

# Funding stronger voices in communities



Trust for London

Tackling poverty and inequality

## WHAT WE DO

- £10m granted each year to organisations working to reduce poverty and inequality in London
- Typically fund 300 organisations at any time
- Funding independent research
- Providing knowledge and data on London's social issues to policymakers and journalists – particularly through London's Poverty Profile

The image shows a modern office interior. A prominent feature is a wall made of vertical wooden slats. A blue, wavy, ribbon-like graphic runs across the wall, resembling a stylized map or data line. The words "Trust for London" are mounted on the wall in large, white, sans-serif letters. To the right, there are glass doors with a map of London printed on them. The ceiling has exposed pipes and modern lighting fixtures.

Trust for London



# Our communications aims

# 1. To position poverty and inequality as an urgent issue, promote solutions and move audiences to act

- Developing integrated influencing work – research, campaigns, public affairs, story-telling, media
- Co-creating campaigns around key issues with other organisations including funders and grantees
- Telling better stories, focusing on sharing real stories from people with lived experience



## 2. To support grantees to promote solutions and move audiences to act

- Supporting grantees with their general communication and advocacy needs, and sharing reports and campaigns
- Providing insight and analysis
- Co-creating and supporting delivery of communications campaigns around key events and activities
- Access to training around media, communications, coalition building, narrative development and framing



### 3. To deliver clear and impactful communications that raise awareness of our work and funding opportunities

- User research has told us that people that apply for funding with us want to see themselves better reflected in our communications
- We're working to update our brand by improving our visual assets and simplify our tone and language



A photograph of three people in a kitchen setting. On the left, a woman with dark curly hair and glasses, wearing a blue and black plaid shirt, is looking towards the center. In the middle, a man wearing a grey flat cap and a dark jacket is smiling and holding a white coffee cup. On the right, a woman with glasses and a white t-shirt under blue overalls is laughing and looking towards the man. The background shows kitchen equipment like pots and a sink. A white text box is overlaid on the image.

**Building stronger voices,  
connecting communities**

We have seven funding programmes:



**Good homes & neighbourhoods**

Funding for advocacy work on housing issues and housing legal advice at a specialist level.



**Better work**

Progression routes out of low-paid work; specialist employment legal advice; advocacy on employment issues and capacity-building.



**Decent living standards**

Advocacy on welfare reform, the cost of living, and public attitudes to poverty. Representation and strategic legal action in social welfare law.



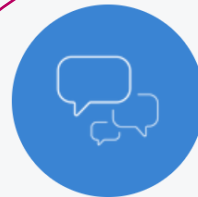
**Shared wealth**

Advocacy work on understanding and reducing income and wealth inequality in London.



**Pathways to settlement**

Specialist immigration legal advice and advocacy work on the immigration system and pathways to citizenship.



**Stronger voices**

Funding for second-tier and specialist organisations to help other organisations develop their skills.

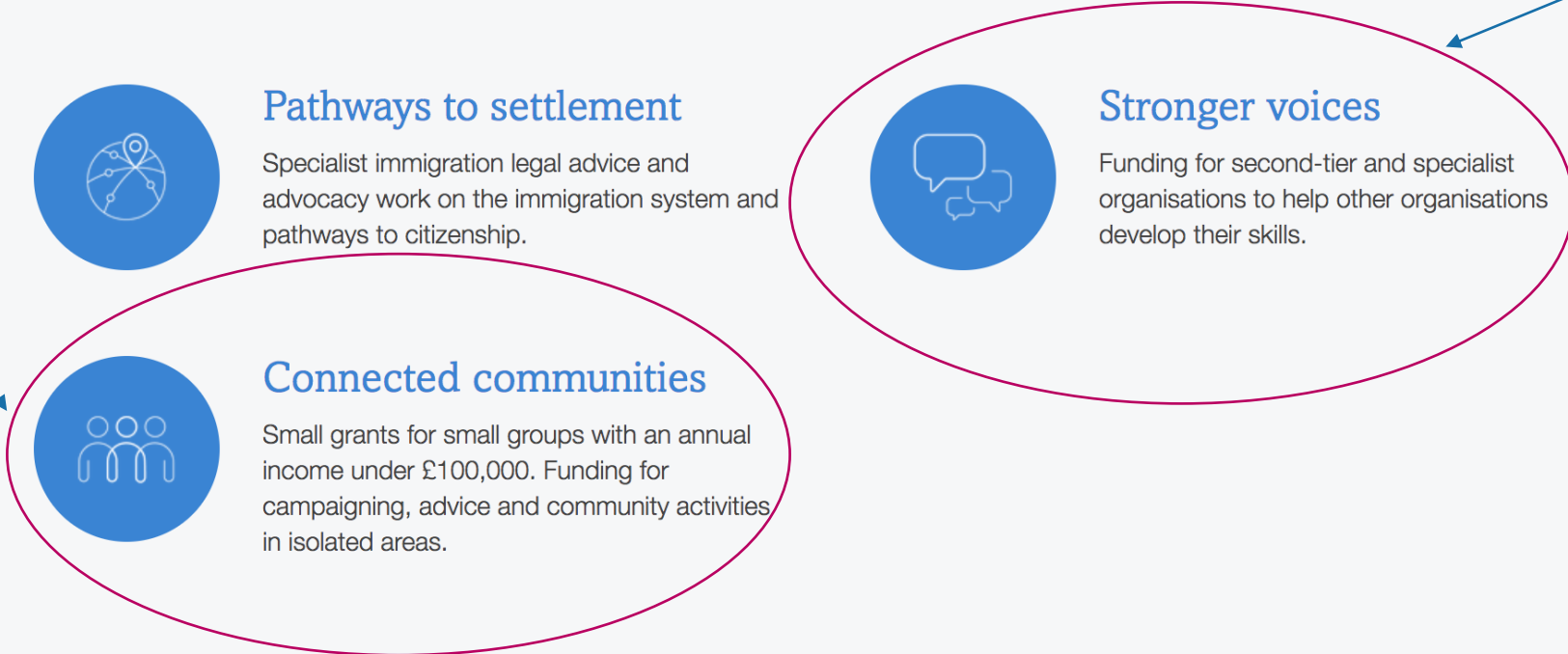


**Connected communities**

Small grants for small groups with an annual income under £100,000. Funding for campaigning, advice and community activities in isolated areas.

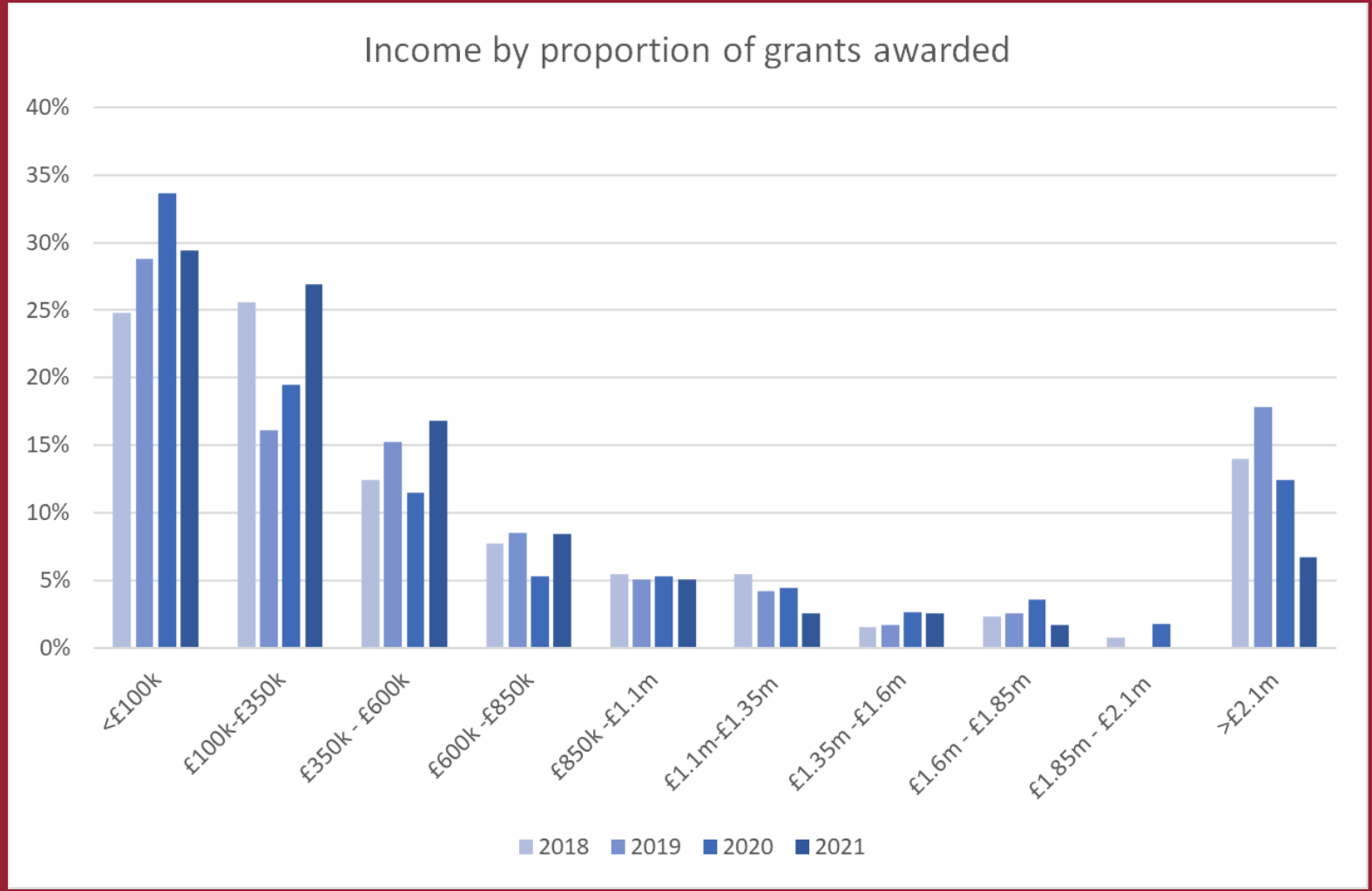
2018-21  
116 grants  
£5m awarded

2018-21  
37 grants  
£4.8m awarded





- 73% of grants in 2021 went to organisations with an annual income under £600k
- Includes 29% to the very smallest, under £100k
- 9% of grants went to organisations with income over £1.85m, which includes grants to universities



# Stronger voices

## What we want to fund

Work that enhances the capacity of civil society to influence policy and decision making

## Who can apply?

- **Second tier and specialist organisations**
  - proposing to improve the skills and practice of smaller or less experienced organisations
- **Civil Society organisations**
  - working alongside groups of individuals to increase their collective voice in campaigns to tackle the root causes of poverty

## What type of work?

- **Campaigning**: community organising and advocating for specific policy changes
- **Strategic communications**: improving the framing of narratives and messages to influence public attitudes
- **Gathering evidence about poverty and inequality**: collecting qualitative and/or quantitative data about the impact of poverty and inequality on different communities
- **Voice**: increasing the involvement and skills of people with first-hand experience of poverty and inequality in campaigning and leadership of organisations and movements

# Connected communities

## Who is for?

Groups with incomes less than £300,000 per year

Gives priority to:

- Organisations that serve and are led by Black and minoritised groups
- Organisations that serve and are led by Deaf and Disabled people

## What type of work?

- Campaigning:** We will fund groups of people with direct experience of the issues to speak out for themselves and campaign for solutions to issues that impact on communities affected by poverty and inequality.
- Advice work:** We will fund groups of people with direct experience of the issues to speak out for themselves and campaign for solutions to issues that impact on communities affected by poverty and inequality.

imix

COMPASS  
COLLECTIVE.

neon



Experts by Experience

ONROAD

SOUNDDELIVERY  
MEDIA

Amplify - Understand - Influence

The Voice of  
Domestic Workers



EQUALLY  
OURS



# Research, data and evidence

Champion inclusive  
apprenticeships for young  
Disabled Londoners

- Funding and sharing your research
- Providing data and evidence for you to use

## Publications

**Search**

Search


**Filter by**

Issue ▼

Year ▼


Type ▼

Filter




Publication | 10 Oct 2022

**Perspectives of migrant workers from Turkey in London's labour markets**




Publication | 7 Sep 2022

**The cost of living crisis and its impact on low-income Londoners**




Publication | 31 Aug 2022

**Trust for London Annual Review 2021**



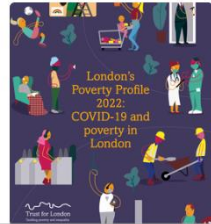
August 2022

**The vulnerability of paid migrant live-in care workers in London to modern slavery**



Experiences of 10 work groups in London

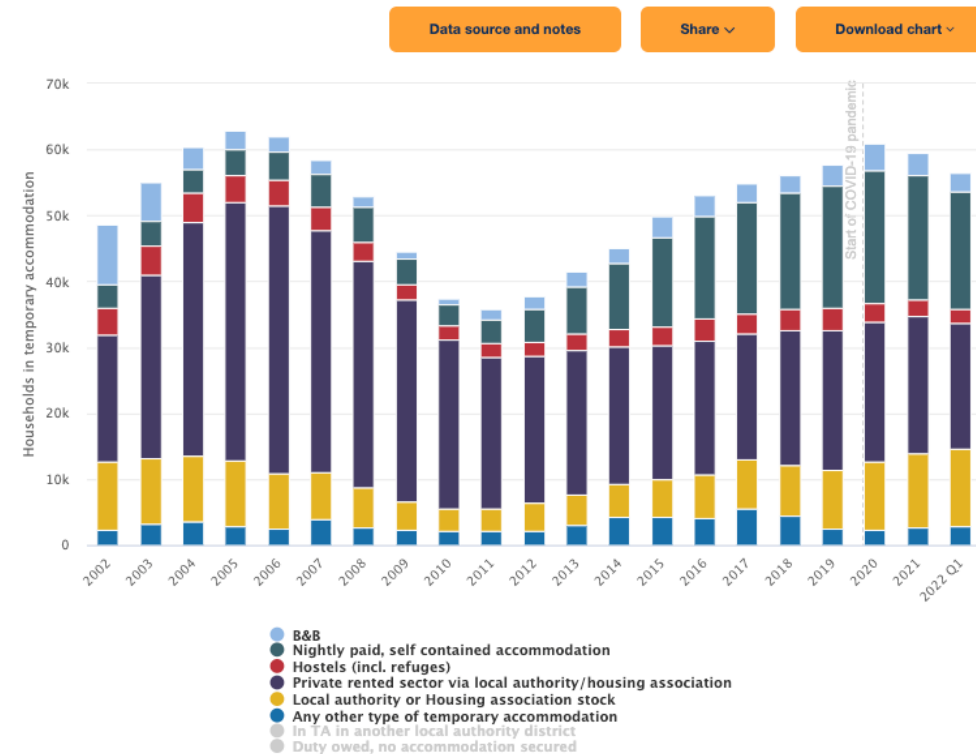
**Working lives**



**London's Poverty Profile 2022: COVID-19 and poverty in London**

## London's Poverty Profile

### Temporary accommodation types in London (2002-2022 Q1)



**Key findings**

59,492

households in London are living in temporary accommodation.

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**Tags**

Children

Housing

London's Poverty Profile 2022

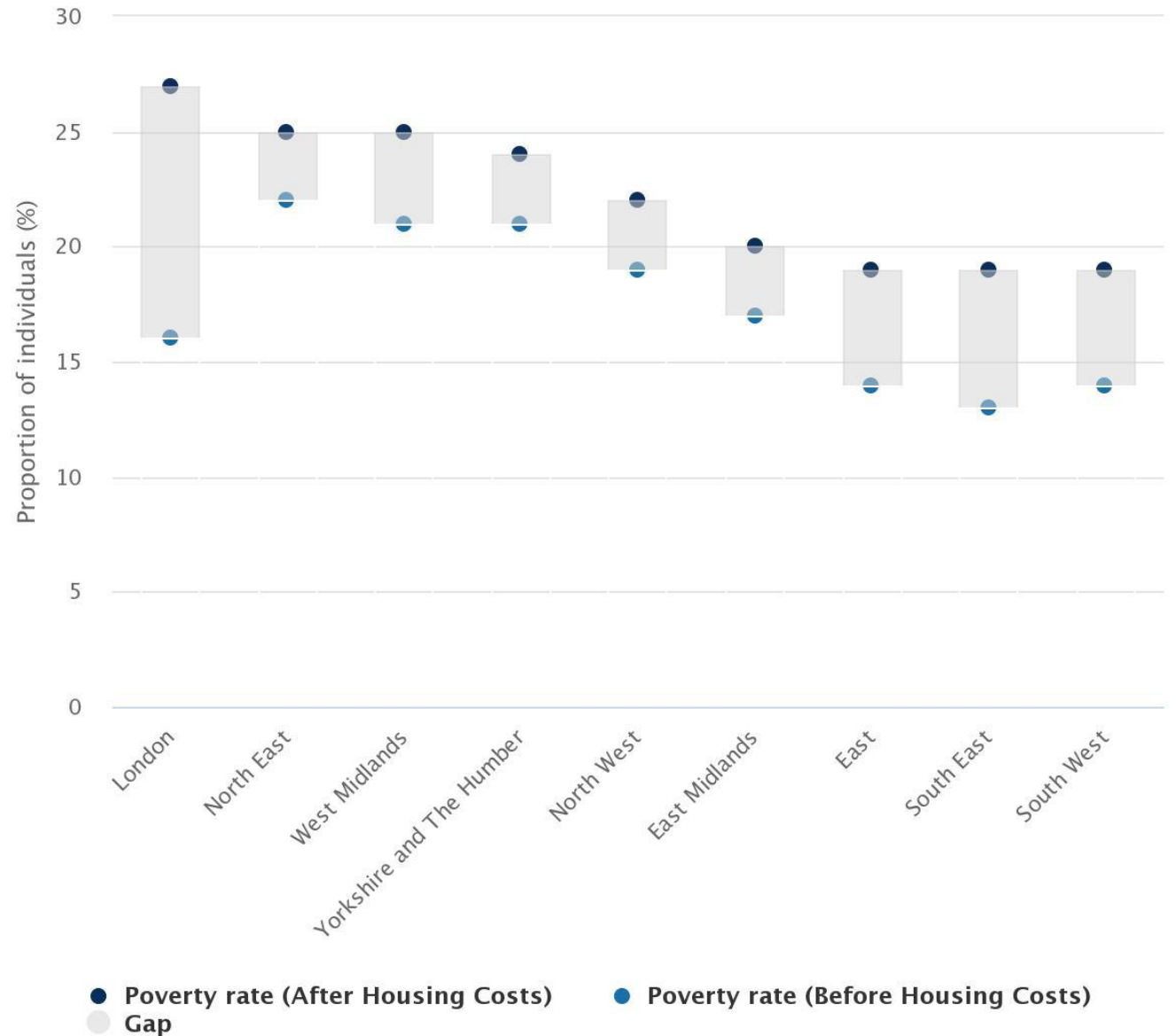
# WHY WE DO THIS

London has the highest poverty rate in England

Poverty rates almost double when housing costs are accounted for

## Poverty rates by region (2019/20)

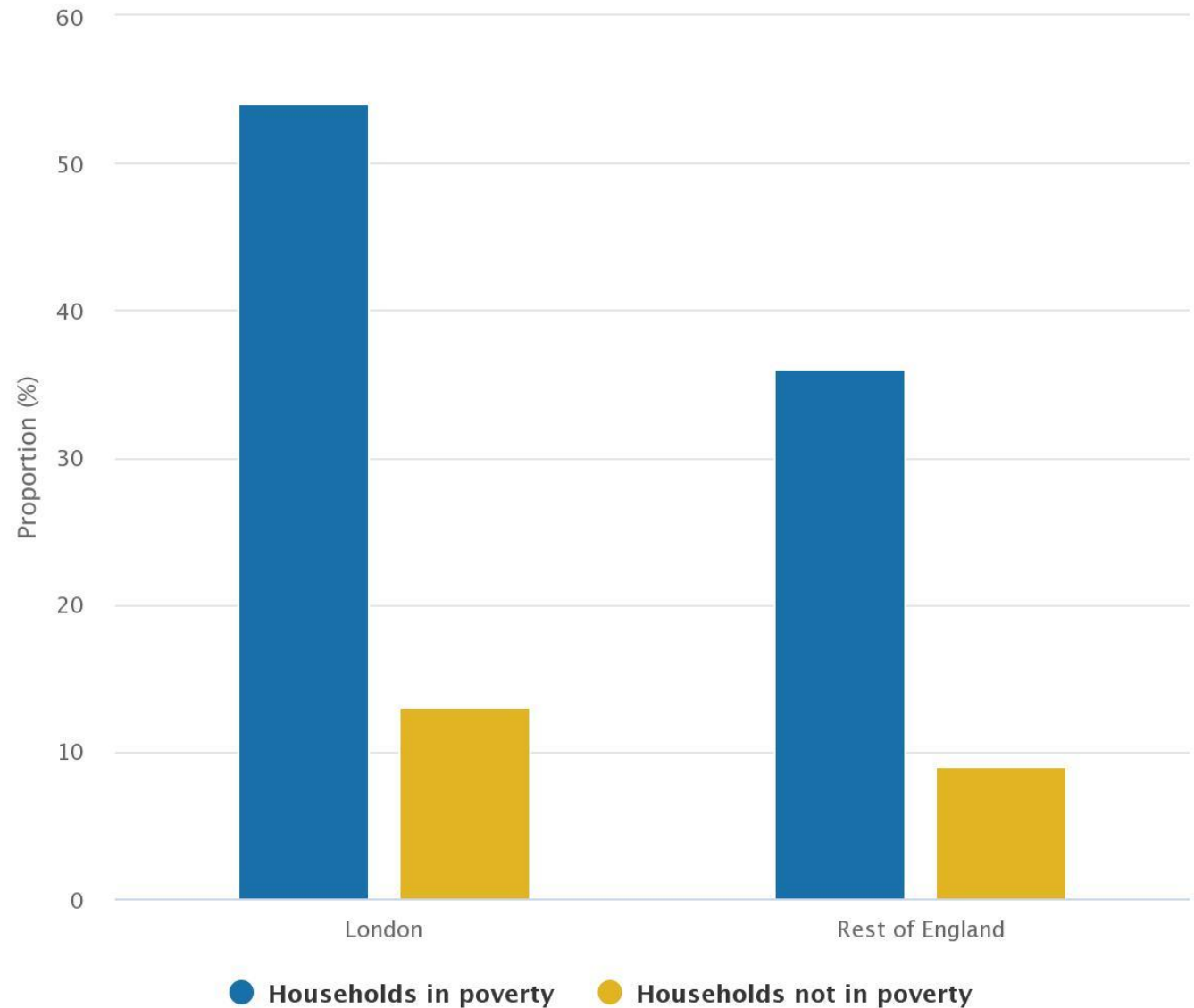
Data source: Households Below Average Income, Department for Work and Pensions



Londoners in poverty spend over 50% of their income on housing

## Housing costs as proportion of net income for households in poverty (2019/20)

Data source: Households Below Average Income, Department for Work and Pensions

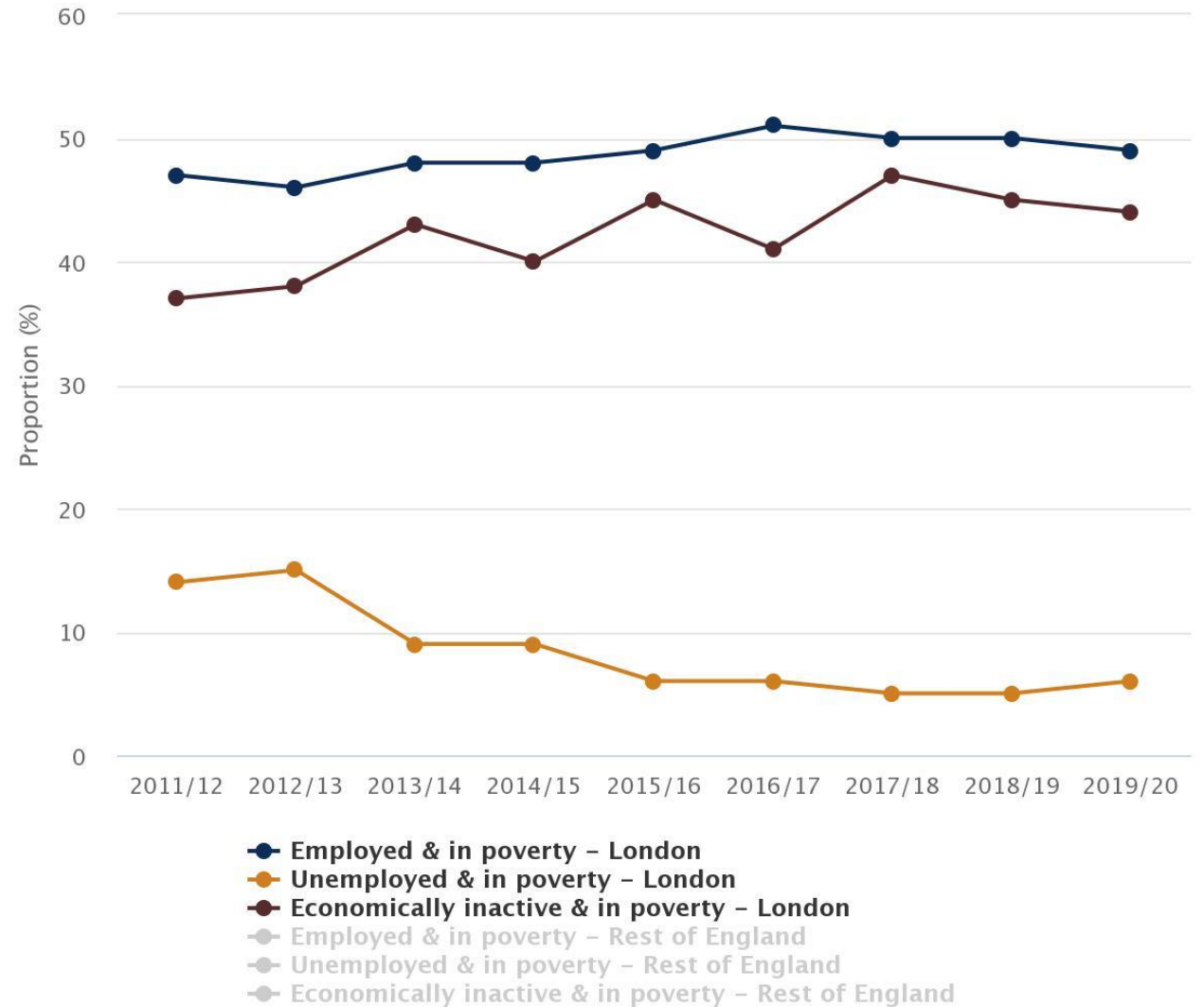




Nearly 50% of Londoners living in poverty are working

## Employment status of all adults aged 16+ in poverty (2011/12 - 2019/20)

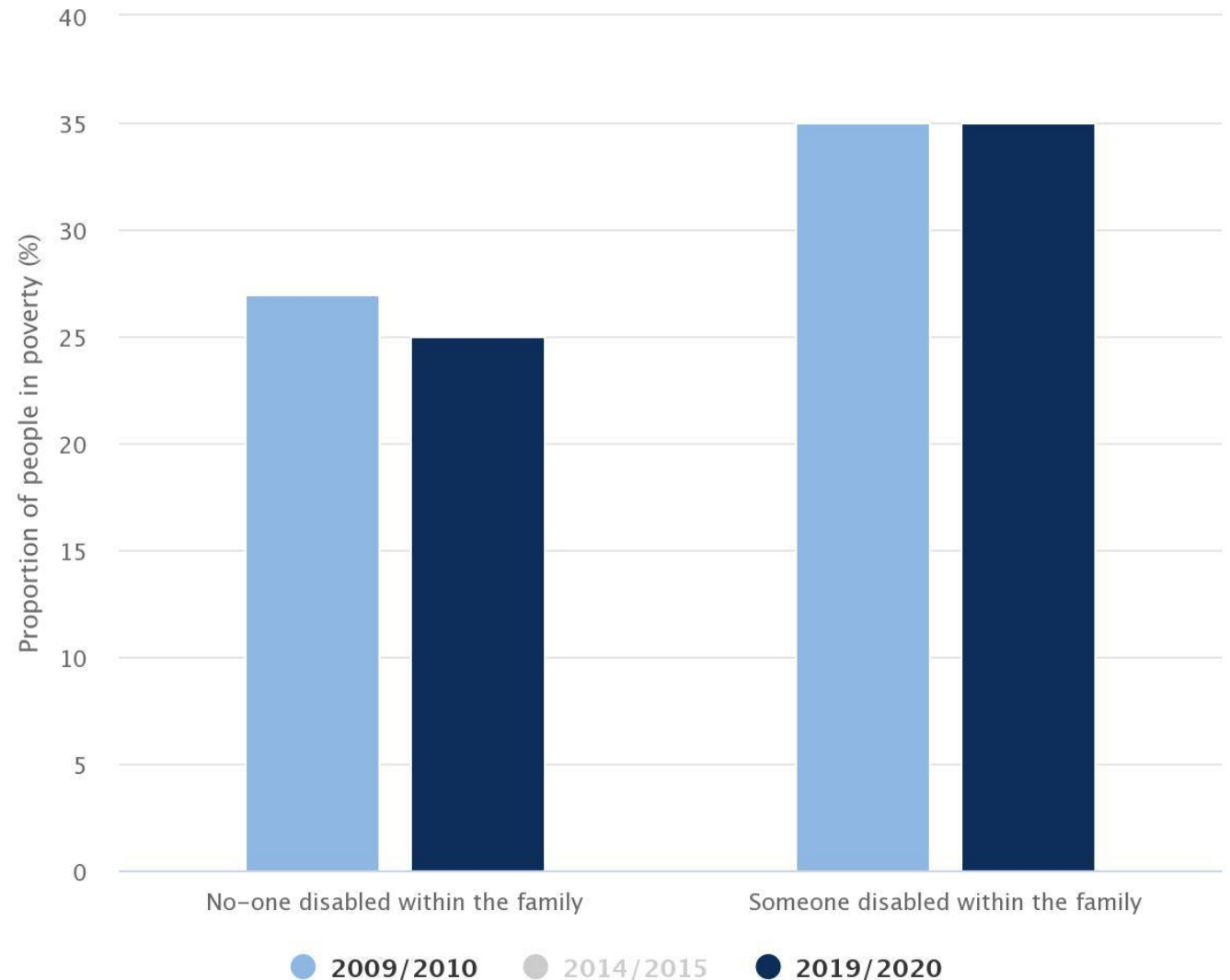
Data source: Households Below Average Income, Family Resources Survey, DWP



Families with a disabled person are more likely to be in poverty

## Proportion of Londoners in poverty in families with and without disabled persons (2009/10, 2014/15, and 2019/2020)

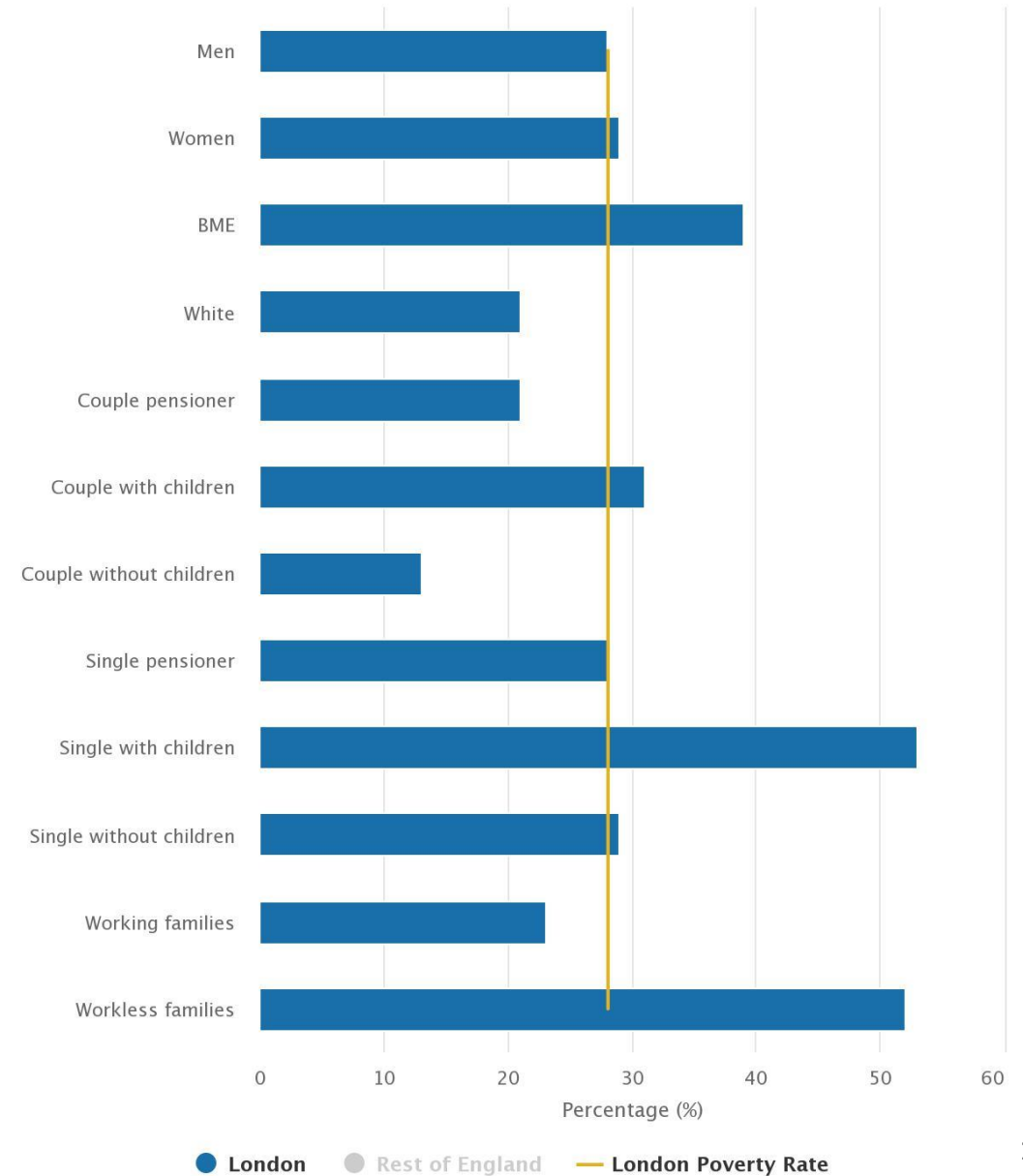
Data source: Households Below Average Income, Department for Work and Pensions



Poverty rates vary significantly across different demographics

## Poverty rates by demographic characteristics in London (2019/20)

Data source: Households Below Average Income, Department for Work and Pensions.





# Stories behind the data

# Local spotlights



## News | 21 Oct 2022 Stories behind the data - Brent

Behind Tower Hamlets, Brent has the highest poverty rate in the capital after housing costs

- 36% of households in poverty
- 9% above the London average
- 14% above the England average

These high levels of deprivation are something that the groups we fund in the borough witness every day.

### Brent

London's Poverty Profile provides evidence on and insight into poverty and inequality in London. It shines a light on these issues to prompt action from local and national government, the third sector, faith groups, practitioners, experts, businesses, the public and indeed anyone who cares about making London a fairer city to live in. This factsheet draws together insights specifically for Brent from the wider set of indicators published in London's Poverty Profile. For details of the data sources and methods used please see [www.trustforlondon.org.uk/data/borough-data-sources-and-methods/](http://www.trustforlondon.org.uk/data/borough-data-sources-and-methods/)

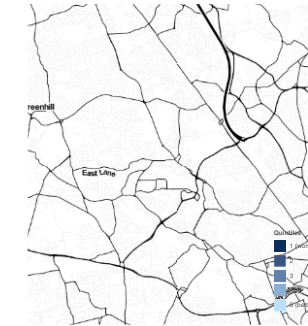


#### Key Points

- In 2019/20, 36% of people in the borough lived in households with an income of less than 60% the UK median after housing costs have been subtracted. This was worse than the average London Borough.
- 39% of children in the borough lived in households with an income of less than 60% the UK median after housing costs have been subtracted in 2020/21. This was around the same as the average London Borough.
- In Brent, 25.5% of residents were estimated to be staying below the Living Wage in 2021. This was worse than the average London Borough.
- Brent owed 0.2 per 1,000 households a main homelessness duty in 2021 Q3, better than the average London Borough.
- There were 7.4 households per 1,000 in temporary accommodation in 2022 Q1, around the same as the average London Borough.
- The unemployment rate for 2019-22 Q2 was 8.2% in Brent, worse than the average London Borough.

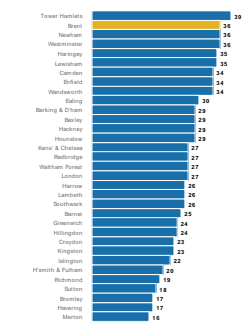
The chart above summarises the borough's indicators across each of our themes. The outer ring represents worse performance, outer rings better.

#### Income estimates 2018



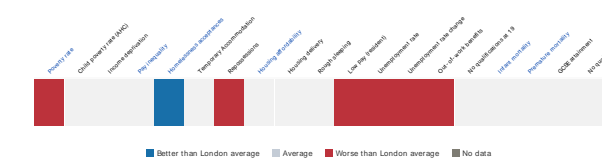
Source: MSDA Income estimates 2018, ONS

#### Poverty rate 2019/ 2020



Source: Households below average income 5 year averages to 2019/2020, DWP

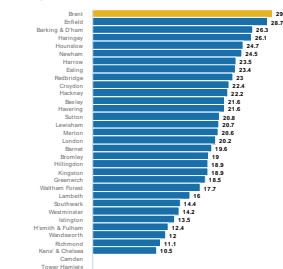
#### Brent ratings across key indicators



Looking across all the indicators collected at Borough level for the London Poverty Profile, Brent did worst for Proportion of borough residents' jobs that are low paid, and best for Homelessness duties owed by London boroughs.

#### Worse for:

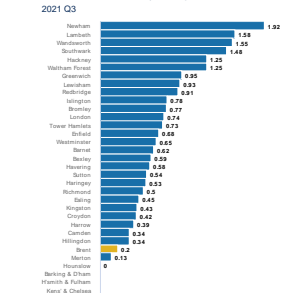
Proportion of borough residents' jobs that are low paid 2021



Source: Annual Survey of Hours and Earnings, ONS

#### Better for:

Main homelessness duty owed per 1,000 households 2021 Q3



Source: Initial assessments of statutory homelessness duties owed, Department for Levelling Up, Housing & Communities and Ministry of Housing, Communities & Local Government

## Advice for Renters - case studies

- Two case studies from residents that they have supported who lost their jobs during the pandemic and are unable to return to work.
- One Brent resident, a 64-year-old, has only £200 left a month once deductions have been made and rent has been paid. Half of this then goes on electricity and gas, leaving her with very little to live on, and leading her into heavy debt.
- Single mother MN lost her job during the coronavirus pandemic due to health. After she applied for Universal Credit, her entire payment was sent to her landlord to pay for rent and rent arrears. This left her with no income to feed her family or heat her home, which already had a severe damp and mould problem, worsening her underlying respiratory problems.



**advice  
for renters**

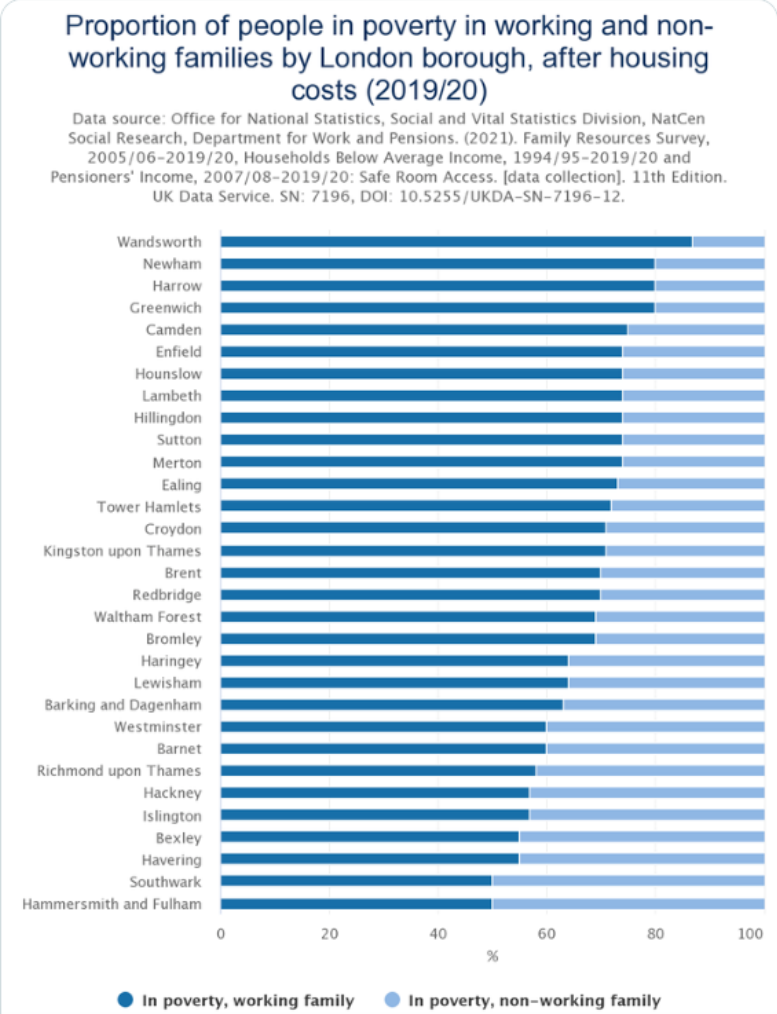
# London Living Wage



Barbarita, Cristobal and Wilson work as cleaners, and are all members of Independent Workers Union of Great Britain, a union for those working in the gig economy

Our new report comparing poverty rates across London boroughs showed that more than half of people in poverty in London are from working families.

This rises to 70% in a majority of London boroughs. (2/7)



# A minimum London Weighting – a revised and updated approach

Matt Padley

Centre for Research in Social Policy

May 2022

## Minimum London Weighting

### Key findings

- Minimum London Weighting needed is £9,600 in inner London
- 50% - how much more people need to achieve a decent living in standard in London
- 1980s – the last time we had a coherent system for setting a London Weighting





Trust for London  
@trustforlondon



Watch @MayorofLondon speaking about new research outlining why a minimum London weighting of £6,549 is vital to improve living standards 📌

With the #CostOfLivingCrisis, the time is right for a consistent London weighting

Join us at July's webinar: [eventbrite.co.uk/e/a-minimum-lo...](https://eventbrite.co.uk/e/a-minimum-lo...)



8:59 AM · Jul 4, 2022 · Twitter Media Studio



## Key findings

- 40% of those interviewed did not know about basic rights like sick pay or Christmas pay
- £8.77 – the average hourly pay, well below the national minimum wage. Some earned as little as £3 an hour
- 45% of those interviewed experienced poor conditions like missing wages or discrimination



...

New research funded by the Trust & carried out by RWCA shows the perspective of over 400 N London Turkish & Kurdish workers

Many employers use widespread lack of knowledge of rights and English to their advantage, setting the floor & ceiling for wages

[bit.ly/3yz4nJq](https://bit.ly/3yz4nJq)

**“ I have never taken advantage of paid annual leave. Now I learn from you that I have such a right. We do not know the language in order to seek our rights. ”**  
**ALT**

**“ When we work overtime, they do not reward us for our work. We are exhausted. ”**  
**ALT**

**“ You negotiate a certain amount of money, but they don't stick to it. ”**  
**ALT**



# Requests from journalists

We regularly get last minute requests from journalists to connect them to individuals with lived experience of current issues.

Contacted by: BBC London

Story: Residents in a tower block in Croydon, previously named “Britain’s worst building”, say findings of a Coroner’s court in Rochdale over the cause of death of a toddler need to lead to profound changes in the way social housing stock is managed. Findings showed prolonged exposure to mould was the primary cause of death of the infant. It comes as official figures show over 50,000 council households in the capital have issues with damp and mould, as we approach winter against a backdrop of soaring energy bills and the cost-of-living crisis.

Grantee: London Tenant’s Federation

Featured on: BBC London Politics

# Work with us

- Talk to a grants manager
- Share your data
- Share your stories
- Media and strategic communications training

# THANK YOU



Trust for London

Tackling poverty and inequality