

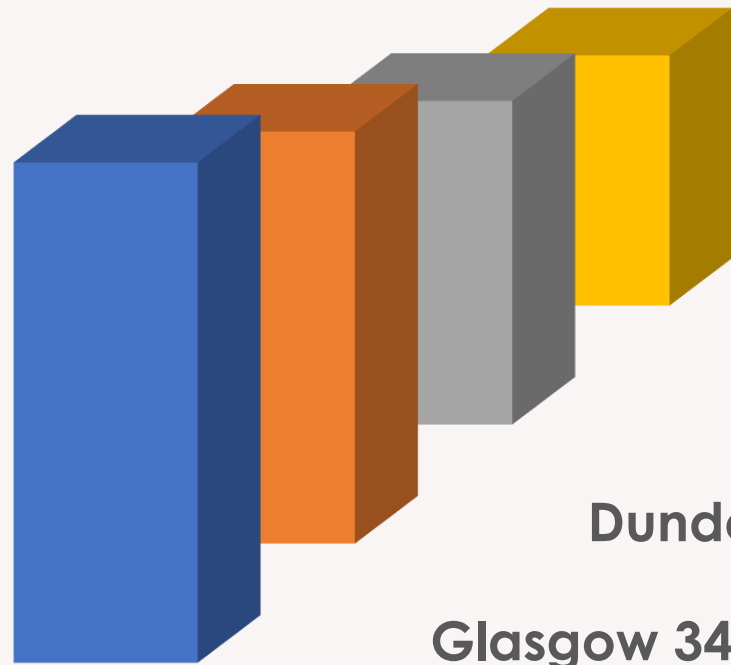
Family Finances Key Workers Approach

SURF Awards Shared Learning Event
Thursday the 8th of May 2025

Marlene Bryceland
Project Manager

Background

In Scotland 61% of working age adults in poverty and 68% of children in poverty live in a household where someone is in employment



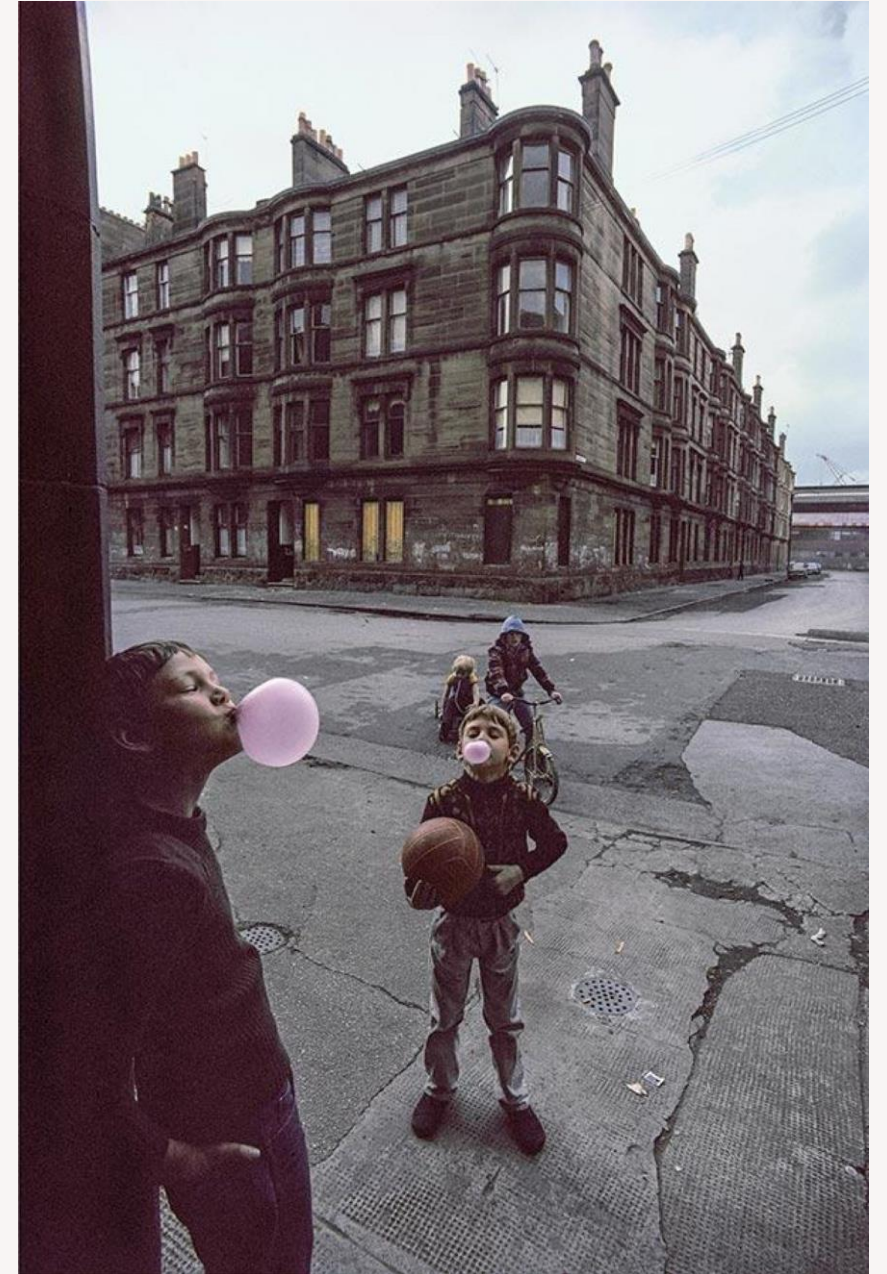
Child Poverty Rates in Scotland 2022

Aberdeen 17%

Edinburgh 22%

Dundee 28%

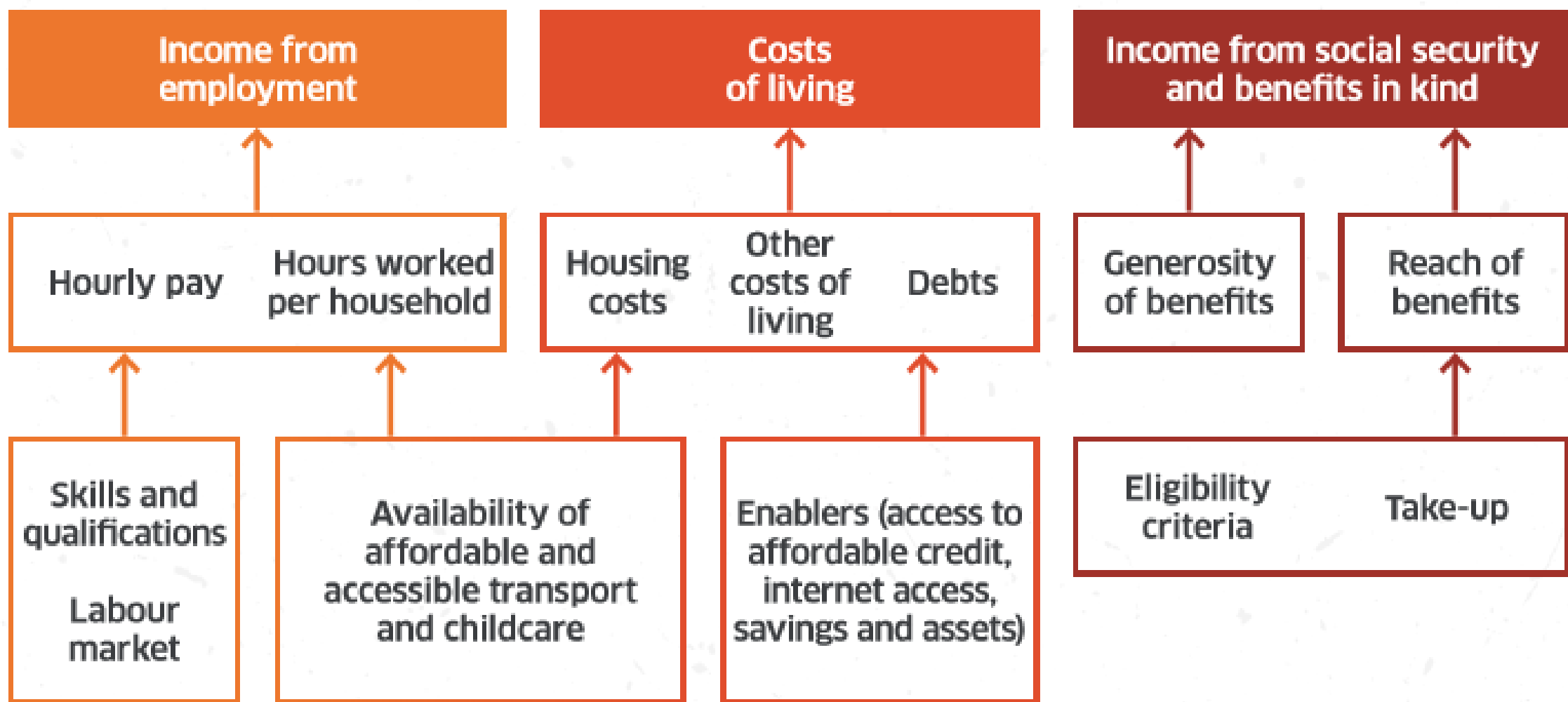
Glasgow 34%



Target Group

Percentage of parents receiving support from FFKW

- Lone Parents - 45%
- Disabled Parents - 18%
- Child with a disability - 16%
- Parent with 3+ children - 32%
- Minority Ethnic - 66%
- Youngest Aged < 1 Years - 10%
- Mothers Aged < 25 Years - 9%





Referrals

Via one of our partners or self-refer

Telephone call, text or email

Assigned a named mentor

Place and time suitable for the parent

Support is offered at the parents pace, and for as long as they wish and at a date and time that suits them

HNA and Action Plan

Range of needs

Action plan - created together with the parent

Partner organisations

Crucial to supporting the parent to progress and achieve goals

Impact

2024-2025

- Parents supported to secure employment achieved a combined uplift in annual earned income of £1,785,000.
- Supported 306 parents to access level 2 financial support (complex situations affecting benefits, debt resolution etc) and a further 143 parents to access one-off support (fridges, mattresses, DHP.)
- 202 parents secured a learning outcome (work related qualification Higher/Further education qualification etc)

Impact

Melissa is a 42-year-old mother with four children, aged 16 and under. When she first engaged with the Family Finances, she was working part time on a zero hours contract and had spiralling debts. She was stuck in a cycle of poverty which was affecting her confidence and the overall wellbeing of herself and her family. Her eldest daughter was planning to leave school to get a job to help with the household income.

As a direct result of support from her Key Worker she has secured full time employment, paid off her debts, purchased a car and has some savings in the Credit Union. Her household income has increased by £1,900 per month. Melissa has recently secured a mortgage to purchase her own home. Her eldest daughter is now staying on at school, studying to obtain the highers she needs to meet the conditional offer she has for Strathclyde University.

GlasgowLife

FAMILY FINANCES SUPPORT

NEED
HELP?

Are you a parent or kinship
carer?



The Family Finances Team can help you:

- Move on to better paid employment
- Start your career
- Access FREE training and education
- Gain control of your household finances

Get **FREE** 1:1 advice and support from a family finances key worker.

Supporting parents and kinship carers to increase their income through employment.



Scottish Government
Riaghaltas na h-Alba
gov.scot

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