


TACKLING CHILD POVERTY




Children in PI with no obvious Dental Decay experience
Increased from 63.9% to 69.6%



Uptake of overall Free School Meals (based on entitlement)
Decreased from 82% to 74%




Children in Poverty (after housing costs)
Increased from 26% to 26.5%



Claimant Count Unemployment
Decreased from 4.9% to 4.0%



Income Maximisation by Financial Inclusion Team
Increased to over £4.690 million annually



Pupil attainment in SIMD (10% most deprived)
Increased from 443 to 523 tariff points

Practice Examples

In 2017/18, the Council's services piloted a summer programme to tackle the issues relating to **holiday hunger for children and young people** in East Ayrshire. As part of the six week summer programme, over **215 sessions of youth work**, sport and physical activity were delivered to children and young people. Throughout the programme over **5,000 free packed lunch meals** were distributed to all young people participating in these activities, ensuring that they received one healthy meal that day as well as reducing the financial impact which the summer holiday period has on vulnerable families, including those experiencing in-work poverty.

The Sport, Play, Learning, Achieving Together (**SPLAT**) programme provides a family based intervention in four schools per year (2017/18: Newmilns Primary, Lainshaw Primary, Auchinleck Primary and Catrine Primary), with a focus on reducing the poverty related attainment gap. Children and families of P1-P3 pupils are supported through a **30 week programme** of group interventions and one-to-one sessions, aimed at addressing three key concepts (Growth Mindset; Physical Literacy; and Nutritional Intake). To **ensure a healthy nutritional intake**, a healthier snack option was provided for children as they arrived to participate in the SPLAT programme. Each session also included a **shared meal time**, which aimed to provide a free, nutritious family meal (to role model a positive mealtime routine) that can be replicated in the home environment.

Commentary

- As a partnership, we seek to influence and mitigate against the external and national factors which impact on poverty, in particular the roll out of Welfare Reform, and take forward universal preventative work locally and targeted work to mitigate the effects of poverty.
- Child poverty is a crosscutting issue, which requires to be addressed across agencies and across each of our Community Planning themes: Economy and Skills; Safer Communities; and Wellbeing.
- While many areas of East Ayrshire are prosperous, inequalities continue to exist within and between communities. Community Planning Partners recognise that to address this, they will require to
 - **MITIGATE** the impact of inequalities through the provision of support and the delivery of services;
 - work to **PREVENT** individuals and communities experiencing inequalities; and
 - take action and use influence to **UNDO** the root causes of inequalities.
- Priorities for action in East Ayrshire have been categorised with reference to the outcomes set out in the Child Poverty Strategy for Scotland, which are:
 - **Pockets:** Maximising the financial resources of families on low income;
 - **Prospects:** Improved life chances for children in poverty; and
 - **Places:** Children in low income households live in well-designed sustainable places.
- The Attainment Challenge in East Ayrshire aims to close the poverty related attainment gap between children and young people from the most and least disadvantaged backgrounds and achieve equity in education. The focus is on improvement activity in literacy, numeracy and health and wellbeing, and ensuring that all our children and young people reach their full potential.
- In addition, East Ayrshire has been allocated Pupil Equity Funding, to be spent on localised initiatives to tackle the poverty related attainment gap. The funding is targeted at schools which have the highest numbers of pupils receiving free school meals, so that the money is spent on the children and young people who need it most.