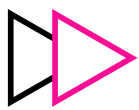


OUR MESSAGE AND HOW TO SHARE IT

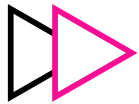
LET'S END
POVERTY 

Our movement is driven by a vision of the UK where poverty can't hold anyone down. We all have our own story to share about why ending poverty matters to us. By bringing this together with a shared message, we can increase the impact of our collective voice to show how ending poverty matters to our communities. This toolkit sets out the building blocks of our shared message, and how we can use it to realise our vision.

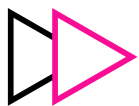
THE BUILDING BLOCKS



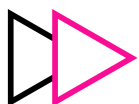
A positive vision: We believe that poverty can and should end in the UK. It's this vision for change that brings us together and motivates us to act. This positive vision of a UK where no one is held down by poverty is where we begin, and runs through all of our action.



Things can change: Poverty in the UK is an avoidable, solvable problem. The systems and structures that trap people in poverty are designed – and can be re-designed. Proposals for new policies and practices already exist and form the stepping stones we need to rebuild a system that means poverty cannot hold anyone down.



An invitation: Our communities are already working hard to support our neighbours facing poverty and hardship, through foodbanks, debt centres, warm spaces and much more. We are inviting our political leaders to join us in this work to tackle poverty by taking responsibility and taking action at a structural level.



A call to action: To shift political willingness to tackle and ultimately end poverty in the UK, we need to build up more public pressure on political leaders. We need people from all walks of life to join us in building momentum behind this shared vision. Our call to action is for more people to join the movement to raise our voice for change.

WHY IS LET'S END POVERTY OUR NAME?

- It says what our vision is - what we want to achieve.
- It's clear and self-explanatory.
- It's collaborative, inviting others to work with us.
- It works as a name and as a message - "Let's end poverty - now, together, forever."

ACT NOW FOR A FUTURE WHERE POVERTY CAN'T KEEP ANYONE DOWN.

This is a single phrase that sums up what we're about. It's a call to action and initiation for collaboration – we can't do this on our own. It shows how poverty restricts and restrains people – people are kept down by poverty, and we don't want to see this happen anymore. This sentence acts as a 'strapline' for the movement.

CORE MESSAGE

STEP ONE: WHAT DO WE STAND FOR?

By calling for a UK free from poverty, we want to show what we stand **for**. Our vision for a different future is the best place to start in demonstrating what Let's End Poverty is all about. Let's talk about what an end to poverty would mean for us, and the life everyone should be able to have – what we all need to thrive.

STEP TWO: WHAT NEEDS TO CHANGE?

We need to show the systems that are trapping people in poverty are designed – so they can be redesigned to build something better.

Now is the moment for this change – so we need to show the urgency, and say who needs to take action and what they should do.

There are lots of policy and system changes that are needed to bring about an end to poverty. Rather than focusing on one or two specific areas, we can show that a coordinated approach that brings these changes together over the long term is needed.

STEP THREE: HOW WILL WE KNOW WE'VE ARRIVED?

When poverty in the UK is ended, lots of things will be different. This doesn't just mean everyone has enough money – but that the social and personal challenges created by poverty are gone too. We can share what this looks like in our message.

STEP FOUR: HOW DO WE GET THERE?

We end on our invitation – for political leaders to step up and take action on poverty. Lots needs to change to get us to a UK where poverty does not exist. But what's currently missing is political willingness to get us there. As people and communities who care about ending poverty, we're offering an invitation to our political leaders – for collaboration and joint action as we all journey to the same goal.

“We stand for a future where everyone has enough to eat, has a good quality of life and is supported through hard times, without needing to rely on foodbanks, warm spaces or clothes banks. Where all of us are able to wake up in the morning with hope, opportunities and options for living a fulfilling life – to feel pride and unity in our communities.”

“There doesn't have to be poverty in the UK. But over many years, our society has been built in a way that traps people in hardship and keeps them there. Now, we urgently need to build something better.”

“We need our political leaders to step up, take responsibility and take action. With a shared vision, commitment and understanding, and with the right policies, services and support, we could all be free from poverty.”

“We need urgent, coordinated action on poverty and everything that locks people in it – including the cost of living; poor quality work; inequalities in education, ethnicity and health; an inadequate social security system; and the lack of affordable, decent quality homes.”

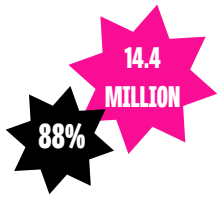
“We want the next generation to be free from the injustice and prejudice that has been heaped on so many people in our communities. To find it unthinkable that people were trapped in hardship for so long.”

“We need all politicians to take notice and take responsibility. The human cost of this neglect is too big and too damaging to ignore. This has to become a priority and a key election issue for anyone with ambitions to be in government. The pandemic has shown how much people in this country care for others. Our leaders have to show this same spirit. Let's End Poverty – now, together, forever.”

OTHER TOOLS IN OUR TOOLKIT

DATA

We can use data to show the size and scale of the problem – but also public willingness for change. For example:



14.4 million people in the UK are currently experiencing poverty, including 4.2 million children. ([UK Gov](#))

Almost 9 in 10 people say more should be done to tackle poverty. ([CAPuk](#))

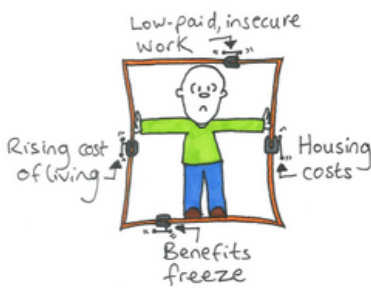
When we use numbers to make our case, we should combine this with the human side – personal language and people’s stories, including our own. This helps us to show the human side of poverty, and not get overwhelmed by the big picture.

THE GENERAL ELECTION

The movement to end poverty in the UK will last beyond the next General Election, even if we achieve positive change. However, the election can act as a catalyst for the change we want to see, if we use it as an opportunity to speak up and build momentum. Our message about the election could look like:

- This general election should mark the beginning of the end for poverty in the UK.
- There doesn’t have to be poverty in our society. It’s an avoidable, solvable problem – and continuing to avoid solving it is a deliberate, political choice.
- Ending poverty has to become a priority and a key election issue for anyone with ambitions to be in government.

KEEP IN MIND...



People and communities get locked in poverty by a combination of factors. We know that metaphors around the ‘restrictions’ and ‘restraints’ that keep people in poverty help people to understand how poverty works. We want people to understand that solving these problems would break poverty’s grip, and enable people and communities to live free from poverty.

BEING BOLD

Depending on who we’re talking to, different language is needed to make a compelling case. You can use bolder language to make your case, or soften what you say. Here are some examples.

MEASURED	IN BETWEEN	STRIDENT
Let’s end poverty.	We can and must end poverty.	We won’t stand for a future where poverty persists.
We need urgent, coordinated action on poverty.	We need all politicians to take notice and take responsibility.	It’s time to do something about it.
We don’t want a society where people with power look the other way.	This isn’t the kind of country we want to be.	Nobody should have to put up with this.