

London Child Poverty in the News

New Child Poverty Target for London

The government have recently announced a new action plan to tackle child poverty in London ('**London's Children: Our Future Capital**') which included a new target to raise the parental employment rate by three percentage points by 2013. The announcement was made at the London Child Poverty Summit, which took place on 19th November 2008 and was attended by representatives from the public, private and voluntary sectors.

The summit raised awareness of how to reduce child poverty in the public, private and voluntary sectors in London, encouraged participants to share good practice and ideas on how to re-shape services to meet the needs of families and promoted the London Child Poverty Pledge. **4in10** was asked to nominate members to present examples of good practice at the summit, resulting in presentations from Children's Links, Daycare Trust and The Children's Society on the day. To find out more please visit <http://www.endchildpoverty.org.uk/london/further-info-8/>.



Affordable Housing?

Mayor Boris Johnson has decided to retract the 50% affordable housing benchmark within London, which was previously to be applied to all new builds in London Boroughs (24th October 2008). This looked like a serious blow to the tens of thousands of families who are living in overcrowded and unsuitable temporary housing in London.

Subsequent to this announcement, Johnson has pledged £77 million of regeneration funding over the next three years for London's most run down housing estates, and he says a further

£55 million will be invested to reduce homelessness, provide larger family homes and to maintain and improve social rented homes. These are positive steps, but there are no details available as yet regarding how and where this money will actually be spent. **We remain concerned that without the 50% affordable housing benchmark to evenly distribute homes across the city, there is a danger that already deprived areas will be inundated with most of the new social housing resulting in a concentration of poverty and increasing the polarisation and division of the capital.**

4in10 Project Update

The Launch

4in10: The End Child Poverty London Project launched on October 17th 2008 (the International Day for the Eradication of Poverty). The launch highlighted the shameful child poverty levels in each of the 32 boroughs and demonstrated the widening rich-poor divide in London. To find out more please visit: <http://www.endchildpoverty.org.uk/london/child-poverty-in-london-the-facts/poverty-in-your-area-13/>

The launch achieved considerable coverage in local press and radio as well as featuring on BBC London Breakfast.

Since the launch, we have been busy meeting with organisations from across London to find out what is having a positive impact on the ground. All are keen to join the project and share their expertise. If you know of any organisations that may be interested in finding out more please ask them to contact Liz Thorne, London Development Officer at liz@ecpc.org.uk or Tel: 020 7278 3404.

Upcoming Events

Over the next two years we will be holding a series of workshops on good practice, each of which will focus on one of the four key themes of 4in10:

- **Child Development, Education and Well-being**
- **Parental Support**
- **Housing**
- **Support for Black and Minority Ethnic Groups**

The workshops are **free** to attend and are open to all members of **4in10** as well as non-member organisations who are interested in finding out more about the project.

Our first workshop will be taking place in January 2009. The focus of this will be support for parents in low income families, in particular supporting parents back into work. The workshop will provide the opportunity to join roundtable discussions surrounding good practice on the promotion of good parenting, debt and benefits advice and engagement of service users in organisational development. The event will also look to gain opinions on how third sector organisations can be better supported by National, Regional and Local government, the key themes of which will be feedback to the Ministerial Working Group on Child Poverty in London.

This is a great opportunity to find out about other organisations working in the sector, to discuss and gain new ideas for successful approaches and to input into Ministerial group discussions. If you would be interested in taking part please contact Liz Thorne, London Development Officer at liz@ecpc.org.uk or Tel: 020 7278 3404.

Further information will be circulated detailing key speakers and logistics for the event – please do look out for this in the New Year.

Members' Spotlight

A very warm welcome to all of our new members, three of whom are:



Barnardo's

BELIEVE IN CHILDREN



Those of you who haven't yet completed your registration questionnaires please do so and email them to either liz@ecpc.org.uk or natasha@ecpc.org.uk. If you have any questions please do contact us.

4in10 Campaigns Update



We will be coordinating facilitative workshops in Newham in mid February and in Westminster in mid March, bringing local organisations together to find out what you see as the important issues affecting low income families and to develop a campaign ask that will achieve real change locally.

Please contact Natasha Adams, London Campaigns Officer to find out how you can get involved (at natasha@ecpoc.org.uk or Tel: 020 7278 6676)

Keep the Promise

Over 10,000 children, families and supporters (including thousands of enthusiastic Londoners), came together on October 4th in Trafalgar Square to show their desire for an end to child poverty. This, the biggest ever event to end child poverty, helped to set the parliamentary agenda at a vital time for children in London and the UK.

On the morning of the Keep the Promise rally, the Campaign to End Child Poverty met with Prime Minister, Gordon Brown, to call for the necessary £3bn investment in the Budget to reach 2010 child poverty target. Speaking in 10 Downing Street following the meeting, Mr Brown said that the fight against child poverty is one of the “great causes of this generation”. **Watch the rally video clip at:** www.endchildpoverty.org.uk/keepthepromiseevent.

This amazing success would not have been possible without the support of all those who attended, but it's not too late to get involved; we need more people to sign up to the virtual rally at: www.endchildpoverty.org.uk/promise

Westminster & Newham Chosen as Local Campaign Boroughs

4in10 has selected the boroughs of Newham and Westminster to focus on for our local campaigns.

Newham is widely known for its high level of child poverty. **It is the 6th most deprived Local Authority in the country** and has a shocking 69% of its children living on the brink of poverty. In contrast **Westminster is commonly perceived to be a wealthy area despite 53% of children in the borough living the brink of poverty.**

Members' Campaigns

Need Not Greed

Links UK are about to launch the Need Not Greed campaign. Cash-in-hand work is a survival mechanism for many people living in poverty; they do so out of Need not Greed.

www.neednotgreed.org.uk

Women in Prison

At least 17,700 children are separated from their mother by imprisonment each year. We think more should be done to reduce the use of imprisonment of women and limit the damage it causes to vulnerable women and their families. Women in Prison is convening a network of organisations working with women to enable a stronger campaigning voice for change in policy and practice. To find out more please contact Laurel Townhead

laurel@womeninprison.org.uk
Tel: 020 7841 4774

www.womeninprison.org.uk