

# GIVING CHILDREN A CHANCE

Save the Children's UK Programme: Annual Report 2011



**Save the Children**

Save the Children works  
in more than 120 countries.

We save children's lives.

We fight for their rights.

We help them fulfil  
their potential.

#### OUR MISSION

Our mission is to inspire breakthroughs in the way  
the world treats children, and to achieve immediate  
and lasting change in their lives.

We're working to help end child poverty in the  
UK by 2020.

## OUR VALUES

**Accountability** We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

**Ambition** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

**Collaboration** We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

**Creativity** We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

**Integrity** We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.

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# A BETTER DEAL FOR THE UK'S CHILDREN



Right now, in this country, children go to bed hungry because they can't get a hot meal. They go to school in winter without a warm coat or a decent pair of shoes. This is the UK in 2012, where there are 1.6 million children growing up in severe poverty.

Whatever you think the root causes of child poverty are, it's certainly not the child's fault, and unless we all urgently work together to change this situation, we will see the biggest descent into poverty since the 1980s.

If we fail to act right now, we risk betraying the dreams and talents of an entire generation.

But we can turn this around. Together with our supporters, our partners and the right response from our politicians, there's every reason to believe that we can change things on a massive scale.

Even in tough times there are ways we can get children a better deal. 2011 was a successful year for our work in the UK as we launched a new programme and scaled up our delivery to reach more children.

Across the UK, our new **Eat, Sleep, Learn, Play!** programme is making sure the poorest children get the essentials they need – a cooker so families can have a hot meal, a warm bed, educational books and toys.

We're giving children the chance of a permanent route out of poverty, too. Poor children are less likely

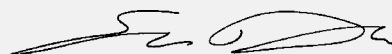
to succeed at school, so with our award-winning **Families and Schools Together\*** programme we're making sure kids get off to the best possible start in education.

In 2011 our **Young Ambassadors** led a fantastic series of End Child Poverty Breakthrough Summits in London, Bradford, Cardiff, Glasgow and Belfast. During these events decision-makers heard about some of the pressing issues facing children in poverty and many pledged their support to end child poverty.

And we've stood up for mums and dads by pressing the government to do more to help. Following our **Childcare Trap campaign**, the UK government announced that an additional £300 million of investment would go towards assisting low-income working families with their childcare costs.

None of this would have been possible without the fantastic support we've had from the UK public, led by our growing network of supporters, volunteers and campaigners, a whole host of the UK's best-known companies, charitable trusts and philanthropists.

Together we can help ensure that no child in the UK is born without a chance.



**Fergus Drake**  
**Director of UK Programmes**

\* We've been working in partnership with Families and Schools Together (FAST) since 2008. FAST was developed in the USA by Dr Lynn McDonald, now Professor of Social Work Research at Middlesex University.



A FAST programme session in full swing at a primary school in Westminster, London.



PHOTO: TERN PENGILLEY/SAVE THE CHILDREN

# POVERTY KILLS CHILDHOOD AND DESTROYS FUTURES

Lauren's home – the place where she should be cosy and warm and happy – is the last place she wants to be.

When seven-year-old Lauren had a bad cold and a hacking cough at school, her headteacher could see she was poorly and wanted to send her home. But Lauren didn't want to go.

Lauren wasn't putting on a brave face. She didn't want to go home to a freezing bedroom, mouldy walls and a threadbare blanket riddled with damp, where she'd shiver away until the next day.

She wanted to stay where it was warm. She wanted to have her school dinner – her only hot meal of the day. She didn't want to go to bed even hungrier than the night before.

Children like Lauren have such potential. But when they go to school hungry, wearing shoes that are worn out and soaking, or with a nasty cough from sleeping in a damp bedroom, they can't concentrate and learn.

No child should have to grow up like this. But it's the reality for many children in the UK.

Poverty kills childhoods and destroys futures. Just look at the statistics. Children born into poverty are:

- **2.5 times** more likely to suffer chronic childhood illnesses like asthma and anaemia
- **2.5 times** more likely to have mental health problems
- **6 times** more likely to leave school without any qualifications at all
- **expected to live lives 17 years** shorter than their wealthier peers.

Across the UK, we're giving children like Lauren the essentials no child should be without, like beds, bedding and new mattresses.

There's an economic, not just moral, imperative here too. Growing up in poverty makes it tougher for children to make a productive contribution to society later in life. They're more likely to receive benefits and less likely to contribute to the national income or tax revenue. The estimated cost of child poverty to the British taxpayer is a staggering £25 billion a year. That's £800 a year from every income tax-payer in the country.

With your help, we can give children like Lauren a chance.

Tia, six, and Chloe, nine, at home in Ebbw Vale, south Wales. "Day trips, going on holiday – we can't afford to do that," says Samantha, their mum.



PHOTO: ABIE TRAYER SMITH/SAVE THE CHILDREN



# 2011 IN REVIEW

In 2011, as the impact of the recession bit deeper, we stood up for the UK's poorest children. We gave families the basics they lacked, helped children do better at school and enabled young people in some of the poorest communities to speak out about issues important to them.

We helped **5,600** children directly through our programmes across the UK.

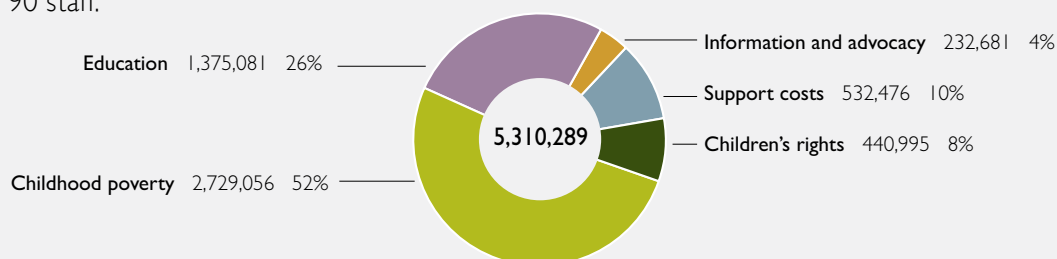
And **80,000** families will benefit from the impact of our childcare campaign as we pushed the government to release more support for working parents.





## INVESTING IN THE UK'S CHILDREN

In 2011, we raised over £4.7 million specifically for our work in the UK, and spent £5.3 million here. Our UK programme employed 90 staff.



## GETTING CHILDREN ON THE AGENDA

Over the last year we've campaigned for the UK government to make the changes needed to meet their promise to end child poverty by 2020.

### Big win on childcare

In September we took our message 'childcare costs jobs' to George Osborne. A job should be a route out of poverty, but too many parents can't afford to work because of the cost of childcare.

Our campaign attracted widespread coverage in the media and inspired more than 1,500 people to write to their MP to demand action. And it worked. The UK government agreed to an additional £300 million funding to extend support with childcare costs to 80,000 more families.

### January: The great poverty rip-off

Our report identified the full scale of the 'poverty premium', which means the poorest families pay more than those who are better off for basic goods and services, such as food and fuel. A low-income family was found to be paying on average £1,280 a year more than other families for essentials – an increase of more than 25% since 2008/09.

We successfully lobbied the UK government to help ensure low-income families with children are seen as a vulnerable group that should be helped with heating costs.

## WHERE WE SPENT OUR MONEY IN 2011

### March: Lifting the lid on severe child poverty

We released research that for the first time gave severe child poverty figures for each local authority area in Great Britain. Families from some of the poorest areas wrote letters to George Osborne and the findings were picked up by the national media, including the BBC and ITV. The issue generated fierce debate on social media – reaching 363,000 people on Twitter at its height.

The coverage persuaded the UK government to focus on tackling severe child poverty in its first Child Poverty Strategy.

### April: Making children's rights a reality

With support from the European Union, we launched *Governance Fit for Children*, a report that assesses whether the UK is taking the necessary steps to make a reality of the UN Convention of the Rights of the Child. Minister for Children Sarah Teather MP spoke at the Westminster launch of the report, and similar events were held in Northern Ireland, Scotland and Wales.

### June: Poor Kids

*Poor Kids* – a hard-hitting and highly acclaimed documentary looking at the lives of four children growing up in poverty in the UK – was shown on BBC 1. We provided research and evidence that filmmakers used throughout the programme. We also released an accompanying report, *Telling it like it is*, where children in poverty talk about their lives.

“Our FAST programme has been an overwhelming success, showing improved attendance and children’s attainment in basic skills, as well as deepening and enhancing community cohesion. A brilliant experience for all those involved.”

Headteacher, Marshfield Primary School, Bradford



### Summer: Born to Shine

We reached an audience of millions through our partnership with ITV1 on their primetime series *Born to Shine*, which featured films of our work around the world. TV presenter, Paul O’Grady delivered a powerful film about the challenges facing children growing up in poverty in the UK.

### September: Parenting matters

Following our ongoing lobbying for universal parenting programmes, the coalition government announced plans for parent-support pilot projects in England, giving parents a voucher to exchange for parental support services for children aged up to the age of five. We are proud that our Families and Schools Together (FAST) programme has been selected to be part of this innovative government trial.

### Autumn: Sparking debate at party conferences

George Osborne, Harriet Harman and Tim Montgomerie were among the speakers at two successful receptions we held, discussing child poverty in the UK and overseas. We also held fringe events at the Liberal Democrat and Conservative party conferences to highlight our FAST programme, with parents from the programme sharing a panel with MPs. And at the Labour party conference young people from our In My Back Yard projects met shadow education minister Andy Burnham and other MPs to raise the issue of the cost of school uniforms for families in poverty, as part of their Our Shout campaign.

### October: Our Lives

We launched a photography exhibition featuring specially commissioned images from five top photographers that offer an insight into the lives of children growing up in poverty. The exhibition will tour the UK in 2012, including a public display at the House of Commons.

### GROUND-BREAKING PROGRAMMES

In 2011, we scaled up our work throughout the UK, making lasting changes to the lives of thousands of children.

### Eat, Sleep, Learn, Play!

Every child needs a childhood. Every child needs to eat, sleep, learn and play. A small intervention at a crucial time makes a great difference.

Last year we launched a new programme – Eat, Sleep, Learn, Play! – offering crisis grants to the UK’s poorest families with young children to make sure they get the essentials they need: a cooker to make a hot meal, a warm bed, and books and toys. Simple items like these are vital for development during children’s early years. The programme also offers families a check to see if they are accessing all of the financial support they are entitled to. Launched in October, after careful planning and testing, Eat, Sleep, Learn, Play! is now being rolled out in areas of need across the UK.

In 2011 the programme was supported by Johnson & Johnson Corporate Citizenship Trust, Reckitt Benckiser, Arsenal Football Club and the Talisman Trust.

Last year we also trialled community involvement in the programme, with volunteers doing gardening or painting to improve the home environment for children in poverty. We will roll out this element more widely in 2012.

In 2012, we aim to expand the overall programme to reach more than 7,000 children and their families who desperately need some extra help.

### Families and Schools Together

The odds are stacked against children living in areas of poverty. Children born into disadvantage are half

“We got our message across to the most important people – like our MP and the media.”

Young Ambassador, Bradford, after the End Child Poverty Summit

as likely to do as well at school as their better-off friends and six times more likely to leave without any qualifications at all.

Our award-winning Families and Schools Together (FAST) programme is tackling these problems head on. Through this structured, evidence-based programme, we're building stronger relationships between parents, children, teachers and their communities, giving families the confidence and skills to help children do their best at school.

Building on the good progress we made in 2010, we scaled up the delivery of the programme in 2011, establishing FAST in 37 schools across the UK and directly reaching 3,640 children and their families.

The impact of FAST on the academic performance of children who have participated has been impressive:

- **10% better in reading, writing and maths**
- **52% improvement in behaviour at home**
- **40% improvement in behaviour at school**

In addition, **73% of parents were more involved in their child's education.**

We've had fantastic support from Lloyds Banking Group and Morrisons, who have each raised more than £1.4 million in 2011. Funding from the Mothercare Group, Inspiring Scotland and other trusts, and philanthropists has also played a key role in the success of FAST.

Prime Minister David Cameron praised our FAST programme in a letter to our Chief Executive, Justin Forsyth, recognising FAST's ability to "save money and improve outcomes for children and families".

In 2012, we will continue to scale up our delivery, reaching 8,000 more disadvantaged children. We will also continue to call for more proven programmes to be made available to help parents support their children's early learning and development.

#### **In My Back Yard and Young Ambassadors**

When it comes to tackling child poverty, we believe children themselves must be part of the solution.

That's why we set up the In My Back Yard programme. Through it we've given children and young people growing up in poor communities the chance to run their own project, to focus on issues that affect them and their community and to bring about changes in their area.

Some of the young people involved in those projects then went on to become Young Ambassadors – building on their experience of local campaigning to reach beyond their immediate neighbourhood. Young Ambassadors brought together other young people, childcare and youth-work practitioners, local community organisations and decision-makers at five regional End Child Poverty Breakthrough Summits. They used the summits to look at issues affecting children in poverty – food poverty, stereotyping, the cost of school uniforms, and the need for affordable leisure services and activities for young people.



An End Child Poverty Breakthrough Summit in Islington, London.

"These young people are so inspirational and have already influenced changes to make a positive difference in many children's lives," said Christine Tate, Head of Corporate Responsibility at British Gas.

These events were generously funded by British Gas in Bradford and Glasgow, by FirstGroup in Cardiff, by John Kinder in London and by PricewaterhouseCoopers in Northern Ireland.



# NORTHERN IRELAND

## THE POWER TO CHANGE

### HELPING CHILDREN DO BETTER AT SCHOOL

We delivered seven FAST groups in primary schools in deprived areas of Belfast and Derry. This included Edenbrooke primary school in Belfast's Shankill Road area where 72% of pupils are eligible for free school meals and almost half have been identified as having special educational needs.

FAST was very popular and its impact is continuing through the follow-up monthly FASTWORKS parent groups with four schools exploring the establishment of Parent-Teacher Associations as a direct result of FAST. Some parents on the FAST team have since sought and found jobs.

One parent told us, "FAST came at the right time for Brendan... I think the skills and behavior he learned through FAST will help him make better choices in class and in life. I'll definitely keep working with him so that can happen."

### FINDING A VOICE

In north Belfast young people aged 15 to 18 campaigned for improved street lighting, street cleaning and policing in the area around a local primary school. They ran an art competition with children from the primary school and over 200 entries were received. Local MLA Jennifer McCann met the young people and the Department for Justice sought representation from the group around community safety issues. The Housing Executive with the Department for Social Development have also engaged in dialogue with the group to help redevelop the local community.

In 2011, our Local Ambassadors took their education campaign to the highest level. Their call for extra resources to be targeted at the poorest pupils and for schools to be held accountable for their expenditure attracted 1,100 signatures. They followed this up at their End Child Poverty Breakthrough Summit in November, when they took part in a lively debate with Members of the Assembly about the one in five children who leave school without basic skills in

literacy and numeracy. They also met the Education Minister, John O'Dowd MLA, and put their case strongly to him. And their motion about the need for more resources for the poorest pupils has since been debated in the Northern Ireland Assembly.

### BACK TO BASICS

Eat Sleep Play Learn! – our programme of crisis grants for some of the poorest families in the UK – was launched in Northern Ireland in December, providing grants for essentials for families living in areas of high deprivation in Belfast. We worked with key practitioners in early years education and Sure Start to deliver the grants.

### ACHIEVING WIDER CHANGE

In July we launched our report *Governance Fit For Children* before an audience of key professionals, academics and child rights organisations. Junior Minister Martina Anderson committed the department to do better in the future in respect of its obligations under the United Nations Convention on the Rights of the Child.

In September, across the UK, we showed that the soaring cost of childcare pushes the poorest parents out of work, leaving them and their children in poverty.

Together with our Northern Ireland partner Employers for Childcare, we succeeded in making September 'childcare month', launching three separate reports and garnering significant publicity. The Northern Ireland Executive has now committed itself to producing and funding a Childcare Strategy.

Northern Ireland has the highest energy costs in the UK. As a leading member of the Fuel Poverty Coalition, we successfully called for low-income families in Northern Ireland to get the winter fuel allowance. Following lobbying by the coalition, the First Minister and Deputy First Minister also announced a commitment to install double glazing in all social housing in Northern Ireland over the next four years as part of its strategy to reduce fuel poverty.

28% OF CHILDREN IN  
NORTHERN IRELAND  
LIVE IN POVERTY.

“It’s just a miracle – it’s one of the most powerful things we’ve ever done...Teachers’ evaluations indicate how behaviour has improved, how the academic achievement has improved. You can see much more engagement, much more motivation in terms of children and their learning. This has happened since FAST.”

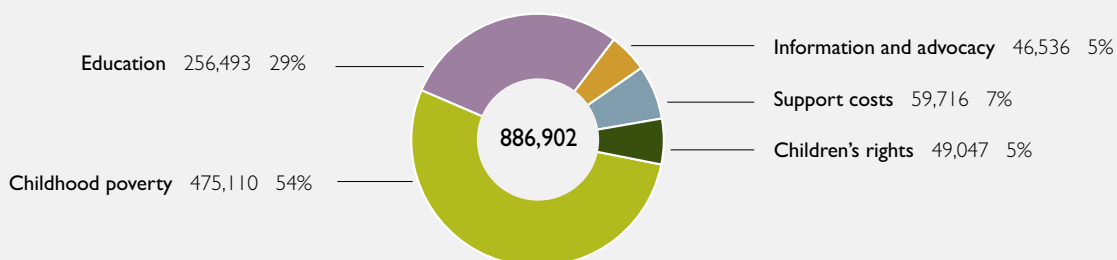
Celia O'Reilly, Principal, St Bernadette's School



PHOTO: NEIL HARRISON/SAVE THE CHILDREN

## INVESTING IN NORTHERN IRELAND'S CHILDREN

We spent £886,902 in 2011



# ENGLAND

## TRANSFORMING LIVES

### HELPING CHILDREN DO BETTER AT SCHOOL

We scaled up delivery of the FAST programme in England, from two groups in 2010 to 23 in 2011 in London, Manchester, Birmingham, Bradford and Halifax, reaching up to 40 families at each school.

In the region of Halifax, we saw parental engagement increase at every FAST session. In all, 88 children and parents took part. We're grateful to Lloyds Banking Group for supporting our FAST group in Halifax.

### FINDING A VOICE

We delivered seven new In My Back Yard change projects across London and the north of England.

In Manchester, young people ran an awareness-raising campaign about the lack of healthy food available in their area, including producing a DVD to help take their message to local residents.

The Our Shout group in Bradford, supported by the Local Ambassadors from Manchester, ran a campaign on the issues of the cost of school uniforms and the lack of affordable youth service provision in Bradford. To share their messages, the group organised a 'Tied to Poverty' End Child Poverty Breakthrough Summit, which was attended by MPs, local councillors, headteachers, youth workers and local council staff.

Our London Local Ambassadors planned, organised and ran 'City Without Stereotypes', an End Child Poverty Breakthrough Summit that brought together young people from across London, local decision-makers, police, teachers and employers. Together they looked at the impacts of stereotyping on children from disadvantaged communities – from school to job prospects, and created a charter made up of key recommendations to address this issue. Young people performed short dramas they had devised and screened a film they had made about the issue.

A youth worker at the summit said: "It was fabulous to see true engagement and empowerment of young people to address issues around child poverty."

### BACK TO BASICS

We tested our Eat, Sleep, Learn, Play! programme in Weston-super-Mare where, over four months, families received grants to buy cots, cookers and washing machines, benefiting 185 children.

In October we launched Eat, Sleep, Play, Learn! to help some of the poorest families in Bradford, Slough, the London boroughs of Westminster and Islington, and Ellesmere Port in West Cheshire.

### BUILDING PARTNERSHIPS

July 2011 saw us embark on our three-year Westminster Child Poverty Programme, an innovative new approach bringing together our suite of programmes in a local authority that has one of the highest levels of child poverty in the UK. Our combined programmes have begun to respond to this by supporting children's learning, alleviating material deprivation in the home, and empowering young people from disadvantaged communities. Built upon an exciting new partnership with Westminster City Council, this integrated programme will inform Westminster's Child Poverty Strategy. The programme also gives us a strong framework for future strategic partnerships with other local authorities.

Four out of ten children in London live in poverty. In 2011, our 4in10 project, supported by Trust for London, brought together more than 120 organisations from across the city to coordinate understanding and action on child poverty in London through a series of workshops and seminars. With two local authorities we developed 'good practice' models to link local authorities with the voluntary sector to improve anti-poverty partnerships. Our new website and online resource library – [www.4in10.org.uk](http://www.4in10.org.uk) – provides resources on child poverty to our 4in10 network and all 32 London boroughs.



31% OF ENGLISH CHILDREN ARE GROWING UP IN POVERTY.

“The difference that FAST has made to the participating families is incredible. The relationships within families, between different families, and between families and school are transformed.”

Nick Tait, headteacher at Montem school in Islington, London, one of the most deprived boroughs in the country.

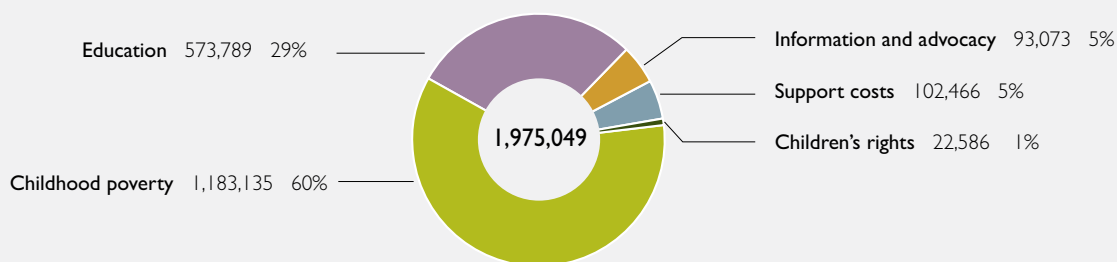


PHOTO: LIZ HINGLEY/SAVE THE CHILDREN

## INVESTING IN ENGLAND'S CHILDREN

We spent almost £2 million in 2011

Nijab, his wife and their four children are living in a cramped one-bedroom flat in Birmingham. "I want to be able to give my children opportunities," he says.



# WALES

## BUILDING CONFIDENCE, DELIVERING CHANGE

### HELPING CHILDREN DO BETTER AT SCHOOL

**“The FAST programme has been a very positive experience for all those involved. It has raised the confidence of our parents and created a really positive relationship between the school and our families.”**

*Sheena Duggan, headteacher at Pentreban primary school*

Through our Families and Schools Together (FAST) parental engagement programme, we want to break the cycle of poor educational achievement for children living in poverty. Welsh assembly Members Jenny Rathbone and Eluned Parrot visited one of our FAST groups in Wales at Springwood primary school in Cardiff, as we campaigned for parenting programmes to be offered universally. More than 100 children and parents took part in the group here, which was supported by Lloyds Banking Group.

Parents who have completed FAST have now established FASTWORKS, a monthly parents group which will meet for at least 22 months. This group cements the parenting skills developed during the eight-week FAST sessions and provides long-term social support for parents from their peers.

### FINDING A VOICE

An In My Back Yard group at Millbank primary school in Cardiff won an award at the ASH Excellence in Tobacco Control Awards for Wales for an animated film they made to encourage adults not to smoke around children. “When people see our animation I hope it will make them stop smoking in the house because it damages their health and their children’s,” said nine-year-old Leuan.

The ‘Hungry for Change’ summit in Cardiff, which was run by our Young Ambassadors, looked at how child poverty affects health. Sharing the stage with experts from different sectors, they focused on the growing problem of food poverty in the UK; creating ‘kinder communities’ where children feel safe to play; and the impact of smoking in the home on children.

Following a call made by Young Ambassadors at the summit, the Minister for Social Services, Gwenda

Thomas, and First Minister, Carwyn Jones, publicly pledged to continue to work towards ending child poverty by 2020. At the summit we launched a new online resource for public sector professionals to help tackle child poverty.

### BACK TO BASICS

Our new Eat, Sleep, Learn, Play! programme – which offers crisis grants to families living in severe poverty – started in east Cardiff in October, with health visitors identifying families in desperate need of essentials, such as a cooker, a fridge or toys for their children.

In 2012 the scheme will be opened city-wide and effective partnerships formed with a wide range of professionals, including Homestart and tenancy support workers.

### ACHIEVING WIDER CHANGE

Our Child Poverty Solutions website, developed in partnership with the Welsh Local Government Association and the Welsh Assembly Government, continued to provide public bodies with key information and resources on tackling child poverty. See [childpovertysolutions.org.uk](http://childpovertysolutions.org.uk)

We chaired the monitoring group that scrutinises the performance of the Welsh government against the United Nations Convention on the Rights of the Child. This enabled us to lobby successfully for the Rights of Children and Young Persons Measure, which was passed in 2011 and requires all national Welsh politicians to consider the rights of the child whenever they make a decision. Save the Children secured considerably stronger and broader reach for the legislation.

At the National Eisteddfod in Wrexham, we put our best foot forward when supporters and celebrities – including singer Cerys Matthews and the *One Show*’s Alex Jones – donated pairs of shoes to raise money for our work.

14%

OF CHILDREN IN WALES LIVE IN SEVERE POVERTY, THE HIGHEST PROPORTION OF ANY UK NATION.

“Since starting the project my six-year old daughter is much more outgoing and interacting much better with other children and at school. Her confidence has grown and I’ve seen an improvement in her writing and speech. Before starting FAST I didn’t know many of the other parents but I’ve now made good friends and become a volunteer at the school.”

A parent at Pentreban primary school, which is situated in a deprived area of Cardiff

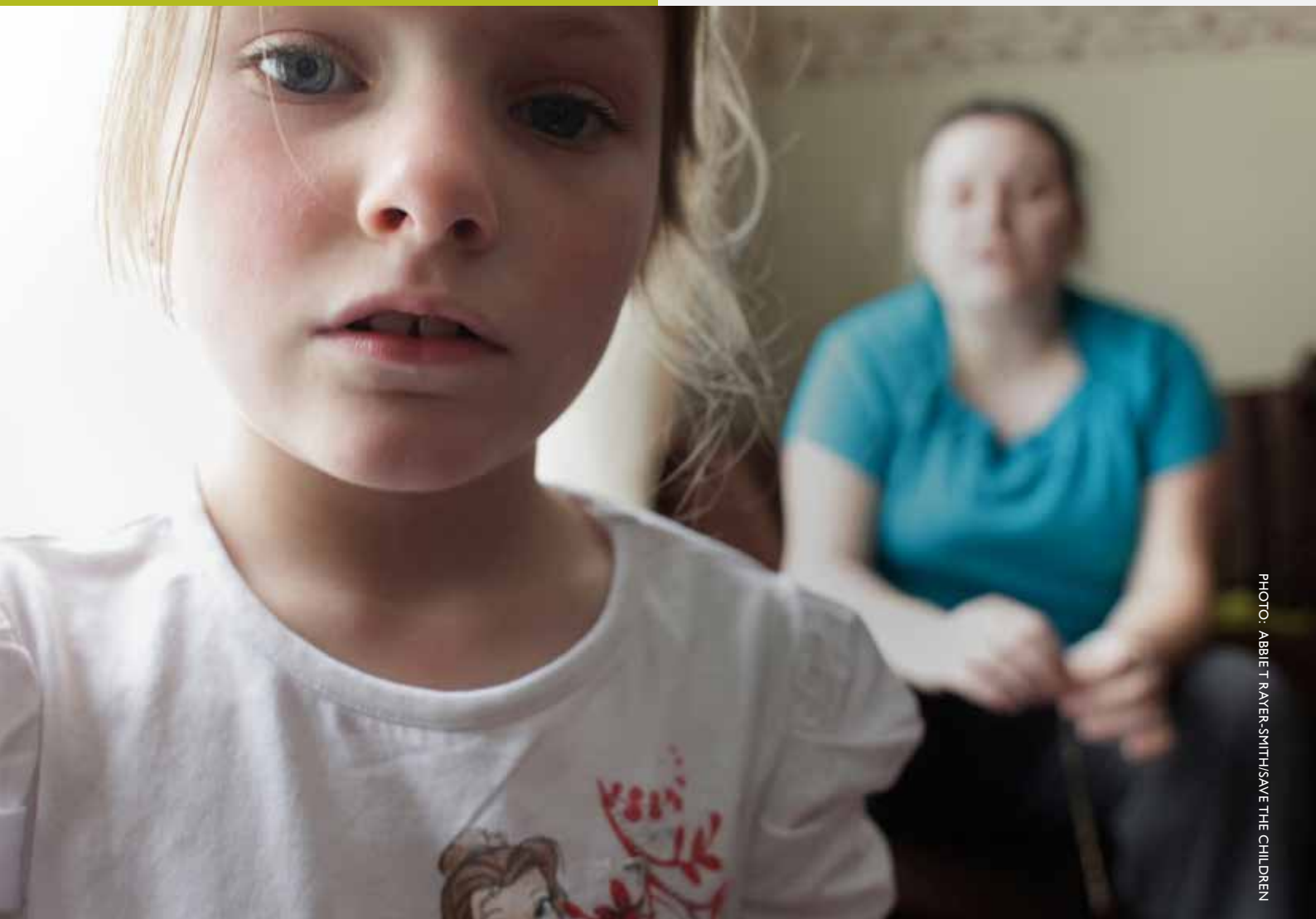
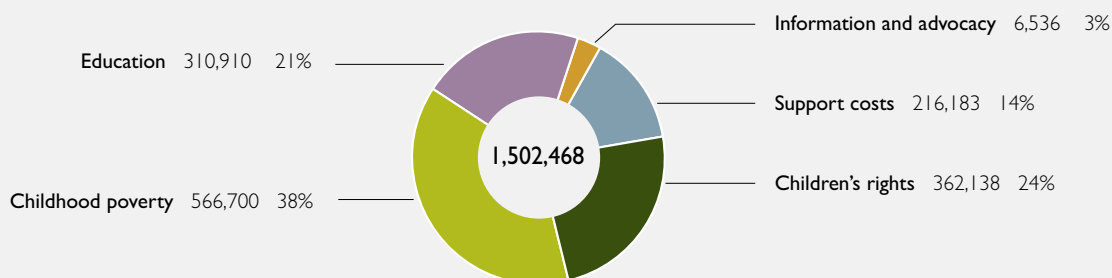


PHOTO: ABBIE T RAYER-SMITH/SAVE THE CHILDREN

## INVESTING IN WALES'S CHILDREN

We spent £1.5 million in 2011

Tia, six, from Ebbw Vale. Even in winter her family often can't afford to put the heating on.





# SCOTLAND

## TURNING CHILDREN'S LIVES AROUND

### HELPING CHILDREN DO BETTER AT SCHOOL

**Drew is seven years old and attends St Eunan's primary school in West Dunbartonshire. Drew found it hard to settle when he first went to school. He didn't listen, found it difficult to wait his turn and lacked confidence. FAST has given Drew's mum, Gillian, the space and support to spend one-to-one time with Drew, which has dramatically improved his behaviour and helped him to settle into school.**

At St Eunan's primary school in West Dunbartonshire we supported 110 participants, thanks to funding from Morrisons. Local councillors and a member of the Scottish government visited the project.

"She's not only more confident, but I think FAST has helped her to notice more what's going on around her," one mother told us about her daughter after attending our FAST group at St Eunan's school. "It's not just that she listens more to me – she understands better how people are feeling."

We also ran a FAST group at Quarry Brae Primary School in a deprived area of Glasgow, with support from FirstGroup. We reached 137 participants, including 78 children, helping them to learn the behaviour they need to do well in the classroom. "My son is normally very hyper, always running around looking for attention," one parent at Quarry Brae school told us, "but at FAST he is calm, relaxed and attentive."

### FINDING A VOICE

At Quarry Brae, we ran an In My Back Yard project where children chose to focus on improving their playground. They introduced new areas for games, a quiet area, a music zone and a mentoring scheme where older pupils help younger ones use the games area safely and enjoyably. It has been a positive and instructive experience for the children and has resulted in a lasting legacy for the school.

Our Young Ambassadors ran a summit called 'Access All Areas' as part of their 'Get in' campaign to

improve access to leisure services for young people in poverty. Delegates included Members of the Scottish Parliament and civil servants.

Following the summit, Drew Smith, MSP, submitted a motion in the Scottish Parliament to ask the Scottish government to engage with the campaign and get other MSPs to sign it. The Scottish government committed to promote the campaign through its Employability and Tackling Poverty Learning Network, and leisure providers are working with us to find local solutions to issues raised by our Young Ambassadors.

### BACK TO BASICS

We started to support families living in poverty in Edinburgh and West Dunbartonshire through our new Eat, Sleep, Play, Learn! Programme. Support from Inspiring Scotland helped us train referral partners and start delivering essentials like cots, beds and cookers to families in desperate need.

### ACHIEVING WIDER CHANGE

We raised the debate on childcare to a new level as part of our Childcare Trap campaign, when we gave MSPs lifelike baby dolls that cried 'real tears' and 'filled their nappies'. Kezia Dugdale MSP took her doll into Parliament for a debate on our report on affordable childcare. "I hope you do not mind, Presiding Officer," she said when she rose to speak, "but I had to bring the baby into the chamber with me, as I could not find a babysitter."

We hosted a high-level seminar in Edinburgh to discuss our report on children's rights, *Governance Fit For Children*, attended by Scotland's Minister for Children and Young People, Angela Constance MSP, along with key academics and professionals from across the children's sector. Angela Constance thanked Save the Children for a "very useful analysis" of Scotland's performance in implementing the United Nations Convention on the Rights of the Child, which she described as "an absolutely crucial agenda for us all".

IN SCOTLAND ONE  
CHILD IN FOUR LIVES  
IN POVERTY.

“We need to do more to target help at those that need it the most and that’s the issue that I’m going to raise in Parliament. If we adopt this campaign, we’re looking at healthier, happier children across Scotland and that’s not just good for them, it’s good for the whole country.”

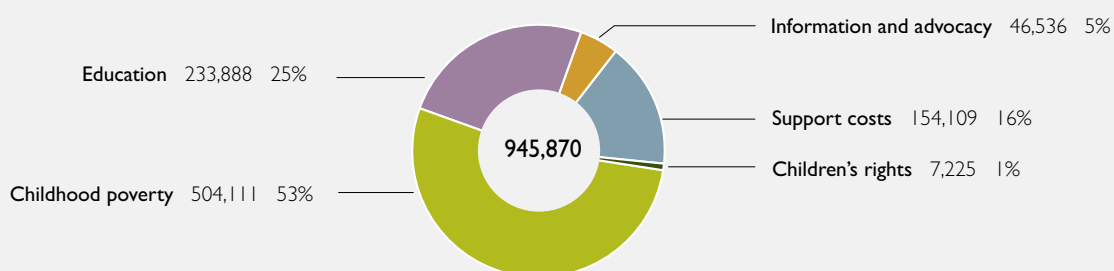
Member of the Scottish Parliament Kezia Dugdale talking about our Young Ambassadors’ ‘Get In’ campaign for better access to leisure activities for young people in poverty



PHOTO: SIMON ROBERTS/SAVE THE CHILDREN

## INVESTING IN SCOTLAND'S CHILDREN

We spent £945,870 in 2011



# OUR AIMS FOR 2012

Job losses, cuts to welfare, and rising food, transport and energy prices are set to trigger the biggest descent into poverty since the 1980s. Unless we stand together now, to show that we care and to call on our politicians to do more, children will bear the brunt of a problem they did nothing to create. We'll see a generation of the UK's children abandoned.

Children from our FAST programme in Barking, London.

In 2012, with the eyes of the world on London for the Olympics, we can show the best of Britain by taking a concerted stand against child poverty.

We'll continue to scale up the reach of our FAST programme, supporting at least 8,000 children from disadvantaged communities to do better at school. A key part of this work will be our participation in the ground-breaking universal parenting classes run by the Department for Education.

We'll work hard to increase the reach of our Eat, Sleep, Learn, Play! programme across the UK to make sure that at least 7,000 young children and their families who are in desperate need get help. And we'll ensure the evidence base from this programme informs our policy, advocacy and campaigning work to tackle child poverty.



PHOTO: TERI PENGILLEY/SAVE THE CHILDREN





“A lot of people might say, ‘Oh, it’s all the parents’ fault’ or ‘It’s the system’s fault.’ The one thing I’m absolutely certain about is that it’s not the kids’ fault. And if we don’t do something about it then what chance have they got?

Save the Children is already working hard to tackle deprivation across the UK. They can make sure kids get the basics: food, a bed, some toys and books – the things that most people take for granted.”

Television presenter Paul O’Grady



PHOTO: STEVE ALLEN / SAVE THE CHILDREN

Our Childcare Trap campaign helped persuade the government to extend support to 80,000 more parents, helping give families a route out of poverty.

We’ll build on the successes of our work with young people to develop and deliver a new Young Leaders network, led by and for young people speaking out about the issues affecting children living in poverty in the UK.

As part of our work to support the most vulnerable children in the UK, we will develop a Domestic Emergencies Response programme in 2012. Led by trained volunteers, this programme will ensure we can support children caught up in the trauma of an emergency situation in the UK. We will provide basic essentials to children who are forced to leave their homes in the event of a disaster, such as a flood, and we will offer ongoing support to help them recover.

We’ll push for the UK government, employers and others to do more to tackle child poverty. Helping parents into work, and supporting those who can’t work, are vital to lift children out of poverty,

so through 2012 and for the remainder of this government, we’ll focus on:

- making the new universal credit benefit system work, so it pays to get a job
- securing a living wage for all
- ensuring poor families can access affordable and quality childcare
- achieving greater investment and delivery in early intervention.

We know we can’t achieve these breakthroughs by working in isolation. We’ll build partnerships with businesses, donors, other charities, think-tanks and top opinion-formers to build support from the general public for change. This ‘coalition of the many’ will draw its inspiration from children’s own stories of growing up in poverty.



# OUR AMBITION FOR 2015

Our aim is that by 2015 the UK will be on track to meet its target of eradicating child poverty by 2020. We'll play a key role in making this happen.

We will make sure it's no longer acceptable for children to be growing up in severe poverty in the UK.

We will lobby and campaign governments to adopt policies and programmes that will transform the life chances of the poorest children, and lift hundreds of thousands out of poverty.

Together we can end child poverty in the UK.

Every child in the UK should be born with the chance to fulfil their potential. Now is the time to act.



PHOTO: MARK ELLIS/SAVE THE CHILDREN

# THANK YOU



We would also like to thank the Ellis Campbell Foundation, John Kinder, the Talisman Trust and the 29th May 1961 Charitable Trust for their support.

“Helping Britain prosper through community investment is one of the main pillars of our strategy and we are very proud of our partnership with Save the Children. The support we have provided to Save the Children and the money we have raised for the FAST programme are testament to the dedication of our colleagues. We are extremely proud that Lloyds is helping thousands of children in our local communities to get the positive start in life they deserve.”

Matt Young, Group Corporate Affairs Director, Lloyds Banking Group

“In 2011 Morrisons chose Save the Children as our charity partner, with the ambition to work together to give the UK’s most disadvantaged children a better chance in life. Our colleagues have supported the partnership from the beginning, raising funds to start Families and Schools Together (FAST) programmes in communities across the UK. We’re delighted to see the dramatic change for children and the school community that FAST brings about and we are proud to support Save the Children to give UK children a brighter future.”

Martyn Jones, Group Corporate Services Director, Morrisons

“Ensuring every child and family receives the support they need to blossom later in life is at heart of the Early Years Early Action Fund. We are delighted to be able to support Save the Children through this fund to make a real difference to the lives of so many children in Scotland.”

Andrew Muirhead, Chief Executive, Inspiring Scotland

“Arsenal has a tradition on and off the pitch of bringing the best out of young people and we know that the badge can open the door to youngsters who may otherwise not be reached. Even though our partnership only launched last July, we have already seen players, staff and supporters coming together in extraordinary ways to support Save the Children and we look forward to helping more young people through education to develop the skills and opportunities they need to fulfil their potential.”

Ivan Gazidis, Chief Executive, Arsenal Football Club

Save the Children works in more than 120 countries. We save children's lives. We fight for their rights. We help them fulfil their potential.

This annual report describes our work in 2011 to tackle child poverty in the UK.

[savethechildren.org.uk](http://savethechildren.org.uk)



**Save the Children**

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