



National Citizen Service

Our first project is underway and will see us fund at least 50 youngsters from disadvantaged backgrounds to participate in the often life-changing National Citizen Service (NCS) programme.

The NCS is the country's fastest-growing youth movement. It is a government backed initiative and accounts for over 95% of the government's youth services funding. It is a rite of passage available to all teenagers aged between 15 – 17 at modest cost, enabling them to discover who they are and what they can do, improving self-esteem and confidence. It is an opportunity for them to explore, face new challenges, be inspired, be part of a team, learn, engage and find their passion, equipping them with work and life skills and preparing them for the future.

Whilst the cost is modest, it is a barrier for those teenagers living in poverty and PCiP aims to remove this obstacle to improve life chances. The Plymouth Argyle Community Trust delivers the NCS programme to hundreds of youngsters across Devon and Cornwall each year. In 2018 there were over 700 graduates of the summer programme.

TWOFOUR

Corporate Videos

Plymouth based Twofour Group, part of ITV plc have joined the PCiP campaign.

Our second project that has gone live sees Twofour fund and produce corporate videos to be screened at school assemblies – initially at those schools most impacted by poverty. The aim of the videos is simple in raising aspirations of the kids and encouraging them to engage more in their secondary education so that they are ready to take advantage of opportunities on their own doorstep.

Shooting for the first series of the videos will soon be complete with Plymouth Citybus, Fine Tubes, Babcock International, Livewell Southwest, The Bailey Partnership and Twofour themselves already signed up. We aim to start screening the videos in schools soon in time for the new academic year in September.

We cannot thank Twofour enough for such incredible support – this is what PCiP is all about, great collaborations and sharing responsibility!

Widening Horizons

Widening Horizons is a programme delivered by Millfields Inspired into the seven primary schools based in Stonehouse.

The programme, which is in its eleventh year, aims to inspire young people by giving them an experience and a taste for the world of work, in order to inform their future career choices. This is done by taking the children out of the classroom and into the workplace over a series of exciting work-based visits. The partner organisations involved in the programme all work very hard to make the visits stimulating, hands-on and memorable for the children.

PCiP are now exploring funding options which would see the great Millfields team expand the Widening Horizons programme into three Devonport schools. We would love to hear from any organisation able to help out in funding this project.

We are already working on ideas for our next batch of projects - imaginatively named PCiP4, PCiP5 and PCiP6. Keep on eye on the blog and our new social media websites for exciting new details regarding the project pipeline.

Beyond our projects, we feel there is a real need to work more strategically.

PCiP is all about working together to make a difference - our aim to eradicate child poverty in our city. At our core is our desire to bring together all of those organisations already doing great work to share information, collaborate and form effective partnerships - accelerating the impact we are all having and winning the fight against child poverty.

The Ask

We already have some great projects underway and would love to be able to start some more. **YOU** can help us do this.

PCiP is run entirely by volunteers from the private, charitable and 3rd sector. We can't do this alone. You can help impact poverty by:

Making us your charity of the year

Over 90% of the funds we raise are put directly into funding projects that help Children in Poverty in Plymouth.

These funds will help expand existing projects into areas of deprivation in Plymouth as well as starting new ones.

We are still a small organisation but with huge ambitions, that have clearly already been recognised by Plymouth City Council through our inclusion in the Child Poverty Action Plan 2019-2022

Let your staff volunteer

Are you willing to let school pupils come to your place of work and take part in some activities to help raise their aspirations?

Therefore, we will soon embark on an exercise to identify all organisations in Plymouth involved in the cause and aim to bring these together in the same room to start this strategic initiative. Do let us know of any organisations you are aware of and, as always, keep watching the blogs for updates.



Could your staff give some time to read to children and tell them what the world of work is like?

For many of the children we are trying to help they don't know what a place of work is like – showing them your day to day job can help them discover the breadth of opportunities available to them.

Reading for 30 minutes to a child or talking to them about your work, using language they have never heard before can change their lives.

Share your ideas

If you know of any organisations that we haven't already partnered with that are doing great work in this area, please let us know.

If you have experience in fundraising, project management, working in the community and are willing to give your time we would love to hear from you.

Join the fight to combat child poverty in our city



Foreword

In the Report of Plymouth Fairness Commission (March 2014) I invite you to read "A Tale of Two Cities". It will shock you because the article reveals that our city has a large number of children living in poverty, mainly but not exclusively in the west half of the city. Without help they have little hope of escaping from it.

Let's be clear, poverty is more insidious than a lack of money – it means poor health, poor learning, and little hope of a fulfilling future.

We want our City to be one in which no child lives in poverty – quite a challenge! Read the pages that follow and see how others are working to give our children better life chances. **Above all, JOIN US** – because your help and the help of your colleagues, family and friends can and will make a real difference!

Background and Recap:

The issue of children in poverty in Plymouth is both significant and worsening. The 'Tale of Two Cities' publication, written some years ago highlighted how a child's life outcomes were wholly predictable depending on the ward they were born into. Today, some wards continue to experience children in poverty levels in excess of 35%. This cannot be right.

On 23 March 2018, over 50 corporate businesses, public sector agencies and charities came together for a 'Plymouth Children in Poverty' (PCiP) awareness event held at The Beacon Hub. Going forward, we see PCiP as a club, with no joining fee or annual subscription, a club of like-minded organisations working under the PCiP banner to make a difference to the children in our city living in Poverty.

The Story Continues:

Behind PCiP is a working group representing corporates, charities, non-profits and the local authority. As a group we have continued to meet over the last 15 months so that we can progress our work and begin to make a positive impact to those children living in poverty in our community.

We have now launched our first three PCiP projects, and are currently working towards our next batch of projects. We have also launched our website to be able to share more frequent updates on the impact your support is making, sharing blogs on areas of interest, as well as being a means of you reaching out to us.

We're maturing rapidly as a campaign, and would be keen to hear from anyone who is working to fight child poverty in Plymouth, or from individuals and corporates who wish to support and contribute to our work.

Together with you, we can make a difference

