



Supporting Children and Families in Wales

At a glance

Community and Town Councils play a vital role in supporting children, young people, and families across Wales. As the most local tier of government, councils are uniquely placed to understand community needs, reduce poverty-related pressures, and strengthen wellbeing.

The Children's Commissioner for Wales is an independent role established to promote and protect the rights and welfare of children and young people in Wales.

Community and Town Councils play an important role in supporting this work by engaging with children and young people locally, considering the impact of decisions on children's rights, and helping to create safe, inclusive, and supportive communities where all children can thrive.

Challenges?

Child poverty remains a significant issue in Wales, with many families struggling to afford everyday essentials such as food, heating, school uniforms, and transport. Rising living costs, low or insecure incomes, and high housing and energy bills mean that parents often have to make difficult choices to meet their children's needs. These pressures can affect children's health, learning, and wellbeing.

Benefits to your Community

Community-led interventions strengthen social connections, reduce isolation, and build trust. By providing safe spaces, affordable activities, and practical help, councils help create more resilient communities where residents feel supported, valued, and more likely to volunteer or engage locally.

How can Councils help?

Small investments can have large community impact.

When developing support for children and families, councils should:

- Focus on **dignity, inclusion, and non-stigma**
- Work in **partnership** with schools, voluntary groups, and county councils
- Ensure **safeguarding** and Welsh language considerations
- Listen to **local voices**, especially families and young people
- Use **small budgets** creatively for **high local impact**



Food Support & Nutrition

- Community-run breakfast clubs
- Holiday clubs
- After-school snack clubs
- Pay-as-you-feel cafés
- Community fridges or food pantries
- Pop-up hot meal sessions for families



School Uniform & Essentials

- School uniform swap shops
- Back-to-school pop-up events
- Coat, shoe, and winter wear banks
- PE kit donation rails
- School bag and stationery giveaways



After School Clubs & Activities

- Arts and crafts clubs
- Lego or STEM clubs
- Sports (football, netball, dance)
- Drama and confidence-building sessions
- Homework clubs
- Board game or social clubs



Learning & Digital Inclusion

- Homework or study clubs
- Free printing for schoolwork
- Laptop or tablet lending schemes
- Free Wi-Fi in community buildings
- Coding or digital skills clubs

Useful Information



[Child Poverty Strategy for Wales - 2025 update report](#)

[Public Health Wales: impact of cost of living on child health](#)

[Future Generations Report 2025](#)

Family Support & Advice Drop-Ins



Offer in partnership with specialist organisations. Early advice can prevent problems escalating and reduce stress for families.

Importance of Play Opportunities



Read **Play Wales Focus on Play-Community & Town Council Report** [here](#)

Legislation & Powers

Powers & justifications can differ, councils should consider their specific circumstances. For advice & guidance, councils may wish to contact their One Voice Wales Development Officer. admin@onevoicewales.wales

Developing Partnerships



Community and Town Councils do not need to act alone.

Potential partners include:

- Schools and early years settings
- Voluntary and community organisations
- County councils and public services
- Youth services
- Faith groups
- Food banks and advice agencies

Partnership working increases reach, sustainability, and funding opportunities.

Examples of Good Practice



Holywell Town Council run a Eco School Uniform hub for local families

Llannon Community Council offer a free daily breakfast club to support families during the school holidays

Pontypool Community Council hold free after school Lego play sessions.

Community and Town Councils across Wales offer childrens holiday activities: sports, crafts, cinema, cooking; and seasonal family events through the year: egg hunts, Halloween parties, fireworks and santa grottos.

St Clears Town Council fund 2 youth workers to provide a weekly youth club



[Watch our case study with Mumbles Community Council](#)



[Watch our webinar recording: Tackling Child Poverty Together](#)

Funding Information & Potential Opportunities



National Lottery Awards for All

Contact your local authority or CVC for details of regional funding pots

One Voice Wales offer a training module on Making effective Grant Applications

Want to Find Out More?

For more information on the One Voice Wales Cost-of-Living Crisis project contact the team at:



CoLC@onevoicewales.wales



<https://bit.ly/3KYHftK>



[One Voice Wales Website](#)