PANEL TITLE

Assembling and Sustaining Place-Based Approaches to Addressing Poverty

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PANEL TOPIC

Cross-sector partnerships (CSPs) are widely recognised as a growing phenomenon which can help to address social issues and achieve social change (Selsky & Parker, 2005). However, potential scope exists for further practical and theoretical refinement of CSPs, especially concerning their role in addressing poverty (Seitanidi et. al., 2010). While we recognise the existence of previous literature around CSPs and how they tackle social issues such as education and health (see for example Murphy et al., 2012; Johnston & Finegood, 2015), few studies focus on poverty, and of those that do, their emphasis remains on exploration of CSPs within developing economies and/or addressing poverty at the Bottom of the Pyramid (see for example Rein & Stott, 2009; Calton et al., 2013). This exposes a significant gap in our understanding of how CSPs are formed, operate or how they secure social change within the context of developed economies. In the UK alone, over 10% of the UK population live in 'persistent poverty', facing daily struggles to acquire enough food to eat, heat their homes and/or clothe themselves and their children (The Social Metrics Commission, 2018). Additionally, austerity measures implemented across many European countries (Koos et al., 2017; O'Loughlin et al., 2017), have significantly impacted on towns, cities and regions, leaving places and communities depleted (Johnston & Lionais, 2004; Dagdeviren et al., 2017). There is clear evidence to suggest that CSPs can help to re-define the continually emerging meanings of place (Chatzidakis et al., 2018; Peredo et al., 2018; Ryan et al., 2019). Certainly, a growing variety of CSPs and networks (e.g. public-private partnerships, non-profit-government partnerships, non-profit-business partnerships, and tripartite partnerships) are responding to poverty by creating a more sustainable approach to managing *places*. The Community Wealth Building approach by Preston City Council is one example of a city-wide collaboration, developed to facilitate transformation across policy, business and communities. Other approaches are population-specific or sector specific such as the Salford Foodshare Network. While these examples align nicely with the 'faces and places' approach advocated by Calton et al. (2013), we know very little about the strategic formation of such activities or

their social impact. Thus, this panel invites researchers and practitioners to submit research which reports on the processes and challenges involved in the construction of novel and unique CSPs designed to re-envisage sustainable, cross-sector solutions to poverty across depleted *places*.

PANEL CONTRIBUTION

This panel aims to encourage diversity, debate and theoretical development around ways in which communities, policymakers and business/NGO practitioners pursue cross-sector, place-based solutions to poverty. As much of the CSP literature assumes a global South emphasis, this session will contribute to advancing our understanding concerning the practices, processes and transformational opportunities created by CSPs as well as contribute a more nuanced insight to developing successful, multi-faceted place-based approaches which can help to develop customised solutions to poverty in the global North.

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Morven joined Huddersfield Business School as Professor of Sustainability in 2017 and is responsible for the Sustainable & Resilient Communities research cluster within SURGE. Her research interests lie within a variety of sustainable production and ethical consumption contexts and the intersectional role of space and place. She has presented her research in a range of academic journals such as Marketing Theory, Consumption, Markets and Culture, Sociology and the Journal of Business Ethics. Current research includes projects on strategies for reducing food waste, social supermarkets and how vulnerable individuals navigate food poverty.

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Caroline is a Senior Lecturer in Marketing at the Birmingham Business School, University of Birmingham. Her research interests include marketing and consumer ethics, sustainable consumption, consumer activism, power issues in consumer culture and ethical issues in consumer research. Caroline has researched a wide range of consumption contexts, including food, and is now focusing on food poverty and consumer vulnerability. Caroline has published her work through various peer-reviewed international conferences, books chapters and journals, including Psychology & Marketing, Journal of Business Ethics, Journal of Marketing Management, Consumption Markets & Culture, Journal of Travel Research and Sociology.