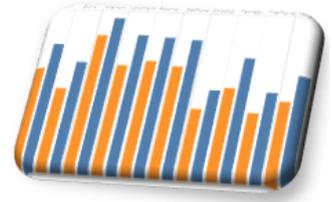


## GMPA launches new Mini Poverty Monitor resource

By Graham Whitham



At GMPA we have developed a new page on our [website](#) detailing some of the key statistics about poverty and people's experiences of living in Greater Manchester. The aim of the 'Mini Poverty Monitor' is to support people to access data about poverty quickly and easily. Data is provided either at a Greater Manchester level and/or a local authority level (detailing statistics for each of the ten GM boroughs).

The page is broken down into seven sections: Child poverty, Housing, The labour market, Social security, Education, Health and Fuel poverty, food poverty and the poverty premium. The monitor does not present an exhaustive list of statistics relating to poverty in Greater Manchester, but it is a snapshot of key indicators that we know are of interest to members of our network.

The poverty monitor highlights the stark differences in the experiences of people living in different parts of Greater Manchester. Drawing on a range of existing datasets the monitor shows that:

- Child poverty is highest in Manchester at 45% and lowest in Trafford at 19%.
- Workers living in Oldham are paid on average £5 less per hour than workers in Trafford.
- A third of adults (33%) in Oldham lack level 3 (equivalent to A-level) qualifications compared to 18% of adults in Trafford.
- People working in Rochdale are nearly three times more likely to be in jobs paying at or below the National Minimum Wage/National Living Wage than people working in Salford.
- Men born in Stockport can expect to live to 80 compared to 76 in Manchester, whilst women born in Trafford can expect to live 4 years longer than their counterparts in Manchester.
- School readiness among girls is highest in Trafford at 81.5% and lowest in Oldham at 68.7%. For boys it is highest in Trafford at 67.3% and lowest in Oldham at 54.3%.

The data masks some of the huge inequalities within boroughs, including those local authority areas that are often perceived as more affluent. For example, in Trafford the ward with the highest rate of child poverty is Clifford ward where nearly half (48.2%) of children are in poverty. This contrasts with Timperley ward which has the lowest child poverty rate in the borough (15.2%).

GMPA is calling on each of the ten local authorities and the Greater Manchester Combined Authority to develop robust anti-poverty strategies and appoint a lead for tackling poverty. This would ensure that poverty doesn't 'fall between the cracks' of different local authority agendas, that effective local efforts to tackle poverty are scaled up and replicated more quickly and help create a unified voice against poverty across Greater Manchester.



We know from our network that there are some exciting initiatives in different parts of Greater Manchester seeking to address poverty and give everyone a fair chance in life.

If you have any comments about the Mini Poverty Monitor please contact us [by email](#). GMPA is keen on developing a more comprehensive poverty monitor in the future. Please contact us if this is something you could support us with.

Graham Whitham,  
Director, GM Poverty Action

## News from the Greater Manchester Living Wage Campaign



Since I started in the role of GM LW Campaign Co-ordinator there has been a lot to learn and a lot of people for me to meet. Thanks to everyone who has given me some time and shared their thoughts and knowledge with me. I've had positive meetings with both GM Citizens and The Living Wage Foundation about future working together. There's lots happening with our campaign and we want to cover a few key points this month.

**Campaign meeting:** The first date for your diary is Sept 11th when we will be holding a meeting of the GM Living Wage Campaign Group. The meeting will be an opportunity to discuss the latest aspects of the campaign and also look forward to Living Wage Week so we make the best of the opportunities that provides for us to promote Real Living Wage to employers across GM. If you want to know more about the meeting [visit the Eventbrite link](#), where you can also register to say that you will attend, or [email me](#)

**Living Wage Week:** As people may know Living Wage Week is November 11– 15th and as usual there will be events in GM. We will be holding at least one event in the week with more details to follow next month. In addition we will be involved in an event in Salford on Nov 11th which will hopefully see the announcement of Salford as a Living Wage Place (more info about LW Places [here](#)). This event will see the announcement of the new Real Living Wage rates, meaning a pay rise for thousands of lower-paid workers across our city region.



[John Hacking](#)  
Coordinator,

Greater Manchester Living Wage Campaign

## A Buttle UK survey of over 1,200 child support workers - an excerpt from their recent report

Buttle UK surveyed support workers to find out about their current experiences of working with children in poverty. While all these individuals are used to seeing child poverty on a daily basis, their feedback illustrates the extent of some of the challenges that families are currently facing.



Results highlighted just how often children are having to survive without the basics:

- 60% of support workers are often (i.e. more than once a week) seeing families who are unable to afford the basics (food, household items, fuel).
- 50% of support workers are often seeing children fed breakfast and/or dinner at school because families cannot afford to feed themselves.
- 48% of support workers are seeing families unable to afford the costs of children's clothes and shoes.

Particular concerns with the summer holidays coming up:

- 65% are seeing families unable to afford/have no access to holiday activities.
- 53% are seeing families unable to afford food and childcare during the holidays.

Support workers report that 54% of families being supported are living in destitution, and nearly three quarters of these support workers (74%) have seen an increase in the number in the last year.

49% of support workers see families who are working but are not earning enough to make ends meet more than once a week, and 21% of workers see this problem on a daily basis.

18% of support workers have seen an increase in the number of families needing financial support when at least two people in the household are working, and 39% have seen an increase where one person in the family is working.

Nearly 100% said they saw families experience issues of rising debt, delays due to Universal Credit and cuts to welfare services to some extent, but 30% reported they see families experiencing all of these problems on a daily basis.

85% of support workers see families being affected by violent crime, and 37% are seeing this more than once a week.

Against the backdrop of these challenges, the picture in terms of available support is mixed:

- The only areas where there is substantive growth is in the availability of support through foodbanks; 49% of support workers reported an increase in the availability of food banks.
- Less than 15% reported an increase in availability of furniture recycling schemes, help with utility bills, help with rent arrears, local authority welfare assistance schemes, and free/affordable activities for children.

However:

- Over 40% reported a decrease in availability of support through local authority welfare assistance schemes, grant-giving charities and free/affordable activities for children.

You can download the full report [here](#)

## The Northern Powerhouse: 5 years in

by Marcus Johns, IPPR

The North of England is rising up the list of priorities for both the government and opposition. Recently, we saw 33 regional newspapers launch the #PowerUpTheNorth campaign, while both Jeremy Corbyn and Boris Johnson have delivered major speeches about the North, in the North.

June saw the fifth anniversary of the Northern Powerhouse Agenda. But looking back, the reality has fallen a long way short of the initial rhetoric. The impact of austerity has been severe and many northerners have suffered as a result – IPPR North [analysis](#) found the North saw a £3.6 billion public spending cut from 2009/10 to 2017/18, while spending actually rose by £4.7 billion in the South East and South West.

These cuts, and wider changes to the economy over the period, mean that the number of jobs paying less than the Real Living Wage rose by 150,000, and the number of northern children living in poverty rose by 200,000.

For those of us living in the North, its many strengths are clear: from universities to renewable energy assets on its coasts. Most of all it is clear in the talents, hard work and creativity of its people.

But Westminster is still holding us back and life is getting worse for too many people as a result. The next phase of the Northern Powerhouse must address this.

And that's why some of the changes that might appear superficial could be the most important in the long term.

Five new metro mayors governing 47 per cent of the North's population have made their presence felt. Greater Manchester's Mayor has undoubtedly been a loud voice calling for change and has made it impossible for central government to ignore the region. Transport for the North has brought forward a plan for Northern Powerhouse Rail and more – totalling £70 billion of investment.

These changes cannot make up for austerity and shouldn't be allowed to obscure the reality of life for many northerners. But the North must seize the opportunities within its grasp, because it cannot afford to wait indefinitely for an alternative government, and austerity could be even more difficult to weather without further devolution.

This agenda remains an important vision of what the North could be; a positive alternative to the 'North-South divide' narrative that implicitly writes off the North's future. That is why [we think](#) the North's leaders should improve the Northern Powerhouse agenda, rather than cast it aside in favour of some yet-to-be-formulated alternative.

We have already seen the green shoots of this agenda. Osborne's initial vision was narrowly focused on connecting the cities of Manchester and Leeds to drive productivity. Now — in the policies of Northern leaders and even in the rhetoric of the new Prime Minister — the focus has shifted: it is starting to encompass northern towns alongside its cities; it is focusing on social infrastructure, not just faster trains; and it is prioritising northerners' quality of life and work. In practice, the new Mayors have used their limited powers broadly, helping homeless people, developing employment charters and providing discounted transport for young people.

Recently in Manchester, the new Prime Minister's rhetoric hinted at a shift in focus too. He pointed to inequality between places that are economically successful, and those a 'few miles away' where young people feel 'hopelessness'. There are clear parallels to draw with Theresa May's infamous 'burning injustices' speech. Yet, little action emanated from May's rhetoric and we await to see what really emanates this time. Given recent experience, northern people are entitled to a healthy scepticism.

If the new Prime Minister is sincere, his first move should end local government austerity. He should then deliver on the devolution he has promised and ensure that all local authorities receive the funding they need to meet the needs of their residents so that the North will never again be forced to deliver Westminster's austerity.

For the northern children growing up in poverty – their futures blighted by austerity – and for all northerners being held back by Westminster's failures, it is time to act. It is time for the North to be properly resourced so that our leaders can make policy accountable to its people: a Northern Powerhouse that is truly of the North, for the North and by the North.



Marcus Johns is a  
Researcher at IPPR North.

## Inclusive Economy case study: Carbon Creative

Working the GM VCSE Devolution Reference Group, we are hosting tools on our website to promote the role of voluntary, community and social enterprise organisations in creating a fairer and more inclusive economy. This can be found [here](#). We are running a series of case studies in our newsletter as part of this work. This week we profile Carbon Creative.



Carbon Creative is a low-carbon, ethics-based design agency, doing its bit to make the world a better place. It aims to be the 'go-to' branding, design and digital agency for people who care, and to help organisations grow and promote green and social change. Carbon Creative is a private limited company, incorporated in 2002.

Carbon Creative loves to help organisations grow, transforming the fortunes of its clients by building beautiful brands and wonderful websites. Its services are at the intersection of art, technology, science and sustainability. Its work covers most sectors, but its bias is toward health, sport, science, technology, and third sector/charity.

Carbon Creative promotes social value. It engages with clients that make a positive impact on local communities and environments. Carbon Creative often invests in local projects that benefit the wider community. One good example of this is its tree planting campaign, "Buy one, get one tree", though which over 14,000 trees have been planted since 2007. In this programme, for every client order processed, Carbon Creative plants a tree in and around Greater Manchester with the help of rangers/environmental officers to find suitable managed areas and volunteers (such as clients, schools and community groups) to help with the actual planting.

Carbon Creative always looks to use local/carbon-friendly suppliers first and put those above profit margins. It audits and sense-checks each supplier's environmental credentials. Other activities include: a gardening club for staff to use work time with trained gardeners at Ordsall Hall; creating an Alzheimer's book for Age UK; and a bicycle Ride2Work scheme, allowing staff to purchase a bike at reduced costs.

Carbon Creative has faced several key challenges in making a positive impact:

- Good versus growth: Carbon Creative balances paid, non-paid and non-profit work whilst still trying to grow as a business. Retaining the best staff in the digital industry requires a balance between industry-standard salaries and the benefits and opportunities for personal growth and job satisfaction from helping local and charitable businesses.
- Reduced or discounted rates for social value work: Branding, digital design and web agencies are numerous and the competition is fierce. To estimate a project cost, Carbon Creative must understand a client's design expectations or budget which they are sometimes reluctant to share. Its standard rates have to be competitive in order to win commercial projects, so when it offers reduced or discounted rates for social value work, the same issues of expectations versus budget are still in play but the risks are much higher.
- Direct impacts on sustainability, clients and behaviour change: While Carbon Creative's new home from 2017 at MediaCityUK is BREEM rated, things such as carbon neutral gas and electricity or food recycling were no longer in its control. Through engaging with other tenants and the landlord, however, it has influenced behaviours including food waste recycling, glass-bottled milk from local dairies, and volunteer litter picks at MediaCityUK.
- Promoting sustainable choices: Carbon Creative tries to persuade clients to make sustainable choices on marketing materials (such as FSC or 100% recycled paper), although this is not always the cheapest option.

The most successful things that enable Carbon Creative to make things work effectively are:

- Personal development: Investing in increasing skills and knowledge that benefit both the team and positive behaviour change in clients.
- Gardening club: Time out to break from work, improve mental health and well-being, and keep staff engaged with community and environmental issues.
- Environmental improvement: Tree planting and litter picking break up monthly personal development Fridays with fun but impactful sessions, while keeping invested in local engagement to help spread awareness of social value.

Further details are available on their [website](#)

**GREATER MANCHESTER VCSE  
DEVOLUTION REFERENCE GROUP**



Ordsall litter pick



**HEALTHY ME  
HEALTHY COMMUNITIES**  
www.healthymehealthycommunities.co.uk

**Healthy Me Healthy Communities** are recruiting for the following roles: Operations Manager (full-time), Food Manager (full-time), Community Grocer Project Coordinator (0.5fte), Café & Kitchen Project Manager (27.5 hours) and Café & Kitchen Assistant (27.5 hours).

Further information including job descriptions, closing dates and interview dates are available on their [website](#)

## Forthcoming events

### Manchester Advice Forum

Tuesday September 3rd, 2019 from 9 - 11am at Ziferblat Edge Street, 23 Edge Street, Manchester M4 1HW

An initial meeting outlining the establishment of an Advice Forum in Manchester for organisations involved in providing financial advice to residents around benefits, housing, debt, immigration and related issues. There are only 30 places - first come first served. [Book here](#)

### Exploring the Poverty Premium

Wednesday September 11th, 2019 from 9.30am - 12.30pm in Central Manchester



Low income consumers in the UK face several disadvantages in the marketplace. Understanding this issue can support service providers, businesses and policymakers to identify changes in policy and practice that can help mitigate the impact of the poverty premium, minimising the risk of debt and financial hardship among people on low incomes. Course Fee: £58 - £95 [More information and book](#)

### The Social Sector through Brexit, Greater Manchester

Wednesday September 11th, 2019 from 9.30am - 4.30pm at The Mechanics Centre, 103 Princess Street, Manchester, M1 6DD

A free conference, bringing together the social sector to discuss the potentially momentous changes Brexit will have on charities, voluntary organisations and the communities they champion and represent. What should the role and mission of the social and wider voluntary sector be through (and post) Brexit? What might existing trends tell us about potential new directions in activity and need? How do we gear up to actively shape the agenda not just observe? Are we prepared for the possibly momentous change coming our way and how is the sector going to overcome disruption to funding as a result?

[More information and booking](#)

### Greater Manchester Living Wage Campaign Group Meeting

Wednesday September 11th, 2019 from 10am - 12 noon at Church House, 90 Deansgate, Manchester M3 2GH

Please [register](#) if you are planning to attend

### NEA Annual Conference & Exhibition



From September 16th - 18th, 2019 at Sheffield City Hall Barker's Pool, Sheffield S1 2JA

The NEA Annual Conference and Exhibition is a major three day event in the fuel poverty and energy efficiency calendar. The conference attracts 300+ UK delegates including the energy industry, health sector, government, local authorities, housing associations and other not-for-profit agencies. The conference is open to all and NEA members benefit from discounts. [More information and booking form](#)

**Do you have any events that you'd like GMPA to publicise? Please [email us](#) with the details.**

### 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](#) For more information please contact us by [email](#)

**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.