

LANDMARK REPORT: LOW INCOME AND RISING COSTS DEVASTATING LIVES IN ASHBY DE LA ZOUCH

Local charity asking people and organisations to join the urgent campaign to 'Take on Poverty' and help those most in need

Holy Trinity Church in Ashby de la Zouch which works with debt help and anti-poverty charity, Christians Against Poverty (CAP), is launching its new *Taking on Poverty* report and campaign aimed at helping people in North West Leicestershire and across the East Midlands who are struggling to afford the basics and stay out of debt.

CAP's latest report reveals CAP clients in the East Midlands on average owed over £11,200 at the peak of their debts as costs rise putting more pressure on people's finances.



Ashby CAP Centre Manager, Mike Everitt, says, "Rising food prices are leaving mums and dads unable to afford to feed their kids. Sky high energy bills mean that pensioners and people with serious or terminal illnesses are scared to put on the heating. Single people are waking up in the night with anxiety attacks over money because their income is so low they're falling deeper into debt. This is the reality of poverty and it's devastating the lives of our friends, families, colleagues, neighbours and people in our community here in Ashby de la Zouch.

“At Christians Against Poverty and Holy Trinity Church we are positively fighting against poverty in our area by offering free practical help, such as emergency supplies of food and energy top ups to those in crisis and free debt help and budgeting help to anyone in need.

“CAP’s landmark report highlights the desperate struggles our clients are facing right now. As part of our Taking on Poverty campaign we are asking local people to join us in tackling poverty here in Ashby de la Zouch, the East Midlands and across the UK.”

MANY FALLING INTO DEBT AND POVERTY IN THE EAST MIDLANDS

CAP’s *Taking on Poverty* report has found in the East Midlands:

- **CAP clients in the East Midlands on average owed over £11,200 at the peak of their debts. It would take a client on average 10 years to repay their debts without help.**
- **On average they had 10 different debts, that can mean up to 10 different organisations could be chasing them for payment, creating huge financial stress.**
- **Worryingly, almost half (49%) of the money owed by a typical CAP client in the East Midlands is due to priority debts. These are often for essentials like rent arrears, mortgage, gas and electricity or Council Tax debts.**

JOIN THE TAKING ON POVERTY CAMPAIGN

Katie Johnson (Ashby CAP Services Director) added, “Behind these stats are real families and individuals in desperate need who we are supporting everyday. Despite the situation, CAP and Holy Trinity Church are continuing to help people in Ashby de La Zouch and surrounding villages with our free professional services so they are able to break free from the chains of poverty and have hope and happiness restored in their lives again.

“Whether it’s helping us raise awareness on social media, volunteering, donating to CAP or maybe even taking on a fun fundraising challenge. There’s lots of ways you can play your part in tackling poverty in our area. Contact us for a chat to find out more about CAP’s life changing work in Ashby de la Zouch and how you can help us.”

THREE WAYS YOU CAN PLAY YOUR PART

CAP recognises people with differing circumstances will be able to contribute in different ways. For that reason we have created three simple and easy ways you can support CAP’s life changing work either across the UK or in your local area:

- Sign up to CAP’s newsletter at: **capuk.org/policy** and help us raise awareness by following and sharing our social media content. Search for ‘Christians Against Poverty’ on Facebook, Twitter, Instagram, LinkedIn, YouTube or Tik Tok.

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always hope.

- Support CAP's urgent fundraiser to help people through this cost of living crisis: capuk.org/support or sign up to become a CAP Life Changer and donate each month.
- Connect with your local CAP service to find out more about how you can help locally to change people's lives. Register your interest by emailing: cap@trinityashby.net / katiejohnson@capuk.org

END

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Who we are

Christians Against Poverty (CAP) is a UK charity determined to reduce UK poverty by delivering free debt help, money management education, job clubs and life skills groups.

We work hand-in-hand with more than 800 local churches across the UK, with our head office based in Bradford. Take a tour at capuk.org/about-us.

Methodology

The statistics in the *Taking on Poverty* report are drawn from CAP's *Annual report and accounts* and analysis of data from CAP's Debt Help case management system for 4,105 client households who came to CAP for help in 2022 and 2,431 who had a Financial Statement activated for the first time in 2022 (including 138 in Scotland, 87 in Wales and 99 in Northern Ireland). Throughout the report, this data set is referred to as 'new clients'.

Data has also been gathered from 682 responses to CAP's annual Debt Help client survey, conducted online and by post between November and December 2022. This data set is referred to as 'CAP clients' throughout the report.

Additional stats

CAP's recent YouGov poll of the general population of the East Midlands reveals the devastating impacts of poverty here:

- 2.2 million (58%) in the East Midlands have gone without heating, with 516,000 (13%) going without it daily during the cost of living crisis.
- 1.3 million (34%) have skipped meals during the cost of living crisis, 252,000 (7%) have done so on a daily basis.
- 900,000 (24%) have used savings, 700,000 (19%) have used credit cards, overdrafts or loans and 200,000 (4%) have missed payments on household bills due to rising costs.

- 2.6 million (67%) expect the cost of bills and essentials to put a significant burden on their finances in the next 6 months.

Additional stats methodology

CAP commissioned a YouGov Poll of a nationally representative sample of 2,098 people in February 2023. 84% of respondents lived in England, 5% in Wales, 8% in Scotland, 3% in Northern Ireland. Population figures have been calculated using ONS mid-year UK adult population estimates for 2020 of 52,890,044. 167 respondents were from the East Midlands (population 3,857,688)

All calculations related to population have been carried out by Christians Against Poverty, using YouGov and ONS data.