



Glasgow City Council
City Administration Committee

Item 2

21st May 2026

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

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GOVAN WARD DEMONSTRATION OF CHANGE – CHILD POVERTY PROGRAMME

Purpose of Report:

This report seeks approval for the commitment of £796,000 from the Whole Family Early Intervention Fund (WFEIF) to Govan HELP to act as lead partner to deliver the Govan Ward Demonstration of Change (DoC) as part of the Child Poverty Programme over a two-year period, from 1st June 2026 to May 2028.

Recommendations:

The City Administration Committee is requested to:

- Endorse and support the work undertaken to date, particularly the development of the programme for Govan predicated on insights identified by the local community
- Approve the allocation of £796,000 to Govan HELP to act as lead partner to deliver the Govan 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): 5

Govan ✓

Local member(s) advised: Yes ✓ No

consulted: Yes ✓ No

1 **PURPOSE OF REPORT**

- 1.1 This report seeks approval for the commitment of £796,000 from the Whole Family Early Intervention Fund (WFEIF) to Govan HELP to deliver the Govan Ward Demonstration of Change (DoC) as part of the Child Poverty Programme over a two-year period, from June 2026 to May 2028.
- 1.2 This report follows an earlier update to the Children's Services Executive Group (CSEG) in November 2025 on the development phase of the DoC and now looks to inform elected members and seek 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 Govan 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 across the other three learning sites (Calton/Drumchapel/Southside Central) ensuring that system wide learning is secured and implementation strengthened.

2 **BACKGROUND**

- 2.1 As part of a citywide effort to reduce child poverty, four wards; Calton, Drumchapel, Southside Central and Govan have been identified to pilot the DoCs initiative. Following a grant funding process led by the Glasgow Child Poverty Programme, Govan HELP is being proposed to act as lead partner for a place-based, multi-agency initiative, designed to tackle child poverty and improve long-term outcomes for families, particularly those with children aged 0-5 at risk of deep poverty, recognising its anchor role in the Govan area. The aim is to provide a comprehensive, person-centered approach to early intervention and overall community wellbeing through a collaborative, holistic model of whole family support with a commitment to participating in learning and Public Service Reform (PSR).
- 2.2 The intention is also to build any potential solution or system change on the infrastructure that already exists. 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 Through engagement to date, evidence has been gathered, detailed below, that will assist in informing the demonstration of change. However, we will be flexible to adjustment, based on what the families are telling us over the lifespan of the Demonstration of Change.

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	Housing, Childcare, Disability and Neurodiversity have all been highlighted as strategic barriers
Financial Inclusion Support	The offer of Financial Capability 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
System Failure	<p>Current performance monitoring overly focused on outputs as opposed to outcomes</p> <p>A funding environment which encourages competition at the expense of collaboration and partnership working</p> <p>A network of supports which are overly focused on crisis support rather than early intervention and prevention</p>

Community Engagement

2.4 Community engagement has been central to the development of the DoC, ensuring that the voices of local families shape the programme's delivery. 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 617 households with children across multiple age groups in Govan are experiencing poverty. This insight underpins the programme's whole family approach, recognising the interconnected needs of children, parents and extended family members.

2.5 The community engagement process, enhanced by existing Govan HELP structures; the board, community committee and a range of supported community interventions, was further strengthened by the establishment of working groups, which included representatives from the community, Govan HELP, local organisations, and service providers. These groups focused on addressing key challenges including housing, neurodiversity, wellbeing and whole family support, ensuring the DoC aligns with local priorities.

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.

3. GRANT CRITERIA

- 3.1 The council's Child Poverty Programme (CPP) sought a single agency that will develop a partnership proposal to lead change and transformation within the area, build relationships with key partners and others with an involvement or interest in tackling child poverty and whole system change. The intention is also to build any potential solution or system change on the infrastructure of what already exists. The Lead Partner may also be a delivery partner of whole family support as well as oversee the partnership and manage the funding.
- 3.2 The Lead Partner will be expected to work in partnership with Glasgow's Child Poverty Programme to deliver a place-based, multi-agency approach focused on families. It will build on existing infrastructure, incorporate community voices, and influence policy change through evidence-based practice. The Lead Partner shall also generate insights and participate in innovations that will inform PSR.
- 3.3 The Govan DoC will predominantly work with 231 Govan families identified via Glasgow's CPP dashboard (0-5). The CPP has recently reached a pivotal stage relating to data sharing with the Department for Work and Pensions (DWP), in that the programme can proactively reach out to these families to make an offer of support. This in turn means that organisations applying for funding must be willing to work with the families identified by the dashboard and share individual client outcomes with the programme team (any GDPR requirements shall be supported by the CPP GDPR legal resource). This is a key element of the grant criteria and had to be considered by lead partner organisations in advance of applying for funding.
- 3.4 The focus on a whole family support model is clearly aligned to the service user engagement undertaken as part of [The Promise](#) and has been re-enforced more recently during the co-design work carried out in Govan last year as part of the DoC planning process. The successful lead partner and partner organisations will be required to commit to continuing to embed the user voice throughout the process.

4. APPLICATION & SCORING PROCESS

- 4.1 Community Based Organisations in Govan were invited to submit grant applications as set out above. The grant was promoted via the Glasgow Council for the Voluntary Sector (GCVS), No Wrong Door Partners and the Govan Area Based Partnership. Two applications were received following which a two-stage scoring process was used, i.e. meeting essential conditions of grant and quality of application. Applications were initially scored on meeting the essential grant conditions. At this stage, both applications progressed to the quality stage with both organisations being invited to present to the scoring panel.

- 4.2 The scoring panel included representation from third sector interface, expertise from the Calton DoC and members of the Area Partnership Group for Govan as well as representation from the Financial Inclusion & Transformation Team.
- 4.3 Key attributes of the Govan HELP application included; extensive reach based on number of partner organisations (funded 13/unfunded 6), understanding of place, proposed approach to engagement with families and clearly defined background and experience in delivering whole family support. The application also demonstrated a clear understanding of the need for PSR and commitment to the process.
- 4.4 Govan HELP's application demonstrated a strong diverse partnership composition, bringing a mix of 6 community-based delivery partners, with evidence of support from local primary schools, early years, local housing orgs, health and employability, all bought in to share the DOC vision and participation.
- 4.5 The panel reached unanimous agreement on the preferred grant application and seek approval for Govan HELP to act as lead partner to be allocated a grant award of £796,000 from the WFEIF.
- 4.6 The Financial Inclusion and Transformation Team will reach out to the organisation who was unsuccessful to provide feedback and to ensure in scope families have access to the Govan DoC.

5. FUNDING AND APPROVAL

- 5.1 Based on identified need, Govan Ward has been allocated approximately £796,000 from the Whole Family Early Intervention Fund to support the delivery of its DoC. Approval is now sought to allocate £796,000 to Govan HELP to deliver the DoC.
- 5.2 In line with the governance procedures relating to the Whole Family Early Intervention Fund, the funding for the Govan Demonstration of Change was agreed in principle by the members of the Children's Services Executive Group.
- 5.3 The funding allocation is outlined in the following table

Enabler	Annual Project Costs 2026-2027	Annual Project Costs 2027-2028
Project Management/ Public Service Reform	£58,911	£58,911
Partner Allocation	£196,500	£196,500
Whole Family Support	£52,480	£52,480
Project Support Costs	£85,109	£85,109
Total	£393,000	£393,000

- 5.4 In addition to the above £10,000 has been allocated to Govan HELP to support Govan HELP and partner organisations with the costs of citizen

engagement and co-design over the two-year programme.

- 5.5 The scoring panel noted that another positive aspect of the application for grant funding is Govan HELP's ability to draw in, both in-kind support and match funding totaling £15,000 from local private sector businesses, e.g., Intermarine UK. This provides an overall project budget of £811,000.

6. ADMINISTRATION OF FUNDING

- 6.1 Recognising the critical role of Govan HELP as a Lead Partner, established to deliver on behalf of Glasgow City Council and other partners, this funding will enable Govan HELP to drive the delivery of the DoC for Govan Ward, ensuring the programme's successful implementation and long-term impact.
- 6.2 Funding will be administered to Govan HELP, as the lead partner organisation for Govan Demonstration of Change via a grant arrangement between Glasgow City Council and Govan HELP.
- 6.3 As part of the lead partner function, Govan HELP will administer funding to community organisations supporting the demonstration of change within the Govan 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.
- 6.4 Govan HELP as indicated will strengthen the partnership between the Third Sector and the wider preventative system, consequently, developing further need for early help, early intervention, and where possible prevention. The intention is to also radically strengthen and improve family wellbeing through a No Wrong Door approach and as a result enhance the enabling conditions for families to flourish and where possible move into the employment market.
- 6.5 As indicated within the Report, the delivery and impact will form part of the regular liaison between the Child Poverty Programme and the Chief Executive of the Provider.
- 6.6 The collective focus will remain on 'what works,' learning, and system culture change in the pursuit of tackling child poverty and delivering better outcomes for families.

7. PHASE 1 – DEVELOPMENT

- 7.1 Over the past 18 months, significant development work has been carried out to prepare for the implementation of the DoC. Through CPP in collaboration with local communities the work has evolved, identifying needs and barriers that families face in accessing support services.

Govan HELP's grant application sets out the development of a comprehensive plan that directly addresses these issues, with a focus on

ensuring policy level change and long-term impact.

- 7.2 In the first year, Govan HELP will focus on the rapid mobilisation and implementation of the Demonstration of Change partnership. The organisation is well positioned to begin delivery immediately, with core management, administrative staff and family support workers already in post.
- 7.3 The team (in partnership with CPP and Glasgow Helps) will begin by mapping families using available dashboard data alongside their existing service knowledge and geographic reach across Govan. This will ensure that we have a more comprehensive view of family circumstances in advance of engagement.
- 7.4 Within the first three months, they will strengthen capacity through the recruitment of an additional Family Worker, a Skills and Employability Worker and a Communications Lead to support engagement and visibility.
- 7.5 Working closely with their partners, they will co-design and deliver a robust and responsive programme of activities aimed at engaging parents and carers, building trust and encouraging participation in services. This programme will provide accessible entry points for families, introduce them to a wider range of supports available through the partnership, and create clear pathways into more targeted interventions, ensuring a coordinated and holistic approach from the outset.

8 MONITORING & EVALUATION

- 8.1 GCC is also creating greater alignment between the Child Poverty Programme (CPP) and the Glasgow Community Planning Partnership (GCPP) and has agreed a shared set of principles which applications of funding to the Whole Family Early Intervention Fund (WFEIF) must reflect. The successful Lead Partner must create strong working links to other child poverty programme workstreams and evidence this within their reporting.
- 8.2 A Monitoring and Evaluation (M&E) Group shall be established, which includes representation from Govan HELP, the Child Poverty Team, and performance monitoring colleagues. The M&E group is working to:
- Ensure alignment with GCPP Performance Framework.
 - Ensure the data, indicators, and outcomes are granular enough for local-level reporting.
 - Capture outcomes and outputs at a local level to inform policy level change requirements.
 - 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.

8.3 A combination of monitoring reports updates on progress and key PSR insights shall be reported through the council's public service reform governance structures and those of the GCPP as appropriate.

9 Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	None
<i>Legal:</i>	None
<i>Personnel:</i>	None
<i>Procurement:</i>	None

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2025-29? 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 Govan 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 Glasgow's net zero carbon target? Yes, in particular the lead partner organisation operates a food pantry which directly contributes net zero targets by reducing carbon emissions.

Privacy and Data Protection Impacts: None

10 RECOMMENDATIONS

10.1 The City Administration Committee is requested to:

- Endorse and support the work undertaken to date, particularly the development of the programme for Govan predicated on the insights identified by the local community.
- Approve the allocation of £796,000 to Govan HELP to deliver the Govan 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.