

LIVERPOOL CITY REGION

Halton ■ Knowsley ■ Liverpool ■ Sefton ■ St. Helens ■ Wirral



The Liverpool City Region Child Poverty and Life Chances Commission has been re-launched alongside a new strategy setting out how child poverty will be addressed by the Liverpool City Region over the next three years. There has been good progress made in reducing child poverty across the Liverpool City Region since the first strategy was published in 2011. But evidence suggests that there are still a considerable number of families who are struggling to get by as the cost of living continues to increase, and wages are failing to keep pace.

The success of the strategy will depend on individuals, groups and organisations delivering change on the ground and the strategy sets out the detail of what is expected from different organisations.

Going forward, the Commission will focus on promoting and replicating the good work being undertaken across the City Region to tackle child poverty, spreading examples of best practice and making sure that the City Region's voice is reflected in national debate.

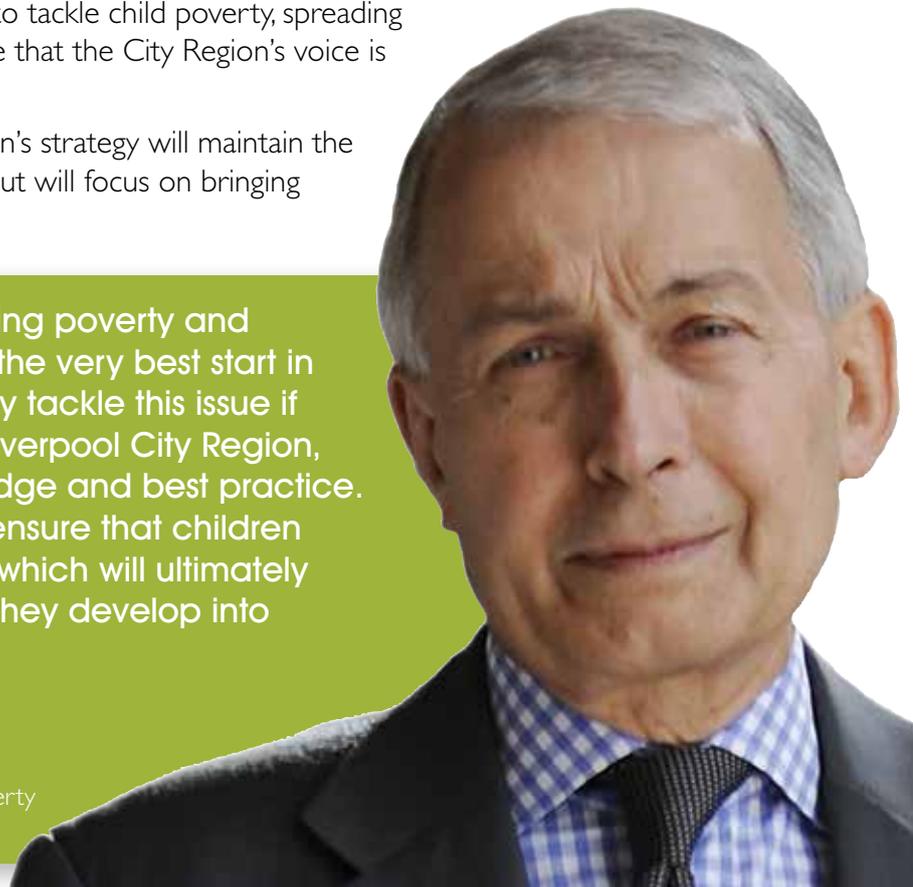
Over the next three years the Commission's strategy will maintain the Liverpool City Region's long-term vision, but will focus on bringing about change in five areas of priority.

“ We are committed to addressing poverty and ensuring our children receive the very best start in life. We know that we can only tackle this issue if we work together across the Liverpool City Region, sharing our resources, knowledge and best practice. Through our work we want to ensure that children have the very best start in life which will ultimately improve their life chances as they develop into adulthood. ”

Frank Field

MP for Birkenhead

Chair of the Liverpool City Region Child Poverty and Life Chances Commission



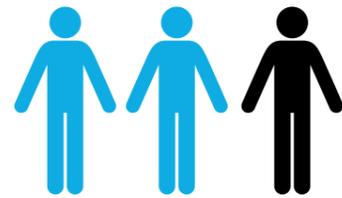
Child Poverty and Life Chances Strategy 2015-2018

Child and family poverty in the Liverpool City Region



Around a quarter of children are living in poverty

That's nearly **80,000** children



66%

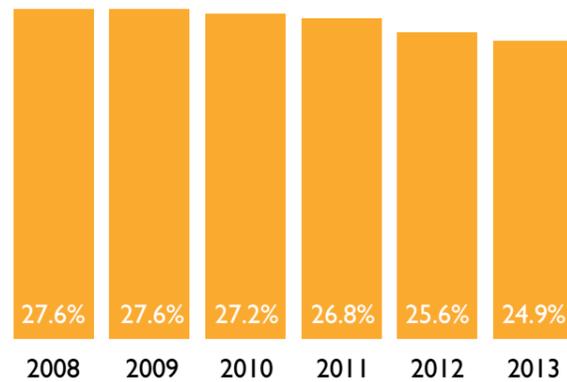
of disadvantaged pupils do not get 5 GCSEs grades A*-C including English and maths

What does it mean to have a low income?



Less than **£291** per week

Less than **£381** per week



Child poverty has been falling in the Liverpool City Region

One in four

residents earn less than the UK Living Wage of

£8.25 per hour



Average

full time pay

of residents is

lower than England across all City Region boroughs

Three out of four children in poverty live in a **single parent** family

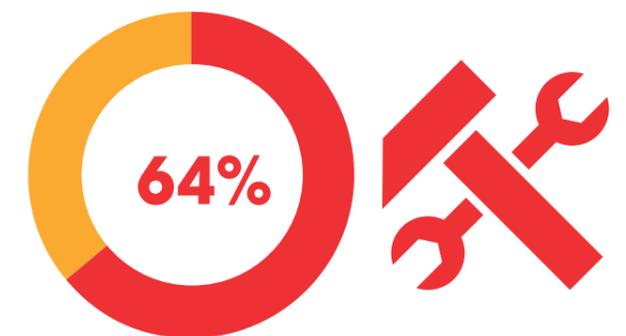


Two out of three

children in poverty are under 11 years of age



England	£13.47 per hour
Wirral	£13.07 per hour
Liverpool	£12.34 per hour
St Helens	£12.13 per hour
Sefton	£12.07 per hour
Knowsley	£12.03 per hour
Halton	£11.97 per hour



Almost **two out of three** children in poverty across all of the UK live in a family where at least **one adult** is **working**

Our vision

“Working together as City Region Partners we will reduce child and family poverty and maximise opportunities for children and young people in their life chances.

We will achieve this through a dual strategy which ensures an ever growing proportion of children and young people are ready for school and life whilst maximising family resources”

Aim 1

Ensure the best possible start in life for children & young people to improve their life chances

Aim 2

Maximise family income

Priorities 2015-2018

Birth and school readiness

School interventions, Pupil Premium and NEETs

Health inequalities and lifestyle choices

Fair employment

Transport and accessibility

Fair employment

Parental employment has long been considered as the best route out of poverty, but evidence indicates that working poverty is on the rise and employment alone is not always enough to pull families out of poverty.

The Commission will campaign to ensure that working parents are not penalised through childcare costs and that work offers a fair wage, stable employment and a route out of poverty.

School interventions, pupil premium and NEETs

Achievement in school is fundamentally linked to children's future life chances and a high quality education can help to reduce the inequality gap in outcomes.

The Commission will help to spread best practice on raising the attainment of disadvantaged children, and investigate new ways to ensure that poorer children do not go hungry, during term time or school holidays.

Birth and school readiness

The Foundation Years (from pregnancy to age 5) are critical to a child's development, and experiences during these years have a major impact on future life chances.

The Commission will investigate how Pupil Premium can be used best to improve school readiness of disadvantaged children and ask Children's Centres to find new and innovative ways of providing Foundation Years services.

Health inequalities and lifestyle choices

Children born into poverty are more likely to be premature, have a low birth weight, have a smoking parent, and less likely to be breastfed or receive all their immunisations.

The Commission will continue to focus on reducing smoking during pregnancy and childhood, and promote new ways to increase uptake of immunisations.

Transport and accessibility

A comprehensive and affordable transport network is crucial for people to access education, training or employment and to socialise and play an active role in local communities.

The Commission will work with Merseytravel and other partners to make transport more affordable, by promoting the 'My ticket' scheme for young people and working with schools to find ways to use Pupil Premium to increase transport options.

For further information and to see the full strategy, go to www.knowsley.gov.uk