

Shetland's Local Annual Child Poverty Action Report, Year 4

Reporting on 2021/22
Actions for 2022/23



Foreword

We are immensely proud of the work that our Council, NHS and partner organisations are doing to support children and families.

We work closely with Shetland Islands CAB and the voluntary sector to help households and individuals increase their incomes by accessing benefits and other support to which they're entitled and maximising their income through national support schemes. Through the Anchor Project and other initiatives, we have learnt how to identify and support the most needful households and families through early intervention. Council staff have worked particularly hard this year to get emergency payments to low income households across Shetland.

The Council and other partners work together to support individuals to find pathways into work and to enhance their skills to help them access higher paid jobs, with a particular emphasis on supporting parents. The Economic Development service, and Highlands and Islands Enterprise work to promote business development to enable more and better-paid jobs, which Shetland residents can access.

Households throughout Shetland have benefited from Fuel Vouchers to help them reduce their costs, through a partnership between Voluntary Action Shetland and the Fuelbank Foundation. Many of our schools, in partnership with their Parent Councils, now consider the Cost of the School Day when implementing any projects.

The Council is seeking to implement national programmes supporting improved energy efficiency in private housing; the Council has agreed that the employment of a direct labour squad should be progressed to see whether that could add capacity to progress work. Alternative arrangements for contractor engagement are also being considered to try to expand that route.

Despite all of this good work, we are extremely concerned about the future; recent estimates show that, on average, household energy bills in Shetland are double the UK average meaning that an average annual household cost could be £10,300 by April 2023. A Shetland household will need to earn over £104,000 not to be in fuel poverty meaning 96% of our households will be in fuel poverty, and 75% in extreme fuel poverty.

We know that, in Shetland, we have very effective partnership working in place, at both a strategic and operational level. Our families and communities benefit from experienced staff, who focus on the impact they can have; adjusting support and working in an agile way to achieve this. Yet this is no longer enough – many families in Shetland are really struggling, which is only going to get worse, pushing more and more of Shetland's children into poverty.



Emma Macdonald, Council Leader



Gary Robinson, NHS Shetland Board Chair

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APPROACH

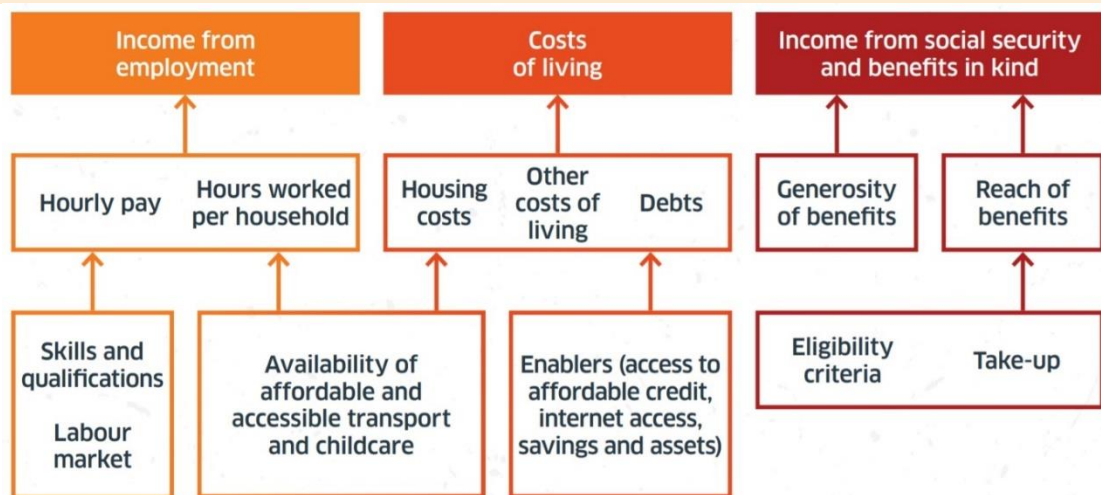
In Shetland, in taking a multi-agency approach, we recognise that there are many ways to reduce child poverty within our community.

What is important is that:

- we involve children, young people and their parents and wider families in shaping projects, products and services; and
- we monitor impact, to inform future work – for example, recognising that failing is not a failure, as long as we fail quickly and learn from our experiences, and we learn from things that have gone well, sharing the learning into other areas of our work.

These projects and services may be specifically targeted at children, young people and their families or may be wider, tackling the drivers of child poverty.

DRIVERS OF CHILD POVERTY



REPORTING AND PLANS

The action and impact from 2021/22 are set out under the following headings, as a series of updates and case studies:

- Understanding the Issues
- Increasing Household Income
- Reducing Cost of Living
- Building and Nurturing Relationships
- Building Capacity
- Impact
- Strategic Approach
- Monitoring and Evaluation.

WHAT MORE WE HAVE PLANNED

Our increasingly high cost of living is of particular concern, and will lead to increased levels of child poverty and hardship. Of particular concern is the projected impact of the impending energy price cap rise on household energy costs in Shetland.

Key points include:

- By April 2023, we estimate that the average energy cost per year for a household in Shetland will be £10,300, around **double that of the UK**.
- Estimated total energy cost to Shetland households last winter was just over £18million. This is predicted to be over **£55million this coming winter**.
- Fuel poverty, already a major challenge for our islands, will increase to the point where, by April 2023, **96% of Shetland households could be spending 10% of their household income on energy costs**. Of these:
 - 75% will be spending 20% on energy costs
 - 54% will be spending 30% and
 - 40% will be spending 40%.

It is quite stark to think that, by April next year, a **household in Shetland would need to earn £104,000 to avoid being in fuel poverty**.

To add further context to the analysis, we already know from work on the Remote Rural Income Standard that the cost of living in Shetland is 20-65% higher than the UK average. Shetland's cooler climate, poor insulation levels and lack of availability of the cheapest energy options further compound the effect on our communities of energy price rises.

This will be further compounded by a rise in food costs.

We have used nationally and locally available data, alongside the voices of those families who are currently feeling the intense pressures of the rise in the cost of living, to identify the following key actions for 2022/23:

- A communication campaign to continue to destigmatise seeking help;
- Expansion of support to enable parents to move into work, or improve their employment status;
- Ensuring local climate change measures do not proportionally impact on low income households;
- The rollout of Anchor for Families, to support households to access supports; and
- Delivering on the Scottish Attainment Challenge.

More detailed information is provided in Appendix 2, within the framework of the Government's Child Poverty Delivery Plan 2022 to 2026: Best Start, Bright Futures.

UNDERSTANDING THE ISSUES

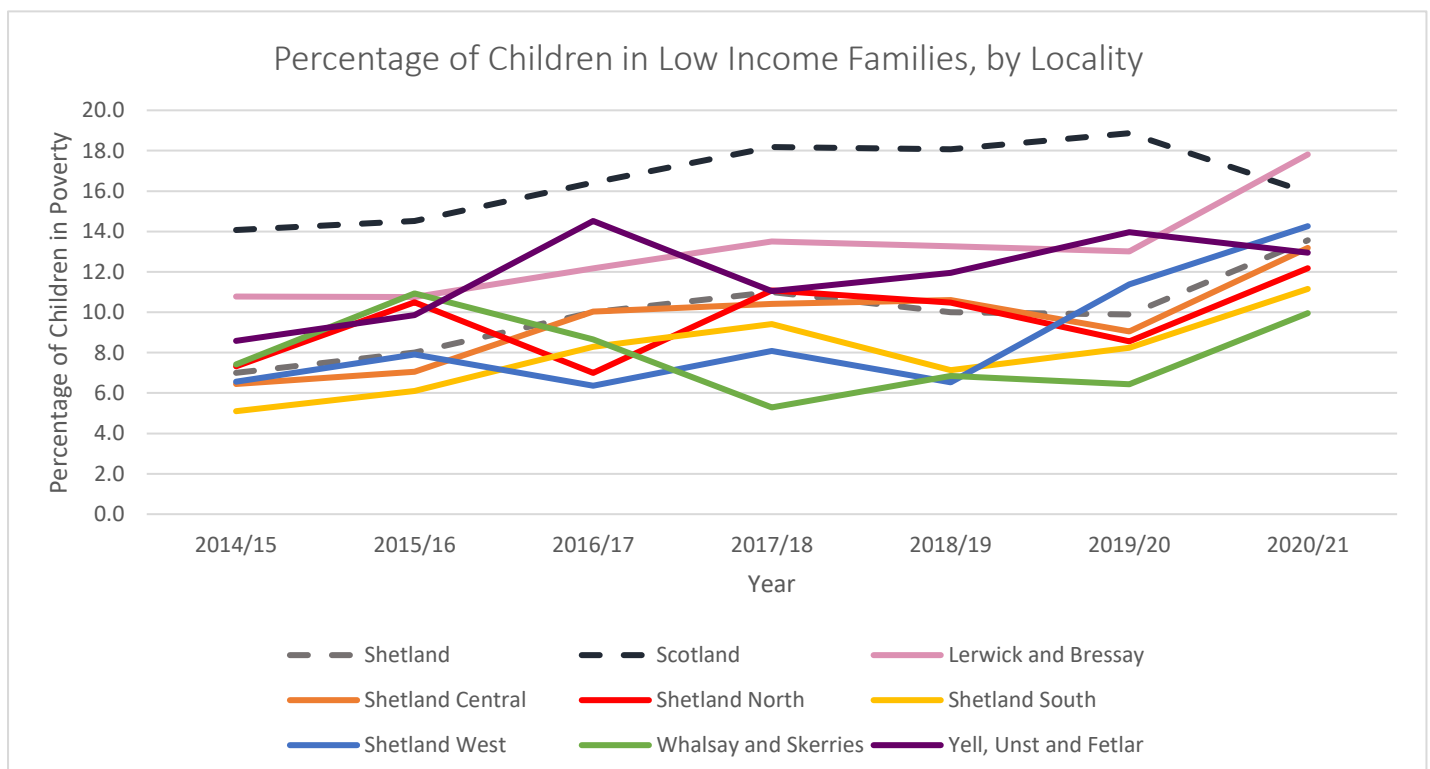
WHAT WE'VE DONE....

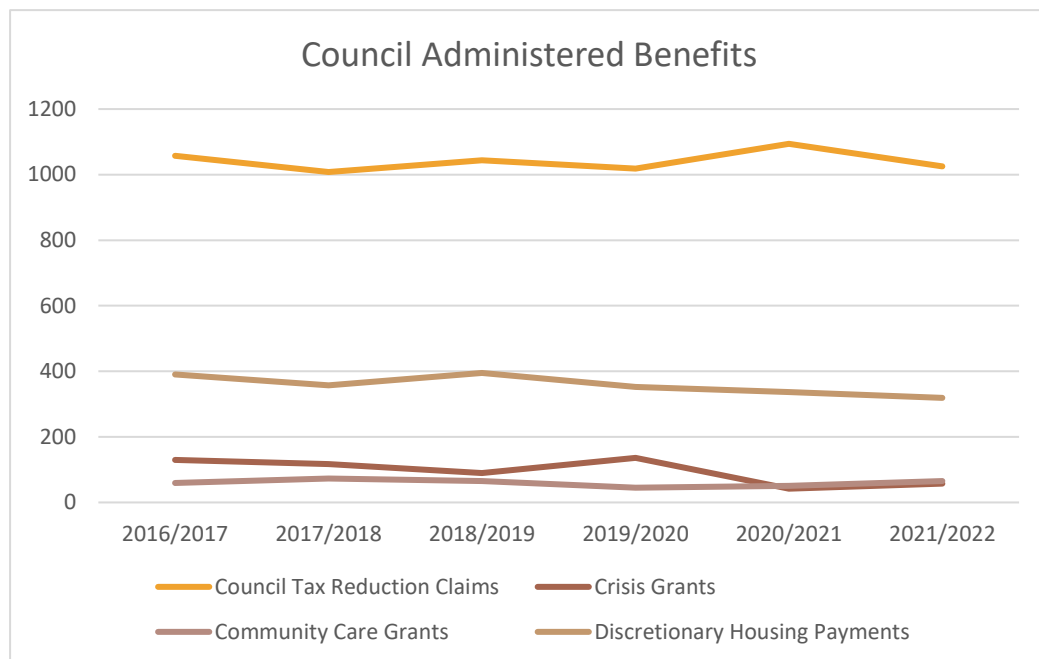
Over the course of the year, we have continued to use data to inform improvement and action locally. Networks and relationships have been strengthened by collaborative work throughout the pandemic meaning we are better able to merge local intelligence with national data sources, such as the Scottish Index of Multiple Deprivation and Child Poverty statistics, to build a meaningful understanding of our evolving situation.

Onto this, we overlay rurality and cost of living in Shetland, which we know is 20-65% more than the UK average. This means all of the issues addressed through the LCPAR need to be seen through the lens of our high cost of living, rather than through poverty, alone.

As we continued to work through the pandemic and the cost of living crisis developed, it was important we made this data and information available and meaningful to our decision-makers and wider partners. Seminars on Poverty and Inequality were held with Elected Members and the Shetland Partnership Network, while the Integrated Joint Board and NHS Board approved an approach to Tackling Health Inequalities through Service Planning.

There has been significant change over the course of the pandemic, in terms of people's situations, and how we work, and this local data is invaluable as we try to make sense of the return to "normal" amidst the cost of living crisis, and plan our approach and support to have the maximum possible impact.





The Emotional Wellbeing and Resilience project ran a series of focus groups as a follow up to their 2020/21 survey of young people. These focus groups considered access to services and related barriers for young people. The top actions recommended by young people to remove barriers included consideration of transport costs, and the disadvantage to Isles' young people of ferry journeys not being included in the National Entitlement Card free bus travel for under 22s. There was also feedback about how services are advertised and made accessible; this is being used by partners to make improvements.

As part of local work to develop and improve access to high quality school-aged childcare provision across Shetland, particularly for families in remote and rural communities and for families on low-incomes, Shetland Islands Council has been gathering significant amounts of data around childcare needs, as well as feedback on provision and possible future developments.

Data is integral to our approach to tackling child poverty, however it is important to recognise that data does not tell the whole story and our local intelligence, and information gleaned from relationships and networks in communities is invaluable in targeting services and developing realistic, sustainable and meaningful solutions.

"As a whole school community, we know our children and families very well and our good relationships mean parents can approach the school if they need to for sign posting or for information. We need to be mindful of how the current rise in cost of living may be affecting families. Good communication and trust in our relationships mean parents are more likely to ask for help when they need it."

Rural Shetland Primary School, 2022

We are supporting frontline staff to build the confidence and skills in discussing issues, using the data and service information to support conversations with families.

INCREASING HOUSEHOLD INCOME

WHAT WE'VE DONE....

Locally, the Council, Highlands & Islands Enterprise and the private sector, amongst others, continue to invest in economic development activity across Shetland, in order to support resilience in communities and contribute to ensuring wage levels are able to support our higher cost of living.

SUPPORTING ECONOMIC DEVELOPMENT

Activity to support people to access, obtain and sustain good quality well-paid employment opportunities across the islands, includes:

- Cullivoe Marina:

North Yell Development Company (NYDC) have led an ambitious project to develop the Cullivoe Marina and industrial estate. Cullivoe is Shetland's third largest fishing port and ranked 8th in Scotland, with annual fish landings totalling around £6.9m. The original business park, created in 2003, has been hugely successful in helping local industry flourish, employing 19 people at 3 businesses and supporting the export of valuable produce. The business park expansion will treble the size of the Cullivoe Industrial Estate, adding 12,000m² to the existing 5,810m² of land under NYDC ownership at the business park. It will create 10 serviced sites for new or expanding businesses following high demand from local companies, the majority of which operate in the marine sector. The recently opened marina incorporates a 28-berth pontoon for community and visitor use as part of the first phase of developments. NYDC has successfully levered in £1.8m of grant funding for the development, from the Scottish Land Fund, Regeneration Capital Grant Fund, the Council and Highlands and Islands Enterprise.

- Scalloway Campsite:

The Scalloway Camping and Recreational Facility is a partnership project between the Council and the Scalloway Community Development Company to plug a key gap in local provision of facilities for camping, caravans and motorhomes in Shetland, and meet the growing demand for these facilities. The development will include provision for 10 motorhome/caravan overnight bays with toilets and shower facilities, waste disposal and recycling points. Funding for the development has been secured from the Rural Tourism Infrastructure Fund, the Council, Highlands and Islands Enterprise and others.

- Projects supported under the Coastal Communities Fund:

The Council's Coastal Communities Fund is funded by the distribution of net revenues from Crown Estate Assets. The grant scheme is designed to mobilise change and deliver positive outcomes for Shetland and its communities. The scheme seeks to support the community and economic development of Shetland by investing in infrastructure, community capacity building, developing community assets and encouraging inclusive growth. To date, 37 projects have been approved for funding and had grant offers issued, totalling £2,101,762.39. These projects include improvements and upgrades to community buildings, local food growing projects, projects to build capacity in local services, and feasibility studies to guide new developments. Projects have been approved in almost all areas of Shetland.

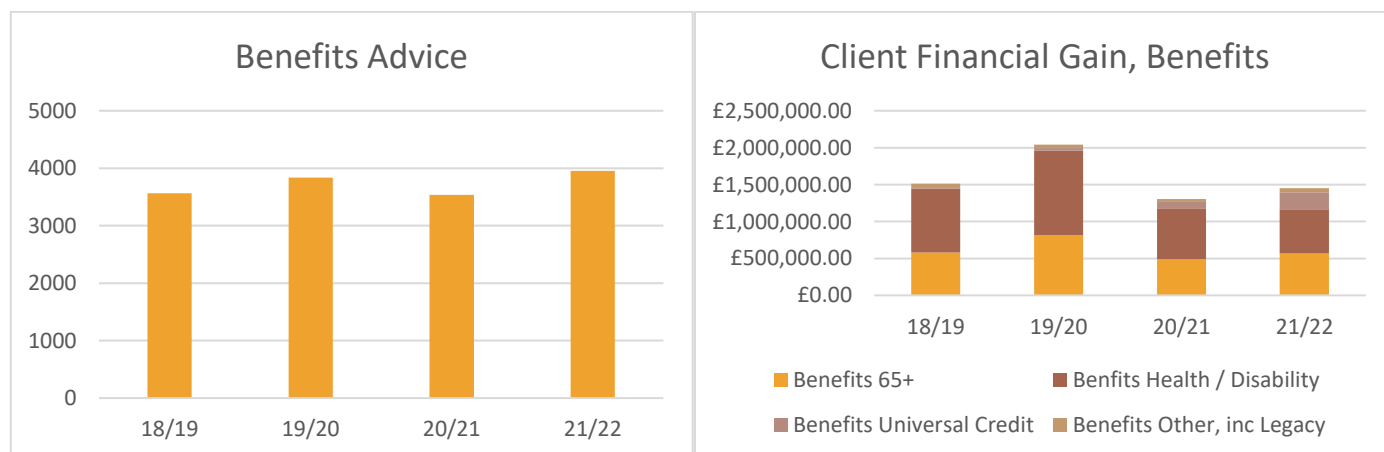
- Space Centre:

Shetland's location in the northernmost reaches of the UK make it an optimal place for the space economy. Unst was identified in an independent report for the UK Government, as the best location in the country for the launch of small vertical rockets transporting small satellites into low earth orbits. Its northerly location also means it is ideal for tracking and communicating with satellites already in orbit. It is estimated the launch facility will create around 140 jobs on Unst and inject at least £4.9m per annum into the island's economy. It is anticipated a further 70 jobs will be provided throughout Shetland, adding a further £2.9m in gross value to the economy.

Economic Development, 2022

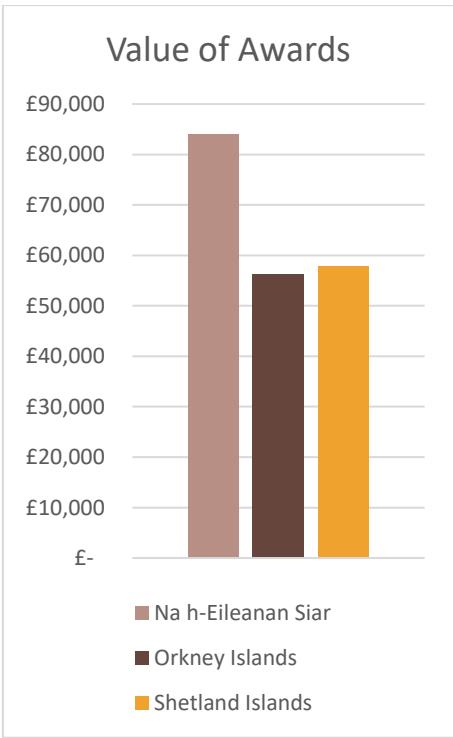
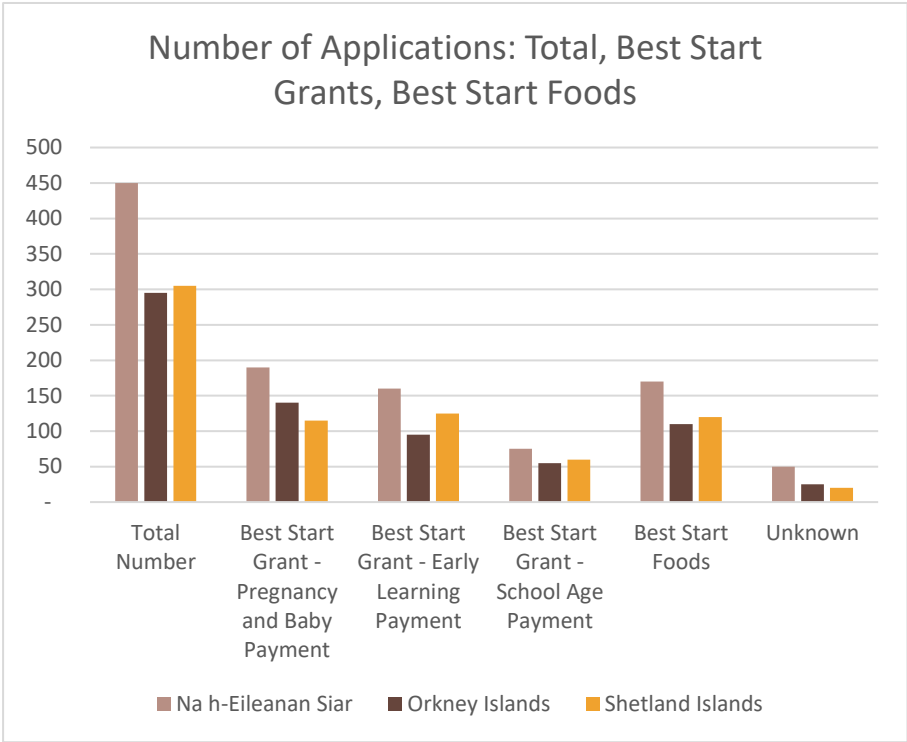
We continue to raise awareness around national and local benefits available, and support our employers, workforce and communities to have conversations relating to money and benefits:

- **Money Worries:** In 2021/22, 4 Money Worries sessions ran, with 19 attendees including Schools' staff, Health Improvement staff, Council Youth and Employability staff, Child Health staff and staff from the Third Sector.
- **Having Good Conversations:** The ethos and importance of Good Conversations has been demonstrated, as the impact of the Anchor Project has become known. Parallel relationship-based work in Community Led Support, Community Link Workers and the HENRY programme, amongst others, are supporting the spread of this learning throughout Shetland. A further set of Good Conversations training is planned for the near future.
- **Living Wage Accreditation:** This year has seen an increase in local employers accredited to the Living Wage Scheme, from 10 employers in March 2021 to 18 employers accredited in March 2022 (Living Wage Scotland).
- **Shetland Island's Citizen's Advice Bureau (SICAB):** SICAB is the primary referral agency for undertaking benefit checks, through their Financial Health Service. SICAB services have been provided throughout the pandemic and have been responsive to changing Public Health advice. They also closely monitor client experience and have used this to plan the remobilisation of services, maintaining remote access as an option, but increasing face-to-face support, when safe, for those who prefer. The SICAB team report that it is increasingly the case that they have supported people to access everything they are entitled to, but they are still struggling – graphs below show that while numbers receiving benefits advice have increased in 2021/22 compared to 2019/20, the financial gain for clients has decreased.



- **Best Start and Best Foods:** We have seen a decrease in uptake of Best Start and Best Foods support locally this year. Work to understand if there is a gap between eligibility and uptake requires to be done; the graph below shows our uptake and value of awards beside comparable Island areas. Work to increase awareness among Child Health colleagues and strengthen links to increase referrals between universal services and CAB continues.

Year	Shetland Applications	Value of payments
2019/20	255	£45,713
2020/21	225	£54,490
2021/22	175	£48,410



FINANCIAL SUPPORT TO FAMILIES

- Free School Meal Holiday Provision - £2.50 per day, per eligible pupil. This Scottish Government fund is administered locally by the Council. It is provided to all families with primary and secondary aged children who are in receipt of Free School Meals during the Easter, Summer, October, Christmas and February holidays.
- Scottish Child Payment 'Bridging Payments' - £130 per eligible pupil. This is paid to all families with primary and secondary aged children who are in receipt of free school meals during the Easter, Summer, October and Christmas holidays.

We have worked closely with colleagues in the Council's Revenue and Benefit Team to extend the above payments to pupils in receipt of a Clothing Grant and ELC pupils in receipt of Free School Meals or Clothing Grant. This has not been possible on all occasions but where funding has allowed we have extended these payments through use of the Financial Insecurity Fund.

Many thanks for this - it is very much appreciated!

Thank u

THANK YOU

Thank you, your my Christmas Angel 🌟.
All the best xx

This is amazing such a surprise and really great timing , just makes a huge difference.

Thank you and MERRY CHRISTMAS

Thank you for letting me know. It was a nice surprise, I wasn't expecting that.
We wish you all a very merry Christmas and a very happy new year!

Thank you so much this will really help at this hard time.

Thank you so much, I'm nearly in tears. This is so appreciated & will not be squandered, believe me.
Many, many thanks... again!

Have a wonderful Christmas & a very happy new year to you too.

Thankyou very much.

This is brilliant news! Thank you so much for your email.

Hope you all have a lovely Xmas and a happy new year.

What a fantastic Christmas time surprise and how very much appreciated
It is by this household!
Hope you and your family have a lovely Christmas,
I know you have worked very hard this year and you most definitely deserve it 😊

The Council's Children's Services and Revenues & Benefits Teams, 2021/22

EARLY LEARNING & CHILDCARE

Developing affordable, accessible childcare capacity in Shetland is a key component in enabling families to increase their earning potential. Our overall aim in Shetland regarding childcare is to develop and improve access to high quality school-aged childcare provision across Shetland, particularly for families in remote and rural communities and for families on low-incomes. We recognise that there is a need for services and organisations to work together with local families, groups and communities to find creative and sustainable solutions that meet the needs of individual communities. We are also aware that childcare needs differ significantly between communities and a 'one size fits all' approach does not meet the individual needs of families and their community. Therefore, to identify local solutions, we have been working together with key partners and existing services to think about developing innovative ways of providing childcare, particularly in rural communities.

In the past year, to achieve our aim of developing provision, we have:

- Committed to increasing the number of settings providing registered out of school provision by 100% (from 2 to 4). To do this, we identified key priority areas in Shetland to set up provision where it was most needed, hired the appropriate staff, and developed suitable service delivery models for the settings.
- Undertaken localised consultations to identify local childcare issues and possible solutions. We have gathered anecdotal evidence from families in a number of different communities, and can now identify the areas where families are significantly struggling to access childcare. We have done this through engagement and discussions with parent councils, schools, Under-5 parent groups, childcare groups, etc.
- Undertaken a comprehensive local authority statutory consultation on funded early learning and childcare and non-statutory childcare, to support a review of the current provision. Significant data on family childcare needs has now been gathered, including views on current childcare facilities and developments families would like to see in the future.

The consultations highlighted that, while Shetland does well to meet the needs of families using Early Learning and Childcare (ELC) provision, there is a significant need for development in out-of-school childcare provision in Shetland, particularly in rural areas. For example, the survey highlighted that current school-aged childcare services across Shetland do not meet the needs of families, with 52% of parents/carers stating that access to school-aged childcare in Shetland is not sufficient to meet their family needs. Respondents wanted an increase in out-of-school childcare options, particularly in local areas. Additionally, it highlighted how families believe that access to school-aged childcare would increase employment opportunities for parents/carers, and particularly benefit those who do not have local support from family/friends. Full findings of the [Childcare Consultation \(2021\)](#), including findings by locality, can be accessed on the Council website.

ANCHOR PRACTICAL FAMILY SUPPORT

As a result of the pandemic response, the Anchor Project staff are in regular contact with 75 families, putting in place practical support, connecting families to other services supporting low-income households. Not all households are aware of, or feel able to access support that is readily and freely available, such as:

- SICAB for Benefit Checks, Debt Advice, Energy Advice
- Access to benefits available through the Council, such as Free School Meals and School Clothing Grants
- Employability Pathway for support to move into work or improve work prospects

- Food Bank for emergency food
- Fuel Bank for support to pay for fuel bills
- Clothing and other essential household item

Anchor Family-Support is able to join-up the dots, and support households to access each of these supports. As well as providing direct support to families, the team also support others to increase their knowledge of support, and encourage them to ask families if they are doing okay, and if they need support, such as Head Teachers and the Children's Services Finance Team. This support is making families aware of support and encouraging them to take up that support.

"It feels like this intervention is on my terms and my choice to engage rather than being forced."

Family supported by Anchor, 2022

We know that our work is leading to families having more money available to them, than they would have done without the practical support. Supporting families to access the right financial supports has been essential. For example, enhancing the awareness of Free School Meals at Sound Primary School in Year 1 allowed us to directly support families complete their application forms and speak with members of the Children's Services Finance Team as needed. Sound School reported an increase in uptake that year, also increasing the school's entitlement to Pupil Equity Funding, which in turn benefits the same families again.

FAMILIES ACCESSING SUPPORT ON THEIR TERMS, THROUGH THE ANCHOR PROJECT

Following an unexpected change in circumstances, a family who had previously been supported reached out to us to reconnect; looking for support and advice from a person they knew and trusted.

We supported an application for Free School Meals, and a letter of support allowed payments to happen sooner and allowed the family to get the additional Government Payments over the School Holidays. When applying for Universal Credit we were able to support them, explaining the circumstances, leading to a 6-month grace period being applied, alleviating some pressures to look for work, whilst grieving.

Knowing that we are available and have a range of knowledge often allows for a quick answer or for people to be pointed in the right direction. The parent is confident in making the connections once they know whom to ask.

"Anchor helped me make life changing decisions... we have spoken about all sorts of things related to family life and dynamics and it hasn't all been focused on my children's needs, but instead identifying that as adults, we also have issues that need to be considered."

This sums up our support; with it being about the parent, whilst considering the other factors like their children's needs but that cannot be achieved if the parent does not feel listened to, supported and encouraged to make changes for themselves.

Anchor Project, 2021/22



THE PARENTAL EMPLOYABILITY SUPPORT FUND (PESF)

PESF is a partnership initiative by the Scottish Government, Local Authorities and Third Sector colleagues, which targets parents in local communities to support them into work and to address in work poverty. PESF aims to provide person-centred help for parents to address their individual barriers to work. The key target families are lone parents, those with a disability, with three plus children, of an ethnic minority, with their youngest child under one year old and mothers under 25 years old.

Support for parents already in work might involve the provision of training or help in gaining relevant qualifications. Employability skills addressing lack of skills or work experience, health support, money advice or motivational support are available to all participants. The PESF is informed by the Strategic Skills Pipeline model and is thus developed to support the most effective delivery of employability services. All participants have support from our Occupational Therapy specialist in our team, who supports people with barriers to employment. We have been meeting participants in a one to one setting as well as group settings and discussing options related to employment.

From the outset, it was hoped that Employability Pathway Shetland would engage with a small group of relevant participants, in a focussed and relatively intense manner. This user-based model of activity ensures our efforts will be helpful to our target audience and reflects their expressed needs and lived experience. As participation with PESF is voluntary, we can be confident that continuing engagement by our participants is indicative of our success in delivering a service that is of value. We have promoted this to parents and recruited 14 parents through the service who we are supporting into employment or increasing their skills to improve income. Participants are referred from various other agencies and we are now receiving self-referrals for support.

EMPLOYABILITY

An event to help raise awareness of the PESF was held at a Mother and Toddler's group, which had not had previous input from Shetland's Employability Pathway. A local school had advertised the event and through this, a young single mother of two young children was able to reach out to our service. 'Kate' was not receiving any employability support at the time, nor did she know such support was available to her. She felt very much in need of support, feeling "stuck and not knowing where to start".

'Kate' is a domestic abuse survivor and had ongoing issues around her mental health. She felt unable to attend the advertised event due to anxiety but the newly established contact with the Pathway Worker allowed us to present her with suitable alternatives. This ensured she could receive the support she needed on her terms and provided an opportunity for Kate to receive the support and guidance that she required to take her first steps to suitable employment.

At our initial meeting, we quickly established what she considered her barriers to employment and agreed to meet weekly to begin tackling them. Some of the issues around employability that she had to overcome were relatively straight forward (updating her CV, access to a suitable digital device, etc.) and could arguably have been progressed by any number of agencies in this field. However, the targeted nature of the PESF has been the single most important and decisive factor at play for Kate. The lifeline it has presented to her, the belief we have shown in her and the intensive wraparound support that she has received, has resulted in her being offered a full-time position 15 weeks after our initial meeting.

In that period, she has: been supported in her job search; been assisted in building her CV; supported in writing a job application; completed three online courses relevant to her area of work interests; and took part in mock interviews.

Furthermore, the PESF ethos has allowed our service to support her in addressing wider issues within her life – Kate has applied for her provisional driving licence with our support. We also liaised with numerous partners to arrange her daughter's participation in the 'Seasons for Growth' programme to help in coping with her experience of loss. In addition, Kate and her son have begun attending the Mother and Toddler group, which helped start this whole journey.

If proof of the efficacy of our efforts were required, Kate has recently referred two of her friends to the Pathway.

Parental Employability Support Fund, through the Council's Youth & Employability Service, 2022

REDUCING COST OF LIVING

WHAT WE'VE DONE....

COST OF THE SCHOOL DAY

All School Improvement Plans for 2021/22 academic year included reference to how the school would take account of and put in place actions to address the [Cost of the School Day](#) (COSD). COSD is about removing financial barriers to education, helping children and young people to take part and be happy at school.

COSD IN CULLIVOE

Cullivoe School have taken a number of measures to reduce costs associated with the normal school day to support all the families in the school, they also regularly share information about support and benefits available through school communications and social media. They have been lucky to have good support from their Parent Council, and from local Community Council and businesses. Some of the changes they have made to enhance families' experience while tackling COSD include:

- Every child starting school gets a school sweatshirt and a book bag and all stationery required by pupils is provided.
- Each child has a set of waterproofs provided in school.
- Children can take home resources from school required for completing learning logs, e.g. card, paint, etc.
- School day trips and events such as parties (e.g. Hallowe'en/Christmas) are free (provision through the School Fund).
- Any fundraising events are open to the wider community, and donation boxes are put in an area allowing people to make a donation if they wish and are able to, without pressure to contribute.
- For big fundraising events, e.g. Children in Need, we set a fundraising target of £1 per family and staff sponsor all children this amount to ensure everyone reaches their target.
- Pupil Equity Fund money is used to support children to attend clubs outside of school time. PEF money is also used to support children and their families to attend community events, e.g. concerts, chippy night.
- The Parent Council are very supportive and paid for a family trip to the Pantomime in Lerwick every Christmas.
- Boiler suits and rubber boots are provided for working outdoors (funded by Cooke Aquaculture).
- Each child has snow breaaks, jacket, gloves and hat in school (Funded by Yell Community Council).
- The Local Bus Company gives us a bus free of charge for community events, e.g. Guizin', Carol singing, Up Helly Aa.

FAIR FOOD

We continue to run Food Larders, through the school network, recognising that many families do not have enough money to feed themselves and heat their homes. This was established during the pandemic as it became clear that the stigma of using a foodbank was stopping some families accessing what they needed, and increasing accessibility, and acceptability, by linking this food provision with the school community was addressing an unmet need. There has been recent national recognition of this work to increase food access with the Council's Food Group winning an award for Outstanding Collaboration and Local Authority Innovation at the annual conference of Assist Facilities Management in May 2022. The Food Group includes

members from Social Work, Schools' Catering and Cleaning, Justice Social Work, Youth Services and Anchor Early Action. The Foodbank and Food for the Way also continue to support people locally.

Food Bank		Food Larders	
2020/21 supported:	961 adults, 382 children	Average 70 households	
2021/22 supported:	781 adults 180 children	per month (term-time)	

Grow Shetland, a 3 year (2021-24) Fair Food Project, has been developed to build confidence in the Shetland community, to give growing a go. Grow Shetland aims to support the community to grow more of its own fruit and veg, increase access to affordable food and increase consumption of fruits and vegetables. The project is funded by the Council's Crown Estate Fund, Highlands and Islands Enterprise and the Shetland Charitable Trust, and is managed by Transition Turriefield, an established community-growing project.

2021/22 was a year of action for Grow Shetland as they produced a series of bite-sized introduction videos of 1-2 minutes, and designed and ran a set of four weekly online workshops for beginner growers. The Transition Turriefield team used their established presence on social media and in the community to gather views on what kind of information, and in what format, would be useful to beginners. The numbers attending the online workshop course doubled from 10-15 per course in April/May 2021 to 25-30 per course in February/March 2022.

Recognising that building confidence is key, the team have recruited a network of grower mentors across the isles to support workshop attendees in their own growing spaces to help them put their knowledge into practice.

In an effort to reach those who might not see themselves as growers, or may see growing your own as unachievable in their circumstances, Transition Turriefield have teamed up with a number of partners across Shetland to making growing a reality. This includes work with schools, revamping polycrubs and coproducing bespoke development plans; work with the Bridges Project and Annsbrae looking at developing and maintaining growing spaces and skills; and support of Hjaltland in providing growing kits, and identifying land for community growing space.

FUEL POVERTY

We know that many households in Shetland are struggling with the cost of heating their homes. Local support services have seen requests for support with energy provision increase in the past 2 years.

Over the winter of 2021/22 Hjaltland supported almost 200 households via referrals and signposting to access fuel poverty vouchers totalling over £22,000. Other referrals through the Home Heating Support Fund, Community Care Grants and the Scottish Government Hardship Fund saw the distribution of an additional £13,000 to tenants in need.

Fuel Bank is a national social enterprise, who are able to readily provide fuel vouchers to householders with prepayment meters, at the request of support services.

ENERGY REDRESS CARBON EMISSIONS REDUCTION FUND

In line with the Local Housing Strategy, Hjaltdland Housing Association are trialling a "Fabric First" approach to repairs and maintenance, aimed at improving energy efficiency of building and decreasing outgoings. The Association was successful in obtaining a £65,000 grant to retrofit some of their older homes with additional insulation. A pilot project is on-going where three properties will see a significant increase in energy performance and therefore help mitigate rising energy prices. This pilot project will form the Association's strategy in improving their older stock.

In addition to working on existing properties, they are continuing to develop high quality, efficient, affordable homes right across Shetland. In 2021/22, Hjaltdland welcomed 12 new families to their scheme at Houlland Lea in Sandwick and they currently have 50 units in development in Lerwick, Gulberwick, Scalloway and Brae.

SICAB continue to offer all the support they can, but it is increasingly the case that households are getting all the financial assistance they can, yet they remain in fuel poverty or extreme fuel poverty.

ENERGY BILLS

A single mum of one child contacted Shetland Islands Citizens' Advice Bureau (SICAB) in spring 2022 as she was looking for support to pay her energy bills. She was expecting her heating costs to go up by almost £100 per month and this would leave her little cash to live on. She works 16 hours per week and receives Tax Credits. She lives in social housing.

SICAB carried out a benefit check that showed she was receiving her full entitlement. The adviser provided information on accessing child maintenance to increase her income.

After examining the client's energy bills, the SICAB Energy Adviser asked the client to complete a consent form to allow SICAB to speak to her energy supplier on her behalf. Her energy supplier could confirm that the client had been paying quarterly direct debits but, for the past year, the direct debit amount had been too low to cover her usage. This meant that the client had now built up energy arrears of over £400. This was why she had been receiving extra bills and why her direct debit payment amounts were set to rise drastically. SICAB supported the client to make an application to Home Heating Advice Scotland for help with her fuel debt. This application was successful and the client was awarded over £1000. This meant her fuel debt was written off and the remainder could go towards future bills.

SICAB got details from the energy supplier about how much energy the client was using and what her "personal projection" for the year was, so that they could work out an accurate direct debit amount. With the steep rises in energy costs, the Energy Adviser advised the client on ways she could lower her usage, and provided her with information on how to use her heating system and hot water system more efficiently. She also advised the client to send in regular meter readings so she knew how much she was using and that she was paying the correct amount.

The client is relieved to have had her energy debt written off. She is still worried about how she will cope with rising energy costs but she now understands her energy bills and her heating system better, and feels more empowered to cope with her energy costs and usage.

DEBT SUPPORT

Single mum of two children got in touch with SICAB in 2022 as she had debts of over £10,000. She works full time and her family's income comprises her wages, Universal Credit, Child Benefit and Child Maintenance. She had a range of debts including rent arrears, benefit overpayments and credit card debts. She had started taking out payday/high interest loans to pay for her household bills as all her wages were going on repayments. She was being chased by her creditors.

The SICAB Money Adviser got the client to complete a benefit check that showed she was getting her full entitlement. The client also completed a budget sheet showing her income and expenditure. The Money Adviser wrote to her creditors to explain that CAB was now supporting her and asking for 30 days breathing space while a Financial Statement was produced.

The client's Financial Statement showed that she had free income that she could use to start to pay her debts. The Money Adviser explained to the client that the largest proportion of her free income needs to go to her priority debts such as rent arrears. The Money Adviser negotiated pro rata payments for her rent arrears that were accepted by her landlord. The Money Adviser wrote to the client's other creditors making Token Offers of £1 per month and is awaiting replies from these creditors.

The client feels that a huge burden has been lifted off her. She is no longer being chased by her creditors and she has a plan in place that enables her to meet her family's living costs while also paying off her debts in a manageable way. Her household finances are now stable.

Shetland Islands Citizens Advice Bureau, 2022

TRANSPORT

While the extension of National Entitlement Card scheme to Under 22s was welcomed locally, we have continued to lobby for inclusion of ferry services in the entitlement to protect our children and young people on the outer isles who are disadvantaged by this exclusion. Focus group work by the Emotional Wellbeing and Resilience project highlighted this as a particular issue for young people accessing services on the Shetland Mainland.

We understand that some of these transport concerns for service access are addressed through use of technology to increase routes of access, however we are aware there are both benefits and drawbacks of these changes. There have always been direct and hidden costs of traditional ways of accessing services and while technological solutions lessen the need for travel there are still associated costs and associated inequalities of access. For example, access to digital devices and connectivity, digital literacy, flexibility in working role to prioritise/have availability/space to “attend”, and health literacy issues around communication and digital content.

FUNDED EARLY LEARNING AND CHILDCARE

Since the end of August 2020 all Early Learning and Childcare settings in Shetland have been delivering the 1140 hours funded early learning and childcare for 3-year olds and eligible 2-year-olds. We took the opportunity to gather feedback on how funded provision was working for families when undertaking the wider [Childcare Consultation](#) in 2021. Key findings were:

- 80.3% of parents/carers in Shetland are happy with their chosen early learning and childcare setting. In addition, a further 80% of respondents either strongly agreed or agreed that their current early learning and childcare setting offer was effectively meeting their needs
- 57.1% of parents/carers do not make use of their full entitlement of 1140 funded hours
- 76.5% of parents/carers use funded hours to allow them to work
- There is a demand for more childminders across the island, with a large number of parents/carers stating they would be interested in using a childminder as a source of childcare if this was an option (registered childminders can be part of funded entitlement)

SUPPLYING FREE PERIOD PRODUCTS

We continue to provide free access to period products to all pupils who menstruate and attend a school in Shetland, or who are Home Educated. We have an online form for young people to complete to order a one-off order or a three monthly subscription that will be sent direct to their door 4 times a year. We have supplies in schools for young people to access and take home. We continue to offer both disposable and re-useable products. We now have 351 pupils benefiting from this service, compared to 312 last year.

Children's Services, Council, 2021/22

BUILDING AND NURTURING RELATIONSHIPS

Building and nurturing relationships between staff and families is essential. We have also learned over recent years about the importance of building and nurturing relationships between staff, across services and agencies to allow networks to strengthen and improvement to happen.

As Shetland's Anchor project has continued to develop, we have seen its impact on both of these elements. During Year 3, the Project benefitted from additional investment of £140,000 from The Promise, under the Whole-Family Support theme of the Plan 21-24. This enabled us to expand the team of part-time Project Officers from two to five and successfully increase the reach of the project. The additional investment allowed us to second staff from NHS Child Health, SIC Education and Voluntary Action Shetland for part of their working week.

This enabled us to achieve our primary aim of expanding the project to test our approach in different schools. However, it had the additional value of bringing together staff from different organisations. This has helped us to achieve a lot more as they are each able to share information about their respective organisations (structure, culture, key individuals to facilitate change). As a result, they have been able to support important, incremental change within their sectors.

Another example of relationship based support for families is Wellbeing 1000, a collaborative project between NHS and the Third Sector. Wellbeing 1000 is a nurturing and compassionate wellbeing support service for families with infants up to the age of 2.5 years and includes a Wellbeing Group, one-to-one support and peer-to-peer support. The group began in September 2021 and has a further 18 months of funding. It is run by a part-time Wellbeing Practitioner, a local midwife, who is seconded one day per week, and 2 volunteers. This project forms one part of our local approach to Perinatal and infant mental health.

WELLBEING 1000 – ADDING SUPPORT AT DIFFICULT TIMES FOR FAMILIES

The Wellbeing 1000 group offers an open, inclusive, weekly drop in session. The name refers to support being for the first 1000 days of a child's life – supporting children and families in this early period can improve children's health, development and life chances, helping to tackle the unfair and avoidable differences in our communities. The period of transition around having a baby can be challenging for any family and we know the change in circumstances can have financial consequences – e.g. leaving work, variable maternity leave, accessing childcare, strain on/change to personal relationships.

Families can attend with no obligation to help out, or commit to sessions, a snack and hot drink is provided, and practitioners support people to discuss their circumstances and offer practical help where appropriate (e.g. links to CAB, advice around benefits available). Around 20 people (including children) access the service each week, with new members every week. The project aims to improve the wellbeing of families with young children, support them to be able to tackle life's challenges, give them opportunities to build their support networks, and a route to access other professional support if required.

We have seen new members attending because of people sharing about the supportiveness of the group among their own communities, and people attending report feeling able to speak to new people in a way they would not in a traditional baby group.

Mind Your Head, 2022

HENRY (HEALTH, EXERCISE AND NUTRITION FOR THE REALLY YOUNG) – HEALTHY START, BRIGHTER FUTURE

HENRY is a strengths-based, solution-focused, partnership approach creating the conditions for change within families. HENRY is the UK's leading healthy start provider. They offer a range of flexible family support and practitioner training services that support all aspects of child development.

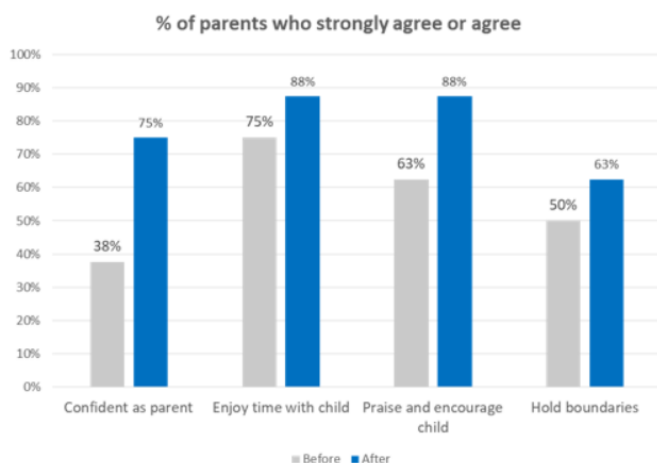
As well as supporting healthy lifestyle changes the approach brings together support for parenting efficacy and family wellbeing, giving parents a positive interaction with service providers, and building confidence to seek support when needed, and tackle challenges as a family when they have the resources to do so.

The various HENRY training opportunities build the skills of practitioners in a variety of settings to have supportive, enabling conversations with families. The Core Training in the HENRY approach equips participants with the knowledge, skills, techniques and confidence to establish partnership-based relationships with families, and support them in their parenting.

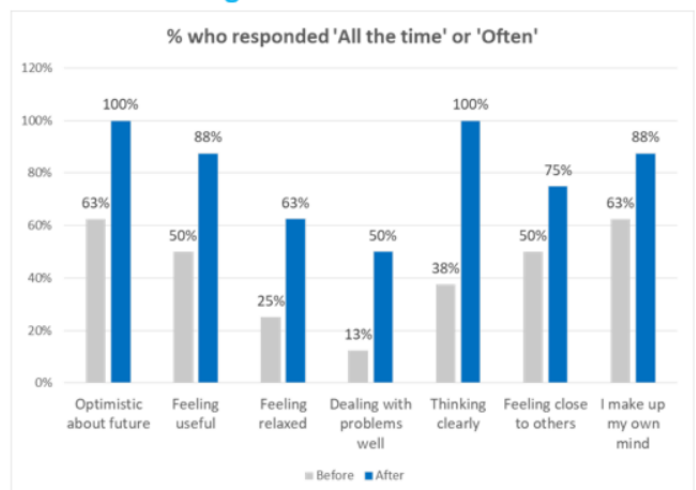
Funding was secured in October 2020 to offer training through early 2021, with online HENRY groups beginning in June 2021. Further funding was secured in October 2021, to secure another round of training, and expand the programme to include "Planning for Parenthood" supporting families in the antenatal period. We currently have 11 facilitators trained to run groups online or in person, with six of those trained to support people 1:1, 23 people from various sectors have completed the Core training, with further places available in 2022/23.

While the focus of groups is around lifestyle and family behaviours, the outcomes for parents show increases in confidence, wellbeing, and feeling able to deal with problems – illustrating the benefits of the relationship-based ethos:

Parenting



Mental Wellbeing



ANCHOR: THE KEY COMPONENTS

During Year 3, we continued to evolve our approach to family support, using feedback from families we are supporting. We are now confident about the key characteristics of this approach:

- Build a trusting relationship;
- Provide the opportunity to talk about any issue;
- Enable access through a communication channel that suits the individual (Facebook, email, phone, face-to-face meeting);
- Listen without judgement;
- Support access to services and information at the right time for the individual, which requires the Project Officer to have a breadth of knowledge about available support; and
- Maintain an open door to enable potential follow-up if further support is required.

i.e. this is person-centred support, capable of providing early intervention.

We have worked closely with and in a variety of schools in Shetland (Lerwick Primary, Largest Secondary, Rural Junior High and Cluster primaries) and NHS Child Health, as those universal services closest to families. This has helped us define the key success factors:

- Parents are able to build up a trusting relationship with a support worker;
- Time is available to enable this to develop and to explore issues;
- Support is located in universal services, in a familiar setting, close to families, with whom they should already have a relationship;
- Support is available to staff within these universal services;
- Staff are supported by partners, if there's a need to escalate issues;
- Staff have a close working relationship with a school's Senior Management Team, working collaboratively to identify families and encouraging them to access support;
- Staff have a close working relationship with social work, in order to ensure that families are getting the level of support that is required;
- There is very clear signposting to and communication around the most appropriate service to provide particular supports in order to avoid duplication or gaps.

i.e. the conditions have to be right, in order for it to work.

It has also helped us understand the model of support required:

- A drop-in model of support can be suitable for Primary Schools where the majority of families live within walking distance of the school, however this is dependent on parent/carer health or confidence among other things;
- The provision of support in rural areas and secondary schools requires support within the school, but also outreach support to families.

i.e. there needs to be flexibility within the model, to adapt to these different contexts.

We are currently turning our attention to finding ways to normalise family support in order to remove any barriers to families needing some extra support as soon as possible.

Anchor Project Board, 2021/22

BUILDING CAPACITY

WHAT WE'VE DONE....

We continue to see many great examples of how the capacity of children, their families, services and communities are being built, in order to tackle problems, such as child poverty. A few examples are shared here.

In response to [Shetland's Community Planning Partners Equality Outcomes Progress & Mainstreaming Report, 2021/25](#) which highlighted that there's a need to improve communication, including to people who are visually impaired, British Sign Language users and whose first language is not English, there is work underway between colleagues in Health Improvement, Community Learning and Development and Primary Care. This will deliver three Health Literacy projects locally aiming to improve accessibility, increase local awareness and upskill key workforce in understanding of inequalities related to communication.

MONEY WORRIES

These online workshops were developed with the aim of supporting people to see the role they can play in raising the issue of money worries, and to improve knowledge and understanding of the support offered by CAB. The Money Worries sessions have been run virtually as a joint venture between Shetland Citizens Advice Bureau, the Anchor Early Help team and NHS Shetland's Health Improvement team.

The sessions begin by setting the scene in the context of health inequalities associated with poverty and discuss the impact of stigma as a barrier to both services raising the issue, and individuals seeking support. Details of the support that CAB offer are discussed, and real life case study examples are shared to illustrate the beneficial impact of engaging with the service. The Anchor Early Help team give examples of how they have engaged with families during the pandemic and use this to facilitate discussion on how people can go about raising the issue of money worries with families they are working with.

People from a variety of roles undertook the training during the period April 2021-March 2022. These included schools staff, Health Improvement staff, Youth and Employability staff, Child Health staff and staff from the 3rd sector.

SUPPORTING DECISION MAKERS

In December 2021, the Public Health Team presented a paper outlining actions for [tackling health inequalities in Shetland](#) to the Integrated Joint Board and NHS Shetland Board. The proposal to integrate these actions into the refreshed Joint Strategic Commissioning Plan and associated decision-making processes was agreed. Work continues to embed these actions as a system wide approach to service planning and delivery, with the Health Improvement and Planning Teams working to identify and support where Health Inequalities Impact Assessment, in line with the Fairer Scotland Duty, can be used as a self-assessment tool, to support service improvement and upskill staff.

RIGHTS RESPECTING SCHOOLS

Rights Respecting Schools Award

This programme recognises a school's achievement in putting the United Nations Convention on the Rights of the Child into practice within the school and beyond. The Council increased engagement through Scottish

Government's funding meaning that all accreditation, registration and most training opportunities are free for schools.

The Council had previously held a service level agreement with UNICEF to support this programme, Shetland currently has ten schools officially engaged in this award with Cullivoe Primary renewing their 'Gold' status in Spring 2022.

UNCRC CPD

Using staff from the Montgomery Centre (Development Education Centre in Aberdeen), 7% of teachers in Shetland schools have so far taken part in UNCRC awareness workshops. This number will be increased significantly next year, with whole school and in person training planned for November 2022.

UNCRC through Youth Work in Schools

Promotion of UNCRC in schools through the Council's Youth Work Team was delivered this year in a number of ways. Working with national and international partners, workshop and materials were produced and delivered to young people in Shetland schools throughout the year. The following workshops and resources were delivered for the first time:

- An Introduction to UNCRC workshop (in partnership with the Children and Young People's Commission and UNICEF) delivered to secondary pupils across Shetland schools. This is an introduction to the principles behind UNCRC and raises awareness of young people's rights – getting them to think about when rights are being upheld or infringed.
- A standalone PSE workshop created by RespectMe on prejudice was also delivered by Youth Development staff. The workshop explores the importance of celebrating difference, and helps to increase awareness of prejudice, stereotypes and racism in society.
- Currently there are three secondary schools using accreditation to support Pupil Council/Voice groups in the form of Participative Democracy Certification (PDC). Youth Development staff support this process and coordinate the accreditation.

Shetland Youth Voice Forum

A forum for Youth Participation in Shetland (Shetland Youth Voice) has been developed and a staff member recruited to coordinate the project (started August 2021). They work with a range of partners in and outwith the authority to create a forum for gaining young people's views and provide training to local public bodies in how they listen and take the views of young people seriously as well as raising awareness in Children's Rights bodies. Currently nearly 30 young people from across Shetland schools make up the forum while there is also representation from organisations such as Ability Shetland and Who Cares? Scotland.

IMPACT

We are improving our working practices, so that involving children and their parents in the development of services and measuring the impact of what we are doing is becoming the norm.

WHAT WE'VE DONE....

CITIZENS ADVICE BUREAU

A couple with 2 children were referred to SICAB for help in 2022. One of their children is disabled and, as his condition worsens, they were struggling to meet his needs. He was in receipt of a disability benefit but it did not qualify them for a Motability car. Their household income was very small and consisted of very low wages from a part-time job, Child's Disability Living Allowance, Carers Allowance, Child Benefit and a minimal private pension.

The couple had submitted a renewal application for their Child's Disability Living Allowance and were hoping to get an increased award. The SICAB Benefits Adviser explained to them the appeals process that she could support them with if they did not feel the award reflected his disability.

The Benefits Adviser got them to complete a benefit check that showed that the family had an entitlement to Universal Credit of £1668 per month. As the mother was a carer for her son, she would be in the "no work related activity group" so would not be required to undertake work-seeking activities. The check also showed that the father was not yet claiming his State Pension. The Benefits Adviser advised the clients how to apply for Universal Credit and State Pension and these benefits are now in place. The family's income has significantly increased.

The family have received the result of their application to renew their Child's Disability Living Allowance. The award has been increased to high rate care and standard rate mobility. The family is now being supported by SICAB to appeal this decision as they feel it does not reflect their child's mobility problems. If the appeal is successful and he is awarded high rate mobility, he would meet the eligibility criteria for the Motability scheme. This would allow them to get an accessible vehicle making it possible for them to take their child out with his wheelchair.

Shetland Islands Citizens' Advice Bureau, 2021

We know that engagement and involvement in decision-making is important to shape the future of Shetland and reduce social and health inequalities. Looking to this fairer future, Youth and Employability Services have a Youth Participation Officer on their team who has been nurturing involvement and participation from children and young people, with lots of activity this year, detailed on the next page.

Youth Participation on Shetland

Shetland Youth Voice

- SYV is for anyone aged 12-25 who wants the opportunity to get their views and opinions heard at a local, national and international level
- 5 Monthly Meetings
- 22 Young People joined
- 5 Schools Participating
- 5 Third Sector Organisations Participating
- Current project is focused on Mental health and looking at the scale of the issue and what services are there to help.
- A Mental Health General Meeting will be held where young people, relevant organisations and local decision makers can come together to discuss mental health.

MSYPs

- 2 MSYPs for Shetland - Michaela Christie and John Fraser
- Michaela is a member of the Sport and leisure committee .
- John is a member of the Jobs and Economy Committee.
- They have both attended Education and Families committee meetings, Mental Health meetings, Civic Dinners, met constituents, joined the N.A Youth Advisory Group, virtually attended the SYP Gathering in March and met the Commissioner for Children and Young People.
- They are now conducting a consultation called 'Make Your Mark on Shetland' where they are asking all young people to vote on the topics that mean most to them.
- The first in person Sitting is in July, held in Cumbernauld

Shetland Eco Activists

- 3 current members
- 9 COP26 Local Champions
- £3000 funding from ScotGov for COP26 Legacy
- The group has named themselves Shetland Eco Activists (SEA) and have chosen to use the money to hold a Eco Pop-Up Shop.
- This shop will be filled with eco friendly items which young people can use to make their everyday lives less impactful on the environment. items like water bottles, bamboo tooth brushes, cutlery sets and cloth facewipes.
- Members of the group have also held a Youth Climate Surgery - The Moment, and have spoken at COY16 with The Commissioner for Children and Young people, where their story was shared and now shared across the globe by the Commissioner.

Young Islanders

- 7 current members
- Island Champions are now attending monthly meetings with island champions from the other islands.
- they are also participating in local group sessions with all the Shetland Island Champions

Additional Projects

- Mums Group?
- Climate Week
- Pride
-



STRATEGIC APPROACH

WHAT WE'VE DONE....

EMBEDDING EQUITY INTO OTHER WORKSTREAMS- "JUST TRANSITION"

Shetland Adapts, our approach to developing an effective Climate Change Strategy, is a place based approach planning ahead to make necessary change in a fair and equitable way, realising co-benefits of change for Shetland wherever possible.

A series of Community Conversations took place in February/March 2022. These were designed to include those who may not normally be involved, making information relevant and accessible to a broad audience. The Strategy is seeking to:

- Develop solutions to climate change that work for all people in Shetland and do not unfairly disadvantage those with less resource.
- Decrease emissions and make Shetland more resilient to effects of climate change.
- Increase resilience within communities.
- Decrease fuel poverty.

The strategic approach of embedding equity into a project not directly about poverty hopes to influence wider workstreams – exemplar use of impact assessment and consideration of wider effects in co-developing solutions with communities.

MONITORING AND EVALUATION

We are continuing our work on developing a shared language across the Shetland Partnership, in order to measure and share impact. Sharing work such as the LCPAR and project updates in a more consistent and meaningful way is supporting this change in approach and how we speak about progress, and is helping develop the skills of services and decision makers in using and interpreting this shared language.

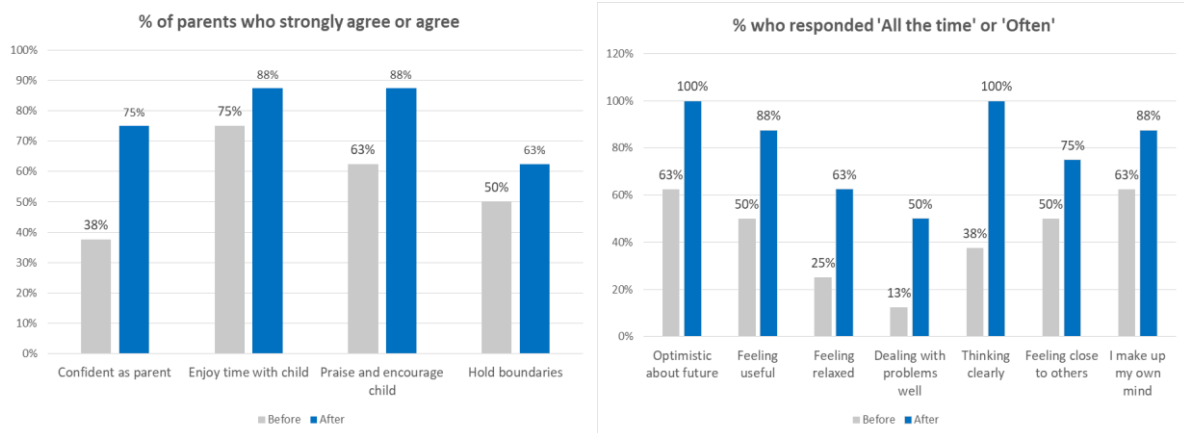
The Scottish Improvement Foundation Skills (SIFS) programme is running once again, offering a shared space for people from any sector or organisation to gain key skills in improvement, monitoring and evaluation.

WHAT WE'VE DONE....

HENRY – EVALUATION BY 'THE LINES BETWEEN'

HENRY is the UK's leading healthy start provider. They offer a range of flexible family support and practitioner training services that support all aspects of child development. HENRY is a strengths-based, solution-focused partnership approach – the project in Shetland has been led by the Health Improvement Team and has been running groups online since June 2021, and in person since April 2022.

An independent evaluation by The Lines Between in March 2022 demonstrated a positive impact on both families and people working with families of the available training and support services.



NHS Shetland Health Improvement, 2022

WELLBEING 1000 - CODESIGNING FOR IMPROVEMENT

The need for a service for parents with younger children that offered a longer period, and different style of support, was identified through participants of the existing wellbeing programme that offers a 12-week support service. People with young children found they needed support for longer, and practitioners felt there would be benefit to building families' networks by offering group and peer support alongside practitioner led support.

Views were gathered from existing service users, and via social media platforms, from parents who had struggled after the birth of their child, to shape the service. Now the service has been running for 9 months, feedback is being gathered from participants to understand any potential improvements.

Wellbeing 1000, Mind Your Head, 2022

APPENDIX 1: BACKGROUND AND LEGISLATIVE REQUIREMENTS

The requirement to produce an Annual Child Poverty Action Report (ACPAR) is set out in the [Child Poverty \(Scotland\) Act 2017](#)¹.

The legislation states that the report must ‘**describe any measures taken in the area of the local authority during the reporting year....for the purpose of contributing to the meeting of the child poverty targets.**’ The Act also requires local authorities and NHS Boards to set out, in their local child poverty action reports, information on measures that they plan to take to contribute to the meeting of the Child Poverty reduction targets set out in the Act, with the aim of ensuring the reports provide a strategic forward look as well as an account of progress to date.

The Act sets out a **clear agenda for tackling, reporting on and measuring child poverty**. The Act:

- Sets out four statutory income targets, to be met in the financial year beginning 1 April 2030.
- Sets out four interim income targets, to be met in the financial year beginning 1 April 2023.
- Places a duty on Scottish Ministers to publish child poverty delivery plans in 2018, 2022, and 2026, and to report on those plans annually.
- Places a duty on local authorities and health boards to report annually on activity they are taking, and will take, to reduce child poverty.
- Sets out that a statutory Poverty and Inequality Commission will be established from 1 July 2019, with functions related to the child poverty reduction targets.

The Act sets out four statutory, **income-based targets (all after housing costs)**, to be achieved by 2030:

- Less than 10% of children are in relative poverty
- Less than 5% of children are in absolute poverty
- Less than 5% of children are in combined low income and material deprivation
- Less than 5% of children are in persistent poverty

The Act also sets out **interim targets**, to be met in the financial year beginning on 1 April 2023 – which is the halfway point between the position at the time the Child Poverty (Scotland) Act was passed and the 2030 target date for the meeting of the targets - as below:

- Less than 18% of children are in relative poverty
- Less than 14% of children are in absolute poverty
- Less than 8% of children are in combined low income and material deprivation
- Less than 8% of children are in persistent poverty.

[Guidance](#)² on the approach and content of the ACPAR is available. The key considerations are:

- Production of one Report for Shetland (the first covering 1st April 2018 to 31st March 2019);

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

² <https://www.gov.scot/publications/local-child-poverty-action-report-guidance/>

- The Council and NHS Shetland are required to jointly prepare and publish a report, but are encouraged to involve all partners contributing to reducing Child Poverty (through Community Planning);
- Aim to publish by 30th June each year, after local approval by the Council and NHS Shetland;
- Feedback will be provided from the Scottish Government;
- Links should be made with implementation of the:
 - Fairer Scotland Duty
 - Children & Young People (Scotland) Act 2014
 - Community Empowerment (Scotland) Act 2015, and
 - Education (Scotland) Act 2016;
- Evidence must be provided that shows consideration is being given to the different barriers that parents with different protected characteristics³ may face and specifically include action to help parents to maximise income, by accessing financial inclusion services;
- Evidence that shows lived experience of poverty is being brought into strategic decision-making;
- In addition, the guidance highlights the following for inclusion:
 - Sharing 'what's working' and 'lessons' learnt
 - Reference to work to tackle Adverse Childhood Experiences (ACEs)
 - The building and nurturing of relationships across the partnership, and
 - Demonstration of partner involvement in activity to meet poverty targets.

The Scottish Government's Delivery⁴ Plan identifies a number of priority groups being targeted as particular beneficiaries of the Plan's commitments:

- Lone parents
- Families where a member of the household is disabled
- Families with 3 or more children
- Minority ethnic families
- Families where the youngest child is under 1
- Mothers aged under 25

Living in areas of high material deprivation and remote rural locations were also identified as additional barriers faced by families in these groups.

³ Age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation.

⁴ <https://www.gov.scot/publications/child-chance-tackling-child-poverty-delivery-plan-2018-22/>

APPENDIX 2: ACTION PLAN FOR 2022/23

This summary table stipulates the nature of the activity and who should benefit, responsibility, timeline and resources for delivery; the intended child poverty driver that the activity will impact upon and how this will be measured. Given the cost of living pressures, the actions identified here are high-level strategic activities, with a multi-agency approach.

What Action Will Be Taken?	Which Groups Will be Targeted to Reduce Poverty?	Who Will Carry Out the Action?	What Resources Are Required?	Timescale	Poverty Driver	Impact Will Be Assessed by....
Rollout of Anchor for Families across all areas of Shetland	All families in Shetland living in poverty and feeling under pressure due to the increase in cost of living	Council's Children & Families Social Work Team , in partnership with other services and communities	Pupil Equity Funding, Whole-Family Wellbeing Funding	Full Rollout by 31 st March 2023	All drivers, by taking a family-centred, holistic and flexible approach	Engagement of Families Engagement of Schools Number of Families
Ensuring local climate change measures do not proportionally impact on low income families	All those people in Shetland facing poor outcomes because of inequalities, including children living in poverty	Council's Climate Change Team , in partnership with other services and communities	Climate Change Team and Resources	Ongoing, throughout delivery of Climate Change Program	Cost of Living Low Income	TBC
Providing the opportunities and integrated support adults need to enter, sustain and progress in work						
Expansion of support to enable parents to move into work or improve their employment status	Low income families with children	Council's Youth & Employability Service , in partnership with other services and communities	Government's Parental Employability Fund	Ongoing	Out of Work and In Work Poverty Cost of Living	Monitored within Employability Pathway Monitoring and Evaluation Framework
Maximising the support available for families to live dignified lives and meet their basic needs						
Communication campaign to continue to destigmatise seeking help	All those people in Shetland facing poor outcomes because of inequalities, including	Council's Children's Services and Community Planning & Development	Shetland's Early Action Program and Community Planning	Launched in October, with ongoing delivery for remainder of winter / ongoing	Cost of Living Low Income	Social Media and other Metrix

	children living in poverty	Service , in partnership with other services and communities				
Supporting the next generation to thrive						
Deliver on the Scottish Attainment Challenge	Low income families with children	Children’s Services in partnership with other services and school communities	Pupil Equity Funding , Strategic Equity Funding The Promise Funding	Ongoing	Cost of Living Low Income	National Improvement Framework: Excellence and Equity

Information can on request be made available in Braille, on tape, in large print and in different languages (русский, 汉语, evsjv, Polski, ภาษาไทย, Español, Magyar).

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