

POVERTY

LEADERSHIP

PANEL

PEOPLE
MAKE
GLASGOW
FAIRER
STRATEGY 2016



FULL VERSION

14 September 2016

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Acknowledgements

This **People Make Glasgow Fairer Strategy** (a citywide and all age strategy to tackle poverty) is an example of co-production between the partners in the **Poverty Leadership Panel (PLP)** that included volunteers from the Glasgow community who have experience of living in poverty, the **Community Activist Panel (CAP)**.

Without the shared experiences of our CAP members this strategy would not meet the needs of our most vulnerable citizens.

I want to thank all of those who gave up their time and helped influence the content, highlighted the key issues of our citizens and agreed the challenging targets set out in this strategy.

Our co-production team were:

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For more information on the PLP please visit us on povertyleadershippanel.org.uk or twitter [@povleadpanel](https://twitter.com/povleadpanel)



Executive Summary

Glasgow is a thriving cosmopolitan city with a vision of being a world class city, focused on economic growth and tackling poverty and inequality.

In recent times the city and the council have received many accolades for business, sport and education, however there are still many challenges that face the city, in particular the section of our community that face hardship and poverty on a daily basis.

We want to ensure that all Glaswegians can benefit from the growth and opportunities in the city. We want to support the most vulnerable in our city at a time when there is increasing demand on the city's services and a reduction in its resources.

This strategy aims to bring together as many of the key stakeholders in the city as possible, to produce short and long term significant strategic and practical improvements to services that will help reduce poverty for our citizens.

The **Poverty Leadership Panel (PLP)** partners will be accountable for the actions and targets agreed in this strategy. We will ensure that we will continue to work with the community and partners to ensure that progress is measured and feedback is provided on a regular basis.

See Appendix 1 (page 27) for a list of the PLP partners.

The PLP partners will be accountable for the actions and targets agreed in this strategy.



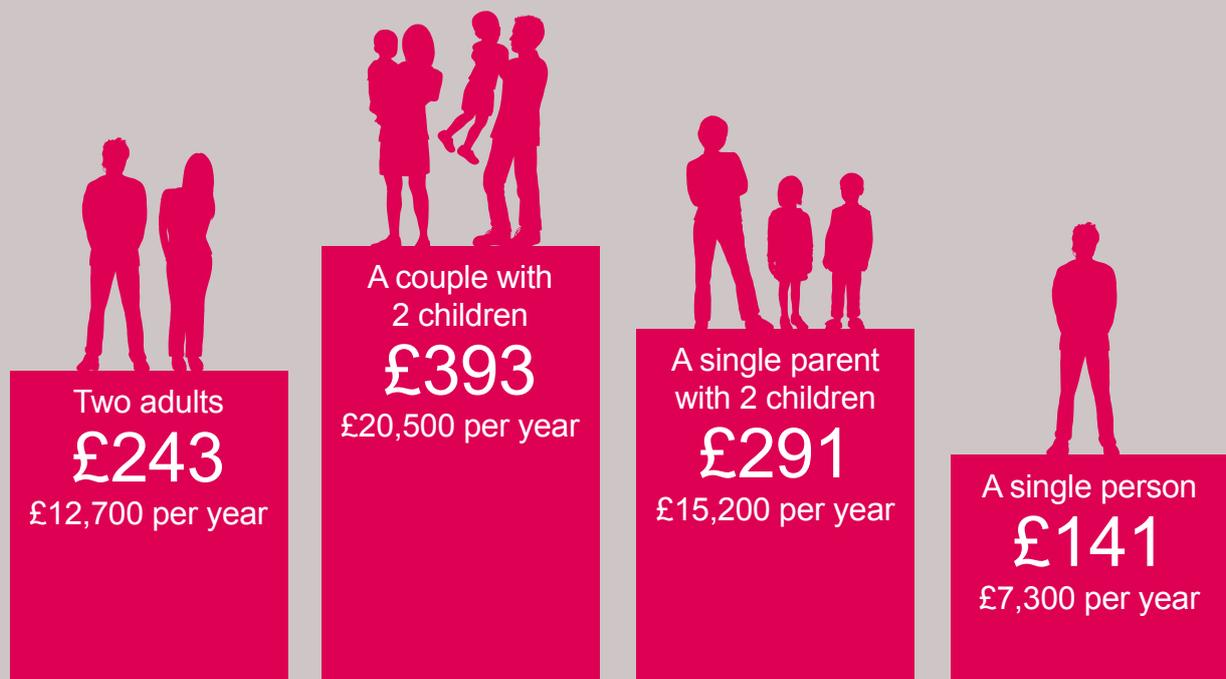
What is Poverty?

A lack of money is one of the key elements of poverty but it does not stand alone. Poverty is also about not being able to get involved in social and leisure activities; not being able to send children on an outing or birthday party; not being able to afford things that others take for granted. People who live in poverty have a higher incidence of poor health, which adds to the pressure on our health service, other services and ultimately our economy. Our citizens talk of a lack of hope that their circumstances will ever change and the impact living in poverty can have on their children and their aspirations.

The Scottish Government released the Poverty and Income Inequality figures for Scotland for 2014 to 2015 that showed living in poverty means being on a low income compared to the average family in Scotland. The graphic below shows if you earn less than the figures displayed, after you've paid your housing costs*, you are considered to be in poverty.

A lack of money is one of the key elements of poverty but it does not stand alone.

*After Housing Costs (AHC) is used mostly in the UK and is defined as rent, water charges and council water charges, mortgage interest payments, structural insurance premiums, ground rent, and service charges.





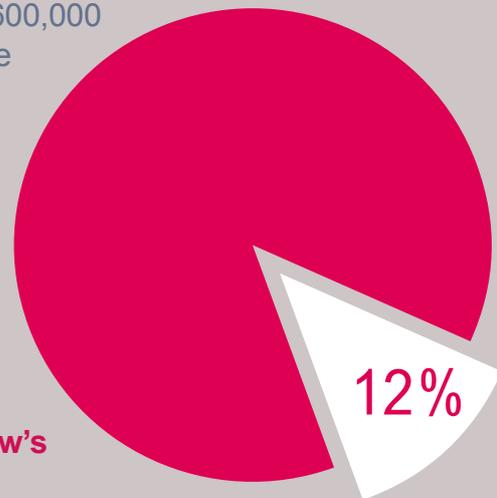
Background to Glasgow

Glasgow is Scotland's largest city with just over 600,000 citizens. It is the most ethnically diverse city in the country with over 12% of its population from an ethnic minority group.

Glasgow has a reputation for looking out for one another, being friendly and helpful towards visitors to our city. The city also has a record as an ambitious, inventive and entrepreneurial city with a history of making things happen.

See Appendix 2 (page 28) for some of Glasgow's recent achievements.

While recognising that the considerable social and economic improvements have been delivered and continue to transform our city, our reputation, our services and our partnerships, these improvements are set against a backdrop of the recession, welfare reform and ongoing poverty.



Glasgow's earlier challenges

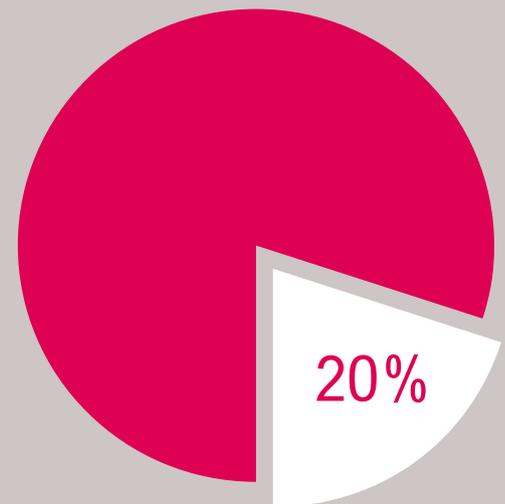
In 2012, The Fraser of Allander Institute report stated that following the welfare reform, Glasgow was one of the hardest hit cities with approximately a £115 million reduction in social security benefits.

Also in 2012 data showed that almost half of the city's residents - 286,000 people – **lived in the 20% of most deprived areas in Scotland**. At this time it was reported that:

- > Around **one in three** of the city's children lived in poverty
- > Just **under a quarter** of children who were living in poverty, lived in workless households
- > Around **one in five** earned below the Living Wage
- > About **one in five** families with children said they didn't manage well financially, had some money difficulties or were in deep financial trouble
- > About **one in eight** adults didn't have access to a bank or building society account
- > In some areas of the city **over 55%** of children lived in child poverty, compared to **less than 10%** in other parts of the city.



£115 million
Reduction in
social security
benefits



Glasgow's response

In response to these statistics, in May 2013, with the help of Rev Dr Martin Johnstone, Chair of Glasgow's Third Sector Forum, the city established the Poverty Leadership Panel (PLP) to help steer the development of a citywide anti-poverty strategy.

The PLP's vision is that:



Poverty is made a thing of the past.

We want all of us across Glasgow to contribute to significantly reducing poverty and exclusion over the next decade, by acting now.

We want Glasgow to be a place where everyone agrees that poverty is an outrage, and where every person feels that they can be a part of Glasgow.

The PLP workstreams

At its first meeting in May 2013, the PLP agreed that its work would be split into workstreams and action plans were developed to tackle the issues raised under each of the workstream headings. The workstreams are:

Our aim is to change the mind set of those people who have negative attitudes towards our most vulnerable citizens.



Aims of the workstreams

- **ATTITUDES** - When our CAP members told us that negative attitudes towards them because they were on benefits or in poverty from their fellow citizens was as bad as having no money or job, we worked with them to co-develop an anti-stigma training and awareness module for public sector staff. Our aim is to change the mindset of those people who have negative attitudes towards our most vulnerable citizens, by making them aware that poverty is not a chosen lifestyle, the myths behind the poverty headlines, and the effect their negative attitudes have on their fellow Glaswegians.
- **CHILD POVERTY** - Glasgow has the highest number of children living in poverty in Scotland and we will take action to reduce this number, as well as to maximise families' disposable incomes.
- **CREDIT AND DEBT** - We want to ensure that our most vulnerable citizens have access to affordable credit and bank accounts. This will ensure they are not financial excluded, which is both a symptom and a cause of poverty.
- **PARTICIPATION** - We aspire to have every citizen of Glasgow involved in shaping and making decisions about the places and services that affect their lives and Glasgow's future.

The PLP workstreams

- **WORK AND WORTH** - We want to ensure that paid work provides a wage sufficient to enable an adequate standard of living in Glasgow and volunteering is promoted as having value in itself and the barriers to participation are removed.
- **WELFARE REFORM** - We want to mitigate the effect of welfare reforms for those living in poverty by ensuring that they receive the benefit they're entitled to and have access to advice to know their rights.
- **HOUSING** - We want to ensure that local people are routinely and meaningfully involved in local housing issues and structures in Glasgow; and are better able to advocate for themselves and others about their housing needs.
- **FOOD POVERTY** - We want to co-ordinate the approach to food poverty and food insecurity across the city, to ensure that there is a long term sustainable alternative to foodbanks. The issues of food allergies and food cultures should also be taken into account when we take this Workstream forward.
- **FUEL POVERTY** - We want to increase the energy efficiency of the housing stock across all tenures in the city and mitigate the impact of rising energy costs on vulnerable households. In Glasgow there are approximately 103,000 households spending more than 10% of their disposable household income on fuel this effects around 34% of Glasgow's households and over 8,000 households experiencing extreme fuel poverty. Our aim is to ensure Glasgow maximises funding opportunities to tackle fuel poverty in domestic households.



Despite the efforts of the PLP, poverty still exists in Glasgow on an unacceptable scale and I am committed to ending this problem.

Councillor Frank McAveety, Leader of Glasgow City Council and co-chair of the PLP

Community Activist Panel

The **Poverty Leadership Panel (PLP)** also agreed that tackling poverty can only be achieved if we use those citizens who have first-hand experience of living in poverty. A group of volunteers from our communities, with that experience, got together to create the **Community Activist Panel (CAP)**. They are from a wide range of backgrounds that represents the diversity of our city. The CAP members play a lead role in the production and the decision making process of new services and products. In addition they attend and participate at the PLP meetings, gathering the views from the members of their community and feeding these back to the PLP. A member of CAP also co-chairs the regular PLP meetings along with the Council Leader.

Further information on the PLP and its workstreams can be found at

“

Nothing about us without us is for us.

www.povertyleadershippanel.org

“

As a member of CAP it feels good being in this unique position of helping to shape the PLPs response to Tackling Poverty in Glasgow. Working together to reduce social and health inequalities, inputting open and honest opinions with lived experience from all walks of life... people definitely make Glasgow!

Angela Jamieson, Community Activist Panel member

“

It is imperative that those who are affected by poverty are part of the process and their voices are heard. By engaging with people, the many organisations in this venture can work with combined strength to reducing poverty in Glasgow with the hope of eradication poverty in the future.

Ghazala Hakeem – Co-chair of the PLP and Community Activist

Glasgow's current and emerging challenges

While the PLP has developed good working relationships between a variety of key service providers and with the community activist, however changes to Social Security legislation, reduced funding and stretched resources continue to challenge the PLP's ability to make a lasting impact on reducing poverty.

• WELFARE REFORM

Changes to Social Security benefits and the introduction of Universal Credit throw up another challenge on how we ensure that the most vulnerable of our society do not slip further into poverty and isolation.

These changes to Social Security Benefits will mean that:

- > By 2020 to 2021 approximately **£348 million per year** will be taken from the most vulnerable and out of the city's economy.
- > **7,510 (31%) of Glaswegians** will see a reduction in their tax credits, when child element limited to two children. This represents a **£20 million reduction** for Glasgow.
- > It's estimated that **43,243 families** will see a reduction in their annual benefit of **£545** following the removal of transitional protection, a total of **£23.56 million** for the city.
- > The removal of the Employment and Support - work related activity group payment, will mean our citizens losing a total of **£21 million** a year
- > The reduction in the benefit cap will see **over 1,000** of our citizens losing up to **£6,000** a year.



Approximately
£348 million
per year
taken from the most
vulnerable



Tax credits
£20 million
reduction
for Glasgow

Glasgow's current and emerging challenges

• CHILD POVERTY

Child poverty means that a child will be unable to enjoy the things that children should be able to enjoy, such as warm clothes, school trips, attending after school clubs and activities. This can result in isolation, stigma and lower aspirations for their future. Child poverty in the UK stands at 28% while in Glasgow the rate is 33%, (36,000 children and is expected to increase to approximately 45,000 by 2020.



UK Child Poverty

28%

Glasgow rate

33%

• IN-WORK POVERTY

Getting a job is no longer a guarantee out of poverty as statistics show that 58% of people in poverty have someone in their household who is employed. Ensuring that employers pay the living wage, the jobs are sustainable and there is in-work progression all help to secure a person's future and ability to plan ahead for themselves and their family.

• DEBT

Research has shown that Glasgow citizens borrow over £57 million annually through payday lenders, home credit, pawnbrokers, and rent-to-own outlets. When we add the retail catalogue users it's likely the number of citizens accessing the range of products from financial providers of non-standard products is approximately 100,000. Many of these citizens find themselves unable to access standard credit due to:

- > **lack of income**
- > **poor or no credit history**
- > **no acceptable identification**
- > **lack of knowledge of alternatives**
- > **lack of financial advice.**

Glasgow citizens borrow over £57 million annually through payday lenders, home credit, pawnbrokers, and rent-to-own outlets.

Glasgow's current and emerging challenges

Poverty within groups

The PLP acknowledges that many of the groups of citizens within the city have individual issues when poverty is discussed. By including our CAP members, who represent the wide spectrum of our society, in the co-production of our products and services, it's the PLP's intention to ensure that the specific needs of all our groups are identified, taken into account and addressed. The PLP produced an Equality Impact Assessment in 2015 that reflects this approach, however we are aware that this needs regular review and update.

Specific issues have been identified for our groups that clearly show the diversity of issues and the challenge that lies ahead, for example:

- **PENSIONER POVERTY**

The Joseph Rowntree Foundation reported that if all pensioners took up the benefits that they were entitled to then pensioner poverty would be ended.

- **DISABILITY AND POVERTY**

In a report by the New Policy Institute (NPI) "Disability and Poverty" it stated that:

- > **almost 50%** of people that have an association with disability living in poverty
- > **at 46%**, the employment rate for disabled people is **little more than half** that for non-disabled people (80%)
- > **two-thirds** of disabled people living alone are in poverty
- > **over 50%** of welfare reforms fall on the shoulders of disabled.

It's the PLP's intention to ensure that the specific needs of all our groups are identified, taken into account and addressed.



IF ALL PENSIONERS took up the benefits that they were entitled to then pensioner poverty would be ended.

Glasgow's current and emerging challenges

• POVERTY AMONG ETHNIC MINORITIES

A Viewpoint paper “**Poverty and Ethnicity: key messages for Scotland**” identified many key issues, such as:

- > **Poverty is higher among ethnic minority groups** than within the majority white population
- > **Discrimination limits opportunities** in a variety of situations
- > **People from ethnic minority communities with good qualifications face greater barriers to finding work** which matches their qualifications, compared with the majority white population
- > **Social isolation and a lack of friends** are strongly related to a high risk of poverty across all ethnicities.

• LONE PARENT POVERTY

Research into Lone Parent Poverty in Glasgow identified that a lone parent:

- > **is three times as likely** to experience in-work poverty
- > **is twice as likely** to be living in poverty as couple families
- > **likely to work** in a sector that is predominantly low paid (68%)
- > **has many barriers** to securing, progressing and sustaining employment:
 - > access to flexible, affordable, quality childcare
 - > cost of childcare
 - > travel/transport – availability and cost
 - > lack of appropriate employment
 - > lack of confidence
 - > low levels of skills and qualifications.

The challenges on tackling poverty are multi-dimensional but with the support of all the PLP partners we will continue to address poverty across the groups and city as fairly and equally as possible.

Tackling Poverty Event

We recognised that there was still a lot of work needed to make further impacts on poverty in our city. We also identified that organisations outside the PLP were also working on their tackling poverty initiatives. To ensure we had a co-ordinated and integrated strategic response to make poverty a thing of the past for the citizens we held a Tackling Poverty Event in March 2016 in Govan, where over 80 people attended, including members of our communities, public service professionals and the Third sector.

See Appendix 3 (page 29) for a full list of attendees.

The attendees at the event were given an overview of the PLP and what we had been working on and achieved so far.

See Appendix 4 (page 30) for the list of PLP achievements.

During the rest of the event we were told by our partners and citizens what else was needed to help tackle poverty in the city, these included:



We also identified that organisations outside the PLP were also working on their tackling poverty initiatives.

When these suggestions were listed they were then asked:

1. What would success look like?
2. How do we get there?
3. What's stopping us?
4. What can the PLP do?

The responses to these questions have allowed us to build our action plans and set challenging targets for our workstreams to achieve.

See Appendix 5 (page 33) for Action Plans.

Outcomes from the event

The PLP partners have already started to work on the challenges and other key issues called out on the day of the event:

- **WELFARE REFORM**

- > **Additional benefits training and advice booklets distributed amongst partner organisations to help them advise citizens on the impact of benefit changes**
- > **We have Developed a referral process whereby citizens who claim through the Scottish Welfare Fund due to a benefit sanction are offered assistance to appeal their sanction.**

- **CHILD POVERTY**

- > **School clothing grants are paid out earlier and in the majority of cases before school starts**
- > **Plans for the school clothing grant to be increased**
- > **School clothing grants can now be issued to Credit Union accounts.**
- > **Research with school children, teachers and parents produced the reports Cost of the School Day and Cost of the School Holiday, highlighting issues that have been included in an action plan**
- > **We will provide a response, capturing the experience of PLP members, to the consultation on the Scottish Government's Child Poverty Bill.**

- **IN-WORK POVERTY**

- > **Development of Glasgow's In-Work Support that provides details of benefits and services that will assist citizens when they start work to save money and/or develop their skills to progress in their workplace**

Outcomes from the event

- **PENSIONER POVERTY**

- > **Data analysis of pensioners groups undertaken to identify pensioners who may not be receiving their full benefit entitlement**
- > **Working with Department for Work and Pensions (DWP) and Registered Social Landlords (RSL) on a benefit take up campaign**

- **FREEPHONE CALLS TO DWP**

- > **We are having a trial of a freephone service to DWP in a couple of our selected libraries.**

In addition in 2016 the Scottish Government commissioned a report on poverty and inequality, produced by Naomi Eisenstadt. This report “Shifting the Curve” made 15 recommendations that would help tackle poverty and inequality. The PLP had already or was planning to take action on a number of similar issues identified through our own workstreams.

See Appendix 5 (page 33) for comparison table.



At GHA, and at the other social landlords in Wheatley Group, tackling inequality begins with providing people in need with a warm, comfortable and affordable home.

But we know the provision of quality housing in our communities, crucial as it is, is not enough if we are to remove the barriers faced by people living in poverty.

That’s why, as we continue to build and modernise thousands more homes, we are also working harder than ever before with our partners to ensure we maximise the opportunities and support available to families and individuals affected by disadvantage, ill-health and isolation.

Martin Armstrong, Wheatley Group Chief Executive

Opportunities for the PLP and our Citizens

The PLP has an opportunity to bring additional partners to the group to work closer together, share resources and experiences to tackle poverty in our city. We will have a new governance structure in place to ensure we get the best co-operation from partners across the city and meet our targets. Our community will be at the heart of all we do and their input will shape our services and the way forward.

Our citizens

There will be opportunities for our citizens in employment, training and new housing, through for example:

- **CITY DEAL** – £1.13 billion was secured for this programme that will improve transport, regenerate sites, support life sciences, develop small businesses, set up programmes to support unemployed people and boost the incomes of people on low wages.

This will also bring a permanent economic boost of £2.2 billion per year; generate 15,000 construction jobs during the construction period and 28,000 permanent additional jobs once construction is complete; while unlocking £3.3 billion of private sector investment.



Glasgow is now considered one of the best sporting cities in the world and further job opportunities will come from the World Badminton Championship in 2017 and the European Championship sports event in 2018.

- **HOUSING** - There will be 25,000 new houses built by 2025, offering jobs and better homes
- **CHILD CARE** - The Scottish Government has announced changes to the current child care provision that will allow for additional hours for each child that will be implemented in 2020. Glasgow has applied to phase in these new changes earlier.
- **PROCUREMENT** – The council will continue through our procurement practices to work with businesses and employers to get additional community benefits from our contracts, for example; apprenticeships, work experience opportunities and initiatives that are identified through our community engagement.



The PLP Commitment

The PLP has set this commitment to the citizens of Glasgow.



Working together

We can use the pulled resources of the city to challenge and influence the decision makers and by working together ensure we are helping those who need it most.



Hopefully my voice and input will make a difference and my contribution helps.

Helen O'Brien, Community Activist Panel member

Links to other key strategies

To ensure we make full use of all the resources, we will align our actions in our strategy to those in other key council strategies. This will help us to have a more co-ordinated city approach to tackling poverty as well as reducing the chances of duplication of effort.

- **CHILD POVERTY STRATEGY** – Reduce child poverty by increasing employment for parents.
- **FINANCIAL INCLUSION STRATEGY** – Ensuring that our citizens get the right financial advice.
- **ECONOMIC STRATEGY** – Bringing sustainable and well paid job opportunities to the city.
- **PROCUREMENT'S COMMUNITY BENEFIT STRATEGY** – Working with our suppliers to identify opportunities that will benefit the community.
- **HOUSING STRATEGY** – Building homes that are affordable to rent or buy, inexpensive to heat and maintain.
- **RESILIENCE STRATEGY** – Empower our citizens, use our spaces, encourage community participation and ensure economic growth is spread across all elements of our society to improve the future of our citizens.

How will we measure success?

Reducing poverty on a major scale will not happen overnight and certain actions will take time to have a long lasting effect, therefore we have set targets that while challenging are achievable but some will take longer than others. Our overall aim is that our products and services reduce poverty and closes the gap between Glasgow and, where there is one, the Scottish average performance. (See Table (page 23) for details of targets)

How will progress be monitored?

The PLP governance group will review the actions against their agreed timelines and any issues will be discussed towards a suitable resolution that allows the progress of the action. Updates will be issued to each of the PLP partners and placed on the PLP website

The PLP's governance structure will ensure that all our effort and progress is monitored so that we keep to our timescales and commitment to tackle poverty in the city.

The impact of our service improvements will also be monitored by the Glasgow Centre for Population and Health (GCPH), who will be able to show how we've fared in closing the gap between Glasgow and the Scottish average performance.

Closing the gap between Glasgow and the Scottish Average

TARGET	CURRENT BASELINE	SCOTLAND'S BASELINE
Reduce the percentage of working households finding it difficult to cope on present income by 10% by 2025.	14%	10% as at 2014
Reduce the number of households in fuel poverty.	96,300 34%	845,000 35% Source: Understanding Glasgow
Reduce Child Poverty	36,000 33% of child population	220,000 22% of child population Source: Scottish Governmentt 2016
Reduce the number of adults that have no bank account.	12%	6% Source: Scottish Household Survey 2015

PLP targets

TARGET	CURRENT BASELINE	SOURCE OF DATA
<p>In the next year the Participation strand will engage with at least 150 people in a chosen Thriving place area</p> <p>Have two community engagement events that will seek to identify key issues and solutions for change in the local area</p> <p>Co-create an Action Group made up of local people and staff who will take the identified issues and create changes with that community.</p>	<p>None</p> <p>None</p> <p>None</p>	<p>Participation Workstream Lead</p>
<p>Reduce the percentages of staff who believe that some people are living in need because they have been unlucky, laziness or lack of willpower or because it is an inevitable part of modern life.</p>	<ul style="list-style-type: none"> • Unlucky 6% • Laziness/lack of willpower 10% • Injustice in Society 43% • Inevitable part or modern life 13% 	<ul style="list-style-type: none"> • PLP Workforce Attitudes Survey June 2014 • Glasgow Household Survey • British Social Attitudes Survey <p>Frequency of data - Triennial</p>
<p>Increase the number of respondents who take part in the next Workforce Attitudes Survey in 2017.</p>	<p>2014 survey participants 3,257 valid responses</p>	
<p>Reduce negative attitudes towards people in poverty by myth busting and providing information in an online course.</p>	<p>Baseline taken from survey 2 in the course</p> <ul style="list-style-type: none"> • Unlucky 8% • Laziness/lack of willpower 3% • Injustice in society 41% • Inevitable part or modern life 13% 	<p>PLP People Make Glasgow Fairer Online Poverty Awareness Course</p> <p>Frequency of data - Annually</p>
<p>Increase number of participants of the People Make Glasgow Fairer Online Poverty Awareness Course.</p>	<p>1,504 of completed courses as at September 2016.</p>	

PLP targets

TARGET	CURRENT BASELINE	SOURCE OF DATA
Mutual Mentoring Programme – 100% of participants agree that after taking part in the programme they feel their attitude towards people in poverty has been positively affected and that they will use what they have learned in future decision making. (six pairings in 2016)	Percentage of people taking part in Mutual Mentoring Programme that agree they have a better understanding of poverty, reasons and solutions.	
Increase the number of people who make a poverty pledge on the PLP website.	371 people who have taken the pledge as at September 2016.	
Reduce Homelessness applications	9,832	Glasgow Homelessness Network
Reduce the level of money that leaves the city through high interest lenders: <ul style="list-style-type: none"> • home credit users borrow - £20.4 million • payday loan advances - £21.3 million • High street rent to own - £7.5 million • Pawnbrokers - £7.2 million 	£57million	Competition Commission UK Office of Fair Trading
People living in poverty are included in the design and delivery of local employability programmes.	Monitoring of job outcomes by: <ul style="list-style-type: none"> • wage • type of contract • sector and occupation • in-work progression. 	Work and Worth Workstream
Fair work principles are embedded within programmes in the city aimed at growing businesses and creating jobs.	Independent formative and summative evaluation. Monitor uptake of Glasgow Living Wage by sector.	

PLP targets

TARGET	CURRENT BASELINE	SOURCE OF DATA
Volunteering is recognised as having value in itself and people living in poverty can access volunteering opportunities.	Statistically significant increase in rate of volunteering by people living in bottom 15% of SIMD data zones in Glasgow Baseline: 21% in 2012 Scottish Household Survey	Volunteer Glasgow
Volunteering is recognised as having value in itself and people living in poverty can access volunteering opportunities.	Of all advertised Glasgow opportunities: <ul style="list-style-type: none"> • 70% will offer out-of-pocket expenses • 45% will have wheelchair access • 1% will offer childcare support. 	Volunteer Glasgow Baseline data in 2014 to 2015 was respectively 60%, 36%, less than 1% (VG)
Increase the knowledge of Welfare Reform within the Third Sector and Health and Social Care Partnership staff by providing 100 training events.	Ongoing	Social Work Welfare Rights
Proactively inform those citizens affected by the benefit cap and give advice about potential routes out of the cap. Welfare Rights to offer initial phone and email advice. Assistance with claims and appropriate referrals will also be provided. There will be additional activity with Financial Services and Housing Associations to inform those affected by the benefit cap	1,118 citizens affected	Social Work Welfare Rights
Deliver insulation measures to over 750 households across 12 projects in the city, through the Scottish Governments Home Energy Efficiency Programme for Scotland (Area Based Schemes HEEPS: ABS)	Ongoing	Fuel Poverty Workstream Lead

Appendix 1

PLP Partners

The PLP is co-chaired by the Leader of Glasgow City Council and a member of the Community Activist Panel (CAP). Membership of the Panel includes:

- DEPARTMENT FOR WORK AND PENSIONS
- FEDERATION OF SMALL BUSINESSES
- GLASGOW CITY COUNCIL
- GLASGOW DISABILITY ALLIANCE
- JOSEPH ROWNTREE FOUNDATION
- SCOTTISH HUMAN RIGHTS COMMISSION
- POVERTY ALLIANCE
- VOLUNTEER GLASGOW
- NG HOMES
- QUEENS CROSS HOUSING ASSOCIATION
- GLASGOW LIFE
- ETHNIC MINORITIES LAW CENTRE
- GLASGOW CENTRE FOR POPULATION HEALTH
- GLASGOW COUNCIL FOR THE VOLUNTARY SECTOR
- GLASGOW HOMELESSNESS NETWORK
- NHS GREATER GLASGOW AND CLYDE
- THE COMMUNITY ACTIVIST PANEL
- THE POVERTY TRUTH COMMISSION
- WHEATLEY GROUP
- MARYHILL HOUSING ASSOCIATION
- GLASGOW'S CHAMBER OF COMMERCE

The PLP also invites other groups of interest such as The Big Issue, Bridges out of Poverty, etc.

Appendix 2

Glasgow's Achievements

Here are some examples of Glasgow's achievements:

- ★ Glasgow reduced the number of its citizens living in deprived areas by 13%.
- ★ Glasgow was the first Local Authority in Scotland to introduce the living wage and now has 390 living wage employers.
- ★ Glasgow attracted over £8 billion committed investment across housing, retail, health, education, hotels, offices and leisure from 2011 to 2014.
- ★ Over a 130,000 students a year study in our five universities and three super colleges.
- ★ Glasgow was awarded European Entrepreneurial Region of 2016 for its support of new businesses in the city .
- ★ £1.13 billion was secured for the City Deal programme for Glasgow and eight neighbouring councils to improve infrastructure and regeneration.
- ★ Working age employment in Glasgow has increased by 2.3% more than the Scottish average.
- ★ Employment levels are increasing by 2% per year in the city.
- ★ £24 million funding received for the Future Cities programme that explores new ways to make life in the city safer, smarter and more sustainable.
- ★ Glasgow delivered what was described by the Commonwealth Games Federation as the “standout games in the history of the movement”.

Appendix 3

Attendees at the Tackling Poverty Strategy Event 30 March 2016

The event was held in the McLeod Hall, Pearce Institute, Govan. There were representatives from the following organisations and community, approximately 80 in total.

Bridgeton Citizens Advice Bureau

Cassiltoun Housing Association

Castlemilk Law Centre

Citizen

Community Activist Panel

Child Poverty Action Group

Director of South Side Housing Association

Department for Work and Pensions

Early Years Manager

Elderpark Housing Association

Glasgow City Council

Glasgow Centre for Population and Health

GeMap

Glasgow Homelessness Network

Glasgow Life

Glasgow West Housing Association

Glen Oaks Housing Association

Volunteer Glasgow

Glasgow Disability Alliance

Jobs & Business Glasgow

Kelvin College

Lone Parent Steering Group

Maryhill Housing Association

Money Matters

North Glasgow Homes

NHS

One Parent Families

Scotland

Parkhead Housing Association

Pollok Citizens Advice Bureau

Queens Cross Housing Association

Scottish Enterprise

Scottish Government

SSAFA

Unicef

Welfare Rights South Side

Joseph Rowntree

Wheatley Group

Poverty Alliance

THERE WERE PRESENTATIONS FROM:

- **Councillor Matt Kerr**
- **The Community Activist Panel members**
- **Sandra McDermott, Tackling Poverty Manager**
- **Jim McCormick, Joseph Rowntree Foundation**
- **Lorna Kelly, Glasgow Centre for Population and Health**

All attendees then had the opportunity to give feedback, suggestions and ideas for taking ideas forward, with each of the workstreams:

Credit and Debt

Child Poverty

Food and Fuel Poverty

Work and Worth

Attitudes

Participation

Housing

Welfare Reform

These ideas will be taken forward as part of our Strategy Action Plans.

Appendix 4 PLP Achievements

Workstream Welfare Reform

- ★ A pilot exercise was run to help citizens in the Springburn area who had been subject of a benefit sanction, offering advice on appealing the decision
- ★ Advice booklets were produced and distributed citywide amongst partner organisations on forthcoming benefit changes and anti-stigma messages
- ★ Universal Credit and Personal Independence Payments training provided to third sector by SWS Welfare Rights.
- ★ Employee/Employer fact sheet on in-work benefits and advice contacts provided to Chambers of Commerce.
- ★ Referral pathway to Social Work Services (SWS) Welfare Rights developed for Scottish Welfare Fund crisis grant applicants who have had their benefit sanctioned.

Workstream Attitudes

CAP members identified that attitudes to poverty and stigma were a key issue that was affecting their own and their family's lives. The CAP members along with other PLP partners developed an Anti-Stigma People Make Glasgow Fairer Training that highlighted many of the myths around people in poverty and claiming social security benefits. This training was rolled out across many of our partner front line services staff. Some early evaluation of the training detailed that peoples' attitudes had changed to be more empathetic. The front line services that have taken the training include:

- ★ The Wheatley Group
- ★ Glasgow City Council
- ★ NHS
- ★ Police Scotland
- ★ Fire and Rescue Service
- ★ Registered Social Landlords
- ★ Department for Work and Pensions
- ★ A range of third sector organisations

A mutual mentoring programme was developed whereby citizens with lived experience of poverty were paired up with a public sector senior decision maker. The feedback we received was fantastic, where citizens and decision makers reported a greater understanding of each other's lives and jobs. Decision makers pledged that poverty would be a central part of any new services that they were involved in.

It was agreed to run Phase 2 of the Mutual Mentoring programme only this time the decision makers would be a combination of people with lived experience of poverty and public and private sector decision makers would act as mentors. This phase is still in operation.

Appendix 4 PLP Achievements

Workstream Child Poverty

- ★ Cost of the School Day report launched October 2015 with recommendations; a steering group was formed and developed draft plan over the following 15 months to build on findings and implement actions which include:
 - > training for staff and awareness raising on the impact of poverty
 - > ensuring families know about financial support available and wider income maximisation assistance
 - > policy statement to go out from education
 - > findings to be tested with parent groups and councils.
- ★ Cost of the School Holiday report launched December 2015.
- ★ Beyond4walls participatory research project with young people produced a report December 2015, on the issues for young people and housing. This project won the 2016 UK Housing Excellence Award for youth engagement.
- ★ Action plan for Lone Parents programme developed, which included:
 - > Moved the start of application date for free school clothing grants forward to allow earlier payment
 - > School clothing grant payments can now be sent to Credit Union accounts
 - > Developed Lone Parent specific Digital inclusion services
 - > Worked with Employability services to highlight Lone Parent issues
 - > Improved accessibility to child care places for specific projects
 - > Work with DWP has culminated in a series of four events during February with DWP staff on working with lone parents in terms of good practice.

Workstream Participation

- ★ **ALL IN:** For, community projects developed in two Thriving Place areas, Parkhead and Priesthill, the groups are made up of local projects and people who want to make changes in the area. A series of fun events have taken place to find out what local people want to change and then the **ALL IN:** groups work together to help people make those changes.
- ★ **ALL IN:** For Parkhead has engaged with 354 people so far and has identified a piece of vacant, derelict land as a main priority. The group has tidied the land, with regular litter picks and also sought funding to place a path through the land to make it more accessible. In conjunction with local projects, regular forest schools now take place and an event bringing together local people and new residents from the asylum seeking and refugee population brought over 100 people to the land to share food, fun and their cultures. Funding from Community Planning participatory budgeting allowed five raised beds to be placed on the land that have been adopted by the local schools and youth groups. Local people and groups are now in discussions about buying the land for community use.
- ★ **ALL IN:** For Priesthill has engaged with around 200 people, to date a gala day, charrettes and local meetings have brought the community together to share their views and find solutions to local issues. Through this engagement, local people identified privately owned flats as a priority and working alongside a local resident group, we advocated with and for the residents highlighting the issues they face, dampness, vermin, lack of bins, safety issues, lighting and so on. We have now built a relationship with the Glasgow City Council and Scottish Government that has resulted in a promise of at £2 million investment to significantly improve the quality of the flats. Renovation work will begin January 2017, and the **ALL IN:** groups will continue to support the residents during this phase to ensure their voice continues to be heard.

Appendix 4 PLP Achievements

Workstream Work and Worth

- ★ The 'Working it Out' Open Space Workshop took place 25 June 2016 in City Chambers opened by the Leader. This seminar was about what people said about working in Glasgow and services to support people into work. The 'Working it Out' report and recommendations launched.
- ★ The City Deal In-Work Progression pilot is on track. This £600,000 programme will see the city work directly with employers and employees in the care sector to identify ways to support their progression.
- ★ Glasgow's Volunteering Charter launched 7 June 2016 to create and increase the number and accessibility of quality volunteering opportunities in the city.
- ★ Agreement that the Council's Economic Strategy is developed with tackling poverty as a key objective.

Workstream Housing

- ★ 36 volunteers with a passion for housing and who represent a diverse range of backgrounds and experiences were recruited and trained to act as 'Citizen Advocates' to support citizens with housing issues
- ★ Citizen Advocates have so far provided advocacy for 293 people with a housing problem, which along with general advice and information, has resulted in:
 - > 53 secured new accommodation
 - > 31 sustained their tenancies.
- ★ In addition they also arranged that:
 - > 47 citizens had full benefit secured
 - > 26 successfully challenged the DWP decision.

Workstream Credit and Debt

- ★ Strategic Review of Community Finance in Glasgow – Final report received.
- ★ European Social Fund bid developed and submitted. Application submission is to enhance capacity to increase uptake of financial advice services for the most disadvantaged communities.

- ★ Recruitment of Peer Support team - Team of four (previously employed as MA's) been recruited for two years (employed by GEMAP) to mentor four new modern apprentices.
- ★ Recruitment of four new Modern Apprentices – to work with GEMAP. Focus will be to continue previous MA project of delivering financial capability to young people in a variety of settings including Shettleston Youth Hub, schools, youth groups and young carers groups.
- ★ Following a meeting with the major utility companies, SSE granted £214,000 to the Macmillan Cancer journey to help

Workstream Food Poverty

- ★ The Glasgow Food Policy Partnership (GFPP) involves public, private and third sector organisations working together towards a fairer, healthier, more sustainable and resilient food system in Glasgow. Their charter and manifestos on food poverty, food waste and food economy were published in December 2015.
- ★ Over 50 people participated in the GFPP's event on food poverty in October 2015 to explore what is needed to support and build on the great work already going on to better address the needs of those experiencing food poverty and insecurity. As a result a mapping tool of projects and organisations who can offer help to address food poverty is in development and likely to be available by the end of 2016.
- ★ Also as a result of the food poverty event, the GFPP are also exploring whether a Community Food Network in Glasgow would be helpful to the community food sector and, if so, what sorts of roles and responsibilities it should have.
- ★ Several of the GFPP members were involved in the development of Dignity: Ending Hunger Together in Scotland - The Report of the Independent Working Group on Food Poverty which was published on 30 June 2016. This independent short life working group on food poverty was asked to consider the issues and make recommendations to the Scottish Government on future actions.

Appendix 5 Comparison between Scottish Government recommendations and PLP actions

SCOTTISH GOVERNMENT RECOMMENDATION IN-WORK POVERTY	PLP ACTION IN-WORK POVERTY
Build on Living Wage Accreditation – a focus on larger employers, and on incentives, would be useful.	<p>Considering accreditation to those businesses that support the tackling poverty agenda i.e. 'People Make Glasgow Fairer' certificate</p> <p>Planning to engage with the retail, hospitality and care sector businesses to get their buy in to the tackling poverty agenda.</p> <p>Development of the In-Work Support Guidance underway – Launch October 2016</p>
Encourage pay ratio disclosure as a way of tackling pay inequality.	Council staff salaries are readily available on the internet
Ensure childcare commitments focus on quality to improve outcomes, and consider providing a limited number of free hours of childcare for primary school aged children.	
Make family flexible working more explicit within the Business Pledge, and consider whether approaches such as the Timewise programme could promote flexible working in Scotland.	Procurement already builds a range of community benefits/flexible working that businesses can be requested to include into contract terms and conditions. We are now represented on the CPU Community Benefits Steering Group to help influence the development of community benefits.
Do more to ensure that people claim the benefits they are entitled to.	<p>In-Work Poverty Guidance booklet being produced that highlights all the benefits, additional support and training available to those who are in work.</p> <p>The Welfare workstream is involved in take up campaigns, impacts of welfare reform and mitigation action for customers sanctioned by DWP.</p>
Make effective use of new social security powers but proceed with caution.	Not within the council's remit.

Appendix 5 Comparison between Scottish Government recommendations and PLP actions

HOUSING AFFORDABILITY	HOUSING AFFORDABILITY
<p>Build more social housing.</p>	<p>The council has a target of building 25,000 new homes across the city by 2025</p> <p>The Partnership Mortgage Guarantee Scheme, the only one of its kind in Scotland, will give people who can afford mortgage repayments the opportunity to own their own home, even if they have no way of raising a deposit.</p> <p>The Glasgow Mortgage Guarantee Scheme, target building 3,500 new houses between 2012 and 2017, on track to outstrip that target by more than a 1,000.</p>
<p>Ensure fuel poverty programmes are focused to support those on low incomes, and do more to tackle the poverty premium in home energy costs.</p>	<p>Every home in the UK is now entitled to a smart meter and everyone should have one by 2020. This would help reduce home energy costs for a lot of people. People should contact their supplier now to see if they can get a smart meter fitted before 2020.</p> <p>https://www.smartenergygb.org/en/the-bigger-picture/about-the-rollout</p>
<p>Be bold on local tax reform.</p>	

Appendix 5 Comparison between Scottish Government recommendations and PLP actions

LIFE CHANCES OF YOUNG PEOPLE, AGED 16 TO 24	LIFE CHANCES OF YOUNG PEOPLE, AGED 16 TO 24
<p>Carry out a comprehensive review of the policies and services relevant to the life chances of older children and young adults, with particular emphasis on young people from poorer backgrounds.</p>	<p>Development and delivery of the Within 4 Walls project, about young people and their issues with housing and communities. Some of these recommendations have already been implemented by the Wheatley Group.</p> <p>The Cost of the School Day and the Cost of the School Holiday reports identified a number of similar findings to the SG report and these have been collated into an action plan. We still have GCC's apprenticeship scheme.</p>
<p>Reduce the number of government-supported employment programmes targeting this group of young people and simplify the landscape, to provide a clearer, sharper focus.</p>	<p>Review Work and Worth. City Deal.</p>
<p>Ensure that the new approach to employer engagement in education is having an impact on improving skills for work of young people.</p>	<p>Review Work and Worth. City Deal.</p>
<p>Do more to tackle occupational segregation.</p>	<p>Review Work and Worth. City Deal.</p>
CROSS-CUTTING	CROSS-CUTTING
<p>Ensure that public service delivery is respectful, person-centred and preserves the dignity of people in poverty: pre-employment and in-service training should include the importance of avoiding stigma and developing understanding of the challenges of living on a very low income.</p>	<p>Anti-stigma/attitudinal training co-produced by citizens with the lived experience of claiming benefits and poverty and delivered to public sector staff and plans for further roll out.</p> <p>Second phase of the mutual mentoring scheme, whereby by citizens with the lived experience of claiming benefits and poverty mutually mentor a senior decision maker for the public and private sector, in order for awareness of each other's issues, pressures, thoughts etc., with aspirations of understanding each other's lives and identify areas/services etc. that can be improved with the influence that the decision maker has.</p>
<p>Commence the socio-economic duty in the Equality Act 2010, when powers are available to do so.</p>	

