

## Child poverty film wins prestigious award

The story of an eleven year old boy growing up in severe poverty in London has won the top accolade at the IVCA Awards, recognised as the premier marks of excellence for effective business and public sector communications. The short [film](#), in which Luke offers a window into his world, was awarded Gold in the Best Charity and Not for Profit Communications category and gained the overall Grand Prix Award.

The Private Equity Foundation (a charity whose mission is to help young people reach their full potential) commissioned Maverick Television to create 'Luke's World' to personalise, epitomise and raise awareness of the plight faced by 1.6 million children in the UK today.

The material poverty is shocking, from the damp and peeling paint to the depressing tower blocks but, what is most hard hitting is the poverty of opportunity. Luke dreams of becoming a vet however, he senses that somehow that's a step too far for someone like him and he probably won't make it.

Shaks Ghosh, Chief Executive of the Private Equity Foundation, said: "In his own words, Luke tells it how it is for the 1.6 million children who, like him, are growing up in deprivation, without access to the opportunities which those born into different circumstances take for granted. It is our hope that this award will help amplify his voice.

"We already have nearly one million young people not in education, employment or training (NEET) in England alone. Let's not lose Luke's generation too. They're already waiting in the wings."

### Not NEET yet...

Many young people will suffer a common pattern of a lack of aspiration and opportunity. They may:

- **have a poor start in life**  
1 in 10 five year olds begin primary school lacking the behaviour skills to learn<sup>1</sup>
- **have a low sense of wellbeing**  
1 in 5 primary school pupils suffer from consistently low or declining wellbeing.  
1 in 4 belong to friendship groups characterized by victimization and / or bullying<sup>2</sup>
- **develop poor attitudes to learning**  
children in England report less positive attitudes to reading than those in many other countries.<sup>3</sup>
- **fail to master the basics at primary school**  
8 in 100 11 year olds leave primary school with reading and maths below the average level of a 7 year old.<sup>4</sup>
- **have a lack of role models in work**  
in one primary school in Burnley, only 12 out of 360 children surveyed knew an adult in work<sup>5</sup>
- **disengage from education at secondary school**  
a quarter of 13 year olds are disengaged from school – 1 in 20 secondary pupils truant<sup>6</sup>
- **and in the end leave school without qualifications**  
50% of young people fail to get 5 or more GCSEs at grade A\*-C including English and maths<sup>7</sup>

Visit [www.lukesworld.org](http://www.lukesworld.org) to see a range of comment on policy and practical solutions

Jim Sayer, Managing Director of Maverick Television, added: "On behalf of PEF, we are delighted that Luke's World has been awarded the Grand Prix at the 2012 IVCA Awards. We were able to work with PEF's brief to tell a story that epitomises the generational crisis facing the UK – all told through the words of one

1 Demos, Ex-Curricula, 2010

2 Demos, Ex-Curricula, 2010

3 Progress in International Reading Literacy Study

4 Demos, Ex-Curricula, 2010

5 Private Equity Foundation

6 Demos, Ex-Curricula, 2010; DCSF, Disengagement from Education 14-16 year olds, December 2009

7 DCSF: GCSE and Equivalent Results in England, 2008/09 (Revised)

extraordinary boy. The finished film is incredibly powerful – and has already been hugely successful in helping PEF raise awareness and funding – and in provoking debate around the future for children like Luke."

**About the Private Equity Foundation ([www.privateequityfoundation.org](http://www.privateequityfoundation.org))**

The Private Equity Foundation (PEF) is a charitable foundation which finds the very best interventions to tackle the NEET (young people not in education, employment or training) issue and backs them with funding and pro bono business expertise from the private equity community to become more effective and, over time, to scale up impact.

There is no silver bullet, so PEF takes a holistic approach, supporting disadvantaged children and young people at home, through school and into the workplace from age four to 24. Where the right interventions don't exist, PEF takes its learnings from its research and other countries and introduces new innovative programmes.

Since its creation in 2006, PEF has secured the backing of over 70 private equity firms and their advisers, including banks, law firms, accountancy firms, consultants and search firms and has organised over 32,000 hours of voluntary help.