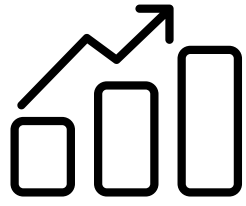


Child Poverty Prevention Programme 2024/2025

Child Poverty in the North East Combined Authority

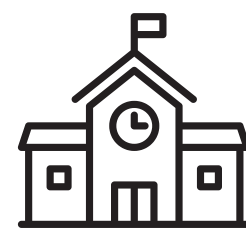


Child poverty rates have increased across all parts of the North East Combined Authority over much of the last decade.

All seven Local Authority areas have **at least** one in four children growing up in poverty, compared with 63% of councils across the UK - with the rate significantly higher than this in many of our local communities.



PROGRAMME DELIVERY



Schools: Trusted Hubs for Family Support

Schools have been vital in reaching families most in need, acting as trusted, non-judgemental spaces where parents already feel comfortable seeking help. Many families are already known to schools, and support delivered through this setting removes stigma and practical barriers, making access to welfare and wellbeing services feel routine rather than exceptional. Many parents said they would not have accessed support if it hadn't been available through their school, highlighting the important role schools play in identifying and engaging families.



Importance of Locally Tailored Support

Locally tailored delivery has been key to effective engagement across all workstreams. Support worked best when targeting was informed by local insight - for example, schools identifying families most in need, Family Hubs referring parents for baby support, and partners focusing on employers open to change. Using trusted local professionals and organisations ensured that help reached those facing the greatest barriers, while allowing delivery to be adapted to community contexts and needs. This locally grounded approach built trust, improved take-up, and maximised impact.

PROGRAMME KEY METRICS

Workstream 1

230

SCHOOLS
SUPPORTED

13,486

CHILDREN
SUPPORTED

6,968

PARENTS
SUPPORTED

Workstream 2

127

SCHOOLS
SUPPORTED

1,098

FAMILIES
SUPPORTED

£1.6M+

BENEFITS
GAINED

Workstream 3

40,317

EMPLOYEES
SUPPORTED

85

EMPLOYERS
SUPPORTED

Workstream 4

1,631

BABY BOXES
DELIVERED

882

FAMILIES
SUPPORTED

1,105


CHILDREN
SUPPORTED

Child Poverty Prevention Programme 2024/2025


PROGRAMME OUTCOMES

Workstream 1


Children and Families



Greater engagement in learning: Children became more confident and curious, especially in creative and practical sessions that encouraged exploration and reduced fear of failure.



Strengthened family relationships: Family Learning sessions gave parents and children valuable time together, learning and playing in a supportive setting that many would otherwise not have access to.




Improved children's wellbeing: Activities boosted children's confidence and social skills, helping them feel more capable and supported in school.

What have been the key benefits of Workstream 1 on pupils?

	16	Pupil confidence
	16	Pupil social skills
	15	Pupil wellbeing

Responses from School Leads (n=16)


Schools



Improved internal knowledge and staff awareness of local support: Staff developed a better understanding of the help available to families, increasing confidence in signposting parents to welfare, financial, and community support. Schools also reported improved communication with external support services, helping create more coordinated responses to families needs.


Workstream 2

Financial Impacts



This workstream increased household income totalling over £1.6m through supporting families to access and claim benefits they were entitled to. Over half of surveyed parents said their awareness of financial help improved a lot, and over a third saw major improvements in their financial situation.

Wellbeing Impacts




Parents said the support helped ease financial stress, with over half reporting it helped a lot. Many described feeling calmer and more in control. Parents felt less alone in managing financial and family challenges, finding comfort in having someone to listen and advocate for them. Support also improved children's emotional wellbeing and engagement in school, showing positive ripple effects across family life.


“[The advisor] took the worry and stress away from completing the DLA forms and made sure that everything we discussed on our call was relayed accurately and precisely. To say their help and assistance was a relief and great help is an understatement.” Parent/carer

Workstream 3

Employer Impacts




Greater awareness of in-work poverty: Employers developed a stronger understanding of how financial hardship affects staff wellbeing, attendance, and performance. This increased awareness led to better staff morale, engagement, and attendance, especially after management began openly addressing in-work poverty.



Practical support initiatives: Organisations created staff wellbeing drop-ins, financial inclusion officers, and pension or benefit advice services, making support visible and accessible.


Workstream 4

Start for Life Funding



By providing essential safe-sleeping and home-safety items, the fund helped reduce the risk of accidents and unsafe sleeping practices for families with children aged 0–5 experiencing financial hardship. Frontline professionals were able to identify need and act quickly, ensuring support was timely and improved children's immediate safety and wellbeing. The fund has supported 196 families to date.

Baby Box and Baby Bank Impacts



Love, Amelia's Baby Bank provided high-quality, safety-tested essentials (e.g., cots, prams, car seats) while The Children's Foundation's Baby Boxes provided developmentally stimulating books and toys and other essentials to promote bonding. This reduced financial stress, prevented unsafe borrowing, and boosted parents' confidence in supporting their baby's development and early bonding.