

## **Beacon Council Shortlist - Child Poverty**

An innovative project in Cornwall to help prevent and tackle child poverty has been shortlisted for Beacon Status.

“Real Choices” is a Government-funded project bringing together a broad range of public, private, voluntary and community sector partners working to break the cycle of child poverty and ensure each child in Cornwall has the chance to fulfil their potential.

Concentrating on prevention rather than treatment, the project is working to improve employment rates, narrow inequalities of opportunity for poor children, improve local services for children and promote the take up of benefits locally. Savings made on treatment will be ploughed back into poverty prevention schemes.

Key features include a countywide mapping exercise to establish ‘virtual’ wards made up of families on benefits with a defined common need, as opposed to where they live. The delivery of services to families within these pockets of deprivation will be joined up to provide better co-ordinated, localised agency support.

The project, led by Cornwall County Council’s Family Services, Cornwall Works and Inclusion Cornwall, has funding from HM Treasury’s Invest to Save – Inclusive Communities Budget (ISB) which is designed to provide resources to develop partnerships between local authorities and the voluntary and community sector to improve public services.