

London Challenge Poverty Week 2021

Why get involved in London Challenge Poverty Week 2021?

The pandemic has demonstrated the strengths of London's diverse community; the willingness of many to go above and beyond to support their neighbours and the extraordinary work done by health and care staff, shop workers, delivery drivers and many others who have kept London running day in day out, while often struggling to keep their heads above water.



#LDNChallengePoverty
#povertyfreelondon
#ifnotnowwhen

However, it has also laid bare the impact of policies that for many years have failed to address or exacerbated inequalities in our community and threaten to fracture it. Poverty rates in London are the highest in the UK, emergency food parcel distribution has soared across the city, tens of thousands of children in London are homeless and living in temporary accommodation and more people have died from Covid in deprived neighbourhoods than in more affluent ones. The safety net that should protect Londoners from poverty has been tested during the pandemic and found to be broken.

Londoners want to live in a city free from poverty, where everyone is treated with equal respect and dignity. A city in which people don't have to struggle to pay their rent, they can put food on the table and build a decent life for themselves and their families. Now is the moment for us all; politicians and decision makers, activists, employers, employees, trade unions, public services, voluntary organisations and local communities, to come together, demonstrate our commitment to these values and challenge poverty once and for all.

Everyone who calls London their home should feel that they can live a decent life, free from poverty and have a secure future here. Poverty does not have to exist if the will exists to end it.



Aims of London Challenge Poverty Week

This will be the fourth annual London Challenge Poverty Week. It begins on Monday 11 October and culminates on Sunday 17 October which is the UN International Day for the Eradication of Poverty. It is an opportunity for all those who care about tackling poverty in the capital to come together to:



Increase the visibility of the reality of poverty in London



Encourage positive debate and discussion about poverty



Show what is being done to tackle poverty & call for the changes we need to end it.

Ways To Get Involved

We know that you are working hard to tackle poverty in your community, so we want to use this week (11 - 17 October) to shout about your work. Taking part in **London Challenge Poverty Week** can be rewarding and impactful. From organising events or launching campaigns to taking smaller, simpler actions - it all counts. The more people who take action, the more powerful they become.

Here are some examples of things you might be able to do, whether you are a voluntary organisation, community group, trade union, faith group or an individual:

- Hold an open day/morning/hour to showcase your work to those in your building, neighbourhood, or borough.
- Write a blog about how your work helps to challenge poverty in London, and what you'd like to see changed. Or invite someone else to write a guest blog, perhaps someone with lived experience of poverty.
- Time the launch of a new report or project for during the week.
- Hold a Question Time style event and invite local politicians (councillors, London Assembly Members and/or MPs) to come and answer questions about what they are doing to challenge poverty.
- Share key messages on social media during the week. Nearer the time we will provide content (e.g twitter cards and suggested tweets) to share. If you just do one thing, please do write about the week on the Monday morning (11 October) to kick it off.
- Get creative; make a short film talking about your experiences of challenging poverty, write a poem, choreograph or perform a dance, or paint a picture.
- Speak about your own experiences at an event. If you don't have capacity to organise an event but would be interested in taking part in one, get in touch and we can put you in touch with anyone organising an event locally or on a theme you are interested in.
- Attend an event online and/or promote events to your colleagues, friends and family. There are many events taking place over the week. A full list with sign up details will be available at www.londonchallengepovertyweek.org.uk

- **Speak to a local politician** – either your councillor, London Assembly Member or MP. Visit their local surgeries or write to them and ask about what they could do to challenge poverty in your community. Visit www.writetothem.com to find the right addresses.
- **Talk to the media.** If you are planning events or activities during the week let local journalists know about them. We can support you with this. Or you could write to the letters page of your local newspaper, setting out what needs to change in your community to tackle poverty.

These are of course, just suggestions and you will have other ideas that you might like to take forward. If you would like to discuss your idea with a member of the 4in10 team do get in touch.

Online or in-person events?

In 2020 **London Challenge Poverty Week** was an exclusively online affair due to the covid-19 restrictions in place at the time. This created its challenges but also brought benefits, allowing greater inclusion of a wider range of participants than might have otherwise been the case. This year we are hopeful that restrictions will be lifted and that it will be possible to hold some in-person events, to bring people together again but we should be mindful that these should be inclusive too.

When planning for in-person events it would seem sensible to consider how they might be moved online in the event that restrictions are in place at the time.

Themes For The Week

London Challenge Poverty Week has themes for each day of the working week. You can use these themes to tailor your messages and conversations.



Monday 11 October:
Housing and homelessness



Thursday 14 October:
Education and Childcare



Tuesday 12 October:
Income and employment



Friday 15 October:
Hunger and food insecurity



Wednesday 13 October:
Health & mental health

These are just a guide, and you don't need to feel too constrained by them, if it works better for you to hold your activity on a day with a different theme then that is fine!

Across all these themes we encourage those taking part to consider the impact of various forms of discrimination on those experiencing poverty, including Black, Asian and minority ethnic families, lone-parent families, families with disabled children and those with no recourse to public funds.

How We Can Help

- **Publicising your events and activities:** Please let us know about your plans so that we can include details about them on the London Challenge Poverty Week website: <https://londonchallengepovertyweek.org.uk/>
- **Email details of any events of activities** you would like us to include to 4in10team@childrenengland.org.uk
- **Networking:** 4in10 has a network of over 400 members. We can help you make new connections with other organisation and individuals with similar interests who you might be able to work with to organise an activity.
- **Training:** In the run-up to London Challenge Poverty Week we hope to offer a number of learning opportunities to help you make the most of it. For example, in how to frame conversations about poverty and how to maximise your social media impact.
- **Resources:** Ahead of London Challenge Poverty Week we will make available a range of further resources, including Key Facts to include in publicity for your activities, social media resources and draft press releases.

Details of training and further resources will be posted on the London Challenge Poverty Website. To make sure that you are aware of them as soon as they become available make sure you sign up to become a member of 4in10's network and receive our bi-weekly newsletter: <https://4in10.org.uk/membership-form/>

