

# 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 action to change people's lives for the better.

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 we 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.

Taking part in London Challenge Poverty Week offers local authorities an excellent chance to focus the spotlight on these issues, showcase the work you are doing to tackle them and show your support for those in the local community who are working to 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

As an MP, local councillor or assembly member we ask you to take some time during London Challenge Poverty Week to engage with those experiencing and working to tackle poverty in your ward, constituency or city-wide, and to use your platform to demonstrate your commitment to bringing about a poverty free London. Here are some suggested ways of doing this:

- Send us a supportive statement from the leader of the council to put on the London Challenge Poverty Week website. Simply complete the statement “[NAME OF BOROUGH] is supporting London Challenge Poverty Week because....” and send it to us at [info@4in10.org.uk](mailto:info@4in10.org.uk)
- Host an event taking to hear from those with lived experience of poverty and VCS organisations and determine actions that can be taken collectively to challenge poverty in your community.
- Publish a blog or podcast showcasing the work you are already doing to support residents in your local community who are experiencing financial struggles.
- Share information on social media about the work your council is doing to challenge poverty in London using the hashtags **#LDNChallengePoverty #povertyfreelondon**.

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**

*Extortionate 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

**London Challenge Poverty Week is coordinated by [4in10 London's Child Poverty Network](#). We have a membership of over 450 organisations and individuals who are working to improve the lives of children living in poverty across the capital.**

If you are supporting constituents who are struggling at the moment, you may find it helpful to visit the [Giving and Getting Help](#) section on the 4in10 website. **This provides a free directory of** organisations working to challenge the impact of poverty on London's children and their families.

**For further information and resources visit the London Challenge Poverty Week website. Or why not book in a 30-minute [121 session](#) to speak to us about how you would like to get involved and how we can help.**

