

Glasgow's Local Child Poverty Action Report (LCPAR) 2025-26

Foreword

This year's report reflects a period of transition and opportunity as partners across Glasgow continue to strengthen our collective response to one of the most significant challenges facing the city.

Behind every statistic is a child, a family and a community with aspirations for the future. While too many families continue to experience financial insecurity, rising costs and widening inequalities, we also know that lasting change is possible when organisations work together with a shared purpose and a commitment to doing things differently.

Across Glasgow, partners are increasingly aligning their efforts through the Community Planning Partnership, recognising that no single service or organisation can tackle child poverty alone. By bringing together local government, health, the third sector and communities themselves, we are building a more coordinated, preventative and person-centred approach that seeks not only to respond to immediate need but also to address the underlying causes of poverty.

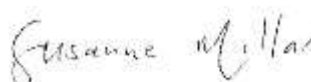
The Child Poverty Programme continues to play an important role in this journey, using data, innovation, lived experience and place-based learning to better understand what works and where change is needed. This report demonstrates how that learning is influencing wider public service reform, helping partners redesign services around the realities of family life and strengthen support for those who need it most.

We are proud of the progress made through collaboration and the willingness of partners to test new approaches, learn from experience and share responsibility for improving outcomes. At the same time, we remain realistic about the scale of the challenge and the work still to be done.

Together, we remain committed to creating a Glasgow where every child thrives, every family can access the support they need, and partnership working continues to drive meaningful and lasting change.



Professor Jann Gardner
Chief Executive, NHS GG&C



Susanne Millar
Chief Executive, GCC

Introduction

Glasgow's LCPAR provides an opportunity to reflect on progress and reaffirm the city's commitment to reducing family poverty and inequality. While positive progress has been made, many families continue to face deep and persistent poverty driven by economic pressures, inequality and increasingly complex needs. Addressing these challenges requires a coordinated, whole-system response.

The report comes as we move from the previous national child poverty delivery plan into the updated national priorities. The Scottish Government's "Tackling Child Poverty Delivery Plan 2026–2031: Bringing Hope, Building Futures" is the third plan prepared under the Child Poverty (Scotland) Act 2017. It sets out the national actions and investments that will be taken to 2031, with many also supporting local action here in Glasgow. For ease, this report uses the new national themes to describe most of the local progress:

- ✓ Increasing Earned Incomes;
- ✓ Reducing the Costs of Living;
- ✓ Maximising Incomes from Social Security and Benefits in Kind
- ✓ Supporting Children and Families to Thrive.

System Leadership for Partnership and Public Services Reform

Tackling child poverty is Glasgow's foremost long-term priority, with the Community Planning Partnership placing the reduction of family poverty at the heart of its 2024-34 Community Plan. Our sustained progress depends on partners aligning policy, investment and delivery around the needs of children, families and communities. Progress shows that by strengthening the use of data, community engagement and partnership working, support is increasingly targeted where it is most needed, helping identify needs earlier and prioritise prevention over crisis response.

Community planning partners, through the Child Poverty Programme, are driving public service reform and partnership activity to ensure that support for children and families is better aligned, accessible and responsive. This includes a deliberate shift towards:

- earlier intervention and prevention
- whole family support
- improved alignment between services
- and a stronger focus on learning from lived experience

Alongside support across childhood and family life, partners are strengthening the focus on the earliest years (0-5), recognising the opportunity to identify pressures sooner, intervene before difficulties escalate and improve outcomes for children and families over the longer term.

This will support our shared ambition of ensuring families receive the right support, in the right place, at the right time, while reducing duplication and improving how services connect.

Glasgow Council for the Voluntary Sector (GCVS) is a critical partner and has worked to support a more cohesive city response to funding opportunities. Working with partners, GCVS has been able to improve alignment of funding in a number of the most disadvantaged areas of the city. In each local area, existing resources into third sector partnerships have been augmented with additional funding from the Child Poverty Programme, Scottish Government, and Strathclyde Passenger Transport. Third sector organisations benefited from increased resources aligned to their existing work, while local people benefited from services that were more aligned and holistic.

Aligning Investment Around Family Poverty

Tackling child poverty is supported by significant investment across Glasgow City Council, the Scottish Government and Community Planning partners. This includes targeted child poverty funding alongside wider investment in services and community organisations that support children, young people and families experiencing, or at risk of, poverty. Increasingly, the focus is not only on securing investment, but on better aligning resources across partners and services to support Glasgow's long-term commitment to reducing family poverty.

During 2025/26, the second phase of the Glasgow Communities Fund provided annual investment of £16.44 million, from an overall three-year fund of more than £49.3 million. This included £2.18 million annually for Financial Inclusion and Legal Support activity delivered by organisations within the Glasgow Advice and Information Network (GAIN), alongside substantial investment through the Supporting Communities theme in early years, education and projects supporting children, young people and families.

This sits alongside a range of significant investment supporting Glasgow's child poverty ambitions, including:

- **£3.5 million over 2023–26** through Whole Family Wellbeing Funding, supporting the test-and-learn approach to Whole Family Support through General Practice;
- **£2 million** through Glasgow Futures to support employability activity focused on child poverty;
- **around £2 million annually** for the holiday programme, benefiting an average of more than 23,000 children;
- **£510,000 of core Council investment in 2025/26** for Financial Inclusion in Schools Officers (£460,000) and Pre-Loved Clothing (£50,000);
- **£250,000 during 2025/26** for the free public transport pilot, reaching almost 1,000 residents; and
- **£240,000** through the Ask and Act Fund to support homelessness prevention.

The reporting period also saw significant investment agreed for future delivery. From 2026/27, £2.9 million annually will support Glasgow's redesigned citywide financial inclusion services through the Glasgow Advice Partnership (GAP). In December 2025, the Council also agreed £43 million over three years (2026–29) through Glasgow Communities Fund 3, including more than £18.3 million through the Supporting Children, Young People and Families theme, benefiting 76 organisations across the city.

These figures represent examples of the significant resources being aligned to tackling child poverty and supporting children and families across Glasgow, rather than a comprehensive

total. Funding streams frequently support interconnected activity and should not therefore be aggregated. The focus for Glasgow is increasingly on how this collective investment can be aligned around families and places to strengthen prevention, reduce duplication and deliver better outcomes.

Developing greater insight to the complexity of Poverty in the City

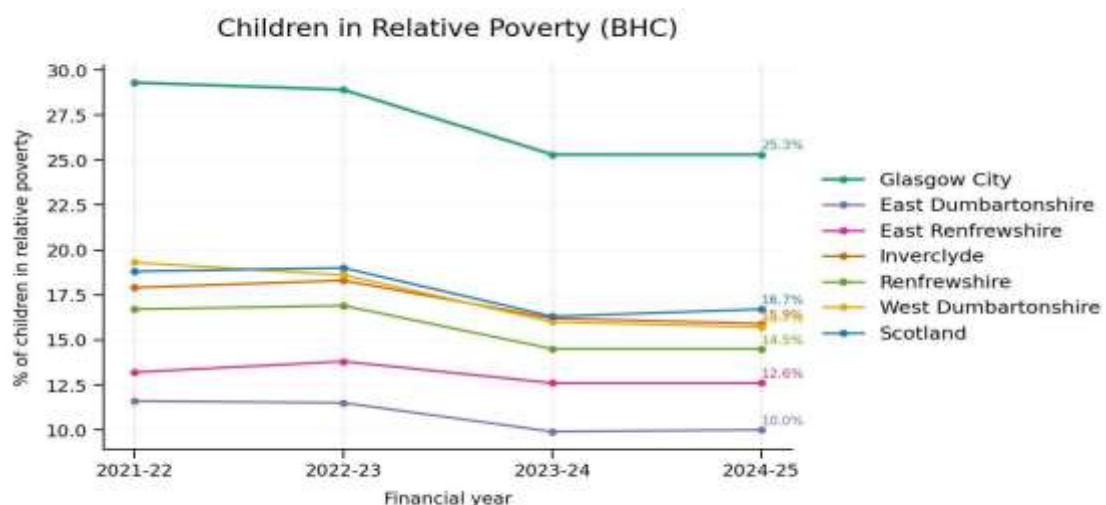
Our child poverty work is increasingly shaped by shared data and insight from partners across the city. By combining intelligence from national comparative and local insight data sources and dashboards, Glasgow's partners have been able to analyse and develop a clearer understanding of the scale and nature of poverty in the city, including the families most at risk and where inequalities are starkest.

Relative Child Poverty

Whilst there has been little change for Glasgow City in the overall levels of poverty in 2025-26 from previous years, Council Tax Reduction (CTR) data shows that the majority of children (78.3%) that were in poverty at the beginning of the financial year were still in poverty at the end of the year. This shows the deeply entrenched nature of poverty in Glasgow. An entire childhood in poverty is the reality for many of our children, reinforcing the need for both immediate support and longer-term approaches that address the underlying causes.

Additionally, DWP 'Before Housing Costs' (BHC) data sets, which enable comparison of Glasgow to Scotland and other City Region Local Authorities (Figure 1), evidence that child poverty in Glasgow (25.3%) remains significantly above that of any of the neighbouring Local Authorities or Scotland (16.7%).

Figure 1: Poverty rates comparison for Children in Low Income Families BHC, 2021–2025
(Glasgow, Scotland and City Region Local Authorities)



Source: Stat Xplore – Children in Low Income Families (Before Housing costs), Child Benefit 2022-25

Council Tax Reduction (CTR) averages over the year 2025/26 have been used to calculate the percentage of families and children living in poverty across most of the six priority groups (Figure 2).

Figure 2: Number and percentage of families living in relative poverty across the six national priority groups for action on child poverty, 2025/26.

Priority Group	Families in poverty	Children in poverty	% Families in poverty	% Children in poverty
Single Parents	9,309	15,951	69%	63%
Mothers under 25	574	730	4%	3%
Child under 1	302	568	2%	2%
Disability	4,705	8,097	35%	32%
Large Families	3,158	10,995	23%	43%
Ethnic minority families	NA	NA	NA	NA

Source: Council Tax Reduction (CTR) data average over 2025/26

Although there is no data available for minority ethnic families within the CTR dataset, other local analysis identifies 3,946 families (29%) and 9,287 children (36%) from minority ethnic backgrounds living in poverty. Both proportions exceed their share of Glasgow's population, highlighting the importance of addressing the additional barriers and inequalities that contribute to poverty.

The six key risk factors for those families in poverty rarely occur independently of each other, with each further compounding experiences of poverty. By combining data, lived experience and place-based insight, Glasgow is developing a deeper understanding of the realities facing families and is better equipped to target support where it is needed most.

While action is contributing to halting further increases, poverty in Glasgow remains stubbornly high and long-term, and significantly above the Scottish average. Our challenge is to make movement out of poverty an achievable reality for a greater number of families than is currently the case, with a particular focus on children living in a single-parent household, those living in large families, minority ethnic families and/or those with a disability.

The Voices of Children and Families

The development of Glasgow's Integrated Children's Services Plan 2026-2029 provides a strong foundation for the next phase of the city's child poverty agenda and aligns with Scotland's new child poverty delivery plan. Shaped by extensive engagement with children, young people and families, the Plan combines data, evidence and lived experience to inform priorities and improve outcomes. Views were given through conversations, creative activities and community-led engagement. Children and young people's voices, alongside those of parents, practitioners and partners, have helped shape a Plan that recognises the factors affecting children's wellbeing and opportunities.

More than 500 children and young people from across the city have been empowered to inform the plan focussed on what matters most to them, including the infant and toddler voices so often unheard. The plan incorporates the Children's Rights Plan 2026-29, setting out how the UNCRC will continue to be embedded to uphold and defend children's rights, and holds Child Poverty as one of our core priorities.

Dignified Place

Glasgow's Demonstrations of Change are neighbourhood-based programmes that bring together families, communities, public services and local organisations to better understand some of the complex issues that contribute to child poverty. Rather than implementing predetermined solutions, they create opportunities to test new approaches, understand what works in practice and learn directly from the experiences of children and families.



The learning generated is used to inform policy, commissioning, service design and wider public service reform across the city. Whilst each Demonstration of Change focuses on different challenges and opportunities, they share a common purpose: understanding how systems, services and communities can work better together to improve outcomes for children and families. Examples of our work with families in Govan, Drumchapel and Calton are included in sections throughout this report.

Building on the **Poverty: Our Hidden Shame** project, new Child Poverty Accelerator Fund

(CPAF) investment will explore how local poverty has changed over the past decade through engagement with young people and communities in Govan, Drumchapel and Calton.



The project will combine lived-experience storytelling with community-based enquiry with the original participants and a new generation of young people in a short film production. This will be used to inform policy and raise awareness, supported by targeted financial inclusion, welfare rights and income maximisation advice for young people.

Increasing Earned Incomes: Providing the opportunities and integrated support parents need to enter, sustain and progress in work

Employment remains one of the most effective routes out of poverty. However, systemic barriers can make the prospect of stable, meaningful earned income seem a distant reality for many families. Childcare, accessible transport, stigma, and access to learning and training are all interlinked barriers that partners are working to address.

Accessible Employability Support

Glasgow Futures (Glasgow Employability Partnership) commenced a review of how city employability funding is working for families in poverty. The review aims to understand which parents are currently being reached, assess how support helps them progress, identify successful partnership approaches, and explore opportunities to better align employability funding with Glasgow's wider child poverty programme. Particular attention is being given to the six priority parent groups. The review is combining analysis of participation and progression data, evaluation evidence, stakeholder engagement and mapping of existing funding and services to determine the next steps.



Early findings show that over a third (4,597 of 13,119) of all those accessing employability support through Glasgow Futures funding are parents, with two-thirds of those being female. The two largest categories of parents engaged in employability support are lone parents (2,948) and minority ethnic parents (2,605). The majority of engaged parents (75%) have one or two dependent children, most commonly between one and eleven years of age, highlighting the importance of childcare. A key emerging insight is that employability support for parents is most effective when viewed as part of a wider package of long-term family support, which is creating further opportunities to connect locally between employability services and the Whole Family Support programmes – through the third sector and primary care. The review is scheduled to conclude with recommendations and an action plan later in the year.

As a Glasgow Futures partner the health board (NHSGGC) is working to strengthen routes for parents into sustainable employment. Work is underway to develop new pathways and initial funding has been secured for 30 paid placements across the board area, creating opportunities for parents to gain skills, experience and income while supporting longer-term financial stability and poverty reduction.

NHSGGC has also been actively engaged in promoting other opportunities into sustained careers in the health service. During 2025/26, 109 apprentices were in training (including Graduate Apprenticeships) and 42 Modern Apprentices progressed into substantive employment on completion. Career-focused information sessions with DWP clients engaged 94 participants, increasing awareness of NHS career opportunities and helping to reduce barriers to accessing employment. Through STEM careers events and Scottish Apprentice Week activities, NHSGGC also reached approximately 2,000 people, promoting pathways into education, training and work. By creating opportunities to enter, remain and progress in

employment, these activities contribute to increased household income, greater financial resilience and the prevention of poverty.

Family Nurse Partnership (FNP)



Glasgow Futures funds an employability worker within the city's Family Nurse Partnership. FNP is an intensive early intervention programme that supports young first-time parents, primarily mothers aged nineteen and under, from early pregnancy until their child reaches two years of age. Specially trained family nurses provide regular home visits, helping parents build confidence and skills in areas such as pregnancy, child development, parenting, health, education and future employment. Last year, 36 young mums were supported around employability and reported that they felt more confident in considering or sustaining work. Having clear information on rights and return to work policies has also meant a few clients, who might otherwise have left their jobs, have now taken time to think about part-time options and more time off during their baby's first year.

"Support offered from FNP Employability Service with childcare choices meant being able to go back to work"

"Sandra helped me for my interview for the job in the nursing home. I got the job and have stayed there for 6 months. Even when things got difficult and I struggled in work Sandra was there to help me with my worries and anxieties".

The national Child Poverty Plan brings further opportunities to build on the FNP delivery in the future.

Dignified Places: Understanding Childcare as Economic Infrastructure in Calton

The Calton Demonstration of Change takes a whole-family approach to tackling child poverty through sustainable employment. Childcare and play is one of four interconnected areas of work, alongside employer engagement, English language (ESOL) and community engagement. Through the childcare and play strand, the programme is testing a different way of understanding and measuring what access to childcare and play makes possible for children, parents and whole families.

This work has shown that access to childcare and play can be a powerful lever for tackling child poverty. Through Scotland's first Childcare and Play Time Purpose Framework, Clyde Gateway has demonstrated how childcare can help parents enter, remain and progress in work, education and training, reduce financial pressure and prevent families reaching crisis. In 2025/26, targeted support for 27 parents and joint working with DWP increased 'Flexible Support Fund' childcare payments through Shettleston Jobcentre from £240 to over £13,700, helping more families access the support available to them. The learning highlights the wider value of childcare and play, not simply as a service, but as an enabler of better outcomes for children, families and communities.

Learning for Work

Colleges across the city have a distinctive role in tackling child poverty through combining trusted community reach, flexible learning, employability support and employer engagement. Recently, the Scottish Government announced investment for colleges to target support at parents and carers in low-income households, particularly the six priority family groups most at risk of child poverty. These additional funds are supporting three separate projects:

- The Raising Income through Skills and Education (RISE) project supports low-income parents and carers through family-friendly, employment-focused learning and wraparound support.
- The Training Access Fund (TAF) enables in-work parents and carers to access targeted training to progress in employment. Together, RISE and TAF projects aim to achieve national engagement of approximately 6,300–6,400 parents and carers.
- The new Flexible Workforce Development Fund (FWDF) extends this approach through employers, supporting low-income working parents and carers, as well as young people under 24 years and care-experienced or disabled workers under 30 years, to gain work-relevant skills that support progression, earnings and household resilience. At national level, the FWDF allocation should support more than 2,000 eligible parents.

Across all three projects, the expected outcomes are increased participation by priority families, stronger completion of employment-focused training, more progression in work, better employer engagement and more effective multi-agency support around families. Our colleges are in the early planning stages for this investment, and we will report back on progress in our next LCPAR.

Action on Transport Costs

Sustainable transport systems have transformative potential to ease financial challenges for families. In February 2026, in a pilot across the wider Glasgow area, Glasgow City Council provided almost 1,000 residents with up to six weeks of unlimited free transport on buses, trains and the Subway.

Almost half of the pilot participants were recruited through the Child Poverty Programme initiatives (with a focus on Govan, Calton and Southside Central). Others came through several city-wide services such as Improving the Cancer Journey, Glasgow Helps, and healthcare (inclusive of the Whole Family Support through General Practice Programme, and the maternity pathway). These partner services identified individuals, families and patients who may experience difficulties in accessing essential services.

All participants were required to complete travel surveys at key points during the ‘live’ pilot. Analysis of the high volume of data collected is ongoing. A report on outcomes will be submitted to council committee later in the year but even the early analysis is demonstrating the very high use of the travel pass and will help to inform future decision making and policy.

Experiences of Services

The experience families have when accessing support matters. Building knowledge and understanding of poverty across local services helps reduce stigma, strengthen responses to poverty and ensures that support is delivered in a way that reflects the realities of family life.

Health Improvement staff have adapted and expanded their Poverty Awareness training to support capacity building across Glasgow Life staff. To date, 79 museum, library and community-based staff have been trained, with further rollout planned. A jointly developed online version launched on the Council GOLD learning platform in January 2026, enabling much wider access. Work is now underway to adapt the programme for delivery through the NHS learning and development platform.

Glasgow City Council's Glasgow Helps service also provides direct support, information and navigation for citizens requiring a little extra help, working alongside people to understand their circumstances, identify goals and connect them to the right support at the right time. Referrals can be made directly by individuals or by professionals. The Glasgow Helps Directory, hosted by GCVS, complements this offer by providing information on local services, community resources and sources of support available across the city. The Directory supports both citizens and professionals to identify appropriate services and access further information or referral routes. Together, these approaches contribute to earlier intervention, prevention and improved access to support across Glasgow.

Reducing the Costs of Living: Maximising the support available for families to live dignified lives and meet their basic needs

Many families continue to face significant pressures from rising housing, energy and food costs, alongside increasing levels of debt and financial insecurity. In response, Glasgow's partners are working together to reduce inequalities and improve outcomes for children and families through coordinated, poverty-informed and trauma-informed services. Despite this support, housing remains a significant challenge.

In February 2025, 3,503 children were living in temporary accommodation in Glasgow. The housing emergency means that many families spend extended periods in temporary accommodation and may experience multiple moves. In partnership with Registered Social Landlords, work is underway to reduce these pressures, including the development of homelessness prevention initiatives supported by £240,000 from the Ask and Act Fund. In addition, a review of Continuing Care and After Care services is being undertaken to help care-experienced young people move successfully into stable, independent living.

Action on Food Insecurity - Glasgow City Food Plan (GCFP)

The Glasgow City Food Policy Partnership brings together around 80 stakeholder partners, public, private and voluntary across the city to address food insecurity and support a fairer, more resilient and environmentally sustainable food system. The Glasgow City Food Plan (2021-2031) provides the framework for this work.

The Fair Food for All (FFfA) working group plays a key role in strengthening partnership approaches to food insecurity across Glasgow. During 2025/26, a particular focus was [Glasgow Cash-First Project 2024-2026](#), one of eight Scottish Government funded pilot programmes operating between February 2024 and January 2026.

Through the project, partners worked alongside people with lived experience to better understand food insecurity in Glasgow and explore approaches that promote dignity and reduce reliance on emergency food provision. The work helped build knowledge across services, strengthen understanding of Cash First approaches and support workforce development through training and awareness raising.

Partners also tested the use of money-equivalent vouchers to encourage engagement with wider community services, generating valuable learning about how financial support can be combined with broader prevention and wellbeing approaches.

Climate, Sustainability and Family Wellbeing

Through collaborative work, the city is testing approaches that both reduce financial pressures on households and contribute to wider environmental objectives. One example has been work with Glasgow Helps, E.ON Next, The Wise Group and others to explore how energy efficiency and low-carbon interventions can support families experiencing financial hardship. Alongside practical support for families, this work has generated valuable learning around partnership working, data sharing and targeting support through child poverty intelligence, helping partners better understand how climate interventions can be aligned with anti-poverty activity.

The city has also continued to support more sustainable approaches through the provision of pre-loved clothing. During 2025/26, over 10,000 items of clothing and footwear were distributed to families through partnership working involving Glasgow Helps, ApparelXchange and delivery partners. This contributed to the reuse of more than 3 tonnes of clothing, generated an estimated carbon saving of 68.3 tonnes of CO₂e and provided significant financial savings for families who may otherwise have struggled to meet the costs of replacing essential clothing and footwear.



"I am really happy and it was very helpful for me and these clothes fit very much for my children. I really appreciate the support."

Together, these examples demonstrate how reducing waste, supporting more sustainable consumption and reducing costs for families can contribute to better outcomes for people, communities and the environment.

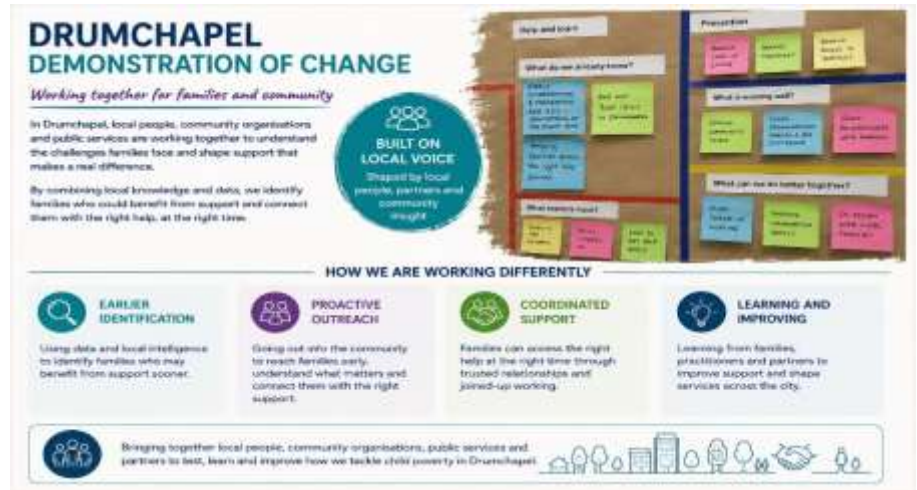
Dignified Places: How proactive outreach changes the conversation in Drumchapel

Drumchapel is testing how enhanced data sharing, local intelligence and partnership working can help identify families who may benefit from support earlier and enable proactive contact before challenges escalate.

Partners are exploring how trusted, relationship-based and coordinated whole-family support can respond to family circumstances while generating learning for wider public service reform.

Families with young children identified through this approach have been proactively offered support, with encouraging levels of engagement. This is helping partners understand whether offering help earlier

can reduce some of the barriers associated with families having to seek support themselves, including stigma, uncertainty about where to go and the complexity of navigating services.



Emerging learning reinforces that meaningful support begins with trust. Families are more likely to engage when support is responsive to their priorities, builds on trusted local relationships and connects them with the right help at the right time. The work also strengthens the understanding of the role of housing, family stability and coordinated support in improving outcomes for children and families.

Dignified Setting

The Community Link Worker (CLW) programme in Glasgow uses primary care as the trusted setting for individuals and families and provides non-medical support addressing social determinants of poor health outcomes. CLWs are based in the 80 General Practices that have the most patients in poverty, along with a thematic post supporting individuals who are seeking Asylum.

In 2025/26 CLWs worked with 12,166 patients, connecting them and their families to resources and services, a significant proportion of which provides prevention or early intervention support for poverty issues:

- 5,684 supported with Housing issues;
- 10,181 Poverty/income related issues including Benefits, Money issues, Debt, Food support, Fuel support; and
- 1,842 Families and Young people supported with Parenting or Childcare.

A Patient Support Fund was used to purchase 2,467 items for households in 2025/26, such as heated blankets, air fryers, school uniforms, household goods and bedding with 1,205 benefiting from bus tokens. 289 families received school holiday hot meal vouchers to alleviate the absence of access to a hot meal and provide a positive social experience for children.

“CLW has been invaluable to myself and my son. She’s helped me out so much since my husband passed away. She’s helped with information on benefits that I should be claiming. I was so anxious about doing these things as I didn’t know where to start. My CLW has been amazing, I’m so glad I found out about this service”

“CLW helped me get milk and food for me and my baby girl when things were really tough for us. He was always good at listening to me. I really felt like he cared for me and her wellbeing.”

CLWs are skilled in identifying gaps in provision in localities and being creative in ways these can be filled, for example the creation of the Wednesday Tots Group in the North East of the city in response to an identified gap, where the group frequently has 23+ participants at each weekly session. This gap identification will continue and CLWs will work with local communities to fill them.

Maximising incomes from Social Security and benefits in kind

Almost all of the initiatives described in this report include financial advice and support for participating families. They reflect the importance of dignity and respect in accessing advice and support to receive social security that families are rightly entitled to and which could reduce the day-to-day impacts of poverty. The sixteen advice organisations in the Glasgow Advice and Information Network (GAIN) had 5,774 families approach them for support in 2025/26. This represented 32% of all requests made during that period.

Redesigning Financial Inclusion in Glasgow

Glasgow has also made significant progress in transforming the delivery of financial advice services across the city. Over the last year the Glasgow Advice and Information Network (GAIN), in partnership with the Council’s Financial Inclusion and Transformation Team, worked to create an innovative mechanism for collective action through establishing the Glasgow Advice Partnership (GAP). GAP is a new not-for-profit strategic body that represents the advice sector to improve how services are planned, funded, coordinated and delivered, while creating opportunities for innovation and long-term sustainability.

The redesigned model is based on public service reform principles, with a stronger emphasis on flexible, person-centred and preventative support, with a particular focus on improving outcomes for families and supporting broader child poverty ambitions. It also introduces new approaches to commissioning and partnership working, creating opportunities for services to work more collaboratively around the needs of citizens. This is particularly important in enabling wider action on family poverty.

Supporting Children and Families to Thrive

Poverty is rarely experienced through financial pressures alone. As demonstrated through the many examples of learning highlighted throughout this report, families often face interconnected challenges relating to health, housing, childcare, caring responsibilities, trauma and access to support. The most effective responses recognise this complexity and are delivered through coordinated approaches that work alongside families, reducing the need for individuals to navigate multiple systems.

Across Glasgow, partners continue to strengthen approaches that recognise these realities and seek to respond more collaboratively, building on family strengths and reducing barriers to support. Through the Glasgow No Wrong Door Network and a range of Whole Family Support approaches, partners are working together to provide more coordinated support from the point that need is identified.

Whole Family Support

The Demonstrations of Change and wider Child Poverty Programme have reinforced the importance of designing services around the realities and complexities of family life. This has strengthened the case for whole-family approaches, closer collaboration across organisational boundaries and greater involvement of families and those with lived or living experience in the design and delivery of services.

Glasgow City Health and Social Care Partnership (GCHSCP) secured £3.5 million through the Scottish Government's Whole Family Wellbeing Funding (WFWF) programme for the period 2023-2026 to support a test-and-learn approach to the delivery of Whole Family Support through General Practice (WFSGP).

WFSGP is now being delivered through twelve GP practices across seven neighbourhoods identified through child poverty data. Each participating practice hosts a Family Wellbeing Worker (FWW), working alongside practice teams to identify families within the national priority family groups who are experiencing, or at risk of, poverty and connect them to a wide range of support services.

Families are supported with a broad range of social and financial challenges affecting both individual family members and the family as a whole, including financial advice, income maximisation, food insecurity, trauma support and wider wellbeing services.

Early outcome data highlights both the complexity of unmet need within families and the positive impact of providing accessible, relationship-based support within GP practices. The case study included in Appendix 1 demonstrates both the breadth of challenges families can face and the value of co-ordinated, whole-family support delivered through trusted local settings.

Active Glasgow

Glasgow launched its Active Glasgow Strategy (2025-2035) last summer, setting out a city-wide vision for creating a healthier, more active and more inclusive Glasgow, recognising the important role that physical activity and sport play in wellbeing and strengthening communities.

Key actions include increasing opportunities for daily physical activity and active play, improving access to inclusive sport and recreation, supporting active travel to and from school, enhancing the use of schools and community spaces for physical activity, and ensuring that all children, regardless of background or ability, can participate in sport and active recreation. Glasgow Life supported families referred via Whole Family Support to attend a range of sport and physical activity opportunities. This included 1,072 funded attendances at Glasgow Club activities last year, with further support for children to attend Glasgow Life swimming, football and gymnastics classes. There are 45 external organisations affiliated to receive referrals through this programme which has also led to 48 club memberships with organisations like Sapphire Gymnastics and Whitacres Wolves.



A mum aged 32, with two children with additional support needs aged 7 and 8;

“We have attended each week, and it has been life changing. When they attend a safe, sensory adapted environment they become a content version of themselves that engage freely without worrying about the judgement of others.”

“I was struggling mentally, and I found myself in a difficult situation with balancing work, being a carer for my two children and being a parent on top of everything else. Each time I attended the gym, it gave me time to focus on prioritising my own mental health so that I could be the best version of myself for my children”

Bringing Awareness and Targeted Support to Priority Groups

The Glasgow Violence Against Women (GVAW) Partnership is working tirelessly across the city to reduce women’s experience of violence. The GVAW partnership has worked with Community Planning Partners to embed the experiences of lone mothers, and to strengthen/target anti-poverty, prevention and early intervention activities. Data varies from source and year, but what is clear is that Glasgow has one of the highest proportions of lone-parent families in Scotland. The majority of lone parents are women and gender analysis of welfare reforms indicates that women lose out significantly due to their disproportionate role in unpaid care, insecure employment, gender pay gap and barriers to childcare.

GVAW Partnership is using data and understanding of the support required by women to escape abuse, influencing partners and building capacity towards system-wide, trauma-informed and holistic family support that is early intervention focussed, reducing escalation to crisis. This has resulted in the Scottish Government-funded Glasgow pilot (September 2025) of the Purple Phone (a lifeline for women and girls affected by financial control) being expanded nationwide in May 2026.

Dignified Places: Creating places that help children thrive in Govan

Building on extensive engagement with local communities, partners and families, the Govan Demonstration of Change has moved into the next phase of development.

Funding has been agreed, delivery structures established and data-led activity commenced. As activity develops, Govan will provide further opportunities to test approaches to partnership working in Whole Family Support, generate insight and understand how models of support improve outcomes for families experiencing poverty. The ambition remains the same: to learn alongside communities, understand what works and use that learning to inform wider discussion about policy, practice and system change across Glasgow.

Our Approach Looking Forward

While significant challenges remain, Glasgow is well placed to accelerate progress through stronger partnership working, a growing evidence base and a deeper understanding of the needs of children and families. However, barriers relating to funding, commissioning, information sharing and service complexity continue to affect both services and families, reinforcing the need to simplify pathways and improve access to support. The Integrated Children's Services Plan 2026-29 provides a strong framework for aligning priorities and driving improvement, while neighbourhood programmes will continue to test and scale effective approaches.

As key Anchor Institutions, Glasgow City Council and NHSGGC will build our community wealth-building role and work to develop our first Community Wealth Building Plan, in line with Community Wealth Building Act (2026) requirements. This will bring further opportunities to increase incomes, reduce inequalities and help tackle child poverty across the city.

Over the coming year, our focus will be to:

- ✓ Continue to integrate childcare, employability, employer engagement, English as a Second Language and whole-family support approaches, helping families access the opportunities needed to move sustainably out of poverty;
- ✓ Support neighbourhood-based activity and the No Wrong Door Network, maximising the impact of new investment through Glasgow Futures and college-led programmes that support parents into learning, employment and progression opportunities;
- ✓ Expand the Whole Family Support through General Practice programme to reach additional practices and families across the city;
- ✓ Test approaches to preventing family homelessness using secured Ask & Act funding;
- ✓ Strengthen understanding of gambling-related financial harm through the opportunities presented by Gambling Levy investment;
- ✓ Continue to work with third sector partners to identify opportunities for collaboration, innovation and community-led responses to poverty and inequality.
- ✓ Continue to develop collaboration and whole city responses to funding opportunities to maximise impact, effort and expertise across our multi-agency system.
- ✓ Further strengthen prevention and early intervention in the earliest years, using data, lived experience and local intelligence to identify pressures sooner and connect families with coordinated support before needs escalate

- ✓ Build the Family Nurse Partnership delivery to tackle family poverty locally

Through shared commitment, innovation and partnership working, the city will continue to build on this learning to reduce poverty and inequality. The ambition remains clear: to create a city where every child has the best possible start in life, every family can access the support they need, and all children have the opportunity to thrive.

Appendix 1

Family circumstances

The family comprised a mother who was the sole carer for her disabled husband and their children. They required an interpreter and were struggling to access support within their community. The family were living in overcrowded accommodation with a severe roof leak that had damaged furniture, clothing and possessions. The conditions were affecting the family's mental health and wellbeing and exacerbating asthma among some of the children.

A whole-family response

Following referral, the Family Wellbeing Worker (FWW) worked with the family to address both immediate needs and the underlying issues they were facing. The Patient Support Fund provided a dehumidifier and replaced a child's bed damaged by the conditions in the home.

The FWW also coordinated wider support, including income maximisation through the Welfare Advice and Health Partnership (WAHP); carers and wellbeing support through Glasgow Association for Mental Health (GAMH); food insecurity support through Thrive Under 5; and access to emergency food provision through the Trussell Trust. Both parents were connected to a local English for Speakers of Other Languages (ESOL) class, which they now attend regularly.

What changed for the family

Working alongside Shelter Scotland and Govan Law, the FWW supported the family to secure a more spacious home in better condition. New beds and bedding were also secured through the Halliday Foundation to help the family settle into their new home.