

London Challenge Poverty Week 2024

Guide to Getting Involved



#LDNChallengePoverty
#povertyfreelondon

Why get involved?

With a new Government and newly re-elected Mayor in place, this year's London Challenge Poverty Week presents an unmissable opportunity to make a noise about the damaging impact of poverty on our city and to demand that those who now find themselves with the power to change people's lives for the better act quickly and decisively to do so.

It is a damning indictment of our society and economy that one in four Londoners are in poverty in a city ranked as the fourth wealthiest in the world. The good news is that politicians need not look far for policy solutions to turn this dire situation around. Those with lived experience of poverty and those who support them in the voluntary and community sector know what is needed, including decent social housing; accessible and affordable childcare; high quality and timely access to healthcare; a fair social security system that meets people's essential needs; and good quality work paid at, at least, the London Living Wage.

For those already involved in vibrant and active campaigns championing all these issues and more; taking part in London Challenge Poverty Week offers an excellent chance to focus the spotlight on them. For those not yet involved this is an opportunity to learn about how you can join in and be involved in bringing the reality of a poverty free London one step closer.

Aims of London Challenge Poverty Week

This will be the seventh annual London Challenge Poverty Week. It begins on Monday 14 October and culminates on Sunday 20 October, incorporating the UN International Day for the Eradication of Poverty on 17 October. 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; and



Show what is being done to tackle poverty & call for the changes needed 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 (14 - 20 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 actions and the more voices with lived experience are heard 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** 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 the Monday morning (14 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.

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 14 October: Adequate income – social security and work

Challenging poverty must start with recognition that everyone should have adequate income to live on.

Tuesday 15 October: Housing and homelessness

Exorbitant housing costs are the top driver of poverty in London. Having a secure and affordable home should be the experience of all Londoners.

Wednesday 16 October: Physical and mental Health

The huge toll poverty takes on health, both physical and mental is undeniable. Recognising and acting on this fact is essential to the well-being of both individuals and our city.

Thursday 17 October: Poverty, dignity and discrimination

The experience of poverty is often compounded by discrimination, which undermines human dignity. Challenging poverty also means challenging discrimination in all its forms.

Friday 18 October: Poverty and climate change

The effects of climate change have a disproportionate impact on those living on the lowest incomes. Addressing and adapting changes to our climate must go hand in hand with tackling poverty and inequality.

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 or activities you would like us to include to info@4in10.org.uk

Networking: 4in10 has a network of over 450 members. We can help you make new connections with other organisations 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, 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.

