

# North Lanarkshire Council Report

## Community Empowerment Committee

approval  noting

Ref LMcM/JC

Date 31/01/22

## Challenge Poverty Week – Activity and Community Engagement Evaluation Report

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### Executive Summary

North Lanarkshire Council, took part, in this year's *Challenge Poverty Week*, which took place from 4<sup>th</sup> to 10<sup>th</sup> October 2021. The week, which has been coordinated by the Poverty Alliance for the last nine years, is an opportunity to highlight what is being done to address poverty and to commit to further action in the future through adjustments to *Towards a Fairer North Lanarkshire – Tackling Poverty Strategy*.

The aim of the week was to:

- raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland;
- build awareness of and support for solutions to poverty; and
- change the conversation around poverty and help end the stigma of living on a low income.

The themes for Challenge Poverty Week 2021, were as follows:

- Public Services;
- Employment;
- Social Security;
- Health;
- Community and Local Democracy; and
- Environment.

This report highlights for Community Empowerment Committee the activities and community engagement opportunities that the Council and its partners provided during the Challenge Poverty Week and the feedback from these.

Challenge Poverty Week provides a real, practical opportunity to begin to change what we think as a society can be done about poverty in Scotland. At a time when life is becoming tougher for many people, it is vital that we build the case for change and reflect this in the action plan to deliver improved outcomes in line with *Towards a Fairer North Lanarkshire – Tackling Poverty Strategy*.

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## Recommendations

It is recommended that the Community Empowerment Committee endorse the ongoing work to strengthen locality approaches to tackling poverty through the Local Outcome Improvement Plans.

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### The Plan for North Lanarkshire

Priority Improve economic opportunities and outcomes

Ambition statement (11) Increase economic opportunities for adults by understanding, identifying, and addressing the causes of poverty and deprivation and barriers to financial inclusion

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#### 1. Background

- 1.1 North Lanarkshire Council first took part in Challenge Poverty Week in 2019. This year Challenge Poverty Week, which has been coordinated by the Poverty Alliance for the last nine years, is an opportunity to highlight what is being done to address poverty and to commit to further action in the future.
- 1.2 The aims of the week were to:
- raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland;
  - build awareness of and support for solutions to poverty; and
  - change the conversation around poverty and help end the stigma of living on a low income.
- 1.3 The themes for the week were public services, employment, social security, health, community and local democracy and environment.
- 1.4 The Tackling Poverty Officers Action Group established a Sub-Group to plan, prepare and deliver the Council's and Partner's events for the 2021, Challenge Poverty Week.

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#### 2. Report

- 2.1 The Challenge Poverty Week Sub-Group devised a programme for the week which included online sessions, activities that residents could attend and/or drop in and post global messages (see Appendix 1 for further details).
- 2.2 The programme was published on the Council's Web site with an accompanying intensive social media campaign to promote participation.
- 2.3 Online sessions were held throughout the week which focussed on the Community Board's Local Outcome Improvement Plans (LOIP's) all of which all have Poverty as a priority for their locality areas. Other online sessions covered the themes for the week i.e. public services, employment, social security, health, community and local democracy and environment.

- 2.4 An analysis of the week, is outlined in Appendix 2 (a) and (b) which highlight the reach, hits and engagement via the daily messages issued on the Council's social media feeds. The total reach was over 100,000 with 1,164 users engaged. The posts were shared 163 times (around 16 shares per post, on average), with 93 reactions and 32 comments. The median reach for all Facebook posts over this period is about 10,000. Three out of 10 posts were over this mark, one was equal to this mark and 6 were under that median.
- 2.5 The posts on 'how to quit smoking' and the '£20 reduction in Universal Credit' had the highest reach and number of engaged users, respectively. Both are over the median reach for that week, as it is the post about the Active Teens and Active 65 membership.

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### **3. Public Sector Equality Duty and Fairer Scotland Duty**

#### **3.1 Fairer Scotland Duty**

- 3.1.1 The Challenge Poverty Week contains no measures which would have a detrimental socio/economic impact on communities in North Lanarkshire as defined in the Fairer Scotland Duty, indeed the programme of activities supports the requirement of the duty to reduce inequalities of outcome caused by socio/economic disadvantage

#### **3.2 Equality Impact Assessment**

- 3.2.1 The programme of activities is covered under the terms of the integrated equality impact/Fairer Scotland Duty assessment carried out during the development of *Towards a Fairer North Lanarkshire – Tackling Poverty Strategy*.
- 3.2.2 The Challenge Poverty Week programme presented an opportunity to promote equality and ensure greater access to public services.

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### **4. Impact**

#### **4.1 Financial impact**

- 4.1.1 There are no financial impacts.

#### **4.2 HR policy / Legislative impact**

- 4.2.1 There are no HR/Policy/Legislative impacts.

#### **4.3 Technology / Digital impact**

- 4.3.1 Sessions successfully delivered online.

#### **4.4 Environmental impact**

- 4.4.1 None specific to the activities outlined in the report.

#### **4.5 Communications impact**

- 4.5.1 See section 2.

#### 4.6 Risk impact

- 4.6.1 The activity described in this report supports the mitigating measures linked to the Tackling Poverty Corporate Risk.

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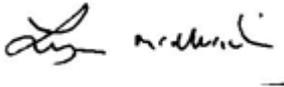
### 5. Measures of success

- 5.1 The key measure of success was the delivery of the planned activity, social media messaging and gaining views of Community Boards on tackling poverty within the context of the Local Outcome Improvement Plans which will shape the ongoing development of the Council's *Towards a Fairer North Lanarkshire Tackling Poverty Strategy*.

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### 6. Supporting documents

- 6.1 Appendix 1 - Challenge Poverty Week Programme  
6.2 Appendix 2 (a) & (b) Challenge Poverty Week Analysis



**Lizanne McMurrich**  
**Head of Communities**

4-10<sup>TH</sup> OCTOBER, 2021

**Opening Message – Sunday 3<sup>rd</sup> Oct** - Challenge Poverty Week starts tomorrow. Find out what North Lanarkshire Council and our partners are doing to tackle poverty all this week and take the opportunity to attend one of our free virtual events. Help us make North Lanarkshire a place where people and communities are poverty free. Find out more at: [www.northlanarkshire.gov.uk/tackling-poverty](http://www.northlanarkshire.gov.uk/tackling-poverty)

#ChallengePoverty #NowIsTheTime

	MONDAY 4 <sup>th</sup>	TUESDAY 5 <sup>th</sup>	WEDNESDAY 6 <sup>th</sup>	THURSDAY 7 <sup>th</sup>	FRIDAY 8 <sup>th</sup>	SATURDAY 9 <sup>th</sup>	SUNDAY 10 <sup>th</sup>
Daily Global email/ Message	<p><b>Poverty Statement</b></p> <p>North Lanarkshire Council and NHS Lanarkshire together with its partners in the third sector are committed to tackling poverty, insecurity and mitigating the impacts on our communities to ensure equity of opportunity for all our residents.</p> <p>The council in 2020 produced its first overarching Tackling Poverty Strategy together with our partners we have updated our action plan in light of Covid and the EU exit. The plan can be found; <a href="https://www.northlanarkshire.gov.uk/sites/default/files/2020-09/CC_2020_00040%20Tackling%20Poverty%20Strategy%20Accessible%20Single%20Pages.pdf#:~:text=The%20Tackling%20Poverty%20Strategy%20will%20embrace%20the%20One,place%20to%20live%2C%20learn%2C%20work%20invest%20and%20visit.">https://www.northlanarkshire.gov.uk/sites/default/files/2020-09/CC_2020_00040%20Tackling%20Poverty%20Strategy%20Accessible%20Single%20Pages.pdf#:~:text=The%20Tackling%20Poverty%20Strategy%20will%20embrace%20the%20One,place%20to%20live%2C%20learn%2C%20work%20invest%20and%20visit.</a></p> <p>With so many lives already affected, the time for change is now.</p> <p>#Challengepoverty #Nowisthetime</p>	<p><b>Theme – Environment</b></p> <p>We know from our recent consultation on the draft Local Housing Strategy that fuel poverty is a key priority for you and with winter approaching its more important than ever to keep fuel costs down. If you are concerned about your energy costs then help is available. You can call Home Energy Scotland free of charge on 0808 808 2282 or email at <a href="mailto:adviceteam@sc.homeenergyscotland.org">adviceteam@sc.homeenergyscotland.org</a></p> <p>Our Financial Inclusion Team can also offer practical help and advice to households experiencing fuel poverty. <a href="https://crowd.in/Adv6de">https://crowd.in/Adv6de</a></p> <p>#Challengepoverty #Nowisthetime</p>	<p><b>Theme – Social Security</b></p> <p>The £20 reduction in UC may affect your ability to meet bills &amp; debts. If you would like your benefits checked or help with debts &amp; budgeting call 01698 332551 or email <a href="mailto:FIT@northlan.gov.uk">FIT@northlan.gov.uk</a> or your local CAB.</p> <p>#Challengepoverty #Nowisthetime</p>	<p><b>Theme - Employment</b></p> <p>North Lanarkshire’s Working can help you get into work, increase your hours or support you if you are facing redundancy or have been made redundant. Our Supported Employment Service also provides real support through our experienced job coaches to people with disabilities and those facing challenging barriers to find the right job. Our employability support can provide the training you need, help with childcare and will be there even after you go into work. Sign up here <a href="http://northlanarkshiresworking.co.uk">Sign-Up - North Lanarkshire's Working (northlanarkshiresworking.co.uk)</a> or call us on 0800 0730 226.</p> <p>#Challengepoverty #Nowisthetime</p>	<p><b>Theme - Health</b></p> <p>Smoking On average someone who smokes ten cigarettes per day will spend at least £28 per week, which is £120 per month, which is £1460 per year.</p> <p>Calculate how much you could save by quitting smoking <input checked="" type="checkbox"/> - <a href="http://ow.ly/puKv50Gixrr">http://ow.ly/puKv50Gixrr</a></p> <p>Want to stop? Contact NHS Lanarkshire’s Quit Your Way service, and our helpful and friendly advisers will support you every step of the way!</p> <p><input type="checkbox"/> Call 0800 84 84 84 or visit <a href="http://ow.ly/iSvI50D3tDh">http://ow.ly/iSvI50D3tDh</a></p> <p>#Challengepoverty #Nowisthetime</p> <p><b>Mental Health</b> Poverty is a cause and a consequence of poor mental health #Challengepoverty #Nowisthetime</p> <p>Mental health support is available if you need it. The most important thing you can do to protect your mental health is to stay connected and to talk about how you are feeling.</p> <p>For help online: <a href="http://www.elament.org.uk">www.elament.org.uk</a> <a href="http://www.nhsinform.scot">www.nhsinform.scot</a> <a href="http://www.lanarkshiremindmatters.scot.nhs.uk/">www.lanarkshiremindmatters.scot.nhs.uk/</a> <a href="https://www.dbi.scot/">https://www.dbi.scot/</a></p>	<p><b>Theme – Public Services</b></p> <p>We know that cost can be a barrier to accessing good health and fitness resources and that’s why we have introduced our Active 65 membership for the over 65s. The scheme offers unlimited access to our leisure facilities including gyms, fitness classes, swimming, health suites and better yet it is only £50 for the entire year. To sign up visit our website <a href="https://www.nlleisure.co.uk/new-2020/active-65">https://www.nlleisure.co.uk/new-2020/active-65</a> or call our membership team on 01236 341969. And for younger people aged between 11 &amp; 15 years - you can now get a free six month junior gym membership too <a href="https://www.nlleisure.co.uk/active-teens">https://www.nlleisure.co.uk/active-teens</a> #ChallengePoverty #NowIsTheTime</p>	<p><b>Theme – Communities</b></p> <p>VANL has issued a survey to gather information about the North Lanarkshire Community and Voluntary sector’s Current contribution to tackling poverty in our local communities What else the sector might be able to do to help tackle poverty What support our sector needs to help it tackle poverty Information gathered through the survey will be analysed to prepare a report with recommendations. The report will be shared with all respondents; the wider community and voluntary sector; Community Boards and North Lanarkshire Council’s Tackling Poverty Strategy Group to increase understanding of our sector’s contribution and secure support for improvements.</p> <p>The survey will only take about 5 minutes to complete and we are very grateful for your support.</p> <p><a href="https://www.eventbrite.co.uk/e/north-lanarkshire-cvs-real-living-wage-promotional-event-tickets-150195192865">https://www.eventbrite.co.uk/e/north-lanarkshire-cvs-real-living-wage-promotional-event-tickets-150195192865</a> #challengepoverty #Nowisthetime</p>

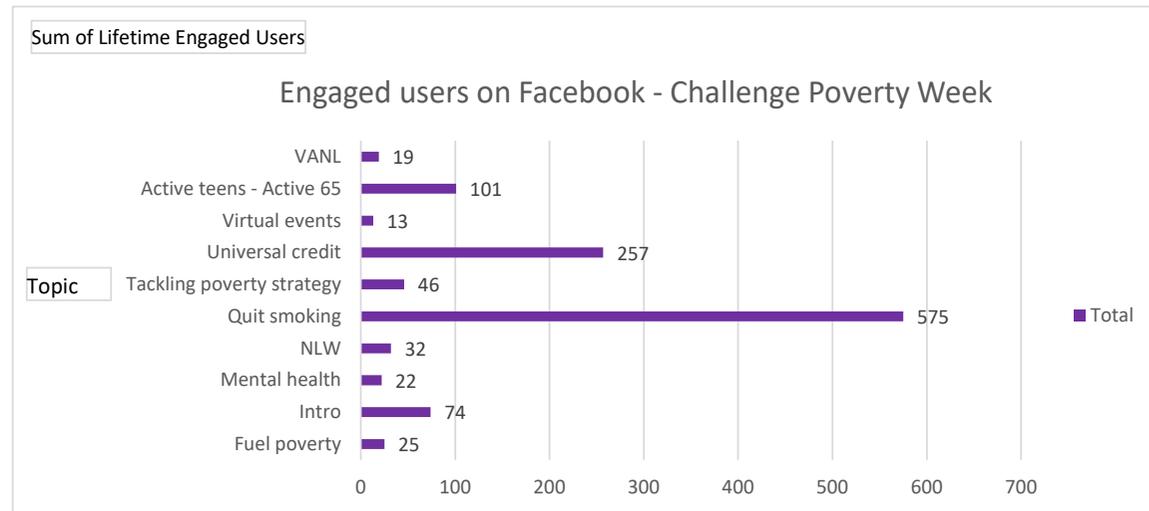
CHALLENGE POVERTY WEEK 2021 – PROGRAMME OF EVENTS

	MONDAY 4th	TUESDAY 5th	WEDNESDAY 6th	THURSDAY 7th	FRIDAY 8th	SATURDAY 9th	SUNDAY 10th
Events	<p><b>Host – Financial Inclusion</b> (John Campbell &amp; Amanda Gallagher Cairns)</p> <p>Online Webinar via Teams – Poverty (LCPAR) Participants – NL Community Boards (LOIPS) <b>Time – 1830 hours –1930 hours</b></p>	<p><b>Host – Social Security Scotland</b> (Suzi Kane &amp; David White)</p> <p>Zoom Session (topics covered – Best Start Grants, Job Start Payments, CA Supplement, Young Carers Grant, Scottish Child Payment &amp; Child Disability Payment – Autumn launch date) <b>Time - 1100-1200 hours</b> Link: <a href="#">Zoom Session 5th October 2021 at 11 am</a></p> <p><b>Host – Financial Inclusion</b> (John Campbell &amp; Amanda Gallagher Cairns)</p> <p>Online Webinar via Teams – Poverty (LCPAR) Participants – NL Community Boards (LOIPS) <b>Time – 1830 hours –1930 hours</b></p> <p><b>Host – Home Energy Scotland</b> (Tracy Lennon, Housing)</p> <p>Microsoft Teams Session Topic - Love Food Hate Waste <b>Time – 1830 hours</b></p>	<p><b>Host – Financial Inclusion</b> (John Campbell &amp; Amanda Gallagher Cairns)</p> <p>Online Webinar via Teams – Poverty (LCPAR) Participants – NL Community Boards (LOIPS) <b>Time – 1830 hours –1930 hours</b></p> <p><b>Host – Business Gateway</b> (Caroline Wylie)</p> <p>Free Webinar Topic – Business Start Up (how to generate an idea and turn it into a business) <b>Time – 1300 hours – 1600 hours</b> Booking link: <a href="#">How to generate an idea and turn it into a business   Business Gateway (bgateway.com)</a></p> <p><b>Host – Home Energy Scotland</b> (Tracy Lennon, Housing)</p> <p>Microsoft Teams Session Topic – Helping You Save Energy at Home <b>Time – 1830 hours</b></p>	<p><b>Host – Social Security Scotland</b> (Suzi Kane &amp; David White)</p> <p>MS Teams Session (topics covered – Best Start Grants, Job Start Payments, CA Supplement, Young Carers Grant, Scottish Child Payment &amp; Child Disability Payment – Autumn launch date) <b>Time - 1100-1200 hours</b> Link: <a href="#">MS Teams Session 7th October 2021 at 11 am</a></p> <p><b>Host – Business Gateway</b> <b>Meet The Adviser- Book your free 60-minute session</b> Do you have questions about starting a business and what is involved? In addition to attending the webinar, there is the opportunity to book a free one-to-one session with our start-up advisers tailored to you and your business needs. Limited appointments are available - click here to book <a href="#">Webinars   Business Gateway (bgateway.com)</a>.</p>	<p><b>Host – Housing</b> (Douglas McCabe)</p> <p>“Get Heard” Online Session (topics covered – impact Housing can have on reducing poverty &amp; ill health by upgrading heating systems, insulating homes and advice on energy efficiency) <b>Time – 1400 hours</b></p> <p><b>Host – Business Gateway</b> <b>Meet The Adviser- Book your free 60-minute session</b> Do you have questions about starting a business and what is involved? In addition to attending the webinar, there is the opportunity to book a free one-to-one session with our start-up advisers tailored to you and your business needs. Limited appointments are available - click here to book <a href="#">Webinars   Business Gateway (bgateway.com)</a>.</p> <p><b>Host – VANL</b> (Mairi Edwards)</p> <p>Online Session Living Wage Seminar <b>Time – 1000 hours – 1130 hours</b></p>		

Footnote: The Airdrie Action Partnership Group agreed online events during Challenge Poverty Week:

- Monday Community Supports
- Tuesday Food Referral Gateway
- Wednesday Employability/Skills
- Thursday Family Supports
- Friday Health

Row Labels	Sum of Lifetime Engaged Users
Fuel poverty	25
Intro	74
Mental health	22
NLW	32
Quit smoking	575
Tackling poverty strategy	46
Universal credit	257
Virtual events	13
Active teens - Active 65	101
VANL	19
<b>Grand Total</b>	<b>1164</b>



## CHALLENGE POVERTY WEEK

## Appendix 2B

### Facebook

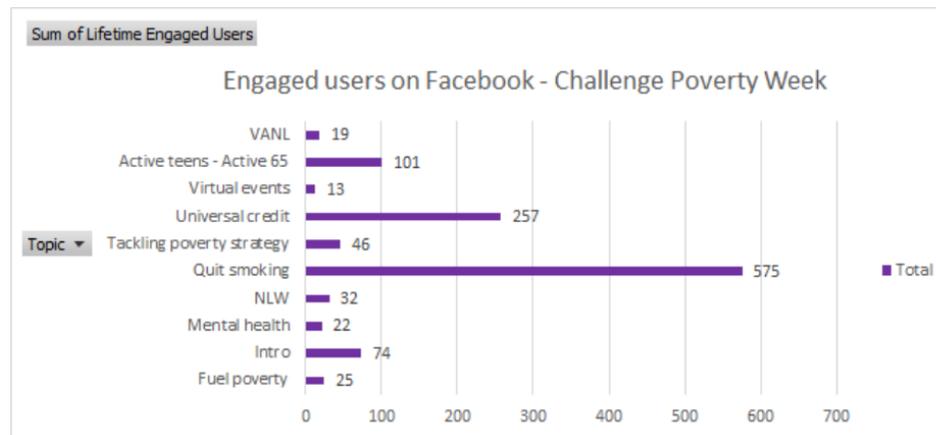
From 3 to 10 October, there were 10 posts on Facebook to highlight Challenge Poverty Week.

The total reach was over 100,000 with 1,164 users engaged. The posts were shared 163 times (around 16 shares per post, on average), got 93 reactions and received 32 comments.

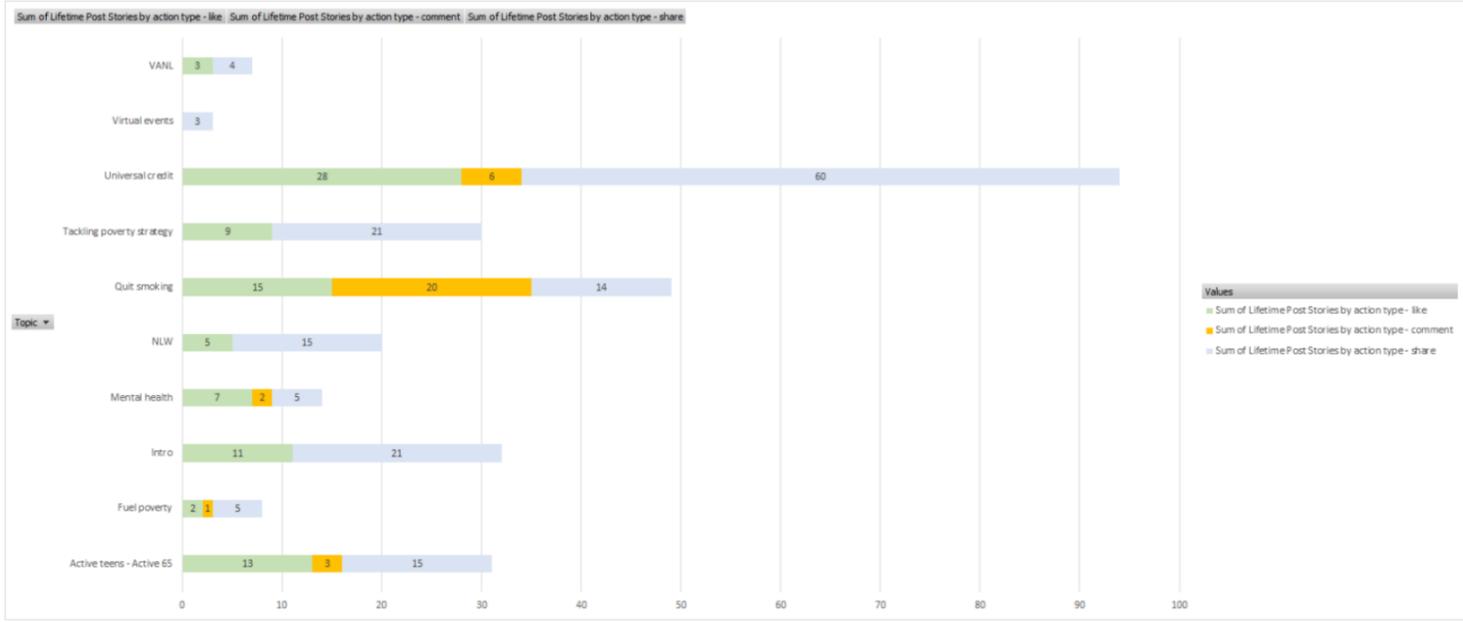
The median reach for all Facebook posts over this period is about 10,000. Three out of 10 posts were over this mark, one was equal to this mark and 6 were under that median.

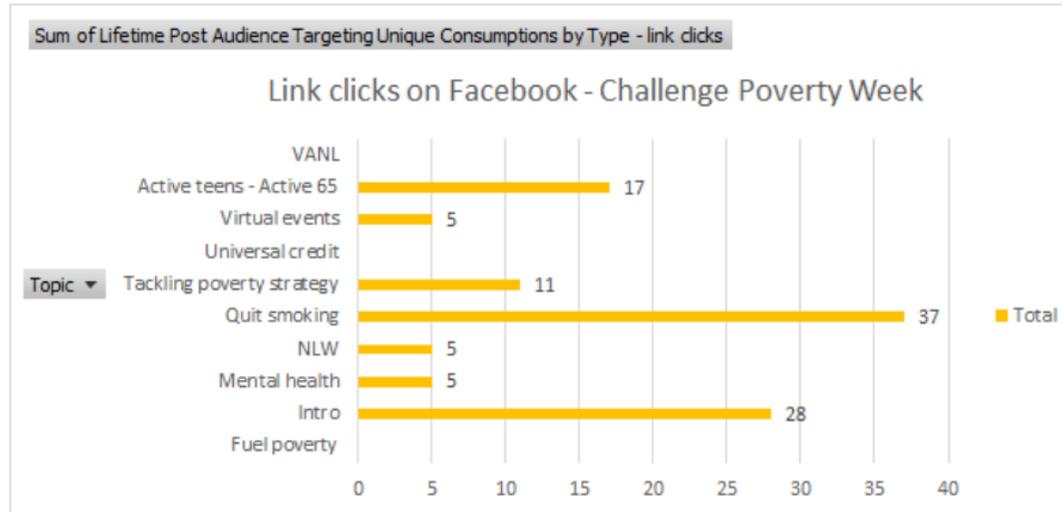
The posts on [how to quit smoking](#) and the [£20 reduction in universal credit](#) had the highest reach and number of engaged users, respectively. Both are over the median reach for that week, as it is the post about the Active Teens and Active 65 membership.





In terms of how users engaged with the content, it's the post about Universal Credit the one with the highest level of interaction when looking at the sum of shares, comments and reactions. This post was the most shared (60 times) and reacted to (28 reactions). On the other hand, the post on help to quit smoking was the most commented (20 comments) and got the highest rate of link clicks (37) – noting that not all to posts included links.





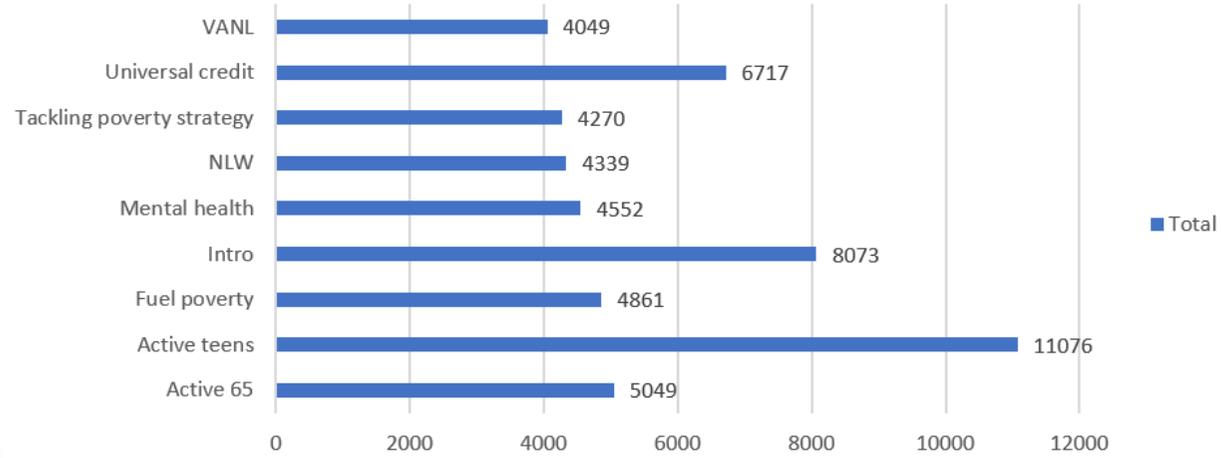
## Twitter

From 3 to 9 October, there were 9 tweets to raise awareness about Challenge Poverty Week.

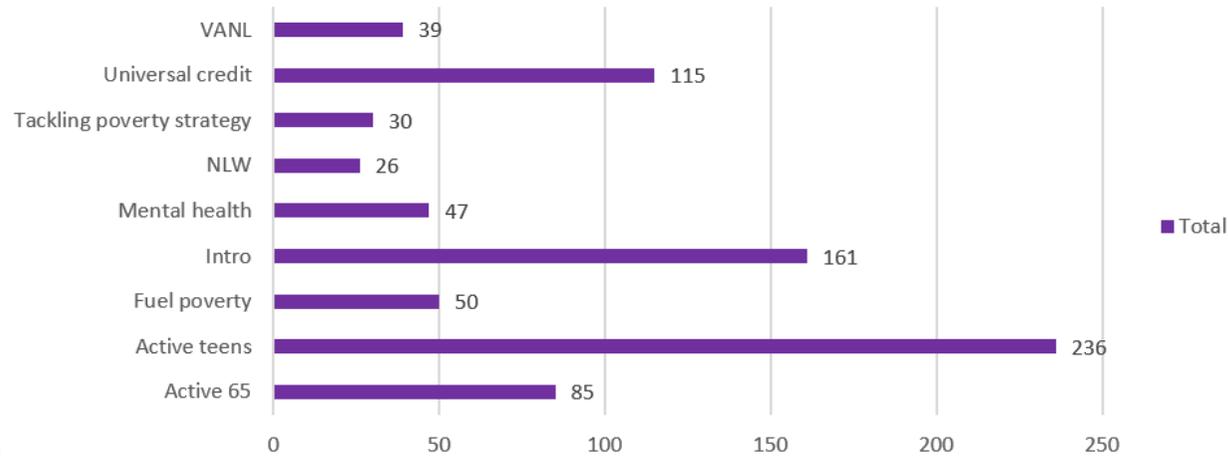
The total number of impressions for all 9 tweets was 53,000 and overall they got 790 engagements. From these, 123 were link clicks, 112 likes, 67 retweets and 4 replies.

The median impressions for all tweets over this period was in the 5,000 range. Three of these tweets surpassed that mark, with Active Teens being the top one in terms of impressions, followed by the introduction post to Challenge Poverty Week and finally the tweet about Universal Credit.

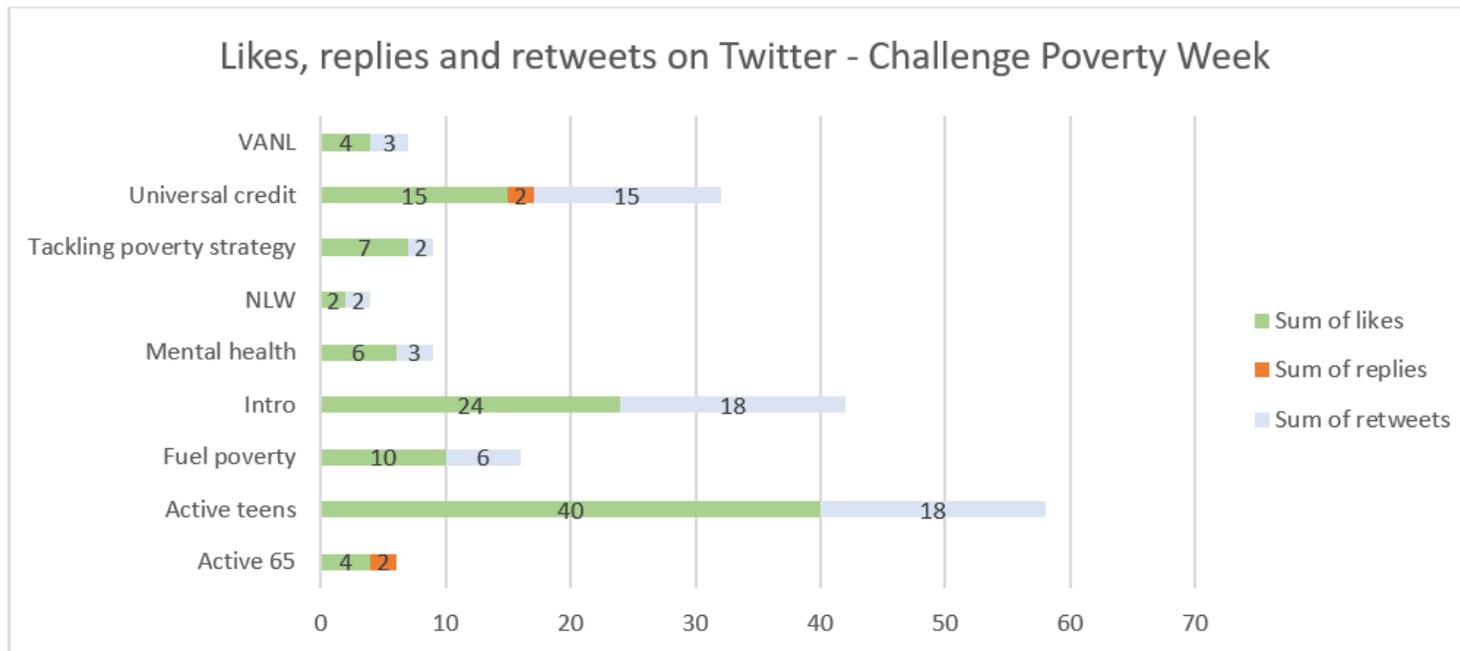
### Impressions on Twitter - Challenge Poverty Week



### Engagements on Twitter - Challenge Poverty Week



When looking at the engagements each tweet received, Active Teens is still the most popular with 40 likes, 18 retweets and 42 link clicks. Only two tweets received replies – those about Universal Credit and Active 65, which had 2 comments each.



### Link clicks on Twitter - Challenge Poverty Week

