



Keeping Child Poverty on the Agenda

Evaluation of 4in10: The End Child Poverty London Project

**Final Report produced by SHM
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Executive summary

4in10: The End Child Poverty London project was launched in October 2008 with three key objectives: raising awareness of children poverty in London; increasing campaigning on child poverty issues; and spreading good practice in tackling child poverty. Since then the 4in10 project has signed up over 60 members and engaged over 200 organisations.

In March 2010, SHM were commissioned to carry out an evaluation of 4in10 in order to capture the impact and lessons learnt through 4in10 for partners and funders. This evaluation reached 36 organisations in total, through an online survey and a series of 8 in-depth evaluation interviews.

Section 1: Understanding Expectations and Motivations

The organisations we spoke to got involved with 4in10 for a range of reasons. The key motivators were: Recognising common goals; the desire for a wider perspective; wanting to share and access good practice; the need for a central point of coordination; and an identified need for skills development.

Section 2: Raising Awareness of Child Poverty

4in10 raised awareness of child poverty among organisations, their individual staff members, and decision-makers. It also nurtured individual champions of child poverty, who will continue to spread the message about child poverty in the future. Respondents told us that this impact was made possible through the enthusiasm of the 4in10 staff, their methodological approach, and the knowledge base they provided on child poverty in London.

88% agree that 4in10 has raised awareness of child poverty in their organisation

88% agree that as a result of 4in10 they feel more equipped to raise awareness of child poverty

Section 3: Increasing Campaigning on Child Poverty

4in10 increased campaigning activity by providing resources and workshops, by coordinating local campaigning efforts, and by bringing the project to the attention of decision-makers. This campaigning activity was targeted on the boroughs of Westminster and Newham. We found that the impact was greatest in these boroughs, although there was also a significant impact for organisations outside the target boroughs.



In Newham and Westminster, a striking majority of organisations said they had made effective use of campaigning resources provided by 4in10. We found that over half of the organisations in Newham and Westminster felt that 4in10 had an impact on their confidence in campaigning. Furthermore, over one-third of organisations in Newham and Westminster initiated new campaigning activity as a result of 4in10.

81.8% of respondents in Newham and Westminster agree that their organisation has made effective use of the campaigning resources provided by 4in10

54% of respondents in Newham and Westminster agree that as a result of 4in10 their organisation is more confident about campaigning

Across London as a whole, the impact was also significant. Almost one-quarter of organisations initiated new campaigning activity as a result of 4in10. Furthermore, an impressive two-thirds of organisations told us they intended to continue campaigning on child poverty issues after 4in10.

Section 4: Spreading Good Practice

4in10 acted as a platform and a conduit for a wide range of organisations to network and share practices in tackling child poverty. Our evaluation found that this role was widely felt to be a useful one by participating organisations of all kinds. A huge majority of organisations agreed that 4in10 raised their awareness of organisations tackling child poverty.

91% agree that 4in10 has raised their awareness of good practice in tackling child poverty

Respondents highlighted the tangible outcomes of the good practice activity facilitated by 4in10. The evaluation evidence demonstrates that, as a result of 4in10, organisations have made changes to their practices or have stated intentions to make changes to their practices.

20% agree that as a result of 4in10 their organisation has implemented new practices

Section 5: Lessons learnt

When we spoke to member organisations, there emerged some common themes about the elements of 4in10 that worked particularly well. These were: Level and quality of engagement; keeping child poverty on the agenda for organisations

and Government; fostering new networks and relationships; and providing support for local campaigning.



We also asked organisations to provide us with a frank assessment of the elements of 4in10 that worked well, and what could have been improved. The main areas for improvement or further consideration identified were: Greater clarity of purpose; making good practice sharing more meaningful; more realism around scope and timing; increasing the volume of information and events; greater capacity support; and greater rigour in the selection of local areas.

Section 6: Conclusion

4in10: The End Child Poverty London Project has kept child poverty on the agenda for decision-makers, local areas, and organisations working with children and families. The project succeeded in increasing joint campaigning efforts in London, and developing the confidence and capability to campaign among organisations. 4in10 also effectively facilitated the sharing of good practice, leading to tangible changes in practices and new relationships which will continue in the future.

The biggest challenges faced by 4in10 were around time and capacity. Given the scale of its ambition, many felt that the project would have benefitted from a longer timeframe to deliver on the objectives. When asked about the future, respondents were disappointed that 4in10 had come to an end. They felt there was still a long way to go to eradicate child poverty and an urgent need to maintain the momentum. In particular, they highlighted the need for ongoing support for child poverty champions, the effective transfer of good practice, and continuing pressure on decision-makers.



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Introduction

4in10: The End Child Poverty London project was launched in October 2008 with three key objectives: raising awareness of children poverty in London; increasing campaigning on child poverty issues; and spreading good practice in tackling child poverty. Over the course of the last 18 months the 4in10 project has signed up over 60 member organisations and engaged over 200 organisations. 4in10 has supported these organisations to work collectively by providing good practice workshops and seminars, producing resources and regular communications, and facilitating campaign planning in the boroughs of Newham and Westminster.

In March 2010, SHM were commissioned to carry out an evaluation of 4in10 in order to capture the lessons learnt through 4in10 for partners and funders. Through the evaluation process we sought to investigate the impact of 4in10 against its stated objectives. We wanted to understand the value of 4in10, what worked for participants, and where there was room for improvement. Finally, we wanted to use the evaluation as an opportunity to generate some ideas for the continuation of the collective effort to tackle the enduring problem of children living in poverty.

Methodology and sample

The evaluation methodology involved two strands of data gathering, each with a distinct focus:

1. Online survey with 4in10 members and stakeholders

The purpose of the survey was to gather quantitative data. The questions were constructed on a 5-point scale, and they focussed on testing the effectiveness of 4in10 against each of its 3 key objectives: Raising awareness of child poverty; increasing campaigning; spreading good practice. The survey was completed by 35 organisations, of which 16 were 4in10 members. Respondents came from a wide range of London boroughs, with the largest response from the borough of Newham (8 responses).

2. Semi-structured interviews with 4in10 members

The purpose of the interview conversations was to gather in-depth qualitative insights about what worked for members and why, what the impact of 4in10 was for them, and their views on the future. We conducted these in-depth conversations (face-to-face and telephone) with 8 participating organisations: Cardinal Hume; Shpresa; Notting Hill Housing Trust; Finsbury Park Homeless Families Project; Action for Children; Paddington Development Trust, Newham Monitoring Project, and London Early Years Foundation.



About this document

This document has been created for participants, partners, stakeholders and funders of the 4in10 project. It aims to communicate the impact of 4in10 and the lessons learnt through 4in10 in a concise and accessible way. The document contains an analysis of the key findings of the evaluation. It includes quantitative statistics taken from the online survey. It also includes verbatim quotes taken from the interview conversations. The document is split into the following sections:

- Section 1: Understanding Expectations and Motivations
- Section 2: Raising Awareness of Child Poverty
- Section 3: Increasing Campaigning on Child Poverty
- Section 4: Spreading Good Practice
- Section 6: Lessons Learnt
- Section 7: Towards the Future

In addition we have included as appendices a list of all the organisations that took part in the evaluation, and a compilation of the messages they wanted to send to the 4in10 team.

Section 1: Understanding Expectations and Motivations

The organisations we spoke to got involved with 4in10 for a range of reasons. The key motivators were: Recognising common goals; the desire for a wider perspective; wanting to share and access good practice; the need for a central point of coordination; and an identified need for skills development.

For some of the organisations involved, child poverty issues were already high up their agenda before 4in10 arrived. These organisations recognised 4in10 to be a project with a common aim, and a way to reinforce what was already in motion. In particular, by working together and having a central point of coordination, these organisations saw an opportunity to amplify gains in tackling child poverty by working together.

“We wrote a youth engagement strategy for our organisation in 2008, which outlined a priority for us to address child poverty.”

“We hoped that a network of organisations with a central coordination to get things moving more seamlessly.”

“It struck a chord. 4in10 had similar goals and values as we have here.”



For some, 4in10 was an attractive opportunity to gain a wider perspective and context on the work that they were doing in local communities. By connecting such a vast array of London-based organisations, 4in10 provided organisations with the chance to learn and share with others and gain a stronger understanding of how their work fits in to the wider picture of child poverty on a regional and national level.

"[Before 4in10] we had more of an appreciation of the issues on a local community level."

"I wanted initially to find out about how 4in10 could relate to Westminster neighbourhoods."

"The invitation from 4in10 made us think about how our work linked to child poverty issues. We don't normally refer to it like that, we call it empowerment."

Building on these expectations, organisations also saw 4in10 as a strong platform for disseminating and accessing good practice in the field. There was both a desire to share and contribute on the one hand, and to learn from what others were doing on the other.

"Disseminating projects around aspiration and training for young people."

"I saw it as a platform for communication and sharing."

"I wanted a collective shared understanding, contributing to good practice with other organisations."

"To let people know that we as a housing provider have a role to play... sending back to colleagues and leading by example."

For some organisations, they also recognised that they had particular development needs that 4in10 could help them to address. In particular, they highlighted the need for help on campaigning, strategy and planning. However, from the sample of organisations we spoke to over the course of the evaluation, this was a less common motivator than those we have outlined above.

"We were trying to get our campaigning activity off the ground and had started to develop some campaigns when 4in10 came to us."

"We hoped we could have help with strategy and planning. 4in10 staff took part in our working group."

Section 2: Raising Awareness of Child Poverty

The first objective of 4in10: The End Child Poverty London project was to raise awareness of child poverty issues. 4in10 raised awareness of child poverty among organisations, their individual staff members, and decision-makers. It also



nurtured individual champions of child poverty, who will continue to spread the message about child poverty in the future.

Our evaluation found that 4in10 had the most significant impact on awareness of child poverty within organisations, and among individual staff members within these organisations. Respondents told us that this impact was made possible through the enthusiasm of the 4in10 staff, their methodological approach, and the knowledge base they provided on child poverty in London.

88% agree that 4in10 has raised awareness of child poverty in their organisation

4in10 succeeded in raising awareness of child poverty issues in a wide range of different types of organisations. The organisations in which this impact was reported included large and small organisations. They included organisations with a specific focus on child poverty already, and those who did not focus explicitly on child poverty issues prior to 4in10.

Several organisations with a pre-existing focus on child poverty issues commented that 4in10 gave them a deeper understanding of the issues, and helped them to reinforce their commitment.

“Although Save the Children already focuses on child poverty, 4in10 has enabled us to get a much deeper insight into child poverty issues in London.”

“It reinforced in the organisation the focus on child poverty, to be explicit about it.”

“It gave people internally an even greater sense of the urgency of the issue and the importance of tackling it for us.”

For those organisations that did not already have a strong focus on child poverty, 4in10 succeeded in providing them with a new focus on child poverty, or a new lens through which to understand the work they are doing within their communities. Some organisations commented that this will have a lasting impact on the way they articulate their work or measure the success of it.

“Honing in on child poverty will be a lasting impact for our organisation.”

“Overall it has been an eye opening experience. We are achieving something we didn’t measure – helping people come out of poverty.”

Within organisations, 4in10 had an impact on the awareness of child poverty issues among the staff at different levels. For some organisations, the important audience was senior leaders in the organisation and raising the profile of child poverty with these decision-makers. Others highlighted the benefit in terms of the knowledge and awareness of their frontline staff who are working directly with children and families.



"It's a good way to raise the profile of child poverty in the organisation... a tool for internal conversations."

"It helped in senior management discussions about how we're approaching poverty issues. Put the discussion in context."

"My team have become much more aware of the issues these families and young people face. The information is being fed through the organisation."

"I never saw poverty here in Britain as an issue. We have a different threshold in Albania. For the staff here it has been good to understand the differences."

Crucially, the 4in10 project fostered the development of child poverty champions within organisations. 4in10 did this by raising awareness of child poverty among these individuals, and equipping them to raise awareness of child poverty with others. Our evaluation indicates that 4in10 has been very successful at engaging with the right individuals to play this champion role. The hope is that these individual champions can be instrumental in carrying the message forward with people they work with.

88% agree that as a result of 4in10 they feel more equipped to raise awareness of child poverty

Individuals we spoke to over the course of the evaluation told us that 4in10 has equipped them to be champions of child poverty. For some, 4in10 has helped them to bring the issues to life in conversations. Others told us that they now have tools to share with people. Others felt that 4in10 had prompted them to act as conduits of the information, feeding it in to the professional groups they are connected to in a more formal way.

"I can explain to people through the work I do how poverty affects young people."

"4in10 has given me the tools and information to build child poverty into our overall work."

"My chairing of discussions at the conference helped me to bring it back to the organisation."

"Westminster Community Network will be reporting back in late April and I will bring them up to date with 4in10. Useful forum to raise the issues."

"Over the last 18 months our role has grown quite considerably as a catalyst in the social housing sector... I chair a group of 15 housing providers in London. Within that we are tackling the issues."

"I've made use of the statistics and information on the 4in10 website when I've been in situations where it's relevant."

Beyond individuals and organisations, the evaluation also investigated the impact of awareness-raising in local areas. Overall, we found that the impact on local

areas was less easy to determine, perhaps because of the diverse nature of the boroughs participating.



49% agree that 4in10 has raised public awareness of child poverty in their local area (100% of respondents in Newham agreed)

Notably, a significant impact was recorded for the local area by participants from the borough of Newham, where much of the 4in10 activity was concentrated. To some extent this was also discovered in the borough of Westminster. Some respondents commented that 4in10 had really illuminated some of the differences between boroughs in the way child poverty was being addressed, and this was felt to be an important contribution.

“In Westminster and Newham where we work in the community 4in10 really has raised the profile of child poverty and community organisations’ abilities to unite to end it.”

“Bringing the issues into Westminster was a good thing. It was good to highlight it as an area not to be forgotten.”

“How each borough deals with homeless applicants is completely different. Highlights how some boroughs still treat people completely differently.”

Section 3: Increasing Campaigning on Child Poverty

The second key objective of 4in10 was to increase campaigning on child poverty. 4in10 increased campaigning activity by providing resources and workshops, by coordinating local campaigning efforts, and by bringing the project to the attention of decision-makers. This campaigning activity was targeted on the boroughs of Westminster and Newham. We found that the campaigning impact was greatest in these boroughs, although there was also a significant impact for organisations outside these target boroughs.

In Newham and Westminster, a striking majority of organisations told us they made effective use of campaigning resources provided by 4in10. Over half of the organisations in Newham and Westminster also said that 4in10 had increased their confidence in campaigning.

81.8% of respondents in Newham and Westminster agree that their organisation has made effective use of the campaigning resources provided by 4in10

54.5% of respondents in Newham and Westminster agree that as a result of 4in10 their organisation is more confident about campaigning



Overall across London more broadly, we found that roughly half of the organisations we spoke to felt that 4in10 had an impact on their ability to campaign effectively.

48% of respondents across London agree that their organisation has made effective use of the campaigning resources provided by 4in10

51% of respondents across London agree that as a result of 4in10 their organisation is more confident about campaigning

For some organisations that had a developed campaigning arm already, the respondents felt that 4in10 could not offer them a great deal in terms of campaigning knowledge or skill development. This was also true for those organisations at the opposite end of the spectrum – those who were very underdeveloped and constrained by a lack of resources to engage in campaigning.

“I work for an organisation which is well developed so campaigning workshops and events aren’t relevant.”

“The biggest barrier is time for small organisations who don’t do much campaigning. I was too busy to attend campaigning events.”

The biggest beneficiaries of the campaigning work were those organisations who were actively interested in developing a stronger campaigning arm. These organisations saw 4in10 as a chance to accelerate and reinforce this direction of travel. They reported that 4in10 provided them with valuable technical expertise in campaigning, and helped them to reassure their organisation that campaigning was a worthwhile thing to engage in. The project also highlighted their development needs and gave some of them a practical taste of campaigning.

“The Board has taken a decision that campaigning will become part of our work. 4in10 reassured us that this was the right direction.”

“We don’t really have lobbying and campaigning as a part of what we do but it’s definitely something we would like to do more of in the future.”

“It’s always useful for someone to take the lead; we need to have a strategy on lobbying.”

“I attended campaigning training in Stratford; it showed me I still lack the planning. It highlighted what I needed. After that I went on 5 days training course.”

“End Child Poverty suggested that we contact various MPs to meet our clients at the hostel and the family centre, and so we did get the MPs involved.”



The evaluation survey recorded a strong tangible impact on campaigning activity, with over one-third of organisations in Newham and Westminster initiating new campaigning activity as a result of 4in10. Across London as a whole, nearly one-quarter of organisations initiated new campaigning activity as a result of 4in10. There were also an impressive two-thirds of organisations that indicated their intention to continue campaigning on child poverty issues after 4in10.

36.3% of respondents in Newham and Westminster agree that as a result of 4in10 their organisation has initiated new campaigning activity

23% of respondents across London agree that as a result of 4in10 their organisation has initiated new campaigning activity

66% agree that after 4in10 their organisation intends to continue to campaign on child poverty issues

In the boroughs of Newham and Westminster the evaluation found evidence of meaningful campaigning activity that took place as a part of 4in10. In Westminster, participants told us that 4in10 led to a strong submission towards the Housing Renewal Strategy, which was produced and coordinated by 4in10 staff with the input of a number of organisations. In Newham, there was a local campaign to address the costs of school uniform which organisations felt was worthwhile.

“At the planning meeting we had identified housing and overcrowding in Westminster as a priority. This led on to the Housing Renewal Strategy campaign and we decided to put in a submission to the strategy. I felt this was a good judgement. The submission was weighty, well put together, and officers couldn’t ignore it because it had credibility.”

“The uniform campaign in Newham we were happy to be a part of.”

“Having another organisation with strength in campaigning and a methodological approach was a real gift.”

Section 4: Spreading Good Practice

The final key objective of 4in10 was to spread good practice in tackling child poverty. 4in10 acted as a platform and a conduit for a wide range of organisations to network and share practices. Our evaluation found that this role was widely felt to be a useful one by the participating organisations of all kinds. A huge majority of organisations agreed that 4in10 raised their awareness of organisations tackling child poverty.



91% agree that 4in10 has raised their awareness of good practice in tackling child poverty

Many organisations we spoke to felt that the most valuable elements of 4in10 for them were the networking opportunities and good practice sharing events. For many, this meant that they connected with organisations that they do not normally meet. For instance, the smaller voluntary groups made useful connections with larger and more developed charities in the wider field. It also enabled organisations to get a greater sense of how they fit into the wider landscape of organisations.

“It was good to share information about other projects and hear more about the national context, statistical information to take back, linking organisations in the field.”

“It’s really important for small organisations to know how someone else has managed for funding etc.”

“Recognising our unique contribution and how you fit with others in the field so we’re not spending precious funding unwisely. Earmark our resources effectively.”

“It’s good to get organisations together in the field. It’s less usual for us to have contact with the bigger organisations and such a variety.”

Beyond the value of networking and sharing, organisations have also highlighted the tangible outcomes of the good practice activity facilitated by 4in10. The evaluation evidence demonstrates that, as a result of 4in10, organisations have made changes to their practices or have stated intentions to make changes to their practices. One particular application of these changes has been in the area of service user engagement.

20% agree that as a result of 4in10 their organisation has implemented new practices

33% agree that as a result of 4in10 their organisation is intending to implement new practices

32% agree that their organisation has increased levels of service user engagement as a result of 4in10

There have been tangible gains in terms of fostering new partnerships. The online survey results show that over half of the organisations involved feel that the relationships generated through 4in10 will be sustained in the future.



55% agree that as a result of 4in10 their organisation has made links with organisations that are likely to continue after 4in10

Over the course of our conversations, we heard some particular examples of these new partnerships in action. For instance, one organisation we spoke to has now entered into a new partnership in the borough of Kensington and Chelsea, involving the Local Authority and housing providers. The intention with this new partnership is to collaborate to undertake a local campaign to highlight child poverty issues in that borough. The partnership is in early stages but the initial meeting has taken place and the partners are all working on their first actions.

“Through 4in10 we started to work with Kensington and Chelsea jointly with the LA, Social Council and Octavia Housing. We have just had our initial meeting and taken actions away to work on.”

Section 5: Lessons learnt

Through the evaluation interviews with 4in10 members we sought to gain an understanding of and distil the key lessons learnt through 4in10. We asked respondents to help us understand the elements of 4in10 that worked particularly well for them, and why. We also asked them to talk to us about the challenges, and any elements of 4in10 that could have been improved.

When we spoke to member organisations, there emerged some common themes about the elements of 4in10 that worked particularly well. These were:

- **Level and quality of engagement:** Respondents were impressed with the range of organisations that 4in10 managed to engage, particularly the harder to reach. They told us they valued the regularity of communication, and the quality of the communication coming from 4in10. Some highlighted the regular emails and newsletters. Several others told us that the relationship with the 4in10 staff members was of particular value to them.
- **Keeping child poverty on the agenda** for organisations and government: Many organisations felt that 4in10's key contribution was keeping child poverty on the agenda, both for their organisations and for decision-makers in government. Many people highlighted the value of the knowledge and evidence provided by 4in10 about child poverty in London. Some pointed to the parliamentary event and the compelling way in which it highlighted the issues (especially hearing from the client who spoke). Others felt that 4in10 was an opportunity for their organisation to get profile and recognition for their contribution to child poverty.



- **Fostering new networks and relationships:** Many organisations felt that the events and networking opportunities provided by 4in10 worked very well. Critically, they were “not just a one-off” but were a part of an ongoing process of engagement. Some felt that disseminating good practice had also worked very well.
- **Providing support for local campaigning:** Organisations in Newham and Westminster felt that the support for local campaigning in their boroughs had been effective. What helped these organisations was that the process was heavily facilitated and supported by the 4in10 staff. They also felt that the 4in10 team brought significant technical expertise in campaigning and a methodologically rigorous approach. For instance, 4in10 staff wrote the submission towards the Westminster Housing Renewal Strategy in a thorough way and therefore took the burden away from other organisations.

We also asked organisations to provide us with a frank assessment of the elements of 4in10 that worked less well, and what could have been improved. The main areas for improvement or further consideration that they identified were:

- **Greater clarity of purpose:** One respondent highlighted that 4in10 needed greater clarity and focus of purpose. In particular, they felt it was unclear whether 4in10 was about campaigning or good practice, and this resulted in a lost opportunity to make a concerted impact on either objective. It should be noted here that the reason 4in10 took on these two different objectives was that there were two different funding grants given.
- **Making good practice sharing more meaningful:** Some respondents felt that good practice would have been more effective if there were clear benchmarks and an idea of how practice could be translated into different contexts. It was pointed out that the participating organisations were so diverse that effective translation of practices was very difficult to achieve.
- **More realism around scope and timing:** Some organisations felt that the timeframe of project was a real barrier to achieving tangible outcomes, particularly in terms of local campaigning activity. They felt that the scope had been over-ambitious given the timeframe. Although they welcomed the ambition, they felt the reality was at odds with it.
- **Information and events:** Overall, organisations would have welcomed an even higher number of events, activities and information from 4in10. Some felt it would have been very useful to get more information about



partners in the local area, and perhaps in a more systematic way. Others felt that more opportunities for networking and demonstrating good practice would have been valuable. One respondent felt would have valued a higher profile launch at the beginning of 4in10 letting more decision makers know. Another organisation talked about the need for more face-to-face contact and talking to clients.

- **Capacity support:** Time was the single biggest barrier identified by organisations participating in 4in10. Several organisations felt they had failed to extract the value from 4in10 because of time and people being too busy to take it on. Suggestions for consideration in the future included: More focus on achieving a cultural shift for organisations that say “it’s another thing to do”; financial support for organisations to play a more focussed role in the campaign, especially for hard to reach groups; providing training for champions from each community; and understanding people’s practical barriers and what can be done to overcome them.
- **Selection of local areas:** Extensive mapping work was done in planning which boroughs would be the focus of the 4in10 project. However, a small number of respondents felt that the choice of local areas may have increased the challenge for 4in10. Their view was that boroughs like Westminster may have too much going on, making it harder for 4in10 to make an impact in a busy field.

Section 6: Conclusion

This evaluation has demonstrated the impact of 4in10: The Child Poverty in London project since October 2008. It has kept child poverty on the agenda for decision-makers, local areas, and organisations working with children and families. Over a relatively short period of time, it succeeded in increasing joint campaigning efforts in London, and developing the confidence and capabilities to campaign among organisations where this had not previously been well developed. 4in10 also effectively facilitated the sharing of good practice, leading to tangible changes in practices and new relationships which will continue in the future.

All these impacts are a credit to the highly organised and skilled team involved in delivering 4in10. 4in10 managed to engage a strikingly diverse range of organisations, including those that are harder-to-engage, in a proactive way. The project gathered and communicated knowledge and statistics about child poverty in a compelling and usable way. The staff brought to bear a methodological approach and a technical expertise which was widely valued.



The biggest challenges faced by 4in10 were, unsurprisingly perhaps, around time and capacity. Respondents felt that the ambition of 4in10 was a large one, and that this was an attractive aspect of the project. However, given the scale of the ambition, many felt that the project would have benefitted from a much longer timeframe to deliver on the objectives. This would have allowed for greater work to be done of the selection of areas and issues to campaign on. It also would have allowed for a more systematic approach to the delivery of information and events, to acknowledge and match the diverse needs and contexts of the organisations concerned.

When asked about the future, respondents were disappointed that 4in10 had come to an end. They told us that they felt there was still a long way to go with tackling child poverty and an urgent need to maintain the momentum. In particular, they highlighted the need for ongoing support for child poverty champions, the effective transfer of good practice, and continuing pressure on decision-makers.

"It would be great to have an opportunity to maintain a network with regular events and perhaps an online forum to address issues together."

"I'd hope that ministers take it seriously and it remains on the agenda, and that through us have some really good practical examples to draw on as a means of feeding in."

"It requires champions in the organisations to keep the debate alive. Key champions who are networked into other agency champions to network and share practice. I am a champion. The issue is how many other champions can I create. We need to keep the issues alive within our projects."

"My hope is that organisational good practice can be replicated and translated effectively, and that the inconsistency between organisations can be overcome."

"I want government to take responsibility for it and a consistent approach across the board that reflects the reality of the situation."

"What's important is how progress is going to be measured and feedback kept up to government and organisations."



Appendix 1: List of organisations that took part

We would like to thank the following organisations for the contribution they made to this evaluation, either by completing the online survey or by taking part in an evaluation interview.

1. Cardinal Hume
2. Shpresa
3. Notting Hill Housing Trust
4. Finsbury Park Homeless Families Project
5. Action for Children
6. Paddington Development Trust
7. Newham Monitoring Project
8. London Early Years Foundation
9. Communities Empowerment Network
10. St John's Centre
11. Firstcare Consultancy Ltd
12. HoneyPot Charity
13. Ingues
14. London Play
15. The Renewal Programme
16. Toynbee Hall
17. Quaker Social Action
18. Climate change Youth Development Trust
19. East Thames Group (East Potential)
20. National Literacy Trust
21. Child and Family Consultation Service
22. Kensington & Chelsea Social Council
23. One World Foundation Africa
24. Parents and kids zone
25. ICSS (Islamic Circles Supplementary School)
26. Family Action
27. Toynbee Hall
28. Ebony Steel Band Trust
29. Junior League of London
30. Shoreditch Spa
31. North Hackney Community Mental Health Team
32. Attlee Foundation
33. Coram - Supported Housing
34. Family Action Southwark: Building Bridges
35. Save the Children
36. St Johns Centre



Appendix 2: Messages for the 4in10 Team

We asked respondents to use the evaluation process as an opportunity to send personal but anonymous messages to the 4in10 team. The comments we gathered are as follows:

- *“I think they’ve done a brilliant job to get the ball rolling and act as a catalyst inspiring organisations to take it forward sustainably.”*
- *“4in10 are a strong advocate and sector leader in the field of anti child poverty and have played a fundamental role in bringing together agencies to tackle issues for children and young people in dire need.”*
- *“4in10 kept focus on an issue that would be pushed to the side if there isn’t someone to wave their arms.”*
- *“We’ve got a long way to go. There is such disparity between areas and boroughs. It’s such a shame that there is no more funding – I am worried the work will get overshadowed and we need a small force like 4in10 to keep things going.”*
- *“Having someone there shouting works much better, keeping focus on child poverty and in doing so getting organisations together.”*
- *The quality of the staff’s work was excellent. 4in10 have committed and capable staff.”*
- *“It was a great idea. Initially it was quite quiet with most of the activity towards the end.”*
- *“Congratulations for the work you have done and keeping up with engaging people and organisations that wouldn’t normally be involved.”*
- *“They’ve done a great job. It’s certainly been worthwhile. Please keep us in touch about any opportunities to work together in the future.”*