

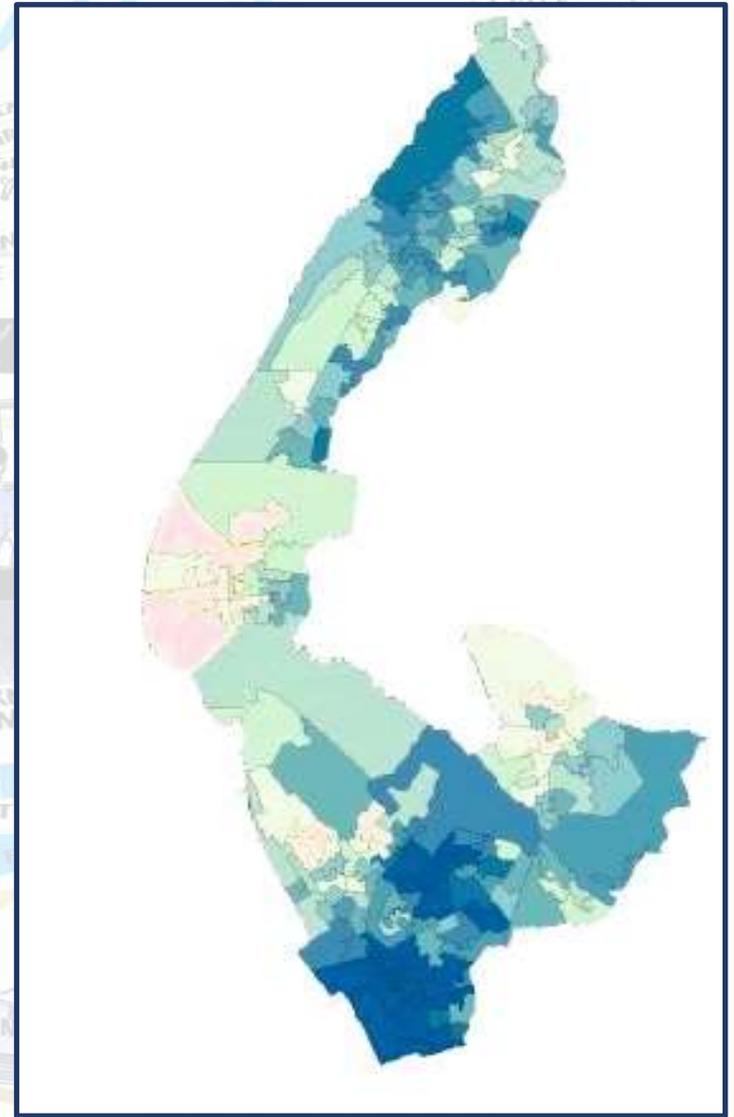
# Tackling Child Poverty in Sefton

*“Poverty destroys life chances. You cannot level up the country with millions of children in poverty so it’s vital the Government brings forward a credible plan to reduce poverty.”*

**Imran Hussain, Director of Policy, Action for Children**

## Inequalities in Sefton

- **Five** of Sefton's neighbourhoods fall into the **least deprived 5% of neighbourhoods** nationally.
- **Twenty-four** of Sefton's neighbourhoods fall into the **most deprived 5% of neighbourhoods nationally**.
- **Five** of Sefton's neighbourhoods fall into the **most deprived 1% of neighbourhoods nationally**.

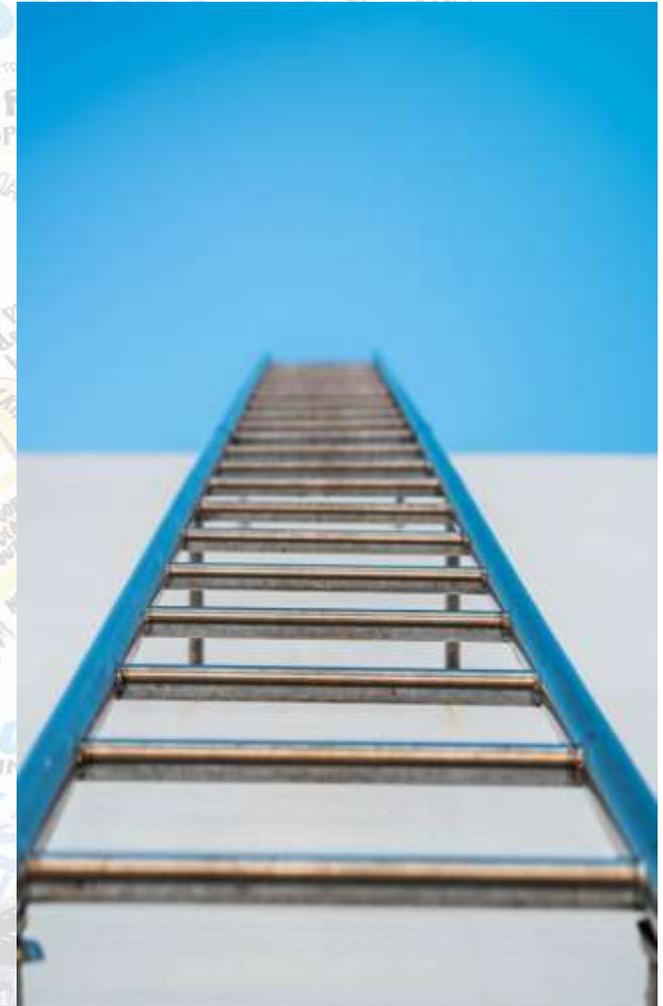


## Inequalities in Sefton

The social mobility scale ranges from 1 – most socially mobile – to 533 – least socially mobile.

Sefton's ratings on the scale are:

- Southport 95<sup>th</sup> place
- Sefton Central 96<sup>th</sup> place
- Bootle 502<sup>nd</sup> place
- **Bootle – 502 out of 533**



# The key themes of our child anti-poverty work are:

- Prospects
- Pockets
- Places

[www.sefton.gov.uk/Child-Poverty](http://www.sefton.gov.uk/Child-Poverty)



## Sefton Child Poverty Strategy 2022

*Tackling Child Poverty in Sefton*

Sefton Council 

Sefton  
2030  
Ready for the future

## In Sefton, our goals are to:

Reduce the level of poverty and time spent in poverty now.

Minimise the harmful effects of poverty on educational achievement, health, and wellbeing now and later in life.

Prevent future poverty for today's children and young people.



Drawn By Claire & Holly from  
[WWW.MORETHANMINUTES.CO.UK](http://WWW.MORETHANMINUTES.CO.UK)

# In Sefton, we are committed to:

Ensuring the places where we live and spend time are strong on the fundamental, universal things everyone needs to live well.

Creating more connected, accessible and inclusive spaces, that support social cohesion, diversity and participation.



# Pockets- Maximising financial resources of families on low incomes



Increase the number of households who can access employment that provides an acceptable standard of living



Do what we can to reduce the cost of living and to remove financial and other barriers that lower the benefit low-income families get from local opportunities and support on offer



# Caring Business Charter

This Charter reflects the shared commitment of the business and Sefton Council to helping care experienced and other vulnerable young people prepare for and access the world of work, and reflects the shared commitment to supporting the communities in which we live and work.

### Sefton Council will:

- ✓ Help develop the above opportunities to align to the needs of the employer and its sector
- ✓ Connect the business with suitable candidates
- ✓ Support the ongoing development of the relationship between the employer and the young person
- ✓ Ensure recognition of the contribution this Caring Business is making to its community

opportunity per year for a care experienced young person in Sefton.

employment

care experienced people, to be the minimum criteria for the

Your name \_\_\_\_\_  
 Your title \_\_\_\_\_  
 or business name \_\_\_\_\_

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Business \_\_\_\_\_  
 Signed: \_\_\_\_\_

Ion Moher  
 Leader  
 Sefton Council



This charter aims to link our cared for and care experienced young people with local employers opening up opportunities for them in their chosen sectors.

**Cllr Trish Hardy, Sefton Council's Cabinet Member for Communities and Housing at the launch of our Childhood Poverty Strategy last year.**

*“Tackling childhood poverty is key to us achieving all our priorities and should be squarely at the centre of everything we do, and this is the next step in the work we have been doing since 2015 on welfare reform and anti-poverty.”*

[www.sefton.gov.uk/Child-Poverty](http://www.sefton.gov.uk/Child-Poverty)



# Prospects- Improving the life chances of children in poverty



Acting early and focusing on the needs of parents to create the best possible support for children's learning and development at home



Narrow the educational attainment gap between children from low-income families and their better off peers

# Our last conference – overcoming the lifetime legacy of growing up in poverty

## We discussed the themes of:

- Prospects through education and skills
- Cradle to Career
- Prospects through solid foundations in early years
- Prospects through 'Place' including regeneration and employment.



Happy 'n' Healthy partners at the last Sefton Child Poverty Strategy event.



# Sefton Child Poverty Strategy

CHILD FRIENDLY SEFTON

ISN'T THE BIGGEST MONSTER THAT THE POVERTY THAT THEY ARE LIVING IN

I'M ALWAYS EMOTIONAL, PASSIONATE & ANGRY

I'M ANGRY THAT CHILDREN IN SEFTON FIND THEMSELVES, THROUGH NO FAULT OF THEIR OWN, IN POVERTY

IT'S A GOOD JOB THAT MUMMY DOESN'T GIVE MUMMY AS SHE ALWAYS GIVES ME HER TOAST

WE HAVE MORE THAN EVER CHILDREN LIVING IN SEFTON POVERTY PROOFING SCHOOLS

WE NEED TO BE ABLE TO MOVE OUR FAMILIES OUT OF POVERTY

IT IS A COMMITMENT FOR THEIR ENTIRE LIFE TIME

GREAT MILESTONES & GREAT PROSPECTS & GREAT OPPORTUNITIES

SEVERE CONCENTRATIONS OF POVERTY IN SOME NEIGHBOURHOODS

ELIMINATE CHILD POVERTY WITHIN EXISTING RESOURCES

The problems are deep seated, historical,

intergenerational, interlocking & intersectional

HOW DO WE INSPIRE OUR YOUNG CHILDREN?

make EDUCATION affordable for ALL

CRADLE to CAREER

INTERVENE EARLIER ON PREVENTION

LIVED EXPERIENCE LISTEN TO

POVERTY TRAUMA DISRUPTION

THROUGH THE LENS OF CRIMINAL JUSTICE

- HE PROVIDERS
- INDUSTRY
- APPRENTICESHIPS
- LTMU
- SCHOOLS
- HOPE
- LIPA
- HUGH BAIRD

POOR EDUCATION OUTCOMES NOT REGISTERED WITH A GP

UNLOCK THE POTENTIAL

WHAT SKILLS DO YOU NEED? LEVERAGE THE ASSETS

18.3% in Sefton are now experiencing poverty

Every working day that's 2 children

Every child is of every child is supported by Shared Agenda & COMMUNITY & SUSTAINABLE CHANGE

IT COSTS THE GOVERNMENT A HUGE AMOUNT OF MONEY

DON'T LABEL PEOPLE

TRANSFORMATIONAL LONG TERM INCLUSIVE GROWTH

- what can we do as a PARTNERSHIP
- SOCIAL ISOLATION & MENTAL WELLBEING
  - FOOD & NUTRITION
  - ADVICE, ADVOCACY & AWARENESS
  - EXCHANGE SCHEMES - SWAP SHOTS
  - CHILD CARE
  - PRACTICAL SUPPORT



ENGAGE YOUNG PEOPLE DO SOMETHING WITH THEIR FEEDBACK

DATA SHARING

CORRECT LANGUAGE

WE NEED TO WORK TOGETHER

WHERE ARE THE GAPS?

PANEL

CO PRODUCTION

LISTEN

STRENGTHEN AND DIVERSIFY ECONOMY

BUILD RESILIENCE

YOUTH ENGAGEMENT

IT'S THE GROWN UP'S THAT NEED TO PROTECT THE CHILDREN

CO LOCATION



TOUCHPOINTS BETWEEN STRATEGIES

MAKE SURE WE ARE JOINED UP



BEING UNDERSTANDING

Drawn By Claire & Holly from WWW.MORETHANMINUTES.CO.UK



Be the difference

# Places- creating connected, inclusive, distinctive environments where everyone can enjoy the good things in life



Ensure the places where we live and spend time are strong on the fundamental, universal things everyone needs to live well.



Create more connected, accessible and inclusive spaces, that support social cohesion, diversity and participation

# Tackling child poverty in Sefton by focusing on 'Place'

- our neighbourhoods
- our homes
- our streets
- our local facilities
- our planning for the future



# Big plans for Bootle Strand



# In Southport, a new, £73 million Marine Lake Events Centre and The Light Fantastic activating the lake all year







# Sefton Child Poverty Strategy

## Our speakers today



Dr Ruth Hussey CB, OBE, DL



Michael Chang FRTPI



Stephen Watson,  
Sefton Council  
Executive Director for  
Place