

Child Poverty Action Plan 2023 to 2026

Progress Report 2024 to 2025

1. Our Child Poverty Action Plan Progress Report



A promising start

Data released this year confirmed that we've seen one of the biggest reductions of any local authority in child poverty. That's a huge step forward, but we know we've still lots of work to do!

Your Voice

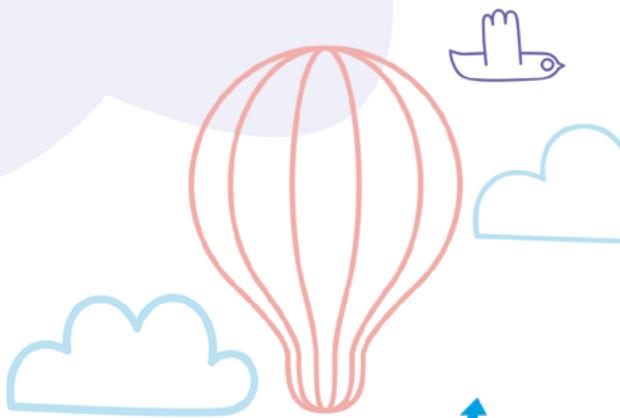
We're asking people with real experience of child and family poverty to help us **co-design** meaningful support. We want to make sure our work truly meets your needs.

Working With Our Young People

We spoke directly with 140 young people about how the high cost of living and the stigma of poverty affects them. Their feedback is shaping how we help children and families.

Working Towards a Fairer Future

Our new **Child Poverty Strategy Team** is focused on **systems change** and **collaborative working** across the Council, our partners, and our communities to achieve our goal of a North Ayrshire that is fair for all.



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2. Boosting Family Income



Parents Getting Paid

Our employability programmes run in partnership with local organisations and help **parents progress into employment**. This year, the work directly boosted household income for **over 200 families**.

Fair Work

80 parents gained work placements paying the **Real Living Wage** through our Skills for Life programme this year. A massive **74%** of participants stayed in employment after their placement! They told us the experience meant they were able to afford meaningful things like driving lessons and holidays.

Aspirations and Wellbeing

Our partnership with Community Housing Advocacy Project, CHAP means that every participant has access to personalised financial advice. Parents also participate in training with our Ayrshire College partners, achieving nationally recognised qualifications that can open up work opportunities.

Community Housing Advocacy Project (CHAP) call:
0300 002 0002 email: enquiries@chap.org.uk, or access the live chat function on their website

Who to Contact for More Information

You can contact our Employability Team by emailing employability@north-ayrshire.gov.uk or calling North Ayrshire Council on 01294 310000



To read the full report, please visit the North Ayrshire Council website: [Child Poverty Action Plan 2023 to 2026](#)

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3. Support with the Cost of Living



Fighting Hunger

Our **16 community food larders** saw **28,095 visits** this year. Families told us that the larders meant they did not have to choose between heating or eating over Winter, a choice we don't want any of our residents to face.

Healthy Bodies, Healthy Minds

More than 9,000 young people joined our Active Schools extracurricular activities in 2024 to 2025. We work hard to remove financial barriers to this enrichment, and **4,798 young people** from our lowest income areas took part this year.

Our partnership referrals saw KA Leisure grant **379 memberships to community members** this year.

School Meal Debt Wiped Out:

We secured **£315,000** from the Scottish Government to eliminate school meal debt.

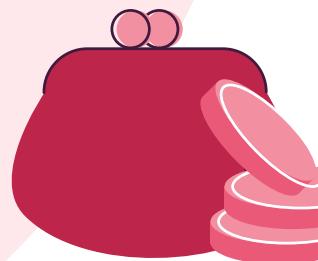
Saving Money, Building Resilience:

Our Progressive Finance partnership with 1st Alliance Community Bank helped families in North Ayrshire to save over **£150,000** in interest payments this year! Families were able to start their own savings pots too, totalling over **£84,000!**

Who to Contact for More Information:

You can visit our Cost of Living webpage [here](#).

Help with the cost of living or call 01294 310000.



To read the full report, please visit the North Ayrshire Council website: [Child Poverty Action Plan 2023 to 2026](#)

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4. Boosting Social Security



Money in Pockets

Our **Money Smart** team helped North Ayrshire residents secure a massive **£27.2 million** in unclaimed benefits and financial gains this year.

Financial Guidance for Parents

Our Welfare Rights Officers in schools met with parents to offer advice on welfare rights and debt. They secured over **£818,000** for families this year!

Easier Access to Support

We're working hard to streamline the way you apply for help. This year we reduced the number of entry points by **55%** and we'll keep working to simplify the process.

Preventing Crisis

Our partnership with Community Housing Advocacy Project (CHAP) generated **£3.33 million** in financial gains for families this year.

Who to Contact for More Information

Money Smart: To get in touch, call 01294 310000, email moneysmart@north-ayrshire.gov.uk or visit www.nahscp.org and use the online contact form.

Welfare Rights Officers: You can complete this [referral form](#).

Or email: Welfarerightsinschools@north-ayrshire.gov.uk

Community Housing Advocacy Project (CHAP) call:

0300 002 0002 email: enquiries@chap.org.uk, or access the live chat function on their [website](#).

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