



**Resolve  
Poverty**

# Perspectives on Engagement and Impact: a UK Data Service event for ECRs

Tom Pottrill (Resolve Poverty)

11th February 2026

# Who we are

Resolve Poverty is an independent, not-for-profit organisation **working with local and regional public bodies and partners** across the country to see an end to poverty.

We believe in the **power of places** to boost living standards and create communities where everyone can thrive. Our vision is to **maximise the impact of local responses to poverty** in order to **resolve poverty nationally**.

We work to three strategic priorities:

1. Maximising the financial resources available to households
2. Implementing effective strategic responses to poverty
3. Equipping stakeholders with the knowledge they need to tackle poverty.



# Form follows function

The principle ‘Form follows function’ originates in modernist architectural design.

It states that the starting point of any design should be its **utility, ahead of superficiality.**

In our case, we must establish the ‘what’ before we establish the ‘how’...

1. What do we mean by impact?
2. Who is our audience?
3. How do we create impact by engaging with our audience?
4. How can **you** engage with our sector?



“

**impact** noun

the *powerful* effect that **something** has on  
**somebody/something**

- Oxford Dictionary

# Impact in the anti-poverty sector

## 1. Input

**Anti-poverty  
strategy**

Auto-enrols eligible  
children in Free  
School Meals

## 2. Output

**Income  
maximisation**

Generates higher  
take-up of Free  
School Meals

## 3. Outcome

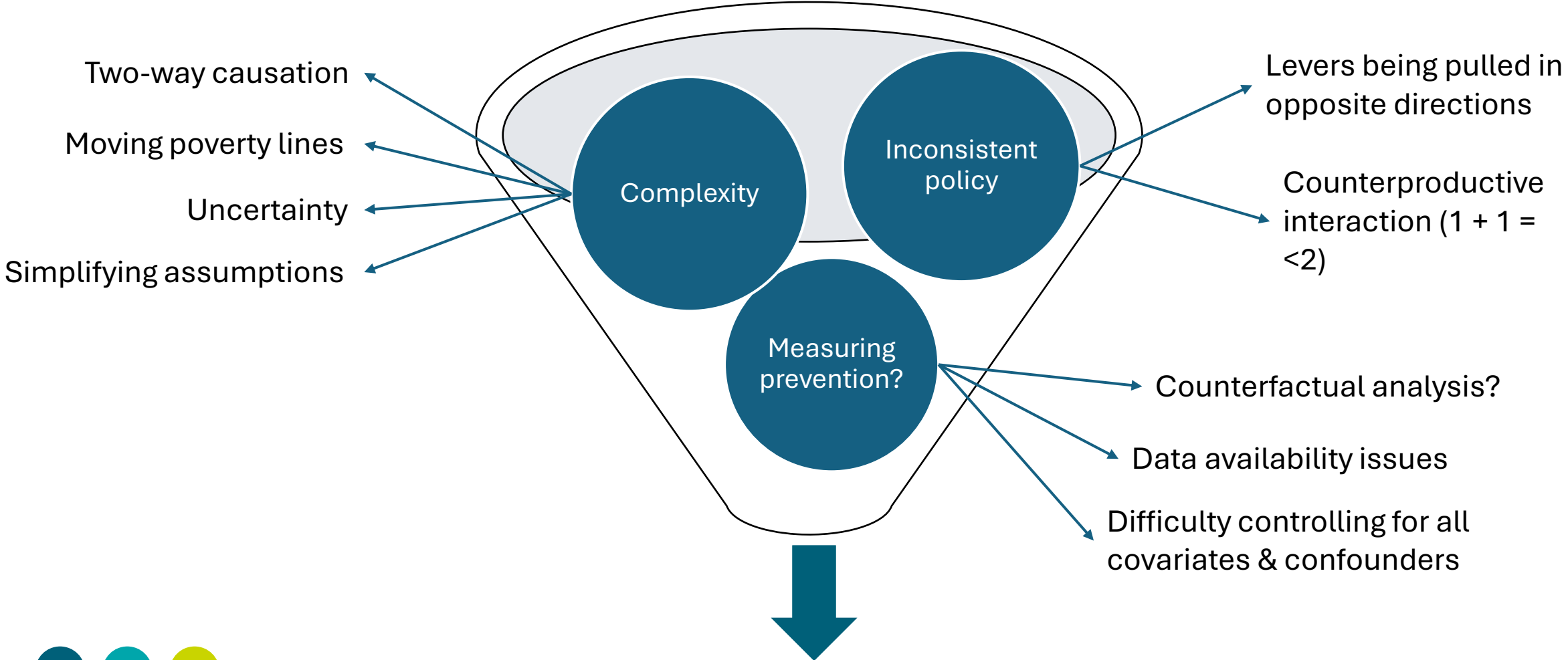
**Lower costs &  
higher incomes  
= Fewer families  
living in poverty**

## 4. Impact

**Reducing poverty  
has wider  
outcomes**  
e.g., Better school  
attainment

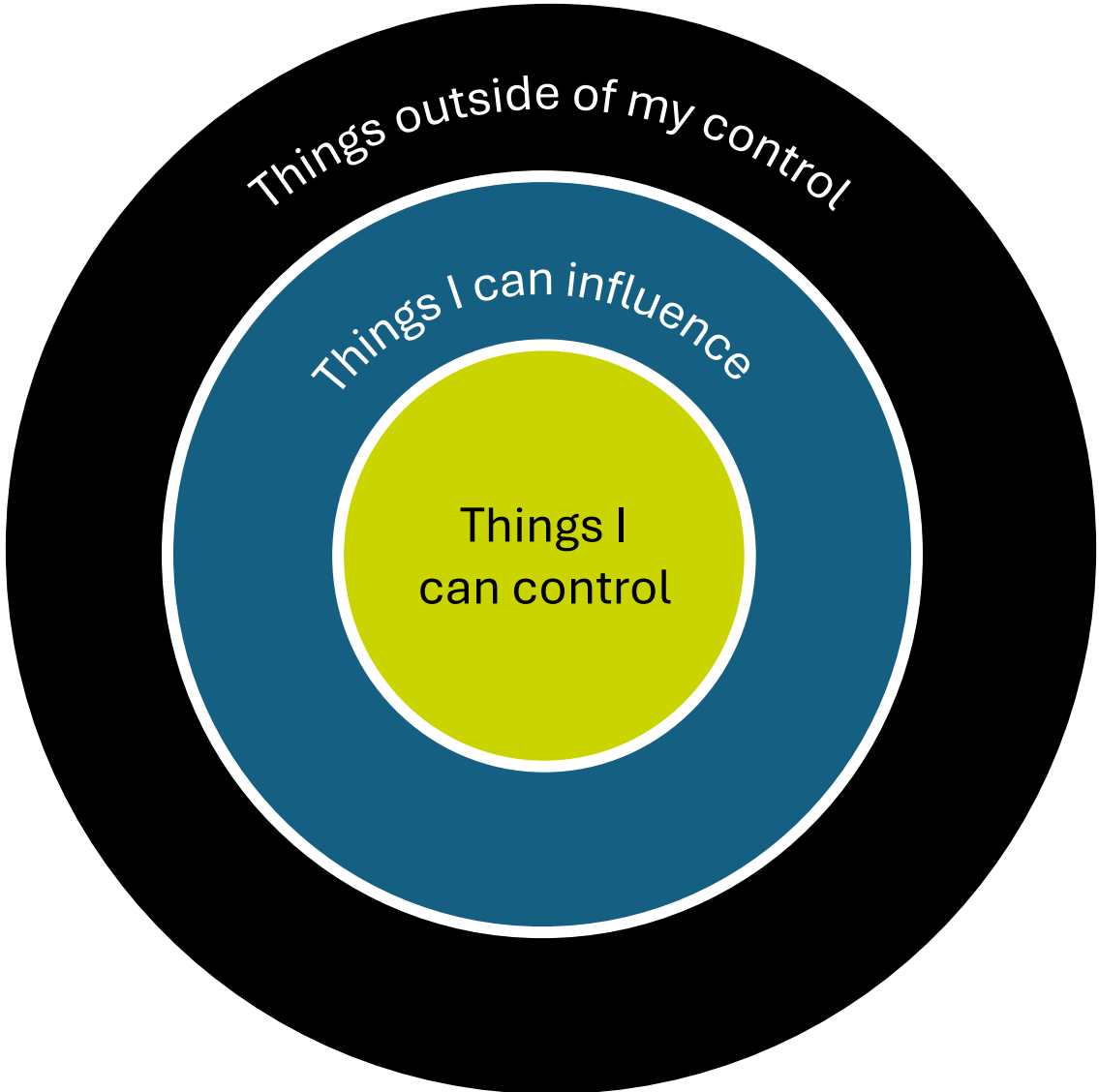


# Not so simple...

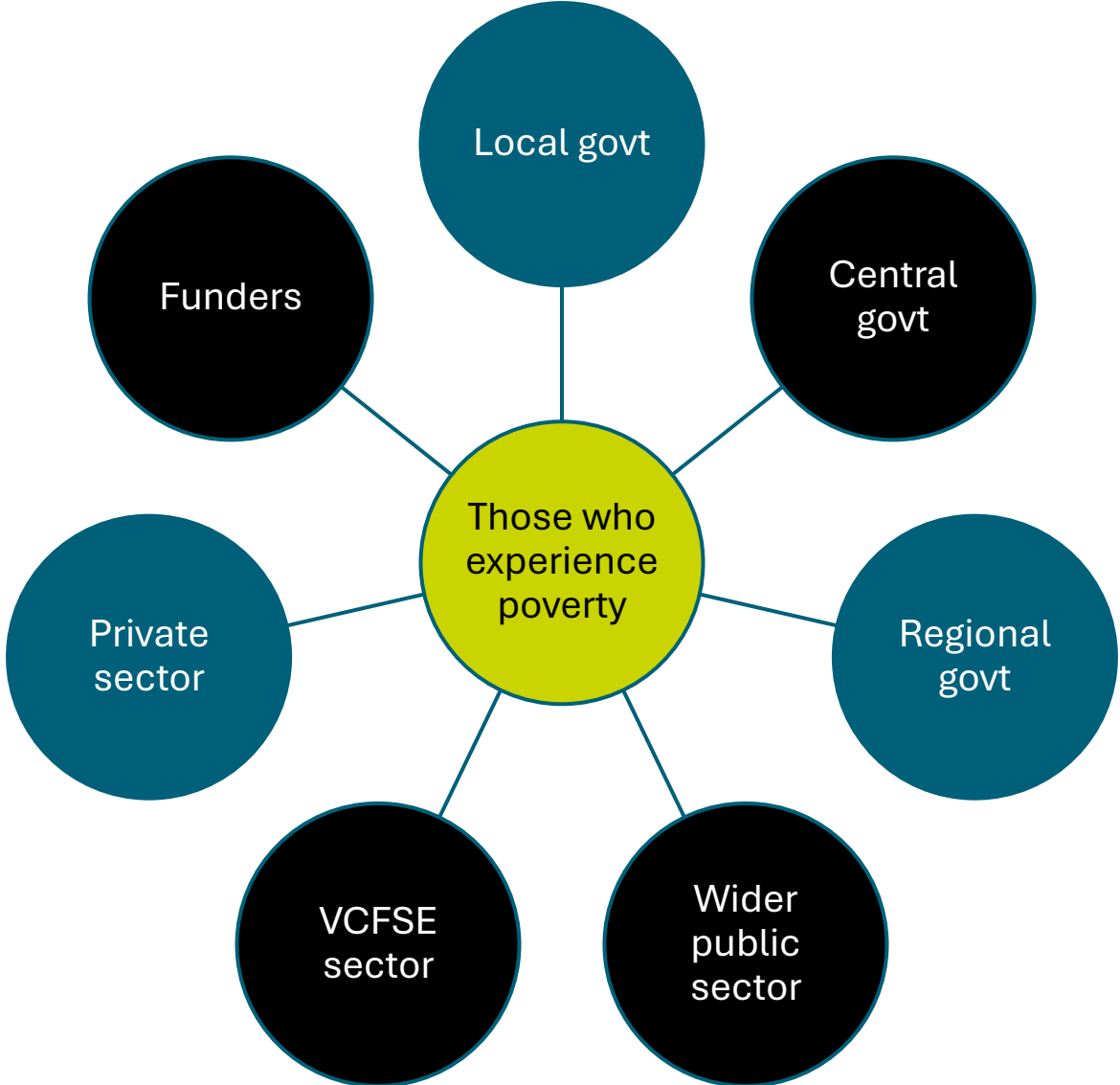


**Impact is difficult to measure & achieve**

# A reminder *not* to be defeatist



# Who is our audience?



# Impact through engagement



## Our work

Consultancy  
 Policy & research  
 Programmes  
 Lived experience engagement  
 Training  
 Network coordination



## Events

Annual Conference  
 Liverpool CR Income Maximisation Anti-Poverty Partnership  
 Lancashire Anti-Poverty Network  
 Ad-hoc roundtables  
 Speakership at external events & conferences



## Our standing meetings

NW Local Authority Officers Forum  
 NHS GM Community of Practice  
 Policy Advisory Group  
 Specific projects, e.g., consultancy client check-ins



## External standing meetings

End Child Poverty Coalition  
 SED Expert Advisory Group  
 Crisis Support Working Group  
 GMCA Live Well Financial Resilience Group



## Direct contact & comms

Social media  
 Website  
 Newsletters  
 External outlets

“I've learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel.**”

- Maya Angelou



# Get in touch



**Tom Pottrill**

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# Resolve Poverty Annual Conference

**Hope, Aspirations and Expectations:** How can we build good lives for all through local, regional and national action on poverty?



**Naomi Eisenstadt**

Non-Executive Board Member of  
DfE Board and the DHSC Board



**Lynn Perry MBE**

Chief Executive  
Officer, Barnardo's



**Ravi Gurumurthy**

Chief Executive  
Officer, Nesta



**Katie Schmuecker**

Principal Policy Adviser,  
Joseph Rowntree Foundation

**18<sup>th</sup> and 19<sup>th</sup> of March 2026**

**[resolvepoverty.org/conference-2026](https://resolvepoverty.org/conference-2026)**

**Central Manchester**

# Thank you