

Child Poverty Draft Actions

Priority Area 1. A child poverty system that delivers for families and the workforce in South Ayrshire

Code	Description	Short Term Outcome	Measuring Success	Assigned to	Due Date	Latest Note
CPAP01	Develop a more localised Child Poverty profile by identifying what local data and data infrastructure, including data on priority groups, is available.	Have a local dataset on which to measure any improvement Linking in with National Data set information from The Promise	Mapping of available local data sources	Policy Officer Data Analytics Research and Implementation Officer (Child Poverty)	31-Mar-2026	Initial steps have included reviewing key datasets such as DWP's "Children in low-income families" statistics, local authority records, and deprivation indices, as well as mapping existing tools and systems that support data analysis. This work will help build a clearer picture of child poverty across the area.
CPAP02	Agree a definition of what will be counted as family engagement by clarifying difference between involvement and engagement	Have agreed definition on what to measure to collect baseline data on family engagement	Have a definition in place	Core Child Poverty group	31-Mar-2026	Further discussion required by the Child Poverty core group. There will be links to the participation group and engagement and writing has commenced.
CPAP03	Gather baseline data on the number of "unique" families currently engaging with stakeholders.	Improve accuracy of baseline data by minimising double counting The aim is not to duplicate resources, learning from Integrated Neighbourhood Team in Ayr North and how this can be replicated further across South Ayrshire localities.	Mapping exercise – what identifiers can we use based on information available	Core Child poverty group	31-Mar-2026	Work has begun to identify all stakeholders.
CPAP04	Liaise with local schools and relevant partners to develop profile on what programmes are currently operating within South Ayrshire which meet the criteria for family engagement.	Identify duplication of activities/programmes and how they are funded looking at financial inclusion element including use of breakfast clubs	We have identified additional opportunities for family engagement.	Children's Services Planning and Performance Lead Officer/ Quality Improvement Officer	31-Mar-2026	Breakfast clubs are scheduled to start September 2025. A spreadsheet for key partners to collate this data has been created across schools through our Education and Community Programme.
CPAP05	Engage in research activities with a local community to support understanding of the potential links between poverty, parental wellbeing and additional support needs.	Ability to target future work on areas that are proven to contribute to child poverty	Completion of a report with recommendations	Research and Implementation Officer (Child Poverty) Ayr North	28-Apr-2026	Phase 1 started: Establish links with family support services available in the Wallacetown area. Know who our family supports are in detail (mapping) in the Wallacetown area. Stalls at 2 family engagement events over the summer holidays and attendance at various ASN and family drop-ins. Early years centres Peep etc are off until the new term in August. Officer will be attending

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						those in new term. Child Poverty Practice Accelerator Funding team sponsoring two South Ayrshire Communication friendly boards one in Russell Drive play park and the other in the skate park beside St Johns primary. Installation around August 2025.
CPAP06	Identify services that support child poverty and assess the current information available to families, including how it is communicated (e.g., leaflets, online resources, direct contact). This will inform future work on how we continue to offer support to families in the most appropriate way.	Creation of a central source where information on organisations can be stored, accessed and updated as required. Identify duplication of activities/programmes	No of services/partners sharing information with Info & Advice Hub	Information & Advice Hub, Customer Services Officer VASA (Connect)	31-Mar-2026	Information & Advice HUB: Full comms plan available for information and advice services. Current work includes: •Leaflet at design for print and digital sharing/school bag drops in hard to engage localities. •Video for publicity in relation to Education and Community for school comms and online resource for social media •Leaflet currently being designed and we will get a few thousand of these in addition to bag drops in schools where engagement has been challenging •Newsletters should be printed and delivered this week for education venues •Business cards for distribution in schools and community venues Posters printed in A1 for community venues and noticeboards arriving this week •Design request has been made for TV screens in sport/leisure and library venues. •Sharing relevant service info on social media from Social Security Scotland, DWP and all other partners.
CPAP07	Incorporate Child Poverty within the Information & Advice Hub staff awareness sessions to assess what the workforce already know about Child Poverty - relative & absolute.	Increased awareness of child poverty & pathways to supporting families including the 6 priority family groups	No. of staff attending sessions.	Information & Advice Hub, Customer Services Officer	31-Mar-2026	Already built into current training practices but will be revisited and made clearer from June 2025 onwards.
CPAP08	Develop trauma aware community sessions to raise awareness of the impacts of trauma	A wider awareness of how trauma impacts individuals and communities, building more resilient communities. This will be evidenced by the pilot project report and if further engagement is requested.	No of community members taking part in training sessions	Trauma Informed Practice Officer	30-Jun-2026	As part of a National pilot project with the Scottish Government and the Resilience Learning Partnership, South Ayrshire Council are taking part in a Trauma Aware Communities pilot which aims to increase awareness of the impacts of trauma on both individuals and communities. This is due to the cross-cutting impacts that trauma has on

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						poverty and an understanding that reducing the impacts of trauma on communities will benefit the national vision of eradicating poverty within children and families. As of March 2025, meetings have been held and community areas have been selected to become part of the project. Local representatives and community connectors have been selected and next steps are underway. The aim is to train local communities in trauma awareness, so they can share the message across their own communities of people and practice.
CPAP09	Continue to develop trauma awareness sessions	Wider awareness of the impacts of trauma within communities and staff altering their approach to working with people with complex needs. This will be evidenced by the annual training impact report.	No. of staff who have completed training	Trauma Informed Practice Officer	31-Mar-2026	A trauma Informed module has been developed and is now part of the corporate induction for staff meaning that all staff will have a basic awareness of trauma. As of March 2025, 63% of staff have been trained in Level 1: Trauma Informed. Trauma Skilled: Level 2 and Trauma Enhanced: Level 3 have also been developed and are delivered by in-house trainers. There is now a rolling calendar that both internal staff and external partners can access. The first annual impact report has been conducted and can be viewed here Training Impact Report 2023- 24 FV.pdf

Priority Area 2. Families in South Ayrshire receive the support they need to ensure their money works best for them

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CPAP10	Identify the issues families face when trying to access the benefit system.	Ability to target future work in areas where barriers to benefit system exist	More families accessing benefit entitlement	Information & Advice Hub, Customer Services Officer Policy Officer Corporate Policy and Engagement	31-Mar-2026	Travel, access to online services, digital skills (we have a referral partnership with VASA), access to a phone/credit (we provide SIMS through our budgeting programme when families engage our services and location of services provided. Lived experience engagement work to be undertaken with families to identify issues in 25/26.
CPAP11	Develop guidance for staff in a personal and	Staff can provide more accurate advice	No of awareness raising sessions incorporating	Information & Advice Hub,	31-Mar-2026	Information & Advice HUB: Attendance at awareness sessions. Each

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	professional capacity	Staff who are concerned about money are more aware of their options	financial inclusion pathways	Customer Services Officer Senior Health Improvement Programme Officer - NHS		individual family circumstances are different but online calculator are available for use prior to obtaining specialist advice from IAAT team. May be a piece of work around this and can be incorporated in awareness sessions. Will include LT Leaflet as a Signposting tool in awareness sessions. NHS update: Leaflet: Cash First Leaflets IFAN Training and contact: To support the use of the local 'Worrying About Money?' leaflets IFAN delivers online Money Counts training sessions. The training supports frontline staff and volunteers from a range of sectors including NHS, local authorities and community groups, feel confident using 'Worrying About Money?' resources and engaging with people about money worries.
CPAP12	Develop an understanding of the barriers faced by those living in rural areas when it comes to accessing transport	Ability to target future work in areas where challenges to transport in rural areas exist Mapping exercise – NEC Care experience Learning from work already being carried out - Stinchar Valley Communities Transport project .	SA Transport summit – number of attendees NEC entitlement uptake Aim to secure free travel for care leavers and those with care experience aged 22-30	Senior Policy Officer Community Planning & Equalities/ Policy Officer Corporate Policy and Engagement Core Child Poverty Group Corporate Parenting Lead Officer	31-Mar-2026	Information & Advice HUB: a community service has been implemented to reduce these issues for families. Corporate Parenting Lead Officer: funding secured to carry out a test if change project on free travel for care leavers and those with care experience aged 22-30. Evaluation from Stinchar Valley Communities Transport project will be shared in due course.
CPAP13	Develop an understanding of what needs to be considered around flexible employment requirements for families, such as hours, work pattern.	To understand the requirements of priority families in terms of flexibility	'Increase' Opportunities for flexible working	Co-ordinator (Thriving Communities)	31-Mar-2026	South Ayrshire's Local Employability Partnership monitor and support a range of flexible opportunities, in line with No One Left Behind priorities. This is reported by Thriving Communities to Scottish Government quarterly.

Priority Area 3. All children and young people in SA receive high quality, flexible, accessible and affordable education and childcare

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CPAP14	Gather data on the availability, access, and unmet need for childcare, and establish a baseline of the support currently available for community-led childcare projects, including funding, partnerships, facilities, and workforce resources	<p>Create a profile of childcare provision in local area and identify areas of unmet need</p> <p>Establish level and breadth of support and potentially identify any gaps</p> <p>Areas of good practice</p>	<p>Initial data gathering exercise completed which will then inform next steps</p> <p>No of childminders – start up</p>	<p>Policy Officer Data Analytics</p> <p>Research and Implementation Officer (Child Poverty)</p> <p>Senior Policy Officer Community Planning & Equalities/ Policy Officer Corporate Policy and Engagement</p> <p>Co-ordinator (Thriving Communities)</p>	28-Apr-2026	<p>Work has begun looking at Early Learning and Childcare uptake, and Childminding provision. It includes SIMD and datazones, and under 16 population figures for the childminding provision.</p> <p>Family engagement activities starting to take place over the summer holiday period. Focus so far has been building links with practitioners and mapping the local community.</p> <p>Areas of good practice shared with shared with ED on the Coalfields regeneration trust project (Drongan) expanding to free breakfast clubs, afterschool care and holiday club provision) Delivering Change in Drongan</p> <p>Thriving Communities are working with the Scottish Childminding Association to support South Ayrshire residents to become registered childminders. Creating flexible, affordable childcare in South Ayrshire to support parents back/into work.</p>
CPAP15	Analyse learning from previous local childcare projects to increase opportunities to improve childcare offer	<p>Evaluation of local projects</p> <p>Scoping of National models</p>	Understanding evidence base and what works to consider an improved childcare offer	Core Child Poverty Group	31-Mar-2026	Scheduled to progress in 25/26.
CPAP16	All schools will be aware of best practice in relation to the cost of the school day.	Refresh of policy and practice designed to address financial barriers faced by families to children and young people's participation in school activities	Local implementation of policy in schools	Quality Improvement Officer	31-Mar-2026	Scheduled to progress in Academic Year beginning August 2025.
CPAP17	Understand experiences of families in relation to	Mapping groups already existing for engagement purposes	Engagement plan implemented	Policy Officer Corporate Policy	31-Mar-2026	24/25 Lived experience sessions carried out with Ayr North & Colmonell parents.

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	affordable childcare and employment - Implement regular engagement with those with Living Experience	Create engagement plan including themes/timelines	Host 1 lived experience session per locality during 2025/2026	and Engagement		<p>Rural - Colmonell: Four parents/carers participated in the workshop which was mostly comprised of priority family groups who had lived in the village for a significant period. The group reported that there were no lone parent households in the village. There was a sense the people enjoyed where they lived. Key points: <ul style="list-style-type: none"> • strong sense of community support, spirit, empowerment, and resilience • strong focus on the health and wellbeing of the children and young people • limited knowledge of services available in South Ayrshire to support families Key Challenges: <ul style="list-style-type: none"> • public transport and this was main priority area of action </p> <p>Urban - Ayr North: Seven parent/carers participated in the workshop who were in one or more of the priority family groups. One parent/carer said they generally liked living in the area due to its location to the town centre and shops, the remaining did not speak so favourably. The group mapped a wide range of services that would support the example pen portrait of Clare and Jake and from their knowledge of services in the area. It demonstrates a wide knowledge of the services which was confirmed when shown the child poverty system map produced by the services with agreement, they knew most of the services. Key points: <ul style="list-style-type: none"> • access the services and their experience with the services • distrust and conflict with services </p>