

Help grow and increase the impact of our work by becoming a Principal Partner of Greater Manchester Poverty Action.

Principal Partners commit to supporting the work of GMPA at an enhanced level and contributing to the sustainability of the organisation. We are delighted to currently have 25 organisations signed up for the scheme. We are always looking for new Principal Partner organisations to ensure that we can strengthen our work throughout the current cost-of-living crisis. Financially supporting Greater Manchester Poverty Action directly funds our work to prevent and reduce poverty and create a more prosperous and inclusive city region. The scheme is one of our key fundraising strands and it helps to ensure we stay financially viable and can continue to tackle poverty. If you are interested in finding out more, get in touch with [Lucy](#).

A **huge thank you** to all those organisations that have already confirmed their membership of the scheme in 2023. You can see their logos here and find out more about the scheme [here](#).



"At Stockport Council we are committed to addressing poverty, and our Fair and Inclusive approach is central to our One Borough Plan. We really value the contribution GMPA makes across Greater Manchester both in modelling new approaches and co-ordinating anti-poverty networks. Much of our work to support our residents through the cost-of-living crisis has been enabled by the helpful resources created by GMPA. In particular the Poverty Monitor and the model for our Money Advice Referral Tool have been very valuable to ourselves and the voluntary sector in Stockport. We are glad of the opportunity to share knowledge and work together in addressing the causes and impacts of poverty and look forward to working with you over the coming years."

Cllr Malcolm Allan

Cabinet Member for Finance and Resources

"Trafford Housing Trust is a proud Principal Partner of GMPA. Our work is focused on supporting our residents to reach their full potential, where no one is marginalised or discriminated against and where support is accessible for all. We work alongside many organisations so that activities, support, social connecting and affordable goods are available and having a positive and long lasting impact on peoples wellbeing, security and health. Working alongside GMPA aligns our vision of a society where poverty is prevented and reduced, and where all our residents thrive in our vibrant and diverse borough."

Zoe Taylor

Communities Manager, Trafford Housing Trust

Donations

GMPA is now accepting donations. Individuals and organisations can make a one-off donation or set up a monthly direct debit. [Find out more here](#). Your voluntary contribution will support us to continue and grow our work.

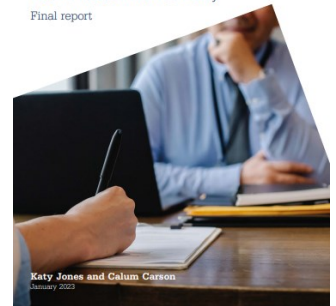
Universal Credit and employers: exploring the demand side of UK active labour market policy

by Dr Calum Carson, Decent Work and Productivity Research Centre

The findings of the [Universal Credit and Employers](#) research project were launched in Manchester last week, exploring what employers know about Universal Credit and how it impacts on them, and how Jobcentres and other employment services can work more effectively with employers. The research also touches upon a number of other important issues, including how both employers and policymakers can better promote the greater adoption of Decent Working standards both within Greater Manchester and beyond, and how individual organisations can modify their own practices to better financially protect those members of their workforce supported in part by Universal Credit.



**UNIVERSAL CREDIT
AND EMPLOYERS:**
Exploring the Demand Side of UK
Active Labour Market Policy
Final report



Drawing on 124 interviews with employers and wider stakeholders, this is the first major independent research project to explore employers' views and experiences of this important policy area. And as the cost-of-living crisis deepens and the need to support people more effectively into (and to progress in) work becomes more complex, it is important to address the critical omission of employers' voices in this debate and demonstrate how valuable their insights are.

The full report can be found [here](#), and do please contact project lead [Dr Katy Jones](#) if you have any more questions about the research. Thank you too to all of the many organisations across Greater Manchester who have helped support this project in some way: it is greatly appreciated, and the project could not have succeeded without you.

Long-term local responses to poverty in the era of perpetual crisis

Developing effective local anti-poverty strategies: Greater Manchester Poverty Action report launch



The national government has no clear plan or strategy to address poverty. Whilst many of the main drivers to tackle poverty lie with central government, the projected increases in poverty over the next few years mean that action at a local level is more important than ever. There are examples of good practice and impact from places where there is a strong policy and strategic focus on addressing poverty, delivered through, and steered by a robust anti-poverty strategy. However, there is a lack of up-to-date research that explores best practice and effective approaches in the design and implementation of local anti-poverty strategies.

Greater Manchester Poverty Action's new report, *Local anti-poverty strategies: Good practice and effective approaches* helps to fill this gap by providing a framework for what an effective local anti-poverty strategy should look like to support local authorities and partners to develop and/or improve their strategic approach.

On Wednesday February 22nd, to coincide with the launch of the report, there will be a webinar from 1.30pm - 2.50pm to explore:

- *Why this matters now and how local authorities and partners can take the lead on tackling poverty locally.*
- *How local authorities and their partners can take a strategic approach to addressing poverty built around the framework developed by GMPA.*
- *What makes a good anti-poverty strategy and how can local authorities and their partners can develop and implement an anti-poverty strategy in a way that maximises its effectiveness.*

We will send out an invitation to you so that you can sign up for the webinar shortly. In the meantime, if this is something that interests you, please save the date!

Greater Manchester Real Living Wage Campaign Update



At the beginning of a new year, we at GMPA's Greater Manchester Real Living Wage Campaign (GMLWC) are very much looking forward to continuing the work we have been doing over the last few years on the commitment to make Greater Manchester a Living Wage City Region.

The work we do is guided by the ambition for all employees in Greater Manchester to be paid at least the Real Living Wage by 2030. According to the latest available data, we are currently up to 87.5% of employees across Greater Manchester paid at least the hourly rate set by the Living Wage Foundation, compared to 80.5% in 2021. This is good progress but we recognise there is plenty more to do.

There are now 594 accredited Real Living Wage Employers in Greater Manchester, an increase of 32 since the last update. We are on track with the action plan target of 650 accredited employers by the end of 2023.

In July 2022 the GM Real Living Wage Campaign was recognised as leading the way across the various city regions at the Real Living Wage National Awards and we will build on this progressive way of working.

Throughout 2023, GMLWC will continue to attend the GM Real Living Wage action plan steering group as well as co-chairing the Campaign Strand sub-group along with GM Citizens. We will work with the GM Housing Providers Group, and trade unions representing workers in that sector, to ensure that all housing providers in Greater Manchester are accredited Real Living Wage Employers.

2023 will also see GMLWC doing joint work with Greater Manchester Centre for Voluntary Organisations (GMCVO) to support and encourage more employers in the Voluntary, Community and Social Enterprise Sector to accredit as Real Living Wage Employers.

On January 26th, 2023 GMLWC Co-Ordinator John Hacking attended the online launch of the Living Wage Places Network. This network brings together participants in recognised Living Wage Cities, Boroughs, and City-Regions across the UK to connect and share learning.

GMLWC will also work with partners to deliver a range of events for Living Wage Week in November.

We look forward to working with partners old and new as we continue the fight for a Real Living Wage that gives all workers in Greater Manchester dignity and decent employment.

This year is set to be a busy and challenging time. If you want to join the campaign against low pay and for a Real Living Wage please get in touch for more details.



More information about the local campaign can be found on GMPA's website [here](#).

Best Wishes,
[John Hacking](#)
Greater Manchester
Living Wage Campaign Coordinator

You can follow the GM Living Wage Campaign on [Twitter](#) and [Facebook](#).

The Greater Manchester Living Wage Campaign is run by Greater Manchester Poverty Action.

What is the Real Living Wage?

The Real Living Wage is an hourly payrate set by campaigners that reflects the real cost of living in a way that the statutory minimum set by government doesn't. It is the only UK wage rate that is voluntarily paid by over 11,000 UK businesses who believe their staff deserve a wage which meets everyday needs. It is currently set at £10.90 across the UK, £11.95 in London.

Why pay the Real Living Wage?

Because it is good for business and for employees. 86% of Real Living Wage employers say it has improved the reputation of their business; 75% say it has increased motivation and retention rates of their employees; 64% say that it helps to differentiate them from others in their industry; 58% say it improved relations between managers and staff.

GMPA gives evidence to the Work and Pensions Select Committee

On January 25th, 2023 GMPA CEO Graham Whitham gave evidence to MPs at a hearing of the Work and Pensions Select Committee. The session was held as part of the Committee's *Plan for jobs and employment support inquiry*.

At the session Graham highlighted the need for effective employment support to sit as part of an effective and coherent national plan for ending poverty. You can watch the session [here](#).

Policy and Research updates

We are providing a summary of the latest news and policy developments to keep you up to date with what is happening across the UK.



New polling from Ipsos reveals that 67% of Britons believe the worst of the cost-of-living crisis is still to come, while 27% think that its impact has already reached its peak. Younger people are particularly likely to think the worst is yet to come (80% of 18-34 year olds vs 56% of those aged 65+). [Read more.](#)

UK homes cancelled 2m streaming services last year as cost-of-living soared. [Read more.](#)

A survey of elected councillors has revealed that 80% of local leaders in the UK are concerned that as services struggle as a result of the cost-of-living crisis, children will face a life of poverty. [Read more.](#)



The cost-of-living crisis has left over two-in-five working age households struggling with or falling behind on their housing costs. [Read more.](#)

Women take home on average £564 less per month than men in 2022 (£536 in 2021). [Read more.](#) [Read more.](#)

During the pandemic, 34% of children in the North (around 900,000) were living in poverty, compared with 28% in the rest of England. This equates to 160,000 extra children in poverty in the North. [Read more.](#)

3.5 million people aged 50-64 are out of the workforce, many of them in poor health and with few savings by the time they reach State Pension Age. [Read more.](#)



'Eating or breathing': energy costs force stark choices on disabled people. [Read more.](#)

13.4 million people were living in poverty in 2020/21. Poverty for families in receipt of Universal Credit or equivalents remained very high in 2020/21, at 46%. This is despite the temporary £20-a-week uplift and a resetting of Local Housing Allowance to reflect actual rents in an area. [Read more.](#)



According to a poll by the Mental Health Foundation, concerns about personal finances led to almost one in three (30%) adults in the UK having poorer quality sleep and almost one-quarter of people (23%) meeting with friends less often in the previous month. One in six (15%) pursued a hobby less often, and one in eight (12%) exercised less frequently. [Read more.](#)

Bristol University study finds 'strong social gradient' linking poverty with increase in mortality. [Read more.](#)

Cases of fraudulent claims are rising as the cost-of-living crisis continues to crunch, new data from national law firm Weightmans has revealed. [Read more.](#)

Only 7% of health visitors in the UK felt confident that all families would be able to access the support they need if an issue was raised. [Read more.](#)

The cost-of-living crisis will continue to intensify as inflation soars and government support lags. Organisations and campaigners must continue to call on the government to do more to tackle the harsh economic realities for the most vulnerable. More articles are available on our [website](#).

LGA Behavioural Insights programme: tackling post-COVID-19 challenges and the cost-of-living crisis

Online 17 March 17th, 2023 from 11.15am - 1pm

The Local Government Association is hosting a free webinar, funded by government, about how councils can use behavioural change techniques when working with communities. The session will feature councils that have used behavioural change techniques to tackle challenges. Themes include how councils are changing behaviours relating to the cost-of-living crisis, for example through supporting residents to reduce their energy consumption and increase take-up of home retrofitting measures.

Councils will also share how they are using behaviour change techniques to support young people to improve their mental health.

[Registration](#)



'A route out of poverty?': Low wages, insecure work, and food insecurity.



Online February 23rd 2023, 11am - 12pm

This webinar will consider how low-paid work, insecure hours and job security affect food insecurity and the reforms needed to prevent people from going hungry due to low income. Book [here](#).

Food Foundation webinar: Free School Meals

March 30th, 2023 from 11am - 12.30pm

The Food Foundation are running a webinar discussing auto-enrolment and best practices. Sheffield Council instigated what it calls auto-award processes in 2016 to try to ensure as many children as possible are signed up for Free School Meals and has been monitoring the impact of doing so.



The Council officers who run the scheme will be presenting at the webinar. They will explain what they needed to do and the problems they faced in setting up the processes, and then will answer any questions.

A link to join the webinar will be circulated closer to the date.

Job opportunities with Caritas Salford

Night Project worker x2 based in Bolton. This is a residential night shift working role. 75 hours over a 2-week shift pattern. Flexibility is essential to ensure that the service needs are met.

Bank night project worker based in Bolton. The shifts are from 9:30pm – 8am.

For these roles an NVQ2 in Health & Social Care (Adults) or similar qualification or equivalent education or work experience is essential. The closing date is February 28th, 2023. More information can be found [here](#).



For more information about Greater Manchester Poverty Action

please visit our [website](#), follow us on [Twitter](#) or visit our [Facebook](#) page.

We want to find new ways of working together, share the network's successes and provide a voice for the people living in poverty in our region but we can only do this with your help and support.

Copies of previous newsletters are available on our [website](#). If you would like to submit an article please [get in touch](#).

NB GMPA does not have full-time dedicated administrative support so please do not expect an immediate response.



Views expressed in this newsletter are not necessarily the views of GMPA. We try to fact-check all articles and events, but if you notice an error please [let us know](#) so we can correct it in a future newsletter.