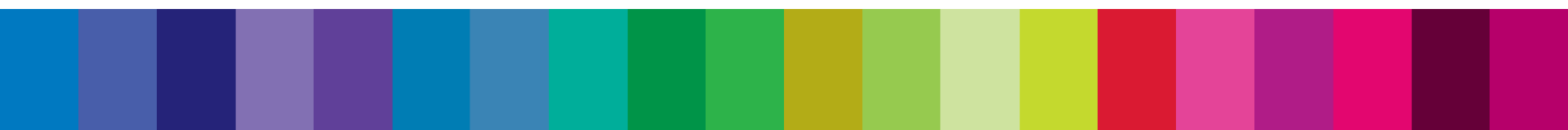


Professor John H. McKendrick

Poverty in Scotland in 2023: The Way Ahead



TPAS Annual Conference
Clydebank
June 28th 2023



Outline of talk

- **Me, me, me**
- **A primer**
- **Where we are at**
- **Words that matter**
- **All in the together?**
- **Thinking strategically**
- **Lessons for tackling poverty**
- **Conclusion: Where should we go**



The way ahead



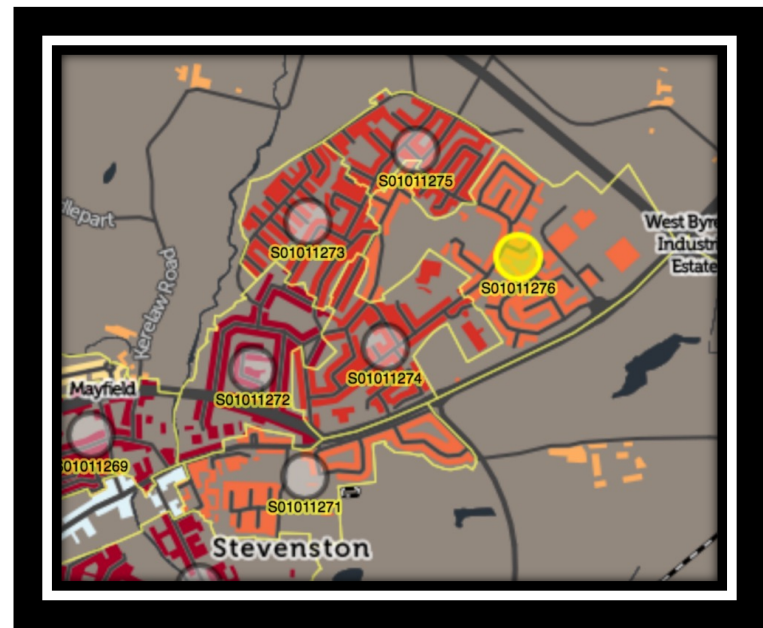
**Where I'm from shapes how I
view the world**

Social mobility but not as we know it



Parenting that promotes independence





Poor places are not all bad



The way ahead



A primer: some history, some positioning



Possible positions on poverty

Poverty is not a problem

- Poverty is an inevitable (but unproblematic) social ill

Poverty is a problem

- Poor people are to blame
- Our anti-poverty interventions have not been sufficiently effective to tackle poverty in Scotland
- Vested interests create and maintain poverty



Vision of the optimist

Poverty is not a problem

- ~~• Poverty is an inevitable (but unproblematic) social ill~~

Poverty is a problem

- ~~• Poor people are to blame~~
- **Our anti-poverty interventions have not been sufficiently effective to tackle poverty in Scotland**
- ~~• Vested interests create and maintain poverty~~



The way ahead



Where we are at

Coping Strategies Deployed in Scotland

Doing it yourself, not paying for services	Re-use [clothing] within family	Seek bargains and bulk buy	Prioritise	Don't pay
Travel distances for cheaper goods	Use black market	Spend wisely/carefully	Cut back	
Ring-fence saving of small sums	Seek interest free credit	Sell goods to raise money	Budget for end of month shortage	
Delay purchase	Use cheaper outlets	Co-ordinate family buying of presents	Focused shopping	
Doing without	Use charity shops	Buy cheaper products	Forward planning	Forego quality goods



Low Income Households With Children in Scotland

- Back in 2003, I published a literature review and research report for the then Scottish Executive on the topic we are discussing today (<http://www.gov.scot/Publications/2003/09/18143/26158>)
- Hopefully, we won't be meeting again in 2043 to discuss the issue again
- The research was full of powerful and harrowing extracts of the lived experience of not having enough in Scotland, for example: *My son's away at school today with sewn up trousers because I can't afford to buy him a new pair of trousers at the moment, because he's wrecked all his other ones. And **my trainers are filthy because my daughter had them on ... [the] ones that she usually wears were wet, so she couldn't wear them, so she had to wear mine.** (Peripheral housing estate in a large rural town)*



POVERTY IN SCOTLAND 2021

TOWARDS A 2030 WITHOUT POVERTY

Scotland has set statutory targets towards ending child poverty by 2030, and the Scottish government has made wider commitments to eradicating poverty and hunger altogether. **Poverty in Scotland 2021** provides a comprehensive but accessible state of the nation assessment of how far the country has come in achieving these goals, and what is now needed to make them a reality.

The book draws on the latest data and evidence to give an overview of the scale, nature and extent of poverty, and the impact it has on people and communities. Chapters explore:

- how poverty in Scotland is defined and measured;
- what causes poverty in Scotland, and whether that poverty is decreasing;
- how policies and processes are working to tackle poverty; and
- the extent to which the lived experience of poverty is shaping policy.

More than a million of Scotland's citizens, and nearly one in four of its children, were still living in poverty before the 2020 COVID-19 pandemic struck. This indispensable book brings together contributions from leading experts, academics and practitioners to set out how various policy tools, from public finance, economic development and social care to social security, employment and transport can now be utilised to ensure that the ambition of a Scotland free of poverty is realised.

Poverty in Scotland 2021 is the latest in a series providing an essential resource for politicians, policy makers, teachers, community activists, service providers, academics, students and all those working to end poverty.

£18.00

ISBN 978-1-910715-70-3



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POVERTY IN SCOTLAND 2021

POVERTY IN SCOTLAND 2021

TOWARDS A 2030 WITHOUT POVERTY

Edited by: John H. McKendrick, John Dickie, Fiona McHardy, Angela O'Hagan, Stephen Sinclair and Morag Treanor



HERIOT WATT UNIVERSITY



I-SPHERE
Institute for Social Policy, Inequalities & Education Research

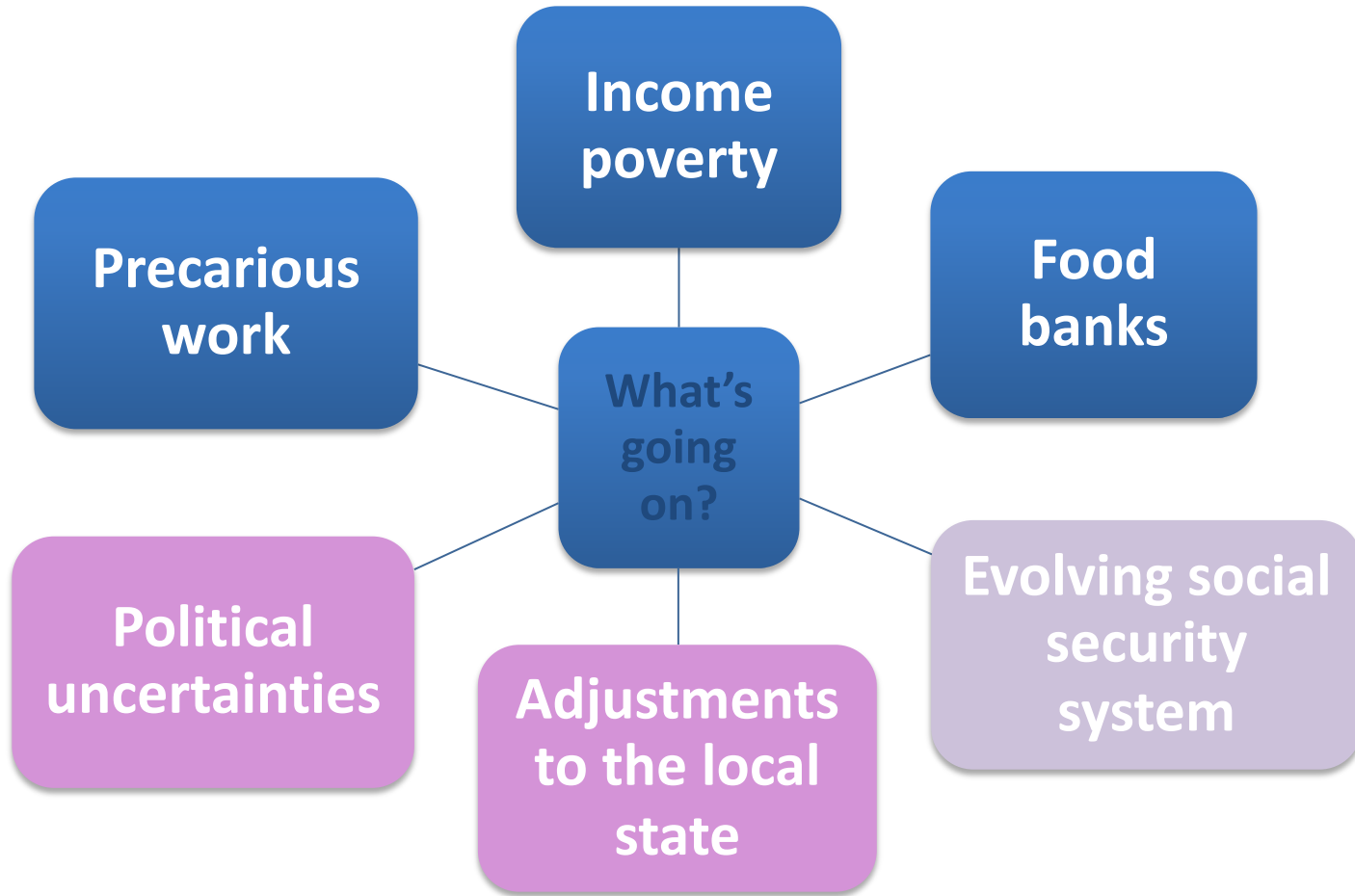
the POVERTY ALLIANCE
WORKING TOGETHER TO COMBAT POVERTY

GCU
Glasgow Caledonian University

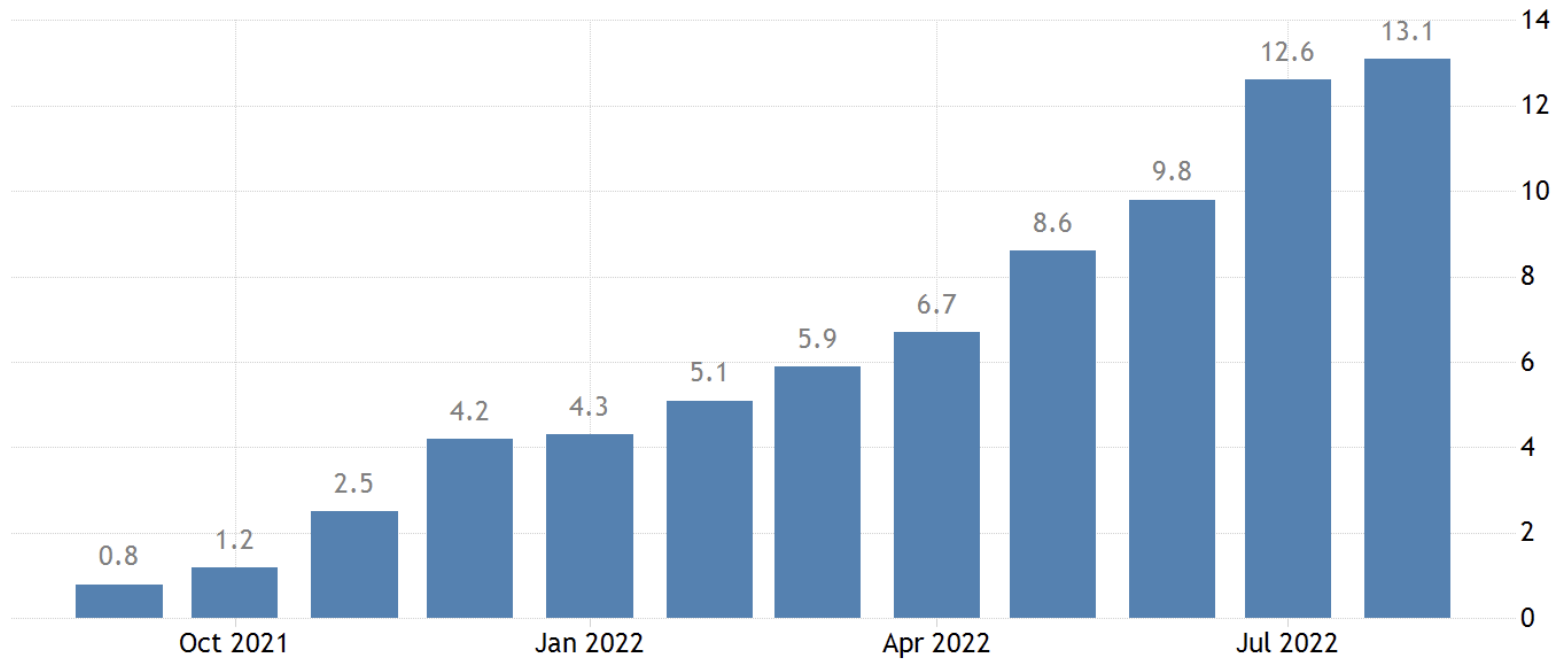
SPIRU
SCOTTISH POVERTY & INEQUALITY RESEARCH UNIT

CHILD POVERTY ACTION GROUP
IN SCOTLAND

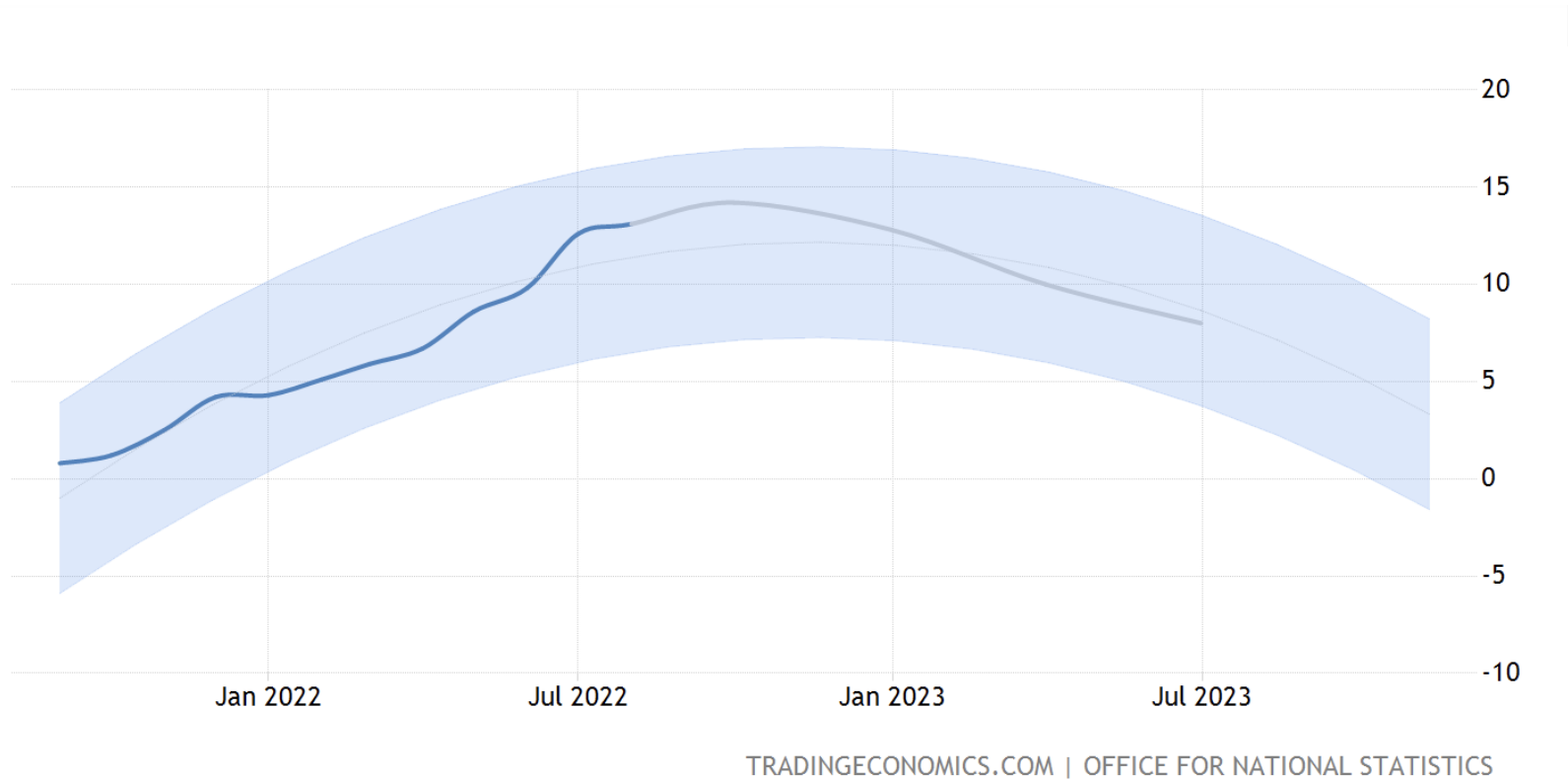
Our Wee Home



Grocery inflation



Grocery inflation



People living in poverty in Scotland (2019-22)

1.1 million

19% of all people



W-A.A. living in poverty in Scotland (2019-22)

710,000

21% of all working age adults

57% living in a household where someone is in paid work



Children in poverty in Scotland (2019-22)

250,000

24% of all children

Two thirds living in a household with at least one adult in work (69%)



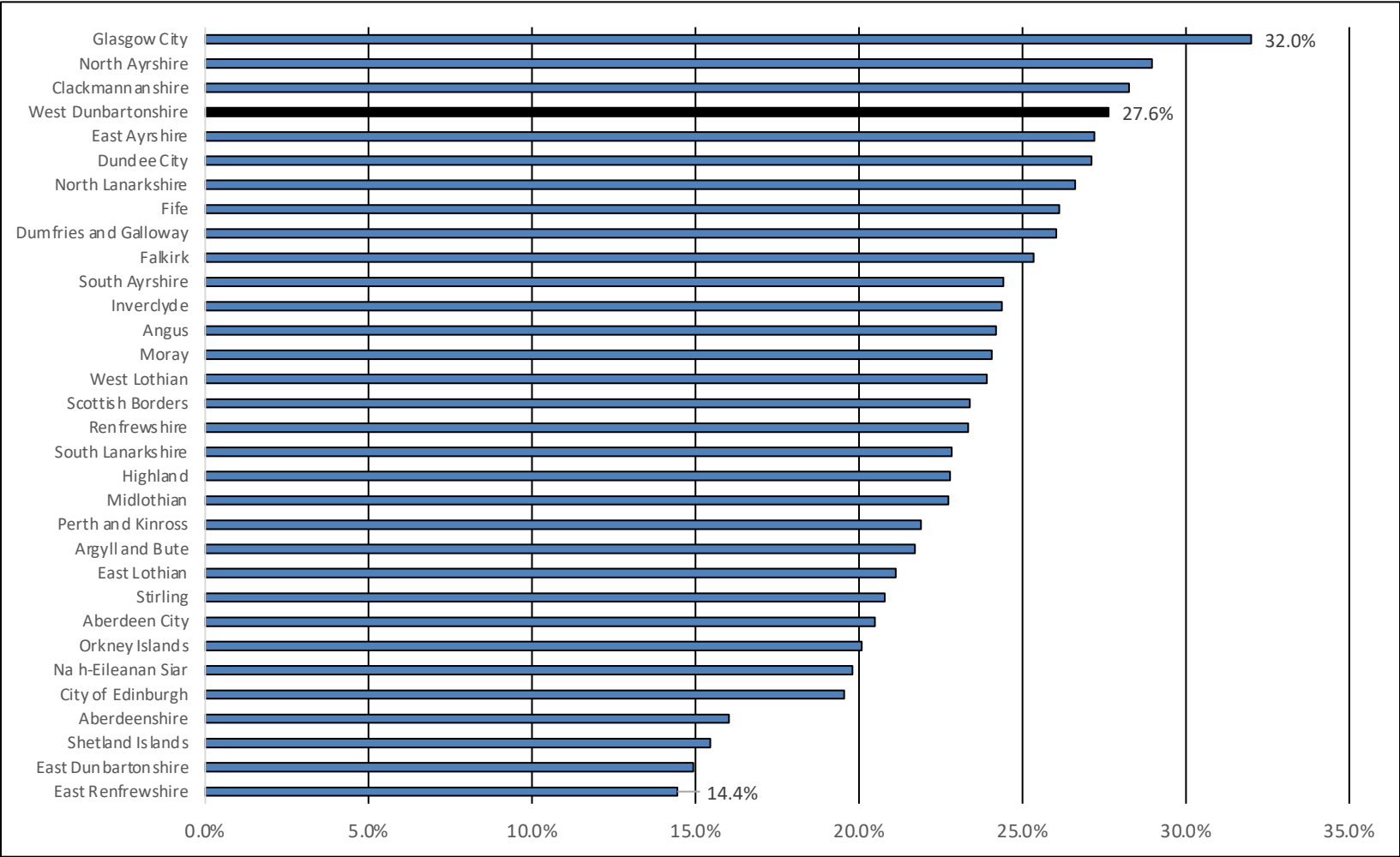
Pensioners living in poverty in Scotland (2019-22)

150,000

15% of all pensioners



End Child Poverty Local Estimates of Child Poverty



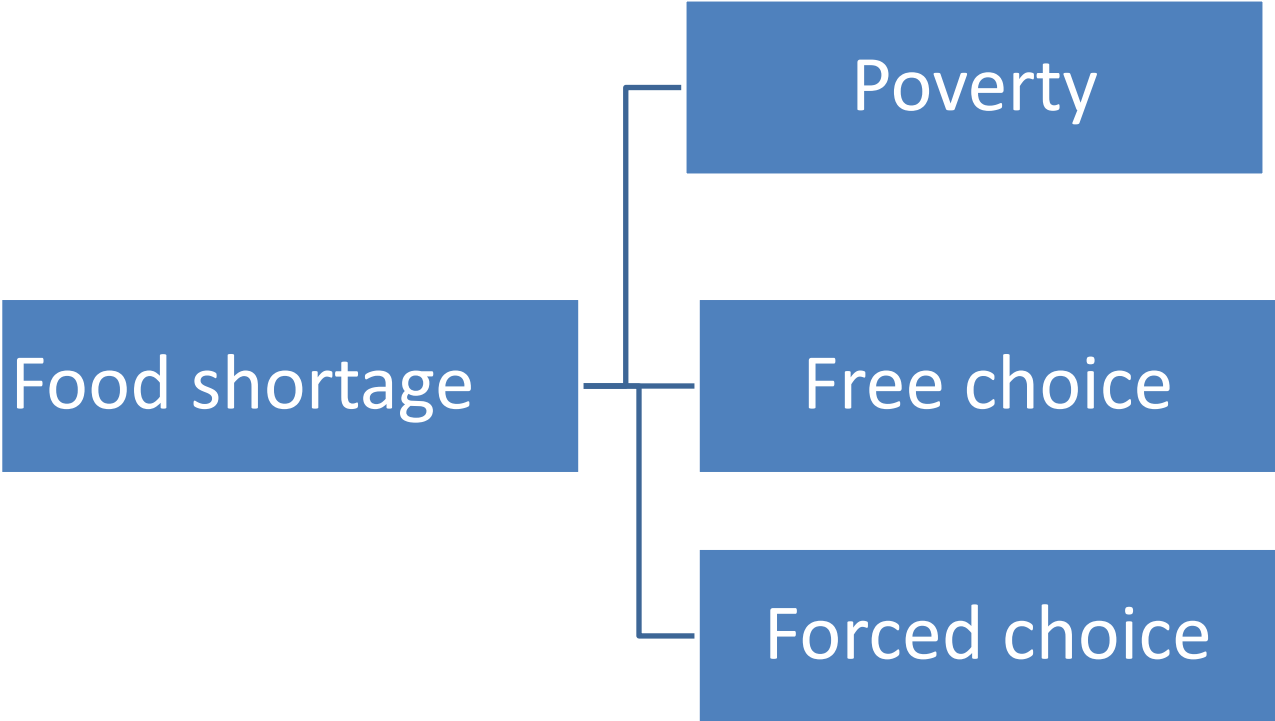
The way ahead

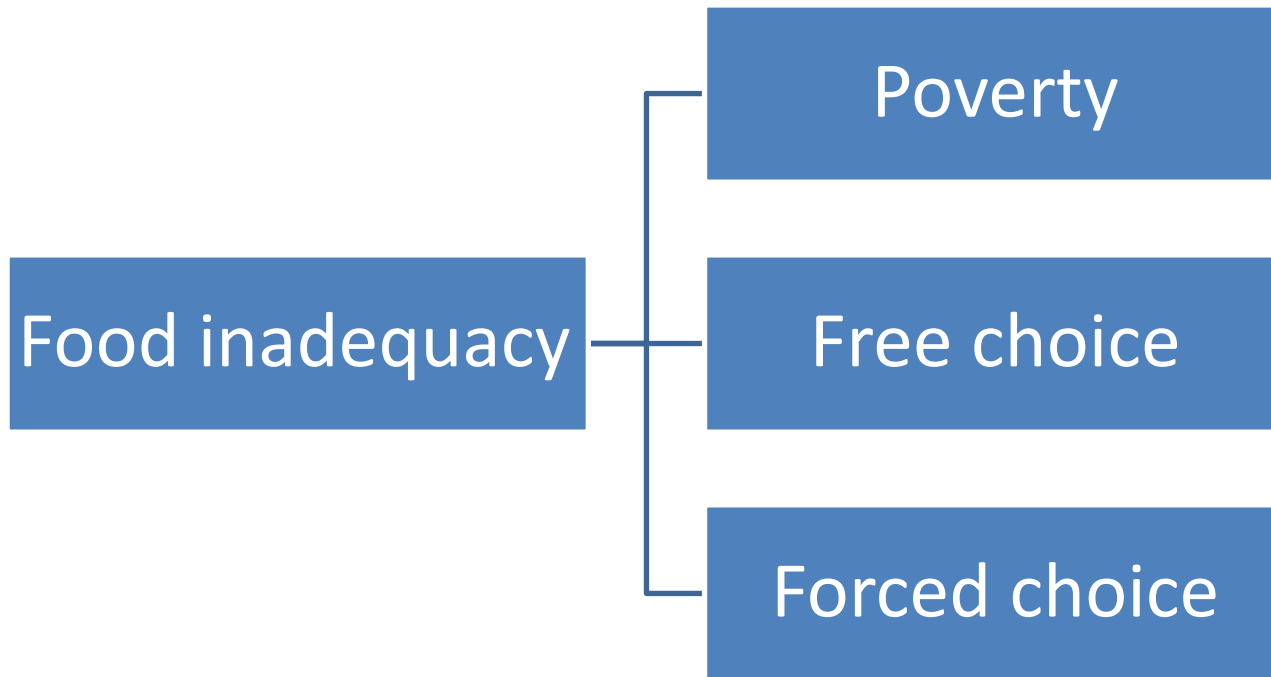


Words that matter

Idea	Meaning
Food shortage	Not enough food
Food inadequacy	Poor quality







Idea	Meaning
Food shortage	Not enough food
Food inadequacy	Poor quality
Food poverty	Not enough food of sufficient quality



Idea	Meaning
Food shortage	Not enough food
Food inadequacy	Poor quality
Food poverty	Not enough food of sufficient quality
Food security	Stability and confidence in being able to access enough food of sufficient quality



Idea	Means to tackle
Food shortage	Crisis interventions
Food inadequacy	Core provisions
Food poverty	Crisis and core provisions
Food security	Tackling poverty and stabilizing food markets

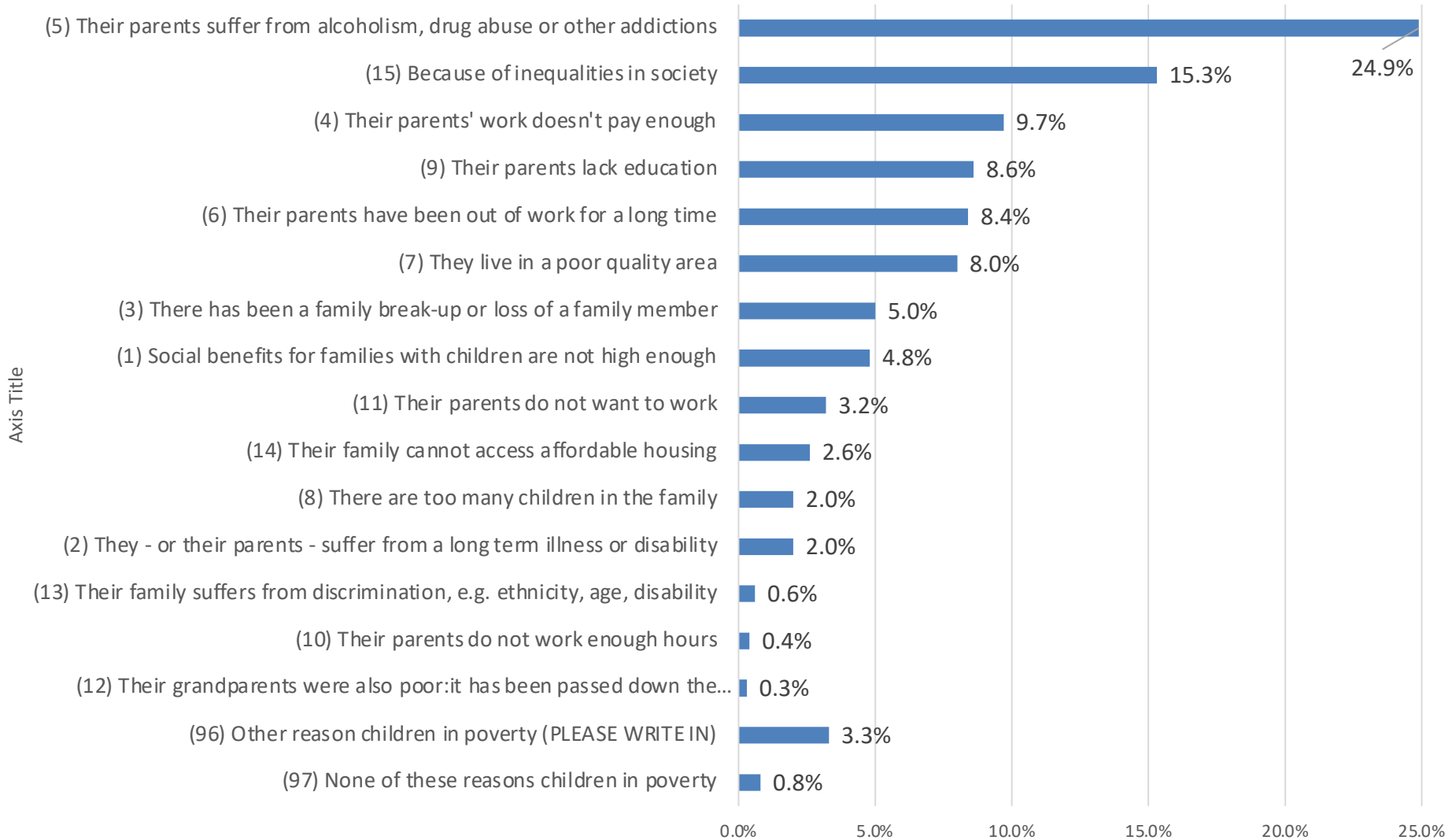


The way ahead

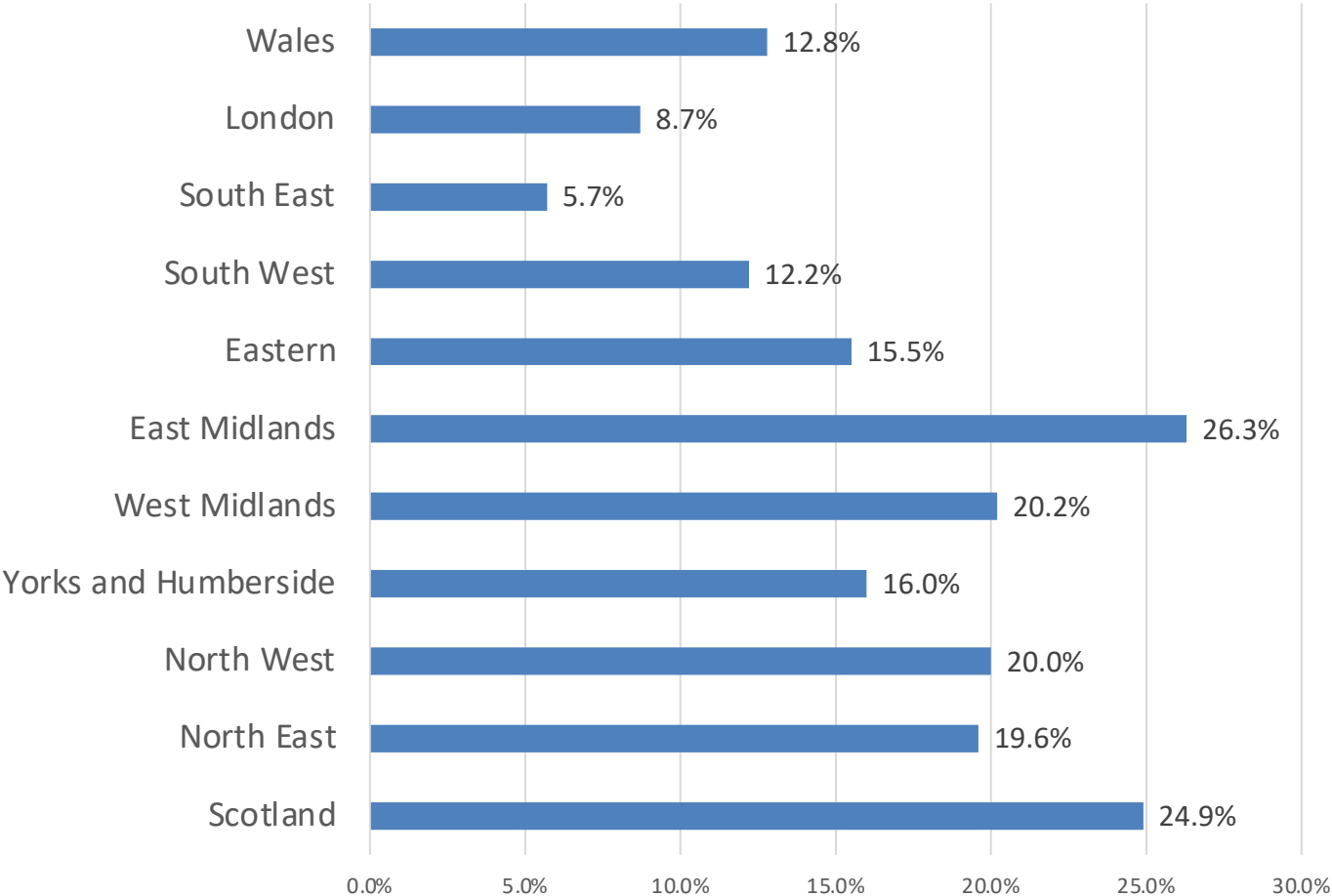


All in this together?

Main reason poverty exists (Scots, 2016)



Main reason alcoholism, drug abuse and addictions, 2016



The media, poverty and public opinion in the UK

September 2008

John H. McGonrick,
Stephen Sinclair,
Arthur Irwin, Hugh
O'Donnell, Gill Scott
and Louise Cobble

How the media in the UK represents poverty and its effect on wider public understanding.

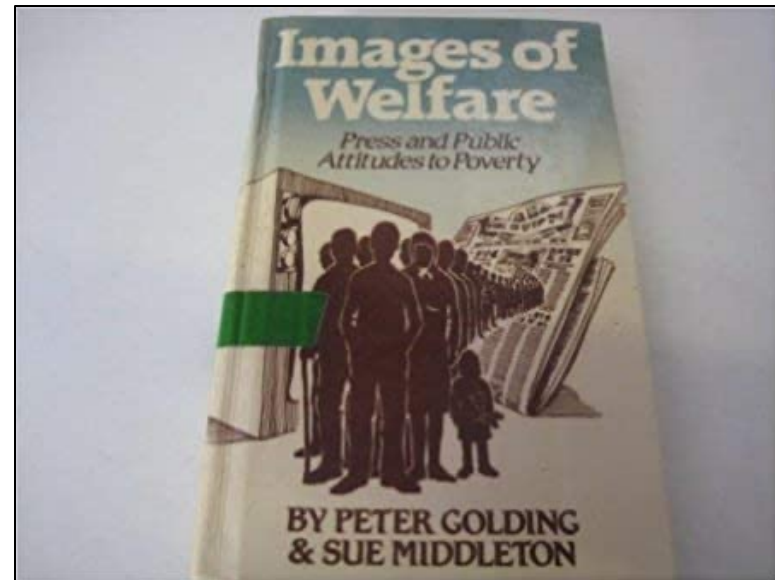
The media fills an important role in shaping, simplifying and responding to public attitudes toward poverty. This study, part of the 'Public Interest in Poverty Issues' research programme, explores the role of national, local and community media in reflecting and influencing public ideas of poverty and welfare. The research aimed to:

- compare representations of poverty across different contemporary UK media;
- identify the principal factors and considerations influencing those involved in producing media coverage of poverty;
- understand how UK media representations of poverty relate to the public's understanding of poverty and any differences between the responses of different groups;
- identify examples of effective practice in communicating poverty issues to the public and derive transferable lessons from these.

The researchers analysed coverage of poverty in news reporting, looked at how the same poverty news story was reported across different news outlets, reviewed how poverty was presented across different genres of television programmes, interviewed key informants involved in the production, placement and presentation of poverty coverage in the 'wide' media and explored public interpretations and responses to media coverage of poverty through 'focus groups' workshops.



www.jrf.org.uk



The way ahead



Thinking Strategically



**Best Start,
Bright Futures**
Tackling Child Poverty
Delivery Plan
2022-2026



Scottish Government
Riaghaltas na h-Alba
gov.scot



Every child, every chance



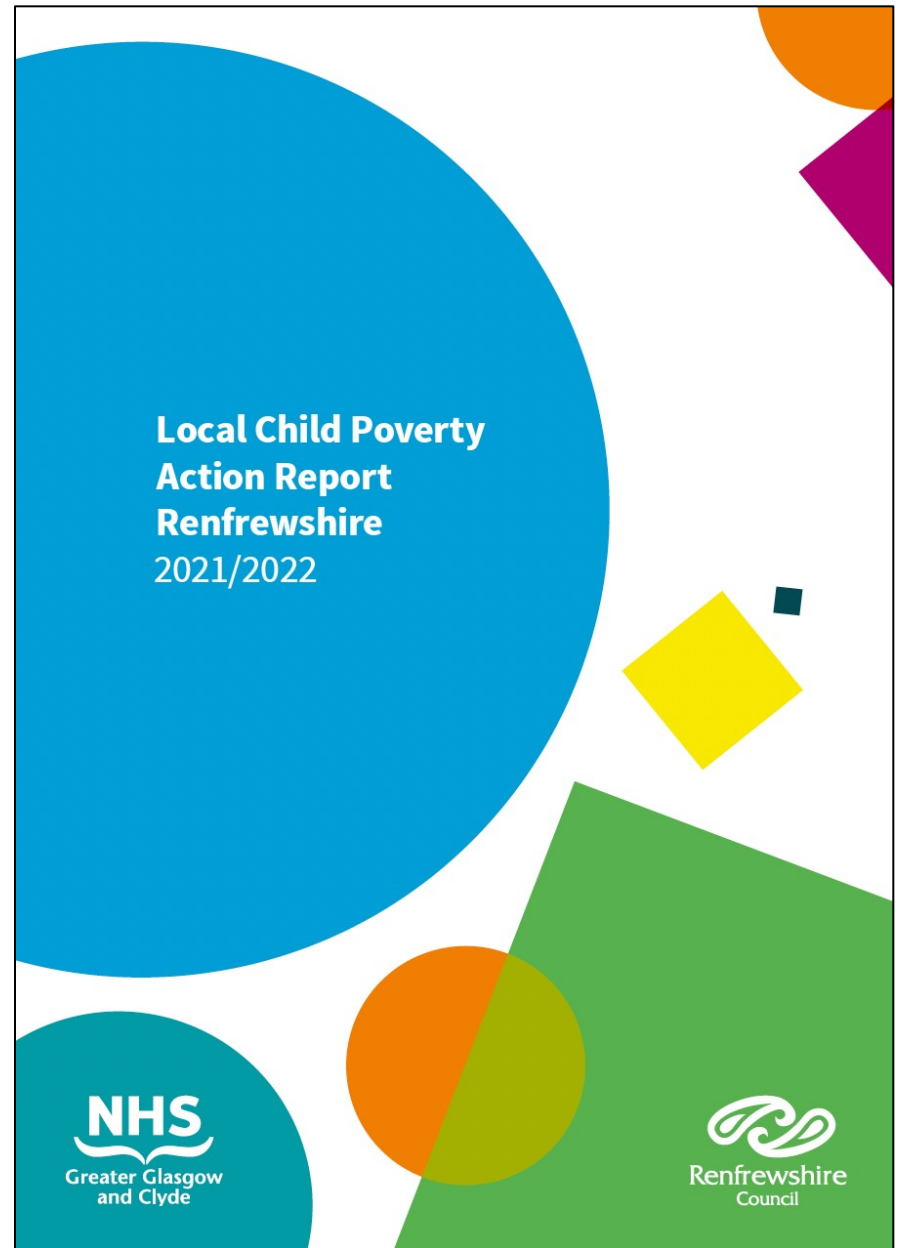
The Tackling Child Poverty Delivery Plan
2018-22



Scottish Government
Riaghaltas na h-Alba
gov.scot

Brighter futures begin with GCU

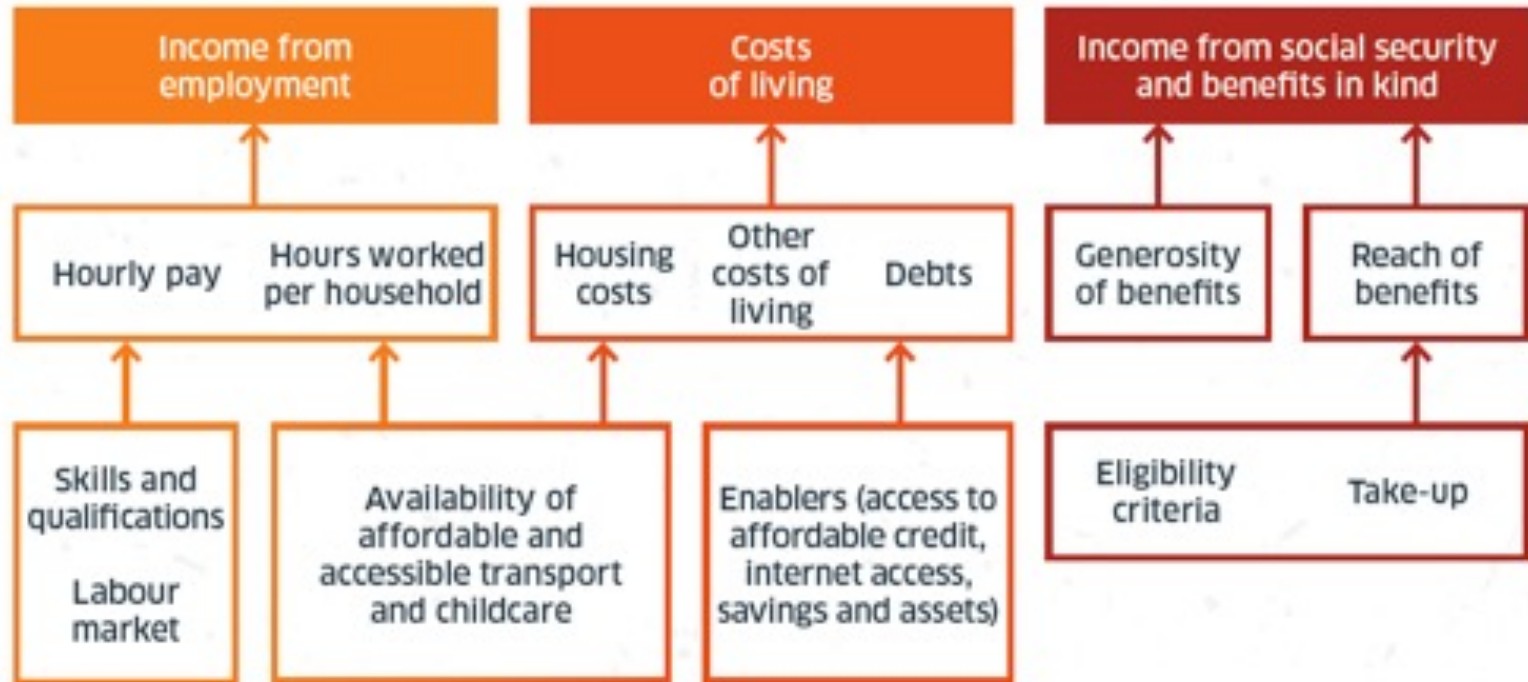




Brighter futures begin with GCU



CHILD POVERTY MEASUREMENT FRAMEWORK



Unequal risk of poverty

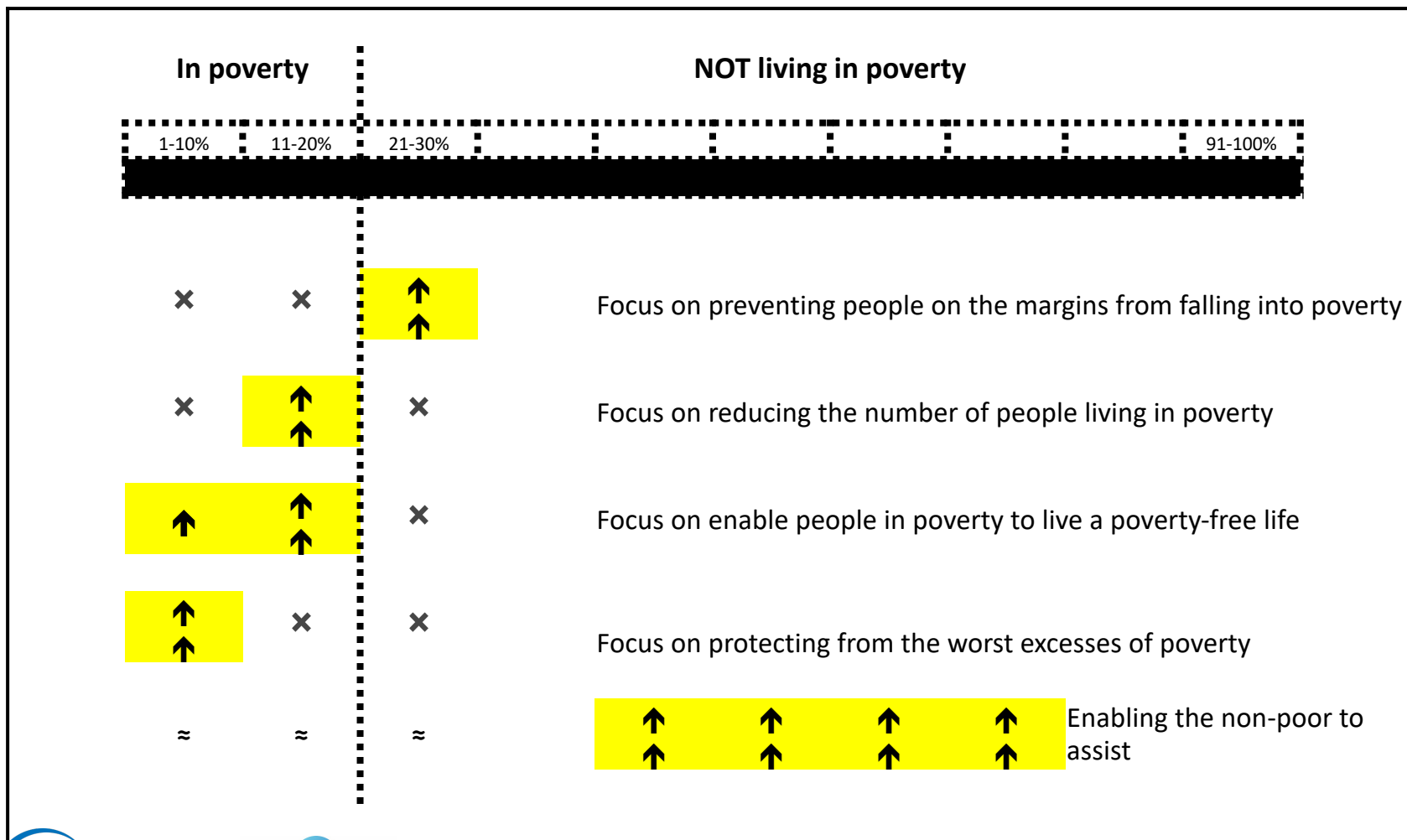


What are the options?

- **Enabling people not living in poverty to increase the opportunities for more people to live a poverty-free life**
- **Reducing the number of people living in poverty**
- **Preventing people on the margins of poverty from falling into poverty**
- **Enabling people living in poverty to increase their chance of living a poverty-free life**
- **Protecting those living in poverty from the worst excesses of living with poverty**



Who is targeted by each option?



The way ahead



Lessons for tackling poverty

Progress can be made

Real progress:

- between 1997 and 2011
- 160 000 fewer children in poverty in Scotland
- positive impact on measurable child wellbeing

Policy works: at UK and Scotland level:

- commitment to eradicate child poverty by 2020
- investment in child benefit and tax credits,
- childcare, including Working for Families
- employment – NMW, parental rights, employability support
- income maximisation
- affordable housing



**Aiming to reduce the number of
people living in poverty is a
problematic goal for community
anti-poverty strategies**



What is the problem with aiming to reduce the numbers living in poverty?

- **Nothing (in principle, or for those with control over the key levers)**
- **The local state (and indeed the Scottish Government) cannot control this**
- **Reducing numbers tends to be interpreted as a work-first approach and ...**
 - **Work, per se, does not eradicate poverty**
 - **(Job) supply is insufficient to meet demand**
 - **Local state is scaling back on the number it employs**



What works for a local strategy?

Core aims should be to:

- **Protecting those living in poverty from the worst excesses of living with poverty**
- **Enabling people to increase their and others' chances of living a poverty-free life**



Why?

It is already what you do

- It would give more explicit acknowledgement of tackling poverty activity
- More likely to engender wider internal support for tackling poverty

It may, by default, become the most important function of the current tackling poverty interventions of the local providers

- Rising demand for core services
- Contraction of activity in employment/employability

It is within the realm of local control

- No confounding/intervening factors (it could be argued)



The way ahead



**Towards conclusion:
Where we should go**

SPIRU's Local Directory



Directors: Professor Stephen Sinclair & Professor John H. McKendrick
Glasgow Caledonian University, Glasgow, G4 0BA.
Tel: 0141 331 3666 / 0141 331 8221
Email: spiru@gcu.ac.uk

An invitation to contribute **Tackling Poverty Locally – An Online Directory of Valuable Practice**

What is it?

An online resource that will be free for all to access, which describes local actions that have been introduced to tackle poverty. It will also provide insight into how these actions were developed and implemented.

Why is it needed?

It provides a single point of reference for sharing learning among the wide range of stakeholders who have been innovating to tackle poverty locally.

What do you mean by 'local action'?

We want to showcase all local anti-poverty work. Examples might aim to eradicate poverty or to improve the quality of life of those living with poverty. It can refer to a specific service that is delivered, or a way of working. It can be rural or urban. It can be targeted at a specific group or aim to serve all people living with poverty.

Are you only interested in work that has proven to work?

No. We are also interested in promising practice and local work that has not been fully evaluated.

Are you looking for suggestions about what to include?

Yes!!! Please do not hesitate to get in touch if you know of some work that should be included.

When will it be launched?

We are aiming to launch the resource in the Summer of 2023.

Who is it for?

Everyone who is interested in tackling poverty through local actions.

Why should I contribute to it?

We are keen to include at least one example from every part of Scotland, and to include examples of the full range of anti-poverty actions.

What will it involve?

As little of your time as possible. You can draft the content yourself, using proforma that we have developed. However, we can arrange for a SPIRU researcher to interview you and draft your case study for you to approve.

Is it quality assured?

Yes. We have an independent review process (which we manage) to ensure that the Directory content is validated.

Where is the resource be hosted?

The online resource will be hosted by SPIRU at Glasgow Caledonian University.

Who do I contact for more information?

Michelle (Michelle.Ritchie@gcu.ac.uk), John (jmke@gcu.ac.uk) or Stephen (Stephen.Sinclair@gcu.ac.uk).



Communities of interest

THE COST OF THE SCHOOL DAY

CHILD POVERTY ACTION GROUP
IN SCOTLAND

PLP

Glasgow Centre for Population Health

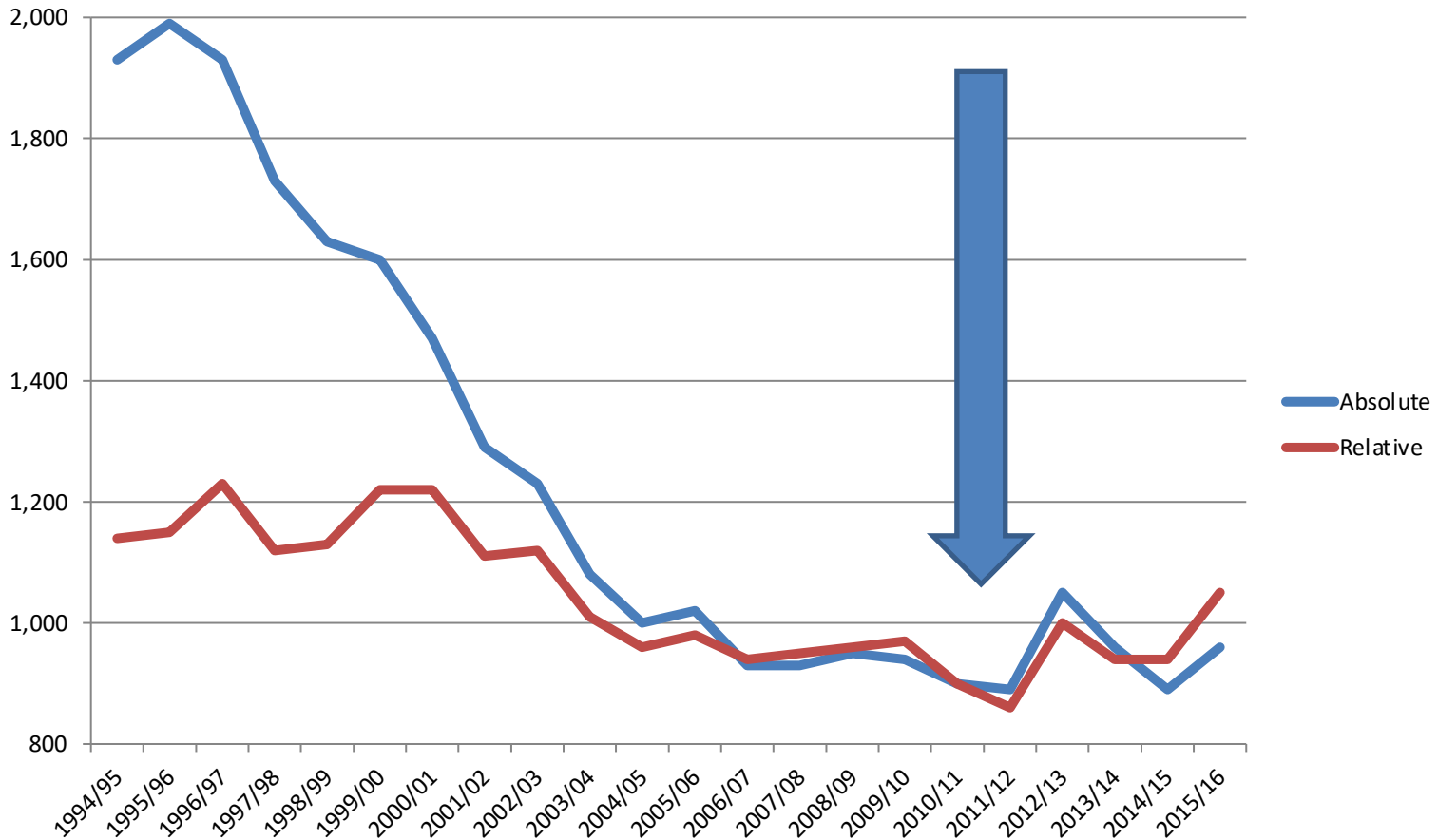
NHS
Greater Glasgow and City

Scotland's largest and most effective education trade union **eis**

FACE UP TO CHILD POVERTY



The poverty paradox ... *Or the opportunity that presented for the UK Government to withdraw from the 2010 Child Poverty Act*



Parallels with conclusions on food poverty

1. Focus on crisis interventions for now
2. Understand local {food} ecosystems
3. Understand what a user-centred focus means
4. Identify the inconsistencies
5. Have a micro-geographical focus – 20-minute neighbourhood
6. Strategy to shift balance to dignified {food} solutions
7. Plan for emergency food provision ‘forever’



Cautionary notes

- 1. Investment was not enough**
- 2. Investment is under strain**
- 3. Wrap-around services are vulnerable**
- 4. Greater reliance beyond public services**
- 5. Take care to ensure that solutions doesn't inadvertently create problems**



The way ahead



What about the band?
A final word

THE
FUN BOY THREE
WITH **BANANARAMA.**



IT AINT WHAT YOU DO

FB3



Thank you for listening.

Professor John H. McKendrick
Scottish Poverty and Inequality Research Unit (SPIRU)
Glasgow School *for* Business and Society @ GCU
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Brighter futures begin with GCU

