

We are the APLE Collective!

ADDRESSING POVERTY WITH LIVED EXPERIENCE

Light UP the UK Map IMPACT CASE STUDY

Light up the UK Map is an annual campaign run by the APLE Collective. APLE is an acronym for addressing poverty by lived experience. The Light up the UK Map Campaign is run to highlight anti-poverty action by groups with lived experience of poverty. The campaign runs on the [United Nations day for the Eradication of Poverty, 17th October](#). APLE Collective members aimed to light up the UK Map with anti-poverty action on the UN day for the eradication of poverty. APLE Collective members asked for groups with lived experience of poverty to share their anti-poverty campaign action with APLE. This activism was mapped onto [an interactive UK Map](#) which enabled users of APLE's [aplecollective.com](#) website to scroll over icons on the map and see what anti-poverty activism by lived experience was happening across the UK. There were two icons used, the first icon (a red flag) denotes an event or activism activity and shared details of the groups involved, often linking to group websites. The second icon (a blue @ symbol) was used to denote online support by groups or individuals with lived experience. This was often a re-tweet or an activity 'like' on social media.

The campaign was a real success. Twenty two events were listed on the APLE Collective Map. Fourteen online support links were made. The Light up the UK Map had a high social media presence with over fifty eight thousand impressions being logged on the [APLE Twitter account](#) by Twitter analytics during the month of October. APLE Collective followers on twitter increased over two hundred to a total of 864 followers by 1st November 2019. APLE Collective members took part in several successful events which were logged onto the Light Up the UK Map Campaign. ATD Fourth World launched their participatory research report, [Understanding Poverty in all its Forms](#); a three year participatory learning project with people who have lived experience of poverty. ATD Fourth World also held a [successful event in Bermondsey](#) celebrating anti-poverty campaigner Ada Sumpter and encouraging anti-poverty activism. Thrive in Teeside held a [debate discussing the impact of neoliberalism on poverty](#). The event included a presentation by Dr Jo Foster PhD and discussed the social impact of de-industrialisation encouraged participants to question the causes of poverty. Dole Animators, in Leeds held a [campaigning event](#) and film showing. Expert Citizens, in Stoke on Trent supported the [APLE Campaign on Twitter](#). These campaign events were added to a range of events that foregrounded anti-poverty campaigning by lived experience. Some of these events were hosted by larger organisations such as [End Child Poverty](#) or [Joseph Rowntree Foundation](#) but all events that featured on the Light up the UK Map foregrounded anti-poverty campaigning by lived experience which is APLE Collective's primary aim.

The Light Up the UK Map campaign, alongside its social media success had some mainstream media interest. The Guardian Social Affairs Editor spoke with APLE Collective member, Tracey from Thrive. A letter was sent to the Guardian and Observer newspapers. Unfortunately the letter was not

printed. The contents of this letter went on to form the content of a Blog post by APLE Collective members in Church Action on Poverty's Blog [Voices from the Margins](#).

The aim of the light up the UK Map was to raise awareness of the voices of anti-poverty campaigning by lived experience, in sharing the variety and depth of activity on the IDEP 17th October the campaign achieved this. The range of events, activism and social media support for the Light Up the UK Map is a strong sign that the voices of those with lived experience of poverty are growing, campaigning at local level can have a national voice and the APLE Collective has a strong background of supporters on whom to call for national anti-poverty campaigning by lived experience.