

stv  
**children's**  
**appeal**

**Interim  
Report  
2017**

We are fully  
committed to  
**Helping Scotland's  
Young People.**

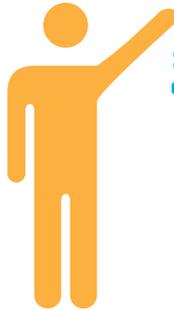
The mission of the STV Children's Appeal is to shine a light on the causes and impact of poverty; to invest in innovative methods of mitigating that impact and to change the public perception of child poverty.

In the first half of 2017, the STV children's Appeal has supported 21 large projects and 214 small projects investing £1,213,580. These projects are spread across the whole country which means grants have been made in every local authority in Scotland reaching and influencing thousands of families, children and young people and engaging in partnerships with a wide range of businesses, schools, third sector and statutory organisations.

in **6**  
months

## From January - June 2017

● we have **spent**



**£1,213,580**

**21**

large  
projects

**214**

small  
projects

**32**

local  
authorities

● we have **reached**



**1362**

families



**1832**

young  
people



**2880**

children  
under 16

we have **leveraged**

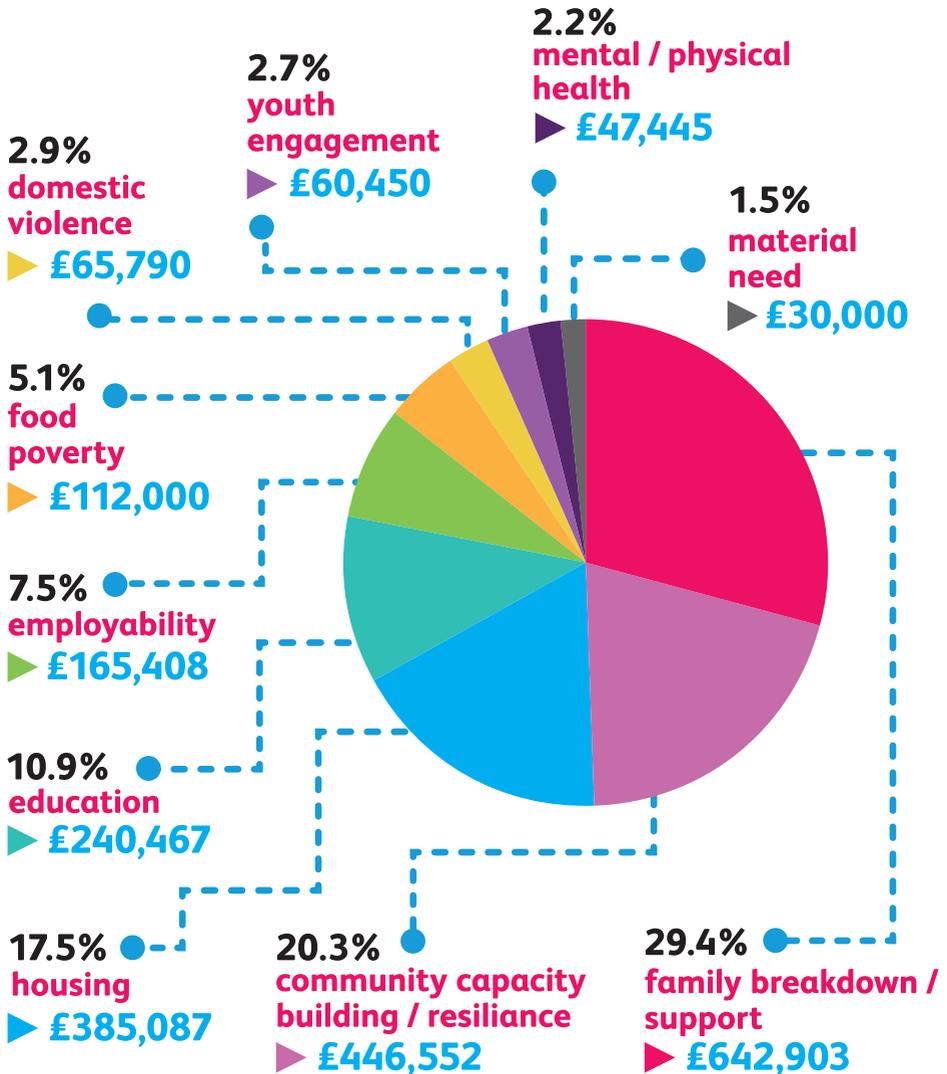
▶ **£2.32million** in unclaimed  
benefits for families

▶ **£147,000** in debt write off

▶ **£166,000** of additional funding  
for projects

# Our investment

In total, we will be investing **£2,196,102** over 12 months on **ten themes**.



# Our strategy

This strategy is defined by knowledge and understanding of the problem. After 7 years we know that there are specific issues/circumstances which both cause poverty and allow it to prevail.



Some examples of how we deliver on our strategy

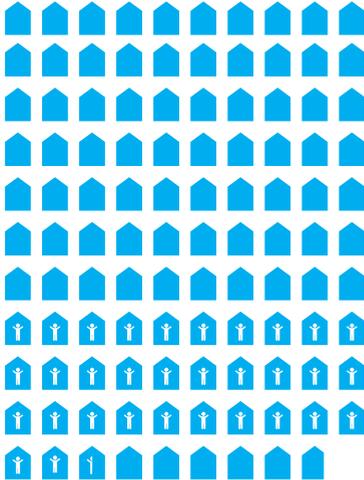




# homelessness

Without a stable living environment, families struggle to move forward and find a way out of poverty.

## ▶ The scale of the issue in 2017



**10,873**

households in  
**temporary  
accommodation**

 = 100 households

**3,250**

of these included  
**dependent  
children and  
pregnant  
women**



**24**  
weeks

the average time  
households spent  
in temporary  
accommodation

**6**  
months

the time one third  
of households  
spent in temporary  
accommodation

## ▶ Projects we support to break the cycle

**Street Soccer  
Scotland**

Street Soccer Scotland is now well established in Aberdeen, Edinburgh, Dundee and Glasgow and is working on an exit strategy which should see the work continue through partnerships with a variety of organisations in the four cities.

**Foundations  
First (Shelter  
Scotland)**

Foundations First has re-energised the local community and is beginning to influence local Housing Policy and Practice. Gained highest grades from Care Inspectorate and demonstrated significant economic benefit to clients and local and national community when independently evaluated by Pro Bono Economics.

## ▶ Impact



**113**  
families



**900**  
young  
people



**227**  
children



# fractured communities

STV Children’s Appeal supports several “community resilience” projects – all at different stages of development. These projects seek to empower people in their communities to take responsibility, make plans and implement them in a way that allows all of the community to be included.

## ▶ The scale of the issue in 2017



Children living in poverty are twice as likely to live in poor housing.



Families live from day to day with no savings or reserves for times of crisis such as losing a job or falling ill and thus falling into debt.



Victims experiencing the most crime continue to be within the most deprived communities, despite the overall fall in crime rates.

## ▶ Projects we support to break the cycle



## ▶ Impact

Project in Ardeer now self sustaining • Successful food poverty project has resulted in Foodbank closing • £20,000 generated through “Pay it Forward” • Fundraising secured through European Social Fund Inspiring Communities for Community Food School • Various community clubs: Heart and Soul, Gie it Laldi

Local people working to improve their own community - 20 Community Ambassadors

236 children • 18 young people • 164 families • Legacy of clubs • After school clubs, cookery clubs, Parents groups & the Wooden Spoon Club



# education

Education is recognised as a major route out of poverty. However, for many children, circumstances mean that they simply cannot access the curriculum in any productive fashion.

## ▶ The scale of the issue in 2017

**Preschool:** Children from higher-income households significantly outperform those from low-income households at ages 3 and 5. By age 5, there is gap of 10 months in problem-solving development, 13 months in vocabulary.

**Through school:** A clear literacy gap in Primary 4 (ages 7–9) widens by Primary 7 (ages 10–12) and prevails throughout the remainder of the school journey. Many children born into poverty struggle with the transition from Primary to Secondary school.



**Many young people leave school early because they lack support and encouragement.**

## ▶ Projects we support to break the cycle

**Big Hopes  
Big Future  
(Homestart)**



Works with families with children aged 3-5 to help parents prepare their children for school

**Braes Family  
Centre  
(One Parent  
Families  
Scotland)**



**18**

18 children took part in a programme of activities, talking and planning to get them ready for the big change

**MCR  
Pathways**



**756**

Mentored 756 young people in 15 of the 37 secondary schools in Glasgow and there is a commitment to roll the programme out to all schools



# employment

Young people affected by the many challenges of living in prolonged poverty are further challenged when trying to secure employment. Many have disengaged from education, have no formal qualifications and also lack the confidence, self-belief and general social skills to find their place in the work-force

## ▶ The scale of the issue in 2017



**20% of 16-17 year olds** leave school without qualifications of any kind



Young people who were born into poverty are less likely to have the skills needed to obtain and sustain employment



Lack of flexible child care prevents parents getting back into employment and education

## ▶ Projects we support to break the cycle



### ▶ Impact



**40**

Using sport and leisure activities, engaged 40 young people and took them on a positive journey into employment.



**19**

Working on a one-one basis, this project helped 19 young people find the skills and confidence to secure work.



**9**

Providing affordable, flexible, dawn to dusk child care services allowed 9 parents to attend college / gain employment. Impact through savings achieved in 2015-16 is £127,780.



# chaotic family life

For families who have faced multiple aspects of poverty, sometimes for generations, the impact on the lives of children is the most destructive. Parents may be coping with insecure tenancies, mental health issues, domestic abuse, addiction – all of these factors conspire to make life appallingly difficult and the chances of escaping poverty ever more diminished.

## ▶ The scale of the issue in 2017

Multiple aspects of poverty  
Domestic abuse  
Addiction  
Mental Health issues  
Isolation  
Alienation



## ▶ Projects we support to break the cycle

**Braes Family Centre (Falkirk)**

**COMAS (Edinburgh)**

## ▶ Impact



Family Hub • Community Meals • Cookery Classes • Emergency Store Cupboard saving £3-£20 per week • Financial Advice



Introducing children to new hobbies • “Chances for Children” - sport, music, dance • Improves confidence, self-esteem, social skills • There to help in a crisis



# income

Many families simply do not have sufficient income on which to thrive and are unable to provide their children with necessary items never mind the additional leisure experiences which enhance all facets of personal development. A significant percentage of these families face “in-work” poverty.

## ▶ The scale of the issue in 2017

# 260,000



children in Scotland live in poverty (26%)



# 64%

of working age adults in poverty were living in working households.



# 70%

of children living in poverty live in working households.

## ▶ Projects we support to break the cycle



Glasgow Children's Hospital Charity



Secured £2.3million in Benefit for families. £147,000 in debt write off.



Capsule Fuel Poverty Project



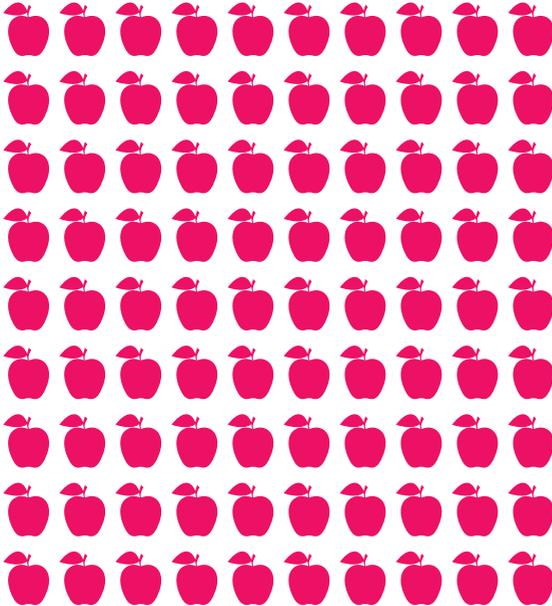
# 84

84 families offered income maximisation and Energy Efficiency advice saving on average £10 per family per week and achieving debt write off of £18,000.



# Feeding Scotland

Since Centrestage took their delivery of food from FareShare, they have received and distributed **90 tonnes of food**.



 = 1 tonne

From Jan-July 2017, they delivered



Some of the food is distributed to other projects including Upper Nithsdale in the Borders. In the relevant period, this project has provided food for:



**114**  
families



**90**  
adults



**6**  
young  
people



**100**  
children

Centrestage also  
champions...



teaching people about  
nutrition and portion  
control and bringing  
people together to  
eat and connect as  
a community.



# Culture & system change

Creating permanent, positive changes to culture and systems which affect people living in poverty is key to all of the projects funded by the Appeal. However, some are particularly focused on making services more efficient, more effective and more economic:

## ● Edge of Care Project, Highlands

The Edge of Care Project based in the Highlands will identify the savings of providing effective community based supports which allow children at risk of coming in to care to stay with their families. Providing this information will allow Highland Council to evidence the potential for savings and will allow them to build a business case which would eventually see the saved funds being redirected to sustain the service. **At this early stage the project has produced encouraging results working with 7 vulnerable families and 12 children.** The children were assessed as on the brink of coming into care but are still currently living at home in much more positive conditions. This project has already attracted attention from NHS Highland and an English local authority.

## ● Glasgow Children's Hospital Charity

Glasgow Children's Hospital Charity has been supported to provide an Emergency Fund service for families and to link that service with the existing, very successful, Financial Inclusion Service. As well as the significant value of the assistance offered to families, the project was tasked with changing the culture within the hospital so that medical staff would routinely refer families for assistance thereby offering a holistic package of care to families as oppose to a purely clinical, treatment model. This has been a very successful project. Not only have **401 families been supported through the emergency fund and benefitted from the very effective financial inclusion service**, but hospital staff do appear to have shifted attitudes and culture and are more routinely seeking support for families without prompt for the project staff.

## ● Communities that Care, Renfrewshire

This project's sole brief is to create change. Change in attitude, policy, provision, and understanding of those who influence the care experience in Scotland, and change in the self perception of people who are care-experienced. The project has exhibited remarkable energy, stamina and commitment in achieving those goals through activities which are too many to list here. **It has achieved a huge breadth of influence through training, 500 Children's Panel members, 60 Solicitors and 90 Police Officers. It has delivered 40 training sessions to schools reaching 1,800 pupils. It has engaged with local community groups, community councils and 56 local organisations.** It has achieved change at policy level – no young person living in care will have to attend a Children's Hearing during this year's exam timetable. The project has been covered in numerous newspaper articles and has become very well known and well regarded in the area. Most significantly the project has been visited by the First Minister who followed up with further meetings, and are now an integral part of the work of the Root and Branch Care Review.



# Extending the reach of the Appeal **beyond** our investment

## ● Sported

**Sported has worked with small sport and leisure groups across 28 of the 32 local authorities** helping them become more efficient, improve their monitoring and evaluation and generally make themselves more attractive to funders and therefore more sustainable. Sported has also worked with Street Soccer Scotland who have found the collaboration very valuable.



## ● Families Outside

Families Outside has reached:



**10**

local authorities



**46**

young people



**236**

children



**301**

adults

Families Outside targets a specific community - families affected by imprisonment of one of their members. This project has made a significant impact both through the sheer scope of its activities and its influence on practice.



Trained **3000** professionals in other organisations, including **500** teachers



Took **1800** calls on its Helpline



Facilitated a Cross Party Group in the Scottish Parliament on families affected by imprisonment



Will soon be meeting with the Deputy First Minister in respect of their work on schools



# Other achievements



**A&M** in Glasgow has had its services procured by 1 school in Glasgow using Pupil Equity Funding



**Braes Family Centre** in Falkirk has had its services procured by 2 local schools using Pupil Equity Funding



Projects like **Centrestage** and **Upper Nithsdale** are moving towards self sustaining operations leaving a legacy of community groups, community resilience and hope.



**Communities that Care** and **Families Outside** are changing attitudes and policy in respect of care experienced young people and families affected by imprisonment by training staff in a wide range of statutory organisations and helping to design more thoughtful, constructive policies.



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