



Vale of Glamorgan Anti-Poverty Event

Purpose of the Day

Mary Powell-Chandler

11th July 2013



Save the Children

Time away from the office to

- Think/reflect/learn
- Hear key note speakers – experts in their field
- Proactively participate in workshops
- Agree a way forward



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Where I fit in.....



- Head of Save the Children in Wales
- Save the Children works in more than 120 countries, fighting for children's rights
- We save children's lives
- We help them fulfil their potential



It is our vision that by 2015, children living in poverty in the UK realise their potential and have the **best possible start in life**



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Save the children

Our Ambition

By 2015 Save the Children aims to transform the lives of 1 million children living in poverty in the UK, 150,000 through our direct work



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Save the Children Wales – Our programme of Work

- The Impact of poverty on educational attainment
- FAST (Families and Schools Together)
- ESLP (Eat Sleep Learn Play) – A crisis grant scheme addressing material deprivation
- Travelling Ahead – Giving a voice to children in Gypsy and Traveller communities
- Child Poverty Solutions (ceased March 2013)
- New programmes in development



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Child Poverty Solutions

- Welsh Government-funded project
- Support for public bodies to discharge their statutory duty to tackle child poverty (Children and Families (Wales) Measure 2010)
- Single Integrated Plan



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Vale of Glamorgan – Children living in Poverty in 2012

Vale of Glamorgan - 16%

Four wards where levels exceed 25%

- Butrills – 25%
- Castleland – 32%
- Court - 34%
- Gibbonsdown – 42%



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Vale of Glamorgan – Children eligible for Free School Meals in 2012

Vale of Glamorgan - 13%

But NB the following primary schools

- Cadoxton – 39%
- High Street – 41%
- Jenner Park – 42%
- Colcot – 44%
- Oakfield - 68%



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POVERTY KILLS Childhoods

The problem is huge and hidden:

- 3.5million UK children live in poverty – 200,000 in Wales (1 in 3)
- The UK has one of the worst rates of child poverty in the industrialised world
- The majority (59 per cent) of poor children live in a household where at least one adult works.
- The majority of poor children (57 per cent) live in a household headed by a couple.
- **Poverty destroys health**
- **Poverty destroys futures**
- **It affects everyone:**
Poverty costs the economy £25billion a year
- **It is getting worse - we need to act now, today.**



“It’s a case of either heating or food - one or the other.”

Parent living in poverty,



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