



# ABERDEENSHIRE CHILD POVERTY ACTION REPORT

2023-2024

**Aberdeenshire**  
COUNCIL



## Contents

Foreword	2
Introduction	2
Drivers of Child Poverty .....	3
Strategic Connections .....	3
What We Know – Child Poverty in Aberdeenshire.....	4
What Have We Done? .....	6
Making Employability Work .....	6
Making Every Opportunity Count .....	8
Supporting the Next Generation to Thrive.....	10
Outcomes Achieved in 2023/24 .....	11
Priorities for 2024/25.....	11
<b>Appendix 1 - Aberdeenshire Child Poverty Action Plan 2022-2026.....</b>	<b>13</b>
<b>Appendix 2 - NHS Grampian – Reducing Child Poverty Across the Region.....</b>	<b>29</b>
<b>Appendix 3 – Local Child Poverty Data.....</b>	<b>Error! Bookmark not defined.</b>
<b>Appendix 4 – PAMIS Case Study: The Difference we Make .....</b>	<b>36</b>

## Foreword

Tackling Child Poverty is a priority within NHS Grampian's strategic plan; Plan for the Future. What we want is for families living in poverty to be supported to thrive and that outcomes for those living in areas of deprivation to be similar to those living in areas of affluence. NHS Grampian is committed to working with our partners in Aberdeenshire to contribute to the excellent and extensive work that is already underway, to plan future initiatives and to continue to learn from the lived experience of those family's experiencing poverty in Aberdeenshire. *Tracy Davis Child Commissioner for NHS Grampian.*

## Introduction

In Aberdeenshire a partnership approach is vital in ensuring opportunities and services are accessible and relevant resulting in positive outcomes for children, young people, and their families.

Aberdeenshire Community Planning Board set up the Tackling Poverty & Inequalities Strategic Partnership and have delegated the lead role for Child Poverty to them. Poverty is much more than just low income.

The factors that generate poverty are wide-ranging and encompass many aspects of day-to-day life such as health, housing, educational attainment, employability, and access to services. This is a multi-agency partnership consisting of key council colleagues and external partners: Aberdeenshire Voluntary Action, Education & Children Services, Economic Development, Skills Development Scotland, Health & Social Care Partnership, Housing, NHS Grampian, Aberdeenshire Alcohol and Drugs Partnership, Police Scotland and NESCOL who ensure a coordinated approach is developed.

The partnership recognises the value of local experts, ensuring a rights-based approach underpins this area of work. Partners also recognise the importance of Place and support the empowerment of children, young people, families, and their communities to not only influence/inform decisions but co-produce services to meet their needs.

This report is set out in 3 areas -

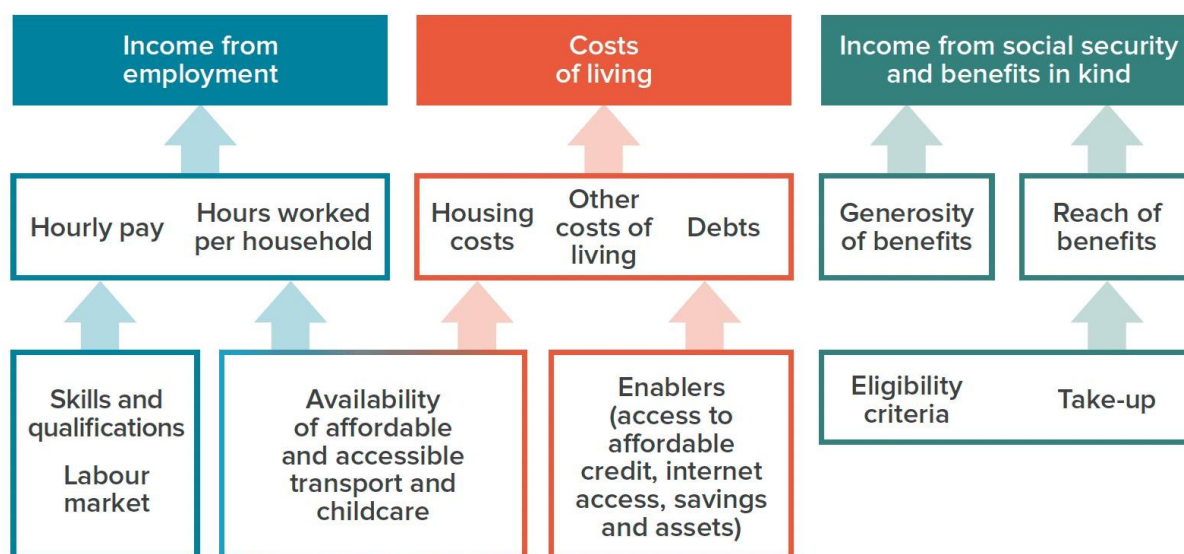
- Most recent data on child poverty and what we know in Aberdeenshire.
- Activities and Impacts from 2023/24 under three headings
  - Making Employment Work.
  - Making Every Opportunity Count.
  - Supporting the next Generation to Thrive.
- What is being planned 2024 and beyond.

## Drivers of Child Poverty

Evidence tells us that the three drivers of poverty are income from employment, cost of living, and income from social security and benefits in kind. The Scottish Government state that impacting these drivers will impact levels of child poverty, and a focus on them is strongly encouraged.

In this report, we have highlighted which driver each activity aims to address. As stated in the Local Child Poverty Action Report guidance, supporting families means taking a holistic approach; often activities carried out by partners and communities will influence more than one driver.

### Image of the Drivers of Child Poverty



[Best Start, Bright Futures: tackling child poverty delivery plan 2022 to 2026 - gov.scot \(www.gov.scot\)](https://www.gov.scot/Best-Start-Bright-Futures-tackling-child-poverty-delivery-plan-2022-to-2026)

## Strategic Connections

The Child Poverty Act came into force in February 2017, [Child Poverty Bill](#) to the Scottish Parliament, which sets out targets to reduce the number of children experiencing the effects of poverty by 2030.

The core principles of the Act are further strengthened by the:

- [Children and Young People \(Scotland\) Act](#)
- [Getting it Right for Every Child \(GIRFEC\)](#) Approach
- [Early Years Framework](#)
- [Commitment to Keeping The Promise](#)

They are all designed to ensure that children's interests and rights are placed at the centre of our policy considerations. In Aberdeenshire the Aberdeenshire Community Planning Partnership (CPP) focuses on reducing socio-economic inequality, with strategies interlinked with the Children and Young People's Services Plan, the Local Outcome Improvement Plan (LOIP) 2017-2027, and the

Child Poverty Action Plan. Coordinated across various sectors, including through 6 Local Learning Community Partnerships, this alignment indicates that the council is working collaboratively towards a more equitable society, demonstrating a comprehensive commitment to community welfare and child well-being.

The Children and Young People's Services Plan 2023-2026 in Aberdeenshire, with its five strategic priorities, reflects the council's proactive approach to addressing key areas. By focusing on mental health, support for children with additional needs, care experienced young people, whole family wellbeing, and safety in communities, the plan supports the creation of a supportive environment that fosters the wellbeing of children and young people.

Aberdeenshire's approach to planning and developing children's services is fundamentally rooted in a commitment to children's rights. This dedication becomes especially pertinent as the region anticipates the enforcement of the UNCRC Incorporation (Scotland) Bill. The strategy centres on amplifying opportunities for children and young people to claim their rights, enhancing rights awareness, and ensuring every decision reflects children's rights.

This commitment was clearly demonstrated during the consultation phase of the Children and Young People's Services Plan 2023-2026 with nearly 2,000 children, young people, and families in Aberdeenshire contributing to its development.

## What We Know – Child Poverty in Aberdeenshire

Aberdeenshire is one of Scotland's 14 rural authorities and is defined as 'mainly rural'. We are the fourth largest geographical local authority in Scotland. The economy of rural Scotland is both similar to, and tightly integrated with the economy of urban Scotland. However distinct differences, often related to distance and scarcity, remain between urban and rural economies. These differences may contribute to an even greater level of inequality particularly for low-income families. In Aberdeenshire families are living in poverty due to low wages, high living costs, lack of accessible affordable flexible childcare, affordable transport and the premium felt by those living in a remote and rural area.

Those who are not working overwhelmingly want to work, but face barriers to employment. Principally these are ill-health, transport, and childcare, but also caring responsibilities for family members. Parents worry about the impact poverty has on their children, particularly that they maybe stigmatised because of the circumstances in which they live. Young people report that they feel excluded, anxious and negatively targeted due to their families income which they feel needs to change.

Feeling stigmatised and the fear of being judged has resulted in families and young people not accessing services until they are at crisis point. Which can result in reluctance to access support in future. Not all families living in poverty live in deprived areas, however those that do have poorer outcomes than their peers in more affluent areas. A number of children and young people experiencing poverty with a level of unmet need will be living in these perceived affluent communities or rural or remote locations.

## What the Data Says

Aberdeenshire witnessed an increase in relative child poverty from 7.6% to 12.1% between 2015 and 2022. Despite an increase in relative child poverty in Aberdeenshire between 2015 and 2022, the region remains below the Scottish average. This trend, mirroring wider UK developments, requires both local and national interventions. The Scottish Child Payment is a positive step, though its effectiveness may be hindered by external pressures such as rising living costs.

Aberdeenshire recorded approximately 5,888 children living in relative poverty, representing 12.1% of its child population, up from 7.6% in 2015. This stands in contrast with the wider Scottish rate, where 20.8% of children live in relative poverty, and increase on the 14.1% rate.

Fraserburgh and District reported the highest number of children in relative poverty in 2022, with 540 children. Peterhead North and Rattray followed closely with 532, and Peterhead South and Cruden had 418. These areas have the highest numbers of child poverty figures in the context of the authority area. Understanding the root causes and implementing targeted interventions in these areas is vital for sustaining community resilience.

## Home-Start North East Aberdeenshire

Home-Start NEA supports families with children under 5 in the areas with the highest levels of child poverty – Fraserburgh, Peterhead, Banff, Rattray and Cruden. Home-Start NEA secured funding which supported 68 families with food, money to reduce their energy bills or at least not increase their fuel debt, warm clothes and items such as slow cookers.

### Case Studies

*We were able to support a family with a contribution towards rent arrears. This is a two-parent household where both parents are in employment. They have a child with significant additional support needs. Due to the difficulties within the family home and the lack of sleep both parents are getting, Dad has had to take unpaid leave to support his own physical and mental health. As he has used all his annual leave, he is not entitled to any more paid support or leave. The family, because of the decreased income, are now struggling to cover rent costs as well as other day to day financial obligations. We have been able to support by contributing towards their rent arrears which will reduce the stress the family are currently facing.*

*The heated blankets provided much more than physical warmth. One mum described how she had seen them online but couldn't afford to buy one and said now she has one it has provided an opportunity for her to snuggle with her children and they can read together and keep warm.*

Every ward in Aberdeenshire saw a concerning rise in the number of children living in relative poverty between 2015 and 2022. All but one ward reported year-over-year increases in 2022, with Banchory and Mid Deeside being the exception.

The rising child poverty in Aberdeenshire and across the UK is a deeply complex issue requiring multifaceted solutions. There's no single cause or simple fix. Tackling this challenge requires a holistic understanding of the economic, social, political, and cultural factors involved, and coordinated efforts from various stakeholders, including government, local authorities, community groups, and policymakers.

The data is only one aspect that is used to identify gaps and trends. Additional information gathered from those with lived experience highlights the complex nature of poverty and its effects on children, young people, and families, therefore those voices continue to inform services, policies and practice.

## What Have We Done?

In Aberdeenshire our approach to tackling child poverty focusses on early intervention and prevention. Tackling the root causes of poverty and building families capabilities through income maximisation, employability, and promoting positive life changes. A partnership approach is vital in ensuring opportunities and services are accessible and relevant. Preventative approaches to address child poverty by ensuring they have a rural bias is a priority for Aberdeenshire.

This agenda is complex therefore streams of work have been developed to reduce inequalities and tackle child poverty. These areas of work are led through a range of partnership groups that are linked through the Tackling Poverty & Inequalities strategic partnership. The actions and outcomes of these work streams are highlighted within the Aberdeenshire Child Poverty Action Plan (The Action Plan).

The Action Plan was developed and informed by those priority families that have lived experience and the wider partners. The actions do reflect the rural challenges and are driven by the need to improve outcomes for priority families. This plan is being delivered by a strong partnership who are committed to collectively achieve outcomes that will reduce Child Poverty across Aberdeenshire. The most up to date version can be found in **Appendix 1** of this report.

## Making Employability Work

Universal Credit		
Single Parent Households	Families with 3+ Children	Disability Entitlement
<b>811</b>	<b>4456</b>	<b>1232</b>

*Feb 2024*

No One Left Behind (NOLB) is the Scottish Employability offer and comes through the auspices of Scottish Government and is administered through the Local Authority via the Local Employability partnership. Its aim is to deliver an employability system that tackles inequality in Scotland's labour market, creating a responsive and aligned approach that helps people of all ages who face the greatest barriers to progress towards, into, and to sustain work. Within Aberdeenshire NOLB helps local people gain employment, training, or education and works with those furthest from the labour market.

The Parental Employment Support Fund (PESF) sits under the NOLB umbrella, and this money is targeted specifically at Parents to help them gain employment, upskill, retrain or move into education to better their employment opportunities.

### Six Characteristics of Parental Employment Support Fund:

- Unemployed or under employed Lone Parents.
- Unemployed or under employed parents with disabilities or children with disabilities.

- Unemployed or under employed Ethnic Minority Parents.
- Unemployed or under employed parents with 3 or more children.
- Unemployed or under employed parents aged under 25.
- Unemployed or under employed parents with the youngest child aged under 1.

Over 70% of children and young people living in poverty are within working households, with at least one adult in employment, many are in low-paid and insecure employment. Using the PESF the Employability Support Team have recruited 3 Employability Child Poverty Workers who support those who are under-employed, low-paid, on zero hours, requiring wraparound childcare to secure and sustain their employment through reducing barriers such as childcare and transport. They also have delivered a range of initiatives including a mentoring scheme to increase the number of Childminders across Aberdeenshire especially in rural and remote areas.

This scheme has attracted an additional 30 people, mostly parents, who now wish to explore becoming a Childminder. A fund is being developed that will cover the set-up costs and the transition into self-employment for those interested in this career path. Experienced Childminders will be recruited to act as mentors to ensure the sector grows-to meet the needs of those in rural and remote areas.

Over the past 12 months the Employability partners have supported 318 parents to secure and sustain their employment. Outcomes achieved by the partnership include – 184 clients entering employment, 7 entering self-employment, 1 entering a Modern Apprenticeship, 34 into Volunteering, 29 into accredited training and 36 into Further or Higher Education.

#### *Case Study*

M hadn't worked for over nine years as she had been raising her family. Her previous role was specific to the area she lived in at the time and there isn't demand for this role in Garioch. M had only worked in that one job and felt she didn't have experience to do any other job. We discussed her interests and what she would like to do for work and found that she had plenty of transferable skills.

M felt she would be well suited to a methodical, practical role and was looking for part-time work. She doesn't drive and wanted a job in her town, as it needed to fit in around her children and her partner's work hours. I found a vacancy as a Cleaner which offered flexible hours. The location was ideal as M could walk there from her house, meaning she wasn't reliant on public transport or lifts.

M didn't have much experience of applying for jobs, so I supported her with this. We had already created a CV and I suggested that we contact the employer to find out further information about the role and get a contact to send the application to. I contacted the employer and then discussed the role further with M. She felt that the role would be suitable, although she was apprehensive. I supported her to create a cover letter to send along with her CV. We discussed the role, researched the company, and practised some interview questions and answers in case she was invited for interview. Within days she had been invited for an interview and offered the role.

M is getting on well in the job and the part-time hours and flexibility suit her current circumstances.



## Childcare

One of the biggest barriers facing low-income families, especially lone parents is the lack of affordable, accessible childcare that meets the needs of working parents. The Tackling Poverty & Inequalities strategic Partnership commissioned a piece of research - **Provision of Rural Childcare Research and Model Review for Aberdeenshire**. <https://www.ouraberdeenshire.org.uk/wp-content/uploads/2024/03/TPI-ekosgen-Provision-of-Rural-Childcare-Research-and-Model-Review-Report-30-01-2024.pdf>

The research engaged with parents, schools, and the sector to identify what already existed, the gaps, barriers for working parents, and future needs. It also highlighted good practice from other areas of Scotland and beyond so lessons could be learned when developing a model that would be effective in a large rural area.

The recommendations of the research highlighted the need for the supporting and increasing the workforce, sector development to include flexible wraparound care suitable for children with additional support needs, integration of policy and strategies around this sector at a local and national level, integrate resources around this sector and increase awareness of what already exists including breakfast clubs and after school activities.

This report is being used to develop a Childcare framework which will outline options, resources and financial support for parents. The Childminders initiative has already attracted a number of lone parents who are interested in developing this as an employment option.

## Making Every Opportunity Count

### Rising Cost of Living

The rising cost of living continues to effect low income families as the price of food, fuel, and housing costs continue to rise especially in those rural communities that do not have access to good quality affordable food or have housing off the grid.

The data states that 15.9% of families reported there is a child or adult within the household that has a disability, or long-term physical or mental health issue. These households face heightened living costs especially around energy bills as a number of families cannot reduce their energy consumption as there is life giving equipment that requires being on. A high level of lived experience panel members have caring responsibilities for children who have complex needs or a disability and raised this issue and suggested a winter challenge fund to be set up for those organisations that support these families and an energy challenge fund that supports those households off the grid.

### PAMIS – Promoting A More Inclusive Society

PAMIS ensures families and those who care for people with Profound and Multiple Learning Disabilities (PMLD) gain an understanding of the importance of good postural care and its impact on their health and mortality of their relative. Across Aberdeenshire, PAMIS supports 75 families not only with ongoing support but opportunities to develop skills and knowledge and facilitate safe social spaces to allow children and young people to thrive. They have also developed resources and delivered training events to increase capacity and understanding of the barriers faced by those children, young people, and their families. One example is –

**Access to Information to Reduce Health Inequalities:** Through partnership working with NHS Grampian, PAMIS has facilitated access to tailored advice services for people with learning disabilities to ensure that people with PMLD and their family carers feel supported to access their appointments and they have a clear line of support in asking for the needed advice. A Question & Answer session around hospital appointments which took place on 12 March 2024. This session was fully booked which highlights the needs and concerns of these families. 17 families reported that this was a positive session with direct access to NHS staff who not only answered their questions but made them felt heard.

**Some things PAMIS learned in 2023:**

- Families really love getting outdoors together to explore their communities.
- It is important to families that their needs be considered before they go unmet.
- Families depend on third sector services to stay up to date with information.
- Rainy day pony rides are often a sensory joy!
- Family carers wish there was more understanding about their needs in service design and delivery.
- Health inequalities are impactful on family dynamics, finances, employment and mental health.
- Connecting with the community to learn and share knowledge is a key step to relationship building and signposting.
- “It’s hard to know where to look to find [the answer] but I know I can always reach out to PAMIS.”

Overall Outcomes from PAMIS can be found in Appendix 4

**Specialist Pathways- Access to First Stage Formula Pathway**

Over the last 2 years the number of parents presenting themselves at foodbanks asking for 1<sup>st</sup> stage baby milk has increased. Given this trend, a targeted pathway was developed in partnership with NHS Grampian, foodbanks, and the Tackling Poverty & Inequalities Money Advice Welfare Rights Team.

A number of welfare rights staff were already based within or linked to GP practices which gave them the opportunity to develop positive relationships with local Health Visitors and Community Midwives. However, those with lived experience highlighted that not all parents would engage with the council or health professionals for support as there was a fear of being judged as an unfit parent therefore any pathway had to include community partners and use inclusive language to reduce the stigma.

To increase confidence and knowledge a range of tools including crib sheets, process maps, and training sessions were delivered to front line staff and volunteers. One of the tools used was the Worried About Money leaflet that staff and volunteers used to start the difficult conversations around finances. The pathway used a cash first approach and was implemented across Aberdeenshire then the other local authorities in Grampian.

In 2023 the process and tools used to develop the pathway was shared at a national level and used to develop national guidance for this area. In 2023, 8 families were referred into the pathway by health professionals, all required additional financial support due to a delay in receiving child payments or benefits. All of the families were given funding to cover food, baby milk, electricity, and

essential items until their benefits were put in place. None have required any additional financial support.

### *Case Study*

Referral was received from the Nursery School Health Visitor. Following a discussion with the parent, it came to light that they did not have enough formula for their baby and had no funds to purchase more. Health Visitor contacted the Money Advice & Welfare Rights Officer attached to the Peterhead Medical Practice.

The client was a lone parent of 4 children. 10 year old, 7 year old, 3 year old & a baby boy.

As soon as the referral was received, the Money Advice & Welfare Rights Officer telephoned the parent, which was within a few hours.

It was confirmed during the phone call that the parent was in receipt of Child Benefit and Scottish Child Payment for all of their children. They also received Universal Credit however the parent was subjected to the benefit cap.

#### **Benefit Check - Advice Given**

Full benefit check was carried out to make sure that the parent was claiming everything they are entitled to. A Paypoint voucher was sent to the parent for £100.00, to allow them to get formula and to buy some food for the other children as well.

The £100.00 was successfully texted to the client. The client was contacted to make sure she had received the money.

#### **Next Steps**

Advised the client that as there is no ongoing work to be done, as they are in receipt of all benefits they are entitled to. The issue was the delay in receiving the benefit. The referral was closed, but they were told if they required any further assistance in the future to call to make an appointment.

## Supporting the Next Generation to Thrive.

### **Aberdeenshire Youth Rights Committee (AYRC)**

Aberdeenshire is committed to empowering local people including young people to have a voice which informs practice and encourages coproduction of services. Using a rights base approach AYRC has developed as a youth led group that represents young people across Aberdeenshire. The group explore issues that affect them and the co-produce tools and sessions that will benefit all young people. They have developed a Poverty & Inequalities workshop that has been delivered to 11 youth groups and events. They believe that through these awareness sessions generational change will happen and the stigma that they young people feel will be reduced.

Aberdeenshire Youth Rights Committee secured funding which they allocated to youth led groups that met at least one of the following priorities –

1. To empower young people of Aberdeenshire to have a voice in their community.
2. To improve mental and/or physical health in young people.
3. Put on free activities for the young people – Indoors or Outdoors. Day trips, life skill workshops, escape days, adventure activities etc.

4. To help young people express their creative side. E.g. arts & crafts, music, gardening, dancing.

The young people agreed to fund 16 projects, the total investment in 2023/24 was £12,768.20 to increase free activities. These projects benefited 478 young people across Aberdeenshire. The remainder of the funding is to be used to deliver a range of youth led events in 2024. These events will look at transport, cost of the school day, impact of stigma and the actions which can be taken at a local, shire and national level.

**The Local Voices Forum** agreed that they would fund projects that would deliver free activities and improve the health & wellbeing of children, young people, families, and the wider community. The wellbeing fund allocated £12,698 to 13 community-based groups which will support 444 children/young people, 135 families and 88 individuals.

The Youth Poverty Engagement Workers have supported 311 young people to have a voice and develop a range of opportunities. In 2024 they are focusing on increasing free activities for all young people, addressing stigma and reducing the cost of the school day.

## Outcomes Achieved in 2023/24

The Aberdeenshire Employability Partnership have supported **318** parents to secure and sustain their employment.

There are a number of workstreams that support low-income households to reduce housing costs. These are support with food, fuel, wellbeing funds, and Information & Advice services. The number of families supported to reduce their housing costs is **12,704** with a client financial gain of **£6,598,608**.

Through specialist pathways **1193** clients and their families have been supported to secure additional financial support.

**4737** children and young people being supported through the financial support available to families across Aberdeenshire.

**401** local voices have been involved in over **15** developments including focusing on transport, reducing the need for foodbanks, reducing stigma and developing tools, training and policies for a range of partners including NHS Grampian who are developing their own engagement and participation strategy.

## Priorities for 2024/25

**Co-production of Policies with Lived Experience:** There is a growing emphasis on the co-production of policies, services, and opportunities. Engaging with individuals who have firsthand experience of poverty ensures that policies are not just theoretically sound but practically effective and grounded in real-world challenges. A framework of participation is being developed with those local experts. A number of new panels will be expanded to support and develop the work around the Rural Poverty Premium and the Cash First Project.

**Enhanced Access in Rural and Remote Areas:** Aberdeenshire's diverse geography means that some residents live in rural and remote areas. Improving their access to services is critical to ensure that these services are not only reflective of local needs but are also inclusive, leaving no family unsupported. To reduce barriers for these communities and increase accessibility the recommendations from the Transport Report [Aberdeenshire-Transport-May-23-Jan-24-Final.pdf](#) ([ouraberdeenshire.org.uk](http://ouraberdeenshire.org.uk)) and the Rural Childcare model will be actioned through the Tackling Poverty & Inequalities Strategic group and the wider partnership it represents.

**Responsive Services:** Improving the use of data will ensure that services and opportunities are targeting those families from communities least heard. Data driven services will also reduce the crisis interventions as families would be accessing information & support at an earlier stage.

**Addressing Stigma:** The feedback from the local experts has identified that the reason they do not seek advice and support at an early stage is they fear being judged for being a bad parent, not being able to feed and care for their children due to them having a low income. Stigma training and tools will be developed with partners, young people, and families ensuring services become inclusive and non-stigmatising.

*“Poverty is not a choice it is a change in circumstance which you can’t control or plan for”.*  
- Local Parent.

“The word poverty stinks we need to be there for everyone no judgment” – Young Person.

## Appendix 1 - Aberdeenshire Child Poverty Action Plan 2022-2026

### Introduction

In Aberdeenshire people are living in poverty due to low wages, high living costs, lack of accessible affordable flexible childcare, affordable transport and the premium felt by those living in a remote and rural area. Preventative approaches to address children poverty ensuring they have a rural bias is a priority for this plan.

Parents worry about the impact poverty has on their children, particularly that they may be bullied because of the circumstances in which they live. They can also feel stigmatised when accessing services which can result in reluctance to access support in future. Children living in poverty frequently report feeling excluded and embarrassed, citing it as a key source of unhappiness, and worry about their parents.

This plan has been informed by and will be monitored by those priority families that have lived experience. The actions do reflect the rural challenges and are driven by the need to improve outcomes for priority families. This plan will be delivered by a strong partnership who are committed to jointly achieve outcomes that will reduce Child Poverty in Aberdeenshire.

The rural dimension of Aberdeenshire creates distinct challenges. In addressing the specific dynamics of rurality, the development of providing localised a whole family approach where partners are collocated gives a real meaning to “no wrong door”.

### **THE POLICY CONTEXT**

The Scottish Government’s Child Poverty Delivery Plan 2022 – 26 Best Start Bright Futures highlights 3 main drivers of child poverty:

- **Employment:** Income from parents’ work and earnings is insufficient to lift them from poverty.
- **Household costs:** The costs of living that households have to cover are too high.
- **Social Security:** Income from social security has been cut back significantly, particularly for families with children.

<https://www.gov.scot/publications/best-start-bright-futures-tackling-child-poverty-delivery-plan-2022-26/>

## **ABERDEENSHIRE PRINCIPLES**

Our approach to tackling Child Poverty focusses on tackling the root causes and building people's capabilities through income maximisation, employability, improving quality of life, helping families manage the impacts of poverty and promoting positive life chances. It is important the voices of those with lived experience are not just heard but their views construct future strategies and action plan as these families are key to deliver the 4 overarching goals which are highlighted in this plan. These are:

- Preventing children on the margins of poverty falling into poverty.
- Reducing the number of children living in poverty by moving those in poverty out of poverty.
- Protecting children living in poverty from its most adverse effects.
- Enabling children to live a poverty-free adult life.

The plan includes actions that in some cases contribute to more than one of the above overarching goals.

## **ABERDEENSHIRE CHILD POVERTY ACTION PLAN**

The intention of this Action Plan is to improve outcomes for all families living in poverty or at risk of living in poverty, but the key emphasis will be supporting families where the risk of children living in poverty is highest. To this end the Aberdeenshire Child Poverty Action Plan will focus on the needs of 'priority families' who are at high risk of poverty, these are:-

- lone-parent families
- a household where someone is disabled.
- families with three or more children
- minority ethnic families
- families with a child under one year old
- families where the mother is under 25 years of age.

Those in low-paid work, those who are part of marginalised communities such as Gypsy/Traveller families; people experiencing substance misuse issues and those families impacted by the criminal justice system will also be key groups that the actions set out in this action plan will support.

This Action Plan outlines a range of actions under 3 main aims –

- Making Employment Work
- Making every opportunity count
- Making the future possible for all

## **RESOURCING THE DELIVERY OF THE ACTION PLAN**

It is anticipated that some of the ambitions set out in this action plan can be met from within existing resources where changes to the way in which services are delivered can be made at no additional cost to partner organisations. At a local level funding opportunities such as Fairer Aberdeenshire Funds, LACER, ESF, UK Prosperity Fund, No one Left Behind and ADP funding will be explored where appropriate. In addition, Scottish Government's Delivery Plan highlights a range of funding opportunities which will be explored as appropriate.



Reducing Child Poverty Action Plan Update 2023/24 – Making Employment Work

Action	Performance Measure	Key Driver	Progress	Lead
Develop and deliver a range of employability programmes that supports those within priority families.	<p>The number of priority families supported into employment.</p> <p>The number of priority families supported to enhance their employability.</p>	Increase income from employment.	<p>880 individuals have been supported to enhance employment skills, out of which 225 have secured sustainable employment.</p> <p><a href="https://employmentconnect.org.uk/wp-content/uploads/2022/12/Aberdeenshire-LEP-3-Year-Plan-Overview-002.pdf">https://employmentconnect.org.uk/wp-content/uploads/2022/12/Aberdeenshire-LEP-3-Year-Plan-Overview-002.pdf</a></p>	Aberdeenshire Employability Partnership.
Recruit Child Poverty Employability workers who will use a place-based approach to identify and address barriers to securing or sustaining work. The workers will support families through developing positive relationships to address barriers such as transport, affordable childcare or digital access.	<p>The number of priority families supported through integrated flexible pathways.</p> <p>The number of working parents supported to reduce the cost of childcare and transport.</p> <p>The number of parents from the priority groups that</p>	Increase income from employment.	<p>The recruitment of 2 Child Poverty Employability workers has taken place and they will start in September 2023.</p> <p>These posts will work with families to increase access to sustained employment and training opportunities especially for those living in rural and remote areas.</p>	Aberdeenshire Employment Support Team.

Reducing Child Poverty Action Plan Update 2023/24 – Making Employment Work

Action	Performance Measure	Key Driver	Progress	Lead
	secure or sustain employment.			
Provide appropriate support to address in-work poverty by targeting support to help parents already in jobs to remain active in the workplace through accessing the Parental Support Fund, Tax Free Childcare and gain skills or additional qualifications which supports Career progression.	<p>The number of parents from priority families, who are in work, to enhance their skills or supported through career progression.</p> <p>The number of families accessing the Parental Support Fund to support them to stay in work.</p>	Increase income from employment.	<p>Over the last 9 months a number of sessions around the Rising Cost of Living were delivered. These sessions raised awareness for support available to working parents.</p> <p>The Parental Support Fund supported 188 families. Including 54 individuals into employment including self-employment.</p>	Aberdeenshire Employability Partnership.
Develop a partnership with local employers to increase the number of local	The number of employers that have been engaged with to support them to	Increase income from employment.	The number of accredited Living Wage employers increased from 64 in 2022 to 71 in July 2023	Aberdeenshire Employability

Reducing Child Poverty Action Plan Update 2023/24 – Making Employment Work

Action	Performance Measure	Key Driver	Progress	Lead
businesses who are Living Wage employers.	become a living wage employer.  The number of Living Wage employers who operate within Aberdeenshire.			Partnership.
Encourage all businesses that are delivering services which have been procured by Aberdeenshire's Community Planning Partners to be living wage employers with a diverse workforce which has no gender pay gap.	The number of employability opportunities delivered through procured services.	Increase income from employment.	Through procurement 171 employers are paying their staff the living wage this is an increase of 23% from previous years. 01 July 2023: All employed staff, including apprentices and any other workers engaged in delivering the grant-funded activity must be paid at least the real Living Wage.	Aberdeenshire Community Planning Board.

Reducing Child Poverty Action Plan Update 2023/24 - Making Every Opportunity Count

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>To continue to deliver good quality accessible information &amp; advice services through the Information and advice framework.</p> <p>Money Advice &amp; Welfare Rights workers will use a key worker approach to support for priority families.</p> <p>To increase accessibility to the service the workers will be hosted within Primary Health Care facilities, housing services, community organisations including foodbank and within rural &amp; remote communities.</p> <p>A community-based information &amp; advice service will be delivered by a consortium which has been developed to include the 4 Citizen Advice Bureau who operates across Aberdeenshire. This</p>	<p>The number of priority families supported to ensure they have secured all benefits and financial support available to them.</p>	<p>Maximising income from social security benefits.</p>	<p>Pathways have been developed with NHS, Foodbanks, ADP, Progress in Dialogue, Resettlement Team and a pilot in Oldmeldrum Academy will inform future services within ECS.</p> <p>Through these specialist pathways, 386 priority families have been supported to access additional benefits and the financial support available to them.</p> <p>An allocation of £3,173,790 has supported 4737 children and young people to access food, clothing and essential items.</p> <p>Over the last 12 months 9,841 clients have accessed Information &amp; Advice Services £9,355,405 has been secured in client financial gain.</p> <p>The main issues that clients are receiving support for are benefits, debt, housing, energy debt and support with the rising cost of living.</p>	<p>Tackling Poverty &amp; Inequalities (TP&amp;I) Strategic Partnership.</p>

Reducing Child Poverty Action Plan Update 2023/24 - Making Every Opportunity Count

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>consortium will deliver a range of advice services including debt advice, benefit, housing, relationship and employment advice.</p>				
<p>To develop a cash first approach to food security through the delivery of the Worried About Money Leaflet, developing a strategic partnership and delivering wellbeing funds through a range of trusted partners and social landlords.</p> <p>To develop partnership projects and initiatives which reduces food security, fuel poverty using a cash first approach.</p>	<p>Number of Worried About Leaflets distributed to partners and communities.</p> <p>Number of priority families who accessed support through the wellbeing funds.</p> <p>The number of priority families supported through to reduce fuel and food costs.</p> <p>The number of integrated advice sessions delivered to priority families and the wider community.</p>	<p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p> <p>Increase income from employment.</p>	<p>Aberdeenshire has distributed over 120,000 leaflets to households, community groups and partner organisations.</p> <p>Over 350 priority families have increased their household income through accessing Loves Local cards and Wellbeing funds.</p> <p>706 households have been supported to reduce their heating costs.</p> <p>62 advice sessions have been delivered to parents and partners.</p>	<p>Aberdeenshire's Financial Inclusion Partnership.</p>

Reducing Child Poverty Action Plan Update 2023/24 - Making Every Opportunity Count

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>To develop and deliver the Fair Food Aberdeenshire action plan to increase access to affordable nutritious food, reduce food waste and increase food skills.</p> <p>To deliver the Healthy Eating Active Living (HEAL) action plan which aims to make healthy eating and active living possible and achievable for everyone in Aberdeenshire.</p>	<p>The number of priority families engaged with emergency food providers.</p>		<p>3,149 low-income families have engaged with the emergency food providers resulting in 4,944 children have been fed by emergency food providers.</p>	<p>Fair Food Aberdeenshire partnership.</p> <p>Aberdeenshire Health &amp; Social Care Partnership.</p>
<p>To increase awareness and access to services when people need support through developing campaigns for transition periods of a child life enabling families to be aware of the support available at these stages of the child's life.</p>	<p>Number of social media shares and reach for campaigns.</p>	<p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p>	<p>Several campaigns have been shared on the social media platforms –</p> <ul style="list-style-type: none"> <li>• Best Start Grants</li> <li>• Parental Support Fund</li> <li>• Fuel Fund</li> </ul> <p>These posts have reached over 6500 people per month.</p>	<p>Aberdeenshire Financial Inclusion Partnership.</p>

Reducing Child Poverty Action Plan Update 2023/24 - Making Every Opportunity Count

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>Deliver partnership training and awareness to address the stigma felt by those families when accessing services.</p> <p>Develop a range of targeted pathways for families who have additional barriers such as, those households with a disabled parent or child, those engaged with Criminal Justice System and clients supported through the Alcohol &amp; Drugs Partnership service hubs.</p>	<p>Number of participants who have engaged in training &amp; awareness sessions.</p> <p>Number of priority families supported through the targeted pathways.</p> <p>Number of households/ people who have benefited from integrated services to improve their wellbeing, reduce poverty &amp; inequalities ensuring positive outcomes.</p>		<p>Over 978 people and young people have participated in online and face to face training and awareness raising session.</p> <p>Through these specialist pathways 386 priority families have been supported to access additional benefits and the financial available to them.</p> <p>The total number of people who have participated in the services, opportunities and events that the partners have collectively delivered in 2022 is 26,073 out of which 3,272 are children and young people.</p>	<p>Financial pathways for families and those with new-born babies – NHS Grampian</p> <p>Vulnerable &amp; disabled Households – TP&amp;I Partnership.</p> <p>Specialist pathways - Criminal Justice.</p> <p>Aberdeenshire ADP.</p>
<p>Deliver a range of opportunities to ensure those experts of experience can coproduce services, develop</p>	<p>Number of partners involved in Aberdeenshire Lived Experience Network (ALEN).</p>	<p>Reducing household costs.</p>	<p>There are 18 partners involved in ALEN.</p> <p><a href="https://engage.aberdeenshire.gov.uk/hub-page/aberdeenshire-lived-experience-network">https://engage.aberdeenshire.gov.uk/hub-page/aberdeenshire-lived-experience-network</a></p>	<p>TP&amp;I Strategic Partnership.</p>

Reducing Child Poverty Action Plan Update 2023/24 - Making Every Opportunity Count

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>opportunities, inform practice and strategies.</p> <p>Support priority families to participate in the Local Voices Forum, expert panel sessions including deep dives into issues such as Fuel Poverty, Affordable &amp; flexible Childcare, accessible transport.</p>	<p>Number of interventions made by the network or expert forums which informs strategies, budgets, policy and practice.</p> <p>Number of priority families involved in expert sessions and forums.</p> <p>Number of coproduced services or opportunities.</p>	<p>Maximising income from social security benefits.</p> <p>Increase income from employment.</p>	<p>There are 18 partners involved in ALEN.</p> <p>There have been 15 different opportunities for those with lived experience to be involved in improving services, practice setting budget priorities, fees, developing strategies and policies.</p> <p>608 people including 205 young people from priority families have led and participated in sessions which informs practice and policy.</p> <p>Those experts with experience have coproduced training, Child Poverty Plans &amp; reports and allocating funding.</p>	<p>TP&amp;I Strategic Partnership.</p> <p>Aberdeenshire's Lived Experience Network.</p> <p>Aberdeenshire Lived Experience Forum.</p>

Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress / impact	Lead
<p>Support young people from priority families to participate in youth led projects which use a rights-based approach. Through these projects young people will</p>	<p>Number of young people involved in rights-based TP&amp;I projects.</p> <p>Number of interventions made by the young people which informs</p>	<p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p> <p>Increase income from employment.</p>	<p>250 young people have been involved in TP&amp;I projects which identify priorities.</p> <p>Through Education &amp; Children Services there is a commitment from all partners to engage and empower young people. Through this structure there has been</p>	<p>TP&amp;I Strategic Partnership</p>



Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress /impact	Lead
<p>challenge stigma and ensure the inequalities felt by those young people living in poverty are addressed.</p> <p>Strengthen the voice of children &amp; young people to ensure future plans, strategies and funding allocation is informed by their lived experience in relation to Poverty &amp; Inequalities.</p> <p>Ensure young people are aware of all the financial support available to them at different life transitions.</p>	<p>strategies, budgets, policy and practice.</p> <p>Number of children and young people from priority families involved in expert panels, informing consultations and participating in structures that empower young people.</p> <p>Number of coproduced services, campaigns or opportunities to address poverty &amp; inequalities which children and young people have developed.</p>		<p>opportunities for young people to coproduce and inform policy around a number of areas which is outlines in the published Children’s Service Plan. <a href="#">Children and Young Peoples Services Plan 2023-2026</a></p>	<p>TP&amp;I Strategic Partnership.</p> <p>Education &amp; Children Services.</p>
<p>Increase access to ESOL, digital skills and literacy support for priority families especially targeting those from marginalised communities where literacy levels are low.</p>	<p>Number of priority families who access ESOL support.</p> <p>Number of priority families that are supported with improving</p>	<p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p> <p>Increase income from employment.</p>	<p>Increasing literacy, numeracy and digital skills will improve the ability for families to take up offers and new service deals which they may not have been aware of.</p> <p>It gives the families increased opportunities not only through employment but social cohesion.</p>	<p>Aberdeenshire Community Learning Partnership.</p>

Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress /impact	Lead
Improve digital access, affordability and skills for priority families across Aberdeenshire.	<p>their literacy and digital skills.</p> <p>Number of priority families that are digitally connected.</p>			
Develop and share good practice examples using the Pupil Equity Funding (PEF). These projects and interventions are developed to support pupils on lowest income close the poverty and attainment gap.	<p>Number of pupils benefiting from a PEF programme or activity.</p> <p>Number of families supported through PEF initiatives.</p> <p>Number of projects and interventions that are shared as good practice examples through the partnership.</p>	<p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p>	Children, young people and their families will be supported to reduce the cost of the school day, increase opportunities to enhance their learning through a range of support and interventions.	Education & Children Services.
To develop a childcare sector-based training programme to address the challenges faced by providers with recruitment and retention of staff.	Number of flexible childcare pathways developed to support the rural and remote communities.	<p>Increase income from employment.</p> <p>Reducing household costs.</p>	A tender has been developed with partners and those with lived experience to commission a review and research project which will be delivered in 2023. The outcomes will inform a childcare strategy	Aberdeenshire Employability Partnership.

Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress /impact	Lead
<p>To pilot a childcare training academy targeting a rural setting which will also deliver wrap around childcare for those with primary age children.</p> <p>Develop models of flexible, affordable and accessible wrap around childcare for priority families and working parents that would include not only early years but primary age children and young people who may require a higher level of care.</p>	<p>Number of training programmes for childcare/early years workers delivered through the sector-based training programmes.</p> <p>Number of new Childminders, models or providers.</p> <p>Number of new employment opportunities filled.</p>	<p>Maximising income from social security benefits.</p>	<p>which will support working families going forward</p>	<p>Education &amp; Children Services.</p>
<p>Ensure local transport strategies reflects the challenges and needs of priority families.</p> <p>Explore &amp; develop new ideas to overcome the</p>	<p>Number of safe active travel routes across Aberdeenshire.</p>	<p>Increase income from employment.</p> <p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p>	<p>An expert panel will be recruited from priority families to identify barriers and possible solutions around accessible and affordable travel.</p>	<p>Aberdeenshire Council.</p> <p>NESTRAN.</p>

Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress /impact	Lead
<p>transport challenges that rural communities face especially for low-income families.</p>	<p>Number affordable &amp; responsive rural transport projects.</p> <p>Number of sustained rural transport routes.</p>			
<p>Raise awareness and improve access to services aimed at pupils to improve physical and mental well-being of children and young people experiencing poverty.</p> <p>Raise awareness and improve access to wellbeing services for priority families through the development of hubs and interventions that prevent crisis within the family.</p> <p>Deliver and fund a range of community-based wellbeing programmes.</p>	<p>Number of children &amp; young people supported by the range of initiatives.</p> <p>Number of new projects, initiatives and opportunities available through the development of the wellbeing projects / hubs.</p> <p>Number of wellbeing programmes being integrated within existing opportunities.</p>	<p>Increase income from employment.</p> <p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p>	<p>There is clear evidence of the link between the increased stress and worry that living on a low income brings and deterioration of people's mental health.</p> <p>There had been significant increase in mental health and anxiety because of the pandemic which is being exacerbated by the cost-of-living crisis, particular for young people and their families. Through raising awareness and new opportunities people's wellbeing will improve.</p>	<p>GIRFEC Strategic group.</p> <p>Education &amp; Children's Services.</p> <p>Aberdeenshire Voluntary Action (AVA).</p>

Reducing Child Poverty Update 2023/24 – Making the Future Possible for all.

Action	Performance Measure	Key Driver(s)	Progress /impact	Lead
<p>Ensure strategies and action related to affordable housing, prevention of homelessness domestic violence, the prevention of childhood accidents; parental substance misuse; supporting the needs of the Criminal Justice population; parenting and mental health can reduce the inequalities gap and further improve quality of life and life chances for children and their families living in poverty.</p>	<p>Number of strategies and action plans informed by experts of experience.</p> <p>Number of staff &amp; volunteers that are trauma informed.</p> <p>Number of coproduced strategies and action plans that are developed, monitored and delivered.</p>	<p>Increase income from employment.</p> <p>Reducing household costs.</p> <p>Maximising income from social security benefits.</p>	<p>Increase ownership of local, area and national strategies and action plans.</p> <p>A workforce that will deliver inclusive services with dignity and respect.</p> <p>Improved life changes for all.</p>	<p>TP&amp;I Strategic Partnership.</p>

## Appendix 2 - NHS Grampian – Reducing Child Poverty Across the Region

### What do we want to see ten years from now

- Young people enter adulthood with the capabilities and support to maximise mental health and wellbeing.
- All children facing adverse childhood events (ACEs) in their lives are supported by a joined up multi-agency approach from us and our partners.
- The inequalities gap between Care Experienced and non-Care Experienced young people is reduced.
- The outcomes for those children living in areas of deprivation are similar to those living in areas of affluence (beyond clinical outcomes).
- Families living in poverty are supported to thrive.
- Tackle intergenerational propagation of substance use and related illnesses (such as FASD – very underdiagnosed).

**Lead** – Child Health Commissioner for NHS Grampian

What we know	Actions	Progress
<p>The household income of 80% of families with children who access health services and are experiencing financial hardship is maximised by 2024.</p>	<p>We will promote opportunities for financial support across all health settings.</p> <p>1.1 Identify a mechanism to provide staff with up-to-date information and regular training updates on benefit entitlement changes.</p> <p>1.2 Ensure that all professionals have easy access to a benefits calculator.</p> <p>1.3 Facilitate at least one whole system learning event per year with a focus on poverty/ financial inclusion.</p> <p>Every opportunity is being taken to ensure that families are in receipt of their full social security entitlement.</p>	<p>The Financial Inclusion Teams (FIT) within each of our partnerships maintain financial inclusion and benefits information on their corporate websites. NHS Grampian staff are signposted to these website as relevant to their locality. Learning and training opportunities (local and national) for staff have been scoped and collated. The websites have links to benefits calculators. FIT's are available to offer advice and support to professionals.</p> <p>The Promise includes a particular focus on poverty. Children's Services Plans are framed around The Promise and as such present a useful vehicle for keeping poverty/financial inclusion current and relevant across multiple forums.</p>

	<p>2.1 Evidence of need from: 'Midwives, health visitors, family nurse practitioners and women's experience of NHS Grampian's Financial Inclusion Pathway in practice: A qualitative investigation of early implementation and impact.</p> <p>2.2 Evaluated engagement activity with mothers and carers.</p>	<p>The Early Years Financial Inclusion (FIP) and Infant Feeding in a Crisis (IFIC) pathways are being delivered in full across Grampian. This includes agreement with partners to provide data which will enable us to understand how many families have been supported and how much household income has increased.</p> <p>The experience and stories of families has informed future plans. These have also been used in research projects and a range of experiences have been shared, examples are -</p> <ul style="list-style-type: none"> <li>• Case studies of families referred for support through the Income Maximisation pathway.</li> <li>• Lived experience of families who have a child who is neurodiverse or regularly dysregulating.</li> <li>• Lived experience of birth parents who have had a child permanently removed from their care.</li> </ul>
<p>Families are not confident on how to access advice and support if they are struggling financially.</p>	<p>To increase the opportunities for families to access advice and support in relation to financial support through ensuring the workforce are well equipped to offer support and/or referral to families.</p> <p>1.1 Staff will receive an ongoing programme of training and support.</p> <p>1.2 Run a pilot training programme of poverty awareness/ poverty sensitive practice for staff to tests its usefulness and impact on confidence and practice.</p>	<p>Training and support offers are available through partnership networks. The development of a knowledge and skills framework promotes a range of learning and training to the workforce.</p> <p>The Child Poverty Action Plan sits within the wider NHS Grampian Health Inequalities Action</p>

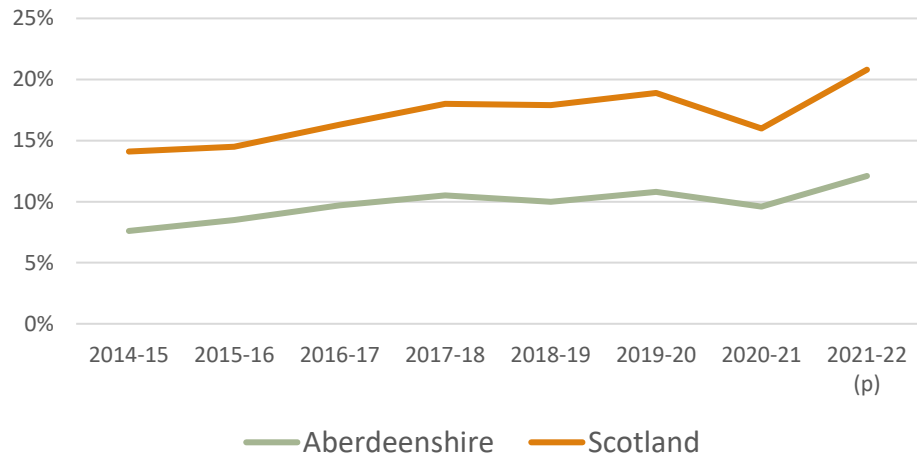
	<p>1.3 The appropriate strategic group/ governance structure will be identified to ensure this work is delivered to a high standard and supported by the organisation.</p> <p>1.4 The network between healthcare professionals, relevant third sector stakeholders and welfare rights officers will be enabled and encouraged in order to enhance local knowledge and understanding about income maximisation and services and supports.</p> <p>1.5 The language and definitions used to describe financial services and supports will be harmonised in order to facilitate appropriate referral.</p> <p>1.6 A centralised digital resource will be developed and maintained, that is accessible for all staff and personalised to the three local authorities.</p>	<p>Plan and is delivered through the Children’s Board. Governance is through the Population Health Portfolio Board and Committee. The statutory requirements within the Child Poverty (Scotland) Act (2017) require us to prepare joint plans with our local authority partners. These sit within Children’s Services Plans and governance is through the respective Children’s Services Partnership Boards.</p> <p>The FIP and Infant Feeding in a Crisis pathways provide the basis for this work with networks and relationships having developed as the pathways have become more established. Learning from this will inform other opportunities for broadening networks and routes of communication.</p> <p>This is consistent across our plans and resources.</p>
<p>A number of families don’t feel confident in talking to health professionals about financial issues.</p>	<p>Families will not feel stigmatised when raising financial concerns or seeking support. The aim is to have 90% of families will report confidence in discussing financial issues with health professionals as a result of the normalisation of financial enquiry .</p>	<p>Making Every Opportunity Count (MEOC) continues to be promoted widely. Recent conversation with Integrated Families Portfolio highlighted a need to understand what MEOC looks like/or could look like within an acute setting. This will be taken forward.</p>



	<p>1.1. Motivational interviewing and 'Having Effective Conversations' training will be offered to staff as part of a rolling programme of training.</p> <p>1.2. Review the type of training that may be included in such a programme to determine its suitability to deal with the complex issues and barriers that inhibit routine enquiry about financial challenges, e.g. perceived and actual risks of exacerbating partner violence, financial control and coercion, and parental concerns about triggering Child Protection concerns.</p> <p>1.3. Establish appropriate messaging to help de-stigmatise the notion of claiming benefits, or of seeking financial help, amongst young parents.</p>	<p>Partnership resources and pathways have been informed by lived experience and developed in collaboration with families. The language used and approach taken is acceptable to families experiencing poverty.</p>
--	--	---

### Appendix 3 – Local Child Poverty Data

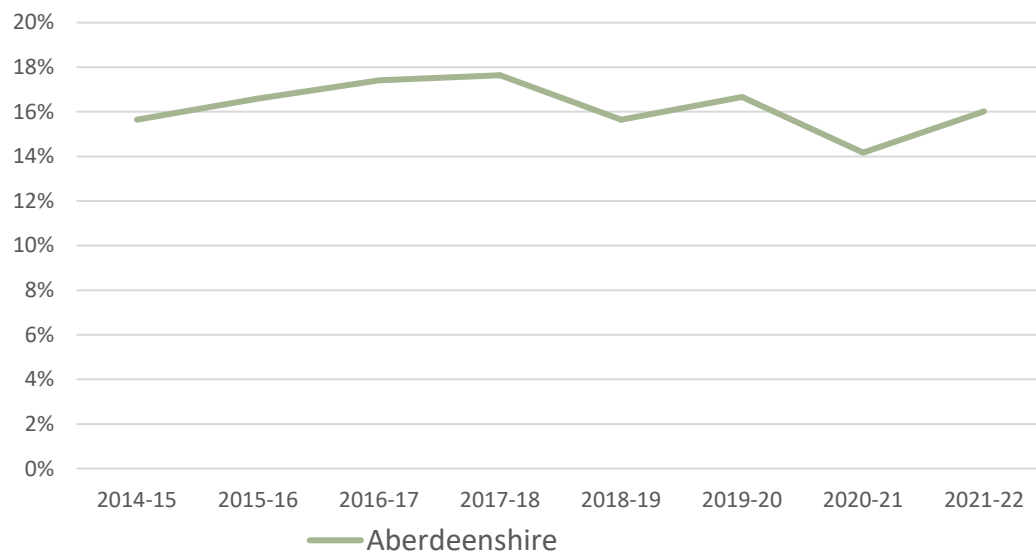
#### % Children in low-income families



	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Aberdeenshire	7.6%	8.5%	9.7%	10.5%	10.0%	10.8%	9.6%	12.1%
Scotland	14%	15%	16%	18%	18%	19%	16%	21%

Source: DWP/HMRC children in low-income families local measure (Relative poverty before housing costs).

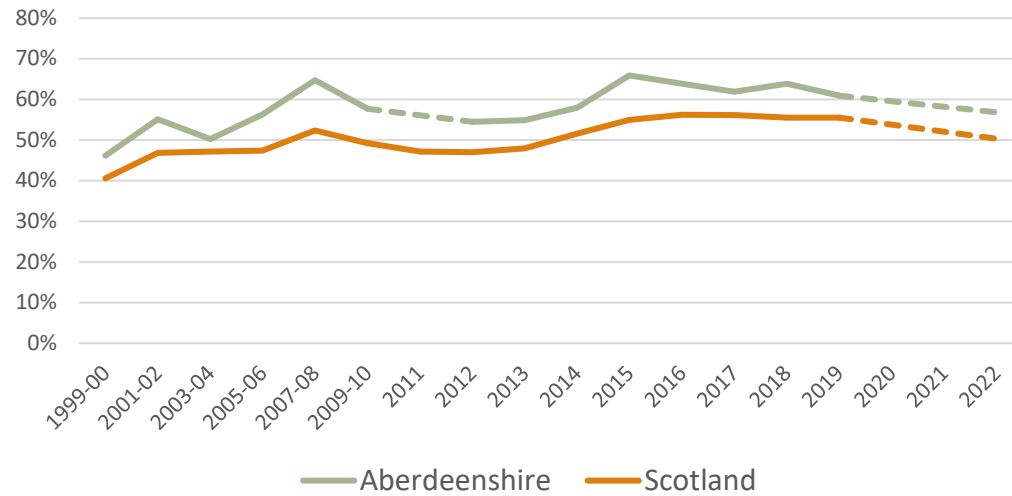
### Child poverty estimates (% after housing costs)



	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Aberdeenshire	16%	17%	17%	18%	16%	17%	14%	16%

Source: End Child Poverty Coalition child poverty estimates (after housing costs)

## % Households managing well financially



	Aberdeenshire	Scotland
1999-2000	46%	41%
2001-2002	55%	47%
2003-2004	50%	47%
2005-2006	56%	47%
2007-2008	65%	52%
2009-2010	58%	49%
2011-2012	54%	47%
2013-2014	55%	48%
2015-2016	66%	55%
2017-2018	64%	56%
2019-2020	61%	55%
2021-2022	57%	50%

Source: Scottish Government, Scottish Household Survey - Adults dataset.

## Appendix 4 – PAMIS Case Study: The Difference we Make

March 2024 Year 2 – Fairer Aberdeenshire Tackling Poverty and Inequalities Funding

PAMIS (Promoting A More Inclusive Society) is the only charity that solely supports children, young people and adults with profound and multiple learning disabilities (PMLD) and their families to lead a healthy, valued and included lives doing the things they want to do within their community.

PAMIS understand the complexity of care and support required for individuals with PMLD and offer a range of projects and programmes including: family support services, education and development, research and practice development, inclusive culture and leisure, campaigns, information sharing, and an extensive library including the PAMIS multisensory stories, and resources to support technology enabled care.

Profound means deep, wise and expert. PAMIS believe people with profound learning disabilities teach the rest of us how to care, how to act with compassion, and how to work as a team.

### Themes and quotes from conversations with Aberdeenshire families this year

Positives	Challenges
Feeling Heard	Bills are high
Excited to contribute	Too many processes changing without notice
Positive feelings about support	Weather is bad, don't want to get out
Happy to have information about health and benefits	Not enough support, no carers
More opportunities available lately	

“It’s hard to know where to look to find [the answer] but I know I can always reach out to PAMIS.”

“Getting out without much pressure to spend money is a lot less stressful.”

“We love coming to Pony Axe S! It’s the only way that [our daughter] can get into the woods and she loves the bumps.”

