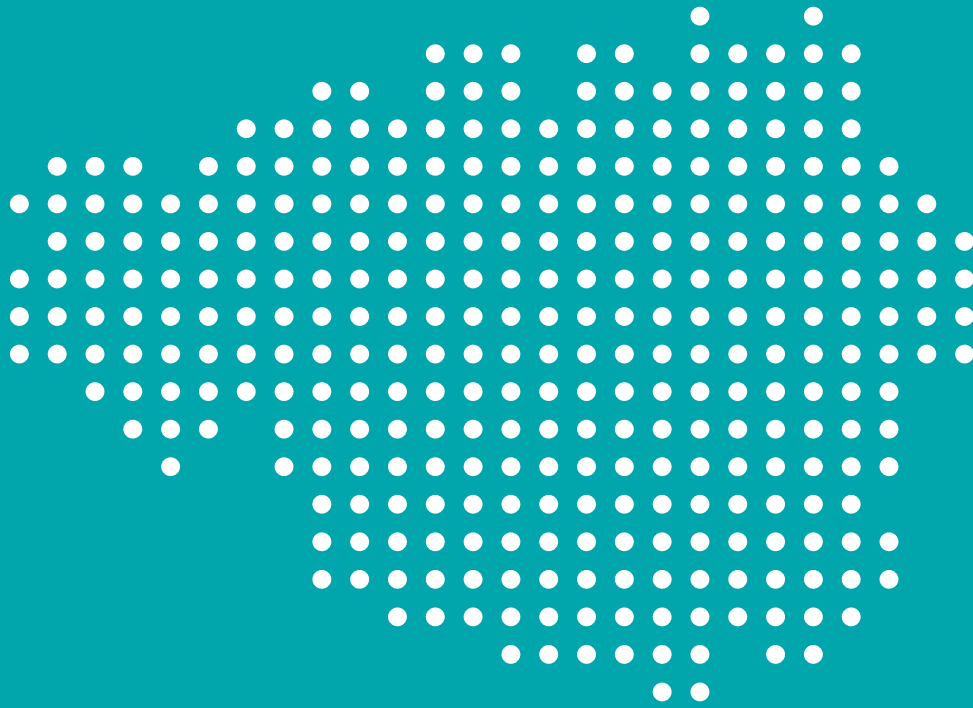




GREATER MANCHESTER
POVERTY ACTION



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Annual Impact Survey 2021 Report

1 Introduction

GMPA's network is made up of over 1500 stakeholders from across Greater Manchester's voluntary, community and social enterprise (VCSE), public and private sectors. It also includes some members of the public and national organisations involved in tackling poverty. We survey our network annually to measure how our network values our work and to better understand the impact we are having.

This report gives an overview of the results from GMPA's third Annual Impact Survey conducted in July/August 2021. The survey was shared with GMPA's network of stakeholders and received 103 responses. A range of different stakeholders responded to the survey, from local authorities and housing providers to grassroots voluntary and community organisations.

The results illustrate the value our network places on our work, for example, 95% of respondents said they found the GMPA newsletter useful or very useful and the same percentage said the same thing about our policy and research reports.

The results show that our network recognises GMPA's key strength, with 97% saying that we provide relevant, current and impactful information and 96% agreeing that we help to raise awareness of the effects of poverty and its causes.

The impact of our work comes through from the survey results, with 93% of respondents saying they agreed or strongly agreed with the statement that "GMPA is a vital source of information about poverty in Greater Manchester". In total, 91% said they agreed or strongly agreed with the statement, "The work of GMPA adds value to my own pursuits of tackling poverty".

Our vision is of a Greater Manchester free from poverty where all residents can realise their potential and access the benefits of living in a diverse and vibrant city region.

These results enable us to evidence the value and impact of our work. Over the next three years GMPA will be working to the following strategic priorities:

- Boosting household income and financial resilience.
- Ensuring stakeholders in Greater Manchester embed a strong strategic approach to tackling poverty.
- Embedding the voices of people with lived experience in the decision-making structures and systems of Greater Manchester.

Thank you to everyone who completed the survey for us.

The results are broken down into the following sections:

- [GMPA's key strengths](#)
- [GMPA's contribution to the Greater Manchester Poverty Agenda](#)
- [Policy, Research & Advocacy Impact](#)
- [Programmes Impact](#)
- [Network Support Impact](#)
- [Conclusions and reflections on the way ahead](#)

2 Annual Impact Survey 2021 Findings

2.1 GMPA's Key Strengths

Respondents were asked to indicate the level of importance they ascribed to different aspects of GMPA's work and influence. The findings at Figure 1 show that all areas of GMPA's work are valued as important, with the following three areas most commonly rated as important or very important:

- Providing relevant, current and impactful information (97%)
- Supporting people with information and knowledge they need to address the underlying causes of poverty (96%)
- Helping to raise awareness of the effects of poverty and its causes (96%)

How important are the following aspects of GMPA's work?

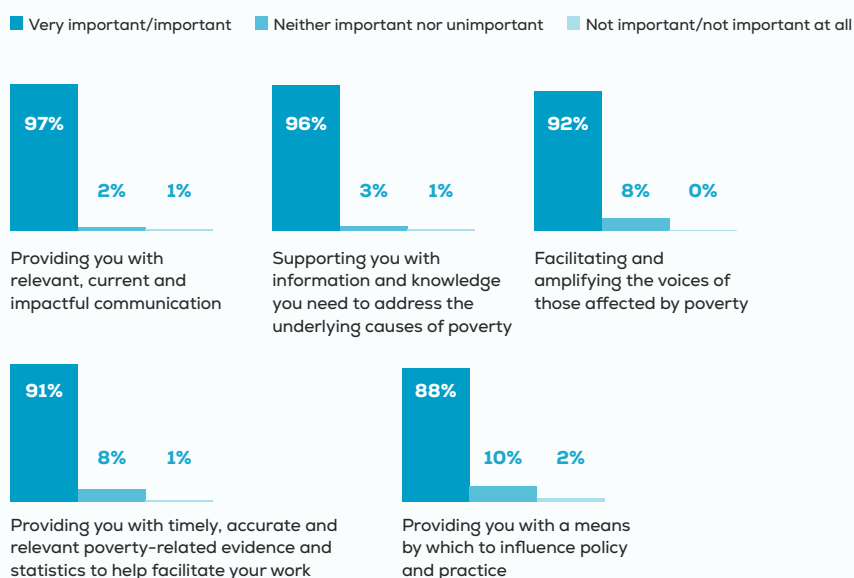


Figure 1

How has GMPA's work strengthened the work of your own organisation?

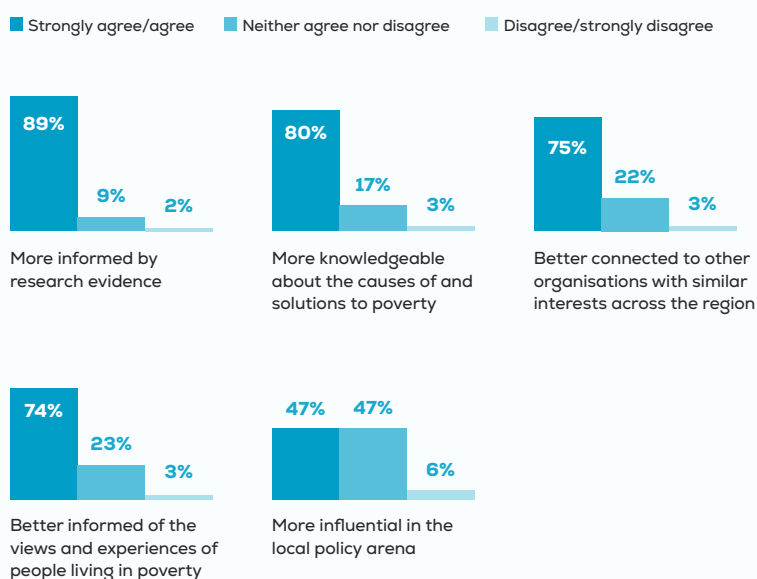


Figure 2

"If GMPA did not exist, we would need to invent it."

Respondents were asked about how GMPA's work had strengthened the work of their own organisation. The findings at Figure 2 show that GMPA has supported the work of other organisations in a variety of ways. In particular, a high proportion of respondents agreed or strongly agreed that as a result of GMPA's work, their organisation had become "more informed by research evidence" (89%) and "more knowledgeable about the causes of and solutions to poverty" (80%).

How has GMPA's work impacted the work of your own organisation?

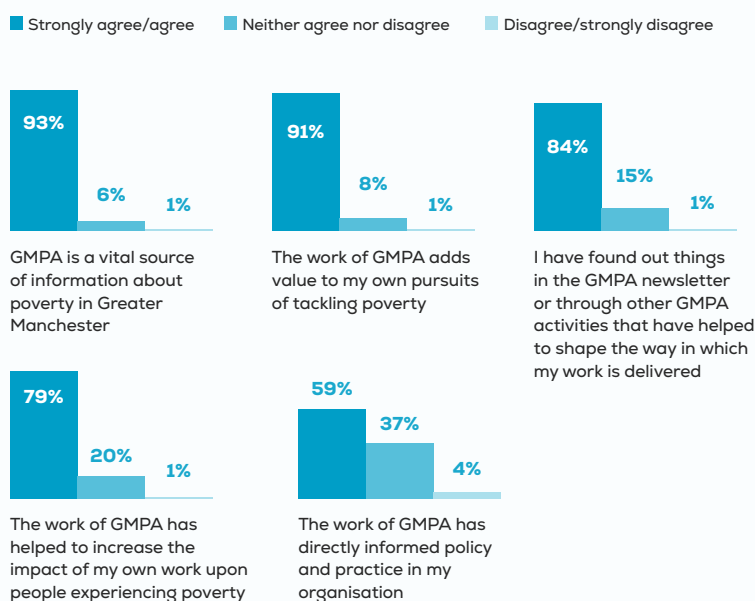


Figure 3

Findings at Figure 3 further show that GMPA has supported and strengthened the work of other organisations. A large majority of respondents indicated that they agreed or strongly agreed with the statements that “GMPA is a vital source of information about poverty in Greater Manchester” (93%) and “The work of GMPA adds value to my own pursuits of tackling poverty” (91%).

2.2 GMPA's contribution to the Greater Manchester Poverty Agenda

Respondents identified a number of important contributions that GMPA has made to progressing the poverty agenda in Greater Manchester, including:

- Persistently raising the profile of poverty in Greater Manchester and working to keep it on the agenda of local stakeholders.
- Convening and networking organisations who have common aims in addressing poverty.
- Advocating for the voices of people with lived experience of poverty to be key partners in

efforts to prevent and reduce poverty in Greater Manchester. Respondents highlighted particular examples of this, including:

- GMPA’s facilitation of the Poverty Reference Group, a group of individuals with lived experience of poverty set up to advise the Greater Manchester Independent Inequalities Commission.
- GMPA’s support of the Tameside Poverty Truth Commission.

“[GMPA has] raised the bar. Raised the profile and highlighted the importance of anti-poverty work. [...] Brought like-minded organisations together, coordinated [...] campaigns focusing on benefits uptake. Presented decision makers with key ways to tangibly reduce poverty, giving them evidence which supports the reasons for this accompanied by compelling arguments and data to back up recommendations.”

“GMPA has played a very important role in bringing those stories of lived experience into the public domain [...] This will hopefully influence policy going forward.”

“...I was impressed by GMPA’s capacity to produce correct, unbiased and digestible information on such a difficult phenomenon.”

2.3 Policy, Research & Advocacy Impact

As shown in Figure 4, a large majority of respondents rated GMPA’s policy and research reports as either useful or very useful (95%). GMPA’s evidence and research was repeatedly cited by respondents as one of the key ways in which GMPA contributes to the Greater Manchester poverty agenda. A number of respondents also noted the importance of GMPA’s work on the socio-economic duty in the context of progressing efforts to address poverty in the city region.

GMPA’s Poverty Monitor was also widely perceived as a useful resource, with 83% of respondents rating it as useful, or particularly useful. Respondents described a number of ways in which the Poverty Monitor has helped them to achieve their aims, including:

- Developing knowledge of localised poverty trends and understanding the different dimensions of poverty in Greater Manchester;
- Using the statistics to inform the development of local anti-poverty strategies and local action on poverty;
- Informing decisions around service delivery and supporting funding bids.

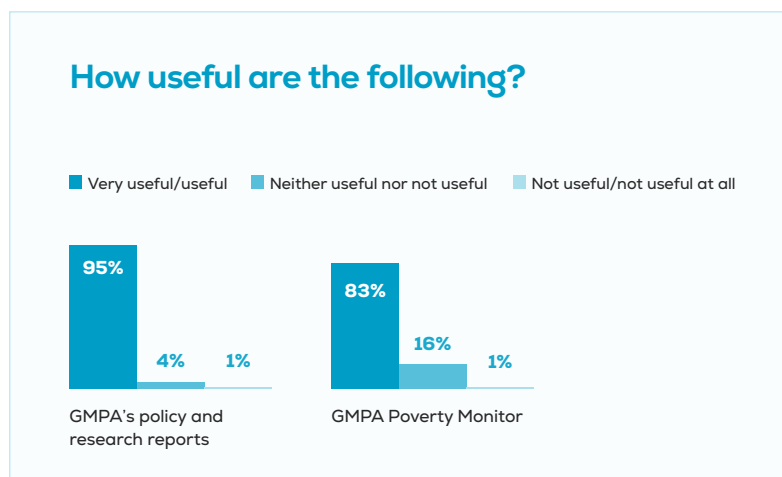


Figure 4

“...GMPA’s forums and well-respected voice round the table are essential...”

“It’s really helpful to have locally relevant and current research when identifying priorities, targeting our resources, and seeking additional resource.”

How useful are the following?

■ Very useful/useful ■ Neither useful nor not useful ■ Not useful/not useful at all

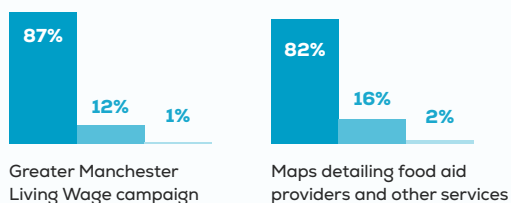


Figure 5

“I think GMPA has banged the loudest drum and continues to apply pressure to help GM achieve more around living wages!”

“I’ve used the map [...] to be able to support Manchester citizens to find the best food aid response for them, close to their homes”

2.4 Programmes Impact

87% of respondents rated the Greater Manchester Living Wage Campaign as useful or very useful, as shown in Figure 5. Over a third of respondents who are living wage employers told us that the Greater Manchester Living Wage Campaign had influenced their own decision to become a living wage employer. The momentum driving the Greater Manchester Living Wage campaign was cited as one of GMPA’s key contributions to the Greater Manchester poverty agenda. As also shown at Figure 5, a high proportion of respondents indicated that GMPA’s maps detailing food aid providers and other support services were useful or very useful (82%), with a number emphasising the value of these tools for their own work.

2.5 Network Support Impact

“Keep up the excellent work, the newsletter is in itself a consistent clear tool which captures my attention...”

“We have kept a critical eye on the language we are using to be more inclusive to those experiencing in-work poverty. We have influenced partners to do the same.”

A large majority of respondents told us that they found GMPA’s newsletter useful or very useful (95%), as shown in Figure 6. The newsletter was frequently cited as a valuable resource and respondents described a number of ways in which it has helped them in their own work, including:

- Facilitating networking with other professionals working in areas of common interest;
- Highlighting relevant information to share onward with their own networks;
- Raising awareness of practical support available for people experiencing poverty, and of training opportunities, events and campaigns;
- Informing the development of policy and practice within their organisation.

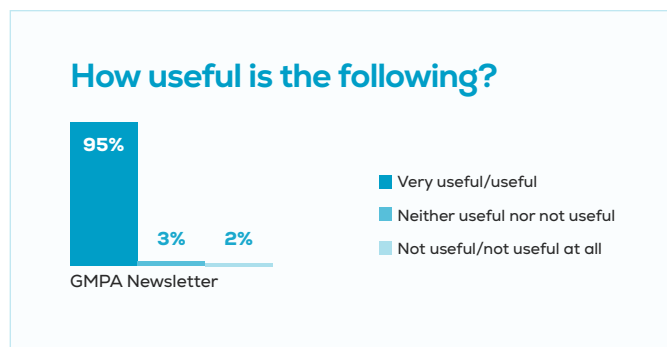


Figure 6

“The map on food support providers is still today the most valuable tool in the UK to understand how crucial is the work of food charities to sustain low-income people. The inclusion of meal providers and pantries next to food banks is fundamental to look at the big picture and helped me to a great extent to understand the relationships between different providers.”

“[the newsletter has] enabled me to reach out to more stakeholders and to ensure that the understanding of causes and effects of poverty are embedded in to care pathways. I make sure to read all newsletters to try and link up my current work and search for stronger levers to influence.”

3 Conclusions and reflections on the way ahead

The 2021 Annual Impact survey has highlighted GMPA's important role in progressing anti-poverty work in Greater Manchester, from delivering insightful policy, research and communications, to the success of the Greater Manchester Living Wage Campaign, our food security programmes, and our work to ensure those with lived experience are at the

heart of efforts to prevent and reduce poverty. Going forward into 2022, we will seek to build on these achievements and strengthen our role in driving forward the poverty agenda in Greater Manchester to achieve strong and consistent strategic and on-the-ground responses to preventing and reducing poverty across the city region.



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