

South Ayrshire Council

Report by Chief Executive
to Service and Partnerships Performance Panel
of 21st October 2025

**Subject: South Ayrshire Child Poverty Strategy (2024-2029):
Year 1 Annual Progress Report (2024-2025)**

1. Purpose

- 1.1 The purpose of this report is to advise members on progress that has been made during the first year of South Ayrshire Child Poverty Strategy (2024-2029).

2. Recommendation

- 2.1 It is recommended that the Panel notes:

2.1.1 Year 1 progress (2024-2025) of South Ayrshire Child Poverty Strategy (2024-2029) attached as appendix one; and

2.1.2 Supporting case studies attached as appendix two.

3. Background

- 3.1 In April 2024, the CP Board approved a new [Child Poverty Strategy](#) for the period 2024-2029. The [Child Poverty \(Scotland\) Act 2017](#) (the Act) set out highly ambitious poverty mitigating related targets to be achieved by Scottish Ministers by 2030. From a local perspective, the Community Planning Partnership (CPP) platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.

- 3.2 A [Performance Management Framework](#) (PMF) has also been developed and supports the delivery of South Ayrshire Community Planning Partnership (CPP) and the reporting cycles required.

4. Detail

- 4.1 Members are asked to note the South Ayrshire Child Poverty Strategy (2024-2029): Year 1 Annual Progress Report (2024-2025) which is attached as appendix one. This report was approved by South Ayrshire Community Planning Board on the 4th September 2025.

- 4.2 During the past year, extensive work has gone into developing a year one action plan to take forward the priorities within the strategy. This work has been led by a Core Child Poverty Group with continued support from Public Health Scotland where a data and system approach has been used to develop the action plan.

4.3 In summary, there are 17 actions as follows:

South Ayrshire Child Poverty Strategy (2024-2029) Year 1 Actions	
Priority Area:	Number of Actions:
A child poverty system that delivers for families and the workforce in South Ayrshire.	9
Families in South Ayrshire receive the support they need to ensure their money works best for them.	4
All children and young people in South Ayrshire receive high quality, flexible, accessible, and affordable education and childcare.	4
TOTAL	17

4.4 Progress against actions can be found within the annual progress report attached as appendix 1 and are also detailed within our Child Poverty Annual Progress Report [webpage](#) with supplementary information available as follows:

- *Monitoring success against our priority areas providing an update on [progress against actions](#) for year one;*
- *Provision of [high-level statistical information](#) to allow us to measure impact over time; and*
- *Demonstrating impact through supporting [case studies/stories of change](#) (attached as appendix two).*

4.5 It is also important to recognise the significant work being carried out across wider strategic partnerships and service areas to address child poverty, in alignment with the Child Poverty Strategy. This is highlighted in the final section of the annual progress report (page eleven onwards), which includes a number of additional supporting case studies and stories of change detailing collaborative approaches.

5. Legal and Procurement Implications

5.1 The recommendations in this report are consistent with legal requirements.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable

7. Human Resources Implications

7.1 Not applicable

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 There are no risks with rejecting the recommendations.

9. Integrated Impact Assessment (incorporating Equalities)

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an Integrated Impact Assessment is not required.

10. Sustainable Development Implications

10.1 *Considering Strategic Environmental Assessment (SEA)* - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report as follows:

- Appendix one allows for scrutiny of performance.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority Two: Live, Work and Learn.

13. Link to Shaping Our Future Council Yes No X

14. Results of Consultation

- 14.1 There has been no public consultation on the contents of this report.
- 14.2 Consultation has taken place with Councillor Cullen, Policy Lead for Leisure and Community Services, and the contents of this report reflect any feedback provided.

Background Papers [South Ayrshire Child Poverty Strategy \(2024-2029\)](#)

[Child Poverty \(Scotland\) Act 2017](#)

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Date: 6th October 2025



**Child Poverty
Annual Progress Report
Year 1
2024-2025**

South Ayrshire
**COMMUNITY
PLANNING**
Partnership





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Foreword

South Ayrshire Community Planning Partnership remains committed to doing all that we can to minimise the impact of poverty on our communities, our families and especially our children. We will continue to listen to families who are experiencing poverty and consider the struggles they are facing.

Our [action plan](#) demonstrates the work being undertaken to help achieve the priorities set out in our strategy to take forward embedding our commitment to tackling child poverty in South Ayrshire.

This report highlights some of the work that has contributed, since the [Child Poverty Strategy 2024-2029](#) was approved in April 2024.



Councillor Julie Dettbarn
Chair of South Ayrshire
Community Planning
Partnership



Gordon James
Chief Executive
NHS Ayrshire and Arran

Introduction

This annual progress report reflects the work undertaken by South Ayrshire Community Planning Partnership (CPP) since the launch of the Child Poverty Strategy in 2024. We are committed in South Ayrshire to doing all we can to minimise the impact of poverty on communities, our families, and our children.

The Child Poverty (Scotland) Act 2017 (the Act) set out highly ambitious poverty mitigating related targets to be achieved by Scottish Ministers by 2030. From a local perspective the local CPP platform is seen as the best way to collectively reduce inequalities and improve outcomes for those living in the most deprived areas of South Ayrshire.

We have and will continue to focus on the six priority families as identified by Scottish Government:

1. Lone parent families
2. Minority ethnic families
3. Families with a disabled adult or child
4. Families with a younger mother (under 25)
5. Families with a child under one
6. Larger families (three or more children)

We have and will continue to listen to families who have experienced poverty at its worst.

We ensure through our CPP approach to tackling child poverty, alongside collaboration with NHS Ayrshire and Arran, that we deliver on our duty for joint reporting that is placed on Local Authorities and Health Boards through the Act.



South Ayrshire Overview



Between 2022 and 2043 population of South Ayrshire is projected to decrease from 111,519 to 105,191. This is a decrease of 6.0% which compares to a projected increase of 2.5% for Scotland as a whole.



UNDER 16'S

SOUTH AYRSHIRE 15.2%
SCOTLAND 16.4%



WORKING AGE

SOUTH AYRSHIRE 58.3%
SCOTLAND 63.6%



65+ YEARS

SOUTH AYRSHIRE 26.5%
SCOTLAND 20.0%



OVER 75'S

SOUTH AYRSHIRE 12.4%
SCOTLAND 9.0%



10-14 YEAR OLDS

SOUTH AYRSHIRE 5.3%
SCOTLAND 5.5%



YOUNG MUMS
(UNDER 25)

Rate of births between 2021 and 2023 in South Ayrshire was higher than Scotland



OVER 75'S
POPULATION PROJECTION
2043

Increase from 13,786 to 21,040
This is an increase of **53%**



DEPENDENCY RATIO
(2022)

71.6% - 6th highest in Scotland



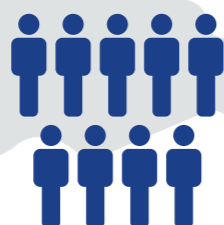
DATAZONE

Remain same (see [Child Poverty Strategy](#) for further information)



HOUSEHOLDS

56,697 **95.7%**
Same as Scotland rate



POPULATION: AYR/
PRESTWICK/TROON

68.4%



POPULATION: MAYBOLE/
GIRVAN/KYLE

31.6%

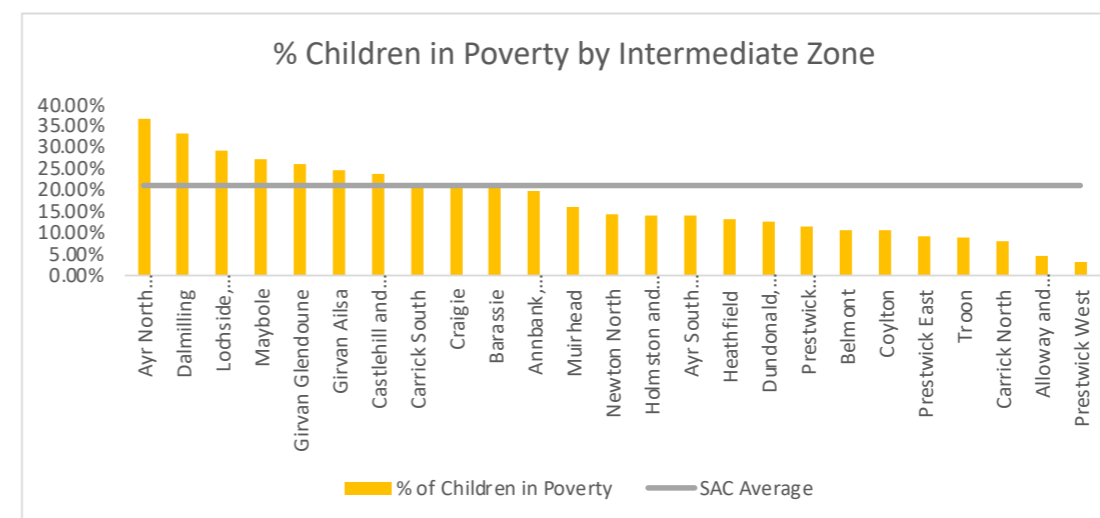
Child Poverty in South Ayrshire

A comprehensive profile [Child Poverty Data in South Ayrshire](#) was produced by Public Health Scotland in October 2024.

Deprivation

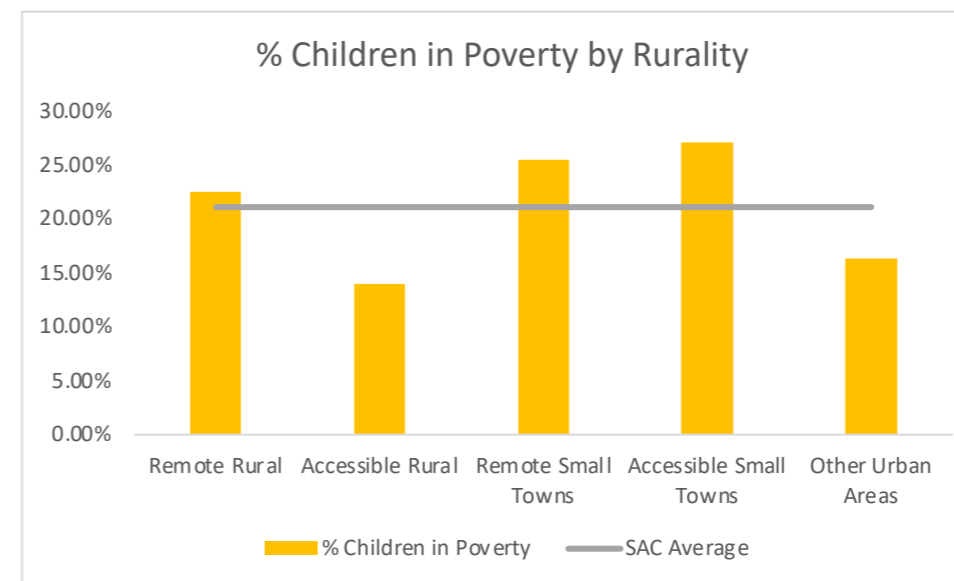
- South Ayrshire has seven datazones which are in the 5% most deprived in Scotland.
- In 2023/24, South Ayrshire had the 10th lowest child poverty rate nationally and was the same as the Scottish average – 20.7%. This is an estimate of 4,005 children in South Ayrshire.
- Fuel Poverty is 26.1% compared to 23.8% nationally (SCHS 2022/23).
- Whilst overall South Ayrshire is on par with the national average, we also acknowledge that there are pockets of deep deprivation within some of our communities.

Local data for Child Poverty Rates in South Ayrshire by Intermediate Zone against the South Ayrshire average of 21%



Source: Children in Low Income Families (DWP, 2023); NRS Population Estimates (NRS, 2022)

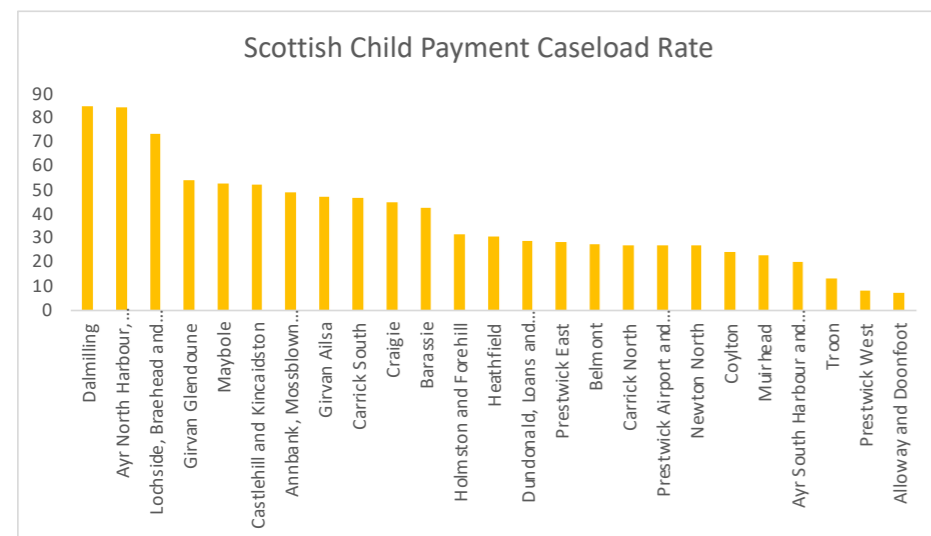
Child poverty rates in South Ayrshire by SIMD rurality classification, against the South Ayrshire average of 21%



Source: Children in Low Income Families (DWP, 2023); NRS Population Estimates (NRS, 2022)

For more detailed information click [here](#)

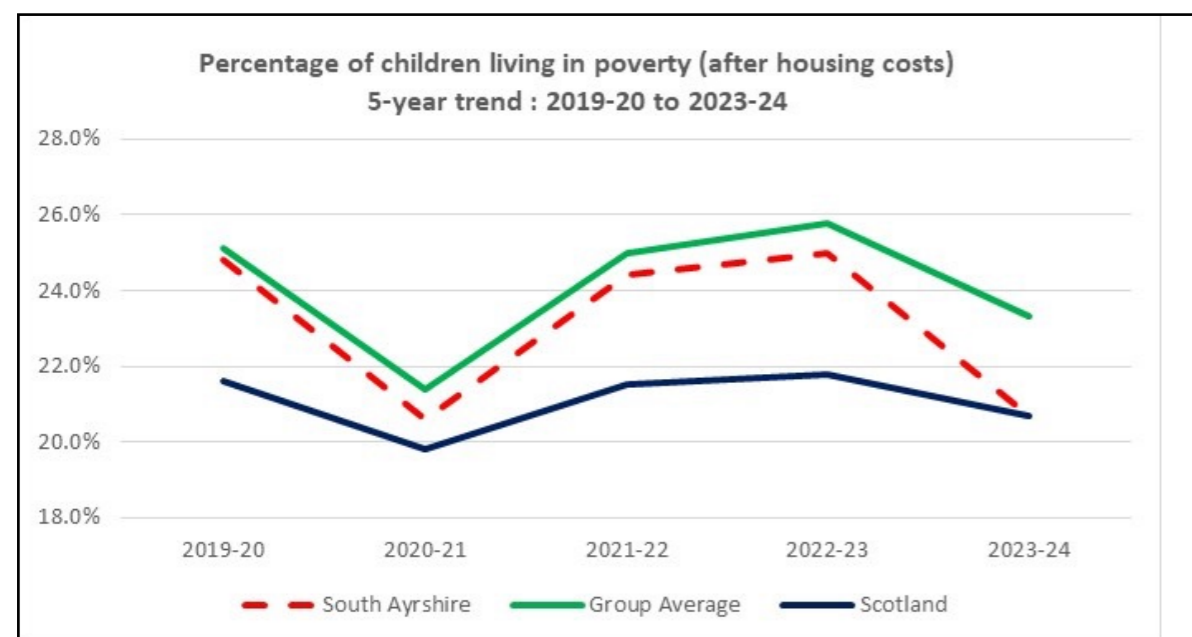
Scottish Child Payment Caseload Rate for South Ayrshire by Intermediate Zone 2023/24



Source: Social Security Scotland; Public Health Scotland, 2023

Children living in relative poverty (after housing costs) – 5-year trend

5-year trend	2019-20	2020-21	2021-22	2022-23	2023-24
South Ayrshire	24.8%	20.6%	24.4%	25.0%	20.7%
Group Average	25.1%	21.4%	25.0%	25.8%	23.3%
Scotland	21.6%	19.8%	21.5%	21.8%	20.7%



Sources
 Census 2022
 National Records for Scotland
 End Child Poverty Alliance
 Scottish Household and Conditions Survey

An Update to our Priority Areas

The [Child Poverty Strategy 2024-2029](#) was developed over a period of time working in partnership with Public Health Scotland. An in-depth strategic needs analysis was carried out to help establish a mapping of services for priority groups living in South Ayrshire. Various workshops have since taken place with multi-agency representatives who have an active interest in reducing Child Poverty.

The strategy was approved by South Ayrshire Community Planning Partnership in April 2024.

Our original three priorities were as follows:

- Priority Area 1:** A child poverty system in South Ayrshire that delivers the best possible outcomes for our communities;
- Priority Area 2:** Coordinated income maximization following principles of proportionate universalism¹; and
- Priority Area 3:** High quality, flexible, accessible and affordable education and childcare.

Over the past year work has gone into developing an action plan to support the strategy moving forward – this has been led by the Core Child Poverty Group with support from Public Health Scotland colleagues using a data and systems approach to developing the action plan. This process has allowed the Core Child Poverty Group to reconsider our priorities to ensure that they have a real focus on supporting our families within South Ayrshire.

Our three priorities have evolved slightly and are now as follows:

Priority Area 1	A child poverty system that delivers for families and the workforce in South Ayrshire.
Priority Area 2	Families in South Ayrshire receive the support they need to ensure their money works best for them.
Priority Area 3	All children and young people in South Ayrshire receive high quality, flexible, accessible, and affordable education and childcare.

¹Proportionate universalism = work to improve the quality, quantity and accessibility of all employment and education opportunities for the benefit of all with extra targeted support into these opportunities for those most at risk and work to ensure that when needed, the social security safety net offers the best level of support in the most accessible manner.

Our Child Poverty Action Plan details the actions we will take forward as a Community Planning Partnership. The Financial Inclusion and Growth Strategic Delivery Partnership will oversee the strategy and progress against action and will be monitored through our Performance Management System, Pentana.

We have been successful in securing £5000 through Financial Inclusion funding to carry out further Lived Experienced engagement.

Year 1 Progress

The table below provides summary information on the progress of actions supporting our Child Poverty Strategy. Further in-depth detail can be found in the accompanying Pentana progress updates that can be accessed [here](#).

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Wider Strategic Context

The strength of community planning is built upon the collaborative approach of partners coming together therefore it is important to acknowledge that alongside the Child Poverty strategy, there is a substantial amount of work being undertaken to mitigate the impacts of child poverty as part of wider service delivery that complements the strategy. Key strategic and service areas include:

South Ayrshire Local Outcomes Improvement Plan 2024-2029

Our strategic approach to this LOIP recognises the importance of place and wellbeing - our LOIP is underpinned by our shared commitment across all community planning partners to work in collaboration to reduce inequalities and improve outcomes for everyone in South Ayrshire supporting our vision of 'growing, caring and living a better life'.

NHS Ayrshire & Arran: Tackling Child Poverty

NHS Ayrshire and Arran colleagues work closely with the CPP to contribute to the development of our Child Poverty Strategy and Annual Reports. The work of our NHS Ayrshire and Arran colleagues is reflected through their own Tackling Child Poverty Action Plan, however some examples of this work is included in this report as it contributes to our own efforts to mitigate and tackle child poverty.

Our work is reported annually through the NHS Ayrshire and Arran Tackling Child Poverty NHS Board Paper. This annual paper provides assurance to the NHS Board that NHS Ayrshire and Arran is meeting its duties in terms of tackling child poverty. As this paper is presented each year following the publication of the LCPARs a link to last year's paper, focusing on 2022-23 can be found [here](#).

Children's Services Plan 2023-2026

The Children and Young People's Services Plan 2023-26 shares our journey in South Ayrshire to place families at the heart of everything that we do, with a focus on prevention and early intervention.

Local Housing Strategy

Housing plays a vital part in all our lives. Having somewhere to stay that is safe and warm is one of the most basic needs we have. Without good housing, improvements in other important aspects of life, such as health, education and community are more difficult if not impossible to achieve. South Ayrshire Council is committed to ensuring as far as possible that people are able to access good quality, affordable housing that meets their needs.



South Ayrshire Health and Social Care Partnership: Supporting Children and Young People

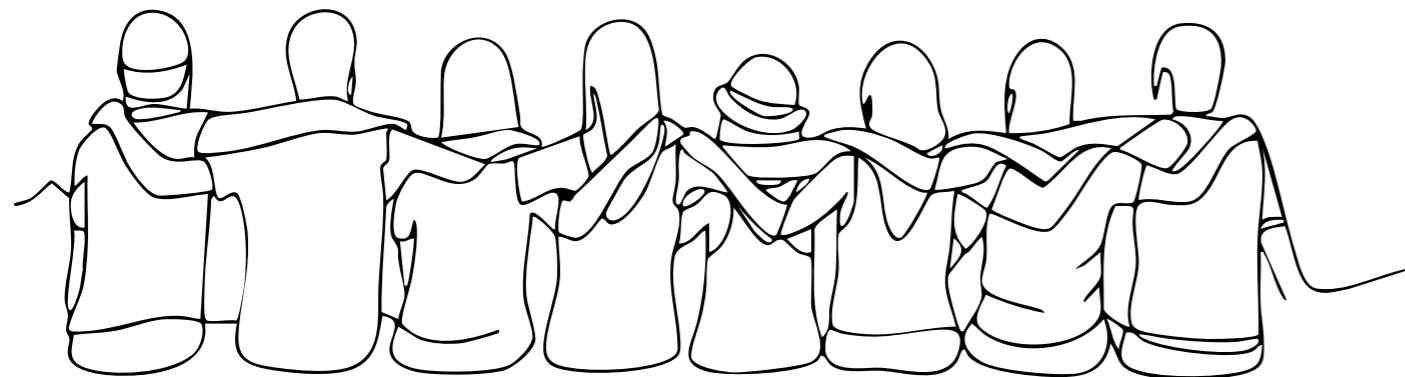
In conjunction with the integrated Children's Services Plan, we will carry forward a range of flagship initiatives including developing teams around the school / learning community (e.g. the Belmont Cluster). We have begun to transform the way that we deliver care to our Children and Families in South Ayrshire and are ambitious to ensure that South Ayrshire's children grow up in South Ayrshire and within families or family type care environments wherever possible. We will continue to deliver on [The Promise](#) as well as implementing Signs of Safety and develop our Whole Family Whole Systems Approach.

Key short-term activities will include: improving support for families in areas such as parenting support, emotional health and wellbeing, financial inclusion; improving joint working with partner agencies and services to support children and young people impacted by poor mental health and emotional wellbeing. We will also focus on maternal and infant nutrition and increase breastfeeding rates. We will implement the National School Nursing Pathway and delivery of the associated 10 key priority pathway areas by increasing school nursing workforce.

We want to make South Ayrshire the best place it can be for children, young people and their families and that all young people grow up loved, safe and respected to be the very best they can be.

[South Ayrshire's Parenting Promise](#) shows how we are working together in South Ayrshire to **#KeepThePromise** to all the children and families that we work with and for.

Appendix 1 provides information on grant funding and free transport for care experienced young people which has been led by South Ayrshire Champions Board.



Information and Advice Team

A free, confidential, and impartial, information and advice service to people living in South Ayrshire. You can find our team in schools, foodbanks and community locations from Ballantrae to Dundonald and everywhere in between. Our advisors are fully trained to deal with your welfare benefit issues from what you are entitled to up to appeals and money advice from budgeting to a full debt advice service and much more. We can also refer you to a number of partner agencies to ensure you receive all of the support you need tailored to your individual circumstances.



Thriving Communities

South Ayrshire Community Learning and Development Partnership Plan (2024-2027)

This plan recognises the economic challenges facing our communities in South Ayrshire and the role the CLD Partnership has in supporting children, young people and adults. There is a focus on improving outcomes for our children and young people through our youth work approaches. There is a clear commitment to closing the poverty related gap by supporting education outcomes with a focus on attendance and positive destinations on leaving school. The plan also sets out our commitment to promoting family learning and ensuring local support is available for families. This will ensure our families have opportunities to thrive while also supporting age friendly communities across South Ayrshire.

Employability

Thriving Communities develop and deliver a range of flexible employability programmes to help support young people and adults in South Ayrshire into sustainable employment.

Support includes practical interventions to prepare for employment as well as training, education, volunteering and work placement options.

Health and Wellbeing

Our Health & Wellbeing team provide opportunities for the people of South Ayrshire to participate in sport, physical activity & outdoor activities within schools and communities.

Holiday Programmes

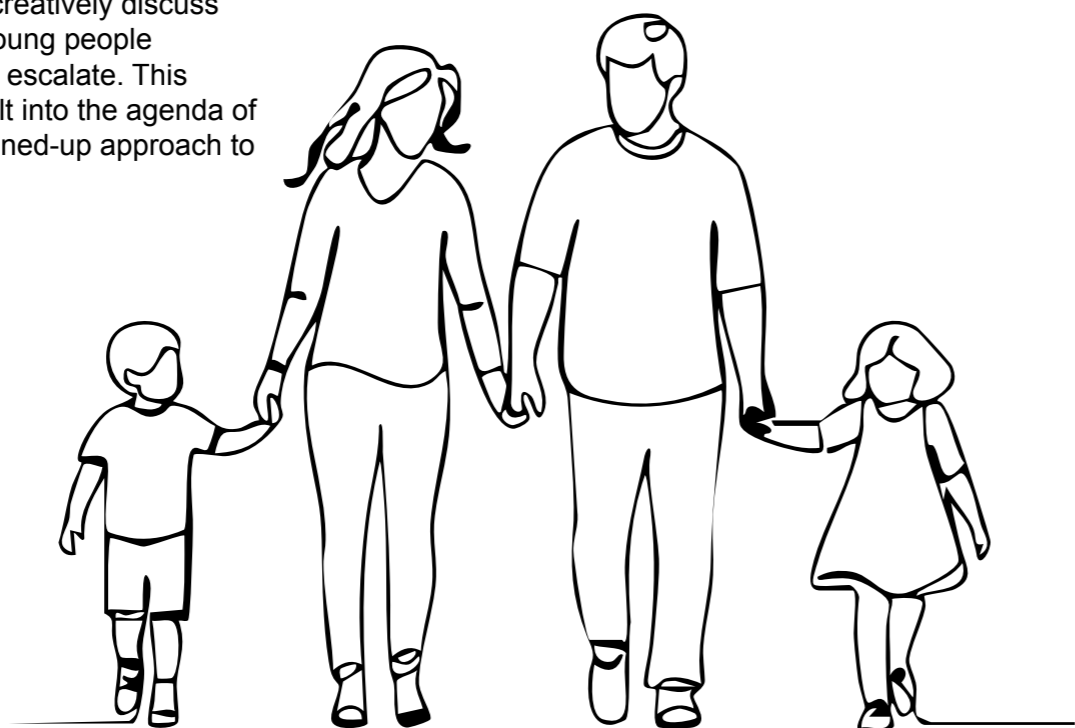
As part of the wider Holiday Programmes offer, the Communities Team offer a range of free activities for young people and families to enjoy across South Ayrshire during the school holidays. These activities are aimed at those already engaging with our service.



Family First

The Whole Family Wellbeing Fund (WFWF) has supported Children’s Services in South Ayrshire to implement our ambitious ‘Family First’ approach, completely transforming how we deliver early help to our families locally. With a focus on relationships ‘Family First’ is the key vehicle for holistic early intervention in South Ayrshire, collaboratively improving outcomes for children, young people and families. Family First builds on our award-winning early intervention pilot, Belmont Family First, which placed the support of Social Work colleagues into one of our Secondary Schools, with a focus on keeping families together. The success of this work provided us with an evidence base including substantial family feedback to support the widening of our collaborative work.

Our ‘Family First’ model is a shared approach and vision of early intervention, ensuring consistent support for families from key people in their cluster area who know the children, families and area well. Cluster partners include our Health and Social Care Partnership, Education, Police, Thriving Communities and Third Sector colleagues. Our 8 Cluster Forums are organised around our 8 secondary school clusters and respond to individual pupil need through referrals from schools, with colleagues placed locally to support them through multi-agency personalised plans. Promisingly there is early evidence of increased collaboration, engagement, school attendance, and improved wellbeing for families. Alongside this, cluster forums also allow for identification of wider community concerns, assisting partners to creatively discuss support opportunities for local young people and communities before worries escalate. This community planning focus is built into the agenda of each meeting to encourage a joined-up approach to tackling common issues.



A key factor in the successful roll out of our ambitious Family First model across the authority is the strong relationships present in South Ayrshire within our Children’s Services Planning Partnership. Relationships between key services such as Education, Social Work and Thriving Communities have been critical in the shared vision, staffing, resources, and funding for the greater benefit of our families locally whilst also contributing towards achieving the collective aims of our Children and Young People’s Services Plan, The Promise, the UNCRC and GIRFEC.

Engaging with young people and families supported by the model is helping us to develop a deeper sense of what matters to our children, young people, families and communities in South Ayrshire. With this engagement, Family First continues to evolve locally with plans emerging to include Housing within the forum. This is an exciting development and furthers our plans to connect this work across the authority.

We are incredibly proud of this model, and the continuing relationships that make it possible. Further practical examples on how we are supporting families, Third sector Contribution, Employability within the Third sector and Radical Place Leadership can be found in Appendix 2.

Appendix 1

Champions for Change (South Ayrshire Champions Board) provides a platform for children, young people adults with care experience to have their voices heard and talk directly to local councillors and service provider’s, planners and commissioners, heads of services and front-line staff to ensure they have a bigger say in the decisions that affect their lives. Through South Ayrshire Champions Board, young people can draw on their lived experience of care to influence improvements in services, policies and practices and make positive changes across South Ayrshire and nationally. See examples below of some of their work:

Shine Even Brighter Grants 2025

Everyone deserves to feel connected, loved and to feel good about themselves. Shine Even Brighter 2025 is here to help care experienced children and young people make and realise their hopes and dreams! This fund can be used by young people to help towards these goals. If that means applying for equipment for a new hobby, funding for a day out with people who matter to them or something that makes them happy.



Free Bus travel

Young people told us that the cost of transport was prohibitive to them after their National free travel card period ceases at age 22. We secured funding for a trial period of 25 free bus travel passes for across Ayrshire for young people between the ages 23-30, who are care experienced.

For further information click [here](#)



Appendix 2



How We are Supporting Families

INFORMATION AND ADVICE TEAM

Education & Community Project Update:

 <p>Launched January 2023, piloting in 8 schools;</p>	 <p>Project expanded in May 2024;</p>	 <p>Services now provided from over 50 locations;</p>
 <p>Drop-in and appointment based;</p>	 <p>Locality Teams were introduced;</p>	 <p>Early Intervention work;</p>
 <p>Partnership working for easy access to services.</p>		



Impact for period 1st April 2024 – 31st March 2025

<p>669* cases dealt with;</p>	<p>£528,865.73 income maximisation;</p>	<p>£2971.16 average household gain; and</p>
<p>£178,031.76 Debt handled</p>		



Case Study

- Single mother working 16 hours per week with 2 children aged 12 and 16;
- Child benefit had stopped for her 16-year-old son leaving her with no financial support for him;
- Child benefit re-claimed;
- Scottish Child payment entitlement identified;
- Education Maintenance Allowance Applied for;
- Increase in Universal Credit payments;
- Financial Gain - over £10,600 per year; and
- Applications for Child Disability Payment and Adult Disability Payment completed.



*Although some work was ongoing from 01/04/24 to 30/09/24 the team did not officially launch in entirety until completion of recruitment & training from October 2024.

South Ayrshire Health & Social Care Partnership (SAHSCP)



Referrals made by Health and Social Care staff to the Information and Advice Hub generated significant financial gains for residents of South Ayrshire. **Notably these may have an impact on household income where a child or young person lives in the home:**

Impact between March 2024 and April 2025

Total Referrals: 846

Income Generated: £576,669.56

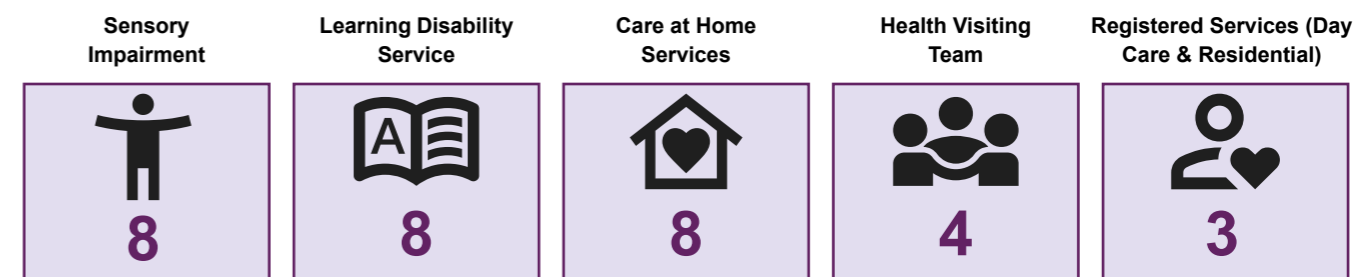
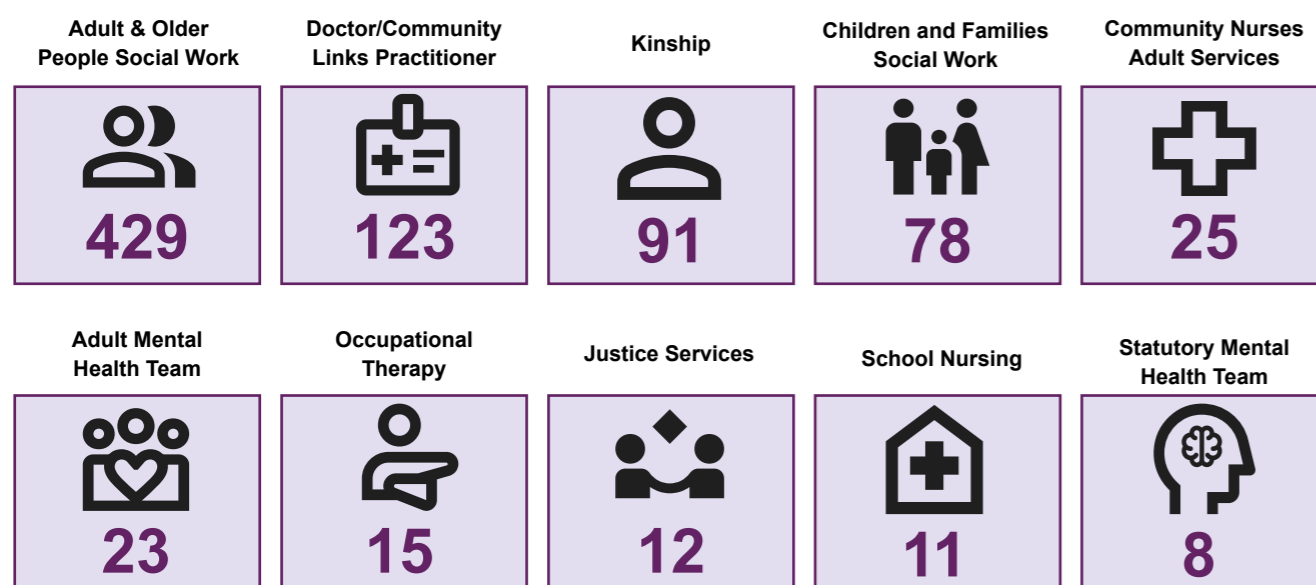
Over **£561,000** – resulted from referrals for **Welfare Rights support**, demonstrating the substantial value of ensuring individuals receive advice and assistance with navigating the benefits system.

- **£397,830.11** was secured through **Benefit Checks**, ensuring individuals were accessing their full entitlements.
- **£90,019.02** was gained through successful claims for **Adult Disability Payment**.
- **£29,583.24** was attributed to **Attendance Allowance** awards.
- Smaller but important amounts were also accessed through **Macmillan support (£10,183.60)**, **Universal Credit (£19,588.96)**, and **fuel poverty/energy advice**, among others.

In addition, **£3,817.80** was generated from **Money Advice referrals**, offering support with debt and financial capability.

This activity highlights the **vital** role of partnership working in tackling financial insecurity and promoting wellbeing. The ability of HSCP teams to identify and refer people at risk of financial hardship remains a key lever in delivering person-centred, preventative support across South Ayrshire.

Referral Summary:



Financial Gains:

Service	Welfare Rights	Money Advice	Total
Adult & Older People Social Work	283,693.45	3817.80	£287,511.20
Doctor / Community Links Practitioner	134,507.88		£134,507.88
Adult Mental Health Team	33,170.28		£33,170.28
Children & Families Social Work	30,860		£30,860
Kinship	23,364.28		£23,364.28
School Nursing	13,110.72		£13,110.72
Community Nurses Adult Services	13,045.59		£13,045.59
Sensory Impairment	11,916.84		£11,916.84
Occupational Therapy	10,738.44		£10,738.44
Statutory Mental Health Team	9256.00		£9256.00
Justice Services	9022.28		£9022.28
Health Visiting Team	126.00		£126.00
Learning Disability Team	40.00		£40.00
TOTAL	£572,851.76	£3817.80	£576,669.56

Third Sector Contribution

Food pantries are delivered by Voluntary Action South Ayrshire (VASA) in Ayr (Urban) & Girvan (Rural) covering a wide postcode catchment. The pantries utilise surplus food and other items to offer quality, choice, independence and nutritional produce, at a fraction of their original costs, to those experiencing food insecurity through a membership model.

Both pantries serve a number of families within the priority groups.



Ayr Food Pantry	Girvan Food Pantry
Ayr Pantry currently serves 505 households	Girvan Pantry currently serves 135 households
980 people from memberships area	271 people from membership area
174 memberships stated retired with 270 older adults in households	55 memberships stated retired with 83 people in households (78 adults and 5 children)
108 memberships stated employed with 250 people in the household (176 adults and 74 children)	29 memberships stated employed with 70 people in the household (38 adults and 32 children)
223 memberships stated not in employment with 460 people in the households (345 adults and 115 children)	27 memberships stated not in employment with 70 people in the households (44 adults and 26 children)
	24 memberships stated disabled or unable to work with 48 people in the household (33 adults and 15 children)

Ayr Pantry – Approximately 14,000 ‘shops’ per year from members of the Ayr Food Pantry, and a quantifiable saving of around £14.50 per ‘shop’ the collective financial gain per annum is around £203,000 to South Ayrshire residents.

16 Volunteers, 1 full-time and 3 part-time staff

Girvan Pantry - Approximately 2,800 ‘shops’ per year from members of the Girvan Food Pantry, the collective financial gain per annum is around £40,600 to South Ayrshire residents

6 Volunteers, 1 part-time staff

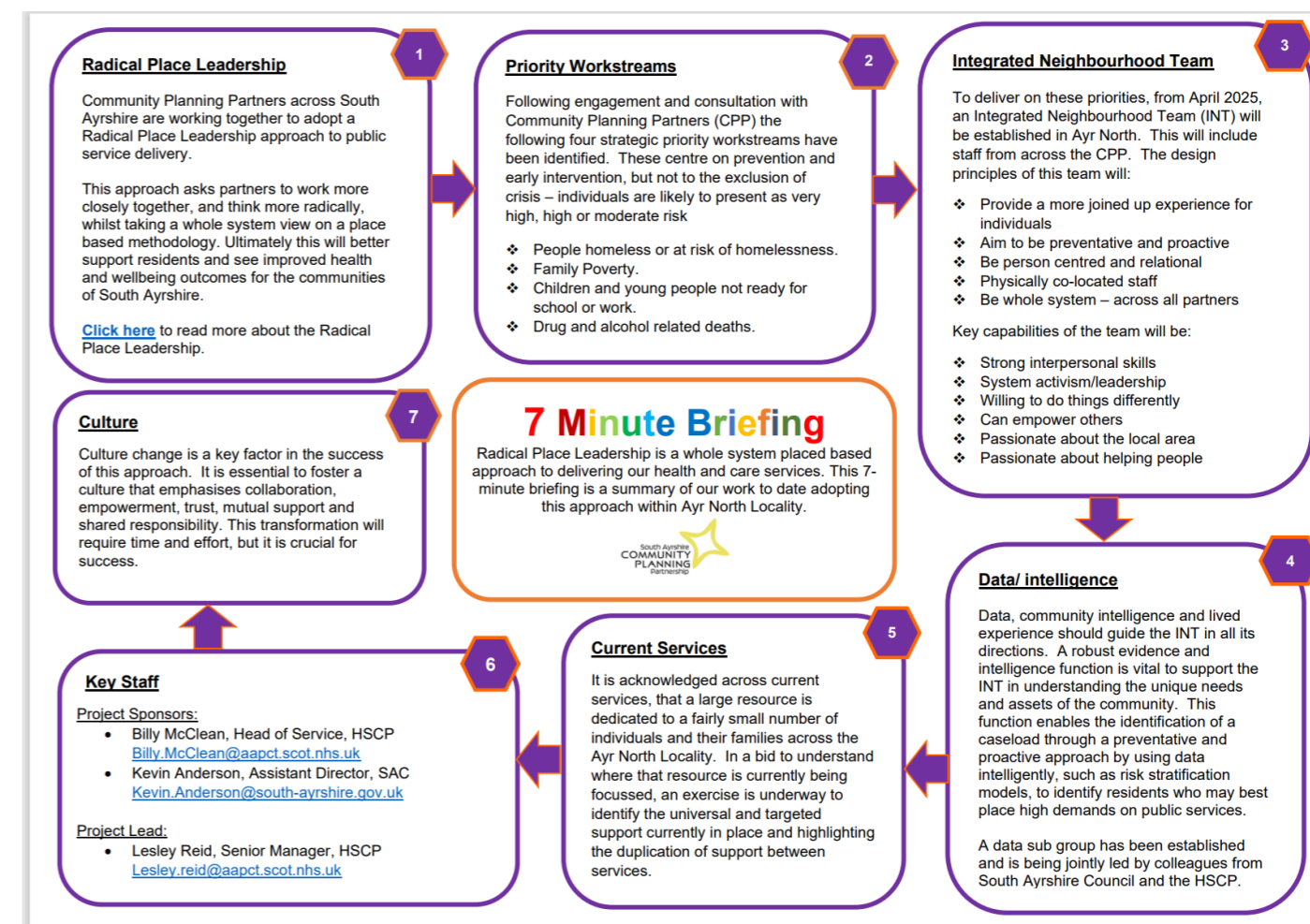
Other benefits - Utilise more nutritious food, have a better relationship with food, social element interacting with staff and volunteers, sustainability element, signposting and employability opportunities.

Employability within Voluntary Sector

In 2024, through partnership working with South Ayrshire Council's Employability Service, VASA secured a budget from the Local Employability Partnership (LEP) to administer a fund that paid for 'matched' unemployed parents to work within a charity for 26 weeks.

VASA initially identified potential charities who wished to take on staff for 26 weeks, for which they are promptly reimbursed for wages. SAC Employability Service were responsible for finding suitable 'matches' for these positions. This initial programme for parents has now seen 19 parents matched to 12 charities. 7 of these individuals have been successful in securing permanent positions within the organisations they were matched with, and others have gone on to secure employment elsewhere after building up confidence and skills.

Whole System Place Based Approach: Radical Place Leadership



Appendix 3

NHS Support

Promotion of Financial Inclusion Pathways

NHS Ayrshire and Arran continue to display financial inclusion pathway posters in hospital settings to assist staff in making referrals to appropriate services in each Local Authority area. This includes promotion of the pathways within Maternity Services to raise awareness with both staff and families of the supports available and how to access them.

Cost of Pregnancy

Overarching aim:

As part of the wider NHS Ayrshire and Arran Tackling Child Poverty Plan, NHS Ayrshire and Arran Workplace Health Team, Public Health Directorate, aim to raise awareness with local businesses of employee entitlement to paid time off to attend antenatal appointments.

Activity:

Previous work focusing on the cost of pregnancy highlighted financial barriers to attending antenatal appointments, including potential loss of pay. This led the Workplace Health Team to develop campaign materials to raise awareness of the right to attend antenatal appointments and the importance of this care. A suite of four resources was created, namely a poster and leaflet aimed at employers and a poster and leaflet aimed at employees. The resources provide details on what is antenatal care, why antenatal care is vital for mum and baby, what the entitlements are for those receiving antenatal care, what fathers and partners are entitled to and good practice for employees.

Outcome:

At the end of 2024, the Workplace Health Team developed a communications plan for the dissemination of the Antenatal Rights Campaign. The employee poster and leaflet were disseminated internally via NHS staff communication channels for access by staff and patients with all four resources being shared with acute and community maternity staff. The employee poster was also added to the NHS Ayrshire and Arran maternity 'app', 'Badgernet', this means the information will be available to pregnant mothers prior to their antenatal appointment. The employer poster and leaflet were disseminated via the Workplace Health Team newsletter to their database of 771 workplace contacts across Ayrshire and Arran.

Financial Inclusion Pathway to money advice in South Ayrshire

Find out if the person you are working with has concerns about their finances, benefits, fuel bills or cold housing by asking them: "Do you have any worries about money or affording to heat your house?"

Yes
Ask them if they would like you to refer them to the Information & Advice Hub
Yes
Gain verbal consent for referral and refer online or by phone

No
Name the person that they refer to them and they should be referred. Ask again when the opportunity arises.

Yes
Ask them if they would like you to refer them to Home Energy Scotland
Yes
Gain verbal consent for referral and refer online or by phone

South Ayrshire Council Information and Advice Hub
Online referral: <https://www.south-ayrshire.gov.uk/20565>
Tel: 01893 123 900 or text 07481163382
<https://www.south-ayrshire.gov.uk/information-and-advice-hub/>

Home Energy Scotland Portal
<https://hes.scot.nhs.uk/>
Tel: 0800 800 2282

What happens next?
When a person's contact information is sent to the point-of-contact, with the brief reason for referral, it will be assessed and followed up by the appropriate advice agency who will contact them. Let them know.

Please remember to insert your Service's Unique Identifier in the email header (as per below)

Midwifery team	Children & Families Social Work	Primary Education
Community Children Nurses	Family Nurse Partnership	Secondary Education
Other NHS	Health Visiting Team	Early Years
Mental Health	School/EMAC Nursing Team	Third sector
Justice Service	Other HSCP	Learning Disabilities
Other People	Targeted Family Support	Better Health Hub

Why is it important?
Living in poverty has a negative impact on health and wellbeing. It health can trigger a range of worries about money and affect wages, benefits, paying for rent and mortgages, and food and fuel bills.
An estimated 31% of all households were in fuel poverty (Scottish Government, 2024).
One in every four children in Scotland are currently living in poverty and 67% of children living in poverty have at least one parent in work (LRF, 2024).
Fuel poverty is linked to asthma, chest and breathing problems and mental health problems.
By asking a simple question and referring people you work with to where they can get help, practitioners can do a lot to prevent ill health and improve quality of life.
When to raise concerns about income and fuel poverty
You should use your own judgement about when and where to raise the issue of money worries.
The earlier the question is asked the quicker help and support can be provided.
How to raise the issue: suggestions
Would you like information on services that can help you with money worries you might be having?
Are you finding the house difficult to heat or difficult to keep warm?
Will you need any help with money issues/concerns, such as paying electricity/gas bills, benefit claims, debts and affording good food?
Do you have any worries about money for heating and food?
There are really good services in South Ayrshire that offer free and confidential help with money and home heating, would you be interested in me putting you in touch with them?
How to respond
People's individual situations can be complicated and involve the new welfare benefits, debt, rent arrears, employment matters and other issues. Staff do not need to know all the details or try and fix problems for people because expert help is only a referral away.
Where people have money worries, the role of staff is to:
Assure that support is available - gain verbal consent for referral
Provide a brief summary of the issues when referring if all that is required
Unique Identifiers - It is important to use these as it will allow the Information and Advice Hub to monitor the financial gain by each area within South Ayrshire. The aim of financial inclusion is to increase incomes, reduce outgoings and reduce poverty and inequality.

Responding to and Preventing Infant Food Insecurity in Ayrshire and Arran - Guidance for Midwives, Health Visitors, Family Nurses and Support Staff

During 2024-2025, NHS Ayrshire and Arran Public Health Department and Family Nurse Partnership worked together to develop Ayrshire wide Infant Food Insecurity Guidance which has now been published in January 2025.

The guidance has been developed in response to:

- The 'Scottish Government (2020) United Nations Convention on the Rights of the Child Bill: rights and requirements' states that all children have the right to the best possible health (article 24) and an adequate standard of living (article 27) which includes appropriate nutrition to meet their developmental needs.
- The levels of children living in relative low income families in Scotland alongside the high numbers of families with young children approaching or being referred to food banks and baby banks for help
- Families in crisis do not always reach out for early help and may wait until they can no longer cope before they seek support. This could be due to feelings of shame, stigma or simply not knowing where to go for this help. Therefore it is vital that parents and carers with an infant child and pregnant women know how, where and who they can reach out to for help and support.

The aim of the guidance is to provide supportive information for Midwives, Health Visitors, Family Nurses and support staff who are working with families who have infant children and who are experiencing money worries, including those who are struggling to afford infant formula, before and at crisis point. The guidance provides information on available resources, including financial inclusion services in each HSCP area. The guidance is intended for use alongside wider advice and support for income maximisation, and where immediate support is required, access to infant formula milk or breastfeeding support for as long as it is needed.

Employee antenatal rights

Employees have the right to take reasonable time off from work to attend antenatal appointments. This can include time needed to travel to your local clinic or GP without the loss of pay. You are entitled to paid leave if you work full time, part time or if you are an agency worker in the same placement for a minimum of 12 weeks. It applies to term-time, fixed-term or temporary contracts or if you are an apprentice.

Why is antenatal care vital?
Antenatal health care has a unique and vital contribution to improving maternal and infant health outcomes, ensuring that every child has the best start in life and is ready to succeed. Booking appointments should take place before 10 weeks to allow antenatal screening for genetic conditions or infections and allow for early detection of risks to pregnant person and baby.

For more information please contact NHS Ayrshire & Arran Workplace Health Team Email: aa-uhb.hw@aapctscot.nhs.uk

Working together to achieve the healthiest life possible for everyone in Ayrshire and Arran

Antenatal care duties for employers

As an employer, you have a duty to allow paid time off for pregnant employees so they can attend antenatal care appointments. This includes time needed to travel, without loss of pay. Employees are entitled to paid leave if they work full time, part time or are an agency worker in the same placement for a minimum of 12 weeks. It applies to term-time, fixed-term or temporary contracts or if they are an apprentice.

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For more information please contact NHS Ayrshire & Arran Workplace Health Team Email: aa-uhb.hw@aapctscot.nhs.uk

Working together to achieve the healthiest life possible for everyone in Ayrshire and Arran

Reference:

Scottish Government (2020) United Nations Convention on the Rights of the Child Bill: rights and requirements. www.gov.scot

Reference
Goudie, S. (2022) Healthy Start needs urgent improvement to tackle food insecurity in the early years www.foodfoundation.org.uk

Scottish Government (2022) Tackling Child Poverty Delivery Plan: fourth year progress report – focus report on households with babies under one www.gov.scot

Institute of Health Visiting (2024) State of Health Visiting Report www.ihv.org.uk

Reference
Scottish Government (2024) Tackling child poverty priority families overview - gov.scot

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਵਿਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵਿਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਦਿੱਤੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie, w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
Contact Centre
0300123 0900

South Ayrshire
COMMUNITY
PLANNING
Partnership





Shine Even Brighter

Champions for Change (South Ayrshire's Champions Board) support young people with experience of care to work alongside those who make decisions about the care system. In this way, they are involved in the decisions that affect their own lives. This work sits within the context of Corporate Parenting and Children's Service Planning.

The Promise is a movement that aims to improve the lives and outcomes of children and young people in care and highlights the need for significant changes in Scotland's care system to better support children and young people with vulnerabilities.

There must be a significant, ongoing and persistent commitment to ending poverty and mitigating its impacts for Scotland's children, families and communities

Small Grants Scheme

The Small Grants scheme is budgeting that addresses inequalities that already exist, and it has been led by people with lived experience through South Ayrshire's Champion Board. Grant making is a powerful tool in order to increase choice and control in the participation of young people with care experience.

Key Findings

- The number of applications grows every year
- Multi-layered benefits.
- Empowering young people to get items they have been talking about
- Great way to connect with other care experienced people
- Ability to spot themes in things that might be missing or desired by care experienced population
- Opportunity to connect people with supports that they did not know existed including free travel and across leisure services



**Total funding
£56,095**



Items purchased:-

- Electronic devices
- Clothing
- Driving lessons
- Sports request
- Household items
- Baby items
- Food bank vouchers
- Data SIM cards
- Energy vouchers
- Active8 (free leisure access)
- Other including music lessons ; art supplies ; business start ups

Growth by Year

Year	Number of Applications	Total funded
May 2020	100	£15,777
October 2021	112	£16,037
January 2023	151	£38,936
June 2024	209	£57,780
April 2025	244	£56,095

"I have been getting things for my home to make it more beautiful – I want to keep my safe space nice"

"I feel that I will fit in better at school if I have new clothes and trainers"



CHILD POVERTY STRATEGY

CHAMPIONS FOR CHANGE

Free Bus Travel for 23-30 year olds

Champions for Change (South Ayrshire Champions Board) provides a platform for children, young people adults with care experience to have their voices heard and to ensure they have a bigger say in the decisions that affect their lives.

Young people told us that the cost of transport was prohibitive to them after their National free travel card period ceases at age 22. Funding was secured for a trial period of 25 free bus travel passes for across Ayrshire for young people between the ages 23-30, who are care experienced.

At present 16 annual free travel passes have been issued.

The young people who responded to the consultation have told us that they have found the free travel pass hugely beneficial to them .

The free bus pass has contributed to improving their mental health and has helped to reduce anxiety around having to pay for bus fare. This has allowed the young people to be more active in their communities too by accessing work, leisure, learning and shopping opportunities.



Consultation took place with the young people who had been issued an annual free travel pass to find out how they were using their pass and the difference it was making to them.

Consultation Results

- There was a 70% response rate.
- The average age of people who participated was 25.
- The majority of young people who responded found out about the free bus travel initiative from Champions for Change.
- All of the participants found the application process easy or extremely easy.
- All of the young people who responded have used their bus pass for health appointments and to see their family/friends. Other journeys included to go to work, college/uni, shopping, or to access leisure facilities.

THANK YOU !

"It has saved me a lot of stress and worry"

"It has been good for my mental health"

"It has given me the freedom to do more activities. It motivates me to get up and take my children places I wouldn't be able to due to cost of bus fares. I am able to spend it on the kids going to cinema or buying them shoes, etc without the worry of making sure I can get to and from work."