

**Press Release**

May 24 2011

**Uneven impact of economic downturn exposed**

National debt charity Consumer Credit Counselling Service (CCCS) welcomes this week's publication of *Bankrupt Britain: An Atlas of Social Change*. CCCS says the book's geographic breakdown of insolvency, earnings and child poverty statistics exposes the uneven impact of the economic downturn. The charity says an understanding of what parts of the UK are being hardest hit by the economic downturn is crucial in helping charities and public services target their support.

CCCS analyzes its own statistics by geography in a map called *Debt View* to ensure it meets the need for free debt advice throughout the UK. The charity is concerned that many people struggling with debt end up paying for debt advice because they are unaware that free help is available. *Debt View*, which includes a map of CCCS counselling levels by region down to individual postcodes, helps it understand where it needs to target its promotional activity.

Delroy Corinaldi, CCCS External Affairs Director, emphasises the importance of the data: "There is no doubt that while, 'We are all in this together' may be true to a certain extent, some people are in far deeper than others, often through no fault of their own.

"That is why it is so important for those helping the victims of the economic downturn to understand where their support is most needed and these statistics aid that understanding."

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**Notes to editors:**

1. *Debt View*, an analysis of client statistics broken down by region, by area and by postcode is now available at: [www.cccs.co.uk/debtview](http://www.cccs.co.uk/debtview)
2. CCCS's ethos is to help the "can't pays", not the "won't pays", and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual's situation.
3. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client.
4. The CCCS free phone helpline 0800 138 1111 is open 8am to 8pm, Monday to Friday.
5. CCCS *Debt Remedy* is available at [www.cccs.co.uk](http://www.cccs.co.uk)
6. Follow us on Twitter: @CCCSPressOffice

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