

Breaking the Cycle 2

– a strategy for tackling child and family poverty and economic disadvantage in Cambridgeshire

Lisa Faulkner, Strategy Manager



Context:

- 2010 Child Poverty Act
- Child Poverty Champions Group established through the Children's Trust
- "Breaking the Cycle" - our first Child Poverty Strategy - 2011-2014

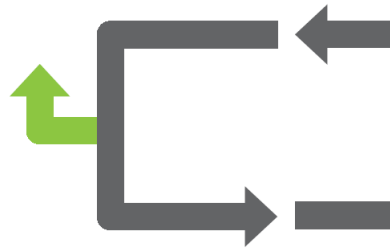


Our first Child Poverty Strategy



Breaking the Cycle

A strategy for tackling child and family poverty and economic disadvantage in Cambridgeshire
2011 - 2014



www.cambridgeshire.gov.uk/childrenyoungpeople/childrentrust



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Our second strategy explores:

- What our data tells us
- Cambridgeshire's economy
- Recession, austerity and the costs of poverty
- Learning from our frontline practitioners
- Peer research with parents and young people living in poverty

And sets out our strategic priorities over the next 3 years.



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Child Poverty – the issues in numbers:

- Almost 15,845 children living in poverty in Cambridgeshire
- Almost 80% **do not** live in our most deprived areas
- 70% of jobs in Cambridge City are high skills occupations
- 22,000 more jobs between 2011-2013 – but 15,000 are elementary occupations
- 1 in 3 lone parents are not in employment



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The issues in words:

Financial crises

- Struggling with budget planning
- Inconsistent employment
- No contingencies to deal with sudden emergencies

I had an unexpected bill go out of the bank and it left us with nothing – I had to use the food bank...

I once used a loan shark called "Quid Finder" but even just to sign up to the website they charged me £69. This put me in more financial debt...



The impact of living on a low income...

- Difficult to eat healthily
- School uniform
- No "treats"

I can afford the basic food – Simple Value and pot noodles – but I can't afford good healthy food...

There's nothing worse than not being able to buy your daughter an ice cream...



And:

Living on a low income is stressful and gets you down

I don't feel like the people you speak to really give a damn...

It's very difficult – the stress of money and debt gets you down. Between you and me, it's got me to the point of suicide before. When you're on your own and you have debt coming through the door, it's very scary...



What would really make a difference?

For families:

- Free activities for families with older children
- More support for parents to get back to work
- Support for parents to gain qualifications

And for young people:

- Help with managing money/budgeting
- Support with getting a job



Our joint objectives for 2014-17:

- **Objective 1: Building Communities**
Families in poverty can access a range of help from within their local community – linking with other families, voluntary organisations and public services.
- **Objective 2: Building Futures**
Adults and young people have the skills and opportunities to access employment and become financially secure.
- **Objective 3: Supporting the most vulnerable**
For the most vulnerable families and where there is a risk of crisis, organisations step in quickly, coherently and decisively to find solutions.
- **Objective 4: Communication, information and advice**
Organisations understand the issues facing people in poverty and the impact this can have, and make information, advice and support as easy to access as possible.



Proposed partnership work this year:

- Cross-Partner support to prepare young people for the future, including financial skills and employability support – 4 projects
- Addressing the incidence and impact of benefit sanctions on vulnerable families
- Developing a cross-Partner system to identify and support families at risk of homelessness



Questions and discussion

- Comments on the strategy?
- Comments and contributions to pledges?
- Suggestions on membership of the task groups to take forward the partnership activity
- And any other comments?

