

🔔 Join us for Challenge Poverty Week

You're invited to join us on Monday 16 October for the start of Challenge Poverty Week 2023!

We're bringing together our network with business and stakeholders to identify how we can collectively tackle poverty locally. Guest speakers include **Mayor Andy Burnham** and **Reverend Ian Rutherford**. [Book here.](#)

Kellogg's and GMPA urge nationwide rollout of Money Matters to help combat child poverty



Kellogg's and Greater Manchester Poverty Action (GMPA)

Our Money Matters debt and benefits advice service in schools has seen local families boost their income by up to £24,000 in a year.

Across the UK, an estimated £19 billion worth of benefits goes unclaimed each year, as many find it too complicated or time-consuming to go through the process or simply don't know what is available for them. But as part of our pilot scheme in seven Greater Manchester schools in low-income areas, our Financial Inclusion Officer has worked to increase household incomes by helping families claim the benefits they are entitled to.

Over the course of the last 12 months, we've helped **104 families** to be a total of **£163,009** better off – an average of £1,567 per family. And in one case, a family has had £24,000 of benefit gains.

Money Matters is delivered in partnership between Kellogg's and Greater Manchester Poverty Action (GMPA). We reach parents via coffee mornings, breakfast clubs and drop-in sessions.

We are now **urging the government** to roll out a pilot of the scheme to the 10 local authorities with the highest rates of relative child poverty to help match struggling families to the benefits they are entitled to but don't claim. Money Matters does not add to the government's benefits bill because it unlocks money that is budgeted for by the Department for Work and Pensions, which families are eligible for, but go unclaimed.

A spokesperson for Kellogg's said: **"One of the most effective ways to combat food poverty in the UK is to address the root cause: financial insecurity. Money Matters is a remarkable initiative that is changing lives and enhancing people's financial security by helping them access the support that already exists. We hope the government will recognise the potential of this program and support the rollout of Money Matters nationwide."**

Cherrelle Dowling was helped after believing she was on the right benefits - but then discovering through the scheme that she was entitled to more. We found that Cherrelle, who was living in a private rented property with her partner and children, needed an additional Child Element on Universal Credit. Her children were also eligible for higher rate Disability Living Allowance (DLA), but she was only receiving lower rate DLA for one of them. Securing these benefits has provided a **vital financial boost** to Cherrelle and her family.



Graham Whitham, CEO at GMPA said: **"Money Matters shows the importance of delivering advice and support in trusted settings. In the context of the cost-of-living crisis and a benefits system beset by barriers and complexity, getting a trained advisor to work with people to maximise their income has never been more important.**

"By working in partnership with schools GMPA, supported by Kellogg's, has been able to transform the financial wellbeing of families. We believe this approach needs to be replicated in low-income areas across the county."

On Friday 29 September, Graham spoke to [LBC News](#), [Global Radio](#) and [BBC Radio Manchester](#) about our Money Matters programme and why we're urging for a nationwide roll-out of it. Coverage of the campaign also featured in [The Independent](#), [The Sun](#), [The Mirror](#), the [Express](#) and the [Daily Star](#).

Report launch: *Addressing Education and Health Inequity: Perspectives from the North of England*



By Mallory Morehead, Programme Manager at the Centre for Applied Education Research and Megan Wood, Post-doctoral Research Fellow at the University of Leeds

Children in the North of England experience rates of poverty well above those in the South.

Growing up in poverty means children are more likely to experience many health and education challenges across their lifespan: multiple vulnerabilities, limitations on learning, increased school absences, poor health outcomes, poor academic achievement, and fewer life chances. But they are more likely to attend a school that gets less funding than schools in the South of England.

These problems are highlighted in new report, **Addressing Education and Health Inequity: Perspectives from the North of England**, launched in September by the Child of the North All Party Parliamentary Group (COTN APPG). The COTN APPG exists to develop policy solutions to inequalities experienced by children in the North of England.

The report, authored by experts from the N8+ consortium of research-intensive universities in the North, describes the stark inequalities between children in the North and South of England. The report shows these inequalities were exacerbated by the COVID-19 pandemic and cost-of-living crisis. The report – co-authored with practitioners, service-providers, and policymakers— provides specific evidence-based recommendations for policy change.

The report highlights that “children born into the poorest fifth of families in the UK are almost **13 times more likely to experience poor health and educational outcomes by the age of 17 years**” and “children from the lowest income households are **five times more likely to experience poor academic achievement**”.

There are also higher rates of children in the North who start school at below-expected levels of development, and higher rates of children who have been born into unhealthy environments, are under local authority care, and/or who have suffered from neglect and abuse.



Higher levels of poverty and a wide range of other challenges and inequalities faced by children in the North has meant that schools are serving disproportionate numbers of children and young people with additional needs. However, the National Funding Formula (NFF) - which determines how much funding is allocated to each school - has not addressed this additional burden. The NFF is now changing but there is a lag before the new formula determines funding.

The report recommends that **additional funding should be allocated in the most disadvantaged areas** from 2025-30, to support secondary and post-16 education providers. They also argue that the NFF criteria should be further adjusted so that the funding accounts for the additional health burden on schools serving disadvantaged areas.

However, the report also suggests that additional funding alone is not enough. Several initiatives that can improve health and education outcomes are described, which have been trialled in Northern England and could be scaled up in order to improve outcomes for children across the UK:

- **Creating formal partnerships** between services with and through schools at the local authority level
- **Incorporating local universities** as the Research & Development departments for local authorities to drive evidence-based practice through collaborative working
- **Establishing connected datasets** to include data from across local services (e.g., healthcare, policing, education), to enable coordination of public service delivery
- **Delivering health services** through school-based “hubs”, so that they are more accessible for children and young people whilst reducing the burden on outside services and minimising extensive waiting lists.

The report argues that Government can implement these approaches and help ensure that all children have a good start in life, lessen the burden on public services in the future (including the NHS, social care, and criminal justice system), and reduce the inequalities between children in the North and South of England.

To access the full report, [click 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 research from the Living Wage Foundation shows that the cost-of-living crisis is far from over for Britain's 3.5m low paid workers. Polling of over 2,000 workers earning less than the real Living Wage, by Survation, found that **levels of financial hardship amongst low paid workers remained high** and well above pre-cost-of-living-crisis figures. The polling revealed that amongst low paid workers over the past 12 months:

- 50% say they are worse off than a year ago,
- 39% regularly skipped meals for financial reasons,
- 39% had fallen behind with household bills.



[Read more.](#)

Scottish child payment 'significantly' impacting child poverty. Professor Danny Dorling, of Oxford University, said that the **Scottish child payment may have caused the largest fall in child poverty** anywhere in Europe since the fall of the Berlin Wall. [Read more.](#)

Recent research conducted using the British Social Attitudes (BSA) survey shows that there is also increasing political space for more pro-welfare policies as **anti-welfare attitudes have fallen sharply since 2010.** [Read more.](#)

A new modelling study suggests **premature deaths** – people dying before they reach 75 – **will rise 6.5%** this year due to the cost of living crisis, with 30 extra deaths per 100,000 people. The findings were published in the journal BMJ Public Health. [Read more.](#)

UK on track for **lowest ever benefit levels** by 2030 warns IPPR. In 1971, out-of-work benefits were worth 20.1 per cent of a weekly median pay. However, after half a century of almost consistent decline, it's on a trajectory to be worth just 11.2 percent by 2030, even after assumptions that benefits are uplifted by inflation every year. [Read more.](#)

Latest research from Barnardo's shows that families in crisis are having to prioritise essentials such as food, heating and electricity over things like **replacing mouldy bedding** or fixing a broken bed. [Read more.](#)

Researchers at the University of York have led a series of studies into how rising living costs are affecting households across the country and the evidence highlights how a myriad of pressures are pushing families to breaking point. A survey of elected councillors undertaken at the start of 2023 **exposed concern for specific groups within their communities**, including children in low income families, pensioners and those receiving unemployment benefits. The findings showed:

- **Eight out of 10** say that children in low income families were at risk of destitution in their area due to the cost of living crisis
- **Seven out of 10** say that people in receipt of unemployment benefits were at risk of destitution
- **Six out of 10** say that pensioners were at risk of destitution
- **Seven out of 10** say their authority would not be well-equipped to respond to another financial shock in the future.
- **Seven out of 10** say health and social care services in their local authority did not have sufficient resources to cope with the current crisis.

[Read more.](#)

The Bee Network: bus franchising update



Transport for Greater Manchester (TfGM)

The first Bee Network buses are now running in parts of Greater Manchester.

For the first time in almost 40 years, bus services are under local control in Bolton, Wigan, and parts of Bury, Salford and Manchester. By January 2025 all buses in Greater Manchester will be under local control, and local trains will join the Bee Network from 2030.

You can now download the app at beenetwork.com/app, rate your journey on a bus or tram at beenetwork.com/rate-your-journey and visit the new website at beenetwork.com.

Work opportunities

Tameside South and Longdendale Foodbank recruiting for Trustees



The Trussell Trust

Our food banks provides emergency food and compassionate, practical support to people in crisis, while campaigning for a UK without the need for food banks.

Without our volunteers donating their time, we simply would not be able to support the thousands of people in crisis.

As a Trustee you will play a vital role to our food bank ensuring that we are meeting the demand for our services, providing help and support to people in crisis in the local community. As well as providing strategic direction for the charity.

We are looking for a [Tameside South Chair of Trustees](#) and a [Tameside South Secretary](#).

Job vacancies



Caritas Salford

Caritas Diocese of Salford is the principal social action agency of the Catholic Diocese.

They are currently recruiting for the following roles:

- **Senior Finance Manager:** to be responsible for all aspects of financial management for Caritas ensuring an efficient and effective service in accordance with our mission and values. This role is full-time with a starting salary of £43,076. The application closing date is Friday 20 October.
- **Night Support Worker:** to work overnight to ensure a smooth-running service for our Morning Star Hostel in Hulme. This role is full-time with a starting salary of £26,183. The application closing date is Friday 27 October.

For more information and to find out how to apply, [click 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.