Annual Impact Survey 2022 Report
Introduction

Greater Manchester Poverty Action’s (GMPA’s) network is made up of 1800 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 fourth Annual Impact Survey conducted in July/August 2022. The survey was shared with GMPA’s network of stakeholders and received 111 responses (the highest number of responses we have received to date). 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, 93% of respondents agreed or strongly agreed that GMPA is a vital source of information about poverty in Greater Manchester. Our sharing of data on poverty in Greater Manchester was praised by our network, with 92% of respondents describing the 2022 Greater Manchester Poverty Monitor (published in May) as useful or very useful. Our network valued our focus on embedding the voices of people with lived experience in the decision-making structures and systems of Greater Manchester, with 77% of respondents finding our role in supporting poverty truth commissions as useful or very useful. Additionally, 78% of respondents agreed or strongly agreed with the statement that GMPA adds value to my own pursuits of tackling poverty. This feedback allows us to evidence our impact across a wide range of programmes and priorities, with the overwhelming majority of respondents valuing our contribution to the anti-poverty agenda in across the city region.

Over the next three years GMPA will continue to work 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.

Graham Whitham
Chief Executive Officer – GMPA
November 2022

Contact: graham@gmpovertyaction.org

The results are broken down into the following sections. Click on each title below to jump the page:

- Our impact
- GMPA’s key strengths
- Achieving our strategic priorities
  - Embedding voices with lived experience of poverty
  - Boosting household income and financial resilience
  - Encouraging stakeholders embed a strong and strategic approach to tackling poverty
- Looking forward...

“if only there was a GMPA for all the geographic areas of our work!”

“[GMPA acts] as the conscience of the system and challenged statutory public services.”

“GMPA provides a focal point and drive for the debate about how to tackle poverty in Greater Manchester – without GMPA I think that debate would be much more fragmented and less effective.”

“Without GMPA there wouldn’t be a poverty focus in GM.”
1. Our Impact

Respondents were asked to assess how GMPA’s work had impacted the work of their own organisations. The findings show that GMPA has supported the work of other organisations in a variety of ways. In particular, 78% of respondents agreed or strongly agreed that ‘the work of GMPA adds value to my own pursuits of tackling poverty’ and 93% identified GMPA as a ‘vital source of information about poverty in greater Manchester’.

In addition to the areas identified on the right, respondents highlighted a number of ways in which GMPA had helped their own organisation to tackle poverty in Greater Manchester.

Voluntary organisations reported using information from our website and poverty monitor to support their funding bids and to inform their positions on issues such as food and fuel poverty. Local authorities highlighted our role in creating a shared understanding of poverty and how to tackle it, as well as providing a network within which stakeholders can share best practice and policy developments. Finally, other organisations credited GMPA’s living wage campaign as encouraging them to pay their own staff at a higher rate and our wider work as focusing their minds on the issue of poverty.

“GMPA are changemakers that greatly contribute to tackling poverty in GM. Their high-quality work is valued and used by organisations across the region in a number of ways.”

“Having the GMPA as a source of data and information is invaluable to guiding our work and supporting our funding bids.”

“We often use the data and reports that GMPA produce to inform on latest positions on such things as fuel poverty and food poverty.”

“GMPA’s work greatly helps Salford City Council shape anti-poverty policies.”

“We have used the Poverty Monitor to understand poverty across GM and used statistics in our Poverty Strategy.”
2. Our Key Strengths

Based on the responses to the Annual Impact Survey 2022, we have identified our provision of information about poverty, and about how poverty can be tackled, as two of our key strengths. These are highly valued by our network, with 93% of respondents agreeing with the statement that GMPA is a vital source of information about poverty in Greater Manchester. 87% of respondents also agreed we are a vital source of information about how poverty can be tackled in Greater Manchester.

One way we share this information through our Greater Manchester Poverty Monitor, which breaks down key figures on poverty in the city region to borough and ward level, allowing a detailed profile of poverty to be built for each local area. This tool is widely considered to be helpful, with 92% of respondents rating it useful or very useful. Respondents were similarly positive about our policy and research reports, which share information on best practice in tackling poverty and which 90% of respondents rated as useful or very useful. Our respondents rated these reports on the socio-economic duty and local welfare assistance schemes as of particular value is guiding their work.

Respondents highlighted the variety of ways in which the Monitor had supported their work to tackle poverty in Greater Manchester by:

- Enabling resources and services to be targeted at areas of greatest need within the city.
- Creating a city-wide focus on poverty.
- Informing their positions on a range of poverty-related issues.
- Supporting voluntary sector funding bids.

“GMPA’s work has been extremely useful to our policy making process. The Poverty Monitor provided us with a multi-dimensional picture of poverty within a local and regional context, helping us target our policies to the most deprived areas of the city.”
3. Meeting our Core Aims

3.1 Embedding the voices of people with lived experience in our work

Embedding the voices of people with lived experience of poverty into our work and the work of other organisations which tackle poverty is a key priority of GMPA. 63% of our respondents believe that GMPA has greatly or moderately helped their own organisation to do this. One of the principle ways in which we take forward this aim is through facilitating the creation of poverty truth commissions. More than three quarters of our respondents found the poverty truth commission to be very useful to the work that they do, with only 4% of respondents reporting that they don’t find it useful.

In addition to these figures, respondents detailed the impacts of GMPA’s work with the Tameside Poverty Truth Commission, with many saying that it influenced their approach to tackling poverty and served as a continuing source of improved understanding. Another respondent highlighted the Tameside Poverty Truth Commission’s role in changing the way that civic leaders respond to poverty as one of its key successes.

“The findings of the PTC continue to influence our thinking in relation to place based working - in particular how people access services in a non-stigmatized and strengths-based way.”

“The series of videos ‘Behind the Statistics’ ... contained meaningful and impactful interviews of Poverty Truth Commissioners in GM. It was a brilliant initiative to embed the voices of people with lived experience of poverty.”

How useful are the following?

<table>
<thead>
<tr>
<th></th>
<th>Greatly/moderately</th>
<th>Somewhat</th>
<th>Not much/not at all</th>
</tr>
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<tbody>
<tr>
<td>Embed the voices of people with lived experience of poverty into our work</td>
<td>63%</td>
<td>23%</td>
<td>14%</td>
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</tbody>
</table>

“The work of the poverty truth commissions has significantly influenced our strategic approach to tackling poverty.”

How useful is GMPA’s work with the Tameside Poverty Truth Commission?

<table>
<thead>
<tr>
<th></th>
<th>Very useful/useful</th>
<th>Somewhat useful</th>
<th>Not useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Poverty Truth Commission</td>
<td>77%</td>
<td>18%</td>
<td>4%</td>
</tr>
</tbody>
</table>
3.2 Boosting household income

The second of GMPA’s core aims is focused on boosting household income and financial resilience. We found that GMPA had greatly or moderately helped over half of our network surveyed to do this through their own work. To deliver on this aim, GMPA has developed a number of programmes and tools that directly boost household income or enable other organisations to do this. Our Money Matters programme supports a member of citizens advice to deliver direct financial advice in schools, while our Money Advice Referral Tools (MART) and maps detailing food aid providers and other support services help local organisations to find the most appropriate services for the residents they support. Finally, our living wage campaign encourages employers in Greater Manchester to commit to paying the real living wage to all their employees.

How much has GMPA helped boost household income and financial resilience?

Greatly/moderately: 53%
Somewhat: 27%
Not much/not at all: 19%

The majority of our respondents found both the MART and maps detailing support services useful or very useful (at 82% and 87% respectively). In addition, many respondents stated that they had used these resources when supporting people experiencing poverty and would continue to do so during the cost of living crisis. The role of these tools in encouraging organisations to adopt a cash-first approach was mentioned frequently in the responses, as was the benefits of the promotion of the real living wage in Greater Manchester.

Are both the MART and maps detailing support services useful?

Money advice referral tools: Very useful/useful: 82%
Maps detailing food aid providers and other support services: Very useful/useful: 87%

“The Living Wage campaign has been an important area of leadership and challenge.”

“The Living Wage campaign has encouraged our nursery to pay several staff a Living Wage and work towards this asap for all other staff.”

“The money advice referral tool has proved really helpful in providing us with a way of taking practical action but demonstrating a cash-first approach. We will be looking to roll-out the use of the tool more broadly as part of our response to the Cost of Living crisis.”

The Real Living Wage plays a vital role in addressing low pay and boosting household income.
3.3 Embedding a strong and strategic approach to tackling poverty

Encouraging organisations to take a strong and strategic approach to poverty is a key priority for GMPA. We have received positive feedback on this work, with 68% of respondents stating that we have greatly or moderately helped their own organisation to embed a strong and strategic approach to tackling poverty.

We work towards this aim in a number of ways. Our newsletter and policy and advocacy reports are used by our network to:

- Stay up-to-date with poverty-related initiatives within the city-region.
- Signpost residents to appropriate services.
- Further understand the levers available to local government to tackle poverty.

The vast majority of our network has benefited from our information-sharing mechanisms, with between 81% and 92% of respondents having found our website, poverty monitor, newsletter and policy and advocacy report useful or very useful. Councillors and local authority officers reported using these resources to signpost residents and frame conversations on poverty with elected officials. Voluntary sector organisations also benefited from the opportunity to share information and communicate directly to other charities within the poverty sector.

“The policy reports around LWAS were excellent and provided a great resource for LAs and charities like us to refer to in our own conversations around local safety nets and cash first approaches.”

“The GMPA newsletter delivers insightful updates about research or events related to tackling poverty within GM.”

“As a newly elected Councillor I have found the information provided by GMPA invaluable as I attempt to support local residents in greatest need.”

“Policy updates, newsletters and published research (e.g., on the socio-economic duty, etc) as well as GMPA events are all extremely useful to further understand the levers available to local governments.”
The 2022 Annual Impact survey has highlighted GMPA's important work in progressing anti-poverty work in Greater Manchester, from delivering insightful research and communications, to the successes of the Greater Manchester Living Wage Campaign and Money Advice Referral Tools, and our work to ensure that those with lived experience are at the heart of efforts to prevent and reduce poverty. As we move in to 2023, we will continue to share policy and data insights, and to work on our programmes to boost household income.

We will celebrate the achievements of the Tameside Poverty Truth Commission as it draws to a close and look to further embed the voices of people with lived experience of poverty in the decision-making structures across Greater Manchester. This winter, as we confront the cost-of-living crisis, GMPA will seek to drive forwards the poverty agenda locally, encouraging a strong and consistent strategic and on-the-ground response to preventing and reducing poverty across the city region.

Looking Forward

Funders

We are grateful to the following organisations for funding our work.

In addition, we are grateful to those organisations who have joined are Principal Partner scheme.