**EMBARGOED UNTIL 00:01 MONDAY 5 JUNE**

**31 May 2023**

New figures show more than a third of children in North West living in poverty

**Interviews with Graham Whitham, End Child Poverty Coalition Spokesperson are available. Images available** [**here**](https://drive.google.com/drive/folders/1GZECuwl1NVrqgvfV4jHELt2jT0WZ9UUp) **(please credit Save the Children). Local authority and constituency data available at the end of this release.**

* **Across the North West region more than a third (34.3%) of children are living in poverty**
* **Among the region’s local authority areas, the highest levels are in Manchester where 44.7% of children are living in poverty, closely followed by Oldham (43.6%) and Pendle (42.5%)**
* **Poverty is a problem is the region’s other big cities, standing as 38.9% in Liverpool and 36.7% in Preston**
* **More children experiencing poverty than ever (seven in ten) live in working households**

Today the End Child Poverty Coalition launches its annual child poverty statistics for the UK, revealing child poverty levels at a local authority and Westminster constituency level.

Government data have shown that a third (34.3 per cent) of children and young people in the North West region are living in poverty, the equivalent of ten children in a classroom of 30. The new research, carried out by Loughborough University on behalf of the coalition, reveals that in Manchester this figure reaches a third (44.7%) of all children and young people – or a staggering 13 children in a classroom of 30.

Across the region the number of children living in poverty has seen a worrying increase, rising 5.4 percentage points since 2014/15. During this time, child poverty only rose by one percentage point across the UK.

Eight of the region’s local authorities also now feature in the list of the twenty council areas with the highest child poverty rates in the whole of the UK – with Manchester having the third highest child poverty rate in the country.

A picture containing text, screenshot, number, font

Description automatically generated

Commenting on the figures, Graham Whitham, End Child Poverty Coalition spokesperson and CEO of Greater Manchester Poverty Action said: “These new figures are shocking but not surprising. Child poverty rates have been rising in the North West for a number of years, and government failure to adequately support people means there is no safety net when something like the pandemic or cost-of-living crisis hit.

“Crisis responses and temporary sticking plasters are very clearly not working, and the UK government has no plan or strategy to address poverty. We need to see real policy change that protects and supports our poorest households, such as ending the two-child limit on benefits.

“While many of the main drivers to tackle poverty lie with central government, there are ways we can reduce poverty locally. We urge employers across the North West to pay the Real Living Wage, which reflects the real cost of living in a way that the statutory minimum set by government doesn’t. We also encourage local authorities to develop anti-poverty strategies which implement robust responses to poverty, and to use the Household Support Fund to give families money rather than in-kind support such as food parcels and energy vouchers.”

Nationally, the cost-of-living crisis has driven up the number of children experiencing poverty to 4.2 million last year (29 per cent of all dependent children aged 0-19), with an increasing number living in working households.

Some 71 per cent of them live in households where at least one adult works.

Liv Eren, age 19, from Halton, in Cheshire, grew up in a family on a low income and is an End Child Poverty Coalition ambassador. She said: “I am one of many young people who despite living in a working household, has still grown up in poverty. I am still haunted by the experience of growing up 'without' for lots of things that others would describe as necessities: proper school uniform, a decent packed lunch or even the having heating on in the house. It is harrowing knowing that there are so many who are deeply struggling.

“We are not just statistics, we are individual people who deserve and need support.”

**Ends**

**Notes to editor:**

* Table showing the percentage of children living in poverty in all North West local authorities:

A picture containing text, screenshot, number, software

Description automatically generated     A picture containing text, screenshot, number, font

Description automatically generated

* Table showing the top ten child poverty rates by North West constituency:

A picture containing text, screenshot, font, number

Description automatically generated

* The full report ‘Local indicators of child poverty after housing costs, 2021/22’ as well as tables with Constituency and Local Authority data and further information about the coalitions’ key positions are available [here](https://drive.google.com/drive/folders/1GZECuwl1NVrqgvfV4jHELt2jT0WZ9UUp).
* The End Child Poverty Coalition is made up of 101 organisations including child welfare groups, social justice groups, faith groups, trade unions and others. Together with a group of Youth Ambassadors, members campaign for a UK free of child poverty. Further information on the Coalition can be found [here](https://www.dropbox.com/sh/yljl9ie7e6hnq3x/AAAL1KZKpzNahRhIWLnX2RJQa?dl=0&preview=End+Child+Poverty+Policy+Positions+Designed.pdf).
* The statistics on local child poverty rates after housing costs presented in today’s report are calibrated to the Department for Work and Pensions’ (DWP) Households Below Average Income (HBAI) dataset for FYE 2021 and FYE 2022. The DWP’s data has undergone extensive quality assurance prior to publication but, due to sampling issues related to the Covid-19 pandemic, users are encouraged to exercise caution when interpreting this data. We further recommend that users of these Local Child Poverty Statistics focus on longer-term trends to understand how poverty has changed in an area rather than year-on-year changes which are prone to fluctuations.
* More information about the DWP’s Households Below Average Income dataset is available [here](https://www.gov.uk/government/statistics/households-below-average-income-for-financial-years-ending-1995-to-2022).
* The full report ‘Local indicators of child poverty after housing costs, 2021/22’ as well as tables with Constituency and Local Authority data and further information about the coalitions’ key positions are available [here](https://drive.google.com/drive/folders/1GZECuwl1NVrqgvfV4jHELt2jT0WZ9UUp).
* The End Child Poverty Coalition is made up of 101 organisations including child welfare groups, social justice groups, faith groups, trade unions and others. Together with a group of Youth Ambassadors, members campaign for a UK free of child poverty. Further information on the Coalition can be found [here](https://www.dropbox.com/sh/yljl9ie7e6hnq3x/AAAL1KZKpzNahRhIWLnX2RJQa?dl=0&preview=End+Child+Poverty+Policy+Positions+Designed.pdf).
* The statistics on local child poverty rates after housing costs presented in today’s report are calibrated to the Department for Work and Pensions’ (DWP) Households Below Average Income (HBAI) dataset for FYE 2021 and FYE 2022. The DWP’s data has undergone extensive quality assurance prior to publication but, due to sampling issues related to the Covid-19 pandemic, users are encouraged to exercise caution when interpreting this data. We further recommend that users of these Local Child Poverty Statistics focus on longer-term trends to understand how poverty has changed in an area rather than year-on-year changes which are prone to fluctuations.
* More information about the DWP’s Households Below Average Income dataset is available [here](https://www.gov.uk/government/statistics/households-below-average-income-for-financial-years-ending-1995-to-2022).

**Media contact**

Graham Whitham, CEO, 07917 644435, [graham@gmpovertyaction.org](mailto:graham@gmpovertyaction.org)

Hollie Griss, Communications and Media Officer, [hollie@gmpovertyaction.org](mailto:hollie@gmpovertyaction.org)

**What is the End Child Poverty Coalition?**

The End Child Poverty Coalition is made up of 101 organisations including child welfare groups, social justice groups, faith groups, trade unions and others. Together with a group of Youth Ambassadors, members campaign for a UK free of child poverty. Further information on the Coalition can be found [here](https://www.dropbox.com/sh/yljl9ie7e6hnq3x/AAAL1KZKpzNahRhIWLnX2RJQa?dl=0&preview=End+Child+Poverty+Policy+Positions+Designed.pdf).

**Who are Greater Manchester Poverty Action?**

Greater Manchester Poverty Action is a not-for-profit organisation that works to prevent and reduce poverty across Greater Manchester and beyond. The organisation influences policy and practice, runs programmes to boost household income and financial resilience, and works with the public, private and VCSE sectors to enact change. Its vision is a Greater Manchester free from poverty in which all residents can access the benefits of living in a diverse and vibrant city region. Greater Manchester Poverty Action is a member of the End Child Poverty Coalition, leading the Coalition’s North West media work.

**Work includes:**

* [Local anti-poverty strategies: good practice and effective approaches](https://www.gmpovertyaction.org/local-anti-poverty-strategies/)
* [Greater Manchester Living Wage Campaign](https://www.gmpovertyaction.org/gmlivingwage/)
* [Money Advice Referral Tools](https://www.gmpovertyaction.org/money-advice-referral-tools/), supporting people to access advice and maximise their income
* [Money Matters programme](https://www.gmpovertyaction.org/money-matters/), providing debt and benefit advice in schools
* [Fortnightly newsletters and regular policy and research updates](https://www.gmpovertyaction.org/news/)

Further information can be found by visiting <https://www.gmpovertyaction.org/>.