



They Say, We Say – briefing for meetings with Elected Representatives / Press

When you meet MPs/councillors/press they may question you on your opinions, give you reasons as to why they cannot support your campaign or make excuses. This guide is designed to help you respond.

They say: How many children live in poverty?

One in three children are in poverty in the UK today (after housing costs) In some areas, such as inner London and central Manchester the levels can rise to as high as one in two.

They say: What are the government's targets?

We say: The government's overall aim is to end child poverty by 2020 and halve it by 2010. To reach the 2010 target the Government needs to invest £3 billion.

They say: Why are you launching Keep the Promise?

We say: This year it is vital that pressure is kept on the Government to ensure they keep their promise to halve child poverty by 2010.

They say: What are you asking people to do?

We say: To support the online petition and come to the Keep the Promise event in Trafalgar Square, where thousands of people coming together to demand a better future for children, will have an enormous impact.

They say: This Labour Government has a strong record of impacting on poverty levels in the UK.

We say: It is true that since 1997 600,000 children have been lifted out of poverty, but this progress has stalled. For Labour to meet their commitment to halving child poverty by 2010 and to keep their promise, the extra £3 billion in the budget must materialise.

They say: There has been so much investment already to work towards these ambitious targets, including an additional £1 billion in last years budget. Money is really tight in the current climate.

We say: Britain is one of the richest countries in the world, it is a scandal that we have 3.9 million children living in poverty in the UK. It is not that there is no money, it is about what Government is choosing to prioritise. They can afford to make the investment, it's about having the political will to meet their own targets and keep their promise.

They say: Isn't £3 billion a drop in the ocean? Is this a realistic figure?

We say: In 2006 a Joseph Rowntree Foundation study¹ identified that £4 billion is needed to halve child poverty by 2010. In the 2008 budget the Government committed almost £1 billion, a further £3 billion more is need in child tax credits and benefits to reach the 2010 target.

They say: The current and past investment levels have clearly not worked, maybe money is not the solution/only option

We say: Whilst poverty figures are still based on income levels, income matters and therefore so does money and investment in support. To reach the 2010 target an additional £3 billion is needed. That is not to say that there shouldn't be a focus on education, health and housing too, this would contribute towards the 2020 goal.

They say: I am completely behind the campaign – what can I do to help?

We say: Please attend the rally on October 4th to show your support. You could also raise the issue locally, in your party, in the media and with the PM. For more information about what you can do to support the campaign, please get in touch with End Child Poverty.