

University of Bristol

Poverty Research Methods

Effective dissemination

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Session structure

1. The challenges of effective dissemination
2. The media environment
3. Poverty and Social Exclusion 2010-2014 case study
4. Data visualisation
5. Your research dissemination

Why is dissemination important?

You need to demonstrate:

IMPACT

'the demonstrable contribution that excellent research makes to society and the economy.'

<https://esrc.ukri.org/research/impact-toolkit/what-is-impact/>

The aims of dissemination

- Inform
- Educate
- Engage



- New directions for research
- Better understandings
- More informed debate
- Bridge the gap between research and action
- Changes in policy or practice
- Empower people

A widening audience

Academic community

- Researchers
- Teachers and lecturers
- Students

Policy makers

- Think tanks and strategy consultants
- Administrators, public bodies, international organisations
- Politicians and political parties

Interested parties

- Users and user groups
- Community and pressure groups
- General public

The challenge of a diverse audience

Specialists

- Need to know
- Background knowledge
- Delving deep
- Statistically competent

Non-specialists

- Passing interest
- Little background
- Top level results
- Frightened of numbers

Statistical ignorance

Misunderstanding the median....

‘You get this constant juddering adjustment with poverty figures going up when, for instance, upper incomes rise.’

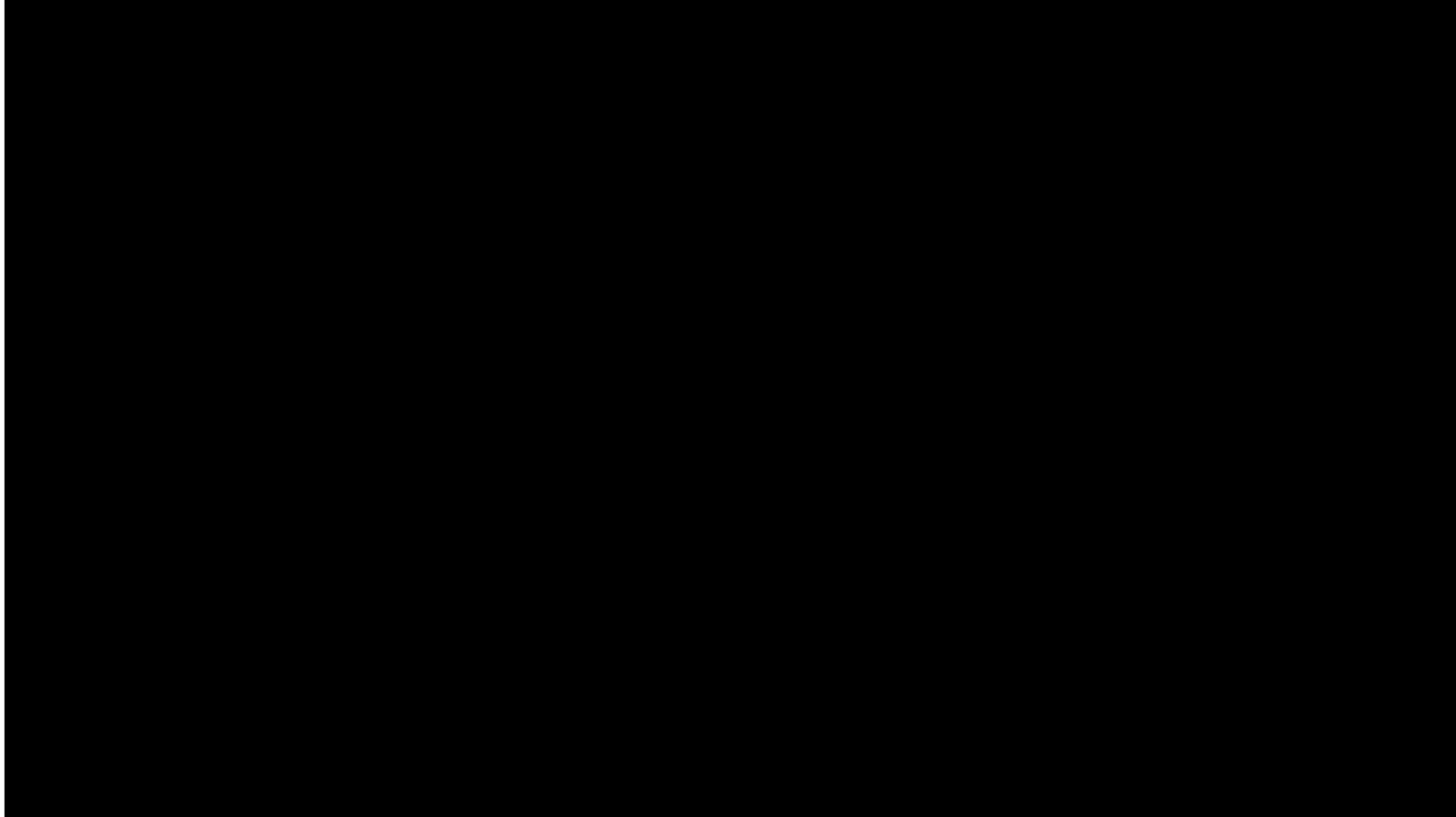
Iain Duncan Smith, MP, Secretary of State for Work and Pensions 2010-2016

‘Any candidate sitting GCSE maths should be able to explain that raising everybody above a set percentage of the median income is rather like asking a cat to chase its own tail. As families are raised above the target level of income, the median point itself rises. Not surprisingly, therefore no country in the free world has managed to achieve this objective.’

Frank Field, MP, head of poverty review for Coalition Government

http://www.poverty.ac.uk/income_threshold_approach.php

Just ignorance



The expansion of platforms

- Research journals and books
- Conferences
- Traditional media – press, tv, radio
- Exhibitions, drama, posters
- Websites
- Blogs
- Social media – twitter, Facebook, etc
- Video platforms
- Targeted messaging

It's a busy world....

The world wide web

- Around [1.7 billion websites](#) (i.e. unique hostname)
- Around [200 million 'active websites'](#)

- **Google searches**
- [Over a trillion searches per year.](#)
- 63,000 searches per second on any given day.

YouTube

- Over one [billion hours of videos are watched on YouTube every day.](#)
- There have been 6.3 billion views for....

The most watched YouTube video ever
...at this moment in time.

“[Despacito](#)” by Luis Fonsi featuring Daddy Yankee



<https://www.youtube.com/watch?v=kJQP7kiw5Fk>

Maximise your chances...

- Use accredited/recognised/established websites
- Tag material effectively
- Make sure the first sentence/intro/summary covers the main points and grabs attention
- Be clear about your audience
- Think beyond text
- Be imaginative

My name is Isha



Session structure

1. The challenges of effective dissemination
2. **The media environment**
3. Poverty and Social Exclusion 2010-2014 case study
4. Data visualisation
5. Your research dissemination

The scrounger narrative: 2010 -2014

Daily Mail

WILL YOU FIND £50 INSIDE TOMORROW'S DAILY MAIL? WE'RE GIVING AWAY FREE CASH INSIDE THE PAPER!

Britain at War DVD

DISABLED BENEFIT? JUST FILL IN A FORM

200,000 got handouts last year without face-to-face interview



Kate's gown fit for a Greek goddess

DAILY EXPRESS

10p

FILM STAR MARTINE McCUTHEEN DECLARED BANKRUPT

HEART RISK IN CALCIUM PILLS

NO BENEFITS FOR SHIRKERS

Ministers insist jobless work for hundreds after court setback



NEW PALACE OFFICERS AS ITALIAN MAGAZINE PICTURES REVEAL BACE BEACH PHOTOGRAPH

THE Sun

EXCLUSIVE INTERVIEW

MACCA'S SECRETS

£1M TO WIN WITH Real Lottery

EXCLUSIVE: FAMILY CASHEB IN

Through the Benefits Keyhole

£52,000 IN HANDOUTS, 12 KIDS, ANOTHER ON THE WAY...NOW THEY'RE GETTING A SUPERHOME



DAILY EXPRESS

5p

THE BLACK BOOK BY JIM HAMM FOR JUST £1

HOLLYWOOD STAR DEAD AFTER DRUG OVERDOSE

BENEFITS BLITZ ON SCROUNGERS

Call for crackdown as system branded 'soft for paper'!



75 HOURS OF STORM HILL TO COME... AND EVEN THE BIRDS ARE BEING SWIFT AWAY

DAILY STAR

Cannibals, vampires and voodoo

FREE REAL-LIFE HORROR CRIME PULLOUT INSIDE

£100,000 SCROUNGER

Hasn't worked for 24 years...because she is allergic to shoes!



DAILY EXPRESS

30p GET YOUR DAILY EXPRESS FOR JUST 30p

WIN £3,000 IN MARKS & SPENCER VOUCHERS

Now the obese face a 'fat tax' if they won't lose weight

FURY OVER £28BN BILL FOR WORKSHY

Half a million scroungers get benefits...and you pay



TRIBUTES TO BRAVEST OF BRAVE ON VJ DAY

Daily Mail

GOOD HEALTH

WIN a Spitfire fly past over your home

Some aerial controversial welfare plan

NO BENEFIT FOR YOUR THIRD CHILD IF YOU'RE ON THE DOLE

NPs ask Charles: Why do you pay lower tax rate than your servants?



5p DAILY EXPRESS

GLOBAL WARMING IS SLOWING DOWN, SAYS MET OFFICE

CRACKDOWN TO STOP PRISONERS REDEPENDING

PARTY IS OVER FOR BENEFIT SKIVERS

Common sense as MPs cap handouts



BRAVE RAPE VICTIM CONFRONTS THE ACCUSED IN COURT

SUNDAY EXPRESS

5p

CHANGE TO BRITAIN'S BEST FAMILY PAPER

THIS NEWSPAPER NOW COSTS JUST £1

FREE AGE KAPLAN VICTORIA SLICES

WAR ON THE SCROUNGERS

Scheme to force the workshy into jobs or lose their benefits



EXCLUSIVE: Treasury Scales in November Doubt

Daily Mail

HIGH HEELS GUARANTEED A CASH PRIZE

Tough new benefits test weeds out workshy - and could save taxpayer £8billion every year

75% OF INCAPACITY CLAIMANTS ARE FIT TO WORK

Hours for a lifetime! Christie sells Tony's signature on eBay



5p DAILY EXPRESS

WIN A FORD FIENZA MOTORHOME WORTH £24,000

How tailored clothes can make you look eight years younger

Three Britons among nine dead in Alpine avalanche disaster

SPONGERS CAN SUE TO CLAIM BENEFITS

Another crazy abuse of the Human Rights Act



DAILY EXPRESS

35p GET YOUR DAILY EXPRESS FOR JUST 35p

Now Colin Firth's King's Speech is up for 12 Oscars

Cut out the little things and save a small fortune

75% ON SICK ARE SKIVING

Benefit cheats are taking us to the cleaners



Sky TV's foul £1.7m a year football pundit is fired

SUNDAY EXPRESS

FREE ROD STEWART CD

FREE SUMMER BULBS

FREE RIBENA

MANSIONS FOR SCROUNGERS

We are faking out £6million a year to keep families of up to 17 in the lap of luxury



Daily Mail

STARTING TODAY

FABULOUS FAMILY HOLIDAYS FROM £15

SPECIAL LIGHT-PAGE SUPPLEMENT IN USE

BENEFITS RISING TWICE AS FAST AS SALARIES

Young Briton is shot dead at beach party in Thailand



5p DAILY EXPRESS

CAROLINE AHERNE TV STAR FIGHTS LUNG CANCER

THE ALPHENET'S SECRET FOR JUST £1

SCROUNGERS ON £85,000 A YEAR BENEFITS

Madness of Britain's handout culture



CLAUDIA LAWRENCE Man, 59 quizzed over chef's mistress

Daily Mail

SEVEN FREE CDs

STARTING TOMORROW

ULTIMATE SOOTHING CLASSICS

THE MOST BLISSFULLY CALMING MUSIC EVER WRITTEN

NOW WORK FOR YOUR BENEFITS

Ministers to unveil tough crackdown on payments to jobless



Regrets that haunt Jeffrey Archer's dying ex mistress

MailOnline

Home News U.S. Sport TV&Shows Film Health Science&Tech Money

The shirking classes: Just 1 in 14 incapacity claimants is unfit to work

And 39 per cent are actually fit enough for employment

10p DAILY EXPRESS

SICK BENEFITS: 75% ARE FAKING

1.9m claimants could work but skive instead



Amy's funeral farewell

10p DAILY EXPRESS

How dim can you get? Now the EU bans the 60w bulb

GET RACHEL WORE'S BESTSELLER 'A PLACE OF SECRETS' FOR JUST £1

25% OFF MASSIVE FLOORING MADNESS

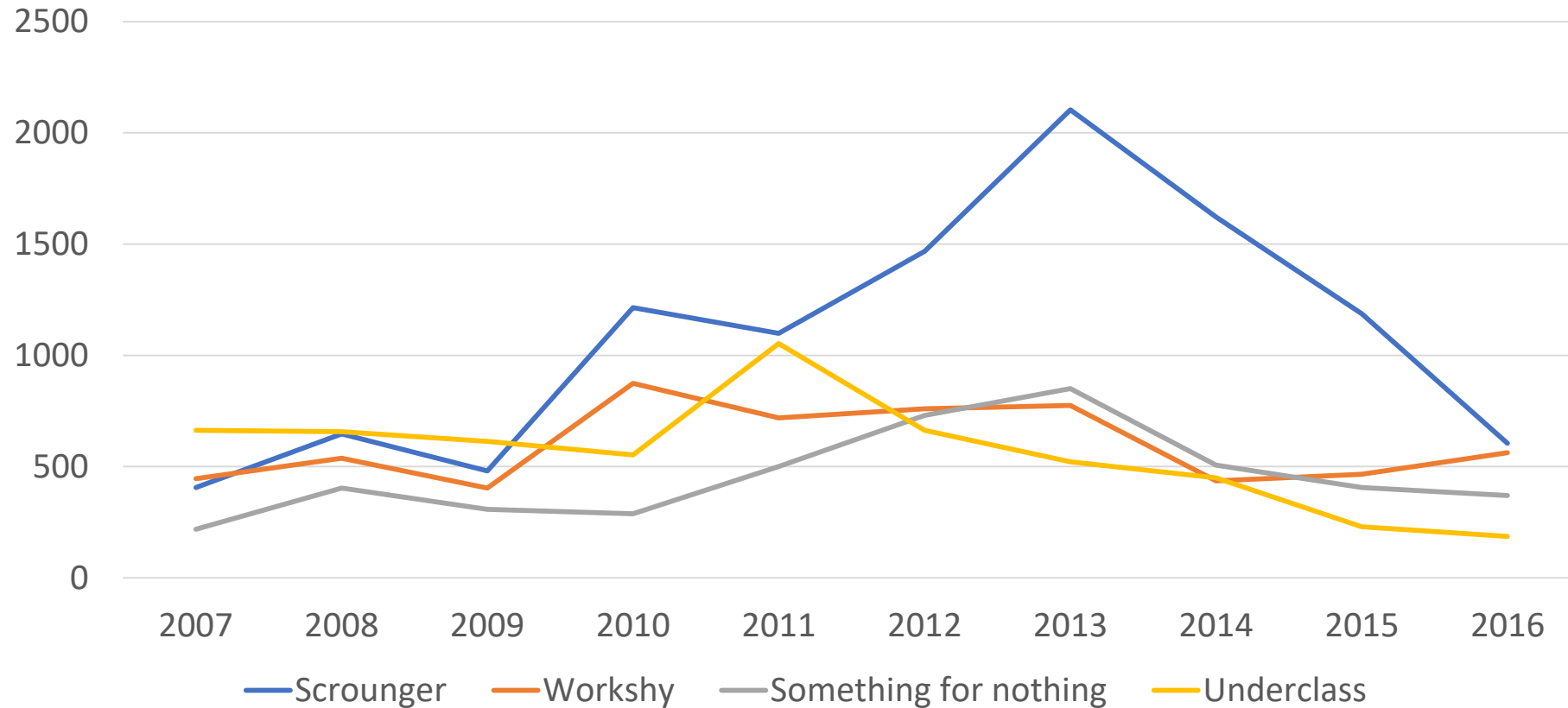
4M SCROUNGING FAMILIES IN BRITAIN

And there's 370,000 households where no one has EVER worked



London's no longer an English city, says John Cleese

Occurrences of pejorative labels for claimants in UK press articles, 2007-2016



Source: James Morrison, 'Scroungers: moral panics and media myths', ZED, 2019; using Lexis Library

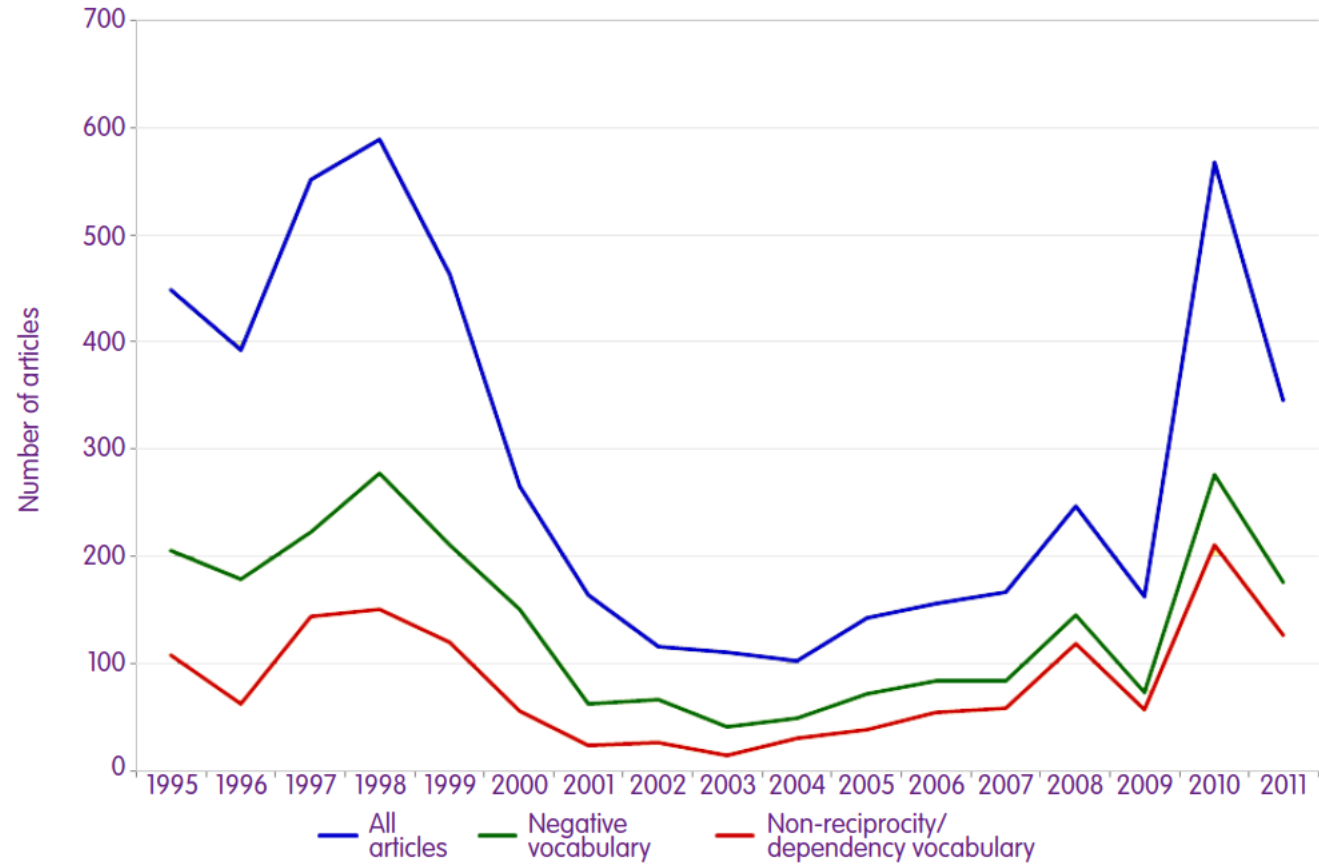
Table 8: % of articles with one or more terms from 'negative' word-lists

	All	Fraud	Depend- ency	Non- reciprocity	Any negative
Express	100.0	36.6	18.3	49.9	74.4
Mail	100.0	37.3	19.3	41.6	69.8
Sun	100.0	39.0	7.5	45.4	69.5
Mirror	100.0	34.9	6.6	20.0	50.2
Telegraph	100.0	23.6	21.2	23.4	50.1
Independent	100.0	27.6	13.6	9.8	42.8
Times	100.0	24.5	11.3	10.7	38.8
Guardian	100.0	21.2	12.7	11.8	37.6
All titles	100.0	29.8	13.7	24.5	52.2

Data: main set 1995-2011

Source: 'Benefits Stigma in Britain', Turn2Us, 2012

Figure 4: Negative vocabulary in newspaper articles on working age benefits: consistent titles, 1995–2011



Source: 'Benefits Stigma in Britain', Turn2Us, 2012

Figure 5: Fraud and non-reciprocity terms in newspaper articles on working age benefits 1995–2011



Source: 'Benefits Stigma in Britain', Turn2Us, 2012

Absurd! Family of 11 on £42,000 benefits get new 7-bedroom house



Moving from her 'overcrowded' property to a seven-bedroom one just yards away left Sharron Bishop, below, light-tipped yesterday

A JOBLESS family of 11 on £42,000-a-year benefits caused outrage yesterday after they were given a new seven-bedroom house worth £390,000.

In a shocking example of 'benefits Britain', scrongers Kevin and Sharron Bishop rake in £3,500 of taxpayers' cash every month for themselves and their nine children.

Stunned neighbours saw them carting their belongings - said to include prized parrots - out of their four-bedroom home to a bigger one just yards down the road.

Their latest property is two council houses knocked through to create a seven-bedroom haven at a cost to taxpayers of around £30,000.

Neighbours on the estate in Yeovil, Somerset, branded the couple "work-shy scrongers". They alleged some of the children had terrorised the neighbourhood.

One, who did not want to be named, said: "They've been spending benefit money on luxury parrots - some cost as much as £200."

"They are scrongers. All the money they get and spend is taxpayers' money. They are fit enough to work but they just don't want to."

Another neighbour added: "They have been given a new double house which is infuriating. Neither one of the couple has done a decent day's work in their lives."

The Bishops' £42,000 annual payout - around twice the average national income - is made up of income support, tax credits, housing benefit and council tax benefit.

On Friday, they moved all their belongings - including flat screen TVs, sofas, armchairs, bookshelves and DVDs - to their new home.

It comes with two reasonably-sized back gardens and a range of new electrical goods.

"Chain-smoking former taxi driver Mr Bishop, who is in his 40s, objected to the public outcry. He said: "I don't want to hear any more about this or I'll phone the police for harassment."

Neighbours claimed the family had caused trouble ever since they

By John Chapman

moved on to the estate in 2003. They claim that the Bishop's expensive parrots often escape into the local area.

A neighbour claimed: "People down the road are desperate to have a house yet these people spend more money on parrots than they do food."

Another resident described some of the Bishop children - reportedly aged three to 18 - as "foul-mouthed brats".

Matthew Sinclair of the Taxpayers' Alliance said: "It is shocking to see so many extreme cases like this of families abusing the welfare system."

"They are getting absurd amounts in benefits, far beyond the income of many ordinary working families. Taxpayers don't expect their money to be spent keeping

scrongers in huge homes and allowing them to make extravagant purchases like luxury parrots."

"This kind of disgraceful waste of money is why we need serious reform of the welfare system. The Government can't duck the tough choices that can reduce the cost to taxpayers and improve incentives to work."

Yarlington Housing Group, which provided the new home, said the family had been "overcrowded" in their old one.

A spokesman said: "We had a duty to re-house them and this was deemed the most appropriate way. "Should they relinquish it at any time it can be easily returned to two homes."

Official figures this week revealed that 100,000 households are raking in handouts worth more than the wage earned by most workers.

Shocking Government statistic showed that some benefits families are pocketing £13,344 - the average UK salary - every year without lifting a finger.

Five million people in Britain are on some sort of benefits.



IMPORTANT INFORMATION

ASBESTOS EXPOSURE

Have you ever worked near to or with Asbestos related products? Compensation could be available to you.

Have you, or anyone you know, been diagnosed with any of the following in the last 3 years: Asbestosis, Mesothelioma, Pleural Thickening, Lung Cancer?

Do you suffer from shortness of breath coughing, wheezing and have been diagnosed with Pleural Plaques? We still may be able to help. Have worked with asbestos between 1950 and 2000?

Has a loved one passed away from an asbestos disease in the last 3 years?

It does not matter if the company you worked for no longer exists.

THERE IS NO CHARGE FOR THIS SERVICE

Call for free confidential legal advice on

0800 9169050

Lines open 9am-8pm, Mon-Fri
www.asbestosadvicehelpline.co.uk

ASBESTOS ADVICE HELPLINE

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Our pet insurance gets tails wagging - with a 35% discount off your first year's premium when you buy to Standard cover online by 15th September.

Big cover. **35% online discount**

Or get our usual first year discount of 10% when you buy over the phone.

Small price.



Get in touch today for a quote
tesco.com/petoffer
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TESCO Bank | Every Little Helps

18001 0845 246 3852
35% discount consists of our current 20% introductory discount plus an additional 15% discount. Available to new Tesco Pet Insurance customers in their first year only. Your pet must be at least 8 weeks old when cover starts. We don't cover pre-existing medical conditions and we exclude some certain breeds of dogs. For more information, see our full terms and conditions of cover. If they have reached the age of six. Please visit tescobank.com or call 0845 246 3852 for full policy details and further information. Tesco Pet Insurance is provided by UK Insurance Limited.

'Absurd! Family of 11 on GBP 42,000 benefits get new 7-bedroom house'

Daily Express, 10 August 2010

'A JOBLESS family of 11 on £42,000-a-year benefits caused outrage yesterday after they were given a new seven-bedroom house worth £300,000... Stunned neighbours saw them carting their belongings – said to include prized parrots – out of their four-bedroom home to a bigger one just yards down the road.'

'Official figures this week revealed that 100,000 households are raking in handouts worth more than the wage earned by most workers. Shocking government statistics showed that some benefits families are pocketing £23,244 – the average UK salary – every year without lifting a finger.'

'Matthew Sinclair of the Taxpayers' Alliance said: 'It is shocking to see so many extreme cases like this of families abusing the welfare system.....Taxpayers don't expect their money to be spent keeping scroungers in huge homes and allowing them to make extravagant purchases like luxury parrots.'

Letters

No financial aid for us yet our taxes help family of 11

AFTER I entered some personal financial details into an online benefits calculator, it finished by displaying the statement: 'The calculator has determined that you are not entitled to any means-tested benefits or tax credits under your current circumstances.'

Although my wife and I are in our 70s, our income is too high. I receive a pension for my 28 years in the Royal Navy and a small income from a contributory pension that I built up for work I undertook until retirement age: both are taxed.

To assist us in our declining years, we also paid off our mortgage. What a mistake to make.

We, like many other families existing just above the breadline, cannot even get financial help to paint our front door when the likes of the Bishops receive a new house partly paid for by my taxes ("Absurd! Family of 11 on £42,000 benefits get new 7-bedroom house", August 10).

Oh well, just another day of gloom and doom until the new government gets to grips with this benefits disaster.

Terry Nash,
Gosport, Hants

Families on £100,000 a year in benefits

By Christopher Hope
Whitehall Editor

TENS of thousands of families are eligible for benefits and tax credits that are worth more than the average Briton's salary, the Government admitted yesterday.

Some can claim almost £100,000 a year in housing benefit alone, according to a report by the Department for Work and Pensions.

Iain Duncan Smith, the Welfare and Pensions Secretary, said the generosity of the benefits system meant that claimants regarded those who worked as "bloody morons". He said: "This is a tragedy. We must be here to help people improve their lives – not just park them on long-term benefits."

The *State of the Nation* report estimated that 670,000 households were eligible for benefits and tax credits worth more than £15,600 a year. Of those, 50,000

Benefits Britain How the figures add up

- 5 million people claim some form of benefits, including Jobseekers Allowance, Incapacity Benefit, Income Support
- 670,000 households are eligible for benefits of more than £15,600 a year
- 50,000 households are able to claim over £26,000 in benefits every year
- Housing benefit claims, which are paid to those in work and out of work, have increased by 40 per cent in 10 years to £14.2 billion
- About 1.4 million people have been out of work and on benefits for nine out of past 10 years

households were allowed to claim benefits worth more than £500 a week (£26,000 a year). Average pay is £25,500 a year.

To reach this level of income, two adults in a family would have to claim incapacity benefits, council tax benefit and housing benefit. They would also have to have three or more children and claim child benefit and tax credits.

The report also disclosed that the amount of public money spent on housing ben-

efit, intended to help cover the cost of renting accommodation, rose to £14.2 billion in 2009-10. The maximum housing benefit award, the report said, was now more than £93,000 a year, according to the report.

Unveiling a shake-up of the benefits system, Mr Duncan Smith said: "We literally cannot afford to go on like this."

Some of the poorest people regarded going to work as too much of a risk in case the job

fell through and they could not get back on benefits, he suggested.

The Government will introduce new measures to ensure people were able to get back into work more quickly. In the longer term, he said he would be looking at wider reform of the tax and benefits system. He warned that he would resign if his plans were not acceptable to the Treasury.

The report came as other department figures suggested that almost all of the 2.6 million incapacity benefit claimants should be in work. Since October 2008, all new claimants have been given medicals to see if they are able to go to work. Nine out of 10 were either fit for work or could be moved towards rejoining the workforce. This suggested that 2.4 million existing claimants could be fit to work.

Editorial Comment: Page 29



EPA/DANIEL DEMEZ / DAVID WIMSETT / AP/PA/PHOTOSHOT/PAUL GROVER

'Families on £100,000 a year in benefits'

Daily Telegraph, 28 May 2010

'Iain Duncan Smith, the Welfare and Pensions Secretary, said the generosity of the benefits system meant that claimants regarded those who worked as "bloody morons".'

IDS: How benefits can do more harm

By **James Chapman**
Political Editor

HIGHER benefits for drug addicts or jobless families can do more harm than good, Iain Duncan Smith said last night.

In an attack on Labour's child poverty targets, the Work and Pensions Secretary said youngsters' lives were not necessarily improved by bigger handouts.

He criticised Gordon Brown's measure of poverty – 60 per cent of median earnings – which was enshrined in law in an attempt to abolish child poverty by 2020.

Mr Duncan Smith said this 'poverty plus a pound' approach led to hollow claims of success by lifting income over an arbitrary line. Focusing on tax credits and other measures did little to address fundamental problems, he said.

'What do we know about the things that really improve well-being?' he asked. 'It's better health, lower crime and lower fear of crime, work, a strong sense of community.'

'This isn't to say that money isn't important. Of course it is. But I do believe increased income and increased wellbeing do not always follow the same track.'

'Take a family headed by a drug addict or someone with a



Attack: Iain Duncan Smith

gambling addiction – increase the parent's income and the chances are they will spend the money on furthering their habit, not on their children.

'According to the relative income poverty figures they might be above the line, but by any reasonable measure of

'Further into dependency'

long-term life chances they would be stuck firmly below.'

'Or take a family where no one has ever worked. Increase their benefit income – while taking no other proactive action – and you push the family further into dependency, only increasing the chance that

ABSENT PARENTS CRACKDOWN

ABSENT mothers and fathers will have their benefits docked in an overhaul of the child maintenance system.

Tough checks will be brought in to make it harder for people to lie about their incomes to escape paying maintenance payments, a minister said.

Officials will cross-check parents' claims about their incomes with tax details

held by Her Majesty's Revenue and Customs.

Work and pensions minister Maria Miller said the reforms would make applications much faster to process. At present, mothers often wait for months before money begins to trickle in from absent fathers.

In another change, maintenance assessments will now be reviewed annually.

their child will follow that same path as an adult.

'So while income is important we should be clear that the source of that income can have very different effects. Income through benefits maintains people on a low income, whereas income gained through work can transform lives.'

Senior sources said ministers were considering amending the law so that children's life chances were measured in a far broader way.

Official figures published in George Osborne's autumn statement on Tuesday indicate child poverty is set to increase by 100,000 over the coming years. And the Institute for Fiscal Studies thinktank has suggested that lower income groups are bearing the brunt of

the Government's cuts. But David Cameron insisted yesterday that the rich were carrying a much larger share of the burden than the poor, pointing out that most benefits would be uprated in line with inflation.

'If you look at the overall numbers, the top 10 per cent pay ten times as much as the bottom 10 per cent,' the Prime Minister told ITV's This Morning.

Labour work and pensions spokesman Liam Byrne said: 'David Cameron has just buried compassionate conservatism for good. He promised us he was a different kind of Tory. Now we know he's just like the worst of the Tories' past.'

'This Government has just decided to take twice as much from families and children as from our country's bankers.'

IDS: How benefits can do more harm

Daily Mail, 2 December, 2011

‘Take a family headed by a drug addict or someone with a gambling addiction - increase the parent’s income and the chances are they will spend the money on furthering their habit, not on their children.’

Iain Duncan Smith, Work and Pensions Secretary

2016: Reader comments on six stories...

‘Overwhelming the tone and emphasis ..to the six discursive events was one of disdain towards the unemployed and/or claimants generally.

Numerous remarks were tinged with outright prejudice bordering on hatred or incitement’

Source: James Morrison, 'Scroungers: moral panics and media myths', p186, ZED, 2019

...Reader comment threads

“scrounging wasters”

“lowlife scrounging bums”

“pondlife”

“parasites”

“mindless mouth-breathers”

“dirty little scummers”

Tweets

“It’s ur own frigging fault get a job!”

“these dickheads” would “fail, spunk the money up the wall and go back on the dole”

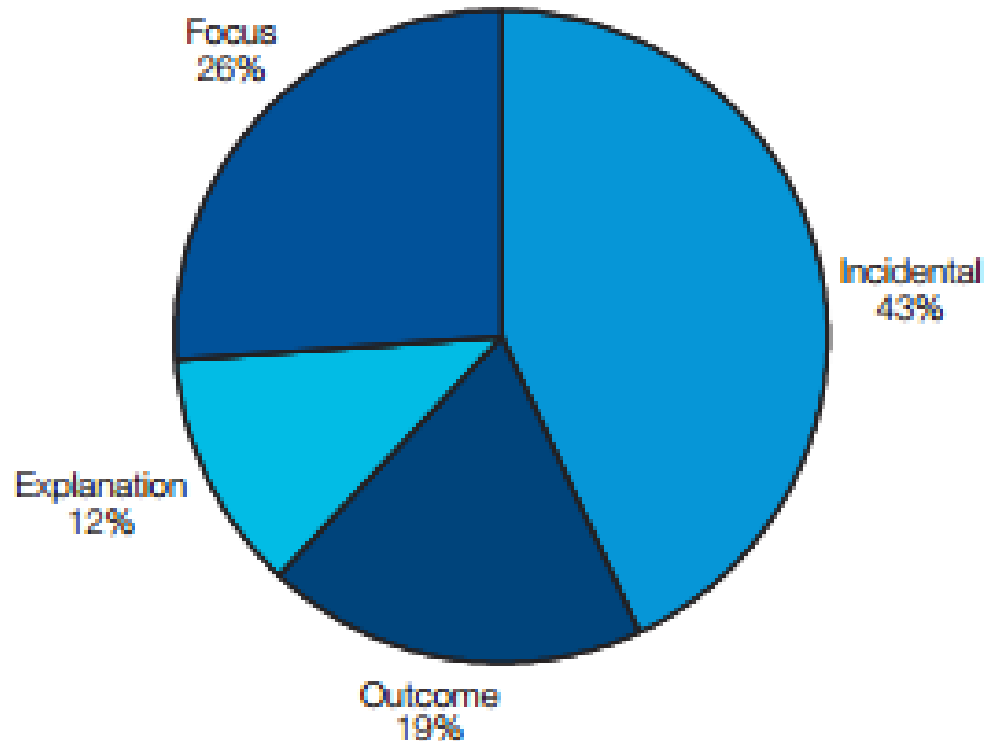
“Are these fucking disgusting people real?”

Individual versus issue based stories

“Issue based stories spurred counter-discursive voices to assert themselves at times lining up to criticise structural social inequalities and defend claimants”

“the way media narratives are *framed* has a strong priming effect on public responses”

The way in which poverty contributes to articles and broadcasts in UK news



“many of these ‘incidental’ references use poverty to lend emphasis or to sensationalise.”

A bias against understanding

“It becomes difficult to construct an understanding of poverty as a structural outcome of inequalities, and therefore to develop the basis for a collective response to it”

[*'The media, poverty and public opinion'*](#), Joseph Rowntree Foundation, 2008

“With a lack of discussion on the wider socioeconomic causes and contributing factors, poverty within the UK appears as an ‘orphan phenomenon’ with an unknown genesis”

[*'Representations of Poverty in British Newspapers: A Case of 'Othering' the Threat?'*](#), Apurv Chauhan and Juliet Foster; Journal of Community & Applied Social Psychology, 2014

“Missing from most mainstream news coverage of poverty is capitalism critique and the role of the present economic system in generating poverty.”

[*'Poverty in the news'*](#), Joanna Redden; Information, Communication & Society, 2011



BBC Trust verdict:

“failure of accuracy”

“breach of impartiality”



John Humphreys' "The Future of the Welfare State"



**There are millions
of people living in
poverty within the UK**

<https://www.liverpool.ac.uk/research/news/articles/share-animation-raise-awareness-uk-lives-lived-poverty>
<https://youtube/yDVBB4VLce0>

Session structure

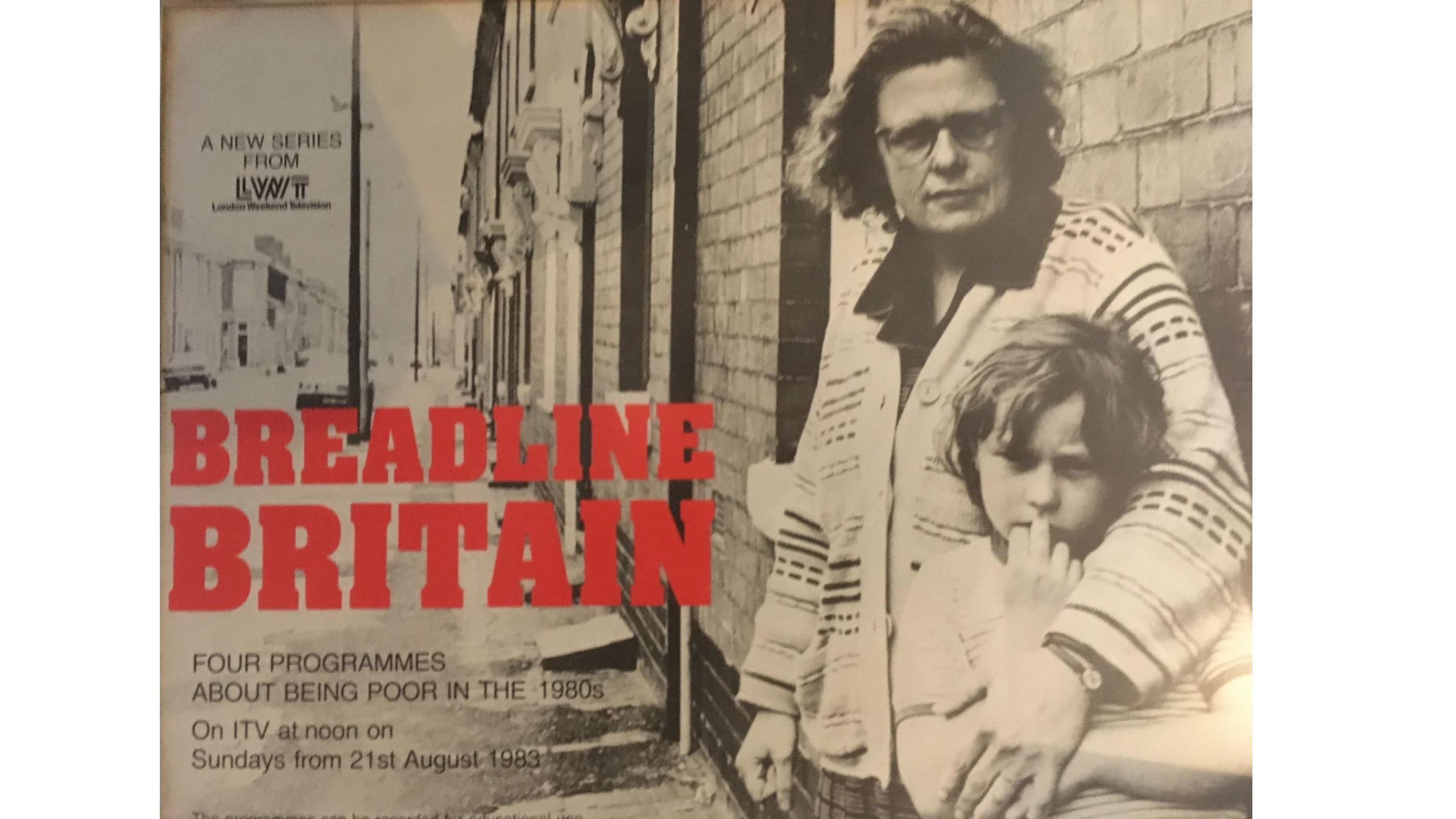
1. The challenges of effective dissemination
2. The media environment
3. **Poverty and Social Exclusion 2010-2014 case study**
4. Data visualisation
5. Your research dissemination

PSE UK impact objectives

- Further academic research
- Increase public understanding
- Contribute to UK poverty debate and policy
- Contribute to UK, EU and international measures
- Support community and pressure groups

PSE dissemination strategy

- Reach a wide audience
- Use a wide variety of channels
- Strong coverage of findings in press & radio
- Television programme
- Aim for both a local and international audience
- Build an audience over time
- Launch and maintain a twitter account
- **Launch and maintain a website**



A NEW SERIES
FROM
ITV
London Weekend Television

BREADLINE BRITAIN

FOUR PROGRAMMES
ABOUT BEING POOR IN THE 1980s

On ITV at noon on
Sundays from 21st August 1983

The programmes can be recorded for educational use



© Northern Echo



Is not the subject of
poverty too

political

“...we did see it as a valid ‘educational’ job, particularly in an election year, to place the question of living standards firmly on the agenda of public debate”

Jane Hewland, Head of Features, LWT

Breadline Britain survey brief

“The survey’s first, and most important, aim is to try to discover whether there is a public consensus on what is an unacceptable standard of living for Britain in 1983 and, if there is a consensus, who, if anyone, falls below that standard”

“This minimum may cover not only the basic essentials for survival (such as food) but also access, or otherwise, to participating in society and being able to play a social role”

The consensual method

Defines poverty as:

“an enforced lack of socially
perceived necessities”



'Breadline Britain' ITV, 1983



The Government reaction



‘people who are living in need are fully
and properly provided for’

Margaret Thatcher, Prime Minister

House of Commons, 22 December, 1983

THIS TIME

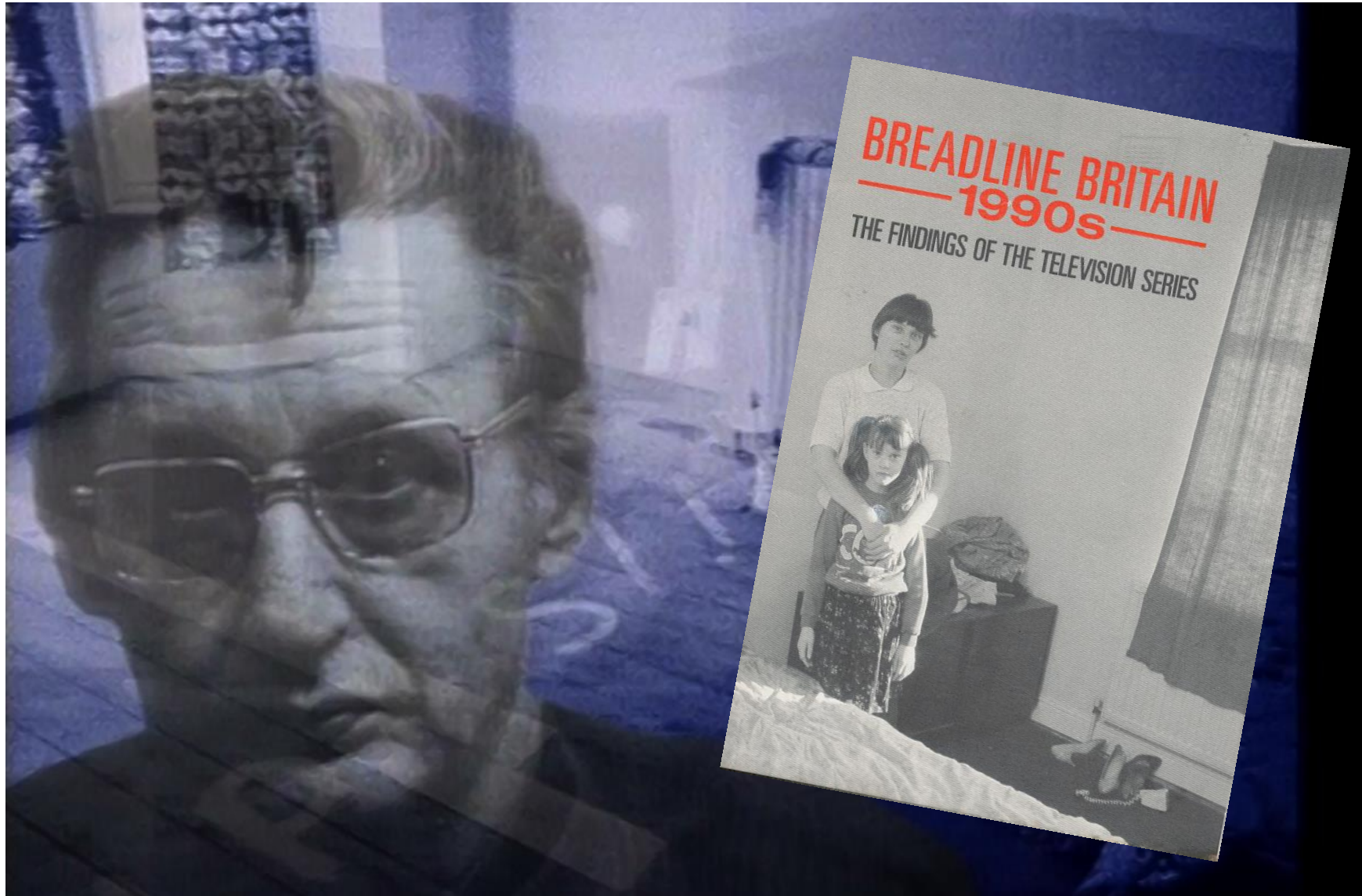
VOTE FOR

TONY BLAIR

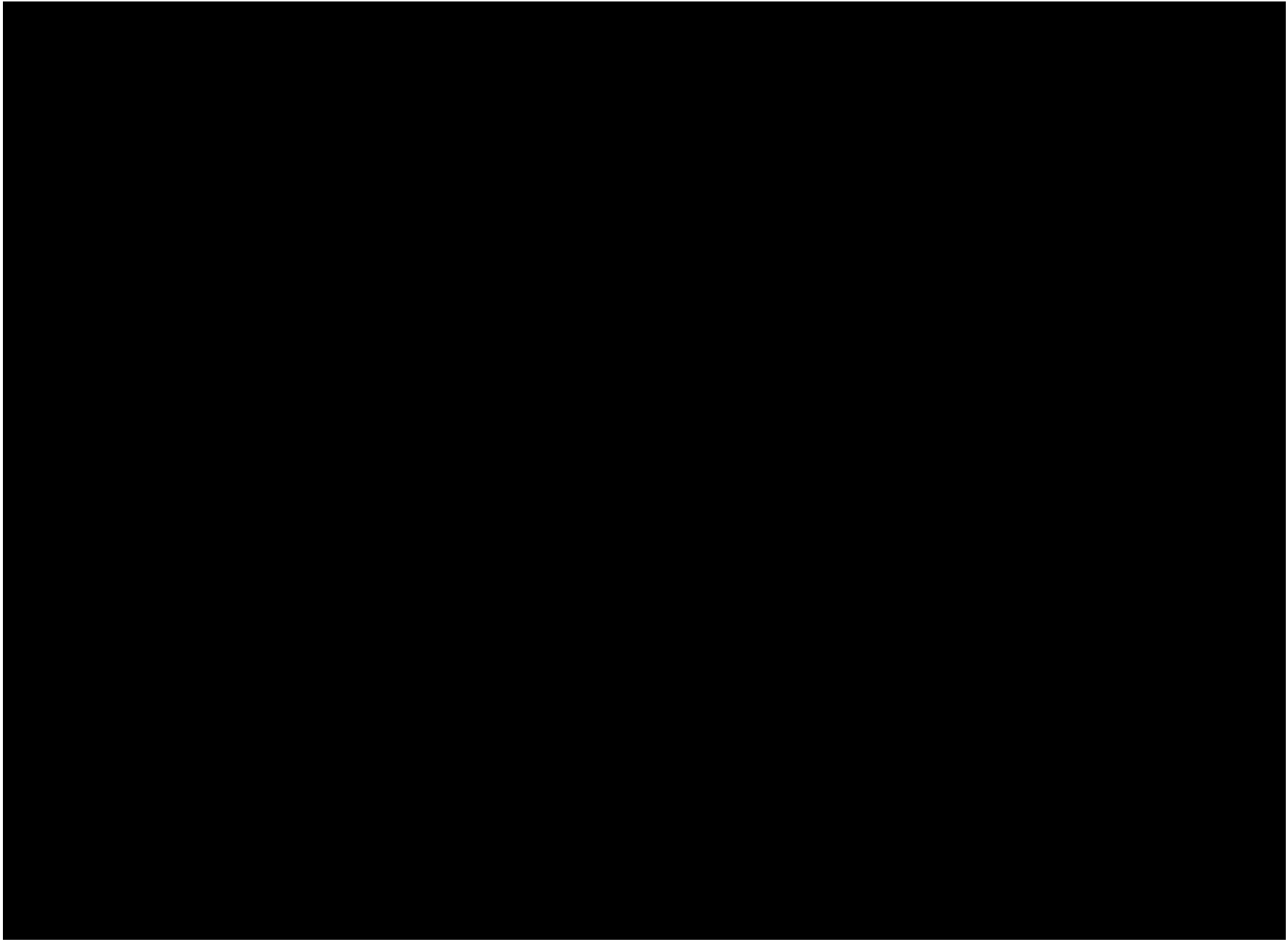


YOUR LABOUR CANDIDATE

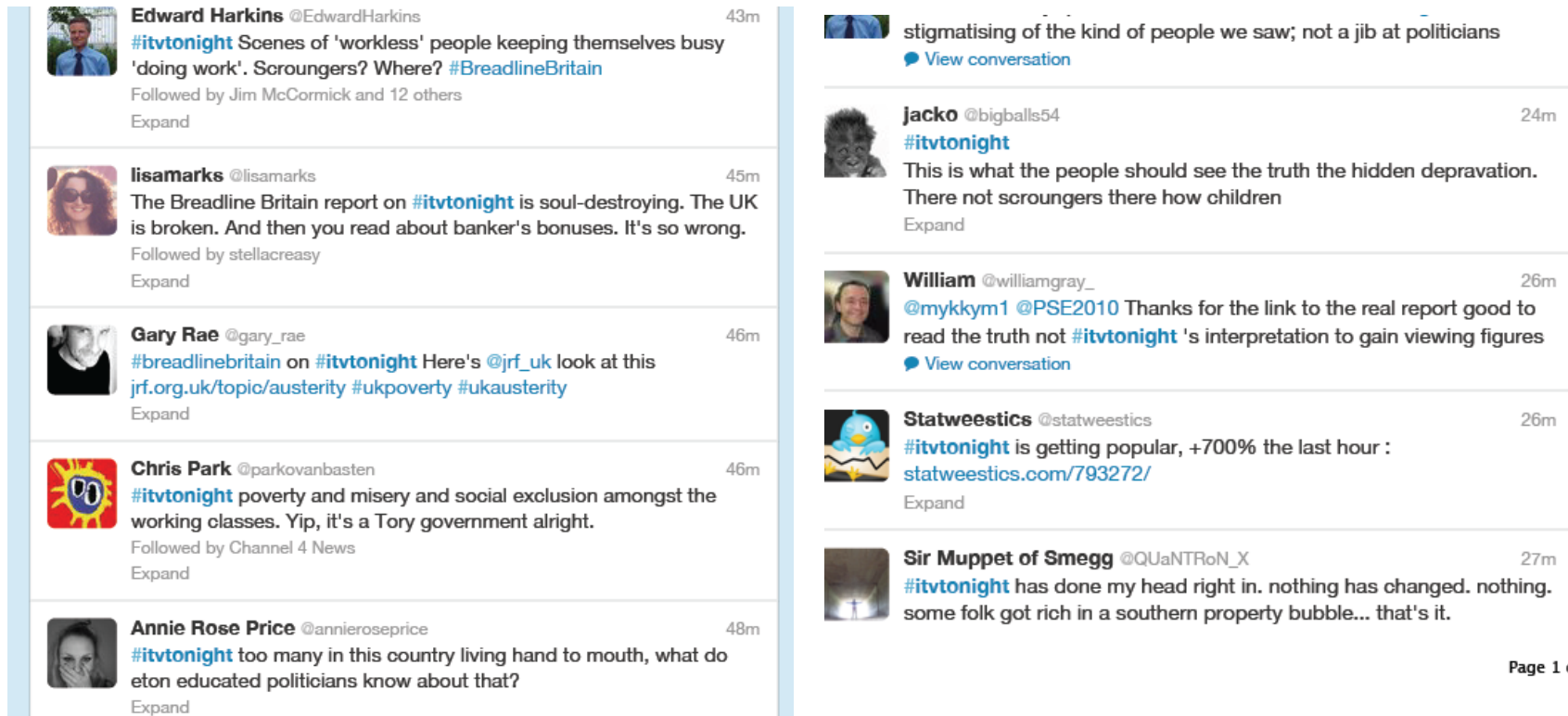
'Breadline Britain in the 1990s' ITV, 1991



And in 2013....



#itvtonight



Edward Harkins @EdwardHarkins 43m
#itvtonight Scenes of 'workless' people keeping themselves busy 'doing work'. Scroungers? Where? #BreadlineBritain
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William @williamgray_ 26m
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#itvtonight is getting popular, +700% the last hour : statweestics.com/793272/
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Sir Muppet of Smegg @QUaNTRoN_X 27m
#itvtonight has done my head right in. nothing has changed. nothing. some folk got rich in a southern property bubble... that's it.

The programme gained considerable support on social media

Re-framing the debate: PSE press coverage

The Daily Mirror, front page, 19 June 2014

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SHOCK REPORT SHAMES BRITAIN

POVERTY TRAPPED

DESPERATE
Millions of kids
are suffering

BY JASON BEATTIE
THE number of Britons living in poverty has soared to one in three, a shock report reveals.
Almost 18 million cannot afford adequate housing and 2.5 million kids live in damp homes.
It also shows that poverty has more than doubled in 30 years, as David Cameron allows the gap between rich and poor to become a chasm.
Furious Labour MP Frank Field branded the rise "horrendous".
FULL STORY: PAGES 6&7

» One in three on breadline as the rich get richer
» 2.5 million children forced to live in damp homes

FAILING
Under fire
Mr Cameron

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The Daily Mirror, inside pages, 19 June 2014

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6 DAILY MIRROR THURSDAY 19.06.2014
mirror.co.uk THURSDAY 19.06.2014 DAILY MIRROR 7

VOICE OF THE DAILY Mirror

Iraq needs our support

DAVID Cameron's warning that Islamist terrorists in Iraq could attack Britain is a reminder that we are not insulated from the carnage thousands of miles away.

We have a vested interest in the elected Government in Baghdad, whatever its failings, beating back the Islamic State of Iraq and Syria.

Britain cannot avoid some responsibility for what is unfolding after the 2003 invasion created a power vacuum filled by sectarian violence.

But our military intervention failed once and would very likely fail again.

The best strategy is to support Iraq financially and diplomatically and to share intelligence.

Returning jihadists are unlikely to slip into their old lives and may pose a danger. Tackling them without alienating the wider Muslim community requires tact and sensitivity.

We hope the threat isn't used as a smokescreen for another crackdown on the civil liberties of the law-abiding majority.

Shameful truth

THE majority of children scarred by poverty live in homes in which at least one parent has a job.

Today's Bristol University report explodes myths peddled by a Government presiding over an explosion in misery.

The number of Britons living below the headline has soared to one-in-three of the population.

And smearing the poor as skivers, as Tory Ministers regularly do, adds insult to injury as the coalition blames the victims of free market failures and a callous political creed for their own plight.

Condemning millions of Britons to heart-breaking subsistence while gifting a huge tax handout to millionaires is shameful even by the appalling standards of this Government.

Doctor's orders

TAKING a drink for medicinal purposes is an old excuse transformed by the blessing of a doctor who advises patients to enjoy red wine.

Forget that old tale about an apple - because now it's a glass of red wine a day that keeps the doctor away.

Kerber and Black
ENGLAND v URUGUAY:
THE NATION SUPREMELY CONFIDENT

POVERTY TRAPPED: SCANDAL OF UK'S GREAT DIVIDE

1983
14% of Brits living below headline
2014
33% below headline

- 18 million live in inadequate houses
- 12 million too poor to have a social life
- 1 in 6 adults in paid work is poor
- 2.5 million kids live in damp homes

Worth £8.5bn.. up £700m
The Duke of Westminster

Worth £9.75bn.. up £2.35bn
Ernesto & Kirsty Bertarelli

Worth £3.75bn.. up £1.45bn
Mike Ashley

Forget fair play - we are example of how inequality ruins a nation's prospects

BY DUNCAN EXLEY
Director, The Equality Trust

THE UK today is one of the developed world's most unequal countries. Far from being a beacon of fair play, we are now an example of how inequality can ruin a nation's prospects.

A High Pay Centre report says this week that the poorest fifth in the UK now have incomes closer to the poorest in former Eastern bloc countries than to those in Western Europe. And today we learn from the Poverty and Social Exclusion study one in three Britons cannot afford the basics of a decent life.

In contrast, the wealth of the richest 100 people rose last year to £297 billion - more than the wealth held by 30% of the population. This rise in wealth could pay the energy bill for all 26.4 million UK households for over a year.

People from the Pope to the International Monetary Fund have warned us excessive inequality has negative consequences. So why is the UK so unequal? Many justifications are made for the extraordinary increase in wealth of the richest. But can 100 people really have as much value as almost 19 million people? Others say it doesn't matter because the economy is on the up. But our recovery is only being felt by those at the top. Polling this week found only one in five think the recovery is real.

blamed on worklessness. Government figures show us that a majority of children in poverty are in working families. This is largely a low-pay crisis. As bosses have bargained for higher and higher pay, ordinary workers are left with stagnating or even falling real wages. While the poor can't take the blame for their poverty, the rich can't take all the credit for their fortunes. Those who manage our biggest companies are typically paid over £million a year - far more than is typical in Europe. Others in the UK's top 1% owe their increasing riches to the lack of the stock markets. Studies have shown how more unequal countries have worse life expectancy, health, educational outcomes, social mobility and crime.

Inequality is also ruining our economy, because the majority of people have little spare cash to spend in the shops, while a minority are using their spare millions to speculate on the housing market, making homes unaffordable for others.

The UK is a country where sales of luxury handbags for dogs are booming while working people are in poverty. These are the conditions in which extremist political movements traditionally flourish. If this country is not to become a political, social and economic basket case, the Government must take action.

SQUALID HOMES
Families are forced to live in damp houses
Picture posed by models

dispel the myth, often conveyed by government ministers, that poverty is personal and child poverty is white and live in England." The Poverty Research at Bristol University, said. "The Coalition government failed to address poverty in

hope to the poor. But a Department for Work and Pensions spokesman said: "There is no doubt that

100,000 fewer children in workless poor families. As part of our commitment to the Government

Despite the size of the economy doubling in the past 30 years, the number of families who



Apology... Mrs May

Passport row May: I'm sorry

By STEVE HAWKES

HOME Secretary Theresa May told MPs yesterday amid the battle to clear a backlog of half a million passport applications: "I am sorry and the Government is sorry."

Labour said that she had previously refused 15 times to say sorry to the thousands left in the lurch over travel plans. Shadow home secretary Yvette Cooper said Mrs May "hasn't had her eye on the ball".

DOUBLE ACT

Nigel Farage has struck a pact for his 24 UKIP MPs to join forces with the 17 from Italian comic Beppe Grillo's party.

DESPERATE ED GETS TOUGH

MILIBAND ON DOLE FOR U21s

DESPERATE Ed Miliband will today pledge to axe benefits for jobless young people in a bid to save his political skin.

By KEVIN SCHOFIELD
Chief Political Correspondent

David was leader. It put Mr Miliband behind David Cameron by 33 per cent to 23 per cent when voters are asked who would be the better PM. However, when David Miliband was put up against Mr Cameron, he won by 35 per cent to 23 per cent.



Another poll yesterday showed 43 per cent of Labour members say Ed should be dumped as party leader. Speaking in London, Mr Miliband will say "Labour would strip Jobseeker's Allowance from jobless 18 to 21-year-olds. It would be replaced with a means-tested "youth allowance" - if they join a training scheme. He will also say JSA payments could go up from £71 to £100 for those who have paid more taxes. The jobless would also not be eligible for dole unless they have worked for five years, rather than two as they do at present. Mr Miliband will say: "We must reshape our social security system so it does everything to get people into the world of work, not a life on benefits." Former Labour minister Alan Johnson admitted Mr Miliband was unable to "connect" in the way his brother could. He said: "I can't pretend people are really enthusiastic about Ed. Tory chairman Grant Shapps last night condemned the ideas, adding: "Ed Miliband has no economic plan." *Kevin.schofield@news.co.uk*

The Sun Says - Page Eight

lems - had launched a civil damages claim. However, Mr Hancock can remain as an independent MP for Portsmouth South at least until the General Election. And Parliament has no right to investigate or punish him. A spokesman for Mr Hancock - now at the Priory rehab hospital in Southampton - had repeatedly insisted there was no case to answer. "Annie" claims the Lib Dems had ignored her when she contacted them.

CLARIFICATIONS & CORRECTIONS

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'33% of families are poor'

MINISTERS were blasted last night for deserting the "working poor" - as a report claimed millions now live on the breadline. A major study of modern day poverty said 33 per cent of households fall below society's minimum standard of living. While employment is at a record high, millions are trapped in low paid jobs with no chance of promotion. The Poverty and Social Exclusion report said 3.5million adults go without essential clothing and one in six "in paid work are poor".

SAT'LL DO NICELY

Saturday's Lotto prize is a £5.2million rollover as no one won last night with 10, 11, 18, 23, 26, 37. Bonus number 6.

Wash in buckets

EXCLUSIVE by JACK LOSH

PATIENTS had to wash from hospital hazardous waste buckets - filled with hot water from a tea machine. One woman being treated at London's Charing Cross Hospital said some elderly patients were not washed for days after a boiler broke down. The NHS trust apologised and said the heating problem left three wards without hot water.



£2bn NHS BLACK HOLE

HOSPITAL patients will suffer longer waiting times, cancelled ops and poor care as the NHS battles with a £2billion black hole next year, campaigners have warned. Health experts predict soaring costs will outstrip NHS funding from April 2015 - just as it faces increased demands from a growing and ageing population. Health Secretary Jeremy Hunt has insisted next year's £100billion budget will be

By EMILY ASHTON
Whitehall Correspondent

enough to cover costs. But pressure groups yesterday urged him to get a grip before it is too late. Patients Association chief Katherine Murphy said a lack of finances means "sub-standard, unsafe and undignified care" is imminent. The



King's Fund think tank said there was a "real risk" of hospitals running out of cash next year. Chief Chris Ham said: "The impact is already being felt on patient care." Health watchdog Monitor predicted a shortfall of at least £1.6billion in hospital and mental health service budgets. And Anita Charlesworth, chief economist at the Health Foundation think tank, warned: "We're not going to find this money behind the sofa, so it really would mean the Treasury stepping in." The Department of Health last night insisted it was confident the NHS is "on track to make £2billion savings this Parliament". MEDICAL jargon leaves 43 per cent of patients baffled, a survey has found. *The Sun Says - Page Eight*

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The Guardian, page 4, 19 June 2014

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our is a pretty unconvincing argument. "A lot of these issues go beyond legal questions, they bring in moral, ethical and social considerations."

Lincoln became chief inspector with the surveillance watchdog after a 28-year career spent mostly in military intelligence where he rose to the rank of lieutenant colonel.

He served on the Defence Intelligence Staff and was commanding

Der Spiegel last year revealed that Merkel's phone had been tapped after an investigation based on the NSA files leaked by Edward Snowden. **Nicholas Watt**

Leader comment, page 34»

One of the many striking hats worn by racegoers on the second day of the Royal Ascot race meeting in Berkshire Photograph: Leon Neal/AFP/Getty Images

Poverty doubled in 30 years, study shows

Steven Morris

The number of British households falling below minimum living standards has more than doubled in the past 30 years, despite the size of the economy increasing twofold, a study on poverty and deprivation in the UK claims today.

According to the study, 33% of households endure below-par living standards - defined as going without three or more "basic necessities of life", such as being able to adequately feed and clothe themselves and their children, and to heat and insure their homes. In the early 1980s, the comparable figure was 14%.

The research, billed as the most detailed study ever of poverty in the UK, claims that almost 18 million Britons live in inadequate housing conditions and that 12 million are too poor to take part in all the basic social activities - such as entertaining friends or attending all the family occasions they would wish to. It suggests that one in three people cannot afford to heat their homes properly, while 4 million adults and children are not able to eat healthily.

Having someone in the household in work does not prevent British families from facing tough living conditions, according to the research, undertaken by the Poverty and Social Exclusion project (PSE).

The findings will be seized on by opponents of the coalition, who argue that good news about the economy does not mean living standards are improving for most people. This will be a key Labour message in the run-up to next year's election.

Other figures being published include the claims that 5.5 million adults go without essential clothing; that 2.5 million children live in damp homes; that 1.5 million children live in households that cannot afford to heat them; that one in four adults have incomes below what they themselves consider is needed to avoid poverty, and that more than one in five adults have to borrow to pay for day-to-day needs.

Prof David Gordon, from the Townsend Centre for International Poverty Research at the University of Bristol, said: "The coalition government aimed to eradicate poverty by tackling the causes of poverty. Their strategy has clearly failed. The available high-quality scientific evidence shows that poverty and deprivation have increased. The poor are suffering from deeper poverty and the gap between the rich and poor is widening."

Led by the University of Bristol and funded by the Economic and Social Research Council, the PSE project's research will be published in full this week. Gordon said he had been shocked by some of the findings. "In the early 1980s we assumed life was going to get better. For many it has, for many it hasn't."

According to the research, which also involved universities in Glasgow, York, Oxford and Northern Ireland, 21% of households are behind with bills, against 14% in the late 1990s. More than one in four adults have skimped on food so that others in the household might eat.

The PSE project argues that its findings dispel the idea that poverty in general and child poverty in particular is a consequence of a lack of paid work. It found that the majority of children who suffer from multiple deprivations live in small families with one or two siblings, with both parents, have at least one parent who is employed and are white.

The findings will be discussed at the Peter Townsend memorial conference beginning in London today.

Labour to cut benefits for young jobless

« continued from page 1

to redistribute income without making painful choices. Even with a different economic agenda, there is little prospect of any government elected in 2015 spending its way to greater equality."

Pearce urges Labour to reject a business as usual path in which the government "would tax a little more and cut a little untouched and the current framework of services and social security in place".

Miliband will also back proposals for local councils to be given more control of the ballooning housing benefit budget. The report suggests the housing benefit bill will reach £25.4bn, with real terms rises expected for the next five years.

Miliband argues the IPPR report shows that even when there is no money to spend radical reform can be started in the fields of health, child care, welfare, social care and housing. But he is going to be cautious about embracing some of its specific plans drawn up over the past 18 months, including a £2bn child care package, funded through scrapping plans for a marriage tax allowance, freezing child benefit and reducing pension tax reliefs.

to be a switch of government resources from tax transfers and credits to delivering services, something that might require abandoning the expensive target to eliminate child poverty.

In probably the biggest proposal, the IPPR will argue that the left has to restore the contributory principle in the welfare system. Pearce argues social security for the unemployed has become a liability for social democrats.

There is frustration among some Labour policy leaders at Miliband's reluctance to embrace more of the report, designed to show how the left set out a redistributionist agenda in the post-crash world. It has had the support of Jon Cruddas, head of the Labour policy review.

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SOCIETY

Number in poverty has soared since Thatcher

By Chris Green
SENIOR REPORTER

The proportion of impoverished households has more than doubled to 33 per cent in the 30 years since Margaret Thatcher was prime minister, the largest study of deprivation ever conducted in the UK has concluded.

The research found that rises in the cost of living meant a full-time job was no longer enough to prevent some people from falling into poverty. One in every six adults in paid work is now defined as poor.

Last night the Government's poverty tsar, Frank Field, said the study's stark findings proved the Coalition's approach to the problem "isn't working" and called for the leaders of all political parties to make manifest pledges to reverse the trend.

The Poverty and Social Exclusion project, based on interviews with more than 14,500 people in Britain and Northern Ireland carried out by eight universities and two research agencies, found that 18 million people cannot afford adequate housing while about 5.5 million adults go without essential clothing and 2.5 million children are living in damp homes.

The survey showed that the percentage of UK households which lacked "three or more of the basic necessities of life" has increased from 14 per cent (about three million) in 1983, the year that Margaret Thatcher was re-elected, to 33 per cent (8.7 million) in 2012, despite the size of the economy doubling in that period. Researchers used the "three or more" formula as it is directly comparable with methods used in 1983.

Academics said the findings dispelled the myth that poverty was caused by a lack of work or by people shirking. Almost half the "employed poor" were clocking up 40 hours a week or more.

According to separate research by the Joseph Rowntree Foundation, about half of the UK's 13 million people in poverty are in a household where someone works. Between 2008 and 2014 the cost of essentials such as childcare, rent, food and energy have driven up the amount needed by almost a third, it said.

Professor David Gordon of the Townsend Centre for International Poverty Research at the University of Bristol, which led the project funded by the Economic and Social Research Council, said the Government's strategy to tackle the root causes of poverty had "clearly failed".

Mr Field, the Labour MP who was tasked by David Cameron in 2010 to examine poverty, said the study "sadly emphasises that working doesn't now eliminate a family's poverty".

He added: "Tackling the causes of poverty is clearly the right strategy. This report shows that it isn't working. Here, then, is a most major challenge to all the political parties - what is your manifesto going to say to reverse the horrendous rise in the numbers of poor?"

A Department for Work and Pensions spokesman said: "There is strong evidence that incomes have improved over the last 30 years, despite the misleading picture painted by this report. The independent statistics are clear, there are 1.4 million fewer people in poverty since 1998."

Poverty by numbers

- 18m** People cannot afford adequate housing conditions
- 12m** Are too poor to engage in common social activities
- 5.5m** Adults go without essential clothing
- 4m** Children and adults are not properly fed by today's standards
- 2.5m** Children live in damp homes
- 1.5m** Children live in households that cannot afford to heat their home
- 1 in 3** People cannot afford to heat their homes adequately in the winter
- 1 in 4** Adults have incomes below what they consider is needed to avoid poverty
- 17%** Of adults in paid work are defined as poor
- 21%** Were in arrears on their household bills in 2012

The survey found that 18 million people cannot afford adequate housing GETTY

Jonathan Bradshaw, professor of social policy at the University of York, said that "in many households parents sacrifice their own welfare" to try to keep their children insulated from the effects of poverty.

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You don't win them all...The Daily Mail, page 26, 19 June 2014

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Page 26 Daily Mail, Thursday, June 19, 2014

Ministers' fury over claim that poverty has doubled

By Steve Doughty
Social Affairs Correspondent

THE proportion of families living below the poverty line has more than doubled over the past 30 years, according to a controversial taxpayer-funded report.

One in three homes now has a standard of living below the minimum level, it said, adding that millions have had housing, no social lives, too little heating and too little food.

But it was dismissed as 'misleading' by the Government and con-

trary to evidence that the number of people facing poverty has fallen substantially in the past 15 years. One of the surveys on which the report was based involved just 1,500 individuals.

It was produced by Poverty and Social Exclusion in the UK - a group headed by academics at Bristol University - and paid for through the government's Economic and Social Research Council.

Instead of using the official definition of poverty, the researchers used their own 'minimum standards of living', a level worked out from surveys in which people are asked which of a basket of goods and services are necessary.

'The percentage of households who fall below society's minimum standard of living has increased from 14 per cent to 33 per cent over the last 30 years, despite the size of the economy doubling,' said the researchers.

According to their report, 5.5million adults go without essential clothing, while 2.5million children live in damp homes. Around 1.5million children live in households that cannot afford to heat their home.

One in four adults has an income below what the researchers consider is needed to avoid poverty, while one in every six adults in paid work is poor. More than one in five had been forced to borrow in the past year to pay for day-to-day needs.

More than one in five adults and children were poor at the end of 2012, the report said, because they had a low income and were 'multiply deprived' - suffering from three or more deprivations such as a lack of food, heating and clothing due to not having enough money.

It added that 'the majority of children who suffer from multiple deprivations live in small families with one or two siblings, live with both parents, have at least one parent who is employed, are white and live in England'.

The report was based on a series of specially-commissioned surveys, one in 2012 involving fewer than 1,500 adults, and another in the same year that involved just over 5,000 homes.

Professor David Gordon of Bristol University said: 'The coalition government aimed to eradicate poverty by tackling the causes of poverty. Their strategy has clearly failed.'

'The available high-quality scientific evidence shows that poverty and deprivation have increased since 2010, the poor are suffering from deeper poverty and the gap between the rich and poor is widening.'

The claims drew a scathing response from Whitehall. 'There is strong evidence that incomes have improved over the last 30 years, despite the misleading picture painted by this report,' said a source close to Work and Pensions Secretary Iain Duncan Smith.

'The independent statistics are clear, there are 1.4 million fewer people in poverty since 1998, and under this Government we have successfully protected the poorest from falling behind, with a reduction of 300,000 children living in relative income poverty and 100,000 fewer children in workless poor families.'

'As part of our long-term economic plan, the Government is committed to tackling the root causes of child poverty.'

Last week Tory MPs accused Oxfam of supporting the Labour Party after it published a poster on poverty that read: 'The perfect storm... starring zero hours contracts, high prices, benefits cuts, unemployment, childcare costs.'

Statistics tell another story

THERE are a number of areas in which the report's claims are disputed. They include:

- It ignored the official poverty line - those living on less than 60 per cent of average income - and substituted a measure worked out by asking people which of a basket of goods and services are necessary.
- State surveys say there are 1.4 million fewer individuals and 1.1 million fewer children in relative poverty since 1998/99.
- Official figures show incomes of the poorest fifth rising 19 per cent in real terms since 1995.
- The most recent Whitehall housing survey found 970,000 damp homes - down from 2.6million in 1996.

'Misleading picture'

Holy Grail of stamm



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.....meanwhile on p29 of The Daily Mail, 19 June 2014

newspaper: 'I'd say no, if that's all she aspired to.' She went on: 'You know, I get a lot of girls who say, "I just want to be a model so badly". And I think, "You can do better".'

It is not the first time Miss Delevingne has given the impression she is tiring of life on the catwalk. She made her acting debut in Anna Karenina in 2012, and has also designed a range of accessories for Fendi.

Last year she was reportedly dropped by fashion chain H&M after images emerged of her dropping a bag of white powder outside her London flat.

Mulberry would not disclose how much Miss Delevingne's bags cost. But a comparable design sells for £1,100 at Selfridges.

I feel naked without a bag. Cara and her Mulberry satchel

side of the brain causes spatial awareness problems on the opposite side of the body.

The two participants in the study were taught how to play the chime bars. As the pair improved, the team at Goldsmiths, University of London, increased the distance between the bars to encourage them to play in the space on the affected sides of their bodies.

Following four sessions, the authors said that both participants showed 'significant improvement' in clinical tests.

Researcher Dr Lauren Stewart said: 'It would be great to invite more patients to participate in future studies, as well as see if the music intervention has the capacity to translate to improvements in everyday tasks.'

This lonely nation

By **Steve Doughty**
Social Affairs Correspondent

BRITAIN is a fractured and lonely country compared to the rest of Europe, official indicators say.

We are less likely to have anyone to turn to in times of trouble than people almost anywhere else in the EU, they showed. We are equally unlikely to feel at home with our neighbours.

The uncertainties and isolation of life in Britain were thrown up by the Government's new happiness and wellbeing measures, introduced by David Cameron to try to find a way of checking the country's progress beyond traditional financial and population statistics.

The results, compared to similar findings from the same exercise carried out across the other 27 EU nations, show cracks in the wellbeing of the country behind the encouraging economic statistics showing recovery from recession and falling unemployment.

Britons, it found, are more satisfied with their family lives than people in most other countries. But when it comes to having someone to stand by them, things are different.

Only in Denmark and France were people less likely to say they could rely on someone to support them if they needed advice about a serious personal or family matter. More than 11 per cent of Britons had no one, against a seven per cent EU average, leaving us 26th on the continental table.

Britons were also less satisfied with their social lives than the average European and were frequently uncomfortable with their neighbours.

The European wellbeing report from the Office for National Statistics said: 'Looking at whether people feel close to each other in the area where they live can give a sense of whether they feel a belonging to their neighbourhood.'

It found that fewer than six out of ten in Britain say they feel close to their neighbours, a return that put

lives are, and anxiety. It also took into account existing European surveys and statistics.

There was no official analysis of why Britain does so poorly in key areas of wellbeing.

But there is widespread speculation that the support provided by extended families has been eroded by the rise of single parenthood and cohabiting relationships in which the partners have not chosen to make a legal commitment.

Rapid changes in neighbourhoods and the undermining of their long-standing relationships are often cited as effects of the large-scale immigration that has led to about four million people from abroad coming to live in Britain over the past 15 years.

The report said: 'The quality of social connections with people around us and a correct balance between working and social life may be beneficial to an individual's wellbeing.'

It found, however, that Britons rated their life satisfaction higher than the EU average.

s.doughty@daily@mail.co.uk

1 in 5 can't cope financially

MORE than one in five people living in Britain can't make ends meet, ONS numbers suggest.

The study says that 20.2 per cent of the population find it difficult to cope financially.

But this compares with an EU average of 27.7 per cent - meaning Britons are much less likely to be poor than the rest of Europe.

The figure puts Britain on a par with France, which spends more of its national budget on social welfare - but below Nordic countries such as Sweden and Finland, where fewer than one in 10 can't meet their bills.

The country was just below the average ranking for 'social exclusion', which counts poverty measures, material deprivation and worklessness.

Among the wealthier EU countries, Belgium, Germany, France, Austria, Denmark, Sweden and the Netherlands all ranked worse than Britain by this measure.

We're Europe's unhealthiest

PEOPLE in the UK are more likely to say they are sick or disabled than almost every other EU country, says the ONS report.

This is despite the fact we live longer than the EU average.

Someone in Britain can expect to live to nearly 65 without a major health problem, compared to less than 62 years as the European average.

But nearly a third of the population said they had a long-standing illness or health problem, compared to an EU average of 31.5 per cent.

Some 62.7 per cent of people here said they thought their health was good, a level below every other western EU country except Portugal.

The study said: 'There is a two-way relationship between wellbeing and health: health influences wellbeing and wellbeing influences health.'

Mail-p26-20140619.pdf | Mail-p29-20140619 (1).pdf | Metro-p6-20140619.pdf | Metro-p6-20140619.pdf | Independent_i-p5-20140619.pdf | Independent_i-p5-20140619.pdf | Mirror-p6-20140619.pdf | Show all downloads...

...the ONS figures back the PSE findings derided on p26

PSE website: impact objectives

- Publish PSE UK, 2012 research methods, results and findings – quantitative and qualitative
- Increase public understanding
- Contribute to poverty debate
- Provide teaching materials
- Support community and other groups

Who were we targeting

- academic researchers
- policy makers
- educators
- students
- pressure groups/community activists
- journalists/press
- international audience

The PSE holding page, 2010

www.poverty.ac.uk





Poverty and Social Exclusion in the UK



What is poverty

What is poverty? How poor is too poor? What does a person need to participate in society in Britain in the twenty-first century? What is the minimum standard of living to which everyone should be entitled? Who falls below?

This website is being developed to report the findings of a major new ESRC research project into poverty and social exclusion in the UK. This important research project will provide new understandings of what it is like to live in poverty the UK today and how this interacts with social exclusion through a large scale survey to be carried out in 2011. It is a major collaboration between the University of Bristol, Heriot-Watt University, The Open University, Queen's University Belfast, University of Glasgow and the University of York working with the National Centre for Social Research and the Northern Ireland Statistics and Research Agency.

This website will be making accessible new data from the 2011 survey and data from the earlier surveys. We will enable you to interrogate this data and to track changes over time.

Are you interested in following this research and joining in? In the next few months, we'll be putting up more information and briefing papers.

We'd be interested in gathering people's views on necessities for living in the UK today and so we'll be putting up a survey which you can join in.

We launch June 2010. See you then

Register your interest

Your information will be used to make accessible new data from the 2011 survey and data from the earlier surveys. We will enable you to interrogate this data and to track changes over time.

Name

Email

Institution

Submit



The Open University, Queen's University Belfast, University of Glasgow and the University of York working with the National Centre for Social Research

Launched January, 2011



Key words used for website

- Poverty
- Poverty research
- Poverty survey
- Poverty in UK
- Social exclusion
- Deprivation
- Material deprivation
- Social deprivation
- Poor in UK
- Minimum standard of living
- Necessities
- PSE
- ESRC poverty research
- Breadline Britain
- benefits
- pensions
- low pay
- poor

Stage two, 2012

Aims to:

- Provide details of the PSE research
- Provide background understanding
- Give people and communities a voice
- Include personal stories
- Be topical and relevant
- Provide analysis of current government policies
- Make website searchable



Search by subject


Government policy
Poverty
measurement
Benefits Child
poverty Government
cuts Low pay Poverty
forecast **Inequality Europe**
Low-income households

[View all subjects](#)

Tweets

[Follow](#)

 **PSE2010Team** @PSE2010 14h
Final spaces for free 2-day PSE Conference. Register here now! | Poverty and Social Exclusion poverty.ac.uk/take-part/even...
Expand

 **PSE2010Team** @PSE2010 14h
Wilshaw and Gove blame the feckless parents – as long as they're poor | Zoe Williams gu.com/p/3q7ct/w

Show Summary

Tweet to @PSE2010

Definitions of poverty

Definitions of poverty really matter. They set the standards by which we determine whether the incomes and living conditions of the poorest in society are acceptable or not and are essential for determining questions of fairness. From these definitions follow all actions to help the poorest.

In the UK these definitions are being hotly debated as the Coalition government seeks to change the criteria currently used to monitor and measure child poverty (see the PSE: UK team's response to these proposals in [Tackling Child Poverty and Improving Life Chances](#) and [Social Mobility and Child Poverty Review](#)). This section sets out different ways to define and measure poverty and outlines recent key developments. The PSE: UK research project uses the '[consensual method](#)', which defines poverty as those whose lack of resources forces them to live below a publicly agreed minimum standard.

In the film below you can hear how key speakers at the [Second Peter Townsend Memorial Conference](#) defined poverty.





Search

- Home
 - Definitions of poverty
 - PSE research**
 - Living in poverty
 - Communities
 - Take part
 - News and views
- About PSE UK
 - Key Findings
 - Reports
 - Working papers
 - Questionnaires
 - Explore the data
 - Northern Ireland
 - Past research
 - International

Search by subject

- Government policy
- Inequality Government cuts
- Child poverty**
- Poverty measurement
- Poverty forecast Low pay Low-income households Europe
- Benefits**

[View all subjects](#)

PSE research

In this section you will find full details of the current Poverty and Social Exclusion in the United Kingdom research project (PSE UK), including background working papers as well as final reports, key summaries and an opportunity to investigate some of the key survey data. It also provides summary details of the predecessor research projects in Britain in 1999, 1990 and 1983 and in Northern Ireland in 2002/3.

These research projects all use relative deprivation to examine poverty and, in particular, the [consensual method](#). The key concept underlying the consensual approach is to identify what items are necessities on the basis of the public's perceptions of minimum needs and then to examine who is forced to go without these necessities. This research series therefore provides a unique insight into those who fall below the minimum standards set by society and how this has changed over time.

The first report from the PSE UK team '[The impoverishment of the UK](#)', was published in March 2013. It paints a shocking picture of the extent of deprivation and inadequate living standards in the UK today.

Many countries across the world, and in particular the European Union, have taken up and developed the idea of publicly-perceived necessities. Brief details of this research can be found under [International](#).

Tweets

[Follow](#)



PSE2010Team
@PSE2010

13h

Final spaces for free 2-day PSE Conference. Register here now! | Poverty and Social Exclusion

Featured PSE Research





PSE

Poverty and Social Exclusion

Reporting research, examining policy, stimulating debate

English language: poor communication

Search

- Home
 - Definitions of poverty
 - PSE research
 - Living in poverty**
 - Communities
 - Take part
 - News and views
- Personal experiences
 - Life stories**

- A young jobseeker
- A single parent >**
- A disabled couple
- A low-paid worker
- A single pensioner

A single parent

Jennie is 39 and unemployed. She lives with her three sons, all of whom have disabilities, in Redbridge, outer London. The family has lived in temporary accommodation for the last 12 years.

Meet Jennie and family in the following three videos recorded in autumn 2011.

Search by subject

- Government policy
- Inequality Government cuts
- Child poverty**
- Poverty measurement
- Poverty forecast Low pay Low-income households Europe
- Benefits**
- View all subjects



Third stage, 2013/14

Aims to:

- Make the website more dynamic and engaging
- Make results accessible
- Make data interactive
- Provide detailed analysis papers of PSE UK findings
- Provide links to journal articles & books based on PSE research
- Provide a platform for the PSE qualitative research and for PSE community engagement project



- Falling below minimum stan**
- Going backwards: 1983 - 2012
- What do we think we need?
- Northern Ireland: faring badly
- Legacies of the Troubles

Search by subject

Government policy
Inequality Government cuts
Child poverty
Poverty
measurement
Poverty forecast Low pay Low-income households Europe
Benefits

[View all subjects](#)

Tweets [Follow](#)

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Final spaces for free 2-day PSE Conference. Register here now! |

Falling below minimum standards

At a glance

PSE: UK 2012 is the most comprehensive survey of poverty and social exclusion ever undertaken in the UK. The research finds that about a third of households in the UK today face significant difficulties, specifically:

- Around 4 million people are not properly fed by today's standards.
- Around 2.5 million children live in homes that are damp.
- Around 2.3 million households cannot afford to heat the living areas of their homes.
- Over 30 million people suffer from financial insecurity.

The public sets the minimum living standard



© G.Kent/PSE 2011

The Poverty and Social Exclusion (PSE) research measures the numbers of people who fall below what the population as a whole think should be a minimum standard of living.

This is the only measure looking at both: what the majority think are necessities for life in the UK today, and actual living standards (rather than just income).

The PSE 2012 survey builds on similar surveys carried out in 1983, 1990 and 1999 in Britain and 2002/3 in Northern Ireland.

This first PSE Facts and Findings

looks at the numbers lacking necessities in 2012. PSE [Facts and Findings](#)



Search

Home Definitions of poverty **PSE research** Living in poverty Communities Take part News and views

Publications Reports Working papers Key Findings Explore the data Questionnaires Northern Ireland Past research International

Media coverage

Journal papers

Books

Other publications

Conferences and Presentations

Project team

Editors' extras

Guidance notes for Editors

Image library

Chart list

Slider preview page

HTML tips

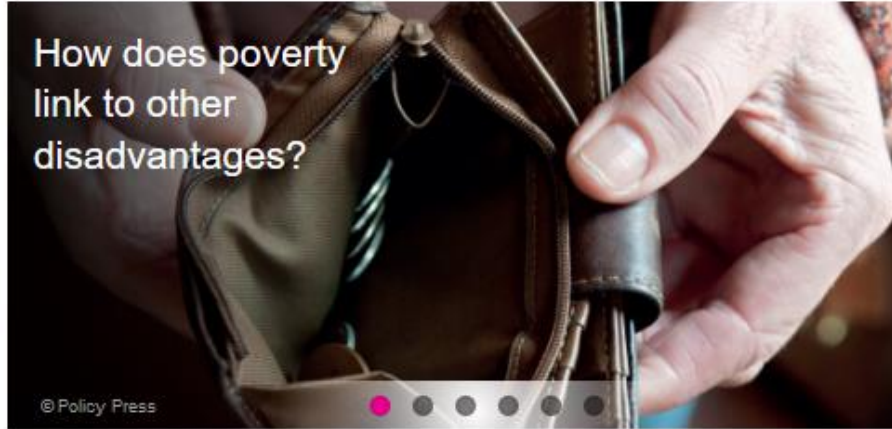
Search by subject

Benefits Europe

Necessities **Inequality**

Government policy **Child**

Publications and dissemination



How does poverty link to other disadvantages?

Poverty and social exclusion in the UK: Volume 2 - The dimensions of disadvantage.

Edited by Glen Bramley and Nick Bailey.

The second of a two volume study based on the PSE research - **OUT NOW** from **Policy Press**.

Poverty and Social Exclusion in the United Kingdom is the largest research project of its kind ever carried out in the UK and the research's findings have produced extensive details on the very high levels of deprivation in the UK today, its characteristics and causes. The findings have received widespread publicity and [media coverage](#) and have formed the basis of four [books](#), a large number of [journal papers](#) and [conference presentations](#). You can access details of these various articles, papers and publications through the left hand menu.

For a summary of the impact of the research on public debate and on policy practice in the UK and internationally, visit the Bristol University's impact story on 'Defining Poverty in the 21st Century' [here](#).

Recommended

Read the first report, [The Impoverishment of the UK](#), published on 28 March, 2013.



PSE

Poverty and Social Exclusion

Reporting research, examining policy, stimulating debate

Search

[Home](#) [Definitions of poverty](#) [PSE research](#) **[Living in poverty](#)** [Communities](#) [Take part](#) [News and views](#)

[Breadline Britain-1983 to 2013](#) [Life stories](#) [Households in poverty](#)

Editors' extras

[Guidance notes for Editors](#)
[Image library](#)
[Chart list](#)
[Slider preview page](#)
[HTML tips](#)

Search by subject

[Government cuts](#) [Inequality](#)

Benefits Low-income

households **Poverty**

measurement

Child poverty

[Europe](#) [Government policy](#)

[Necessities](#) [Poverty forecast](#)

[View all subjects](#)

Life stories from austere times

Life Stories is based on the PSE UK qualitative research into 'Understanding experiences of low income during recession'. Sixty-two video testimonies were collected during 2012-2013, in Birmingham, Glasgow and Gloucestershire. The report of this qualitative work, [Life on a low income in austere times](#), provides full details of the research and its findings. It finds that while the experiences of poverty had not changed greatly post the the 2008 recession and at the start of the era of austerity, people on low incomes reported feeling under greater pressure, more insecure and more marginalised. Four videos based on extracts from the videos recorded can be viewed below. These videos illustrate some of the main themes found in this research.

Life on a low income in austere times: Part 1 details the real choices that the rising cost of living impose on low income households and the items and activities people are forced to go without. Participants also explain the impacts of cuts to services that they have observed within their communities and the consequences for already fragile household budgets.

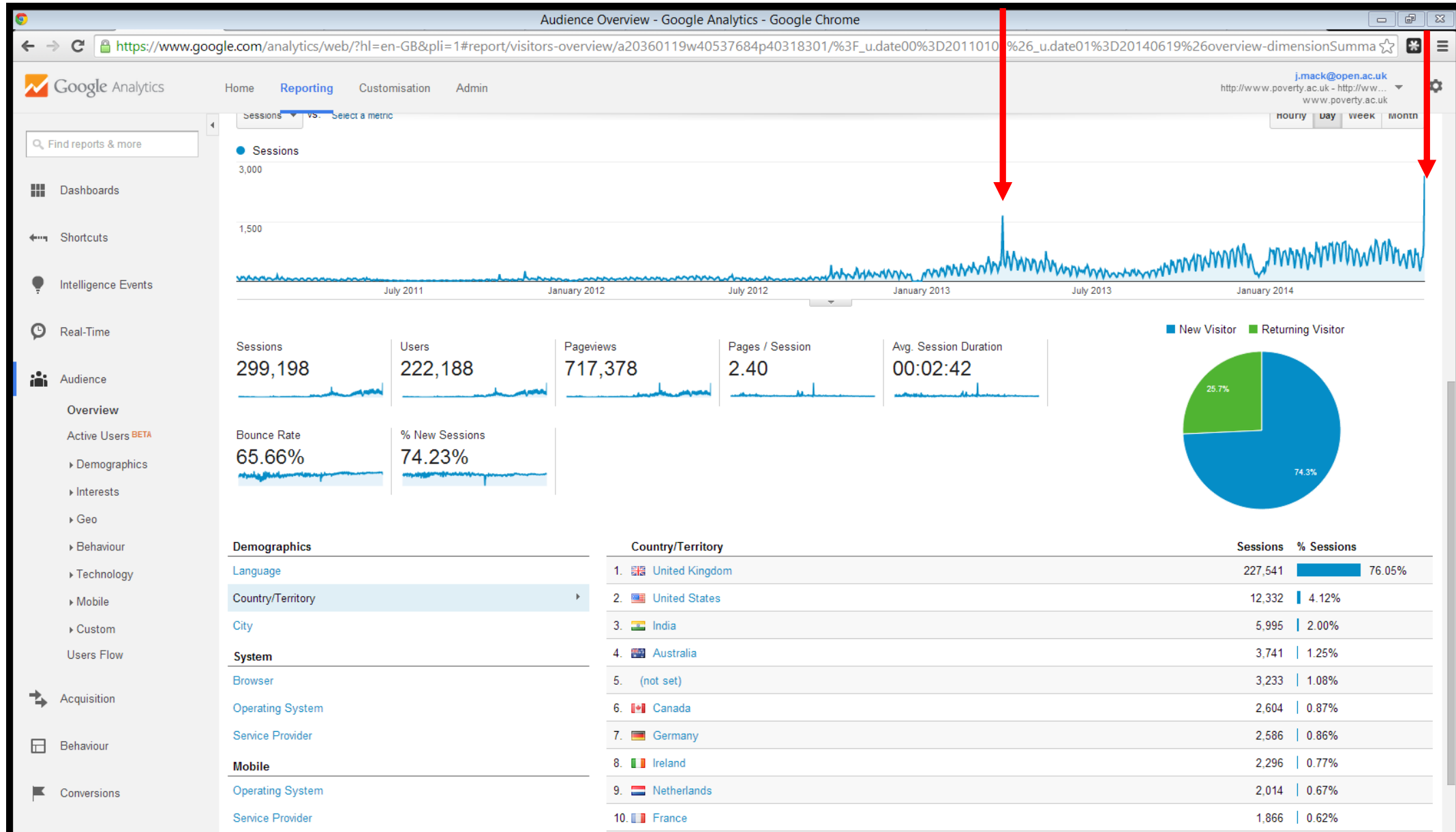
Life on a low income in austere times: Part 2 documents the emotional impacts of low income. Participants discuss the embarrassment and guilt of not being able to afford things that others take for granted. The stigma of claiming benefits and services, as well as the stigmatising impact of media debates and portrayal of benefits claimants are also detailed.

22%
of adults feel
embarrassed because
of their low income.

Building an audience: 2010 to June 2014

ITV Tonight tx

PSE UK conference coverage



All Users
100.00% Users

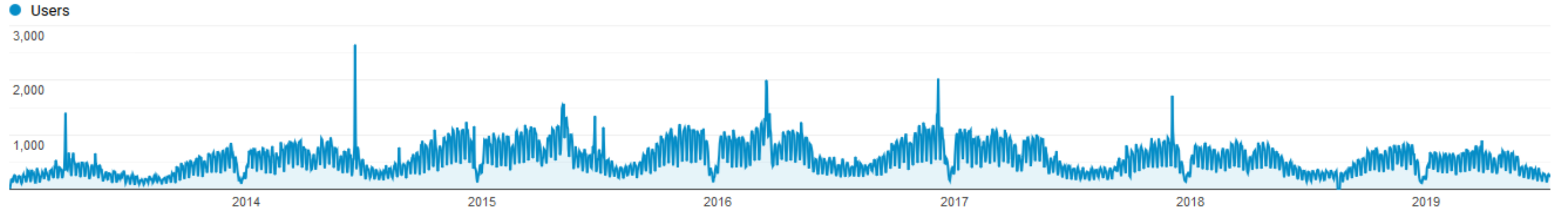
+ Add Segment

1 Jan 2013 - 11 Jul 2019

Overview

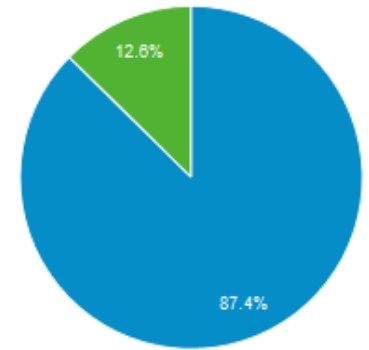
Users VS Select a metric

Hourly Day Week Month



Users 1,127,975	New Users 1,127,134	Sessions 1,446,694	Number of Sessions per User 1.28
Page Views 2,585,997	Pages/Session 1.79	Avg. Session Duration 00:01:53	Bounce Rate 73.97%

New Visitor Returning Visitor



Demographics

Language

Country





















City

System

Country

	Users	% Users
1. United Kingdom	179,586	54.84%
2. United States	28,315	8.65%
3. India	22,453	6.86%
4. Philippines	11,934	3.64%

www.poverty.ac.uk - pages visited, 1 Jan 2013 to 11 July 2019

Page ?	Page Views ? ↓	Page ?	Page Views ? ↓
	2,585,997 % of Total: 100.00% (2,585,997)		2,585,997 % of Total: 100.00% (2,585,997)
1. /definitions-poverty 	244,834 (9.47%)	11. /living-poverty/personal-experiences/jennie-single-parent 	26,805 (1.04%)
2. /home 	182,854 (7.07%)	12. /living-poverty/personal-experiences 	24,648 (0.95%)
3. /definitions-poverty/absolute-and-overall-poverty 	154,403 (5.97%)	13. /report-disability-government-cuts-benefits/benefit-cuts-'hitting-disabled-people-hardest' 	22,906 (0.89%)
4. /definitions-poverty/social-exclusion 	144,470 (5.59%)	14. /definitions-poverty/consensual-method 	22,271 (0.86%)
5. /definitions-poverty/deprivation-and-poverty 	78,729 (3.04%)	15. /tags/lone-parents 	20,417 (0.79%)
6. /free-resources-books/poverty-united-kingdom 	67,885 (2.63%)	16. /analysis-poverty-measurement-life-chances-government-policy/redefining-poverty 	19,744 (0.76%)
7. /definitions-poverty/income-threshold-approach 	64,980 (2.51%)	17. /tags/government-policy 	19,291 (0.75%)
8. /pse-research 	55,100 (2.13%)	18. /tags/government-cuts 	18,400 (0.71%)
9. /living-poverty 	43,629 (1.69%)	19. /methods-working-papers-mental-health-poverty-poverty-measurement-social-exclusion-well-being/social 	17,275 (0.67%)
10. /editorial/100-questions-about-poverty 	31,794 (1.23%)	20. /tags/child-poverty 	17,213 (0.67%)



Tweets **16.9K** Following **537** Followers **2,683** Likes **152**

Follow

PSE2010Team

@PSE2010

Poverty and Social Exclusion in the UK. Largest #poverty research project ever carried out in the UK, funded by @ESRC. Tweeting latest news, opinions & research

Bristol, UK

poverty.ac.uk

Joined July 2010

19 Photos and videos



Tweets Tweets & replies Media

PSE2010Team @PSE2010 · 12m
Professor [@nickbailey37](#) explains how to Measure #poverty efficiently using adaptive #deprivation scales | Poverty and Social Exclusion poverty.ac.uk/editorial/adap...

PSE2010Team @PSE2010 · 44m
India lifted 271 million people out of poverty in 10 years: UN report @UNDP @ophi_oxford



India lifted 271 million people out of poverty in 10 years: UN report
About 373 million Indians continue to experience acute deprivations
theweek.in

New to Twitter?

Sign up now to get your own personalised timeline!

Sign up

You may also like · Refresh

JRF Joseph Rowntree Fdn. @jrf_uk

Kayleigh Garthwaite @KA_Garthwaite

P Policy Press @policypress

Child Poverty Action Group @CPAGUK

Jonathan Bradshaw @ProfBradshaw

Worldwide trends

Djokovic

Latest PSE tweet



The image shows a screenshot of a Twitter post. At the top left is the profile picture of PSE2010Team, which is a circular icon composed of many small human figures. To the right of the profile picture is the name 'PSE2010Team' and the handle '@PSE2010'. Further right is a blue 'Follow' button and a small downward arrow. The main text of the tweet reads: 'Professor @nickbailey37 explains how to Measure #poverty efficiently using adaptive #deprivation scales | Poverty and Social Exclusion poverty.ac.uk/editorial/adap ...'. Below the text is the timestamp '8:00 am - 12 Jul 2019'. At the bottom of the tweet are three icons: a speech bubble for replies, a circular arrow for retweets, and a heart for likes. The footer of the tweet contains the text '© 2019 Twitter About Help Centre Terms Privacy policy Cookies Ads info'. On the right side of the screenshot, there is a search icon at the top and a copyright notice '© 20' partially visible.

 **PSE2010Team**
@PSE2010

[Follow](#)

Professor [@nickbailey37](#) explains how to Measure [#poverty](#) efficiently using adaptive [#deprivation](#) scales | Poverty and Social Exclusion [poverty.ac.uk/editorial/adap ...](https://poverty.ac.uk/editorial/adap...)

8:00 am - 12 Jul 2019

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**This film was made by local
people living in Ardoyne and
New Lodge, to show the
hardships people are facing
now, before the proposed
Welfare reforms**

World's Most Accurate Pie Chart

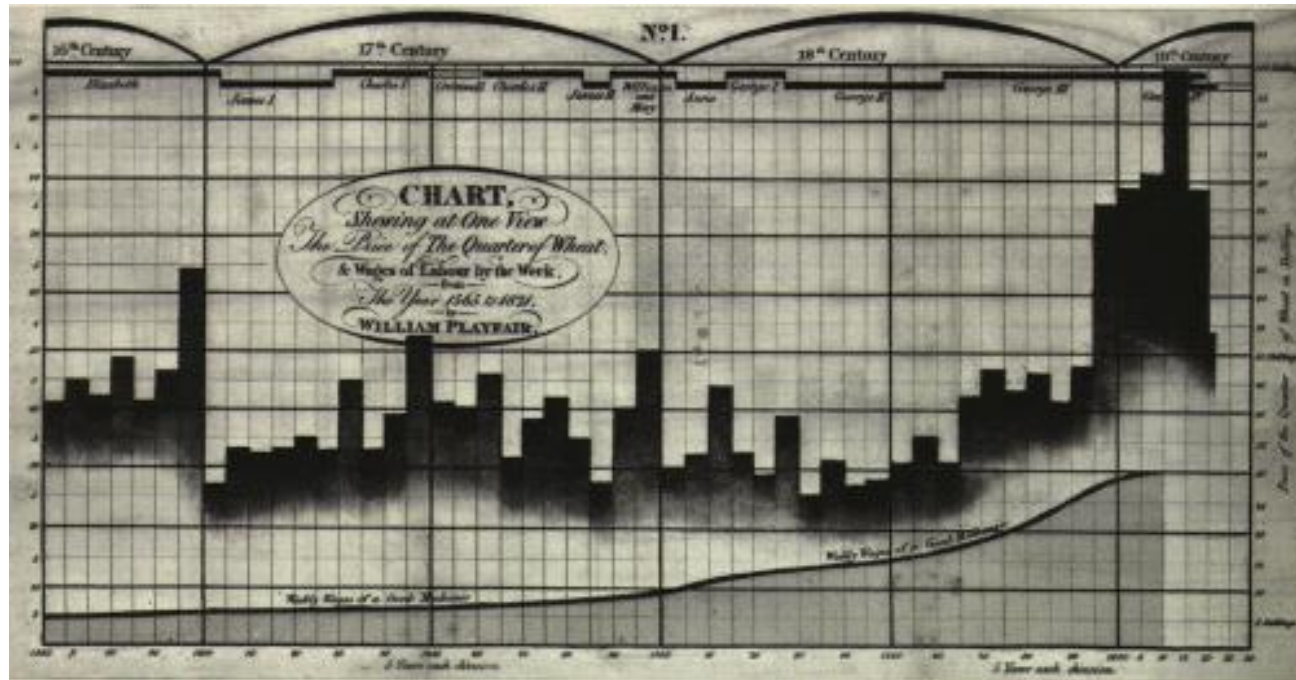


Data visualisation

- Communicates to the non-statistician
- Conveys information quickly
- Brings out relationships in data
- Gives new insights

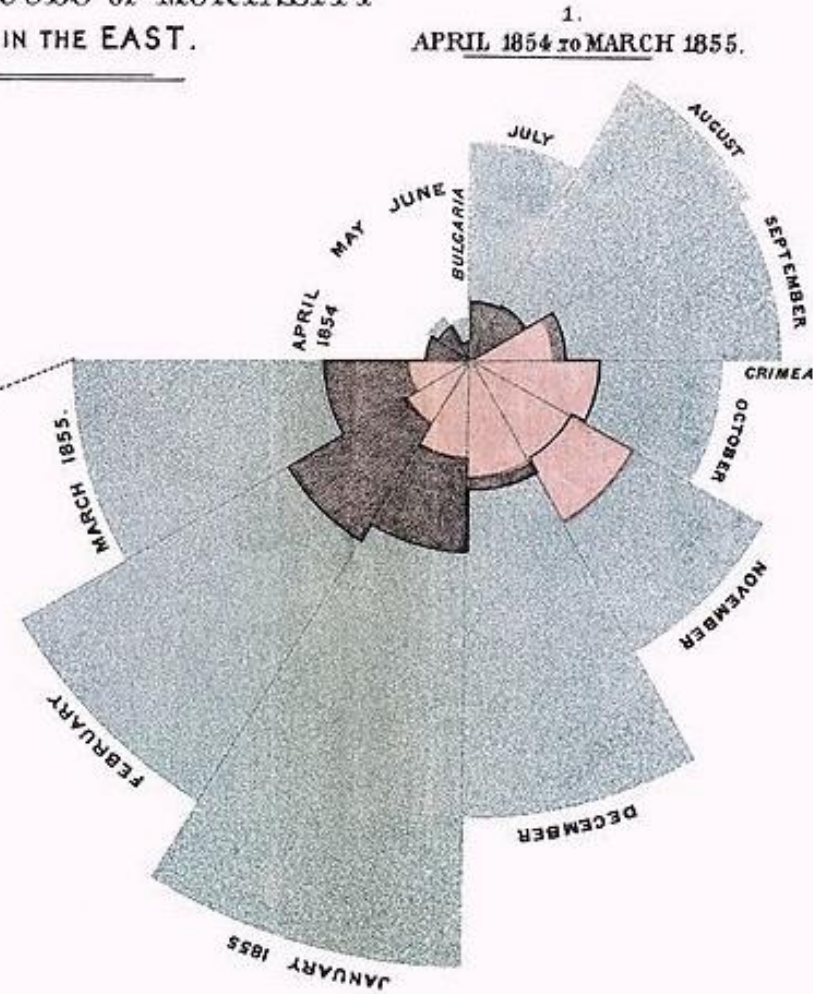
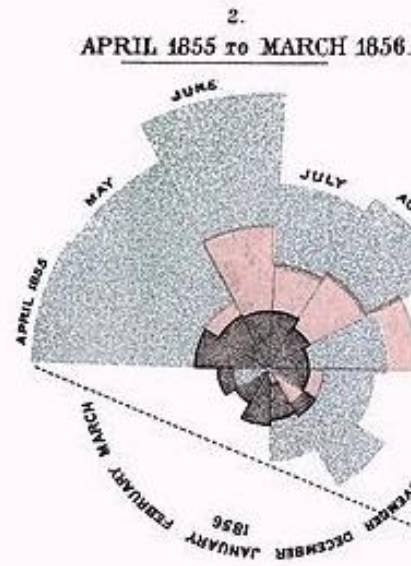
“As knowledge increases among mankind, and transactions multiply, it becomes more and more desirable to abbreviate and facilitate the modes of conveying information from one individual to the many.”

William Playfair, 1801



The price of wheat, weekly wages and reigning monarch 1565-1820, *Playfair, 1821*

DIAGRAM OF THE CAUSES OF MORTALITY
IN THE ARMY IN THE EAST.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.
The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.
The black line across the red triangle in Nov^r 1854 marks the boundary of the deaths from all other causes during the month.
In October 1854, & April 1855, the black area coincides with the red, in January & February 1856, the blue coincides with the black.
The entire areas may be compared by following the blue, the red & the black lines enclosing them.

From page to pixels

- Views of large quantity of data
- Views across time and place
- Views of spatial relationships
- Invites reader to become an explorer

	1983	1990	1999	2012
Heating	97	97	95	96
Damp-free home	94	98	94	94
Warm coat	87	91	87	79
Three meals daily	82	91	90	93
Enough bedrooms	77	82	76	74
Celebrations	69	74	83	80
Washing machine	67	73	77	82
Two pairs shoes	67	74	67	54
Weekly family meal	67	64	58	36
Two meals daily	64	90	91	91
Hobby	64	67	79	70
Replace worn clothes	64	65	50	46
Meat or fish	63	77	81	76
Annual holiday	63	54	56	42
Presents annually	58	69	58	46
Television	51	58	58	51
Phone	43	56	72	77
Friends round fortnightly	37	52	53	49
Go out fortnightly	36	42	41	35
Family and friends visit	32	37	65	45
Car	22	26	36	44
Family visits			92	90
Repair electrics			86	86
Fruit and veg daily		88	87	83
Family occasions			81	78
Home decorated		88	80	69
Household insurance		92	83	69
Interview clothes			70	69
Some savings		68	67	52
Money for self			61	42

Session structure

1. The challenges of effective dissemination
2. The media environment
3. Poverty and Social Exclusion 2010-2014 case study
4. Data visualisation
5. Your research dissemination

Build dissemination in from the start

- What are your aims?
- Who do you want to reach?
- What publications do you want?
- Which media will you target?
- What are your budget limitations?

And

- Talk to interested parties early on
- Consider the impact on those involved in the research

For theoretical discussion see: [*'Disseminating research findings: what should researchers do? A systematic scoping review of conceptual frameworks'*](#), Paul Wilson et al, 2010

Build ethics in from the start



The screenshot shows the homepage of 'The Research Ethics Guidebook', a resource for social scientists. The page features a blue header with the title and a search bar. A left-hand navigation menu lists various topics, and a central content area provides an overview of the guidebook's purpose and usage. A right-hand sidebar highlights a specific article about ESRC principles.

The Research Ethics Guidebook

a resource for social scientists

Home | Welcome

You are here » Home

Search Go

Research topics and funders

- Writing your proposal
- Building ethics into the research design
- Receiving funding
- Permission and approval
- Applying for ethics approval
- Ethics committee responses
- Conducting your research
- Reporting and dissemination
- Related resources

The Research Ethics Guidebook

The Research Ethics Guidebook is designed as a resource for social science researchers - those early in their careers, as well as more experienced colleagues. It aims to help you find your way through the variety of regulatory processes and procedures that can apply to social science research - signposting you to more detailed information along the way, and acting as a prompt for reflection and questioning at all stages of the research process. You might use it for:

- *Your own research...* To help you write a research proposal, apply for ethics approval, or deal with ethics dilemmas that arise during a project.
- *Undergraduate studies...* As a resource for students, for research methods assignments or as a basis for tutorial discussions, or in carrying out undergraduate research projects.
- *Research supervision ...* To help your student negotiate ethics at different stages of the research process, and as a tool for reflecting on your responsibilities in relation to ethics in student research.
- *Staff development...* For training of ethics committee members or research supervisors.

Ways of using the website

- The left hand menu has information relating to different stages of the **research process**.
- Click on the **ethics principles** icon on the right, to see how different aspects of your research relate to the six ethics principles set out in the [ESRC Framework for Research Ethics](#).
- Click on **Permission and approval: Key Questions** to go straight to the area

Ethics principles page



How do the ESRC principles apply to different aspects of your research?

<http://www.ethicsguidebook.ac.uk/>

Ensure valid consent

1. 'Research subjects must be informed fully about the purpose, methods and intended possible uses of the research, what their participation in the research entails and what risks, if any, are involved.'
2. 'Research participants must participate in a voluntary way, free from any coercion.'

Remember:

1. Participants and researchers may define '[harm](#)' very differently.
2. You might understand potential harms of which the participant is unaware and you must raise any such concerns.

Ensure confidentiality

ESRC guidelines state:

'the confidentiality of information supplied by research subjects and the anonymity of respondents must be respected.'

Data Protection Act 2018 requires:

Data is *'used fairly, lawfully and transparently.'*

Generating publicity

- Think about 'new' angles that might attract media attention.
- Think about the use of people's stories. This could help gain coverage - BUT you need to be careful.
- Provide background analysis and context in your press releases. Make it a clear and accessible.
- Consider publishing a summary report (see JRF Findings ['UK Poverty 2018'](#) for a clear example).
- Think about who might be interested in advance - specialist correspondents will be easier to engage with.
- Consider how your findings might be (mis)interpreted.

['How to report on people in poverty'](#), Media Diversity Institute

['Reporting poverty in the UK: a practical guide for journalists'](#), Society of Editors, Media Trust, Joseph Rowntree Foundation, 2009

Going online....

- Explore possible blogs to contribute to such as:
<https://blogs.lse.ac.uk/politicsandpolicy/>
<https://www.rethinkingpoverty.org.uk/topics/rethinking-poverty/>
<https://www.socialeurope.eu/category/blogs>
- Explore websites that might promote your findings:
Your university's/department's site
Your sponsoring organisation's site
Specialist sites such as www.poverty.ac.uk
- Think in terms of multi-media....

**The
Children's
Society**

**No child
should feel
alone**



UNIVERSITY OF LEEDS

**E·S·R·C
ECONOMIC
& SOCIAL
RESEARCH
COUNCIL**

PSE

**Breadline Britain
1983 - 2013**