



Glasgow City Council
City Administration Committee

Item 1

21st May 2026

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

Contact: John Sherry Ext: 78294

Child and Family Poverty – Proactive Outreach Programme

Purpose of Report:

To provide Elected Members with an update on the development and implementation of an outreach programme to activate new data permissions granted by the Department of Work and Pensions (DWP) to the council as part of the Child Poverty Programme. The report outlines funding received from Scottish Government to support this proactive outreach including conditions to continue working with third sector partners.

Recommendations:

Elected Members are requested to:

1. Note the update on the development and implementation of an outreach programme to activate new data permissions granted by the Department of Work and Pensions (DWP) to the council as part of the Child Poverty Programme.
2. Acknowledge receipt of £1m from the Scottish Government to support proactive outreach and to support third sector support for in scope families.
3. Approve the award of £350k to GCVS to coordinate and secure support from third sector partners.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No

consulted: Yes No

1 Introduction

- 1.1 This report updates on the development and implementation of an outreach programme to activate new data permissions granted by the DWP to the council as part of the Child Poverty Programme.
- 1.2 The report also outlines additional Scottish Government (SG) funding to support this programme and seeks approval to award £350,000 to Glasgow Council for the Voluntary Sector (GCVS) to coordinate third sector delivery.

2 Background

- 2.1 Through the Child Poverty Pathfinder, the subsequent Child Poverty Programme, and its commitment to the city's Local Outcomes Improvement Plan ([LOIP](#) 2024-34), Glasgow has been at the forefront of identifying system barriers that limit the effectiveness of public services in addressing child poverty.
- 2.2 There is now greater clarity on what works, the capacity required, and where system change is needed to support prevention at scale. This work aligns directly with the Glasgow Community Planning Partnership's (GCPP) LOIP and the Scottish Government's Public Service Reform (PSR) Strategy, which focuses on outcomes, early intervention and prevention, and whole-family support.
- 2.3 A recent review by the Improvement Service, commissioned by the SG, highlighted significant progress in Glasgow's approach to PSR and child and family poverty. Identified strengths included:
 - Strong political and senior leadership willing to do things differently.
 - Working with SG as an equal partner.
 - Sustained investment in system-change capacity.
 - Effective use of data and intelligence to target interventions in collaboration with families.
 - Investment in partnership working across public and third sectors.
- 2.4 Alongside this external assurance, continued progress is being made across a range of areas. Recent innovations involving DWP data permissions, unique in the UK, have been a key catalyst for further collaboration with Scottish Government and underpin the development of a new targeted proactive outreach approach.

3 Proactive Outreach Programme

- 3.1 For several years, the Council has used DWP-derived data to produce the Understanding Child Poverty Report ([Child Poverty Report 2025](#)) and the Child Poverty Dashboard. While these products significantly improved understanding of child and family poverty across the city, the Council was unable to directly contact households to offer support and seek learnings.
- 3.2 After ongoing work between the Child Poverty Programme, Financial Services and DWP, the council has now been granted permission to use DWP household-level data to make direct contact with families identified as living in poverty.
- 3.3 Current data shows that 13,117 families, with 24,727 children, are living in relative poverty across Glasgow. Within the ten most deprived areas (booster wards), there are 2,891 families with 6,265 children aged 0–5. These families are, on average, £135 per week below the poverty threshold.
- 3.4 During Phase One the Council and partners are making a proactive offer of holistic support to all families identified within the booster ward dataset as part of Phase One activity. Initial activity prioritises families with children aged 0–5, recognising the importance of early intervention and the need to phase delivery at scale.
- 3.5 Access to this data brings both opportunity and responsibility. Data access alone does not improve outcomes. Meaningful change requires sufficient delivery capacity, sustained engagement, and coordinated whole-family support.
- 3.6 Direct proactive engagement enables the Council and partners to understand family circumstances more fully at an early stage, respond to need, and generate learning to inform future service design, coordination, and funding. This programme supports a “learn as we help” approach.
- 3.7 Governance, strategic oversight and influence on continued development will be provided through the council’s Public Service Reform governance framework and the GCPP structures.

4 Scottish Government support for the Proactive Outreach Programme

- 4.1 Scottish Government has responded positively to the Council’s proactive outreach programme, recognising it as a strong example of prevention-focused, whole-family support delivered through the lens of Public Service Reform.
- 4.2 To support early implementation, SG has made £1 million available, subject to agreed conditions. Of this funding:

- £650,000 to identify innovative ways to supplement the Glasgow Helps team delivering proactive outreach; and
- £350,000 to support third sector partners to expand the range of services available to families.

4.3 The Child Poverty Programme used the agreed process to identify an umbrella organisation capable of coordinating third sector delivery and administering funding on behalf of the Council. It is proposed that GCVS be awarded £350,000 to undertake this role.

4.4 Early work to use the remaining funds to build the outreach to families has begun in Drumchapel where 100 families have received letters offering support. Initial take-up has been high, indicating strong potential for proactive early intervention.

4.5 Drumchapel families have been contacted due to active work and infrastructure already being in place with key community planning partners including Wheatley, HSCP and others.

4.6 As well as being able to offer holistic support where appropriate to these families the early engagement has been able to provide further insight into system failure and areas of potential public service reform by preventing issues from escalating, improving longer term outcomes and minimizing costs to the public purse.

5 Policy and resource implications

Resource Implications:

Financial: No financial implications.

Legal: No legal implications.

Council Strategic Plan:

The Proactive Outreach Programme supports the Council's Strategic Plan, specifically: -

Grand Challenge 1: Mission 1 – end child poverty in our city using early intervention to support families.

Equality and Socio-Economic Impacts:

*Does the proposal support the Council's Equality Outcomes 2025-29?
Please specify.*

Yes, Outcome 3.

What are the potential equality impacts as a result of this report?

This project will have a positive impact on addressing socio-economic disadvantages across a range of population groups.

Please highlight if the policy/proposal will help address socio-economic disadvantage.

Yes

Climate Impacts:

*Does the proposal support any Climate Plan actions?
Please specify:*

Yes. Climate Theme 1
Communication and Community Engagement and Climate Theme 2
Just and Inclusive Place

What are the potential climate impacts as a result of this proposal?

No significant impact

Will the proposal contribute to Glasgow's net zero carbon target,

Yes

Privacy and Data

Protection Impacts:

Are there any potential data protection impacts as a result of this report

No

If Yes, please confirm that a Data Protection Impact

Assessment (DPIA) has been carried out

6 Recommendations

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- Approve the award of £350k to GCVS to coordinate and secure support from third sector partners.