



Glasgow City Council

City Administration Committee

Item 4

27th March 2025

Report by Councillor Richard Bell, Depute Leader and City Treasurer and City Convener for Financial Inclusion

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**CHILD POVERY PROGRAMME-INVESTING IN THE CALTON WARD
DEMONSTRATION OF CHANGE**

Purpose of Report:

This report seeks approval for the commitment and investment of £1.2m from the Whole Family Early Intervention Fund (WFEIF) to Clyde Gateway Urban Regeneration Company (CGURC). This funding will deliver the next steps into the Calton Ward Demonstration of Change (DOC) over a two-year period, from April 2025 to March 2027.

Recommendations:

The City Administration Committee is requested to:

- Endorse and support the work undertaken to date, particularly the development of the community-driven action plan.
- Approve the allocation of £1.2m to CGURC to deliver the Calton Ward Demonstration of Change (DOC) as outlined in this paper.
- Note that the work is now ready to move into the implementation phase, with a clear costed programme and community-backed approach in place.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1 PURPOSE OF REPORT

- 1.1 This report seeks approval for the commitment of £1.2m from the Whole Family Early Intervention Fund (WFEIF) to Clyde Gateway Urban Regeneration Company (CGURC) to deliver the Calton Ward Demonstration of Change (DOC) over a two-year period, from April 2025 to March 2027.
- 1.2 This report follows an earlier update to the Child Services Executive Group (CSEG) in December 2024 on the development phase of the DOC and now looks to inform Elected Members and seeks approval of funding for the implementation stage from the City Administration Committee.
- 1.3 The funding will come from the expanded Whole Family Intervention Fund (City Administration Committee 20th of June 2024) developed to support system wide reform and provide sustainable enabling conditions to align city policy and funding intentions to address child poverty in the city.
- 1.4 This specific funding to the Calton Ward Demonstration of Change is predicated on insight, intelligence and feedback from the locality about what needs to change, and this funding occurs in tandem with investment into the Third Sector and the capacity to secure system change. The demonstration of change will also cross reference learning and insights from across the other two learning sites (Southside/Govan) ensuring that system wide learning is secured and implementation strengthened.
- 1.5 This request for the Calton Ward precedes the subsequent request for funding and investment into the other two Demonstrations of Change (Southside Central and Govan) and the additional funding into the other remaining seven 'booster' wards also allocated with change funds.

2 BACKGROUND

- 2.1 As part of a citywide effort to reduce child poverty, three wards, Calton, Southside Central, and Govan have been identified to pilot the DOCs initiative. At the request of the Glasgow Child Poverty Programme, Clyde Gateway has been asked to anchor a place-based, multi-agency initiative, designed to tackle poverty and improve long-term outcomes for families, particularly those with children aged 0-5 at risk of deep poverty, recognising its role in the Calton area. The aim is to provide a comprehensive, person-centred approach to early intervention, employment support, and overall community wellbeing.
- 2.2 The intention is also to build any potential solution or system change on the infrastructure of what already exists, and this change approach has ensured that the voice of local people is absorbed into the reflections and analysis of what needs to be done differently.
- 2.3 The evidence gathered to date, detailed below, will assist in developing the pattern for future demonstrations of change but will however, always

be flexible to adjustment based on what the families are telling us over the lifespan of the Demonstration of Change.

3 KEY LEARNING EMERGING FROM THE CHILD POVERTY PROGRAMME

- 3.1 This report and the context of the additional investment relates to the learning from the wider child poverty programme couple with the deep dive and analysis into the demonstration of change within Calton and the infrastructure that continues.
- 3.2 The report is produced in the context of the approach adopted in the city to implement a series of three Demonstrations of Change (DOCs) to ensure there is a deep dive into the experiences of families to understand and above all address the barriers to family wellbeing and the routes where possible to gainful employment.
- 3.3 With this in mind, the Programme has sought to apply a more precise, disciplined and deliberate systemic approach to the enabling context to secure meaningful change for our families and for the city. To that end, the Programme has sought to align and coordinate a range of factors and to adopt learning as the work develops.
- 3.4 To date, the desire in Calton was to address barriers to sustainable employment and adapt the infrastructure and network already in place. Clyde gateway was an organisation already anchored in place and the Child Poverty Programme sought to bring the knowledge, expertise and insight together.
- 3.5 Tasked with focusing on sustainable employment and families with children aged 0-5 "on the cusp" of deep poverty, CG has used data from the Child Poverty Programme, existing interventions, evaluations, and community engagements to identify the following key themes that can either enable or hinder sustainable employment.
- 3.6 The application of targeted data and data analysis has been applied to provide greater understanding and focus within the ward. In addition, the work to date has sought to review and reset.
 - **Childcare:** Supporting families to access flexible, affordable childcare solutions, enabling parents to enter and sustain employment. Further exploration has also highlighted structural challenges around not only the need for flexible multi-aged and all aged childcare, but post COVID families have also reported increased anxieties about developmental delay and concerns about challenges with respect to the spectrum of neurodiversity.
 - **Employer Engagement:** Working closely with employers to create inclusive, family-friendly workplaces that provide opportunities accessible to local residents. Considering the significant challenges highlighted with respect to providing childcare commensurate with the

above context (and around a more flexible and inclusive childcare offer) the need to develop post covid contemporary, inclusive and family friendly workplaces becomes clear and self-evident.

- **English as a Second or Other Language (ESOL):** Providing tailored support for individuals facing language barriers to ensure they can engage fully in employment and training.

3.7 While there are many barriers and enablers to sustainable employment and addressing child poverty, focusing on these themes ensures a clear, manageable scope. The deep dive and Demonstrations of change have also highlighted other themes and insights.

Theme/Category	Insight
Data	Partnership working with partners such as Job Centre Plus has delivered greater insights in terms of challenges our families face.
Strategic Barriers	ESOL, Disabilities, Childcare, Mental Health, Employer Engagement have all been highlighted as strategic barriers.
Financial Inclusion Support	The offer of Financial Wellbeing requires to be in sequence with other supports such as ESOL, Childcare, etc.
Community Cohesion	Whole family, holistic support is required to deliver Community Cohesion.

3.8 Development work within Calton has been a key focus over the last year, engaging with local communities to ensure that their needs are directly informing the approach. A total of 44 partners, including Public and Third-sector organisations, participated in initial Demonstration of Change development sessions, with the majority based in the Calton ward.

3.9 As part of this, 6 local partners signed up to the No Wrong Door workstream, strengthening collaborative support for families facing barriers to employment and training.

3.10 The community remains actively engaged through consultations and feedback, ensuring their priorities shape the Programme. For example, direct engagement with schools revealed significant language barriers, and a quite significant and substantial variety of languages spoken within both Primary and Secondary Schools. As a result, consultation with 65 parents across primary schools and nurseries in Calton has informed the development of targeted ESOL support.

3.11 Building on this, working groups addressing specific challenges have been tasked with driving actions across each enabler; childcare, employer engagement, English Second and Other Language (ESOL), and community engagement. These groups have driven actions that are now

ready for implementation, ensuring the programme is aligned with community needs and tailored to the local context and place.

4 COMMUNITY ENGAGEMENT AND THE VOICE OF LOCAL CALTON PEOPLE

4.1 In addition to the themes identified, Community engagement has been central to the development of the DOC, ensuring that the voices of local residents shape the programme's delivery.

4.2 Community input has been integral in co-designing services to ensure relevance, accessibility, and cultural sensitivity. Using a data-led approach, the Child Poverty Dashboard revealed that 47% of households in the ward area have children across multiple age groups. This insight underpins the programme's whole-family approach, recognising the interconnected needs of children, parents, and extended family members. By addressing the family unit as a whole and promoting family wellbeing the programme ensures that tailored support is accessible to all, regardless of age or background.

4.3 The community engagement process, has been enhanced by existing CG structures. This has included the CGURC Board, community committee and a range of supported community interventions. This further strengthened by the establishment of working groups, including representatives from the community, CGURC, local organisations, and indeed service providers. These groups focused on addressing key barriers to employment and wellbeing, ensuring the DOC aligns with local priorities and needs as follows:

- The Childcare Working Group, which includes local partners such as PEEK, Baltic Street Adventure Playground, FARE, One Parent Families Scotland, Barnardo's, alongside Glasgow Kelvin College, Glasgow City Council, Scottish Government, Inspiring Scotland, and DWP. All focused on developing sustainable childcare solutions that directly respond to community needs. This includes testing new models of affordable, flexible, after-school care to support parents in work, training, and education.
- The Employer Engagement Working Group, in collaboration with Jobs & Business Glasgow, NHS Greater Glasgow & Clyde, DWP, and Glasgow City Council, is driving parent and employer-led solutions to create accessible pathways into sustainable employment.
- The ESOL Working Group, which includes Glasgow Life, ESOL Scotland, Bridges Programme, local schools, and community organisations, is shaping targeted language support interventions in response to community needs.

4.4 By embedding expertise across these sectors, the Demonstration of Change (DOC) remains community driven, ensuring programme

interventions are responsive, evidence-based, and tailored to local priorities and place.

5 PHASE 1 – DEVELOPMENT

- 5.1 Over the last year, significant development work has been carried out to prepare for the implementation of the DOC. In collaboration with local communities the work has evolved into identifying needs and barriers that families face in accessing employment and support services. This has led to the development of a comprehensive action plan that directly addresses these issues, with a focus on ensuring sustainability and long-term impact.
- 5.2 A Theory of Change (TOC) and SMART action plan model have been developed in parallel to ensure interventions are evidence-based and focused on delivering long-term impact. The SMART action plan is underpinned by a fully costed programme, outlining the required investments at ward level across each priority area and enabler of focus. This comprehensive approach, backed by strong community engagement and expert input, has created a solid foundation for the implementation of the DOC.
- 5.3 Working groups have been instrumental in driving the actions and ensuring that the programme remains responsive to community needs. These groups have now reached a stage where the planned interventions are ready to move forward. The costed action plan is aligned with the priorities identified through the consultation process, and the programme is set to begin implementation in April 2025.

6 FUNDING AND APPROVAL

- 6.1 The total Whole Family Early Intervention Fund was £22.1million. Based on identified need, Calton Ward has approximately £1.2 million to support the delivery of its DOC. Approval is now sought to allocate £1.2 million to CGURC to deliver the DOC.
- 6.2 In line with the governance procedures relating to the Whole Family Early Intervention Fund the funding for the Calton Demonstration of Change was agreed in principle by the members of the Children's Services Executive Group.
- 6.3 The funding allocated is outlined in the following table with the additional investment from the Child Poverty Programme (Whole family Early Intervention Fund) of £600,000 supplementing and enhancing the contribution from Clyde Gateway.

Enabler	Total Project Cost (£) Annual	Child Poverty Annual Cost (£) Calton Ward
Project Management/ Public Service Reform	£625,000	£59,000
Community Engagement	£200,000	£160,000
Childcare	£535,000	£240,000
ESOL	£140,000	£90,000
Employer Engagement	£429,759 (TBC)	£51,000
Total	£1,929,750	£600,000

7 Administration of Funding

- 7.1 Recognising the critical role of CGURC as a Special Purpose Vehicle established to deliver on behalf of Glasgow City Council and other partners, this funding will enable CGURC to drive the delivery of the DOC for Calton Ward, ensuring the programme's successful implementation and long-term impact.
- 7.2 Funding will be administered to Clyde Gateway, as the anchor organisation for Calton Demonstration of Change via the Members Agreement between Glasgow City Council and Clyde Gateway.
- 7.3 As part of the anchor organisation function Clyde Gateway will administer funding to community organisations supporting the demonstration of change within the Calton ward under their current governance arrangements. These governance procedures have been reviewed by the Financial Inclusion & Transformation Team who are satisfied with the measures in place.
- 7.4 Clyde Gateway as indicated will strengthen the partnership between the Third Sector and the wider preventative system, consequently, developing further the need for early help, early intervention, and where possible prevention. The intention is to also radically strengthen and improve family wellbeing and as a result enhance the enabling conditions for families to flourish and where possible move into the employment market.
- 7.5 As indicated within the Report, the delivery and impact will form part of the regular liaison between the Programme Director (Child Poverty and Prevention) and the Chief Executive of the Provider.
- 7.6 The collective focus will remain on 'what works,' learning, and system culture change in the pursuit of tackling child poverty and better outcomes for families.

8 PHASE 2 – IMPLEMENTATION

- 8.1 Activity is well underway in preparation for full programme delivery from April 2025. A number of small tests of change have commenced to inform future delivery, including:

- Baltic Street Adventure Playground has launched a pilot after-school childcare programme, designed to shape the work of the Childcare Working Group by engaging family members who require childcare support to work, train, and upskill. One parent being supported is a full-time college student undertaking a PDA Education Support Assistance course, requiring childcare support to complete coursework. Another parent is using this time to start ESOL classes at Glasgow Kelvin College, using this as a pathway towards employability.
- ESOL Assessments in the Calton ward, delivered in partnership with Glasgow Kelvin College and Clyde Gateway's Supporting Families Whole Family Approach data, are identifying the areas of language development where learners require support. Participants are then supported to progress into community-based employability ESOL provision delivered by Glasgow Kelvin College.
- Employability Support is being delivered through No One Left Behind (NOLB) funded partners, including Jobs and Business Glasgow (JBG), via the Economic Development Training and Support Fund to provide tailored employability interventions.

8.2 These initial activities are providing valuable insight to inform the wider programme roll-out and ensure interventions are aligned with community needs.

9 MONITORING & EVALUATION

9.1 A Monitoring and Evaluation (M&E) Group has been established, which includes representation from CGURC, the Child Poverty Workstreams Team, Improvement Service, and the Glasgow Health Determinants Research Collaborative. The M&E group is working to:

- Ensure alignment with the city's Performance Framework.
- Ensure the data, indicators, and outcomes are granular enough for local-level reporting.
- Assess the cost-to-benefit ratio of interventions at predetermined milestones.
- Monitor the impact on place and wellbeing outcomes.
- Identify key interdependencies and touch points to support the DoC's broader objectives.

10 Policy and Resource Implications

Resource Implications:

Financial: None

Legal: None

Personnel: None

Procurement: None

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify. Yes, outcomes 1,2 and 3.

What are the potential equality impacts as a result of this report? Positive impact for those families in the Calton Ward more likely to be impacted by poverty

Please highlight if the policy/proposal will help address socio-economic disadvantage. This Demonstration of Change will have a positive impact on addressing socio-economic disadvantage across family groups

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify: Yes
Theme One: Communication and Community Engagement
Theme Two: Just and Inclusive Place
Theme Four: Health and Wellbeing

What are the potential climate impacts as a result of this proposal? This Demonstration of Change ensures that local people are supported by local services, therefore reducing the necessity for using transport.

Will the proposal contribute to Yes, reducing carbon emissions.

*Glasgow's net zero
carbon target?*

Privacy and Data None
Protection Impacts:

11 RECOMMENDATIONS

11.1 The City Administration Committee is requested to:

- Endorse and support the work undertaken to date, particularly the development of the community-driven action plan.
- Approve the allocation of £1.2m to CGURC to deliver the Calton Ward DoC as outlined in this paper.
- Note that the work is now ready to move into the implementation phase, with a clear costed programme and community-backed approach in place.