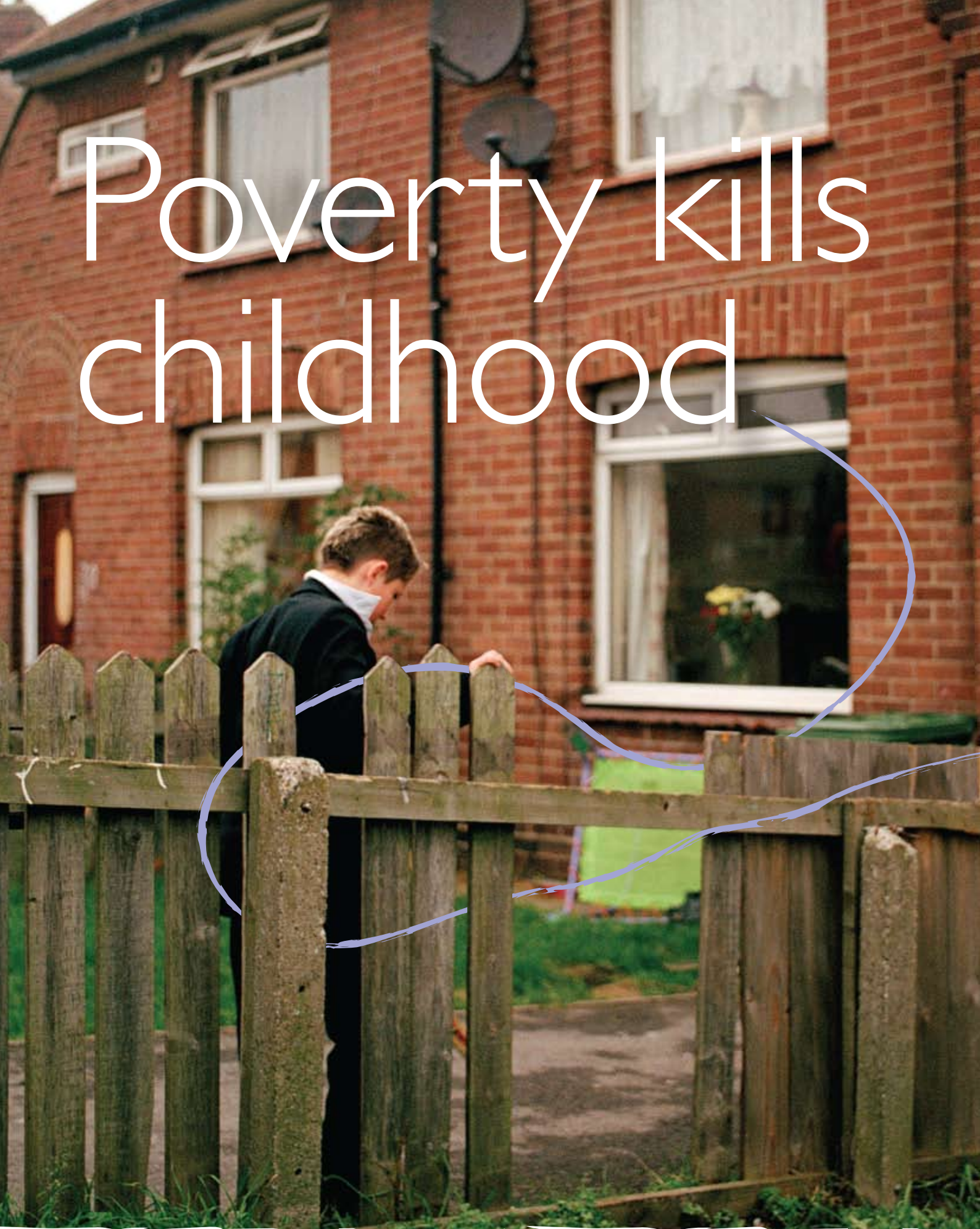


# Poverty kills childhood



Save the Children's UK Programme:  
Annual Report 2009



**Save the Children**  
UK

Our mission is to inspire breakthroughs in the way the world treats children, and achieve immediate and lasting change in their lives.

Our vision in the UK is to end child poverty by 2020.

### **Our values**

**Accountability:** We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

**Ambition:** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

**Collaboration:** We respect and value each other; thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

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Teri Pengilly

Kelis, 4, at one of our 'Inspiring Change' projects in London

# A fair deal for children

The UK is the fifth largest economy in the world, but nearly 4 million children still live in poverty, with 1.7 million children living in severe poverty.

**It's not fair** that children have to eat the food supermarkets throw away or are bullied at school because they can't afford a new uniform.

**It's not fair** that parents have to make the choice between giving their children a hot bath or a hot meal.

**It's not fair** that children pay the price for an economic crisis they didn't cause.

The UK government has promised to halve the number of children living in poverty by the end of 2010. But at the current rate, it will miss this target by as much as 600,000 children. In 2009, the government needed to invest £4.2 billion to get back on track, but the Chancellor allocated just £140 million.

Crispin Hughes/Photofusion

One child in four in the UK  
is growing up in poverty.



# The difference we made: Save the Children UK in 2009

Save the Children's UK programme has a fantastic history of achieving breakthroughs for children. Back in the 1940s, we successfully campaigned for free school meals and milk for every child in the UK, and introduced the UK's first playgroups and after-school clubs.

Today, we're still pushing to make sure all children in the UK get a fair deal. In 2009, we lobbied 10 Downing Street to meet the government's promise to end child poverty. We provided children from London to Glasgow with video cameras to give other people – including MPs and policy-makers – an insight into what it's like growing up in deprived communities. We worked with some of the UK's best-known companies and with highly motivated groups of young people to tackle poverty at the grassroots, create new solutions and inspire change. And, as the recession hit, we gave emergency funds to families who needed them most.

In the December 2009 pre-budget report, the government committed to providing free school meals for an extra 500,000 of the poorest children – a decision that would lift 50,000 children above the poverty line. Stephen Timms, the then Financial Secretary to the Treasury, called us to say, "Save the Children, who pushed for free school milk 60 years ago, can certainly take some credit for our announcement today." As we went to press, the new government has reversed this decision, saying it was not adequately budgeted for. We'll be campaigning to reinstate these free school meals – they would make a huge difference to children in families on the lowest incomes.

In 2009, we supported thousands of children across the UK to lift themselves out of poverty. We worked in partnership with Westminster, devolved governments

and many grassroots groups to run 21 projects across the UK. With the generous support of our donors, we spent £3.7 million on programmes that helped lift children in the UK out of poverty.

Our wider work – from anti-bullying campaigns to helping refugee and asylum-seeking young people get access to higher education – reached a further 400,000 children, young people and families.

## **End child poverty – it's the law**

Working within the End Child Poverty coalition, we helped to enshrine in law the government's promise to end child poverty by 2020. "The Child Poverty Act 2010 has cross-party support, so no matter which government is in power, it will have to fulfil this commitment and prioritise this goal throughout the next parliament," said our Director of UK Programmes, Fergus Drake.

## **Inspiring Change: grassroots projects in local communities**

We started 13 'Inspiring Change' groups across the UK, led by children, young people and parents. They've already worked with the police in Westminster to find a new approach to tackling street gangs, created a healthy eating taskforce in Newham and pioneered a mobile crèche in east Glasgow. "I wish there were more groups like this one," said Xarifa, a mother in Newham, referring to the Inspiring Change group she's part of, "I don't feel so alone."

## **Crisis fund**

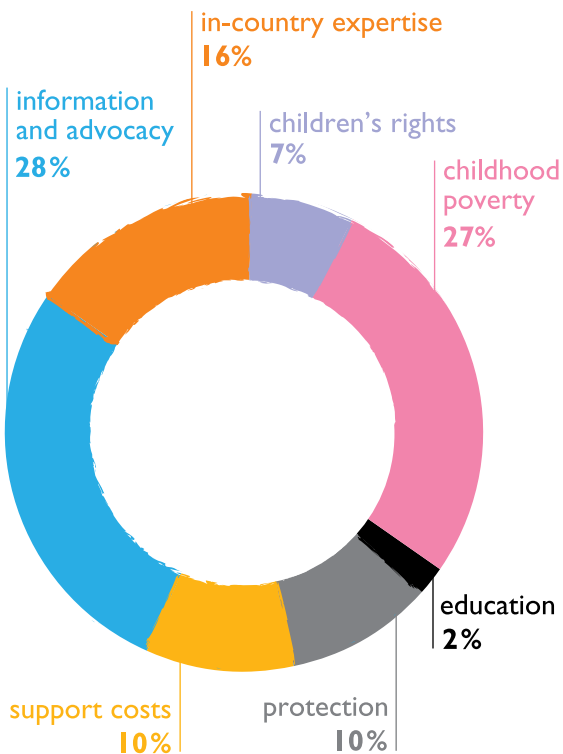
In April 2009, as the recession took hold, we stepped in with crisis grants for families struggling to get by. With the generous support of British Gas, and in partnership with the charity Family Action, we disbursed a total of £125,242 to 708 families, helping more than 1,000 children. This included £21,000 to help parents with the costs of sending their children to school. Our 'Back to School' story, covered in national media, prompted more than 2,000 texts and calls to GMTV from parents, many also unable to pay for uniforms.

## Moving evidence

With funding from transport company FirstGroup, young people in Glasgow, Oldham, Bradford and Newham used the power of film to highlight the reality of child poverty in the UK today. The five *Wee Shots* films premièred at the House of Commons – you can watch them at [www.savethechildren.org.uk/endchildpoverty](http://www.savethechildren.org.uk/endchildpoverty).

We also acted as a consultant on the Channel 4 series *How the Other Half Live*. More than 2 million viewers saw the reality of growing up in poverty in the UK today.

In 2009, Save the Children's UK Programme employed 84 staff across the UK. We spent £3.7 million in seven locations. We raised £1.28m of targeted income.



John Sanders

In 2009, we lobbied the UK government to meet its promise to end child poverty by 2020.

# Our change agenda

In 2009, the wealth of the UK's thousand richest people rose by a third, to more than £333 billion. In one of the world's wealthiest countries it's astonishing – and outrageous – that one child in four is growing up in poverty.

## **That's why, in 2010, we're:**

- working directly with thousands of children, young people and their families across the UK to tackle poverty at a grassroots level, making real changes at a community level
- raising levels of academic achievement by helping parents engage with their children's education far earlier
- recruiting thousands of campaigners to work with our politicians and hold them to their promises to end child poverty by 2020
- working flat-out to ensure the coalition government fulfils the pledge of the Child Poverty Act – to end child poverty in the UK by 2020.

## **How we work**

With seven offices across England, Wales, Scotland and Northern Ireland, our work enables us to understand the causes of poverty and the devastating effects it has on children's lives. We combine different approaches and do whatever is needed to tackle poverty – working directly with children and policy-makers, and campaigning in local communities and at the national level.

We regularly review our work and adapt to changing circumstances, but our fundamental aim remains the same – to make a lasting impact on children's lives by helping to end child poverty in the UK by 2020.

## **We're committed to:**

- innovation to find effective solutions to problems facing children
- giving children a voice – empowering them to campaign on issues that are important to them
- bringing about large-scale change to end child poverty in the UK.



Time to put child  
poverty in the  
history books



Save the Children

Peter Jones

We'll continue to campaign in local constituencies and at the national level to make child poverty a thing of the past.

# Tackling child poverty in Wales

## Inspiring Change in Cardiff

- We launched two 'Inspiring Change' projects in deprived communities in Cardiff, in partnership with Communities First. Young people discussed child poverty and looked at how they could work with other voluntary sector agencies and their local authority to help improve their communities.
- In 2010, we'll continue to work with these groups, and ensure the views of the children and young people in the groups are incorporated into Cardiff's Local Authority Child Poverty Strategy.

## Making the case

- Our research report, *The Price for Being Poor: A report on reducing the poverty premium in Wales*, identified ways that the Welsh Assembly Government could support low-income families avoid the poverty premium. It specifically examined financial services, fuel and education. As a result, our campaign on back-to-school costs got fantastic media coverage, including TV and radio interviews, and articles in the *Western Mail* and local Welsh papers.
- Our report, *Working Better Together*, looked at what can be done to address the severe disadvantages in education faced by children from poorer families in Wales. We've used the report – which is based on interviews with children, families, schools and our partners in Neath Port Talbot – to open up discussions with the Welsh Assembly Government and to keep the issue of child poverty high on the political agenda. The findings of the report will inform the development of our education programme and its implementation in Wales.

## Influencing the Welsh Assembly Government

- We were instrumental in developing the draft bill on child poverty – the Children and Families (Wales) Measure. We submitted a comprehensive consultation to the Welsh Assembly Government, and we challenged key ministers and civil servants to ensure the proposed legislation was wide-ranging, had firm targets and encouraged children living in poverty to be involved. A set of national standards on children's participation that we developed were included in the draft bill.
- We supported and advised the Welsh Assembly Government on its plans to incorporate the United Nations Convention on the Rights of the Child into Welsh legislation.

## Child Poverty Solutions website

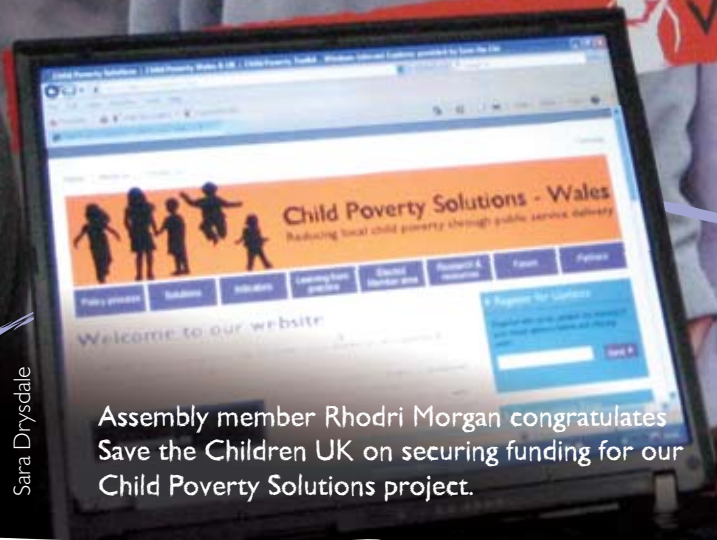
- Our highly regarded Child Poverty Solutions website continues to offer local authorities a toolkit to tackle child poverty in local communities. The project has secured funding from the Welsh Assembly Government for a further three years, and will be instrumental in helping public bodies understand and implement the Children and Families (Wales) Measure. Visit the website [www.childpovertysolutions.org.uk](http://www.childpovertysolutions.org.uk)

# 192,000

children live in poverty in Wales today,  
one child in three.

Sara Drysdale

Will you?

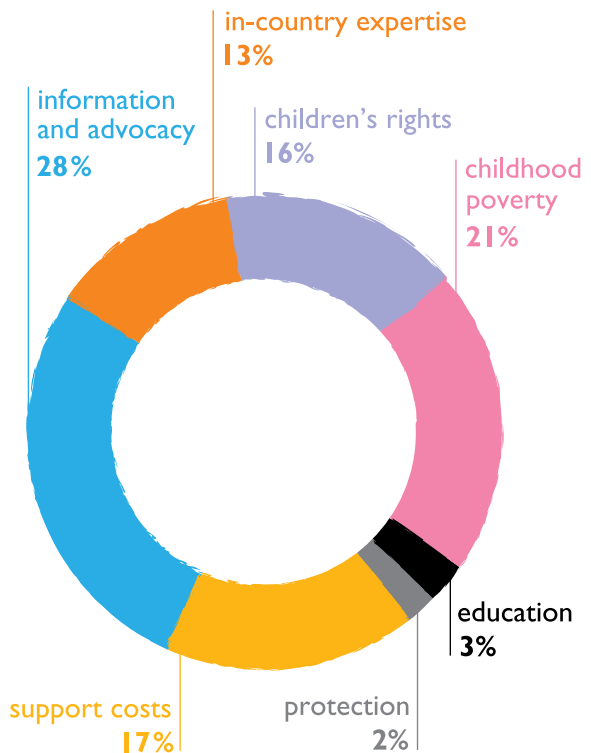


Assembly member Rhodri Morgan congratulates  
Save the Children UK on securing funding for our  
Child Poverty Solutions project.

## Investing in children

In Wales, in 2009, we spent  
£1.1 million across seven areas:

- in-country expertise
- children's rights
- childhood poverty
- education
- protection
- support costs
- information and advocacy



# Tackling child poverty in Northern Ireland

More than 100,000 children are living in poverty in Northern Ireland. 21% of these children are living in severe poverty, missing out on regular items that the rest of the community see as essential. This is almost double the average for the UK.

## Speaking Out About Poverty

→ Thanks to support from Children in Need, we kick-started three 'Speaking Out About Poverty' projects in Strabane and Belfast. 29 young people aged 13–18 took part, looking at their experiences of poverty and its effects on their local communities. We are working with these young people to develop a way to promote a positive image of young people within their communities and draw media attention to the lack of opportunity for young people in their areas.

## Northern Ireland Anti-Bullying Forum

→ The Northern Ireland Anti-Bullying Forum's theme for Anti-Bullying Week was 'travelling to and from school free from bullying'. In order to reach as wide an audience as possible, the forum led the development of a powerful series of TV ads, highlighting the theme of this year's campaign, broadcast on GMTV and UTV. In all, 661 schools registered to take part in Anti-Bullying Week. More than 200,000 people saw at least one of the advertisements at least four times and noted the impact of the Anti-Bullying Forum.

## Making the case

- Our research report, *Taking a Closer Look*, produced with support from the Family Fund, explores what life is like for families living with a disabled child or adult. Families talked of 'living on a knife edge' because of the extra costs they face. Our report called on the Legislative Assembly to take action to help these families access the care they need. We launched the report at Stormont to an audience that included eight members of the Legislative Assembly, and also sent it to key ministers in the Assembly.
- Along with Queens University Belfast and the Prince's Trust we funded research into the experiences of children and young people in six communities that are particularly affected by poverty and the legacy of conflict. The report, *Childhood in Transition*, sets out a framework for action for government departments and the voluntary sector at this key moment in Northern Ireland's history.
- In partnership with the Children's Law Centre, we held an event in the Long Gallery at Stormont to mark the 20th anniversary of the United Nations Convention on the Rights of the Child (UNCRC). Dr Maria Herzog, member of the Committee on the UNCRC, was the keynote speaker. During her stay in Belfast she also met with key ministers and visited children detained in the Hydebank Young Offenders Centre.



Press Eye

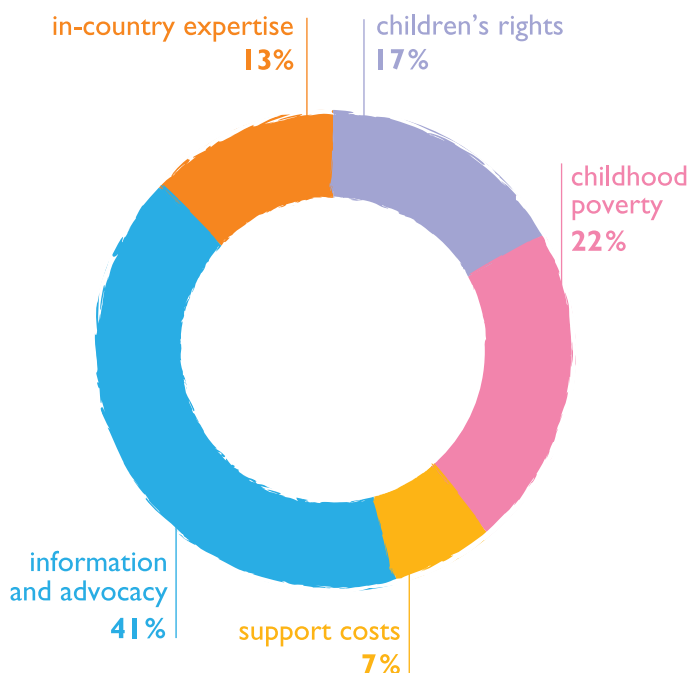
Pupils at Lagan Integrated Collge, Belfast, took a stand against bullying.

100,000 children are living in poverty in Northern Ireland.

## Investing in children

In Northern Ireland, in 2009, we spent £462,000 across five areas:

- in-country expertise
- children's rights
- childhood poverty
- support costs
- information and advocacy



# Tackling child poverty in England

## Campaigning for change

- We visited district youth forums, school councils and youth groups to ask more than 250 young people aged 11–20 whether they thought Manchester should have a new young people's council. "I believe that with the correct support, advice and resources a youth council could make a huge difference for Manchester, especially if the youth voice is taken seriously," said a young person at one of the forums. Our report and findings were presented to Manchester City Council. We were delighted when the Head of Service told us they have adopted our recommendations.
- With support from the government's Child Poverty Unit, we gathered the views of 129 children and young people in London, Manchester and Bradford on the government's consultation paper 'Ending Child Poverty – Making it happen'. Their views were reflected in a report that was submitted to parliament and used to inform the development and progress of the Child Poverty Bill.
- Following our campaigning and advocacy with the UK government over many years, the United Nations Convention on the Rights of the Child now applies to children subject to immigration law.

## Brighter Futures

- Thanks to the support of the Big Lottery Fund, we completed our Brighter Futures programme for young refugees. Jordin, 16, a young refugee who was bullied at school, said, "I'm proud to be a member of this group... It is important to be happy with who we are as it gives us more influence and confidence in the work we are doing."
- Our three Brighter Futures groups of young people from London, Manchester and north-east England organised 'Open Minds', a conference for young refugees and asylum-seekers. They urged decision-makers who attended to 'open their minds' to the issues faced by young refugees and targeted those in a position of influence to make a change to issues such as post-16 education and the right to work. Consolée, 16, a young asylum-seeker, said, "This conference was important because many

people came and heard about our campaigns and we want more people to be aware of our issues. Policy-makers will hear what we have to say and help us to make change. Young people in this situation are so vulnerable in the UK and we want people to know that we are here and that we have rights to build for the future."

## Our Shout

- In Bradford, we were successful in our bid to The Big Lottery for three years funding for the Our Shout project, which allows children and young people to campaign about issues related to poverty. Two young people from Our Shout travelled to the Conservative Party conference to show the Wee Shots films and talk about the issues facing them.

## Inspiring Change in London

In 2009 we began two 'Inspiring Change' groups for children and young people in Westminster and Newham.

- In Newham we partnered with two local organisations – Love Life Generation and Race Equality. We trained young people to work with us to recruit and support a younger group of teenagers to develop a grassroots change project that inspired healthy eating ideas for families in their local community on a budget of £10.
- In Westminster, we developed the skills of young people to critically review their communities and take action to make changes around a variety of issues including street safety, youth unemployment and access to free school meals.

## Wee Shots

- Three young people from Newham, east London, showed their Wee Shots film at the Labour Party conference. They talked to politicians about child poverty in their communities. Seven more young people from Newham and Bradford also showed their Wee Shots films to politicians at the House of Commons. They talked about the challenges they face living in poverty and what can be done to tackle it. The event was well attended by MPs, peers and other decision-makers.



Teri Pengilly

Maxine, a member of our Munch the Crunch group in Newham, east London, has been learning how to feed a family of six a healthy meal for £10. "Although I don't always have that much," she says.

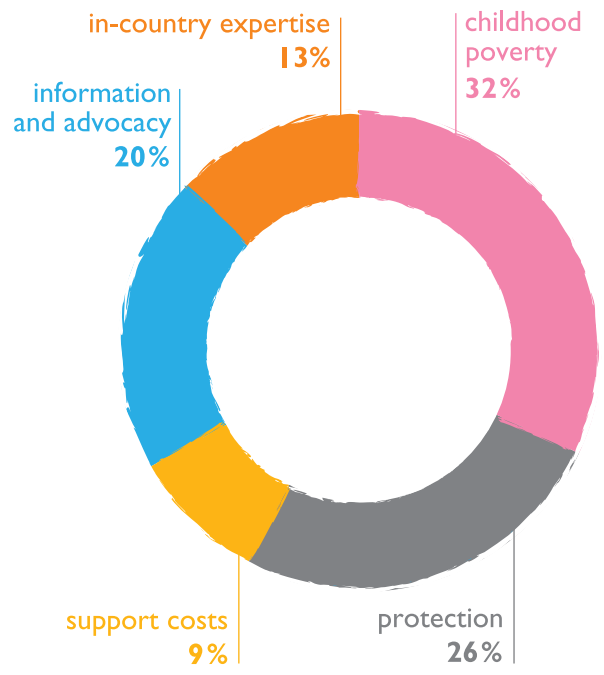
31%

of children in England live in poverty – that's 3.3 million children whose families live below the poverty line.

### Investing in children

In England, in 2009, we spent £1.3 million across five areas:

- in-country expertise
- childhood poverty
- protection
- support costs
- information and advocacy



# Tackling child poverty in Scotland

## Inspiring Change in Glasgow

→ We launched two 'Inspiring Change' projects in Easterhouse, Glasgow for 15–16 year-olds. We worked to develop improved communication skills with young women, focusing specifically on communication between younger and older people in their community. Their change project brought together people of all ages through a community tea party, which included arts and crafts activities, and games to develop trust and mutual respect. The price of admission was the promise to make a contribution to the local community. Three girls from the group later travelled to London to present papier mâché figures made out of End Child Poverty leaflets to the then Chancellor of the Exchequer, Alistair Darling. Their story was reported in the media.

## Campaigning for change

- The Scottish Government agreed to develop a three-year child poverty strategy, which will be reported against annually under the Child Poverty Act. This happened as a direct result of our campaigning and influencing activities. Throughout the year, we led and coordinated action by members of the End Child Poverty coalition in Scotland to influence ministers and members of the Scottish parliament.
- Hundreds of children and young people in Scotland took action to support the campaign to End Child Poverty. Several groups met with their local MPs and one group of children made sure their views were heard when they met with the Secretary of State for Scotland at Ashpark Primary School.

- We made sure that child poverty became one of the key issues during the Glasgow North by-election, by preparing a briefing for candidates and the local media, and setting up meetings between candidates, staff and local parents.
- Throughout the year we highlighted issues that affect the poorest children – such as school clothing grants, rising unemployment and debt – through the media and directly to politicians.
- We continued our work to support local authorities in their efforts to transform the life chances of the poorest children and lift them out of poverty. This included the start of a partnership with the University of Strathclyde, Glasgow City Council and West Dunbartonshire Council to assess how we can join our services together to better address child poverty.

## Wee Shots

- The Wee Shots film produced by young people in Scotland proved an effective tool in raising awareness about child poverty among key supporters and politicians. It was shown at various events, including the Scottish National Party conference and the Poverty Alliance's annual conference.

# 260,000

260,000 children in Scotland live in poverty – one child in four.



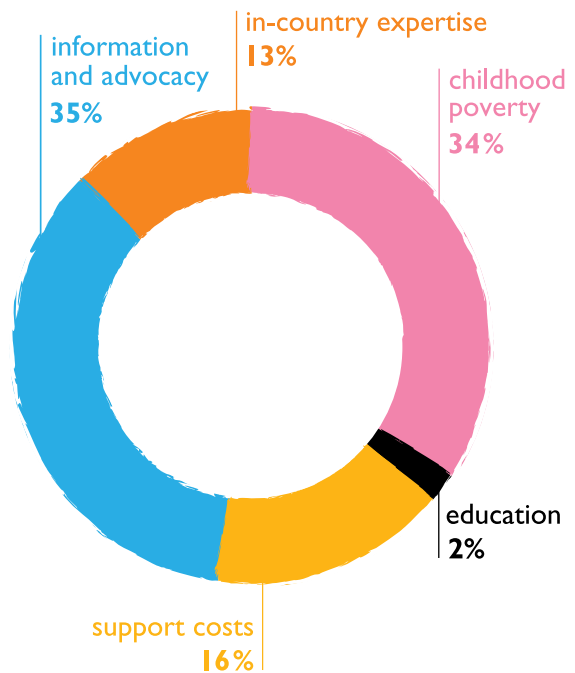
Sandy Young

Alex Fergusson MSP, the Presiding Officer of the Scottish Parliament, meets Liam at our 'Museum of Poverty' event at the parliament building.

## Investing in children

In Scotland, in 2009, we spent £813,000 across five areas:

- in-country expertise
- childhood poverty
- education
- support costs
- information and advocacy



# Next steps

## Families and School Together

As well as continuing to roll out Inspiring Change across the UK we have developed a new programme: Families and Schools Together (FAST).

In late 2009, we developed a new area of work around the gap in educational attainment between children in poorer and better off families.

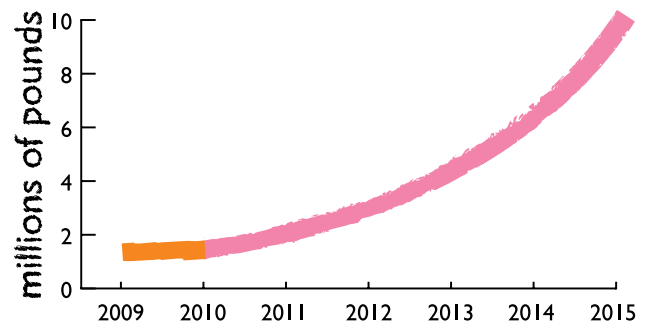
Beginning in 2010, Save the Children UK will partner with FAST, a parental engagement and community strengthening model, which was developed in 1988 by Dr Lynn McDonald, Professor of Social Work at Middlesex University, London. FAST has been recognised by the United Nations and is a core programme in the USA, Australia and Canada.

In partnership with Save the Children UK, FAST will support children's learning and development, aged 3-5 years, across the UK. This is the first time FAST will be launched on a large scale in the UK and the first time it will be offered in Northern Ireland, Scotland and Wales.

# Looking ahead

Our aim is that by 2015 it will no longer be acceptable for children to be growing up in severe poverty in the UK. Governments will have adopted policies and programmes that transform the life chances of the poorest children, and lift hundreds of thousands out of poverty. The UK will be on track to meet its target of eradicating child poverty by 2020 and Save the Children UK will be seen to have played a key role in making this happen.

A steep trajectory of growth is required for our ambitious plans to become reality.



- In 2009 we raised £1.28m of targeted income.
- By 2015 we would like to have a programme that raises £10m targeted income annually.

We're very grateful to our donors and can't wait to take you with us on our ambitious plans for growth. Ending child poverty will not be possible without your continued generosity. We're also working to inspire and attract the support of new donors.

**Together, we can end child poverty in the UK. This is our opportunity. Let's do it.**

# Thank you

A big thank you to our committed donors whose generous support and commitment to tackling poverty in 2009 have made these achievements possible:



The Taylor Family Foundation



Teri Pengilley

Elina and her daughter, Aurelia, two, are part of one of our Inspiring Change projects in London.

www.  
savethe  
children.  
org.uk

Save the Children's UK programme responds to the needs of children living in poverty in the UK today. In 2009, we had an impact on the lives of thousands of children across the UK with innovative and cutting-edge work, dealing with direct needs and driving changes in public opinion on child poverty. In 2010 and beyond, we have ambitious plans to reach thousands more children, young people and their families across the UK, and to hold the government to its promise to end child poverty by 2020.

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