

TACKLING THE BIG ISSUES IN HYNDBURN

Hyndburn has *double* the number of people living in deprivation than the England average. We are tackling issues of poverty and disadvantage - high unemployment, poor health, low educational attainment - ensuring those families who are missing out on opportunities are supported to succeed and live healthy lives.

Strong partnerships with local fostering, domestic violence, social care, housing and carers support agencies ensure our initiatives reach those most vulnerable in our community.

Over 20% of children aged 11 are classified as clinically obese - with figures increasing year on year

Life expectancy is also up to 11 years lower than the rest of England

Our response is to deliver innovative growing and cooking programmes that excite and inform, reaching over 150 people in one year

One mother's feedback:

"I've gained so much more confidence. I've been able to save more than half on my shopping bill and me and my family have been eating much healthier."



Unfortunately 47% of children are well below the expected levels of learning and development and a higher proportion of working aged people with no qualifications than the North West & UK averages

Through support to local schools, effective parent nurturing programmes and volunteering opportunities, we encourage local people to realise their potential and be ambitious for success

Feedback from volunteers: *"Volunteering has really built my confidence", "I've got my first job and have even started a college course, I want to keep learning"*

In Hyndburn 61% of people say they never or rarely feel optimistic about their future

And more people have a short-term outlook on life, poor health behaviours and take risks with little concern for their future wellbeing than in the rest of the county

We relieve the impact of poverty by empowering local people through inspirational community events and life changing programmes such as Forest Schools



WANT TO HELP? WHAT YOU DO **NOW** WILL MAKE A DIFFERENCE TO LOCAL FAMILIES FACING THESE BIG CHALLENGES - SUPPORT US TO CHANGE MORE LIVES

WHY? A PARTNERSHIP WITH US GOES BEYOND COMMUNITY BENEFIT - OUR APPROACH ENSURES YOUR BUSINESS EXPERIENCES REAL GAINS TOO

CALL US TODAY: RICHARD 07739343954 / SARAH 07715416709