



PERTH & KINROSS ANTI-POVERTY TASKFORCE

**ACTION PLAN
2025 - 2030**

PRODUCED BY
PERTH & KINROSS
ANTI-POVERTY TASK FORCE





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Perth and Kinross Anti-Poverty Task Force has adopted a human rights-based approach to poverty reduction as recommended by the United Nations. This incorporates UN conventions and UK and Scottish human rights legislation and approaches to poverty reduction. This is fully explained in Appendix 1 - Principles and Guidelines for a human rights approach to poverty reduction.

It covers the following rights:

**RIGHT TO WORK | RIGHT TO ADEQUATE FOOD
RIGHT TO ADEQUATE HOUSING | RIGHT TO HEALTH**

This integrated rights framework incorporates poverty related rights from the following United Nations Conventions:

**THE INTERNATIONAL
COVENANT ON THE RIGHTS
OF THE CHILD - THE UNCRC
(INCORPORATION) (SCOTLAND)
ACT 2024 (UNCRC)**

**THE INTERNATIONAL
COVENANT ON ECONOMIC,
SOCIAL AND CULTURAL
RIGHTS (ICESCR)**

**THE CONVENTION ON
THE ELIMINATION OF ALL
FORMS OF DISCRIMINATION
AGAINST WOMEN (CEDAW)**

**THE CONVENTION ON THE
ELIMINATION OF ALL FORMS
OF RACIAL DISCRIMINATION
(CERD)**



This Action Plan supports the delivery of the Tackling Poverty Strategy 2024–2030. It provides direction for the Anti-Poverty Task Force (APTF), including representatives from the third sector, private sector, education, NHS, statutory services, and Perth & Kinross Council. The Action Plan aims to ensure that the partner organisations decision-making, service planning and delivery are informed and influenced by the voice of lived experience, and that holistic support is offered to those in most need.

Our Vision

A Perth and Kinross where everyone can live well, free from poverty and inequality.

Our Objectives



Our Outcomes





Target Groups

**INDIVIDUALS
AND FAMILIES
EXPERIENCING
PERSISTENT
HARDSHIP**

**INDIVIDUALS AND
FAMILIES ON OR
JUST BELOW THE
POVERTY LINE**

**THE
“JUST ABOUT
MANAGING”**

**ASSET-RICH BUT
CASH-POOR
HOUSEHOLDS**

**THOSE IN DEEP OR VERY DEEP POVERTY,
INCLUDING SINGLE ADULTS WITHOUT
CHILDREN, ETHNIC MINORITIES, AND
HOUSEHOLDS WITH A DISABLED
INDIVIDUAL / CHILDREN**

Groups at Higher Risk

**ADULTS
UNDER 25**

**MINORITY ETHNIC
HOUSEHOLDS**

(INCLUDING MIGRANTS
AND GYPSY/TRAVELLER
COMMUNITIES)

**MUSLIM
ADULTS**

**SINGLE, DIVORCED, OR
SEPARATED ADULTS
WITH CHILDREN /
WITHOUT CHILDREN**

**FAMILIES WITH
YOUNG CHILDREN**

**HOUSEHOLDS WITH
DISABLED MEMBERS**

UNPAID CARERS

(NOTABLY, 8% LIVE IN DEEP
POVERTY; POVERTY RATES
ARE 56% HIGHER THAN FOR
NON-CARERS)

**REFUGEES AND
ASYLUM SEEKERS**

TACKLING POVERTY TOGETHER

Thematic Areas of Focus

Our four objectives above will be delivered through key theme focus, with mental health and wellbeing at the core of each:



PUBLIC DEBT



FOOD INSECURITY



EMPLOYABILITY



TRANSPORT



CHILDCARE

This Action Plan is collectively owned by all members of the Perth & Kinross Anti-Poverty Task Force





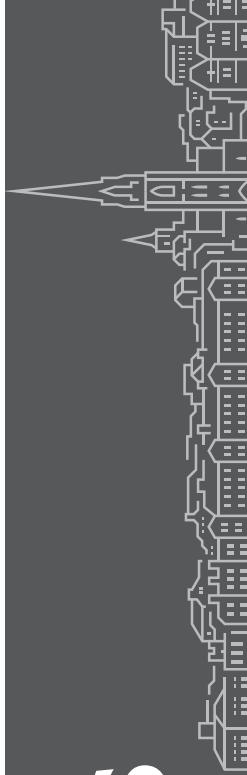
Financial Insecurity Group – Chris Birt

	Objectives	Indicators	Means of Verification	Assumptions
Strategic Priority	Addressing the rising cost of living	More individuals and families have access to affordable food; Council tax and housing arrears reduce; More individuals and families know what advice is available to them. Fuel poverty is tackled.	Reduction in food bank usage in the chosen locality. Number of positive out-comes for individuals and families with public debt Reduction in rent/ council tax arrears Fewer households in fuel poverty in the chosen locality.	A suitable building is available and there is community interest in a social supermarket. Residents will engage with community support events. Energy efficiency schemes are available and accessible to the target areas.
Outcomes	<p>Individuals and families can meet their basic needs and live comfortably</p> <p>In order to allow individuals and families to meet their basic needs and live comfortably the APTF will work to:</p> <ol style="list-style-type: none"> Pilot a Social Supermarket in a rural area to tackle the rural premium. Establish a Public Debt Working Group to set priorities and recommend debt reduction strategies across P&K. Community Support Events to raise the profile of advice available in areas of most need – linked with Making Every Contact Count initiative. Reduce cost of energy through innovation in a pilot locality such as local district heating or other energy efficiency measures. <p><i>RATIONALE for outcome.</i></p> <ul style="list-style-type: none"> The Scottish Government reports that material deprivation and food insecurity are core indicators of poverty. Rural premium on food: Residents in rural parts of Perth and Kinross often pay 5-15% more for groceries compared to urban areas. Rural households in Perth and Kinross may pay 10-25% more annually on heating and electricity compared to urban households. JRF highlights that food bank use is a symptom of deeper income insecurity, and that cash-first approaches are more effective than emergency food. Problem debt is a major poverty trap. JRF notes that debt repayments reduce disposable income, pushing families below the poverty line The Scottish Government includes problem debt and financial stress as indicators of persistent poverty JRF stresses that services designed without lived experience often fail to reach or support those most in need Rising costs of essentials account for 52% of all referrals to Perth Foodbank (2024). 			
Targets	<ul style="list-style-type: none"> Social supermarket will open by July 2026. Debt reduction report by March 2026. 3 Community engagement events to reach 200 individuals and families or more to ensure that individuals and families are aware of services that are available to them to tackle the rising cost of living. Energy efficiency pilot is in place by August 2026. (SSE to support APTF to look at options) Influence local and national decision-makers to improve policies and systems affecting individuals and families' access to sustainable fair income, and social security. 			
Activities	<ul style="list-style-type: none"> Connect the work of the subgroups (Public Debt, Financial Insecurity, Transport) Provide quarterly progress reports to the APTF. Ensure the inclusion of lived experience voices in all panels and decisions, leveraging member organisations. Organise local lobbying efforts, including meetings with councillors, MSPs, and MPs, to present findings and drive policy change. 			

Addressing the rising cost of living resources	Timeline	Lead / Partners	Purpose
Conduct community needs assessment and identify rural area for pilot	Q3 2025	PKC, Local Councils, Third Sector	To select target area and understand rural premium impact
Secure location and supplier agreements for Social Supermarket	Q4 2025	PKC, Suppliers, Third Sector	To ensure affordable stock and venue for the supermarket
Recruit and train staff and volunteers	Q4 2025 – Q1 2026	PKC, Third Sector	To build operational capacity
Launch social supermarket pilot	Q1 2026	PKC, Third Sector	To provide affordable food options to rural communities
Established Public Debt Working Group	Q3 2025	PKC, APTF, Perth CAB, Aberlour	To develop debt reduction priorities and strategies
Collect and analyse public debt data	Q3–Q4 2025	Public Debt Working Group	To understand debt landscape and options
Publish Public Debt Report with recommendations	Q1 2026	Public Debt Working Group	To guide policymakers with evidence-based strategies
Organize Community Support Events in areas of highest need	From Q3 2025 ongoing	PKC, Third Sector, Local Advice Groups	To raise awareness and provide advice services
Promote community events via local media and social media	From Q3 2025 ongoing	PKC Communications, Third Sector	To maximize event reach and participation
Conduct energy audit and feasibility study for pilot locality	Q3 2025	PKC, Energy Consultants	To design cost-effective energy solutions
Secure funding and partnerships for energy efficiency pilot	Q4 2025	PKC, Energy Providers	To finance implementation of energy-saving innovations
Implement pilot local district heating or energy efficiency measures	Q1–Q3 2026	PKC, Local Authorities, Energy Firms	To reduce energy costs and demonstrate innovation
Monitor and evaluate impact of all pilot initiatives	From launch ongoing	PKC, Third Sector, Partners	To measure effectiveness and plan for scale-up

Employability Group - Jamie May

	Objectives	Indicators	Means of Verification	Risks
Strategic Priority	To reduce in-work poverty by supporting low-income individuals to achieve higher income, stable employment, and career progression.	<ol style="list-style-type: none"> 1. Number of individuals and families who progress to positive destinations following employability advice. 2. Increase in employees paid the Real Living Wage. 3. Fewer individuals and families in receipt of out of work benefits. 	No one Left Behind Funding tracker. Increasing number of parents that are signed up for new skills and accreditation.	<ol style="list-style-type: none"> 1. Community Transport Forum and National Transport Strategy (NTS) work in partnership with APTF 2. The high prevalence of part-time/temporary roles among women may limit income growth and career advancement.
Outcomes	<p>Individuals and families are supported towards good quality, sustainable employment.</p> <p>In order for individuals and families to be supported towards good quality, sustainable employment the APTF will work with the LEP to ensure:</p> <ul style="list-style-type: none"> • Target groups are supported into employment. • More employees earn the Real Living Wage and more businesses are aware of poverty in the workforce – Linked with The Health & Work Team in NHS Tayside to work with local employers to promote fair and healthy working. • Transport is reliable and accessible to those most in need. • Childcare policy is reviewed with SG to address barriers for childminding. • Advocate for structural changes that improve access to fair, sustainable employment — especially for Groups at Higher Risk <p><i>Rationale for outputs</i></p> <ul style="list-style-type: none"> • The Center on Budget and Policy Priorities highlights that tailored employment support, especially when combined with wraparound services (e.g., housing, food, and healthcare), helps individuals and families not only find jobs but sustain them. • The Joseph Rowntree Foundation and Sheffield Hallam University found that individuals and families in low-income areas are willing to work but face systemic barriers like transport, childcare, and job mismatch. • The IPPR Scotland report found that simply ensuring every working person is paid the Real Living Wage could lift 70,000 individuals and families out of poverty. • The Scottish Government’s evidence review confirms that childcare availability and flexibility are essential to enabling parents, especially lone mothers and carers, to access and sustain employment. 			
Targets	<ul style="list-style-type: none"> • Skills Training & Workforce Development: Increasing numbers of parents linked to skills and accreditations to increase income. Elev8 Grant option through Futures for Families project - Future for Families to give baseline data. • Noone Left Behind Funding Targets to be agreed with LEP. • Childcare data - In September 2023, Perth & Kinross had 210 full-time equivalency (FTE) providers delivering funded ELC, representing a 9% increase from the previous year – speak to Rhona on the actions and data. • More employees earn the Real Living wage. • Improve and provide fair access to transport services that are available, reliable, affordable and accessible for all. • More businesses should meet their obligations to adopt fair working practices. • More local businesses pay the real living wage. Check with RLW if any data exists. • Advocate for local action plans to align with Anti-Poverty Taskforce goals. 			

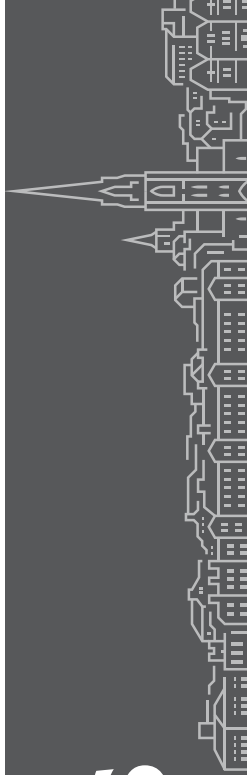


Activities	<ul style="list-style-type: none"> • Include voices of lived experience in employability review. • Facilitate access for target groups to skills training and qualifications. • Manage or support challenge fund initiatives. • Convene childcare working group to address barriers. • Coordinate Local Employability Partnership activities. • Support Transport Working Group to improve access. • Foster Public-Private Partnerships for wider impact. • Link Economic Action Plan to Anti-Poverty Taskforce. • Submit evidence/case studies to support policy change.
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Employability Resources/Inputs	Timeline	Lead / Partners	Purpose
Future for Families, Employability Support, Elev8, Self-Employment Grants, Clothing Grant	Ongoing (2025/26)	APTF, LEP, PKC	Increase access to training, work, and essential items for low-income households
Cover first 3 months of childcare costs	Starting Q3 2025	LEP, PKC, APTF	Reduce barriers to employment for parents and carers
Distribute NOLB & Challenge Funding via Local Employability Partnership (LEP)	Q3–Q4 2025	LEP, APTF, PKC	Targeted financial support for employability of vulnerable groups
Establish Childcare Working Group	Q3 2025	APTF, PKC Education, Third Sector	Collaborate on policy and service solutions to childcare access
Launch Transport Working Group (Lived Experience Informed)	Q4 2025	APTF, Community Partners	Address transport barriers to work, training and support
Real Living Wage Campaign – Funding for Dedicated Worker	Late 2025 – Early 2026	APTF, PKC, Employers Network	Promote fair pay and tackle in-work poverty across sectors

Financial Insecurity Group – Chris Birt

	Objectives	Indicators	Means of Verification	Risks and Assumptions
Strategic Priority	Maximising income from Social Security and other benefits	Number of individuals and families with income maximised from social security benefits. Number of referrals to Cash First Partnership via FORT.	PKC statistics	Stigma, complex eligibility rules, and difficult claims processes deter claim-ants Digital exclusion especially affects rural/remote communities Variability in approval rates across protected characteristics
Outcomes	<p>Individuals and families receive all benefits they are entitled to.</p> <p>In order to ensure individuals and families receive all benefits they are entitled to the APTF will:</p> <ul style="list-style-type: none"> • Advocate for better partnership working with Social Security Scotland and local Welfare Rights. • Policy shift to implement gaps in the benefit take up strategy which is to be reviewed in 2026. • Tackle digital exclusion in rural areas. • Improve reach for our target groups with protected characteristics. • Poverty sensitive messaging around benefits is embedded across PKC and local orgs. <p><i>Rationale for outputs</i> A 2024 evidence review by the Scottish Centre for Social Research (ScotCen) identified key barriers to claiming benefits, including:</p> <ul style="list-style-type: none"> • Stigma and fear of authority • Complex eligibility rules • Inaccessible information • Lack of culturally appropriate support <p>Area Based Needs Assessment (shows greater take up of benefits and concessions in prioritised localities). Digital exclusion is part of the benefits take up strategy: many struggle with online processes—especially those with poor broadband in rural/remote areas. Approval rates vary widely across protected characteristics: some ethnic groups show a 35-point difference (48% vs 83%). Welfare Rights Team Annual Report (2023/24): Demonstrates increased uptake of benefits and successful appeals through targeted advice and outreach. Community Support Events are there for members of the public to be connected to the right services. Evidence from cross-agency work in P&K shows that shifting resources to evidence-based, early intervention services improves outcomes for families and children. Nationally, around 40% of pensioners are estimated to be eligible for Pension Credit (based on income thresholds and household composition) and the national take-up rate is 65%. Many carers may have underlying entitlement (e.g., pensioners), meaning they don't receive a payment but still qualify for carer premiums in other benefits. Underclaiming of entitlements is a known barrier. JRF and CPAG Scotland have repeatedly shown that many eligible families miss out on Free School Meals and other support due to lack of awareness or complex processes.</p>			



Targets	<ul style="list-style-type: none"> • Increase in the number benefit uptake amongst those entitled. • Increase in the number of individuals and families receiving council tax exemptions, discounts, disregards and council tax reduction. • Reduction in council tax arrears. • Increasing numbers of applications for P5 pupils for Free School Meals entitlement P6-7 / P6 and P7 pupils whose families receive the Scottish Child Payment are now eligible for free school meals, but an application is required– 7425 children in P&K receive Scottish Child Payment 1500 age 10 to 12. <ul style="list-style-type: none"> • Age 10: 515 • Age 11: 475 • Age 12: 510 • Number of individuals receiving welfare rights or benefits advice through Cash First Pathways support. • Cash first support and Welfare fund increase. • Community Mobilisation - Host public forums, listening events, and individuals and families’ assemblies to gather lived experience. • Support service users to share stories with the media or at council/government meetings.
Activities	<ul style="list-style-type: none"> • Area-Based Needs Assessments to identify localities with low benefit uptake. • Community Support Events to raise public awareness of benefits in these areas. (Free venues may be a barrier to meeting all the target groups). • Targeted benefits take-up campaigns. • Targeted campaigns around council tax exemptions, discounts, disregards and council tax reduction. “It’s estimated that over half a billion pounds in benefits go unclaimed every year in Scotland. This includes vital support such as Pension Credit, Universal Credit, and Housing Benefit. Many eligible individuals and families are missing out simply because they aren’t aware of what they can claim.” • Social Security Statistics Client Financial Gain – Welfare Rights Team and Perth CAB. • Support individuals who are struggling to heat their houses, feed their families and pay the bills – link the work with APTF public debt and the whole family support across local partners. • Targeted campaign with PKAVS Carers Centre. • Collaborate with rural libraries and hubs to offer offline benefit access points. • Public Campaigns - run awareness campaigns on social media or in local media to highlight.

Benefit Take-Up & Income Maximisation Resources / Inputs	Timeline	Lead / Partners	Purpose
Remove barriers and undertake targeted work for priority/ protected groups	Ongoing	APTF, PKC Equalities, TSOs	Ensure inclusive access to support tailored to community needs
Targeted benefits take-up campaigns	Autumn 2025	Welfare Rights, Perth CAB, Comms Teams	Increase awareness and uptake of underclaimed entitlements
Challenge Poverty Week – support, awareness, and benefit checks	October 2025	APTF, Culture PK, Libraries	Raise awareness and connect the public to support services
Host clinics and events to widen access to income advice	Q3–Q4 2025	Perth CAB, TSOs, Libraries	Deliver accessible advice through local, informal settings
Promote guidance on navigating support/eligibility	Q3–Q4 2025	APTF, Comms, Welfare Rights	Help individuals and families understand what they can access and how
Deliver 10 advice clinics across communities	2025/26	Perth CAB, Welfare Rights, PKC	Direct support where it's needed most
Perth Cards & Pay Point pilot project to reduce food bank use	Q3 2025	APTF, PKC Finance, Welfare Rights	Offer dignified financial support quickly and flexibly
Community Support Events to raise awareness	Throughout 2025/26	APTF, Libraries, Museums, NHS	Engage communities with face-to-face information and services
Advocate for increased Cash First support & Welfare Fund	2025/26	APTF, Third Sector Partners	Strengthen emergency support and reduce crisis referrals
Identify & support those not entitled to benefits	Ongoing	APTF, Perth CAB	Address the needs of individuals and families excluded from benefit systems
Deliver training to Third Sector Organisations (TSOs) on benefit systems	Autumn 2025	PKC Welfare Rights, APTF	Improve frontline workers’ confidence and consistency in advice

NHS Tayside

	Objectives	Indicators	Means of Verification	Risks and Assumptions
Strategic Priority	Reducing stigma and promoting available support	Individuals and families improve access to health support. %age of individuals and families accessing services without feeling judge and stigma attached.	Focus group / community surveys Voices of lived experience	Integrate service models to ensure that children and families receive wraparound support across P&K
Outcomes	<p>Stakeholders work together to share information and best practice to tackle poverty and reduce stigma</p> <ul style="list-style-type: none"> Challenge and reduce the stigma associated with unemployment, low income, disability, and benefit receipt, promoting dignity, inclusion, and public understanding. Tackling poverty effectively requires joined-up systems, shared knowledge, and a shift in how individuals and families experiencing low income are perceived and supported. Through a multi-agency working coalition focused on poverty and stigma will facilitate join learning and best practices. 			
Targets	<ul style="list-style-type: none"> Improved Access to Health Services Families in poverty experience fewer barriers (e.g., transport, digital exclusion) to accessing healthcare, including mental health and preventative services. Reduced Health Inequalities Targeted health interventions support groups most at risk of poverty (e.g., young mothers, families with disabled members, minority ethnic communities). Better Integration of Health and Social Support Frontline health and social care professionals (e.g., GPs, health visitors) routinely refer families to financial inclusion, housing, and employability support. Challenge Poverty Week – coordinate the efforts around Perth & Kinross to reach and engage with the community, sup-port events in the rural areas and public venues of Perth & Kinross. Empowering Voices - Support individuals and families with lived experience to: <ul style="list-style-type: none"> Speak publicly, give testimony, or meet with decision-makers. 			
Activities	<ul style="list-style-type: none"> Stigma-Free Support for Low-Income Families Health professionals are trained to provide trauma-informed, non-judgmental support for individuals and families experiencing poverty, reducing fear of judgment when seeking help. Public Education Campaigns: Advocacy positive awareness campaigns to challenge harmful stereotypes. Share real stories of individuals with lived experience through video, social media, press, and community events. NHS Tayside provides support and training to remove language barriers around poverty. Ensure the right of access to social security systems or schemes on a non discriminatory basis 			

Stigma Reduction & Lived Experience Re-sources/Inputs	Timeline	Lead / Partners	Purpose
Lived Experience Panel advises and co-produces improvements across services	Ongoing	APTF, PKC, Third Sector	Ensure services are shaped by the individuals and families most affected by poverty
Run community awareness campaigns to reduce stigma and promote dignity	Q3-Q4 2025	APTF, Comms Teams, NHS, Libraries	Foster a more supportive, understanding environment for individuals experiencing poverty

Appendix 1

Principles and Guidelines for a human rights approach to poverty reduction ¹

Identification of Individuals and Families Affected by Poverty	<ul style="list-style-type: none"> a. Identifying the attributes that are deemed to constitute poverty and b. Identifying the population groups that possess these attributes. c. Necessary to identify those in extreme poverty, that is, the poorest of the poor, as well as specific groups, in terms of various characteristics, such as gender, geographical location, ethnicity, religion, age or occupation, so that the problem of poverty can be addressed at as disaggregated a level as possible.
National and International Human Rights Framework	<ul style="list-style-type: none"> • Right to work • Right to adequate food • Right to adequate housing • Right to health • Right to education • Right to personal security and privacy • Right of equal access to justice • Political rights and freedoms • Right to equality and non-discrimination
Setting Targets, Benchmarks and Priorities	<p>The duty to respect requires the duty-bearer to refrain from interfering with the enjoyment of any human right. The duty to protect requires the duty-bearer to take measures to prevent violations of any human right by third parties.</p> <p>The duty to fulfil requires the duty-bearer to adopt appropriate legislative, administrative and other measures towards the full realization of human rights.</p> <p>Where a right cannot be realized immediately due to resource constraints, the State must begin immediately to take steps to fulfil the rights in question as expeditiously as possible. The plan must set benchmarks (i.e., intermediate targets) corresponding to each ultimate target. Appropriate indicators should be identified, so that the rate of progress can be monitored and, if progress is slow, corrective action can be taken. Indicators should be as disaggregated as possible for each subgroup of the population living in poverty.</p>
Participation	<p>Strategy has to be owned by all stakeholders, including the poor.</p> <p>Active and informed participation by the poor is not only consistent with but also demanded by the human rights-based approach.</p> <p>Four stages of participation: preference revelation; policy choice; implementation; and monitoring, assessment and accountability.</p>

Appendix 1

Principles and Guidelines for a human rights approach to poverty reduction ¹

<h4>Monitoring and Accountability</h4>	<p>The objective of monitoring is twofold: (a) to help identify, on an ongoing basis, the areas on which duty-bearers may need to concentrate in order to attain their targets for the realization of human rights in the most expeditious and effective manner; and (b) to enable a right-holder to hold a duty-bearer to account for its failure to discharge its duties.</p> <ul style="list-style-type: none"> • Judicial, e.g., judicial review of executive acts and omissions; • Quasi-judicial, e.g., ombudsmen, international human rights treaty bodies; • Administrative, e.g., the preparation, publication and scrutiny of human rights impact assessments; • Political, e.g., parliamentary processes.
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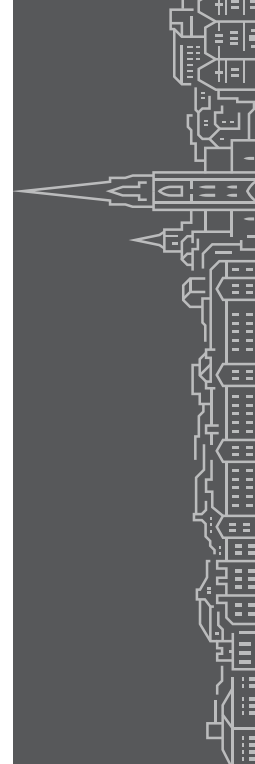
¹Principles and Guidelines for a Human Rights Approach to Poverty Reduction Strategies, Office of the United Nations High Commissioner for Human Rights

PANEL Principles

The **PANEL principles** are a set of guidelines used in human rights-based approaches to address poverty. PANEL stands for **Participation, Accountability, Non-discrimination and Equality, Empowerment, and Legality**. Here’s a brief overview of each principle:

1. **Participation:** Ensuring that all **individuals and families**, especially those affected by poverty, have the opportunity to participate in decision-making processes that impact their lives. This includes involving marginalized groups in the development and implementation of policies and programs.
2. **Accountability:** Holding governments and other duty-bearers accountable for their actions and ensuring they fulfil their obligations to respect, protect, and fulfil human rights. This involves transparent processes and mechanisms for monitoring and addressing grievances.
3. **Non-discrimination and Equality:** Promoting equality and combating discrimination in all its forms. This principle emphasizes the need to address the root causes of poverty and ensure that all individuals have equal access to resources, opportunities, and services.
4. **Empowerment:** Empowering individuals and communities to claim their rights and participate fully in society. This involves building the capacity of individuals and families to understand and exercise their rights, as well as creating an enabling environment for their active participation.
5. **Legality:** Ensuring that all actions and policies are grounded in legal frameworks that respect and protect human rights. This principle emphasizes the importance of aligning poverty reduction strategies with international human rights standards and norms.

These principles help guide the development and implementation of policies and programs aimed at reducing poverty in a way that respects and promotes human rights



This integrated rights framework incorporates poverty related rights from the following United Nations Conventions:

- The International Covenant on the Rights of the Child
- The International Covenant on Economic, Social and Cultural Rights (**ICESCR**)
- The Convention on the Elimination of All Forms of Discrimination against Women (**CEDAW**)
- The Convention on the Elimination of All Forms of Racial Discrimination (**CERD**)
- The Convention on the Rights of Persons with Disabilities (**CRPD**)

Appendix 2

Target Groups – Poverty Strategy

Target Groups

- Individuals and families **experiencing Persistent Hardship** – individuals and families on low incomes claiming universal credit or other benefits or those on low incomes who have not claimed their entitlements.
- Individuals and families **experiencing deep or very deep poverty** including single individuals and families with no children, ethnic minority individuals and families and households where someone has a disability.
- Individuals and families **who are on or just below the poverty level**.
- **Just About Managing** - individuals and families who are getting by on their own means but who frequently have little, or no money left at the end of the month.
- **Asset Rich-Cash Poor** – individuals and families who own their own home, with limited savings and their financial assets are not easily accessible and who are experiencing hardship.

Within the target groups above, there will be a greater prevalence of;

- **Adults under 25** are more likely to be in poverty than older adult.
- **Minority ethnic households** (including migrants and gypsy travellers) are more likely to be in poverty compared to white British households.
- **Muslim adults** are more likely to be in poverty compared to adults of Christian and other faiths and those with no religion.
- **Single adults**, especially those who are divorced or separated are more likely to be in poverty than those who are married or cohabiting and widowed adults.
- Individuals and families **living in households with disabled household members** are more likely to be in poverty than those with no disabled household members.
- **Refugees and asylum seekers** are subject to restrictions which limit their access to work and public services. For some this means living in a state of near or actual destitution when they fall out of the asylum system.
- **Carers** - the rate of poverty amongst unpaid carers is 56% higher than those who do not provide unpaid care in Scotland. 8% of unpaid carers in Scotland live in deep poverty; 50% below the poverty line. As many as 100,000 unpaid carers in Scotland are living in poverty.



PERTH & KINROSS ANTI-POVERTY TASKFORCE

Working Together to Tackle
Poverty in Perth & Kinross



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