

PERSPECTIVE ON POVERTY IN FALKIRK

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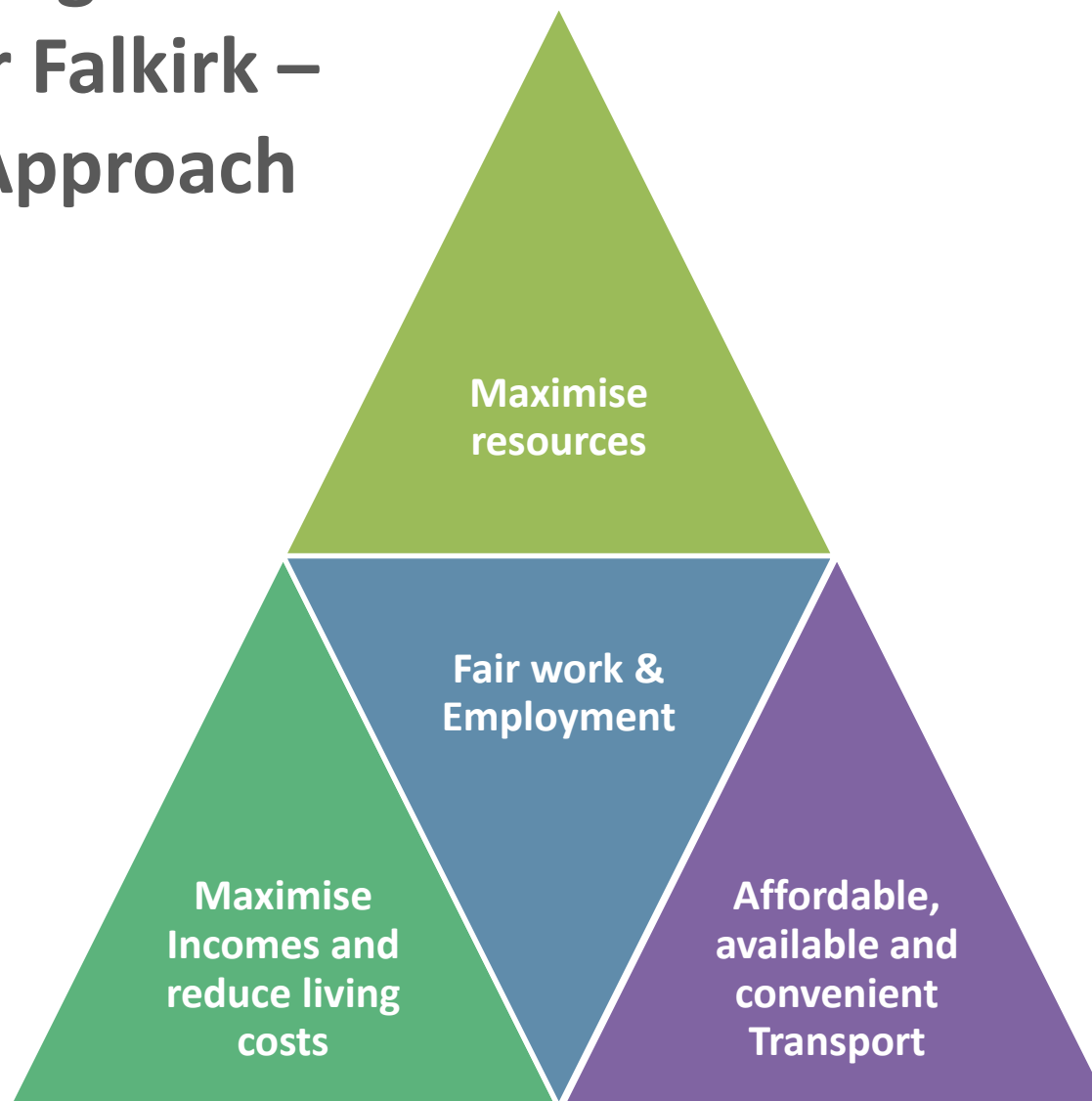


The reality in Falkirk

- **1 in 4 children** in Falkirk live in poverty
- Closer to **1 in 2** in some areas
- **3 in 4 of them are in working households**
- Behind every number is a family navigating choices no one should have to make.



Building a Fairer Falkirk – Our Approach



What's Working – A Data Led Approach

Highest increase in Council Tax Reduction take-up in Scotland

Almost 7% growth over two years

97% Scottish Child Payment take-up

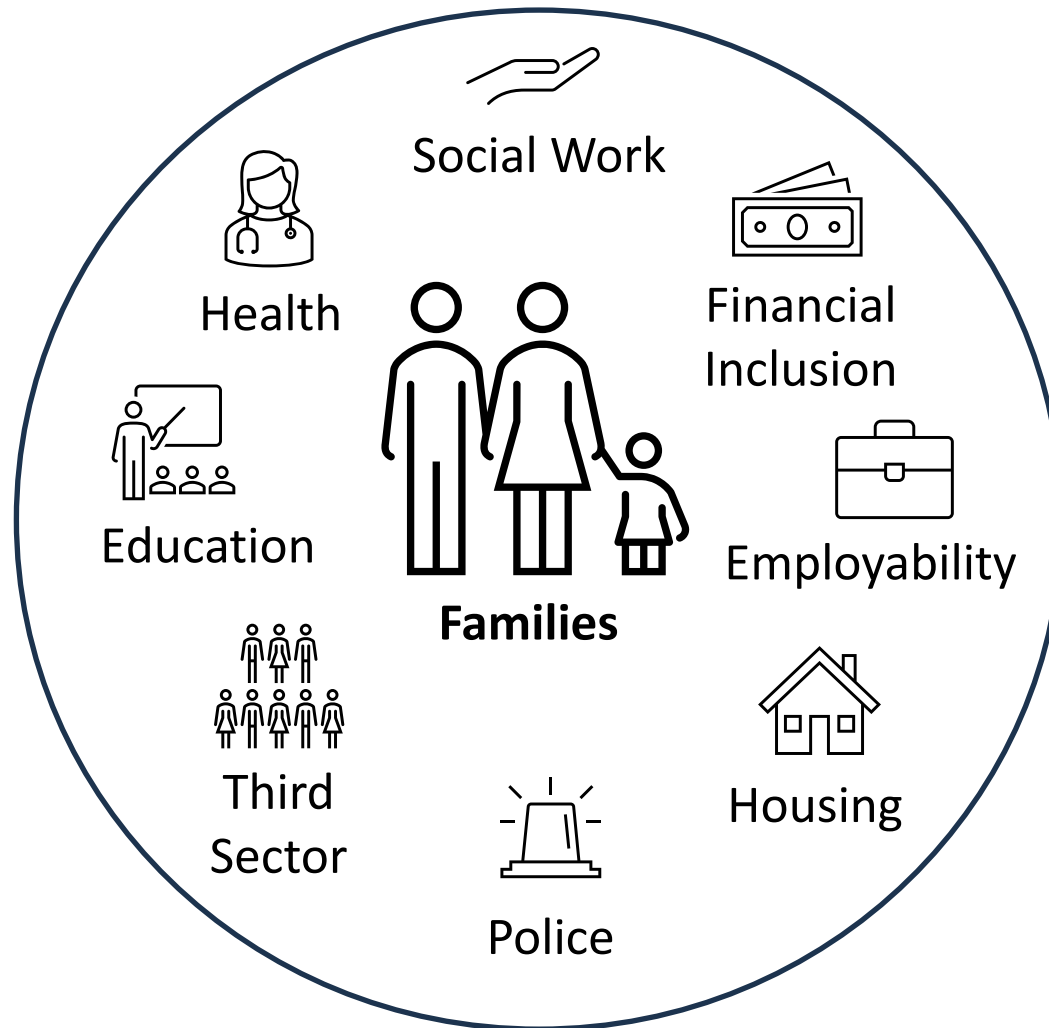
Among the highest in Scotland

More families accessing Free School Meals & Clothing Grants

(Datazone-level targeting in schools)

Better outreach to older people through **Pension Credit** campaigns

What's Changing – Pivot to Whole Family Support...



Tackling Poverty Takes All of Us



Spot the opportunity — identify people who could benefit from support



Share information — build the trust and awareness that the strategy depends on



Work with us — strengthen local pathways and remove barriers