



Moray

Local Child Poverty Action Report

2019 - 2020



Foreword

The publication of our second, joint Local Child Poverty Action Plan, coincides with the remobilisation of services as we begin to emerge from lockdown into a very different future. Working hard to reduce inequalities as a result of poverty has always been high on the Public Health agenda, but now more than ever, the impact of Covid-19 compels us to place an even greater urgency on the actions that we need to take to support our communities.

Tackling poverty and addressing inequalities requires a multiagency approach and we have strong relationships and shared values across our Community Planning Partnerships that enable this. The complex origins of poverty require us to be creative in our response and this presents us with opportunities to work in innovative ways with our voluntary sector colleagues too. We will be exploring opportunities within our organisation to support our staff, many of whom may be experiencing the impacts of poverty in their own lives. We want them to feel supported and secure, and to know where to turn to for help. We also want them to be well equipped to identify and respond appropriately to those in their care who are experiencing poverty.

The most important stakeholders in helping us to understand the impacts of poverty and informing our actions to address it are those experiencing it. Children and families have been less visible during lockdown, and for that reason we know that there is a lot for us still to understand about their experiences during that time. What has been particularly difficult for them? What are their fears for the future? What would help them the most? We are committed to listening to the voices of children, young people, and families to help us shape our response to tackling child poverty in Grampian and you will read about our plans within the report.

We give our full commitment to the Scottish Governments ambition to eradicate child poverty by 2030. Indeed, **Every Child** does deserve **Every Chance**.

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Contents

1. Introduction	Page 3
2. Context	Page 6
3. COVID-19	Page 7
4. Child Poverty in Grampian	Page 11
5. Child Poverty in Moray	Page 12
6. Governance and Values	Page 19
7. Reflections on year one feedback from the Poverty and Inequality Commission	Page 20
8. Improvement	Page 22
9. Moray Progress Overview 2019/20	Page 25
10. New Priorities 2020/21	Page 40

Introduction

In 2015 the UK Government removed the four child poverty income targets from legislation, however the Scottish Government opted out of the UK approach and introduced its own income targets aimed at reducing child poverty. These targets are written into legislation under the Child Poverty (Scotland) Act 2017¹. The Act sets out four interim income targets to be met by 2023, and four statutory targets to be met by 2030. It also introduces a statutory requirement that Local Authorities and Health Boards must jointly produce an annual report and action plan that outlines the actions that they are taking, and will take, to reduce child poverty.

Child poverty is known to have adverse effects on the health, wellbeing and educational attainment of the children who experience it, and poorer health and social outcomes into adulthood for those children. This will result in a wider cost to society as a whole². A report published by the Joseph Roundtree Foundation in 2016 told us that £29 billion is spent every year treating health conditions associated with poverty. This makes up 25% of all health spending.

Almost 1:4 children in Scotland (24%) were living in relative poverty in 2017/18. While the risk of poverty is higher for children who live in families where no adult is in paid employment, two thirds of children in relative poverty in Scotland live in families where at least one parent is working. During 2013-2017, 1:6 (17%) of children in Scotland were living in persistent poverty meaning they had lived in poverty for at least three out of the four years. Children within certain groups have been identified as being at higher risk of poverty, and these have been identified as 'priority groups' within the Scottish Government Tackling Child Poverty Delivery Plan; Every Child, Every Chance (2018-2022)³. The Delivery Plan focuses on three main drivers of poverty, which Local Authorities and Health Boards are required to take action against and report on each year. The three drivers are:

- Income from work and earnings
- The cost of living
- Income from social security

¹ <http://www.legislation.gov.uk/asp/2017/6/contents/enacted>

² <https://www.jrf.org.uk/press/poverty-costs-uk-£78-billion-year—jrf-report>

³ <https://www.gov.scot/publications/child-chance-tackling-child-poverty-delivery-plan-2018-22/>

It is a complex task to measure poverty accurately and as such, the Scottish Government have developed a suite of four measures to aid in measuring against the targets set out in the Child Poverty (Scotland) Act 2017. The targets are set on an 'after housing costs' basis; the income families have left after they have paid for their housing.

- **Relative poverty:** a child is in relative poverty if they live in a household where equivalised income for the financial year in question is less than 60 per cent of the median equivalised net income for that financial year.
Target: Less than 10% of children will live in households that are in relative poverty
- **Absolute poverty:** a child is in absolute poverty if they live in a household with an income below 60 per cent of the median equivalised net income in 2010–11.
Target: Less than 5% of children will live in households that are in absolute poverty.
- **Combined low income and material deprivation:** a child is in combined low income and material deprivation if they live in a household with an income below 70 per cent of the equivalised median net income for that year and are unable to afford a number of basic goods and services (material deprivation).
Target: Less than 5% of children will live in households with combined low income and material deprivation
- **Persistent poverty:** a child is in persistent poverty if they have been living in Scotland and in relative poverty for three of the past four years.
Target: Less than 5% of children will live in households in persistent poverty

Our achievements towards these targets this year despite the Coronavirus and the challenges it entailed include:

- Embedding a financial inclusion pathway across Grampian and Moray
- Progressing Making Every Opportunity Count to engage with all staff with our poverty agenda
- Progress in the early years programme – with a new build scheduled for opening in August
- Building on our partnership working to develop Moray Children's Service plan
- Progress with our housing and transport programmes to increase accessibility and affordability for children and families
- Enhancing our engagement and coproduction work with children and families
- Increasing our knowledge of poverty in Moray through lived experience measures

- Development of young people's group to progress coproduction in Moray

Context

The Child Poverty (Scotland) Act 2017, aligns with other statutory duties and local reporting requirements to support the direction towards tackling child poverty. The **Fairer Scotland Duty**⁴ places an overarching statutory duty on public bodies to have due regard to exercising functions in such a way that is designed to reduce the inequalities of outcome which result from socio-economic disadvantage. The **Children and Young People (Scotland) Act 2014**⁵ (specifically Articles 3, 6, 12, 26 and 27) are of particular support to the Child Poverty (Scotland) Act 2017.

The **United Nations Convention on the Rights of the Child**⁶ (UNCRC) is the most widely ratified human rights treaty in the world, coming into force in the UK in 1992. In a welcome step, a Bill to incorporate the UNCRC into Scot's law will be laid before Scottish parliament this year representing a significant step forward in the protection of children's rights in Scotland. The Scottish Government has a vision where children's human rights are embedded in all aspects of society; a Scotland where policy, law and decision making takes account of children's rights and where all children have a voice and are empowered to be human rights defenders. The vision and ambition to help children and young people experience their rights has been set out within the 'progressing the human rights of children in Scotland: 2018-2021 Action Plan'⁷. This includes raising awareness of children's rights and involving them in policy decisions.

Each Community Planning Partnership (CPP) must prepare and publish a Local Outcome Improvement Plan (LOIP) which sets out local outcomes as prioritised by the CPP, and in doing so is required to endeavour to reduce inequalities to outcomes that result in socio-economic disadvantage. This is a duty placed on CPP's under the **Community Empowerment (Scotland) Act 2015**⁸. Equally, the **Education (Scotland) Act 2016**⁹ requires that education authorities must apply due regard to the need to carry out school functions in a way designed to reduce inequalities of outcome for those pupils experiencing them as a result of socio-economic disadvantage. In addition, public authorities are also

⁴ <https://www.gov.scot/publications/fairer-scotland-duty-interim-guidance-public-bodies/pages/>

⁵ <http://www.legislation.gov.uk/asp/2014/8/contents/enacted>

⁶ <https://www.unicef.org.uk/what-we-do/un-convention-child-rights/>

⁷ https://www.basw.co.uk/system/files/resources/progressing_human_rights_children_scotland.pdf

⁸ <http://www.legislation.gov.uk/asp/2015/6/contents/enacted>

⁹ <http://www.legislation.gov.uk/asp/2016/8/contents/enacted>

subject to other duties on equality and human rights. The public sector equality duty (PSED) in the **Equality Act 2010**¹⁰ states Scottish public authorities must have 'due regard' to the need to eliminate unlawful discrimination, advance equality of opportunity and foster good relations. Our poverty action plan also links to several programmes of work and wider local strategies which will contribute to the poverty agenda in Moray. The **Local Housing Strategy 2019 - 2024**¹¹ aims to Improve access to housing in all tenures and alleviate housing need, Prevent and alleviate homelessness, assist people requiring specialist housing and Improve the condition and energy efficiency of housing, and minimise fuel poverty, this includes the affordable housing programme. **Moray Early Years Strategy 2016-2026**¹² places a statutory obligations on all Scottish local authorities to make available 600 hours of Early Learning & Childcare (ELC) to three and four year olds whose parents request this provision. Funded places must also be provided for vulnerable two year olds. In Moray this provision is delivered via a combination of school nurseries, independent (private and third sector) providers and child-minders.

The Moray Local Transport Strategy¹³ (MLTS) aims to improve connections and accessibility and provide “a safe, integrated, reliable and affordable transport system which is inclusive and supports economic development and the needs of local communities whilst safeguarding the environment.

The **Food Poverty Action Plan**¹⁴ Centred on Lived Experience and **The Cost of the School Day**¹⁵ programme also contribute to the poverty agenda. The **Children’s Service Plan** which identified poverty as a priority is detailed in page 9.

COVID-19

As we plan and prepare our report and action plan we are in the midst of the COVID-19 pandemic which is having an unprecedented impact on our country. The essential measures taken to mitigate against the risk of COVID-19 mean that children and young people are not as visible to the people and services who would normally have a role in supporting them. Many families are experiencing extensive challenges, such as loss of employment and financial insecurity, less support and protection with regard to pre-existing vulnerabilities (such as domestic abuse, drug and alcohol use, physical or mental health difficulties) and the additional strain that lockdown may have placed on family relationships, to give

¹⁰ <https://www.legislation.gov.uk/ukpga/2010/15/contents>

¹¹ <http://www.moray.gov.uk/downloads/file123859.pdf>

¹² <http://www.moray.gov.uk/downloads/file109795.pdf>

¹³ http://www.moray.gov.uk/moray_standard/page_75724.html

¹⁴ <https://morayfoodplus.org.uk/final-food-poverty-report.pdf>

¹⁵ <https://morayfoodplus.org.uk/cost-of-school-day.pdf>

just a few examples. We know that the impact of these challenges will be felt far into the future as our families, communities and country take time to establish a new 'normal'.

Public services, with partners in the third and private sector worked incredibly hard to protect and support our communities in Moray from the impacts of COVID19 on health and their economic and social wellbeing. These efforts have demonstrated the importance of local services and awareness and understanding of the communities that they serve and highlighted the inequalities across Moray in terms of child poverty. We have seen incredible community spirit and resilience from people within our localities across Moray, relationships built and strengthened as a result. It is important to foster and support the relationship between the community and third sector in the future, to ensure this support can continue or evolve for children and families as we experience the medium and long term impact of COVID19.

Learning from this experience has shown significant impact on many children and families, including those who may have been 'just coping' prior to the crisis. Initial findings post lockdown showed that children and families required a range of support around food poverty, wider finances, technology and wellbeing (particularly Mental Health). As a partnership of public services providers, we seek to set out an understanding of the medium and longer term impact of Covid 19 and ensure it is addressed in a manner that reduces the risk of causing long term damage to children. Partnership working, strong commitment and resources will be fundamental to achieving this. We have agreed to focus on two achievable priorities in the immediate future:

- Building on our engagement, communication and experience gathering and using the data to drive better outcomes
- Having services in place to support children and families during the pandemic and beyond.

Seeking to understand the lived experience of children in poverty has become more important than ever as we begin to see the impacts of COVID-19 on our society. We will build on our extensive consultation and engagement with children, young people and families, ensuring a proactive approach in the coming months and beyond. We will apply the GIRFEC framework in working with children to continue to hear their voices, and will support and enable them to inform and influence actions, taking a co-productive approach to improvement and service design.

This will support an informed approach to the response to the recovery and work towards reducing poverty as it will identify some key actions that are now even more important to address. However, it is important to understand that the consequences of COVID 19 on the economy will lead to a significant challenge in terms of child poverty and significant future work to address these will be required.

Our actions will enable and support not only mitigation, but also longer-term recovery which will be important to ensure that the recovery from COVID 19 and the wider impacts on the economy, do not cause longer and deeper experiences of inequality, especially for children and young people.

Children and families in Moray experienced the following during Lockdown:

Financial Challenges:	<ul style="list-style-type: none"> • Significant delays/barriers to accessing Grants and Credits • Gaps in income as a result of furlough scheme • Embarrassment re needing to ask for help • Rise in costs/additional costs – food/fuel bills • Stress re ability to pay bills/impact of unexpected bills • Mortgage/credit card holidays – longer term impact
Family/Individual Challenges:	<ul style="list-style-type: none"> • Families not coping/just about coping – however not quite meeting criteria for accessing services • Impact of schools being closed – ability to motivate children/ keep entertained/fear of home schooling • Childcare difficulties – unable to gain support from family members • Lack of supports for families with children experiencing Additional Support Needs • Impact of being together in cramped conditions
Food Challenges:	<ul style="list-style-type: none"> • Initially access to food, with shortages in the shops people were having to buy higher costing brands. • People shielding experienced challenges around getting deliveries and having to rely on others. • School meal vouchers offered support but the cost of travelling to specific shops was prohibitive, they could not be used for online orders which was restrictive for people isolating, and they could only be spent in certain shops which did not always offer best value for money. • Conversations about why they have been accessing the Food Bank has been difficult for some families to explain to their children • Lack of transport to bulk buy, meant local shopping which was more expensive
Technology Challenges	<ul style="list-style-type: none"> • Infrastructure problems across Moray – poor connectivity • Home schooling without proper equipment/ knowledge to use • Financial impact – ability to pay for internet connection

Wellbeing Challenges:	<ul style="list-style-type: none"> • Difficulty in accessing health care services • Anxiety and stress in relation to fear of the virus/restricted movement • Increase in harmful behaviours (i.e. addiction/self-harm) • Increased isolation/vulnerability • Strained family relationships • Struggling without structure/routine • Lack of face to face contact • Deterioration in children's sleep patterns and behaviour
Concerns for the Future	<ul style="list-style-type: none"> • Fear of the unknown • Job security and being able to support family • Food accessibility and affordability • Worried about the winter and Christmas

The Joseph Roundtree Foundation are encouraging our government to focus on five key objectives in the battle against poverty as we emerge from lockdown¹⁶:

- Fast and effective social security support
- Increase local welfare assistance
- Employer support for workers
- Support for people who rent their accommodation
- Help coping with utility bills

¹⁶ <https://www.jrf.org.uk/blog/what-does-covid-19-mean-people-restricted-poverty>

The following support was provided to families during lockdown in Moray:

Food	Food parcels, food vouchers, meals on wheels, hot meals, cooking zoom calls, baking kits	8,091
Money (e.g. fuel/ electricity costs, debt, clothing)	Fuel top ups, application to MERF, support applying for UC and other funding streams, signposting to financial supports, support and advice	1,456
Wellbeing (e.g. mental health, loneliness, befriending etc)	Virtual meetings, telephone conversations, support networks, wellbeing walks	748
Technology (e.g. digital access, IT, smartphones, tablets etc)	Access and support to enable home schooling for those that had no devices/Wi-Fi	898
Other	Community care packages containing basic staple items to support isolated and vulnerable a, baking kits, stationery packs	3,244

Maintaining strong links with the Scottish Government poverty agenda, with national poverty action groups and building on our local partnerships, will enable us to continue to use emerging data to inform our collaborative future action in response to tackling child poverty going forward, which is reflected in our priorities for the coming year.

Child Poverty in Grampian

The Scottish Public Health Observatory (ScotPHO)¹⁷ gives us some high level data that enables a comparison against certain indicators as a gauge of poverty over recent years. From 2016-18 the number of young people aged 0-25 years in Grampian who are living in the most income deprived quintile shows a marginal reduction from 7763 to 7221, however this remains around 4% of the population. Children registering for free school meals across the Health Board region has increased from 4139 in 2016 to 4680 in 2018, and in response to the current COVID-19 crisis the Scottish Government have announced a very welcome £12.6 million additional funding so that children receiving free school meals can continue to receive food over the summer.

¹⁷ https://scotland.shinyapps.io/ScotPHO_profiles_tool/

The Scottish Government have also produced and published a dashboard that provides data at a local authority level, and while these cannot be mapped across as a direct measure against the targets in the Child Poverty (Scotland) Act 2017, they can be used to monitor child poverty and its drivers at a local level.

Percentage of children living in poverty in 2017/18 by Parliamentary Constituency ¹⁸	Before Housing Costs	After Housing Costs	Percentage change since 2016/17 (after housing costs)
Moray	16%	20%	0%
Aberdeen Central	18%	22%	+3%
Aberdeen Donside	13%	15%	-4%
Aberdeen South and North Kincardine	13%	14%	-3%
Aberdeenshire East	12%	12%	-4%
Aberdeenshire West	12%	12%	-3%
Banffshire and Buchan Coast	15%	20%	-2%

Child Poverty in Moray

Mitigating the impact of poverty on children, young people and families is identified as a **priority** in the **Moray Children's Services Plan (CSP) 2020-23**. Our strategic planning approach ensures the plan is joined up, evidence based and shaped and informed by analysis of need, a mapping of services and extensive consultation and engagement with children, young people and families. It is therefore important that children and families who use our services, and the wider community, can access and engage with the ongoing development and review of the plan. A range of activities were carried out to inform this plan including; a joint strategic needs analysis, service mapping, review of existing strategic priorities, review of finance, review of national and local policy/guidance, robust stakeholder consultation and engagement including children, young people and families and a series of workshops at key points in the development of the plan.

¹⁸ <http://www.endchildpoverty.org.uk/poverty-in-your-area-2019/>

Four Key themes emerged from our findings which were important to children and young people, their parents and families and our partners across Moray, the following outcomes were agreed:

- Wellbeing is improved
- **The impact of poverty on children and young people and families is mitigated**
- Children and young people feel safe and free from harm,
- The life chances and outcomes for care experienced children and young people are improved.

Moray Headlines around Poverty

- Child poverty rates are rising in Moray.
- 15% of our most deprived people live in our recognised deprived areas.
- Moray has the second lowest wage in Scotland.
- 1 child in 5 live in relative poverty.
- Low levels of free school meal registration.
- Low uptake of social security and maternity related benefits. (JSNA Oct 2020 ver 8)

Moray Headlines around Looked after children

- Looked after children in kinship or foster care have better outcomes.
- Moray has significantly lower numbers of children looked after at home than the Scottish average.
- Looked after children are ten times more likely to be missing from home.
- Looked after children's school attendance and attainment rates are below their peers
- Exclusion rates are relatively low but there has been a recent increase
- Lower levels of Looked after Children sustain a positive destination post school

Moray is committed to delivering on the “promise”

Realigning Children’s Services (RCS) Input

Moray has taken part in the RCS programme which is run by the Scottish Government in partnership with Community Planning Partnerships (CPPs). It seeks to improve outcomes for children by supporting local improvement in joint strategic commissioning, focusing on evidence collection and analysis, service mapping and strengthening partnership working across children’s services. The timing of this programme was beneficial in the development of the Children’s Service plan with the following activities being undertaken to inform the plan and supported by development workshops:

<ul style="list-style-type: none">• Wellbeing Survey across primary and Secondary school• Service mapping	<ul style="list-style-type: none">• Data Visualisation Tool• Thematic reports
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This enriched our intelligence regarding the wellbeing of children and young people and offered increased clarity in specific areas and informed our planning around child poverty.

Socioeconomic disadvantage in Moray

Our Moray thematic report which details our Health and Wellbeing survey of school children in Moray states

“The impact of socioeconomic disadvantage on children and young people has been widely reported and evidenced, with research demonstrating negative impacts on a range of mental health and wellbeing outcomes¹⁹, cognitive ability²⁰, social/emotional development²¹,

¹⁹ 2018 Survey in Scotland: National Report. Glasgow: MRC/CSO Social and Public Health Sciences Unit, University of Glasgow

²⁰ Knudsen, L. et al (2019) *Growing up in Scotland: Changes in language ability over the primary school years*, Edinburgh: Scottish Government

²¹ Treanor, M. (2015) Social assets, low income and child social, emotional and behavioural wellbeing. *Families, Relationships and Societies*; 5:2 pp209-228

being overweight/obese²² and academic attainment²³. On average, children and young people in Moray who were registered for free school meals were more likely than their peers who were not registered to report low mental wellbeing, and less likely to report positive health behaviours (such as frequent fruit/vegetable consumption and more frequent physical activity participation).

In line with report objectives to 'identify which factors could be addressed in order to tackle inequalities in wellbeing amongst more and less socioeconomically advantaged children and young people', below we focus on the relationship between socioeconomic disadvantage and mental wellbeing, including which of the predictors of low mental wellbeing appear to be particularly strong for children and young people living in socioeconomically disadvantaged circumstances in Moray.

Socioeconomic disadvantage and mental wellbeing

As noted above, initial analysis showed that, across both primary and secondary school pupils, children and young people in Moray who were registered for free school meals were more likely to report low mental wellbeing. Further analysis, however, showed that differences in low mental wellbeing were explained by other differences between the children and young people, rather than by the fact that they were registered for free school meals.

For example, pupils who were registered for free school meals were also more likely to report a number of risk factors associated with lower wellbeing such as poorer family, peer and school experiences and lower levels of physical activity. As noted above in relation to gender and school year/age, this does not mean that socioeconomic disadvantage cannot act as a potential risk flag and/or as a potential means of targeting interventions aiming to reduce socioeconomic inequalities.

Next, we discuss aspects of children and young people's lives which may be of particular interest in relation to tackling low mental wellbeing amongst those in less socioeconomically advantaged circumstances.

The analysis did show that for some of the key predictors of mental wellbeing outlined above, the relationship with mental wellbeing was different for children and young people who were and were not registered for free school meals. **ScotCen Social Research** RCS Tr3 Thematic

²² Bradshaw, P. and Hinchliffe, S. (2018) *Growing Up in Scotland: Overweight and obesity at age 10*. Edinburgh: Scottish Government

²³ Scottish Government (2019) *Summary Statistics for Attainment and Initial Leaver Destinations, No. 1: 2019 Edition*. Edinburgh: Scottish Government

report Moray March 2020. This suggests that the impact of certain risk factors was stronger (or weaker) for more socioeconomically disadvantaged pupils than for their more advantaged peers.

For primary pupils experiencing socioeconomic disadvantage, feeling unhappy about their appearance had a particularly strong relationship with their mental wellbeing. Policies and interventions which encourage positive self-perception amongst these children, and those which promote positive peer support amongst all children and minimise the extent to which children are stigmatised or targeted because of their body shape or clothing, may be successful in lowering the risk of mental wellbeing associated with this issue.

Poorer family relationships were also more strongly associated with low mental wellbeing for socioeconomically disadvantaged primary pupils. Such pupils may require specific additional support to counter the potential stress and instability of such a home environment. Wider policies addressing family stability and mediation, as well as ensuring families are accessing all benefits and financial supports they are eligible for may also be helpful.

For socioeconomically disadvantaged secondary pupils, a low level of physical activity was more strongly associated with low mental wellbeing than for their more advantaged peers. Increasing levels of physical activity through widening access to sport and a wide range of other accessible activities – which are free or low cost (e.g. skate parks, all weather multi-sports surfaces, indoor space) – may increase uptake amongst this group and improve wellbeing.

Children and young people who went to sleep very late (which suggests they get less than the recommended amount of sleep for their age) also had notably strong relationships with low mental wellbeing amongst socioeconomically disadvantaged secondary pupils. Improving sleep and bedtime behaviour, and ensuring children and young people get enough sleep, may result in higher mental wellbeing amongst socioeconomically disadvantaged secondary school children. Late bedtimes and lack of sleep may be associated with engaging with social media and gaming. Policies which improve children's and young people and their parents'/carers' understanding of the importance of sleep and help them manage and moderate screen time may be beneficial in reducing these risk factors particularly amongst socioeconomically disadvantaged children and young people".

The following table details the outcomes we are trying to accomplish, what change we can make that will result in improvement, the improvement aims and the high level actions and measure of performance around child poverty in Moray over the next three years as the children's services plan is implemented and we monitor the improvements

PRIORITY 3: THE IMPACT OF POVERTY ON CHILDREN, YOUNG PEOPLE AND FAMILIES IS MITIGATED			
OUTCOMES	IMPROVEMENT AIMS	HIGH LEVEL ACTIONS	HIGH LEVEL PERFORMANCE MEASURES
The voices of children, young people and families experiencing poverty are heard and acted upon	A partnership model which facilitates ongoing engagement with children, young people and families experiencing poverty is operational	Agree and resource a partnership model of engagement utilising the expertise of individual partners and success of existing arrangements	Number and range of children, young people and families sharing their experiences via agreed engagement model
	Systems, processes and practices are informed by a greater awareness of the prevalence, impact and stigma associated with poverty	Disseminate key poverty related themes from the joint strategic needs assessment across the partnership	Understanding of poverty and how staff are applying their understanding is captured via the annual staff survey
A co-ordinated approach to mitigating the impact of child poverty is adopted across the children's services partnership	Utilise the combined knowledge and resources to best effect	Incorporate this plan into the Moray Poverty Action Plan, agreeing a common use of terms/language and focus of actions	Partners self-evaluation of Moray Child Poverty Action Plan Annual Scottish Government feedback
		With those experiencing poverty, clarify whether existing supports meet their needs and how the partnership can work collaboratively to identify and deliver improvements	Evaluation of existing supports Increased uptake of improved supports
		As a partnership, identify gaps in early intervention supports and services and agree, as a collective, the best means of addressing/resourcing these gaps	Increase in early intervention supports and services available
The disposable income of families experiencing poverty is maximised	Prevention and early intervention pathway of financial supports to mitigate the effects of poverty is widely available and accessible to families, communities and professionals	Co-produce a pathway which provides accessible, early intervention to targeted support to families experiencing poverty or at risk of financial hardship	Pathway in place

The disposable income of families experiencing poverty is maximised	Partners proactively identify, engage and support families to address money worries	Families are supported to access the pathway as early as possible	Number of families accessing pathway and feedback from them and those referring them
	Local solutions to mitigate the impact of poverty are co-designed by communities	Training is designed and delivered to ensure there is a consistent understanding and implementation of the pathway. This includes the review and implementation of Making Every Opportunity Count approach to ensure timeous support to families	Workforce evaluation of training Dip sample of families progress through the pathway and implementation of improvements highlighted
	Opportunities to access additional funding are maximised	Participatory budgeting approach is adopted to test and develop solutions which meet locality specific needs	Uptake of participatory budgeting opportunities
		Evaluation of impact of locality specific supports is undertaken with a view to scale and spread	Evaluation of impact of projects, utilising QI methodology
No child or young person feels disadvantaged by poverty	Children and young people have equal access of opportunity irrespective of their family income	Stronger relationships with the 3 rd sector are built.	3 rd sector report increased opportunity to develop solutions in partnership with statutory services
		Work in partnership to develop and resource solutions	Value and scale of partnership initiatives developed and resourced Specific questions included in health and wellbeing survey to capture the views of young people re: equal access
		Barriers to equal access are identified and better understood at a locality and partnership level	
		Solutions are co-produced by key stakeholders and resourcing implications addressed	
	Children and young people experiencing poverty achieve expected levels of progress	Identify families experiencing poverty who need additional support to ensure that their child achieves	Attainment levels in line with those not experiencing poverty
		Co-develop supports which evidence improvements and establish best means of resourcing and delivering them	

Governance Arrangements

NHS Grampian host a Child Poverty Working Group, chaired by the NHS Child Poverty Lead, with representation from the three Local Authorities. The objectives of the working group are to determine and manage child poverty actions that specifically relate to health that are deliverable on a Pan-Grampian basis, and to determine ways in which to support partnership delivery of actions against the wider impacts of poverty. The NHS Grampian Child Poverty Lead co-chairs the 'Fairer Moray Forum' – the Moray Tackling Poverty and Inequalities working group, alongside the Moray Council Poverty Lead. The joint Child Poverty Action Report has passed through single agency and multiagency governance routes for ratification prior to publication. Within NHS Grampian the System Leadership Team have ratified and approved the plan. It also has the endorsement of both NHS Grampian and Local Authority Chief Executives.

Our joint Child Poverty Action Plan has been developed through the Community Planning Partnership, with a commitment from all partners to work together in tackling child poverty. Actions to address child poverty are also embedded throughout the respective LOIPs and children's plan. Specific child poverty actions are developed through the Fairer Moray Forum, which has good engagement from all Community Planning Partners, including the Third Sector. The Fairer Moray Forum is accountable to the Chief Officers Group who has oversight of the LOIP as it relates to children and young people, and a responsibility to drive forward the integration of children's services.

Values

Getting it right for every child (GIRFEC)²⁴ is the Scottish Government's approach to supporting children and young people. It is intended as a framework that will enable organisations who work on behalf of children and their families to provide a consistent, supportive approach for all. GIRFEC is based on children's rights and the principles reflected in the UNCRC²⁵. The aim is for children in Scotland to grow up feeling loved, respected and able to meet their full potential at home, at school and in the wider community. Every child and young person should be **Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible and Included**. GIRFEC recognises that every child and young person is unique and that their wellbeing will be influenced by their own experiences and changing needs as they grow, therefore there are no set levels of wellbeing, but rather the provision of a framework by which to identify and address needs early. It is an approach that requires a united and integrated multiagency system, and is the foundation on which we develop our action plan to tackle child poverty in Grampian.

²⁴ <https://www.gov.scot/policies/girfec/>

²⁵ <https://www.unicef.org.uk/what-we-do/un-convention-child-rights/>

In 2016, Scotland's First Minister made a commitment that Scotland would collaborate in making sure that our most vulnerable children and young people feel loved, and that they experience the childhood that they deserve. To effect that promise, the First Minister commissioned a review to determine how this should be achieved. In February 2020 the Independent Care Review²⁶ published a series of reports highlighted the strong link between poverty and looked after children, and the need for a systemic change in how we support families particularly by recognising and responding to the stresses of living in poverty. The **Promise**²⁷ (and the **Pinky Promise**²⁸ for younger readers) was informed by carefully listening to over 5,500 care experienced children and adults, families and the paid and unpaid workforce to properly understand what needs to change. The **Plan**²⁹ outlines what we need to do to make sure that required change happens, and how Scotland can better invest in our children and families is reported in **The Money**³⁰ and **Follow The Money**³¹. **The Rules**³² discuss the current legislative framework and how this must change to achieve the **Promise**. The Care Review identified foundations by which Scotland needs to focus its improvements to achieve better outcomes for children. One of these is 'family'. Families reported the difficulties and stress cause by worrying about not having enough money to live on, often having to make very difficult choices between basic needs. These are very important reports and they should inform our local planning in response to addressing inequalities as a result of poverty.

Reflections on feedback for year one reports from the Poverty and Inequality Commission

In November 2019 the Poverty and Inequality Commission published their report following a review of the first set of LCPARs. 10 reports were selected to represent a range of local authority size, urban/rural coverage and rates of child poverty. There were several key areas that the Commission had a particular interest in; reference to the UNCRC, actions taken to support particular vulnerable groups (asylum seekers, homeless people, victims of domestic abuse for example), and how the reports are being communicated and disseminated.

The Commission was asked by the Cabinet Secretary for Communities and Local Governments to look for evidence of involving people with **lived experience**; not just whether or not the views of people with lived experience of poverty were being sought, but how their experience

²⁶ <https://www.carereview.scot/conclusions/independent-care-review-reports/>

²⁷ https://www.carereview.scot/wp-content/uploads/2020/03/The-Promise_v7.pdf

²⁸ <https://www.carereview.scot/wp-content/uploads/2020/02/Pinky-Promise.pdf>

²⁹ https://www.carereview.scot/wp-content/uploads/2020/02/The-Plan_pages.pdf

³⁰ <https://www.carereview.scot/wp-content/uploads/2020/02/The-Money.pdf>

³¹ <https://www.carereview.scot/wp-content/uploads/2020/02/Follow-the-money.pdf>

³² https://www.carereview.scot/wp-content/uploads/2020/02/The-Rules_pages.pdf

was being used to inform the development of local plans. Included in our priorities for 2020/21 are clear actions to capture the lived experience of children, young people and their families with regard to their experiences of poverty and within different contexts. We will take a strategic approach to ongoing engagement and will ensure that what we learn through the voice of lived experience is translated into action within our plans. To this end, a proportion of the annual Healthier, Wealthier Children funding allocated to Boards this year will be directed at enabling a research proposal through Robert Gordon University that will capture both women's experience, and professional's experience of the implementation of the Financial Inclusion Pathway. In addition, we have commissioned a project in partnership with CFINE (Community Food Initiatives North East)³³ to capture the experience of children living in poverty across Grampian, and while the impact of COVID-19 will delay initial timescales, this work will be prioritised when it is safe to proceed.

Tackling child poverty is one of the key priorities for Scottish Government and it is acknowledged that **leadership** at all levels is crucial to achieving this. The Commission assessed how this was reflected at local level. Only four LCPAR's had a dedicated introduction and had been signed off by a Chief Executive within the local authority and/or health board. While it is important to align our action plans specifically to the drivers of child poverty and that the steps taken to achieve progress towards the outcomes are explicit and detailed, it is also important to ensure that child poverty is realised as a priority locally, and work to raise the profile of the child poverty agenda is supported at the most senior level within the organisation.

Year One reports showed good contextual knowledge of child poverty across the local area. Strengths, challenges and opportunities were well defined. There are challenges being faced by all local authorities in that the four **data** measures used in relation to the targets are not available at local authority level. While there are various data sources that provide a proxy measure and build a picture of poverty at a local authority level, these do not correspond to the measures precisely. Recent ISD Data published in December 2019 shows the three local authority areas across Grampian faring much better than the Scottish average with regard to the percentage of children living in low income families. This is however, not representative of those pockets of our communities where we know hidden poverty and 'in work' poverty exists.

There is no single preferred measure of child poverty locally, so in year one we used a range of data sources to build a picture of where low income families are likely located. It is felt that even with clear local measure/s it would be very difficult to influence using local levers alone as there are too many external influences (wider political and economic shifts, or pandemics for example) that would make it difficult to set a

³³ <https://www.cfine.org/>

local target with any confidence. However, including monitoring and evaluation targets is important in helping us to respond accordingly if actions are not having the desired impact.

Through taking a **partnership** approach to producing a shared report and action plan we can make our aspirations to tackling child poverty clear, enabling shared needs assessment, shared priorities and the development of greater clarity around governance. In an endeavour to share best practice we are encouraged to reflect on the successes and challenges of working in partnership, and to include local experiences within our reports. We should also look beyond our local authority/ health board partnerships and to consider how we engage with third sector and private sector partners. The plans that we have for this year, to capture lived experience and to expand our Financial Inclusion Pathway, will further build on relationships with our third sector partners and will extend to wider corners across all organisations.

Improvement

The commission identified four categories of actions within the first year plans.

- 1. Actions which are fundamental to tackling poverty and are very closely linked to the drivers (payment of the living wage, maximising uptake of benefits, advice on reducing food and energy costs).**

In Grampian we have embedded a Financial Inclusion Pathway into practice through routine enquiry within the Universal Health Visiting and Family Nurse Pathway. This includes routine enquiry about finances at pre-birth, 11-14 days, 13-15 months and 4-5 years.

We are working hard with pregnant women to reinforce the importance of attending for antenatal care, with the aim to increase the number of vulnerable mothers eligible and in receipt of the Best Start Maternity grant. There is also a Best Start grant Early Learning Payment for 2yrs – 3 ½ yrs available from April 2019.

In Moray the Benefits team administers a number of benefits in a single application process – Housing Benefit, Council Tax Reduction, Free School Meals, School Clothing Grants and Educational Maintenance allowance. The application, once completed by the claimant permits the team to assess entitlement to any of these benefits the claimant and their household may be entitled to.

The Discretionary Award team administers entitlement to Scottish Welfare Fund and Discretionary Housing Payments. SWF provides two types of grants – Crisis Grant and a Community Care Grant.

Money Advice Moray (MAM) – provides advice and support to maximise income through benefits, support with budgeting and debts and support with appealing against disability benefit decisions. Since the Covid crisis, this team have also been administering payments for support with food costs (Flexible Food Fund).

These teams work in partnership to help provide the most appropriate support to individuals and their families in Moray. We also refer claimants to other support networks such as school bank, foodbank and REAP. We can also work closely with social workers and housing support and will use the referral process for these teams and others such as mental health, drug and alcohol, criminal justice, employability, etc.

2. Actions which tackle child poverty but need a clearer articulation of how they do so (expansion of early years childcare, closing the attainment gap)

We are continuing to grow and sustain Making Every Opportunity Count (MEOC) as an overall approach across public and third sector partners in Grampian to support cultural shift - with everyone, every system and service doing a little to enable people to live as well as they can.

We are endeavouring to put in place an intelligence led and evidence based approach for the Pupil Equity Fund, so that the allocation of funding to schools will help close the poverty related attainment gap.

Moray Continues to work towards closing the attainment gap for CE/LAC/ASN/YC pupils by

- Identifying strategies to improve attendance rates*
- Identifying strategies to improve exclusion rates, including follow up process after return after exclusion*
- Improving the effectiveness of alternatives to exclusion*
- Improving the offer of wider achievement awards*

And ensuring School Attainment meetings to have a section where there is a focus on CE/LAC/ASN/YC pupils

*We are continuing to progress our expansion of **Early Years Childcare** in Moray despite demand having to be postponed due to the covid crisis A £2 million building marks a significant investment in the Forres area as part of the Scottish Government's extension of funded Early Learning Care. The new Pilmuir Nursery allows for the requirement to provide 1,140 hours of funded ELC for all three- and four-year-olds, and eligible two-year-olds and is scheduled to open in August 2020*

3. Supporting actions which create the right conditions for tackling child poverty (transport, availability of affordable housing)

We are continuing to ensure that poverty is embedded across our strategies i.e. Transport, Housing, Moray Economic Strategy and Skills development to ensure that every effort is made to reduce poverty drivers in the wider poverty agenda.

[Moray Economic Strategy 2019-2029: Towards Future Prosperity and Inclusive Growth](#)

The strategy was reviewed and in December 2018 a refreshed strategy was published. The strategy takes account of changes in the economic landscape since 2012 not least cuts to public funding; it also reflects the work undertaken for the emerging [Moray Growth Deal](#). The strategy is for the period 2019-2029. It maintains the overall objective to grow and diversify the economy and focuses on achieving four outcomes:

Outcome 1 *Qualification Levels - An increase across all ages and genders in qualifications relevant to growth sectors.*

Outcome 2 *Small Business Growth - More small and medium-sized businesses employing between 10 and 100 people.*

Outcome 3 *Talent Attraction, Retention and Return - More skilled, higher paid jobs that deliver net in-migration in the 16-29 age range.*

Outcome 4 *Business Competitiveness - An increase in capital investment and focused workforce development to strengthen competitiveness.*

The strategy was also developed in conjunction with the Moray Skills Investment Plan which includes four key themes: Effective careers information and advice, supporting key economic priorities, a responsive skills infrastructure and Enhancing employer engagement.

Moray housing strategy action plan for 19/20 includes:

Priority 1: Improve access to housing in all tenures and alleviate housing need

Priority 2: Prevent and alleviate homelessness

Priority 3: Assist people requiring specialist housing

Priority 4: Improve the condition and energy efficiency of housing, and minimise fuel poverty

4. Actions which do not directly tackle child poverty but are around the mitigation of poverty or focused on all families.

Poverty is defined against the reasonable expectation that everyone should be able to meet their basic needs; which includes the need to be able to function as a citizen of society. Child poverty in Scotland is mainly due to causes, or drivers, partially or wholly outside a parents control and usually completely outside children's control. These include aspects of social security, income from employment and the costs of living.

The cost of the school day project in Moray has been successful in ensuring that uniform is affordable for all and helps to support confident and happy young people, every child is able to travel to school regardless of cost, every child has the resources for learning that they need and access to the same opportunities at school, no financial barriers to pupils accessing the curriculum, everyone has the friends they want without income differences being an issue with no stigma and no shame. There is equal access to all trips for all young people and children In Moray have access to a breakfast club. All families have support in accessing and applying for Free School Meals. Every child is able to access every event and all cost barriers to clubs and activities are removed. Every child and home should have appropriate resources for home learning to be possible and stress free, all pupils are able to complete homework with no barriers in the way.

Moray Progress Overview: 2019/20

The following templates provide an overview of progress against the actions that we said we would take to start tackling child poverty in Moray/Grampian in year one. Feedback from the Poverty and Inequality Commission has been particularly helpful in enabling us to refine our approach and applying this to the development of our future plans.

The three main drivers of Child Poverty:³⁴

Employment: Income from parent's work and earnings is not sufficient to lift them from poverty

Household costs: The costs of living that household have to cover are too high

Social Security: Income from social security has been cut back significantly by the UK Government, particularly for families with children, and is now inadequate to lift families from poverty

	On target and within timescales.
	Some risk to targets or timescales. Mitigation required.
	Significant risk to targets, timescales or objective. Requires escalation.

³⁴ <https://www.gov.scot/publications/child-chance-tackling-child-poverty-delivery-plan-2018-22/>

Moray Poverty action plan 2018-2021 committed to achieving eight strategic outcomes –

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
<p>Moray schools will receive revised PEF guidance and support to identify poverty related issues specific to their school and develop action plans to be reviewed annually.</p> <p>Awareness Raising regarding Care experience and the impact it has on learning will be delivered to all schools</p>	<p>Raising income from Employment</p> <p>Cost of Living</p>	<p>Moray Council Education</p> <p>Health and Social Care Moray</p>	Dec19-Oct20	March 2020	
Update to March 2020					
<p>Since April 2017 the Pupil Equity Fund (PEF) has been allocated directly to schools and targeted at those children most affected by the poverty related attainment gap. Moray has completed some effective work to minimise costs and maximise opportunities for low income households</p> <p>Schools across Moray have received revised PEF guidance and have developed poverty related action plans for each school providing additional support where required to ensure young people from lower income families and those with experience of care have access to higher education/ further education / vocational training. PEF plans are incorporated within the School Improvement Planning (SIP) documentation thereby reducing the need for additional bureaucracy and considering workload. The SIP is informed by the priorities of the national Improvement Framework, Corporate Plan, Moray Children's Services Plan and the Schools and Curriculum Development Strategic Plan); and the priorities of the school community plan.</p> <p>A range of awareness sessions were delivered across schools within in-service days to support staff to better understand how the care experience can impact on learning.</p> <p>Our work with RCS and the wellbeing survey completed has enabled us to identify children at school who are experiencing poverty and gave us a further insight into their wellbeing and the socioeconomic factors which can impact on their wellbeing.</p>					

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Work collaboratively with Local Authority partners to support them to put in place an intelligence led and evidenced based approach for the Pupil Equity Fund (PEF), so that the allocation of funding directly to schools will help to close the attainment gap 1	Reducing the cost of living	NHS Grampian Education and Children's Services Social Security Scotland Local Authority Poverty Action Groups	March 2021	March 2020	
Update to March 2020					
<p>The aspiration had been to develop a Child Poverty Dashboard to provide data and intelligence for the PEF, however there is limited data available in relation to PEF that is not already publicly available, therefore a dashboard is likely to be of limited value. Further review and useful next steps are to be determined.</p> <p>Here is the link to the 2020 – 2021 allocation, recently published by Scottish Government: https://www.gov.scot/publications/pupil-equity-funding-school-allocations-2020-to-2021/ </p>					

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Explore during 2019/20 with local employers what support would enable them to offer a fair wage and contract conditions for all workers and Develop and implement an action plan based on the results of (a) during 2020/21	Raising Income from employment	Moray Economic Partnership	2020/21	2021	amber
Update to March 2020					
<p>Moray Economic Partnership and Fairer Moray Forum have arranged a meeting with Living Wage Scotland. There are many links to employability across the national CP action plan. Moray has been awarded 2 years funding to deliver a parent employability project. Part of the funding will be used to recruit key workers to provide one to one support. One will support parents out of work and one with parents in work. £35k being carried over to next year and £115k for following 2 years.</p> <p>Moray College Has a flexible support fund and is also working with employers in Moray</p>					

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Identify the range of supports available to looked after children and young people leaving care and increase awareness of these supports to ensure that every young person leaving care is offered support with their transition into adult life	Raising income from employment	Corporate Parenting Strategic Group	03/2020	06/2020	
Explore the lived experience of people leaving care with the aim of informing future action plan activities in relation to improving future personalised support		Moray College			

Update to March 2020

Baseline data is identified, agreed and collected for every school and robust single agency child planning is embedded in all schools to ensure all CE/LAC/ASN/YC are offered a tailored and flexible curriculum to meet their needs.

A review of Pathway Planning to ensure there is a focus on CE/LAC/ASN/YC has been carried out

All looked after children and young people leaving care receive personalised support if wanted, and all services know where and how to refer to them. Training needs identified for education staff to support CE/LAC young people in this area and delivered to all Designated Managers (54 schools) across the authority and all Head teachers to ensure their access to higher education/further education/vocational training

Progress is being made in the number of CE/LAC/ASN/YC young people entering and sustaining a positive destination post school, improved Numeracy and Literacy, improved SCQF Levels , increase in uptake of work related learning opportunities

Roll out the Mentoring Young Talent Programme across all secondary schools in Moray has increased skills development and will be made accessible to all care experienced young people this will ensure the Moray Skills Pathway school strategy which provides a wide range of accessible and flexible opportunities meets the needs of all CEYP

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
4.1 Support, training and development will continue to be available in order for people to gain higher paid employment through the implementation of the Moray Skills Investment Plan which takes forward the key themes: <ul style="list-style-type: none"> • Effective Careers and information and advice • Supporting Key Economic Priorities • A responsive skills infrastructure • Enhancing employer engagement 	Raising income from employment	Moray Economic Partnership	03/2020	06/2020	

Update to March 2020
<p>Moray skills investment plan continues to make progress in ensuring everyone can access support, training and development to gain higher paid employment.</p> <p>Moray is organising a bespoke event with CPAG. Training will be workshop style and informed by Moray. Focus to include Giving staff more confidence in having difficult conversations, a sub group has been established to drive this forward</p>

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Implement and evaluate the Moray "Cost of the School Day" action plan.	Reducing the cost of Living	Education, health and Social Care, Northern Alliance	03/2020		
Explore the impact of the implementation of the 'Cost of the School Day Toolkit' on the lived experience of lower income families and their children and report findings via workshops		Moray College	03/2023	03/2021	

Update to March 2020
<p>Cost of the School Day Project implemented across 32 schools in Moray with the following achievements:</p> <ul style="list-style-type: none"> • Recommendations for areas for development to further poverty proof schools identified and good practice highlighted and shared • Review of Curriculum Costs across all secondary schools • Identification and review of key school policies and practices to ensure they have been poverty proofed • A COTSD Toolkit delivered to head teachers, parents, partner agencies and children and young people. • Campaigns to raise awareness of eligibility criteria for school meals and EMA are increasing the uptake of both. • A national questionnaire completed to identify issues/challenges in young people accessing EMA. • Engagement with parents in schools to enhance their understanding of closing the poverty attainment gap.

- COTSD practitioners working with Parent councils across Moray
- Training for head teachers provided by Poverty Alliance re. practical tips to tackle stigma
- Partnership working across the community planning partnership to identify ways education can support food provision in holiday periods
- Promotion of benefits in education settings included a Workforce Training needs analysis, Promotion of Benefits Poster in all schools and a Communication Strategy agreed

When schools closed on the 23rd of March 2020 to most pupils because of the coronavirus pandemic, the Cost of the School Day project wanted to know how they were getting on, so we asked children and young people in Moray to take part in our Lockdown Learning survey. 150 pupils responded to the questionnaire - 97 primary and 61 secondary school pupils. The main aim was to establish the effect of lockdown on families living on low incomes.

Children and young people in Moray reflected on how they communicated with their teachers, the tasks they were given, how easy they found it to find a space at home to work, and how they coped with the amount of work they were given.

Of those who took part 22.9% reported that they receive free school meals, which here has been taken as a potential indicator of a family living in poverty. This is slightly over the 17% identified as living in relative poverty by the Moray Local Child Poverty Action Report for 2018/19, but it's worth noting that the survey percentage may have been boosted by children in P1 to 3 who automatically receive free school meals. It is assumed that the views expressed are likely to be broadly similar to the population as a whole regardless of socioeconomic status. Young people in Moray from age 4 up to 17 shared their opinions, thoughts and ideas on schooling over the last few months and this has provided an incredible insight into the highs and lows during this crisis.

CPAG in Scotland's Cost of the School Day project, in partnership with Moray Council, also carried out a survey with parents and carers in Moray to understand their experiences of learning during lockdown.

The survey looked at parents' experiences of support with learning materials and resources, the provision of replacement free school meals, plus pastoral support for family wellbeing, including advice and signposting for financial support. We also asked people what they felt schools need to do to support children as they begin to re-open to more pupils.

We aimed to find out what was working well for families and what more support they would like. This was a local version of a national survey, the report of which can be found at cpag.org.uk/cost-of-the-school-day

496 Moray parents and carers shared with us their experiences of home learning during school closures. Of those that took part, **17%** identified themselves as single parents. **24%** told us that they are currently in receipt of or in the process of applying for benefits (e.g. universal credit, tax credits, income support, income-based Jobseeker's Allowance, income-related Employment and Support Allowance, council tax support).

Information here from parents of all backgrounds will be useful in helping to understand experiences of home learning and plan for the next session but we have particularly tried to focus on issues or views related to financial worries and low incomes. This information is a great insight into the experiences of children, young people and families experience and will contribute to future planning post Covid. This work and further information gathering regarding supports and experience of those delivering support during lockdown helps us understand poverty in Moray and informs our future plans

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
<p>The Early Learning and Childcare Plan will be implemented to deliver affordable, flexible and good quality childcare</p> <p>Explore opportunities to secure funding To develop a community based and run financial institution in partnership with existing providers of affordable credit in Moray.</p> <p>Review the way in which support is currently provided to families experiencing fuel poverty and improve access and uptake</p> <p>The Moray Food Poverty Action Plan will be implemented - with particular emphasis on developing provision for young people during school holiday periods.</p> <p>The Moray Housing Strategy and Plan will be implemented, following consultation, taking forward the key priorities of:</p> <ul style="list-style-type: none"> Improving access to housing of all tenures and alleviating housing need Preventing and alleviating homelessness 	Reducing the cost of living	<p>Education</p> <p>Moray Fairer Forum</p> <p>Third sector orgs</p> <p>Moray Food Plus</p> <p>Housing</p>	<p>03/2020</p> <p>03/2020</p> <p>03/2020</p> <p>03/2020</p> <p>03/2020</p>		

<ul style="list-style-type: none"> Assisting those who require specialist housing Improving the condition and energy efficiency of housing and minimising fuel poverty <p>Explore opportunities to extend the provision of affordable out of school childcare /holiday care and develop an action plan</p> <p>Provide free sanitary products to those on a low income through Moray Food Plus, moray community and leisure facilities, schools</p> <p>Report on feedback</p> <p>Assess the need and develop an action plan for the development of an affordable, accessible transport scheme.</p> <p>Assess the provision of clothing in relation to Moray School and Baby Banks. Identify any gaps and implement actions for improvement</p>		<p>Moray Food Plus</p> <p>Education</p> <p>Transport Steering Group</p> <p>Bank facilitators</p>	<p>03/2020</p> <p>03/2020</p> <p>03/2020</p> <p>03/2020</p> <p>03/2020</p>		
Update to March 2020					
<p>The following strategies are being implemented in Moray which will contribute to reducing the cost of living in Moray and therefore mitigate child poverty Early Learning and Child Care plan, Moray Housing Strategy and the Moray Food Poverty Action Plan. And are detailed earlier in the report under Improvements</p> <p>Free Sanitary products are now available across Moray via schools, community services and Leisure services via Moray Food Plus</p> <p>Consultants from Alastair Grimes Consulting carried out a piece of work in 7 Scottish LA areas to profile the supply and likely demand for affordable credit in each area offering recommendations to address the poverty premium and support greater affordable credit provisions. A meeting has been arranged to provide an overview of the findings and provide recommendations to increase the availability of affordable credit locally. The moray Local report has identified that there is a huge gap to be filled:</p> <ul style="list-style-type: none"> At least 3,200- 3,300 people per year are using short-term high cost credit in Moray; They take out 9,400-9,900 loans each year; 					

- The loans are worth £3.6-£3.9 million.

Credit Unions and other affordable lenders (CDFIs) serve around 1.7% of the current low-income market (165 loans).

Initial talks have taken place in January to agree how we can progress the development of CDFI.....increase the use of affordable credit in Moray and contribute to the wider policy agenda end child poverty. Carnegie trust keen to work with council to look at what is best for Moray, including financial support. Possible partnership with a neighbouring authority but next steps are still to be agreed. This has not progressed due to Covid

196 households requested support from Flexible Food Fund during lockdown.138 (70% of total) of these households have children (306 individual children), 77 (55%) are in receipt of Universal Credit. Other 45% in receipt of other benefits such as tax credits, Employment Support Allowance, PIP. 70 (51%) are single parents.

58 (30% of total) households have no children.38 (66%) are in receipt of Universal Credit. Other 34% in receipt of other benefits such as Employment Support Allowance, PIP, SSP or have applied for UC.

Requests came via the community resilience team and community support groups. It is obvious that how we support people will be very much linked to the phased approach to the lifting of the lockdown and how successful that will be in the future. In terms of ongoing considerations at the time of writing this report include:

- any extension of the FFF beyond June and further financial commitment from the Scottish Government
- Impact of phased lifting of lockdown, particularly on employment
- Impact of long-term social distancing (even if all phases are successful) meaning that some employers are unable to fully reinstate employees and incomes continued to be reduced despite phased lifting of lockdown.
- Business unable to continue as no longer financially viable.
- A second spike of the virus and reinstating lockdown or earlier phases

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Promote the Neonatal Expenses Fund with the aim of identifying vulnerable parents who are eligible, so that they may can be supported so spend as much time as possible with their babies while they are receiving care in the neonatal unit.	Reducing the cost of living	NHS Grampian Third Sector	March 2022	March 2020	
Update to March 2020					
<p>On the 1st April 2018 the Scottish Government launched a Neonatal Expenses Fund³⁵ to help parents with the cost of food and travel while their baby is in neonatal care. The fund came after a Bliss Scotland campaign highlighted that parents in Scotland spend on average, an additional £218 per week while their baby is in a neonatal unit. Given the demographic of Grampian, we know that the cost of travel particularly will be an added pressure to families at a time when they are already likely to be experiencing considerable stress. The Neonatal Expenses Fund is available to all parents with a baby in a neonatal unit, however it needs to be promoted and parents supported to apply for it.</p> <p>All parents who have a baby admitted to the neonatal unit are provided with the information that they require with regard to the Neonatal Expenses Fund. Through liaison within the clinical management structure, an application form has been included within the universal information pack provided to all families on admission. The aspiration for the future is to develop a mechanism for data collection, enabling an oversight of uptake of the fund and to use this information to further target promotion so that all vulnerable, eligible families can benefit.</p>					

The Scottish Government has tasked Boards with supporting and/or enhancing formal **income maximisation** referral routes. NHS Grampian has actions to promote the importance of attending for antenatal care with the aim to increase the number of vulnerable mothers in receipt of the Best Start Grant³⁶. Grampian comfortably exceeds the Scotland Performs LDP Standard with over 90% of pregnancies booked by 12 weeks gestation. Anecdotal evidence

³⁵ <https://www.mygov.scot/neonatal-expenses-fund/what-you-can-claim-for/>

³⁶ <https://www.gov.scot/binaries/content/documents/govscot/publications/statistics/2020/04/best-start-grant-and-best-start-foods-high-level-statistics-to-31-march-2020/documents/best-start-grant-and-best-start-foods-high-level-statistics-to-05-may-2020/best-start-grant-and-best-start-foods-high-level-statistics-to-05-may-2020/govscot%3Adocument/Best%2BStart%2BGrant%2BBest%2BStart%2BFoods%2Bpublication%2B-%2B05%2BMay%2B2020.pdf>

suggests applications and receipt of Best Start Grants is proceeding well, but we don't currently receive information on the number of families eligible for Best Start grant and foods, thus any targeted work to improve/ maximise uptake is *currently* not possible.

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

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Reinforce and promote the importance of attending for antenatal care, with the aim to increase the number of vulnerable mothers eligible and in receipt of the Best Start Grant 8.3	Increased uptake of social security	NHS Grampian Local Authority Poverty Action Groups Third Sector	March 2022	March 2020	
Update to March 2020					
<p>The Scottish Government (SG) published a report up to the end of March 2020 giving an overview of high level statistics for the Best Start Grant (December 2018 to December 2019) and Best Start Foods (August 2019 to March 2020)³⁷. 9,245 applications were received from households across NHS Grampian - 6% of the total number of applications received. 69% of these were authorised, 27% denied and 4% withdrawn. The Maternal and Infant Nutrition (MIN) Leads maintain oversight of Best Start Grant and Best Start Foods and liaise with the Scottish Government accordingly. Quarterly figures are made available, however there is currently no function to compare each quarter.</p> <p>Anecdotal feedback from families has been very positive. Money is being received quickly once applications have been approved, and it is reported as being used to support the household.</p>					

³⁷ <https://www.gov.scot/publications/best-start-grant-and-best-start-foods-high-level-statistics-to-31-march-2020/>

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
<p>An easily accessible information system will be developed in liaison with those with lived experience e.g. employability/financial website/crisis app to ensure both the general population and professionals who offer support are able to access the most up to date information regarding all financial matters.</p> <p>People will be routinely advised by practitioners in relevant services of their entitlement to social security benefits, to raise awareness, and signposted or referred to free financial support services if required.</p>	Increased uptake of Social Security	Maximising Income Group	03/20		
Update to March 2020					
<p>The accessible information system has been postponed due to Covid. Funding remains available as we start our recovery planning</p> <p>Good progress has been made to embed a 'Midwifery and Early Years Practitioners' Pathway to financial support services across Grampian using the MeOC model, through delivery of the Universal Health Visitor Pathway³⁸ and the Family Nurse Partnership Programme³⁹. The Financial Inclusion Pathways (FIPs) have been developed to be locality specific, directing to one agreed financial support service to keep the process simple and minimise confusion. A new digitised recording system for Health Visiting is currently being rolled out across Grampian (piloted by Health Visitors in Aberdeen City) and this will enable us to identify the number of Health Visitor contacts made and the number of families signposted, or given a warm handover to, financial support services.</p> <p>H&SCM also suggest adding links to LMG networks, staff development through workshops/seminars/speed dating/ Scottish Services Directory.</p>					

³⁸ <https://www.gov.scot/publications/universal-health-visiting-pathway-scotland-pre-birth-pre-school/pages/2/>

³⁹ <https://www.gov.scot/policies/maternal-and-child-health/family-nurse-partnership/>

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Provide more support to children and families in the earliest years through delivery of the Universal Health Visiting Pathway (UHVP) and Family Nurse Partnership Programme.	Increased uptake of social security Reducing the cost of living	NHS Grampian	March 2022	March 2020	
Update to March 2020					
<p>All Health Visitors and Family Nurses are talking to families about financial inclusion and income maximisation through routine enquiry within the UHVP. Generic email addresses have been set up with Financial Support Services in each of the three Local Authorities, and data requirements have been determined. There is still an Information Governance obstacle to overcome, in that NHSG IG have requested further information on the referral process and how information will be shared (with an agency external to NHSG). Examples where the same principles apply (GP Link Workers) have been shared with IG, as have models already implemented in other Boards. While this is not preventing conversations and signposting, formal referral and monitoring will not be possible until Information Governance approvals have been achieved.</p> <p>Health Visitors and Family Nurses feel that they would benefit from group workshops/ shared learning as to their experiences of implementation of the Financial Inclusion Pathway. This may present an opportunity to promote MEOC. Online updates, training and shared learning opportunities will be applied to the NHSG website once the current update is complete and new pages can be added.</p> <p>EEL at Lady Cathcart in Buckie has worked closely with Family Centre (Action for Children based at Lady Cathcart) to build a “Reduce reuse recycle “ bank where families can share toys/clothes/shoes and there is access to a Food larder too.</p> <p>Information shared ELC wide regarding Early Learning Payment and Best Start grants (use of email and social media to share)</p> <p>All services involved in TAC/Child Plan process and families signposted to financial supports as appropriate</p> <p>Improvement work around increasing uptake of eligible 2’s places. Initiated at Lady Cathcart in Buckie with a plan to enact small test of change at both Pilmuir Nursery, Forres and Cullen Nursery (as part of expansion there are new buildings which will accommodate more children and all 2’s spaces).</p>					

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Continue to grow and sustain 'Making every Opportunity Count' (MeOC) at a NHS Grampian and Community Planning Partnership level in Aberdeen City, Aberdeenshire and Moray 8.4	Reducing the cost of living Increased uptake of social security	NHS Grampian HSCP's	March 2022	March 2020	
Update to March 2020					
<p>We are continuing to grow and sustain Making Every Opportunity Count (MEOC) as an overall approach across public and third sector partners in Grampian to support cultural shift - with everyone, every system and service doing a little to enable people to live as well as they can.</p> <p>The aspiration is that MEOC be the framework by which conversations could be had about all aspects of Financial Inclusion. It was agreed that the ethos and principles of MEOC would provide the structure for the development of the Child Poverty Action Report, incorporating all that is being delivered. Opportunities to introduce the MEOC model have been identified, however there is still work to be done to roll it out more widely and embed it as a sustainable framework.</p>					

Action Description	Poverty Driver Impacted	Responsible Services	Due Date	Review Date	RAG Status
Via Healthier, Wealthier Children: (Developing financial inclusion referral pathways in Scotland's funding plan) develop and implement a Midwifery and Early Years Practitioners pathway, policy and procedure to financial support services across Grampian. 8.7	Reducing the cost of living. Increased uptake of social security.	NHS Grampian Local Authority Poverty Action Groups Third Sector	March 2021	March 2020	
Update to March 2020					
<p>In Every Child, Every Chance: The Tackling Child Poverty Delivery Plan 2018-22, the Scottish Government committed to investing an additional £500,000 over two years to support income maximisation services in health settings. Healthier, Wealthier Children funding is issued to Health Boards on a regional</p>					

basis to create local capacity to establish or enhance financial inclusion referral pathways, to plan and deliver training on child poverty, money matters and referral pathways for universal maternity and health visiting workforce, and for the development of formal referral pathways (including consideration of electronic referrals).

Around £8k was allocated to NHSG through the Healthier, Wealthier Children's fund for 2018/19. This was used to fund Health Improvement staff to establish and implement the process, guidance, resources and governance for the Financial Inclusion Pathway. There is still an Information Governance obstacle to overcome, in that NHSG IG have requested further information on the referral process and how information will be shared (with an agency external to NHSG). Examples where the same principles apply (GP Link Workers) have been shared with IG, as have models already implemented in other Boards.

An allocation of £22k has been issued for 2019/20. See planned actions for 2021/22 against the funding below.

New priorities for 2020/21

The Child Poverty group (established 15/12/20), a sub group of Fairer Moray Forum and GIRFEC Leadership Group have the responsibility of drawing up, implementing, reporting and measuring outcomes on the child poverty action plan which will include the Children's Services Plan priority objective, aligning these documents within the context of child poverty.

Key objectives for 20/21 were identified as **Workforce Development**, including the adoption of a specific assessment tool, and **financial** and **digital** inclusion in response to the feedback we have received around experience of children and families in Moray post the first lockdown. Further meetings will focus on actual steps that can be taken to progress these two objectives

It is important to acknowledge that this is a living document which will need to adjust as we respond to the pandemic situation which is ever-changing, review and monitoring of our actions will be critical to the success of improving outcomes for children and families as we move forward

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Providing more support to children and families in the hospital setting by providing advice, signposting and warm hand-overs to specialist financial support services, with regard to all aspects of income maximisation	NHS Grampian Local Poverty Action Groups SAMH Third Sector	Healthier, Wealthier Children Fund (HWCF)	Engagement and participation Tackling stigma Increasing uptake of social security Reducing the cost of living	Evaluation of pilot	March 2021/22	Children and families in hospital settings
Update to March 2021						
<p>Agreement with SAMH to deliver pilot project for 6 months starting in summer 2020. A Primary Care Link Worker with experience in engaging with families, income maximisation/ financial inclusion knowledge, and strong links with support services would attend the hospital setting one day per week (RACH and Aberdeen Maternity Hospital) to offer direct support to families and/or provide warm hand-over to specialist financial support agencies as required. The service would include all aspects of 'money matters', including debt advice, support to apply for social security benefits, budgeting, and employability for example.</p> <p>Clinical staff would benefit from the increased confidence of having an 'expert' colleague to offer this support to families, and who will share their knowledge with the wider team as required. This work will also link well with Child Protection and neglect priorities.</p> <p>Anonymised data will be collected over the pilot period to provide information with regard to numbers of contacts, types of support required, onward referrals and outcomes. The pilot will be evaluated to inform a sustained service implementation.</p> <p>Unfortunately the pilot start has needed to be deferred due to the impact of COVID-19.</p>						

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Research into the implementation of the Financial Inclusion Pathway	NHS Grampian Robert Gordon University	Healthier, Wealthier Children Fund (HWCF)	Increasing uptake of social security Reducing the cost of living	Research paper and recommendations	2021/22	Children and families
Update to March 2021						
<p>A research proposal to understand the experiences of women, and of Health Visitors and family Nurses, around the implementation of the Financial Inclusion Pathway has gained ethics approval. Focus groups were due to start in summer 2020, however there is likely to be some delay due to Covid-19.</p> <p>This research will let us know how women feel about enquiries being made with regard to their financial situation. The output will enable us to share learning with clinical colleagues and financial support agencies. If there are things that can be done to improve the pathway or make it more acceptable to women then modifications can be made at an early stage. Where the pathway is working well will share these experience, letting colleagues know that their efforts are valued by women.</p> <p>The research report will be published and appended to our 2021/22 LCPAR.</p>						

Developing children and families informed improvements post Covid and addressing poverty in Moray

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Capturing the lived experience of children in poverty building on extensive consultation undertaken via RCS and development of CSP. Key action in the CSP is to have ongoing conversations with Children and Families using existing vehicles	NHS Grampian Local Authority Poverty Action Groups Moray Youth Matters TSI Children Young Peoples Forum	Via Healthier, Wealthier Children Fund (HWCF)	Reduce the cost of living. Engagement and participation Enabling Tackling stigma	Feedback from children and families in poverty will inform improvements	2020/21	Children and families
Update to March 2021						
<p>In the generic feedback received against the first year LCPAR's, the need to capture the lived experience of people in poverty was highlighted as an opportunity whereby regions could strengthen their action plans by enabling those experiencing poverty in their communities to inform and influence planning activities. Further emphasis was put on this with the recommendations of the Independent Care Review (previously referenced) published in February 2020. The recommendations were based on the voices of care experienced children and young people; many of whom had experience of poverty.</p> <p>A proportion of the HWCF has been allocated to develop a creative approach to capturing the lived experience of children in poverty. A creative based approach to engage with children attending the Easter Holiday programmes with CFINE was intended, but has had to be deferred due to Covid-19. While this activity will indirectly give children and young people some knowledge and skills that may reduce the cost of living in the home (cost effective cooking, recycling), it will have added benefits not directly linked to the drivers of poverty, such as helping to tackle the stigma of poverty.</p> <p>Seeking to understand the lived experience of children in poverty has become more important than ever as we begin to see the impacts of COVID-19 on our society. We will apply the GIRFEC framework in working with children to continue to hear their voices, and will support and enable them to inform and influence actions.</p>						

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Capturing the lived experience of low income families	NHS Grampian Robert Gordon University CFINE Woodside pantry Fersands project	Healthier, Wealthier Children Fund (HWCF)	Increasing uptake of social security Reducing the cost of living Increasing income through employment	RGU report and findings	March 2021/22	Low income families
Update to March 2021						
<p>NHSG has commissioned a study to capture lived experience of low income families. The study will be undertaken by Robert Gordon University in partnership with CFINE, the Woodside Pantry and the Fersands project. It had been anticipated that participants would be recruited and interviews conducted in March and April 2020, however this has been deferred due to Covid-19. It is hoped that the study will now be able to commence in late summer/ early autumn.</p> <p>Measures to determine 'in work' poverty are difficult to determine, but one of the indicators used is the number of working families claiming Working Tax Credits. In data published for 2017/18 showed that working families in Aberdeen City and Aberdeenshire were least likely to be claiming Working Tax Credits, indicating that as local authority areas the comparative rates of in work poverty are less than other parts of Scotland.⁴⁰ However local data tells us that there are still families, where at least one adult is working, that are still experiencing poverty across our local authority areas. This is anticipated to be even more so, as we emerge from COVID-19.</p>						

⁴⁰ <https://www.scotpho.org.uk/life-circumstances/income-and-employment/data/working-age-poverty>

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Promote and distribute information and resources designed to address aspects of poverty	NHS Grampian Tackling Poverty Action Group Third Sector	Healthier, Wealthier Children Fund (HWCF)	Increasing uptake of social security Reducing the cost of living Increasing income through employment		March 2021/22	Children and families experiencing poverty
Update to March 2021						
<p>The Scottish Government have announced several new measures to support people experiencing poverty as a result of COVID-19, such as the furlough scheme, and financial grants for certain groups. Many third sector agencies are also offering support, such as One Parent Scotland Families, Scotland who are launching an energy fund⁴¹ on 12th June to support single parent families. We have a role in ensuring that those that can benefit from such opportunities are aware of them and can be supported to access them if required, and as such we will develop a forum/mechanism whereby people can access information easily, and in one place where possible.</p> <p>The community Planning partnership have completed a post Covid questionnaire with community groups that have supported families and individuals during lockdown across Moray. Further work will be done after furloughing is over and a specific piece of work with families in poverty in order that we can plan our future services accordingly with families who experience poverty.</p> <p>The cost of the school day project also gathered “lockdown Education” experience from parents and pupils which informs future planning around technical issues.</p> <p>An operational group has been established with all agencies to progress the learning from the experience of children and families and those providing services and ensure all issues are addressed</p>						

⁴¹ <https://opfs.org.uk/get-involved/news-and-events/news/100k-funding-for-fuel-payments-secured-by-one-parent-families-scotland/>

New Actions for 2020/21						
Action	Who involved action	Resources allocated	Poverty driver(s) intended to impact	How impact has / will be assessed	Timescale for action	Targeted at who
Improving assessment and responses to child poverty and child neglect across C&FHS.	Home First C&FHS Working Leadership Collaborative (WLC)	Healthier, Wealthier Children Fund (HWCF)	Increasing uptake of social security Reducing the cost of living Increasing income through employment	Local training programme Staff feedback Feedback from children and families re experience	March 2021/22	Primary, secondary and Community Children and Family Health Service – operational workforce
Update to March 2021						
<p>Representatives from across primary, secondary and community C&FHS continue to report that there remains a lack of local training/ staff development/evidence - based tools specific to child poverty, particularly around how to assess child poverty and on identifying child poverty the skills required to have the difficult conversation with a parent/carer particularly when it may be hidden poverty; it is also reported that there is also a lack of a local child poverty pathway; and lack of knowledge on the support services available across Moray.</p> <p>Action and investment in this area will enable and support our operational workforce, to be in a better/stronger position to make an early assessment and response to child poverty, and provide them with the necessary training/staff development and evidence-based tools and resources.</p> <p>Without such an action and investment there may be an increasing risk that children, young people and families may remain undetected and not in receipt to timely and effective intervention and support.</p>						