

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.'

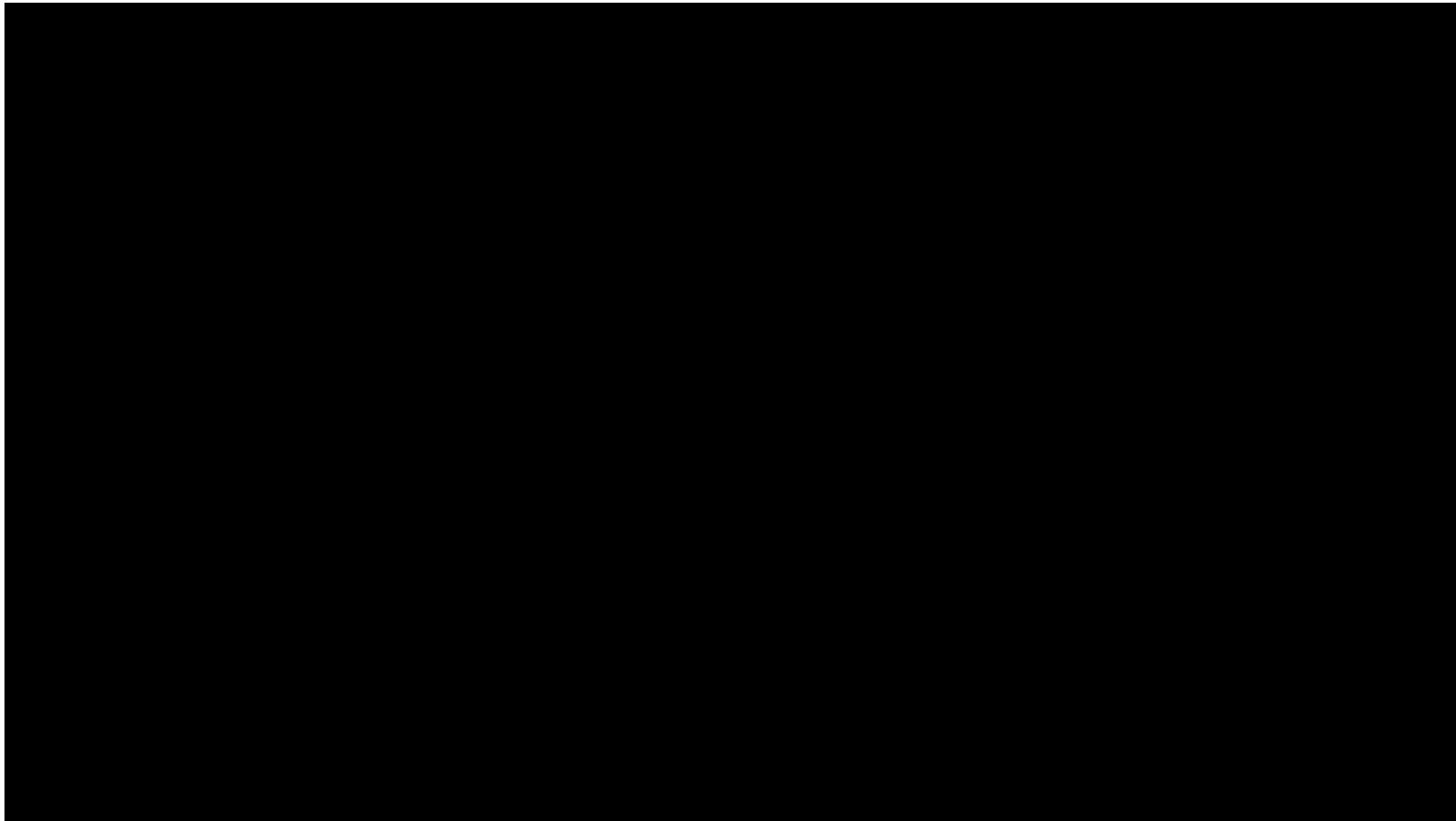
*Iain Duncan Smith, MP, Secretary of State for Work and Pensions 2010-2016*

'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](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

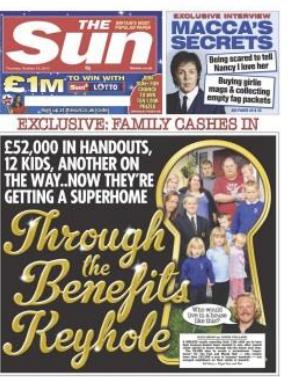
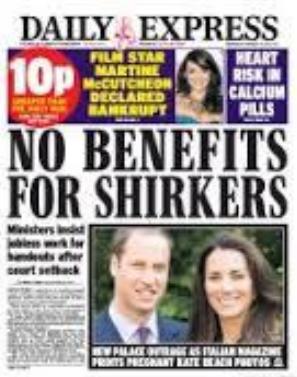
My name is Isha



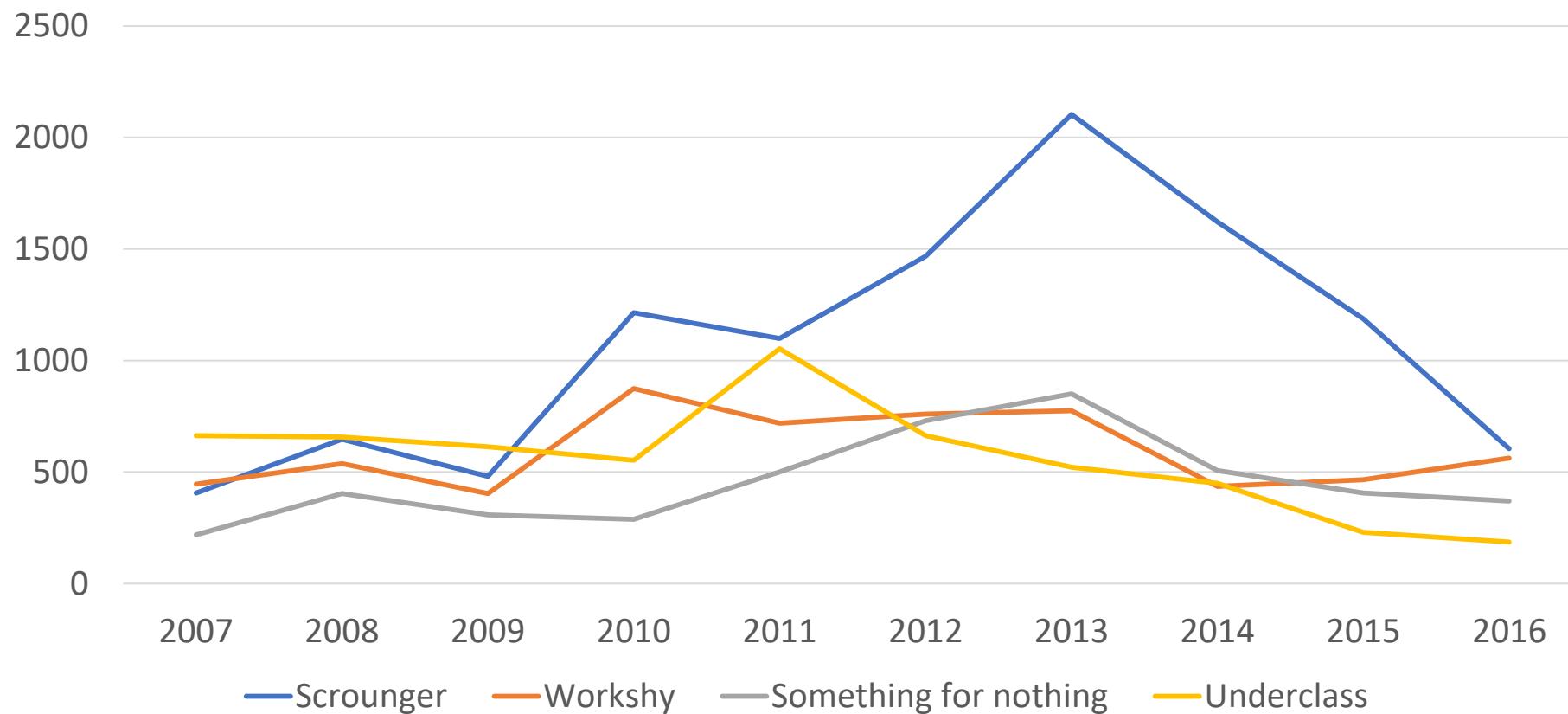
# Session structure

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# The scrounger narrative: 2010 -2014



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**

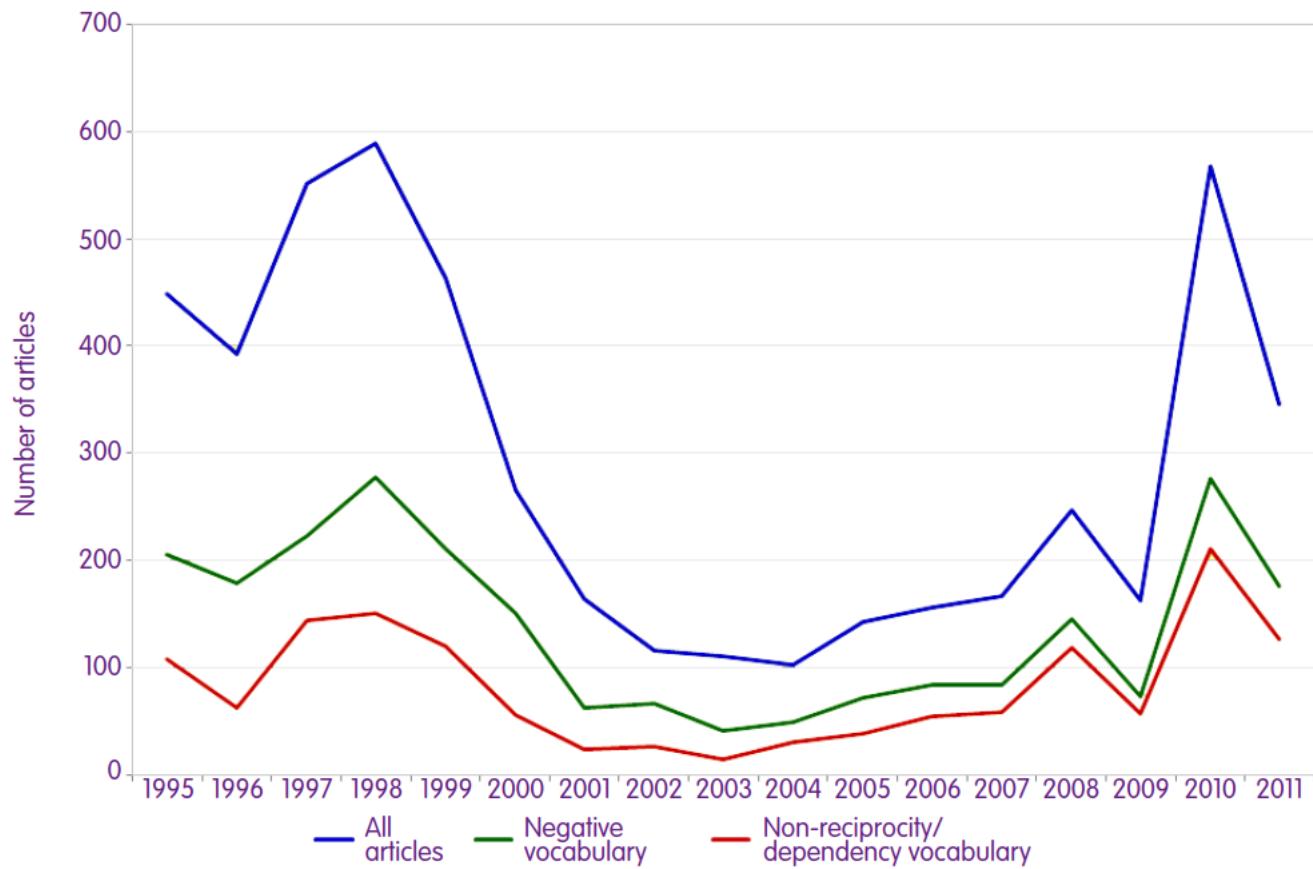
	All	Fraud	Depend-ency	Non-reciprocity	Any negative
Express	100.0	36.6	18.3	49.9	74.4
Mail	100.0	37.3	19.3	41.6	69.8
Sun	100.0	39.0	7.5	45.4	69.5
Mirror	100.0	34.9	6.6	20.0	50.2
Telegraph	100.0	23.6	21.2	23.4	50.1
Independent	100.0	27.6	13.6	9.8	42.8
Times	100.0	24.5	11.3	10.7	38.8
Guardian	100.0	21.2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

Data: main set 1995-2011

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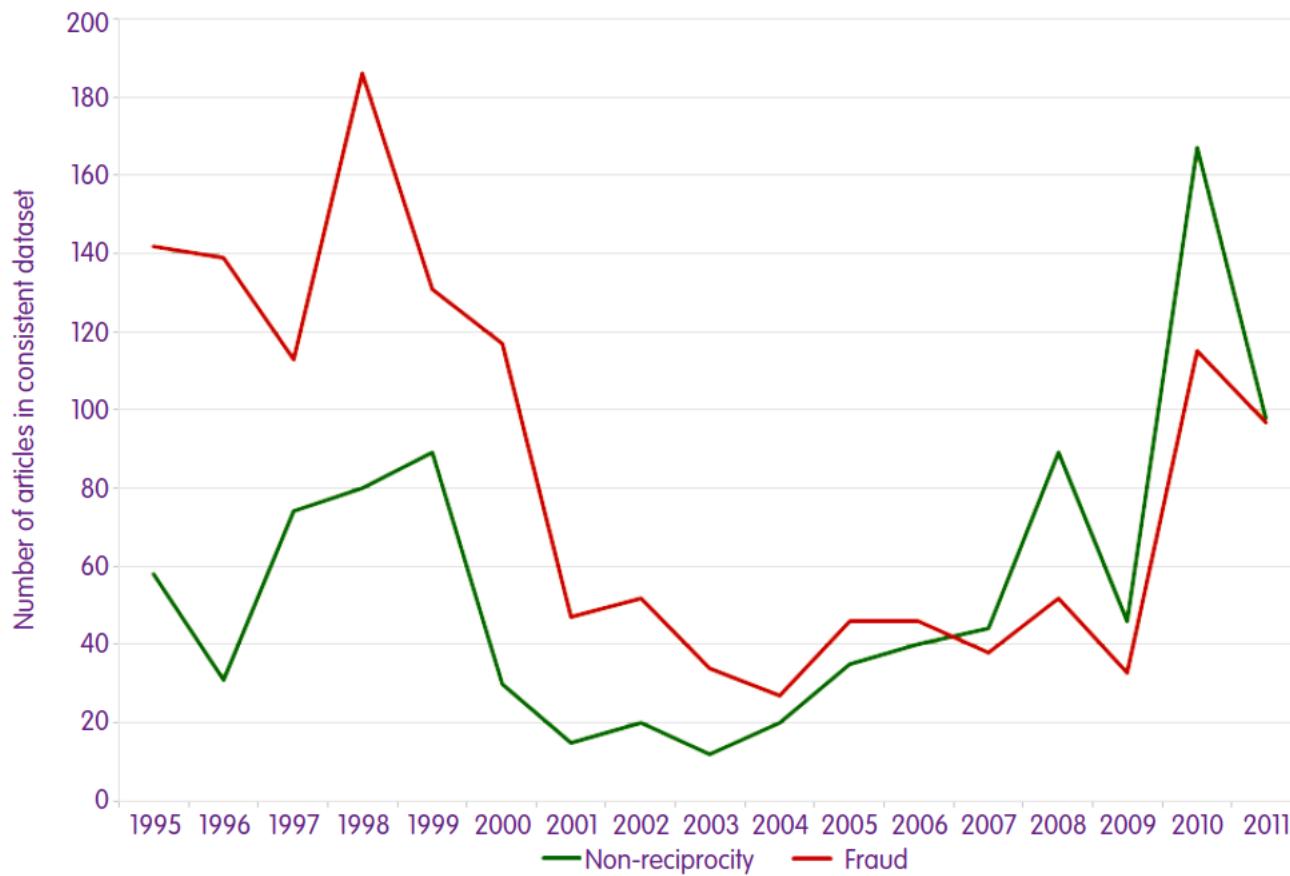
Source: 'Benefits Stigma in Britain', Turn2Us, 2012

**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, tight-lipped yesterday

A JOBLESS family of 11 on £42,000-a-year benefits caused outrage yesterday after they moved into a new seven-bedroom house worth £280,000.

In a shocking example of "benefits claim," scroungers Kevin and Sharron Bishop rake in £3,000 of taxpayers' cash every month for their 100 sq ft flat.

Stunned neighbours saw them carting their belongings – said to include prized parrots – out of their tiny flat and into a bigger one just yards down the road.

Their latest property is two council houses joined together to create a seven-bedroom haven at a cost to taxpayers of around £20,000 a year.

Neighbours on the estate in Yeovil, Somerset, branded the couple "work-shy scroungers." They say 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 £800."

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

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

The £280,000 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, a washing machine, savings 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, originally from Derbyshire, said: "I don't want to hear any more about this or I'll phone the police for help."

Neighbours claimed the family had caused trouble ever since they

moved on to the estate in 2003. They claim that the Bishops' 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 "bold-mouthed brats."

Matthew Sinclair of the TaxPayers' Alliance said: "It's short-sighted to see people like this getting away with families abusing the welfare system."

He said: "People are getting absurd amounts in benefits, far beyond the income of many ordinary working families. Taxpayers don't expect to spend money keeping scroungers in huge homes and letting them to make extravagant purchases like luxury items."

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

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

He said: "We had a duty to re-house them and this was deemed the most appropriate way. We hope the family will stay there until it can be easily returned to two houses."

Official figures this week revealed that 160,000 households are raking in handouts worth more than the wage earned by most workers.

According to the Office for National Statistics, it showed that some benefits families are pocketing £23,344 – the average UK salary – every year without lifting a finger.

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

OPINION PAGE 12



### 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 8am-8pm, Mon-Fri  
[www.asbestosadvicehelpline.co.uk](http://www.asbestosadvicehelpline.co.uk)

#### ASBESTOS ADVICE HELPLINE

#### Tesco Pet Insurance

Offer extended!  
Our pet insurance gets tails wagging – with a 35% discount off your first year's premium when you buy 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](http://tesco.com/petoffer)  
**0845 246 3852**

18001 0845 246 3852  
10% discount applies to our standard 35% brochure discount plus an additional 10% discount on the Tesco Pet Insurance brochure when you first year's premium is paid in full.  
Your pet must be at least 8 weeks old when cover starts. We don't cover pre-existing conditions. Please note that we do not cover dogs under 10kg or cats under 2kg, nor do we cover selected breeds of dog if they have reached the age of six. Please visit [www.tesco.com/petoffer](http://www.tesco.com/petoffer) for further details.  
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

- 5million 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 £14.2billion
- About 1.4million people have been out of work and on benefits for nine out of past 10 years

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.

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

**Editorial Comment:** Page 29



EPA/DANIEL DEME / DAVID WIMSETT / ALIFRA / 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 well-being 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.

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”

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

## 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?”

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

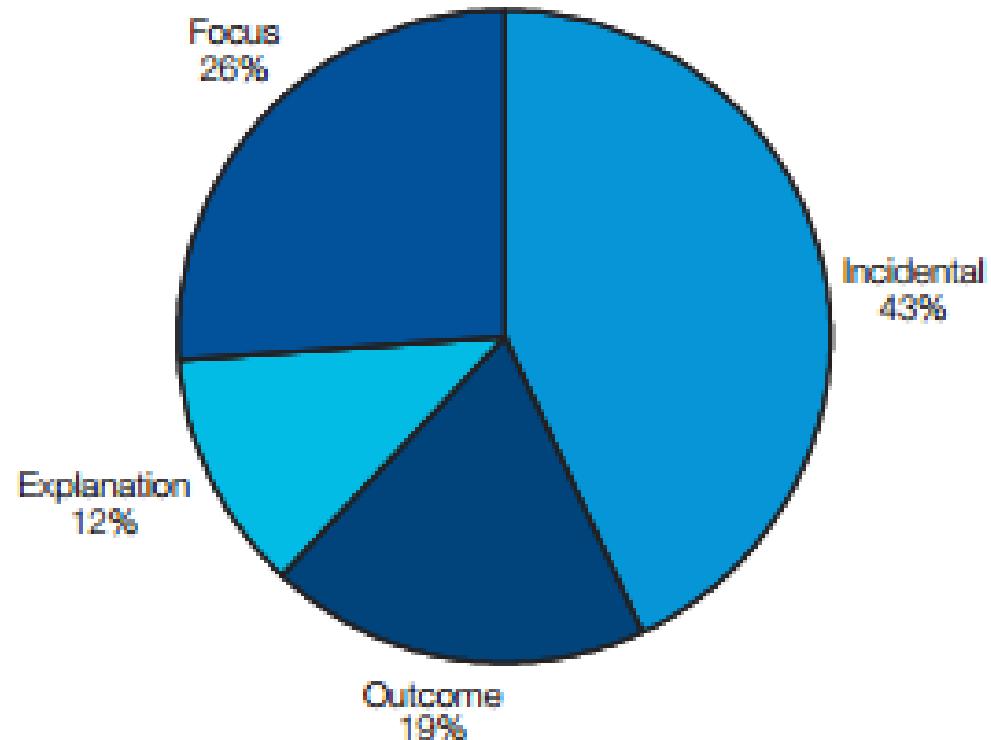
# Individual versus issue based stories

“Issued 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”

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

# 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.”

*‘The media, poverty and public opinion’, Joseph Rowntree Foundation, 2008*

# 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  
**LWTV**  
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

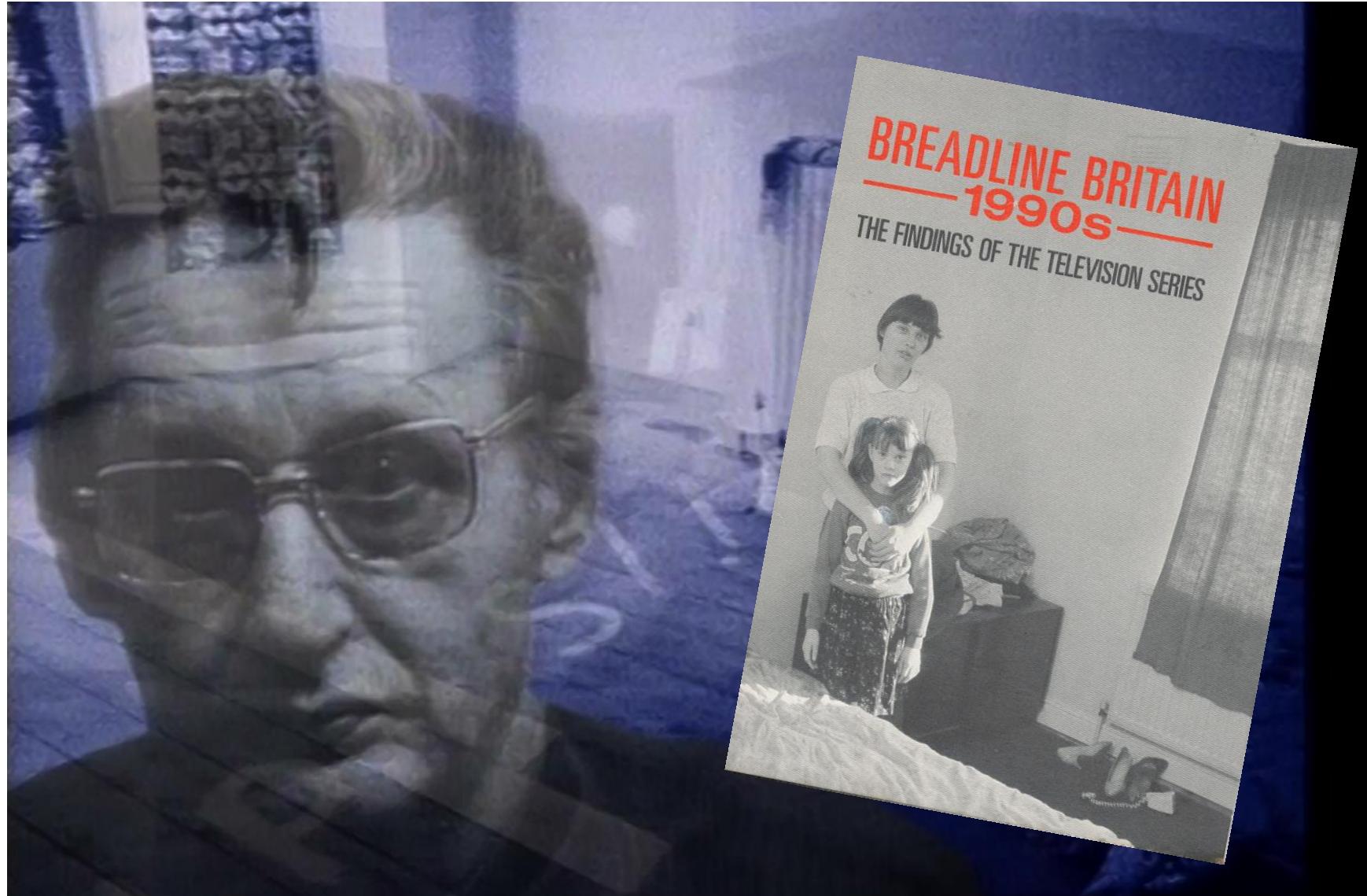
*House of Commons, 22 December, 1983*

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  
Followed by Jim McCormick and 12 others  
[Expand](#)

 **lisamarks** @lisamarks 45m  
The Breadline Britain report on #itvtonight is soul-destroying. The UK is broken. And then you read about banker's bonuses. It's so wrong.  
Followed by stellacreasy  
[Expand](#)

 **Gary Rae** @gary\_rae 46m  
#breadlinebritain on #itvtonight Here's @jrf\_uk look at this jrf.org.uk/topic/austerity #ukpoverty #ukausterity  
[Expand](#)

 **Chris Park** @parkovanbasteren 46m  
#itvtonight poverty and misery and social exclusion amongst the working classes. Yip, it's a Tory government alright.  
Followed by Channel 4 News  
[Expand](#)

 **Annie Rose Price** @annieroseprice 48m  
#itvtonight too many in this country living hand to mouth, what do eton educated politicians know about that?  
[Expand](#)

 **stigmatising** of the kind of people we saw; not a jib at politicians  
[View conversation](#) 24m

 **jacko** @bigballs54 #itvtonight 26m  
This is what the people should see the truth the hidden depravation. There not scroungers there how children  
[Expand](#)

 **William** @williamgray\_ 26m  
@mykkym1 @PSE2010 Thanks for the link to the real report good to read the truth not #itvtonight 's interpretation to gain viewing figures  
[View conversation](#)

 **Statweestics** @statweestics 26m  
#itvtonight is getting popular, +700% the last hour : statweestics.com/793272/  
[Expand](#)

 **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.

Page 1 of 6

The programme gained considerable support on social media

# Re-framing the debate: PSE press coverage

The Daily Mirror, front page, 19 June 2014

Mirror-p1-20140619.pdf - Google Chrome  
file:///C/Users/jo/Downloads/Mirror-p1-20140619.pdf

**INSIDE**  
Your complete  
2014-15 football  
fixtures guide  
**Every club,  
every game**  
**RES GUIDE**

**PLUS**  
Brilliant  
World Cup  
pullout

**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



Metro-p6-20140619.pdf Metro-p6-20140619.pdf Independent\_i-p5-20....pdf Independent\_i-p5-20....pdf Mirror-p6-20140619.pdf Mirror-p6-20140619.pdf Guardian-p4-20140619.pdf Show all downloads...

# The Daily Mirror, inside pages, 19 June 2014

The image displays the front pages of three British newspapers from Thursday, 19 June 2014, all under the heading 'DAILY MIRROR'.

**DAILY MIRROR (Top Left):** Headlines include 'VOICE OF THE DAILY Mirror' and 'Iraq needs our support'. A circular portrait of David Cameron is shown with the caption 'DEMAND Mr Field called for action' by Jason Beattie, Political Editor. The main article discusses David Cameron's warning that Islamist terrorists in Iraq could attack Britain as a reminder that we are not insulated from the carnage thousands of miles away.

**Mirror.co.uk (Top Center):** The main headline is 'POVERTY TRAPPED: SCANDAL OF UK'S GREAT DIVIDE'. It features a large photograph of a woman and a child in a damp, poorly maintained bathroom. Below the photo are four bullet points: '18 million live in inadequate houses', '12 million too poor to have a social life', '1 in 6 adults in paid work is poor', and '2.5 million kids live in damp homes'. To the right, there are three circular portraits of wealthy individuals with their names and wealth figures: 'Worth £8.5bn.. up £700m The Duke of Westminster', 'Worth £9.75bn.. up £2.35bn Ernesto & Kirsty Bertarelli', and 'Worth £3.75bn.. up £1.45bn Mike Ashley'.

**Independent (Bottom Left):** Headlines include 'Kefer and Black ENGLAND v URUGUAY: THE NATION SUPREMELY CONFIDENT'. An article by David Gordon discusses the 'shameful findings' of a Bristol University report, which found that 33% of Britons are living below the poverty line in 2014, up from 14% in 1983. The report also found that 100,000 fewer children in workless poor families are now in poverty compared to 2010.

**Guardian (Bottom Right):** Headline: 'Forget fair play - we are example of how inequality ruins a nation's prospects' by Duncan Exley, Director, The Equality Trust. The article criticizes the UK's record on inequality, stating it is one of the developed world's most unequal countries. It highlights the lack of fair play in the economy, where the rich benefit from tax loopholes and low wages, while the poor face high energy bills and lack of opportunities. The article concludes that the UK's wealth is concentrated at the top, with the top 1% owning more than the bottom 50%.

# The Sun, page 2, 19 June 2014

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## DESPERATE ED GETS TOUGH

# MILI BAN ON DOLE FOR U21s

**By KEVIN SCHOFIELD**  
Chief Political Correspondent

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

The Labour leader will say the unemployed should receive no dole unless they have worked for at least five years beforehand.

The frantic attempt to woo Right-wing voters comes as he tries to cling on to Labour's thin poll lead over the Tories – and boost his rock-bottom personal ratings.

In a YouGov poll last night suggested Labour would be more likely to win next year's General Election if his brother

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

**Wash in buckets**

**EXCLUSIVE** by JACK LOSH  
PATIENTS had to wash from hospital hazardous waste buckets filled with hot water from a tap.

One woman being treated at London's Charing Cross Hospital said some elderly patients were only ever 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**

**By EMILY ASHTON**  
Whitewall Correspondent

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 hit the 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 £100million budget will be

enough to cover costs. But pressure groups yesterday urged him to get a grip before it is too late.

**PATIENTS' ASSOCIATION** chief Katherine Murphy told the Sunday Telegraph means "sub-standard, unsafe and undignified care" is imminent. The Warned... Hunt

**KING'S FUND** think tank said there was a "real risk" of hospitals running out of cash next year.

Chief Chris Hunt said: "The impact is already being felt on patient care."

**THE DEPARTMENT OF HEALTH** last night insisted it was confident the NHS is "on track to make £20billion savings this financial year".

**MEDICAL JARGON** leaves 43 per cent of patients baffled, a survey has found.

**The Sun Says — Page Eight**

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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 Labour MP and a 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 5.5million adults go without essential clothing and one in six "in paid work are poor".

**SAT'L 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.

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# The Guardian, page 4, 19 June 2014

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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

"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**

Willing to expand and engage with the public: "The approach of 'why are you challenging us, we are the good guys' doesn't wash... The 'looking for a needle in a haystack' argument has so far been unconvincing. I haven't been convinced."

"National security", the justification for mass surveillance revealed by Snowden, needed better definition.

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

33%  
The percentage of households going without 'basic necessities' such as heating, compared with 14% in the early 1980s

erty. 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."

Peacock 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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# The Independent-i, page 5, 19 June 2014

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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 manifesto 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

**DIPLOMACY**

### Libya demands US

**EDUCATION**

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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

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 bad housing, no social lives, too little heating and too little food.

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

By Steve Doughty  
Social Affairs Correspondent

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 1,000 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 Coun-

cil. Instead of using the official definition of poverty, the researchers used their own 'minimum standard of living', which 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 32 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 adults have no heating in their home 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. This differs 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 has made significant progress 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. 'There are signs of recovery 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

**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.

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 into poverty. There are now 1.1 million 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.'

**Holy Grail of stamn**



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

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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.



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 researchers at Goldsmiths University 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 Laura 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 member states, paint a picture of 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 social 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 Britons more 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 20th.

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, does not give a sense of whether they feel a belonging to their neighbourhood.'

If 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 social 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.

People are also less engaged in neighbourhoods and the understanding 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 decade.

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 added, however, that Britons rated their life satisfaction higher than the EU average.  
*s.doughty@dailymail.co.uk*

## We have no one to turn to and don't get on with neighbours

### 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 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 nor-

di 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 well-being and health: health influences well-being and well-being influences health.'

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...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](http://www.poverty.ac.uk)

The screenshot shows the homepage of the PSE UK website. At the top, there's a navigation bar with links for Home, About, News, Publications, Data, and Contact. Below the navigation is a large banner featuring three photographs: a person standing on a balcony, children playing on a red climbing frame, and a woman sitting on grass with a child. The banner has a pink header bar with the text "Poverty and Social Exclusion in the UK". Below the banner, the main content area has a dark grey background. On the left, under the heading "What is poverty?", there's a question about poverty in the 21st century. To the right, there's a "Register your interest" form with fields for Name, Email, and Institution, and a "Submit" button. At the bottom, there's a logo for the Economic & Social Research Council (ESRC) and a note about the project's funding partners.

PSE 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 in 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 for 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.

Name

Email

Institution

**Submit**

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

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

The screenshot shows the homepage of the PSE UK website. At the top left is the PSE UK logo, which consists of a stylized graphic of people's heads in grey and pink, followed by the letters "PSE" in a bold, dark font with a pink "UK" suffix. To the right of the logo is the title "Poverty and Social Exclusion in the UK" in a large, bold, black font. Below the title is a smaller text block: "This website is to report the findings of a major new ESRC research project into poverty and social exclusion in the UK." A horizontal navigation bar follows, featuring seven buttons: "Home" (with a house icon), "What is poverty?" (highlighted in pink), "Research", "Necessities Survey", "Conference", "News", and "About us". Below the navigation bar is a large, dark rectangular area containing the text "What is poverty?" in white. To the right of this text is a photograph of an elderly woman with glasses looking slightly upwards. At the bottom of the page, there are two dark rectangular buttons, each with the text "What is poverty?" in white.



# 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



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14h

Final spaces for free 2-day PSE Conference. Register here now! | Poverty and Social Exclusion [poverty.ac.uk/take-part/even...](http://poverty.ac.uk/take-part/even...)

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Wilshaw and Gove blame the feckless parents – as long as they're poor | Zoe Williams [gu.com/p/3q7ct/tw](http://gu.com/p/3q7ct/tw)

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# 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.



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.

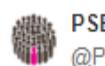
These research projects all use relative deprivation to examine poverty and, in particular, the [consensual method](#). The key concept underlying the consensual approach is to identify what items are necessities on the basis of the public's perceptions of minimum needs and then to examine who is forced 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

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13h

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

## Featured PSE Research





Search

Home

Definitions of poverty

PSE research

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Communities

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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](#)



Jennie 1 Living in uncertainty

# 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

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# 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



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



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

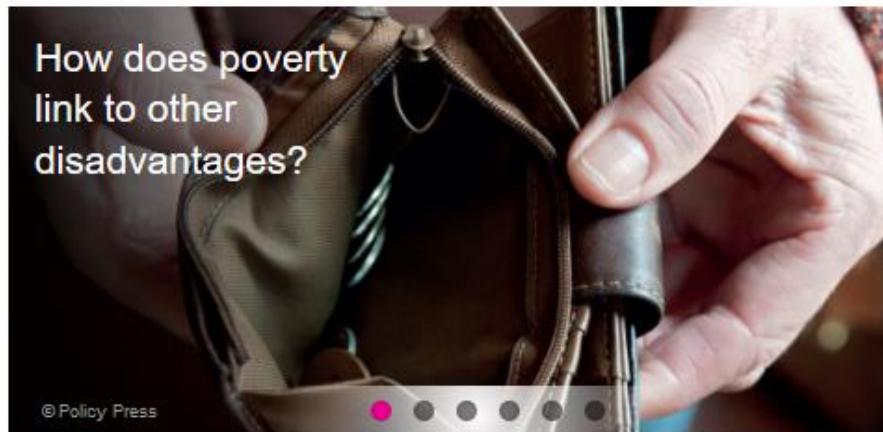
## Search by subject

Benefits Europe

Necessities Inequality

Government policy Child

# Publications and dissemination



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.



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](#)  
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## Search by subject

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[Benefits](#) Low-income

households [Poverty](#)

[measurement](#)

[Child poverty](#)

Europe [Government policy](#)

Necessities [Poverty forecast](#)

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# 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 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.

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

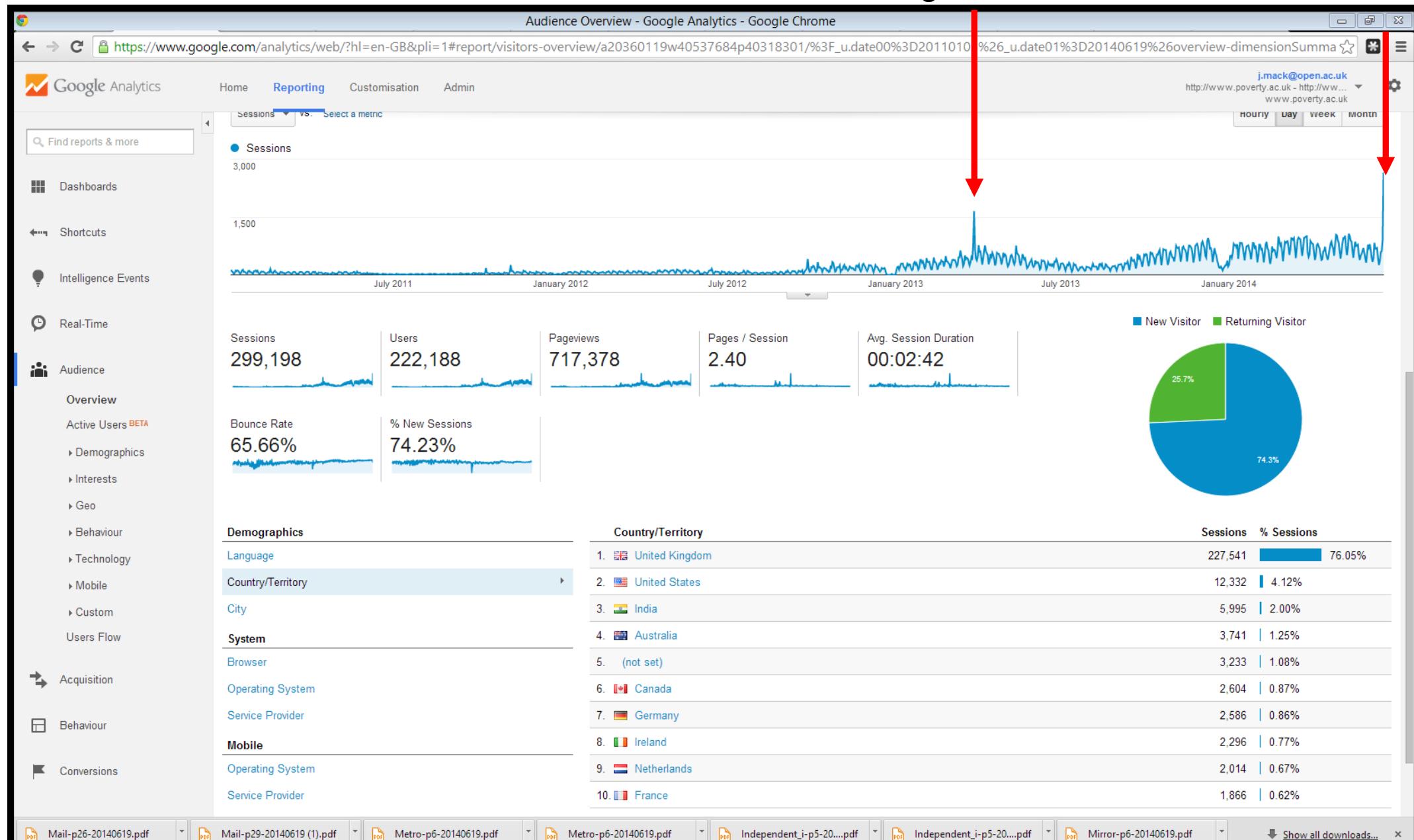
**Life on a low income in austere times: Part 1** details the real choices that the rising cost of living impose on low income households and the items and activities people are forced to go without. Participants also explain the impacts of cuts to services that they have observed within their communities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

# 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

3,000

2,000

1,000

0

2014

2015

2016

2017

2018

2019

Users

1,127,975

New Users

1,127,134

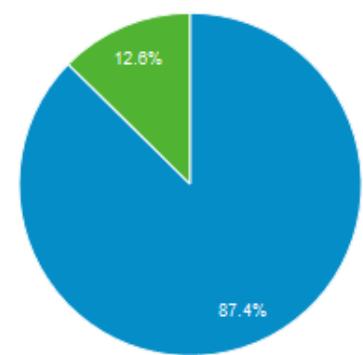
Sessions

1,446,694

Number of Sessions per User

1.28

New Visitor Returning Visitor



Page Views

2,585,997

Pages/Session

1.79

Avg. Session Duration

00:01:53

Bounce Rate

73.97%

## Demographics

Language

Country

City

System

## Country

1. 🇬🇧 United Kingdom
2. 🇺🇸 United States
3. 🇮🇳 India
4. 🇵🇭 Philippines

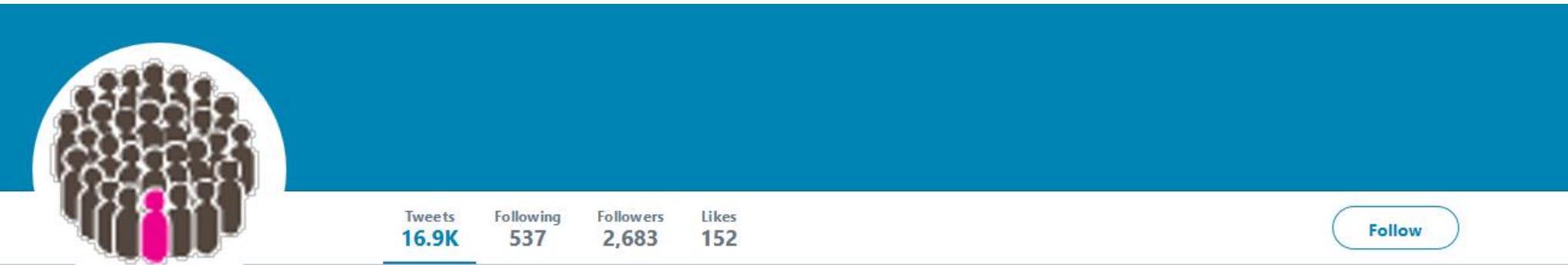
Users % Users

179,586	54.84%
28,315	8.65%
22,453	6.86%
11,934	3.64%

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

<https://twitter.com/PSE2010>



Tweets 16.9K Following 537 Followers 2,683 Likes 152

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@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...](http://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](http://theweek.in)

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**Worldwide trends**

Djokovic

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# Latest PSE tweet

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

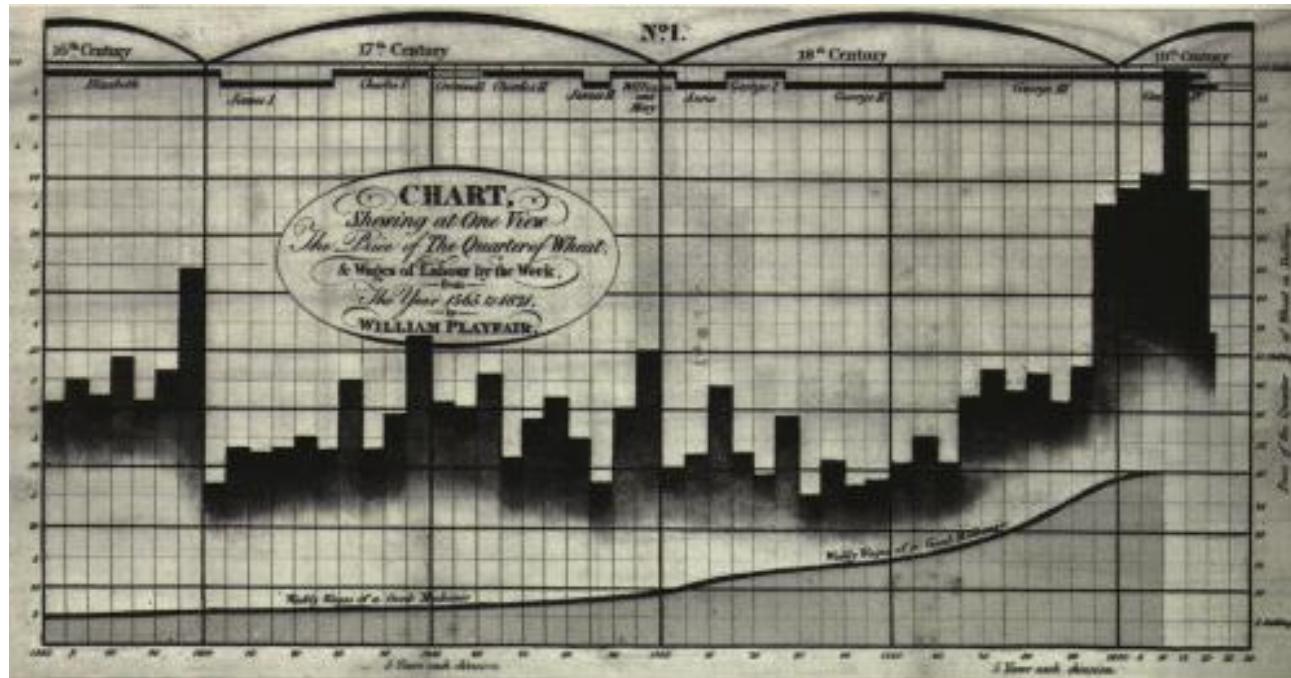


# Data visualisation

- 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.”

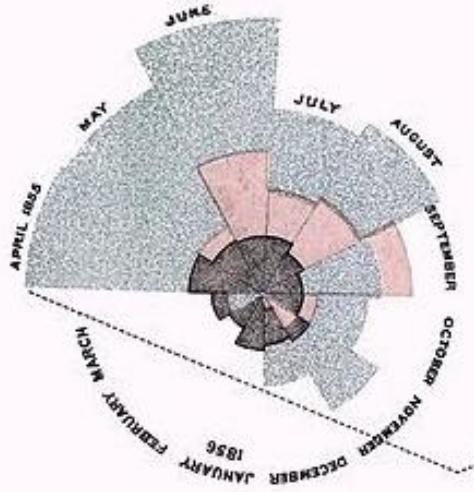
*William Playfair, 1801*



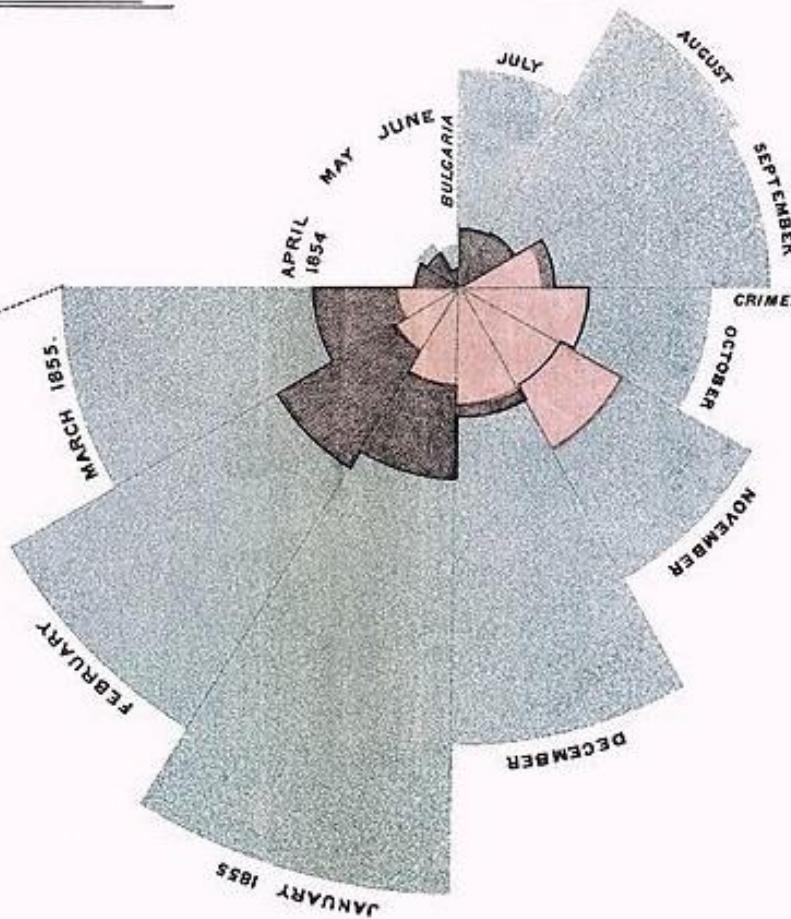
The price of wheat, weekly wages and reigning monarch 1565-1820,  
*Playfair, 1821*

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

2.  
APRIL 1855 to MARCH 1856.



1.  
APRIL 1854 to MARCH 1855.



*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. 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 1855, 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. At the top, there is a decorative graphic of horizontal bars in red, yellow, green, and blue. The title "The Research Ethics Guidebook" is displayed in large blue text, with the subtitle "a resource for social scientists" in smaller grey text below it. A navigation bar at the top includes links for "Home | Welcome", "Search", and "Go". On the left, a vertical sidebar lists ten categories: "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", and "Related resources". The main content area features a large blue header "The Research Ethics Guidebook". Below this, a text block explains the purpose of the guidebook, mentioning its use for research proposals, undergraduate studies, supervision, staff development, and research methods assignments. It also highlights its use for students, researchers, and ethics committee members. A section titled "Ways of using the website" provides instructions on how to navigate the site. To the right, there is a sidebar titled "Ethics principles page" featuring a question mark icon inside a red circle.

<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](http://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