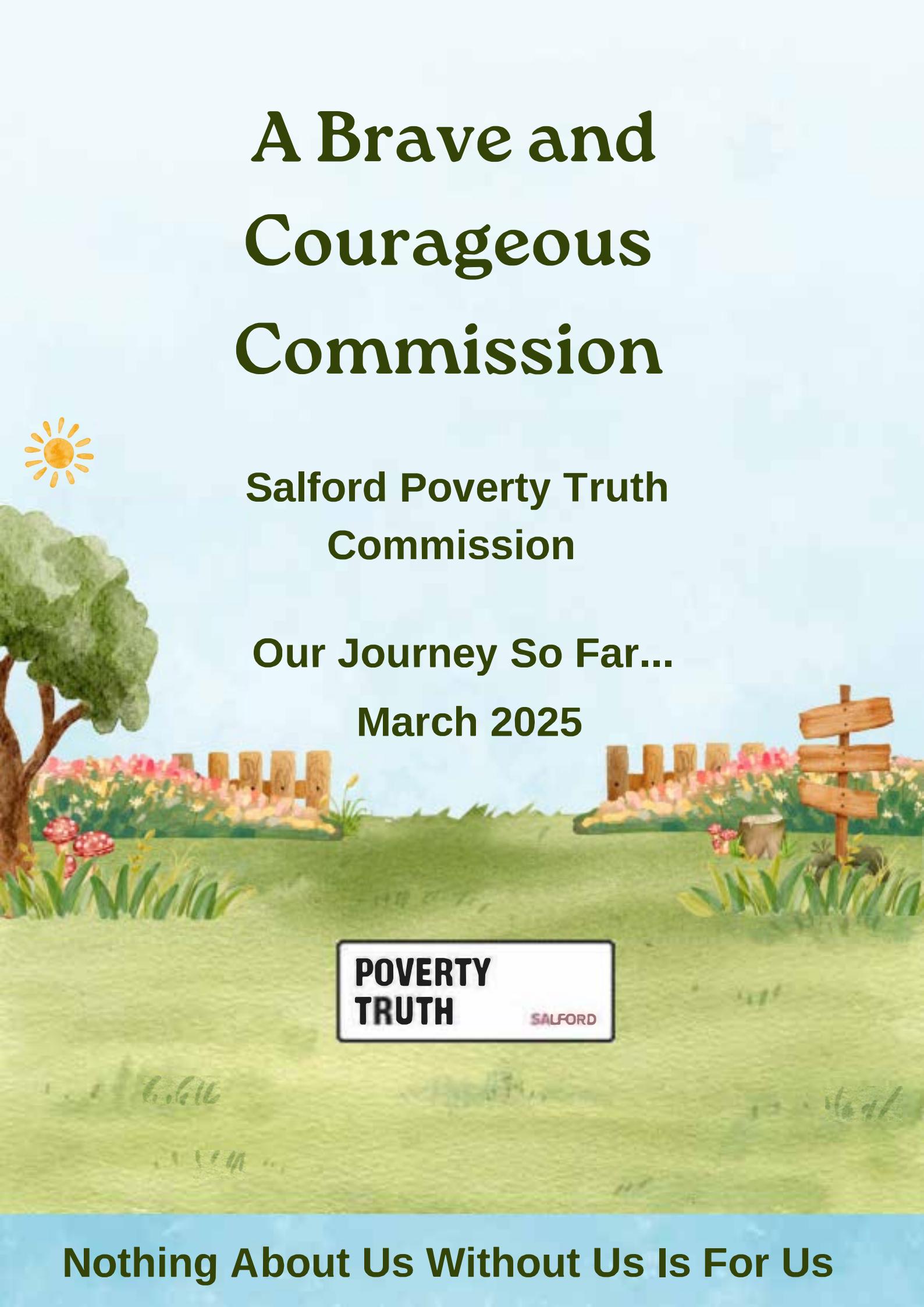


# A Brave and Courageous Commission



**Salford Poverty Truth  
Commission**

**Our Journey So Far...**

**March 2025**

**POVERTY  
TRUTH**

**SALFORD**

**Nothing About Us Without Us Is For Us**

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# Introduction

**Salford Poverty Truth Commission began in 2015 and is led by grassroots social enterprise Community Pride CIC.**

**Following examples from Leeds and Scotland, we were the second commission set up in England and are now proud members of a pioneering network of more than 25 Commissions in cities across the UK.**

**In 2025 Salford has growing levels of poverty and inequality ranking 18th most deprived area in the UK out of 317 local authorities.**

**Poverty Truth Commissions seek to discover the answer to the question, 'what if people who struggled against poverty were involved in making decisions about tackling poverty?', recognising the deep wisdom that lies in communities as being vital to achieving strategic and systemic change that benefits everyone.**

**Commissions are deeply rooted in human relationships and have proven that when time is dedicated to listening, learning and acting together the outcomes are deep, far reaching and powerful on many levels .**



# Background

Salford's first commission achieved the following milestones together:

- Heart of Salford Innovative Project of the Year 2017.
- Commissioners won a Heart of Salford Volunteering Award.
- Salford City Council transformed council tax debt collection processes making a commitment to reduce use of bailiffs in enforcement action and provide earlier face to face help and financial support through the Better Off service. This resulted in a reduction in court proceedings and an increase in revenue collection of over £5m.
- Our 'Brown Envelope' work to address accessible information and design of official letters has shaped national work to develop the Brown Envelope Code.
- Salford City Council's first Anti-Poverty Strategy was launched in 2017.
- Salford's first community led mental health celebration Mad Pride was established, receiving recognition for our public events and working with The Lowry to bring free theatre and arts performances into communities.
- Salford City Council waived the fees for homeless residents to access their identification documents, removing a barrier that was keeping people in homelessness.
- Our commissioners have been part of many important conversations to inform and influence change with organisations like Peoples Power House, Joseph Rowntree Foundation, DWP and Westminster.
- A survival guide was produced for street sleepers containing practical information and useful phone numbers that could be kept in a waterproof lanyard.
- The PTC met homelessness support agencies, to create more referral points in Salford.

# Poverty Truth Approach

## Phase 1 - Inviting and preparing

Identify, recruit and support people who experience poverty to participate as community commissioners. Phase 1 culminates in a high-profile public launch event where the community commissioners present some of their experiences and wisdom.



## Phase 2 - Building Community and Shared Understanding



After the public launch Community and Civic commissioners begin to meet regularly to build relationships with one another. During this period a shared understanding of poverty is developed that identifies the specific themes commissioners would like to work on together.



## Phase 3 - Working on Agreed Priorities

The commission dig deeper into the issue and start to co-create solutions within each of the priorities.

## Phase 4 - Embed

The Commission reports on its work through a second large public event. Work continues locally to embed recommendations and learnings from the commission.



# Meet The Team



## Project Leadership

Joyce Kay & Sarah Whitehead

Co-Directors Community  
Pride CIC

## Facilitation Support Team



Golda  
Bolonda

ESOL Tutor  
Salford College



Nicola  
Leonard

Previous  
Commissioner



Shairi  
Bowes

Salford City  
Council

# Meet The Commissioners - Class of 23



Julia Fawcett  
The Lowry



Gheresus Tekeste  
Friend



Jenni Smith  
Loaves and Fishes



Safieh Eskandari  
Cultural Ambassador



Neil Baines  
Artist



Jane Gregory  
Salford Survivor



Marie Byrne  
Children's Advocate



Deborah Tesfaye  
Community Leader



Sam Cook  
Health Watch



Sarah Crawshaw  
Dancer



Janice Lowndes  
Salford City Council



Justin Freeman  
ForHousing



Brian  
Philosopher



Judd Skelton  
Clinical Commissioning



Hannah Dobrowolska  
NHS



Teresa Pepper  
Ward Councillor



Gaz Thompson  
Community Champion



Susan Downey  
St. Georges CofE



Adrienne Race  
Silent Assassin



Holly Curwen  
A Warrior



Graham Morgan  
Cancer Champion



Erika Rusanovaita  
Community Inspirer



Charlotte Bailey  
Salford Royal NHS



Peter Duffin  
Community Support

# Our Story

Salford Poverty Truth Commission is made up of local people who experience the day to day effects of poverty in Salford and leading decision makers and public life influencers from services, charities and businesses across the City.

The commissioners launched their work together in July 2023 with a rallying cry of 'We Are Human' and have been meeting once a month to build new understandings of each other and the issues that communities are facing.

They began working together to identify key areas to focus on before forming the following working task groups:

- **Homes For People**
- **Families and Children**
- **Mental Health (Access to Support)**
- **Disability Access and Inclusion**

Over time, through a process of deep listening, shared vulnerability, food and creative learning activities, commissioners have built new relationships with each other that are rooted in trust, mutual respect and understanding. Solidarity Forever!



# Homes For People

With an ever growing diverse population of 269,000 people (2021) Salford is in the midst of a housing crisis.

In July 2024, 1900 Salford residents were living in temporary accommodation, of these 917 were children.

In the past year alone it has been reported that £12.5 million has been spent on temporary accommodation in Salford - a 33% rise on figures from the previous year.

Rapid economic growth and development is pushing up the cost of housing, resulting in the highest growth in property prices since 2015, paired with rising rents that have increased 33% since 2019 - the average monthly private rent is now £1246.

These exorbitant rents are 'pricing out' many people with 46% of renters reporting they find it difficult to afford their payments in the GM Residents Survey 2024. They also price out councils looking for properties to rent for temporary accommodation.

Despite the building of 2053 affordable homes since 2017 and important work being undertaken by Salford City Council and Derive to build more affordable council owned properties, the number of people using housing support services is at an unprecedented high.

Increased costs of living, breakdown in families, domestic violence and evictions from private landlords are all highlighted as prominent causes of homelessness in the City with 5025 households presenting as homeless during 22/23.

Insecure poor quality housing causes stress, anxiety, depression and exacerbates poor health.

The All Party Parliamentary Group (APPG) for Households in Temporary Accommodation has highlighted the deaths of 80 children who have died whilst living in temporary accommodation across the UK between April 2019 and March 2024. In 74 of the deaths temporary accommodation was a contributing factor and of those 58 were under the age of 1.



**HOUSING  
IS A HUMAN  
RIGHT!**

# Homes For People



The Homes For People Task Group identified that some people who were presenting as homeless or needing support from housing services at Salford City Council were frequently having a difficult experience at Housing Options.

Often people in a time of crisis had little knowledge of where to get help and no understanding or patience for housing legislation and processes in that moment, often leading to anxiety, misunderstandings, frustration and a breakdown in communication.

We recognised that each difficult interaction would have an impact on the future interactions of staff and customers and so we decided to try and make some changes together with the front line staff.

## So What Happened?



- Commissioners took part in an independent consultation workshop to suggest change and help shape transformation of housing services at Salford Council.
- Commissioners shared their housing experiences with councillor Tracy Kelly who is the Deputy City Mayor and council lead member for Housing and Anti-Poverty.
- Commissioners designed an interaction and met with front line housing staff to discuss ideas for change.
- Commissioners took part in a listening event with Rebecca Long-Bailey MP to discuss Temporary Accommodation.

# Homes For People

## The Seeds of Change We Are Sowing



Staff development sessions have taken place to begin collaborative work with communities.



Updates to the housing services website are being made.

Clearer Information has been created to ensure customers know what documents are needed at appointments



Proposals have been made to continue developing on our work and interactions with the frontline housing staff after the success of our first one.



A new appointment service has been created that can be accessed remotely to ease waiting times.

We want a “homes for people” approach that moves from the old stigma of ‘people should be grateful’ to recognising homes as a human right.

We want to have continuous support from someone who is allocated to us for the full period of time that support is needed. Before and after being housed.

We want to see continuous collaboration with communities and housing services, harnessing the power of direct lived experience to enact change together.

We want to see a pilot where homes are left furnished for new tenants who are struggling and can't adequately furnish their homes.

**Homelessness is everyone's business!**

We want a digital app for housing services with access all in one place.

# Families and Children

- Figures from End Child Poverty show that 34.8% of children in Salford are living in poverty right now.
- In the 2021 Census it was recorded that 16.4% of households in Salford were families with dependant children.
- Child poverty rates vary significantly across the city. The areas of Langworthy, Weaste, Broughton, Little Hulton and Ordsall have disproportionately higher rates of child poverty than the rest of the City with 40% of children living below the breadline.
- These most deprived wards are also some of the most heavily regenerated areas with the highest rent increases in the city, showing the stark disparity of inequality that is growing as the rich get richer and the poor get poorer.
- Salford City Council report that 917 children are living in temporary accommodation and a further 1,859 children are registered as homeless.
- Temporary accommodation can be overcrowded for families and doesn't always have the basics that they need such as access to a kitchen or their own personal spaces to escape to.
- If they are lucky enough to be put in a temporary house, they are often not eligible for support to furnish the property as it isn't their permanent home. Despite this families can sometimes stay in temporary homes for 12 months or more.
- Due to high demand on housing services some families are moved to temporary accommodation out of the area and away from their work, schools and support networks. This causes added pressure and stress on families during what is already a difficult time.
- Salford is experiencing a baby boom with a higher proportion of children aged 1 - 3 years than the average city in England. We also have a younger population than the average with 1/3 of the population aged 20 - 39.
- Over 9,000 pupils in Salford were absent from school in the last academic year.
- In 2019 government figures said that 7 in 10 children in Salford were attending secondary schools that were underperforming.
- Studies between 2019/2020 showed only 1/3 of Salford children took part in 1 hour of exercise a day, with 4 in 10 achieving less than 30 minutes exercise each day.

# Families and Children

The Families and Children's task group started as all good groups do - by talking together, exploring the extent of the problem in Salford and sharing personal experiences and concerns.

The increasing costs of living are putting a real pressure on parents.

Costs imposed by schools for trips, lunches, uniforms and fines are a worry.

Finding a suitable school place for your child can be really hard. Especially if they have additional needs.

I don't know what type of future our kids in Salford have, there doesn't seem to be much for them.

Young lads are out riding Sur-Ron bikes and dealing drugs. Its scary.

Driven by a deep sense of urgency for the problem in front of them, the group quickly found themselves moving into problem solving - perhaps moving too quickly. Realising they needed to slow down and listen more to the experiences of Parents and Families across the City, they decided to create a community led research to find out what parents are struggling with and what things are helping them.

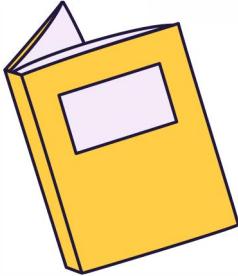
SLOW  
DOWN  
LISTEN.  
LISTEN...

## So What Happened?

- Commissioners designed an online survey to gather a broad range of views from parents of all backgrounds.
- Commissioners worked with parents at St Georges Primary School to take feedback about accessible language and ethical questioning.
- The research with Parents and Carers was launched online on Monday 3rd December 2024 and closed on Monday 21st January 2025.
- The research was shared widely across community networks with support from Salford Local Education Authority, Salford City Council, Rebecca Long-Bailey MP and local schools.
- The Child Friendly City Partnership agreed to observe our research findings in their work to develop the first Child Friendly City strategy for Salford.
- 85 Parents engaged with the research survey online.
- A short story has been created called 'Three Little Pigs Move To Salford' as a creative way to share some of the research findings with parents.

# Families and Children

## The Seeds of Change We Are Sowing



Our findings from the research with parents will be developed into an in-depth report with recommendations for change.



Our Three Little Pigs Story has been printed into a book that can be shared. It includes information about child poverty in Salford and lists contacts for help and support.

### CHANGE

After visiting the new Salford Youth Zone for a first look we are excited about the opportunities this will provide for young people in Salford.

We will continue to engage with parents about the research findings and involve them in its future impact.

We want more resource to be put into specialist family and children's services.

Providing free school meals for all children would really help take pressure off families who are really struggling to stay afloat.

Being a Child Friendly City means to prioritise young peoples equality and right to be a part of decision making that affects them.

We want to see more support to help families get active - free day passes for swimming or gyms would help a lot.

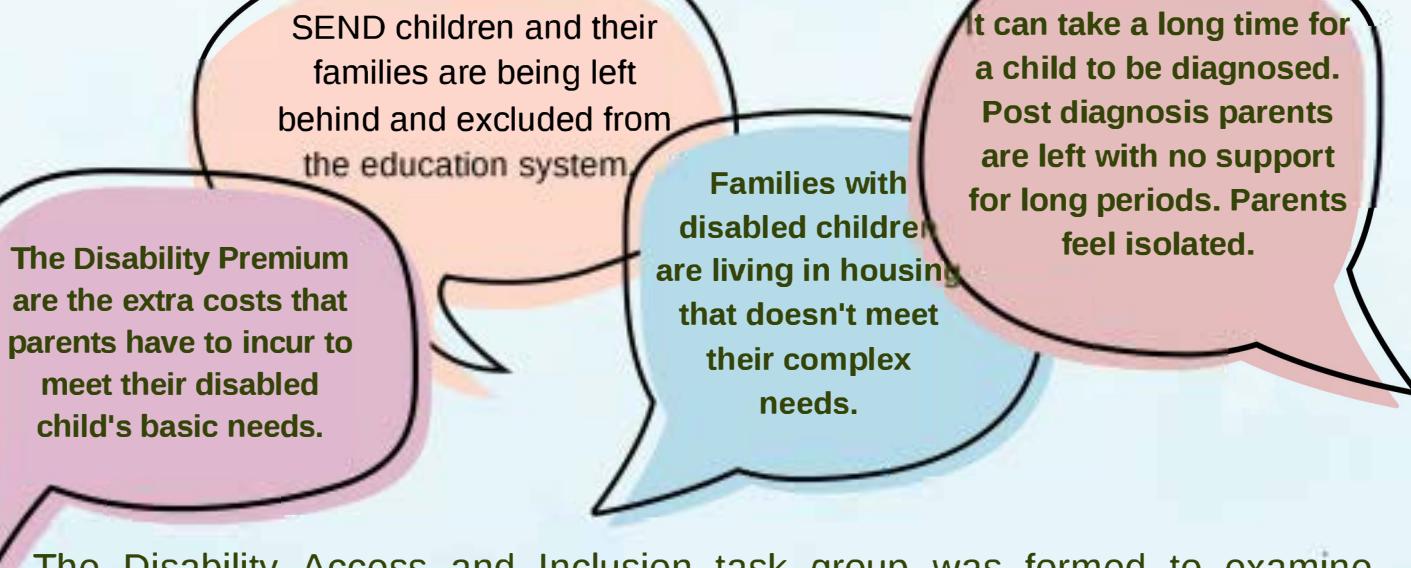
We want to see more schools and services supporting families to identify and address issues they face together without judgement.



# Disability Access and Inclusion

- The 2021 Census showed that Salford is among the 10% of local authorities with the highest levels of disability with day-to-day activity 'limited a lot'. One-in-ten residents (10.3%) were disabled with day-to-day activity 'limited a lot', compared to 7.5% nationally. A further 10.9% of Salford residents were disabled with day-to-day activities 'limited a little', compared to 10.2% nationally.
- In Salford, after accounting for different age structures, the groups more likely to experience disability with day-to-day activities 'limited a lot' are those with very bad or bad health, people living in households with 2 or more disabled people, the economically inactive, those who have never worked or are long-term unemployed and people with fair health.
- In the year 2022/23 1.6% of people aged 16-64 who were in receipt of long-term support for a learning disability were in paid employment. This rate has been decreasing and getting worse, with a significant drop in 2021/22. The Salford rate is significantly lower than England (4.8%) and second lowest percentage in Greater Manchester.
- The proportion of adults with a learning disability who live in stable and appropriate accommodation was 83.7% in 2023/24, similar to England but getting worse with a significant drop from 93% in 2019/20.
- The report by charity SCOPE 'Disability Price Tag 2024' found that extra costs for disabled households in the 2022 to 2023 financial year showed that on average, disabled households (with at least one disabled adult or child) needed an additional £1,010 a month to have the same standard of living as non-disabled households.
- If this figure was adjusted for inflation over the 2023 to 2024 financial year, these extra costs would rise to £1,067 per month.
- On average, the extra cost of disability was equivalent to 67% of household income after housing costs.

# Disability Access and Inclusion



The Disability Access and Inclusion task group was formed to examine experiences of Commissioners whose lives were affected by their own disability or a disability of a family member. The group felt that there were gaps in the services provided for families, and wanted to concentrate on the following issues:

- The lack of places for parents of disabled children to meet, share experiences and support each other.
- The separation of children presenting with disabilities when doing activities, school subjects, etc. makes many feel excluded.
- The amount of extra money that is needed to be able to achieve some form of inclusivity (e.g. toys/equipment, etc).

## So What Happened?



- One of the group started a Diversity Youth Club for disabled and non-disabled young people to have social activities together.
- Two of the group pitched for an award of £1,000 at a Salford Sup event to develop the Diversity Youth Club - and won!
- A coffee morning was trialled for parents of children with additional needs or challenging behaviour.
- The group researched information about the 'Disability Premium' and highlighted this in wider discussions.

# Disability Access and Inclusion

## The Seeds of Change We Are Sowing



We are working to develop the youth club and coffee mornings and make plans how to use our £1,000!



Commissioners are forming a constituted family support group called 'Diversity and Inclusion Salford' and have agreed a draft constitution.



We are undertaking training to build our knowledge and skills.

People should not be excluded or pushed into poverty because of the disability premium.

Our children deserve to be able to access specialist education facilities that meet their complex needs.

Being a Child Friendly City means to prioritise ALL young peoples equality and right to be a part of decision making that affects them.

We want to see more adaptive equipment and accessibility measures in public places such as parks and leisure centres.

**Access to education is EVERY child's right!**

# Access to Mental Health Support

Salford Council's 'Mental Health and Wellbeing Needs Assessment' of 2020 - 2021 states:

- It is well established that deprivation (a lack of money, resources and access to life opportunities) or being in a position of relative disadvantage (having significantly less resource than others) is associated with poorer health, including mental health. Salford has become more deprived over time.
- In 2015, 44% of Salford's population were living in the two most deprived Lower Super Output Areas (LSOA) in England. In 2019, this increased to 48.7%, with almost one third (30.0%) of Salford's LSOA's classified as in the most deprived decile nationally.
- Mental health is closely related to many forms of inequality, with a particularly pronounced gradient for severe mental illness. The prevalence of psychotic disorders among the lowest fifth of household income is nine times higher than in the highest and double the level of common mental health problems between the same groups.
- The 'Salford Mental Health All Age Integrated Commissioning Strategy 2019 - 2024', estimates that 36,357 people in the city are likely to have a mild to moderate common mental health problem.
- A study by Caritas Salford found 69% of people experiencing homelessness had a mental health diagnosis.
- NHS England tell us that mental health represents the largest single cause of disability in the UK.
- The Office for National Statistics (ONS) collected data that showed rates of depression were higher among those who found it hard to afford housing or energy bills.
- In May 2024, 1252 children were waiting for a Neurodevelopmental (ND) assessment from CAHMS. The estimated wait for a ND assessment was between 2 and 2.5 years.
- Studies have been finding links between poverty and mental health since 1958 when August Hollingshead and Frederick Redlich first evidenced a clear link between lower socio economic class and severe mental health.
- According to DHSC Fingertips Public Health data, between 2021 - 2023 there were 109 suicides in Salford (Persons 10+ years).

# Access to Mental Health Support



The Mental Health task group's aims were:

- To support people across Salford to have easy and quick access to different types of mental health support that's available in community
- To make mental health information more readily available in Accident and Emergency departments in culturally accessible ways

## So What Happened?

- A proposal was developed, and funding and approval have been secured for the input of 3 television screens in A and E waiting areas at Salford Royal Hospital.
- The screens will share information about mental health support, community initiatives and other wellbeing information.
- Through connections made, more mental health funds have been directed towards local groups like Talk About It Mate Men's Mental Health Support.
- Commissioners have been speaking out publicly on various issues of mental health to raise awareness.

# Access to Mental Health Support

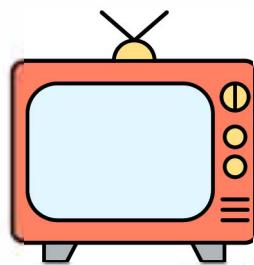
## The Seeds of Change We Are Sowing



RECOMMENDED

Work is being done with local groups to contribute to the design of information shared on the screens to ensure it is accessible and useful.

A user focused group is being formed to monitor the ongoing content of screens and their impact.



We are raising awareness of mental health at a national level through the Poverty Truth Network Amplify groups.

We want to be seen and treated like human beings.

People struggling with their mental health are not making it up for attention or benefits.

We want mental health services that are not led from the top down and instead are person centred and person led

Quicker access to support and early help is needed for people who reach out for help. It takes a lot to ask for help because people judge and try to diagnose or medicate you.

We need more support and resource for service user and grassroots led mental health support initiatives. They are saving peoples lives.

# What Have We Learnt About Poverty?

Poverty is not just about how much money you have. It is a much bigger emotionally charged, multi-layered issue that is created by stigma, inequality and greed.



Poverty is a web of layers of multiple disadvantage that people become trapped in over prolonged periods of time causing mental trauma, ill health and physical exhaustion.



People who experience poverty are not numbers, statistics or case studies nor are they lazy, lying scroungers. They are brave, resilient, courageous, enterprising, passionate, loving, proud and amazing HUMAN beings! Who deserve care and understanding to help them overcome the trauma of their life experiences and realise their potential.



Poverty is a systemic issue that can be fixed when systems are built on human processes that listen, support, uplift and elevate the voices of the most marginalised people.



Conditionality and barriers people face to accessing help and support available can be confusing, stigmatising and undignified. It is a huge barrier in getting early help to people who are most vulnerable.



# Impacts of Poverty On People

## Mental Health

- Hopeless / worthless
- Disconnected from society
- Avoiding important issues
- Feelings of despair
- Self harming
- Feeling there is no way out
- Low confidence and self esteem
- Believing negative things about yourself
- Suicidal thoughts
- Making poor decisions
- Hiding behind a mask
- Surviving day to day
- Addictions and recovery
- Triggered by past traumas
- Avoidance of conflict
- Fear to stand up for yourself
- Trapped in a cycle of poverty
- Restricted opportunities
- Vulnerable to abuse
- Undiagnosed conditions
- Stigmatised
- Stereotyped
- Overwhelmed
- Stressed/Anxious
- Worried
- Weighed down
- Out of control
- Shame
- Guilt
- Lonely/Isolated
- Misunderstood
- Difficulty communicating needs
- Losing motivation
- Hiding your troubles
- Sad
- Unloved
- Abandoned/Invisible
- Silenced
- Frightened

## Physical Health

- Chronic pain
- Discomfort
- Weak
- Cold
- Tired
- Aching head or body
- Chronic health conditions
- Increased risk of cancer
- Poor focus
- Dehydration
- Hunger
- Malnutrition
- High cortisol levels linked to dementia
- Insomnia
- Digestive issues
- Memory problems
- Chronic fatigue and exhaustion
- Weakened immune system
- Losing independence
- Restricted mobility
- No dentist
- No access to healthcare
- Can't afford treatment or medications
- Long waiting times
- Late diagnosis

## Appearance

- Tired / Worn out
- Underweight
- Overweight
- Skin breakouts
- Untidy clothes
- No make up
- Too much make up
- No hair dresser
- No skincare
- Body odour
- Greasy hair
- Hair falling out
- No hair brush
- No toiletries
- No hygiene products
- Holes in shoes
- Shoes that don't fit
- Unsuitable clothes for the weather
- No coat
- Clothes that don't fit
- No hot water or heating
- Dirty clothes
- Damp clothes
- Broken glasses
- Second hand clothes
- Only one pair of shoes
- Dishevelled
- Unclean



# What Have We Learnt About Working Together?

It takes courage and bravery from everyone involved to be a commissioner. The process only works if we embrace new ways of working, different ways of thinking and engage in open and honest dialogue together.



There has to be a deep commitment of time to being a consistent part of the process from everyone involved. Allowing yourself to slow down, drop your assumptions and focus on developing relationships before rushing to the outputs. The power of the process itself is more important than the outputs and we often miss that by acting too quickly, making assumptions or not prioritising work like this.

It is not always easy when working with people from different backgrounds who might have different conflicting ideas, beliefs or perspectives but the time spent building a relationship beforehand and safe spaces to discuss difficult issues and make decisions together helped us to overcome our differences and build our understandings of each other.



At times the journey to change can be uncertain, at times it might feel too slow like you don't know where things are going or that you aren't sure its worth the time investment. Its important to keep going and **TRUST THE PROCESS** because it transforms lives!

# What Are The Outcomes?

Our work has been trauma focused in its approach providing commissioners with opportunities to reflect on how they are feeling and access tools for managing emotions. At each meeting we have a wellbeing table that has fidget toys, positive quotes and mindfulness activities.

We held 17 monthly meetings of the full Salford Poverty Truth Commission between September 2023 - March 2025

We also held celebration events, social activities and extraordinary task group meetings when they were needed.

Commissioners have become active members of the Poverty Truth Network taking on roles and responsibilities representing Salford in national conversations.

Our public launch event in June 2023 at The Lowry was attended by over 90 guests from across communities and public life. Sharing powerful stories and insight into poverty our event was commended by Salford MP Rebecca Long-Bailey who attended as a guest speaker.

Commissioners have spoken out about their work in a variety of media publications. Working with media students and journalists to help them develop their skills in ethical reporting and understand the issues of communities better.

Commissioners have started new work together creating their own groups for support and connection. Many have joined activities with The Lowry that have opened up access to arts and culture.

We held 10 meetings with Community Commissioners from January 2023 - June 2023 building trust and confidence as a group, sharing experiences and preparing for the launch event.

Our commissioners have attended and spoken at events across the UK including Poverty Truth National Gathering, Poverty Truth Regional Gatherings in GM and the North West, North West Cancer Roundtable and Big Night at the Musicals with the National Lottery.



# The Seeds of Change Have Started To Flourish



I have really noticed a difference in my self-esteem and my confidence since becoming a commissioner. I feel like a new woman

Adrienne

I carry the stories we have heard with me and reflect on them often when I am making decisions at work that might affect people.

Judd

It feels powerful to be involved and have the attention and support of the LEA for our listening to parents research. It is an important piece of work that could provide vital information that helps to surface the hidden issues.

Susan

The last 2 years have transformed my life in ways I never thought it would. I'm leading men's groups, speaking in workshops, campaigning with a national group and now I've enrolled at college to study Counselling!

Gaz

I feel more able to challenge things that are impacting on my life. I appealed a dispute with British Gas and I WON!

Neil

Through the help and encouragement of the team I have been able to push myself to do things like public speaking. It has helped me realise that by facing your fears you can overcome them. I want to do more!

Brian

It has increased my understanding of poverty, lifting it from statistics on paper to real lives and impossible choices. It has helped me see the personal consequences of national and local decisions, challenge myself and others, and hear what matters most to people in Salford. I have been amazed at the passion, strength and resilience within our local communities.

Hannah



# What Has the Impact Been?

We have built a compassionate, courageous, kind community of people from all backgrounds and cultures, coming together to see each other across their differences and recognise the power of connection and collaboration.



Because we have trust and understanding we have been able to work together in supporting our communities.



New friendships and connections have been made.



Representing the commission together and meeting people we never usually would.



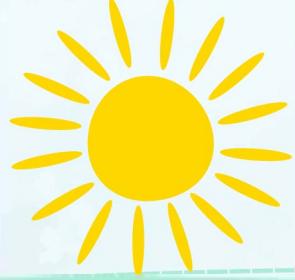
A shared sense of pride in what we have been achieving together.



Doing new things together has helped build confidence and make new local and national connections.

We have learnt so much from listening to each other without judgement or blame. Thank you to everyone who has shared their stories.

# The Seeds of Change Have Started to Flourish



We are forming trusting relationships and that only comes with open and honest dialogue and communication.

Justin

It has really shown the importance of access to opportunities that help people like me realise their own skills, knowledge, talents and abilities. Going to the national Poverty Truth Network meetings has widened my perspective.

Gaz

It has given me confidence to take actions like running the Diversity Youth Club Sessions. I am a powerful parent making a change.

Sarah C

I struggle sometimes with English language but this group is like friends and family working together finding solutions. It has been very good for me. I have learned from everybody and gained understanding of what people are experiencing.

Gheresus

I have learnt not just to speak up but to listen even louder. Sometimes listening means a lot to people.

Marie

It has really put a light on the complexities of poverty and it has given me knowledge that I didn't have before that I am now using in my work to highlight the hidden issues of poverty within national media and strategic conversations locally.

Jenni

Achieving things together has given me the confidence that I can make change and have influence for example taking part in the pitch for funding at Salford Sup where we won £1000.

Erika



# Meet Graham Morgan

## Case Study

Graham was in recovery from Prostate Cancer just as the covid pandemic hit in 2019, forcing him into long term self-isolation. During this time it really impacted on his confidence, he became isolated, and eventually his ability to afford the costs of his basic needs was impacted when he experienced problems with accessing the PIP system. He was left worried about whether to heat his home or buy some food in. There was a local food support group he was introduced to who were community volunteers providing a free meals on wheels service to people who needed it during covid. There was no conditionality other than you were hungry and needed support. This service was a lifeline to me as I was physically too weak to prepare meals myself, I was struggling with energy costs and I couldn't go out to the shops for food, yet my body desperately needed it in order to heal. I didn't have a support network around me and eventually the community funding for food services ran out and it was cancelled.

*"I think more resource needs to be directed into community projects offering services like this especially for people with long term illnesses because I don't know what I would have done without it."*

When Sarah who managed the meals service told him about a new community project she was leading that might help build his confidence in coming out again, he really wasn't sure. He decided to join the Poverty Truth Commission to share his experiences of poverty and Cancer diagnosis and Sarah would pick him up so he didn't have to use public transport. At first he couldn't sit near people due to his weakened immune system and fears over infection. But over time he fully recovered and covid restrictions disappeared. Graham used his platform in the commission to push for earlier diagnosis and urge people who are worried to get a second opinion - he himself may have died had he not pushed and asked his doctor to arrange this. He has raised his voice across the North West to call for a national campaign of awareness around men's Prostate Cancer and to demand changes to the 4 tier PIP system and moving to a 2 tier one that is more dignified and recognises peoples need for support earlier in their Cancer journey, with a letter from a consultant being enough for PIP status to be granted. He has even been interviewed by UN Rapporteurs for a study by the United Nations into Welfare Systems. During his time doing this work the PIP system has been simplified and changed from a 4-tier system to a 2-tier system.

*"It feels good that in some way I have helped to change the PIP system"*

Being involved in the commission has given him the chance to tell his story and to listen to other peoples. He is now involved in many community projects as a cancer champion and supports other groups like singing with dementia, Aspire and Critchley Hub. He is also a Show Selector at The Lowry helping organise free community events and was featured in their Social Impact Report in 2024.



# Embedding The Work

## The Ripple Effect



The seeds of change that we have planted are only just starting to sprout and grow. The true impact of this work will be seen for many years as it blooms and flourishes into fruition.

We will hold commissioners gatherings to bring people back together to reflect and celebrate. There will be opportunities to support the development of a new commission and share the learning from our work together.

We will be seeking funding for our next round of Poverty Truth where we will begin to work with a new group of commissioners.

We will continue to work with Salford City Council departments to create opportunities for communities to continue the conversations that have begun with the Salford Way and Housing Transformation.

We will continue to work with Salford Royal NHS Trust to monitor the content of the screens in A and E and assess the impact of their implementation.

We will launch an in depth report of our findings from the Parents Research and present it to key stakeholders across the city and the Child Friendly City Partnership

Commissioners have made their own connections to each other and now communicate, meet and work together on things outside of the commission without our support. This has given them the power to take ownership of their relationships and activities together.



# Project Funding

Between 2023 and 2025 the estimated total cost of project delivery reached £100,000.



This covered the cost of a team of 4 paid facilitators working an estimated total of 420 days equivalent to 3,150 hours of facilitation across 2 years.

The Poverty Truth approach seeks to remove the socio economic barriers that people in communities face to engaging.

This means we will cover expenses and provide the tools that are needed for our work together. Examples of some of the costings are:

- Celebrations
- Children's Activities
- Room Hire
- Events
- Travel expenses
- Lunch and refreshments
- Stationery Equipment
- Accommodation

We would like to express our thanks to the following organisations for their kind donations and continued support.

**National Lottery - Awards4All**

**Salford City Council**

**ForViva**

**Salford Royal Hospital**

**NHS Greater Manchester**

**The Lowry**

**Poverty Truth Network**





# Community Pride CIC

**Community Pride CIC is a non profit social enterprise that was established by Joyce and Sarah in Salford in 2015.**

**We exist to help people who feel unseen and unheard in communities, to identify the issues affecting their lives and take collective action for positive change that is powerful for everyone.**

**We build lifelong connections with individuals and communities who face hardship and exclusion, walking with them on a journey of learning, friendship, love and empowerment.**

**Using Popular Education and the teachings of Brazilian educationalist Paulo Freire as a framework we create opportunities for communities to come together in safe spaces, to share their stories, make new connections and act on the things they feel passionate about.**

**We work independently alongside decision makers, academics, think tanks and public institutions across the UK as respected critical friends, supporting them to deliver better systems change and community solutions with and for communities.**

**Joyce and Sarah's work together goes all the way back to 2010 when Joyce was a trainee facilitator with Sister Anne Stewart and Sarah was a group participant from Weaste. Through this powerful way of working our lives were transformed and we were proud to continue the legacy of Community Pride Take Part Initiative when Sister Anne retired in 2014.**

**We know from first hand experience the impact that the work has because we are on the journey too!**



# Community Pride CIC

# You Are The Change You Want To See In The World

**POVERTY  
TRUTH**

SALFORD



Email [sjpwhitehead@hotmail.co.uk](mailto:sjpwhitehead@hotmail.co.uk)  
Find us @salfordpoverty

**Nothing About Us Without Us Is For Us**