

**FOR IMMEDIATE RELEASE**

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## 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](#) (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 in the region's other big cities, standing at 38.9% in Liverpool and 36.7% in Preston
- Rising proportion of children experiencing poverty (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 has shown that more than 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.

**Table 1 The 20 local authorities with highest child poverty rates, 2021/22**

Local authority	% of children below 60% median income after housing costs, 2021/22
<b>UK</b>	<b>29%</b>
Tower Hamlets	47.5%
Birmingham	46.4%
<b>Manchester</b>	<b>44.7%</b>
Sandwell	44.6%
Newham	43.7%
<b>Oldham</b>	<b>43.6%</b>
Stoke-on-Trent	43.5%
Hackney	43.4%
Walsall	43.3%
Wolverhampton	43.3%
<b>Pendle</b>	<b>42.5%</b>
<b>Blackburn with Darwen</b>	<b>42.2%</b>
Barking and Dagenham	42.1%
<b>Bolton</b>	<b>41.6%</b>
<b>Hyndburn</b>	<b>41.6%</b>
Nottingham	41.0%
<b>Burnley</b>	<b>40.7%</b>
Leicester	40.6%
Middlesbrough	40.6%
<b>Rochdale</b>	<b>40.5%</b>

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:

Local authority	Percentage (2021/22)	Percentage point change (2015-22)	Local authority (cont.)	Percentage (2021/22)	Percentage point change (2015-22)
Manchester	44.70%	9.30%	Barrow-in-Furness	30.10%	1.30%
Oldham	43.60%	11.10%	Wirral	29.80%	4.10%
Pendle	42.50%	11.10%	Lancaster	29.30%	0.90%
Blackburn with Darwen	42.20%	10.60%	Sefton	29.20%	2.30%
Bolton	41.60%	8.80%	West Lancashire	29.00%	1.50%
Hyndburn	41.60%	9.50%	Allerdale	28.90%	1.50%
Burnley	40.70%	8.70%	Carlisle	28.90%	1.60%
Rochdale	40.50%	7.60%	Wyre	28.10%	1.20%
Liverpool	38.90%	7.00%	Copeland	27.30%	1.50%
Blackpool	38.60%	6.60%	Stockport	26.60%	1.50%
Salford	37.40%	5.10%	Warrington	25.60%	1.60%
Preston	36.70%	4.40%	Cheshire West and Chester	25.30%	0.80%
Tameside	36.10%	5.20%	Eden	25.10%	-2.00%
Knowsley	35.10%	4.70%	Fylde	25.10%	2.30%
Bury	34.20%	3.70%	South Ribble	24.30%	1.50%
Rossendale	33.40%	2.70%	Chorley	24.30%	0.90%
Halton	32.10%	3.70%	South Lakeland	23.00%	-0.20%
St. Helens	31.10%	3.00%	Cheshire East	22.60%	0.30%
Wigan	31.10%	2.80%	Trafford	22.30%	-1.30%

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

Parliamentary Constituency	Percentage (2021/22)	Percentage point change (2015-22)
Oldham West and Royton	51.30%	11.40%
Bolton South East	50.90%	12.70%
Manchester, Gorton	50.80%	11.10%
Blackburn	49.70%	10.20%
Blackley and Broughton	49.40%	10.00%
Oldham East and Saddleworth	48.60%	11.20%
Manchester Central	48.10%	8.70%
Bolton North East	45.90%	8.60%
Rochdale	44.80%	5.30%
Hyndburn	44.40%	7.90%

- 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](#).
- 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](#).
- 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](#).

#### Media contact

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#### 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](#).

#### 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](#)
- [Greater Manchester Living Wage Campaign](#)
- [Money Advice Referral Tools](#), supporting people to access advice and maximise their income
- [Money Matters programme](#), providing debt and benefit advice in schools
- [Fortnightly newsletters and regular policy and research updates](#)

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