Energy Scotland	Existing Resources	Costs of Living	Uptake of schemes	Fuel poor households, low income families, vulnerable households
Advice and information on energy supplier switching and dealing with high energy costs.	Tighean Innse Gall	Existing Resources	Costs of living.	No. switching through TIG Switch platform. % households in Fuel Poverty according to Scottish House Condition Survey.	All residents of the Outer Hebrides, particularly elderly and low income households
Private sector housing improvements	Tighean Innse Gall (TIG)	Existing Resources	Inability to afford major refurbishment	Home equity pilot – KPI outputs	Private sector households
HEEPS/ECO	Tighean Innse Gall (TIG)	Existing Resources	Poor energy efficiency of housing stock. Cost of living.	No. of measures carried out. Energy Performance Certificates assessed % households in Fuel Poverty according to Scottish House Condition Survey.	Fuel poor in the private sector households
Outreach work – Energy in Transition	Tighean Innse Gall (TIG) / The Energy Advisory Service SCIO (TEAS SCIO)	Funded to 2021	Poor energy efficiency of housing stock. Cost of living.	No. referrals for measures Savings made	Fuel poor in the private sector households
Debt alleviation	Tighean Innse Gall (TIG) Western Isles Citizens	Subject to ongoing fundraising	Low income. Cost of living	No. of debt alleviation and savings	Fuel poor in the private sector households

	Advice Service (WICAS)				
Outreach work – LED Energy Community	Tighean Innse Gall (TIG) / Point and Sandwick Development Trust (PSDT)	Funded to 2021	Low income. Cost of living	No. of households supported	700 households in the PSDT area
Outreach work – Energy Industry Initiatives	Tighean Innse Gall (TIG)	Existing resources	Low income. Cost of living and a serious medical condition	No. of households supported and no. of measures installed (predominately heating systems)	Private sector households with a cancer diagnosis
Information and energy efficiency measures in 300 households on the West side of Lewis	Galson and Carloway Trusts	Challenge Fund	Costs of living	Reduce energy costs by 30% through switching, behavioural change and energy resources	300 households in Carloway and Galson Estates
Employment					
Delivery of economic growth strategies with a focus on increasing opportunities in key sectors and increasing wage levels.	Economic Development, CNES		Income from Employment	Increase in GVA and average earnings in line with Scottish average	Business Sector
Delivery of Outer Hebrides Skills Investment Plan	Skills Development Scotland		Income from Employment	Increase in GVA and average earnings in line with Scottish average.	Colleges and Business sector
Hosting regular ‘hub’ sessions with involvement from partners who are available on the premises for instant referral	DWP	Existing resources	Income from employment Costs of living Income from social security and benefits in kind	No of referrals to agencies in ‘hub’	Partner Agencies and people in receipt of benefits

Information & Advice					
Support community groups to own, control and benefit from local renewable energy resources, control and reduce their energy costs & generate income for their communities.	Community Energy Scotland	Existing Resources	Costs of living	Energy savings/income generated by local community groups (£)	All residents of the Outer Hebrides.
Patient Advice and Support Service (PASS) Universal credit advice Financial check ups Foodbank referrals	Western Isles CAB	Existing Resources	Costs of living – debts Income from social security and benefits in kind – reach of benefits, eligibility criteria and take up.	Number of clients seen Feedback from clients Any financial gain received as a result of CAB intervention	All residents of the Outer Hebrides.
Delivery of Financial Inclusion project offering advice and information on benefits and other entitlements.	CNES	Existing Resources	Income from social security and benefits in kind	Project monitoring. No. of clients. Estimates of amounts	Clients accessing advice through Financial Inclusion Project.
Promote uptake of Credit Union Services	Hi-Scot Credit Union	Existing Resources	Cost of living - debt	Increased membership of CU	No. of credit union members in the Outer Hebrides
Independent energy advice, home visit (face-to-face) service	Tighean Innse Gall (TIG) / The Energy Advisory Service SCIO (TEAS SCIO)	CnES annual grant. European Social Fund to 2022	Extreme fuel poverty	No. referrals for measures and signposting to relevant agencies. Savings made	Fuel poor in the private sector households.

New and Future Actions to Mitigate Poverty in the Outer Hebrides

2019-20

Appendix Three

Action	To be carried out by	Resources Allocated	Related Poverty Drivers	How Impact is Assessed	Timescale	Target Group
Education - CNES Education, Skills & Children's Services						
Begin project development for the automation of payment of clothing grants via pre-determined eligibility	ES&CS Resources	£10000	Cost of living Income from Social Security & Benefits in Kind	100% successful payments for pilot group during project development	By August 2020	Target pilot group of eligible families with low income
Develop policy for the credit of unclaimed FSM funds due to absence or other reasons.	ES&CS Resources	Resources to be allocated based on modelling of data	Cost of living Income from Social Security & Benefits in Kind	Payment of full entitlement of FSM to all eligible families	By August 2020	FSM registered families
Further expansion of Modern Apprenticeship programme to grow local employment and reduce study debt for families	ES&CS Education	No additional resources	Income from employment and cost of living - debt	5% increase in the number of people engaged in a local modern apprenticeship	December 2019	Low-income families and all eligible young people
Removal of all charges for school bus transport	ES&CS Resources	Check	Cost of living	Increase in numbers of FSM pupils using school transport	By August 2019	FSM registered families
Development and implementation of a Cost of the School Day policy with associated training. Linked to baseline survey.	ES&CS Education	No additional resources	Cost of Living	Survey indicates 10% decrease in pressures of school costs (Baseline comparison)	By December 2019	Families of school-age children
Establishment of a specific support worker post for care-experienced young people to help them to access resources and benefits	ES&CS Education	£20800 CECYP grant	Cost of living Income from Social Security & Benefits in Kind	Report by worker on engagement with CECYP.	By August 2020	Care experienced young people
Improve information for parents through nurseries re: supports/entitlements and increase	ES&CS Early Years Service	Existing resources	Income from employment – labour market.	Free nursery meal data Funded 2 year old	By December 2019	Low income families with children aged

engagement with advice services				placement data		under 5
Raise early years staff awareness of family entitlements and referral routes	ES&CS Early Years Service	Existing resources	Costs of living	Free nursery meal data Funded 2 year old placement data	By December 2019	Low income families with children aged under 5
Continue to develop flexible and increased childcare services to support working families.	ES&CS Early Years Service	ELC Expansion Funding & ESF Poverty & Social Inclusion Funding	Costs of living – availability of affordable and accessible transport and childcare.	Reporting by parents and staff of increased awareness of benefits & entitlements	By August 2020	Low income families with children aged under 5
Provide Financial support for new childminders in remote and rural areas.	ES&CS Early Years Service	Existing resources, ELC Expansion Funding & ESF Poverty & Social Inclusion Funding	Costs of living Income from social security and benefits in kind	Reporting by parents and staff of increased awareness of benefits & entitlements	By December 2019	Low income families with children aged under 5
Support for EYC projects through the Child Poverty workstream to increase referrals to Financial Inclusion Service, Babybank etc	Early Years Collaborative	Existing Resources	Income from social security and benefits in kind	Increase in referral numbers to advice services	By August 2020	Low income families with children aged under 5
Improve information sharing amongst agencies re: the variety of support available to families – through website, directory or regular meeting?	All Partner Agencies	Existing Resources	Income from social security and benefits in kind – Reach of benefits	Monitoring of range and extent of information	By August 2020	Families with low income

Health - Western Isles Health Board						
Continue to Promote Best Start Scheme	NHS WI Maternity and Health Visiting	Existing resources	Income from social security and benefits in kind – reach of benefits and take up.	Uptake of Best Start: no. of beneficiaries Meetings with Social Security Scotland	April 2020	Outer Hebrides wide
Distribution of baby boxes	NHS WI Midwifery	Existing Resources	Income from social security and benefits in kind	100 % uptake	Ongoing	Expectant mums

8 grassroots engagement workshops (GHS): work with people and communities experiencing poverty to help them to challenge poverty	NHS WI Health Promotion	Existing Resources: '5Ways' and Participatory Appraisal approaches	Costs of Living	GHS feedback forms from each session will be submitted to Poverty Alliance Scotland who will include information in annual GHS report.	By April 1 2020	Stornoway West North Uist
Budget and diet workshops	WI NHS Health promotion	Existing resources	Cost of Living	No of participants (4 'Healthy eating on a budget' workshops	April 2020	Parents
Improve access to affordable, fresh locally grown produce	WI NHS Health promotion	Existing resources	Income from employment	Establish 2 community growing projects	April 2020	Parents
Provide referral to Gluasad Comhla Fuel Poverty Project	WI NHS Health Visiting	Existing TIG resources	Cost of Living	Increased Home insulation and energy efficiency measures	April 2021	Parents of children 1-5
Implement Maternal and Infant Nutrition Plan. Increase Breastfeeding and attrition rates	WI NHS	Existing resources	Cost of living	Increased Breastfeeding rates	April 2021	New mums
Influencing policy and practice: support development of policies and practices that promote social justice and combat poverty	WI NHS	Existing Resources	Networking and policy	No. of Poverty Alliance meetings and rural/island sensitive policy	April 2021	
Housing – Hebridean Housing Partnership & CNES Housing Section						
Raising awareness of poverty issues eg. 8 Toolbox talks	Hebridean Housing Partnership	Existing resources	Costs of living	No of toolbox talks held and no of participants.	April 2020	HHP social housing areas throughout the Western Isles
Improved communication between HHP and other agencies: contributions to newsletter, Facebook, CCP meetings		Existing resources	Costs of living: Housing costs	No of CPP meetings Distribution numbers of newsletter Facebook 'hits'		HP social housing

<p><u>Future:</u> Incorporate poverty element into HHP Business Plan.</p> <p>Community Benefit Scheme – place a focus on child poverty.</p>		<p>Existing Resources</p> <p>Community Benefit Scheme - % of work costs</p>	Costs of living	HHP Business Plan has poverty embedded into it	April 2021	areas throughout the Western Isles with a particular focus on families and children
Employment – DWP, SDS.						
<p>Agency in infancy and being set up at the moment to focus on devolved benefits</p> <p>Raise awareness and encourage uptake of benefits through partnership working and Outreach surgeries</p>	Social Security Scotland	Scottish Govt. Funding	Costs of living Income from social security and benefits in kind – reach of benefits, eligibility criteria and take up	Uptake of devolved benefits No of outreach surgeries	April 2020 April 2021	Low income families throughout the Outer Hebrides
Mitigate impact of universal credit through increased access to public ICT points	Cnes WICAB DWP	Existing resources	Income from social security and benefits in kind – reach of benefits, eligibility criteria and take up	IT points available in a range of facilities throughout the Western Isles	2020	Low income families throughout the Outer Hebrides
Continue to work with all Working Age Client Group to maximise benefit entitlement and support them through their claim journey	DWP	Existing resources	Ensure people are getting the right benefit at the right time.	Feedback from Partners	On-going	All working age
Help maximise financial support by giving advice on benefit entitlement and signpost to partners e.g. DWP Home Visiting, Financial Inclusion, CAB	DWP	Existing resources	To ensure that people are receiving what they are entitled to maximise family income.	Feedback from numbers of referrals and outcomes. Uptake of Universal	On-going	People on a low income

			Eg Increase in numbers of applications of DLA for disabled children.	Credit 'Help to Claim' by CAB.		
Signpost separated parents to get impartial advice from Child Maintenance Options to make informed decision about their child maintenance arrangements.	DWP	Existing resources	Help the parent with care of the child increase family income	Feedback from clients	On-going	Single parent families
Assist partners with the uptake of their financial initiatives e.g. free school meals; school uniform grant; funded 2 year old childcare, Social Security Scotland Best Start etc.	DWP	Existing resources	Helping families on low income maximise financial assistance	Uptake from DWP referrals	On-going	Families on a low income
Partnership working by maximising the use of the "HUB" at the Jobcentre to improve communication and customers access to information e.g. Social Landlord, Energy Advice, Financial Inclusion, SDS	DWP	Existing resources	Making it easier for people on benefits access information from partner organisations	Referral and feedback from partners	On-going	People on low income/benefits.
Community Services						
<ul style="list-style-type: none"> Targeted campaigns Improved information sharing Develop communication strategy 	Western Isles CAB	Scottish Govt. and local authority funding	Costs of living Income from social security and benefits in kind – reach of benefits, eligibility criteria and take up	No of referrals to CAB No of beneficiaries	April 2020	Low income families throughout the Outer Hebrides
<u>Future:</u>						

<p>Target vulnerable families</p> <p>School inputs to raise awareness of CAB</p> <p>Offer work experience to pupils from secondary school</p> <p>Put marker re. child poverty on CAS online</p> <p>Outreach work in communities and NHS premises.</p>					By April 2021	
Extension of community energy scheme to other land trusts in the Outer hebrides	Community Land Scotland	Challenge Fund	Costs of Living	150 households	30% reduction in energy costs	150 Households
Energy efficiency outreach programmes / face-to-face independent, expert energy advice	Tighean Innse Gall (TIG) / The Energy Advisory Service SCIO (TEAS SCIO)	CnES annual grant. European Social Fund to 2022 Ongoing fundraising	Extreme fuel poverty	No. of households supported. No. of measures installed. Fuel Poverty (Targets, Definition and Strategy) (Scotland) Act reporting requirements.	Reviewed annually.	Those defined as being in extreme fuel poverty.

Proposed Long-Term Actions to Mitigate Child Poverty in the Outer Hebrides

Appendix Four

Action	To be carried out by	Resources Allocated	Related Poverty Drivers	How Impact is Assessed	Timescale	Target Group
Education - CNES Education, Skills & Children's Services						
Full implementation of automatic payment of Free School Meals, Clothing Grants and EMAs	ES&CS Resources	Costs to be confirmed	Income from social security and benefits in kind – take up	100% successful payments to all eligible applicants	August 2021	Eligible low income families
Full implementation of Cost of the School Day Policy and consider Cost of Nursery Day	ES&CS Education	Existing resources	Cost of Living – other costs	All schools implementing policy. Survey evidencing decreasing impact of costs	December 2020	All school-age learners
Increase number of schools offering breakfast clubs and create associated growth in uptake	ES&CS Education	Costs to be confirmed	Income from social security and benefits in kind – generosity	20% increase in young people accessing breakfast clubs	August 2020	Eligible low income families
Make changes to school transport structures and school closing times to maximise participation in after school events reducing effects of rurality	ES&CS Resources	Costs to be confirmed	Cost of Living – availability and affordability of transport	Increase in FSM eligible children from rural areas accessing clubs	August 2021	Eligible low income families living in rural areas of the Western Isles
Increase access to technology for FSM pupils to allow for more equitable access to digital learning	ES&CS Education	Costs to be confirmed	Cost of living - Enablers	All learners able to access digital learning as required	December 2020	Low income families with limited access to technology
Continued increase in availability of apprenticeships and local applied learning pathways linked to supported housing (low-cost mortgages etc)	ES&CS	Costs being investigated	Income from employment and cost of living - debt	5% increase in the number of people engaged in a local modern apprenticeship	August 2022	Young people seeking local employment
Consolidation of Financial Inclusion project offering advice and	Financial Inclusion	Costs being investigated	Income from social security and benefits in	Project monitoring. No. of clients.	August 2022	Clients accessing advice through Financial Inclusion Project.

information on benefits and other entitlements	Service, CNES		kind	Estimates of amounts		
Health - Western Isles Health Board						
Implementation of a Youth recruitment strategy and modern apprenticeship scheme, youth work experience opportunities	NHS WI Health Promotion and HR	Existing resources	Income from employment	Strategy in place. No. of apprenticeships. Demographic of workforce	August 2020	Youth and parent workforce
Coordination of named person provision to provide single service access for vulnerable families	NHS WI Health Visitors	Existing Resources	Costs of living and benefits	Access and referral to agencies System established, records available	August 2020	Vulnerable children
Use of Badgernet patient portal to upload local information including referral mechanisms	NHS WI Midwifery	Existing Resources	Costs of living and benefits	App updated	April 2021	All expectant mums
Explore use of Health Works for access to Occupational and other support services for employability and maintenance of work for parents in poverty	NHS WI HP and HR	Existing resources	Income from employment	Health Works strategy implemented (Scottish Offer)	August 2020	NHS employees and business sector
Implement a Database and tracking system for referrals to financial inclusion services	NHS WI	Existing Resources	Increase in social security and benefits	System in place	April 2021	Vulnerable families in receipt of benefits or assistance
Access to Laundry Provision and other estate functions	NHS WI	Existing resources	Cost of Living	Quantity and number of use	April 2021	Vulnerable families in receipt of benefits or assistance
Food vouchers or subsidised food in statutory agency canteens and food outlets. Increase local procurement.	NHS WI and CPP agencies	Existing Resources	Cost of Living	Quantity and no. of use	April 2021	Vulnerable families in receipt of benefits or assistance
Enable parents to remain physically active and able to perform at work	NHS WI HP	Existing resources	Income from Employment	No. of participants in community activity programme	April 2020	Parents

Enable parents to improve mental wellbeing and ability to maintain employment	NHS WI HP	Existing Resources	Income from Employment	No. of participants in community activity programme	April 2020	Parents
Transport links and other digital methods of attending appointments	NHS WI Digital Healthcare	Existing Resources	Cost of Living	No of journeys avoided	August 2020	Parents
Community and Partnership						
Quality Assured Local Poverty Database and Needs Assessment to inform our decisions around targeting of resources	All partners	To be identified	Information to inform decision making	Systems in place and reporting mechanism	April 2021	CPP
Early identification of ACES. A trauma informed approach by agencies	All partners	Existing resources	Safe, secure responsive adult relationships	Systems of routine enquiry, agency capacity to respond	April 2022	Vulnerable individuals and family
Ensure maximum uptake of benefits Benefits surgery based in NHS premises, i.e. hospital and GPs	Social Security Scotland	Existing resources	Income from social security	No.of surgeries, uptake from surgeries	April 2020	Eligible families
Discounted Slainte Mhaith, Active schools for vulnerable families	CNES	Existing resources	Cost of Living	No.of discounted members	April 2021	Vulnerable Families
Raise community awareness of impact of poverty	All partners	Existing resources		Training Programme, Community Awareness Programme	Ongoing programme	Community
Develop and implement new Alcohol & Drug Partnership Strategy 2020-2021 (in development)	ADP	Existing Resources	Cost of living	Includes whole family recovery system Transport vouchers	April 2020	Alcohol and Drug clients and their families
Living wage in CPP members	CPP	Existing Resources	Income from Employment	No of CPP accredited to the Living Wage Scotland Programme	April 2021	All CPP Partners
Increase community benefit	Community	Development	Cost of Living	No of families and	April 2021	Families within

schemes to families experiencing poverty for example, winter hardship funds, healthy activity and lunch programme	Energy Scotland Community Land Scotland	Board Funds		amount of benefit		Development Board areas
Improved living conditions and reduced running costs for extreme fuel poor households	Tighean Innse Gall (TIG)	HEEPS/ECO	Extreme fuel poverty	Reduction in extreme fuel poverty levels	50% reduction by 2025	Extreme fuel poor with children in households

Appendix Five

Early Years Child Poverty Driver Diagram

Aim

Primary Driver

Secondary Drivers

Change Ideas

10% increase in service support for families with children under 5 by December 2019

