

FOR IMMEDIATE RELEASE

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Greater Manchester Poverty Action rebrands as Resolve Poverty

Greater Manchester Poverty Action has today rebranded to Resolve Poverty to signal its determination to tackle poverty in local areas and regions nationwide.

The organisation, one of the UK's leading voices on local responses to poverty, was founded in 2016 to reduce and prevent poverty in Greater Manchester.

Since then, it has influenced councils and other public bodies to adopt anti-poverty strategies, engaged in the design and delivery of local welfare provision, and developed programmes to help families access financial support.

As the organisation has grown, so too has its scope of work – beginning to advise and collaborate on anti-poverty efforts in places beyond the city-region it calls home.

The name change to Resolve Poverty marks a new chapter as the nonprofit now looks to support local authorities and partners across the country to tackle poverty, as part of a national mission to end it.

The new name and refreshed brand reflect the organisation's new strategy for 2024-28. This new strategy focuses on helping local places and regions to tackle poverty and boost living standards in their communities, as part of what Resolve Poverty CEO Graham Whitham hopes will be a new national mission to end poverty.

Graham Whitham, Chief Executive Officer at Resolve Poverty, said: “Now is the right time for us to expand our remit beyond the city-region and work with partners nationwide to tackle poverty.

“We are excited about continuing our work in Greater Manchester, including through work with Greater Manchester NHS and Bolton Council over the coming years. Through our Money Advice Referral Tool and Money Matters programmes and the Greater Manchester Living Wage Campaign, we continue to support people to access the benefits and support they need across the city-region.

“We are also now ready to use our expertise to address poverty in a meaningful and sustainable way across the country.

“It is clearer than ever that the UK needs a national plan to end poverty – but it’s also vital that local government and partners have the knowledge and tools to reduce and prevent poverty locally to the best of their ability. We’re excited to work with many more places to boost living standards and help communities thrive, as we evolve to Resolve Poverty.

“With the General Election taking place next week, we see this timing as a perfect opportunity to send a clear message to whoever forms a new government on 5 July: the country urgently needs a national mission to end poverty, driven by Westminster and delivered in localities. We are ready to work with whichever party takes power to ensure we can resolve poverty in the UK permanently.”

Ends

Notes to editor

Resolve Poverty is a not-for-profit organisation that delivers locally and regionally focused anti-poverty activities across the UK. Our mission is to realise the potential of localities and regions by strengthening the ability of local and regional stakeholders to resolve poverty.

We make it our business to increase knowledge across sectors to foster local collaborative strategic, policy and practical responses to resolving poverty, with a focus on improving the financial position of low-income households. Some of the ways we do this include: supporting organisations to develop impactful anti-poverty strategies; supporting organisations to implement the socio-economic duty effectively; and running training courses on a variety of topics.

Here’s how we’re having an impact:

- 700+ organisations have become accredited Living Wage employers since we started the Greater Manchester Living Wage Campaign
- Over 500 frontline workers have used our Money Advice Referral Tool to get people the financial support they need
- Our Money Matters programme has helped families to access over £350,000 in benefits they didn’t know they were entitled to
- Via our training offer, we’ve equipped 300+ people across sectors with the knowledge and best practice needed to tackle poverty.

To learn more, visit resolvepoverty.org.