



REAL AID



All-Party Parliamentary Group for
Aid Match

Meeting (EGM) of the All-Party Parliamentary Group (APPG) for Aid Match

Tuesday 12th September 2023, (17:38-18:25), House of Lords Committee Room G

In attendance

Parliamentarians:

Alex Sobel MP	Chair
Chris Law MP	Co-chair
Lord Northbrook	Vice-chair
Baroness Gohir	Vice-chair
Tulip Siddiq MP	
Baroness Sater	
Viscount Stansgate	

Secretariat

Renu Mehta
Vijay Mehta
Paul Hetherington

Guest Speakers

Rio Ferdinand OBE
Dr Martin Scott

Observers & Guests

Prof. Mel Bruce
Ludek Stavinocha
Mathias Bonde
Laura Chase
Adeola Gbakinro

1. **Quorum established. Introduction from Chair Alex Sobel MP.** Key issues for today are the new report that builds on UK Aid Match that is based on the idea developed by Sir James Mirrlees and Renu Mehta. Plus, an address from Rio Ferdinand.
2. **Dr Martin Scott** introduced the new report he has produced for the APPG 'UK Aid Match: Real Aid or Charity Washing?'. The report looked at the associated communications requirements attached to UK Aid Match. In all there were over 14 billion opportunities to see (O.T.V.) or 200 opportunities per person in the UK an advertising value equivalent of £2.2 million. But this requirement was very constraining for smaller charities who do not have the reach to deliver the required O.T.Vs. This means the selection choice is too limited to enable real public choice on where money goes especially when just 0.2% of the budget goes into Aid Match. The requirement to have ministerial involvement in at least one piece of publicity for aid was seen as



a dampener on donations. Key conclusions: remove the O.T.Vs. requirement and the need to publicise ministers, raise to 2% of spend to give the public a real say in where the money is spent.

3. **Chris Law MP** (Co-Chair) Lamented the recent cut from the UN agreed 0.7% GDP commitment to aid down to 0.5%, the merging of development into the foreign affairs brief and the use of a third of the budget on asylum seekers in the UK. This is at a time when the world is faced by post Covid economies, climate change and conflict. Congratulated the reports authors for hitting the nail bang on the head.

4. **Rio Ferdinand** His foundation is now ten years old and would have been a lot further if there had been government buy in. Wants to use his football renown to help young people. Initially it was about enabling kids in South Peckham to get an education but has grown to much wider area. Aiming to combat the negative environment in which they may be growing up and also now looking at providing opportunities to use the education to get a job and become role models for others. Talked about the importance of youth workers.

5. **Q & A chaired by Alex Sobel MP**, Alex opened the meeting for questions briefly mentioning he had previously been a youth worker.

- Vijay Mehta asked how we could get more mileage from the report in parliament – generally agreed that questions can be asked in parliament via both houses addressing the six key questions raised by the report.
- Baroness Gohir asked Rio Ferdinand for feedback from youth beneficiaries. To which Rio Ferdinand replied with a great testimonial on how it changed a recipient's life
- Lord Lonsdale commented on the real danger of young people falling back into poverty with a large number of graduates unable to get a job. He also highlighted the need to raise from 0.2% (£370M) to 2% close to £4 billion (over the equivalent period) giving the public a real say
- Chris Law MP noted a real ignorance in parliament about Aid Match and the need for a parliamentary debate and to look at via committees as government then have to respond to reports urged all to Tweet #moreaidmatch
- Lord Northbrook mentioned the power of Aid Match to DEC appeals
- Chris Law emphasized the need to keep this apolitical as need cross party support.
- Alex Sobel asked what one thing a Labour Government could to change lives for young people to which Rio Ferdinand responded restore funding for youth workers to provide safe places for young people between 3 and 8pm noted role in IntraFilm which had provided such support in the past
- Baroness Kidron agreed there needed cross departmental collaboration on youth issues Education and DCMS as Rio Ferdinand expressed the difficulty to keep sites unlocked.
- The meeting ended with photos of those present to share via social media with the launch of new hashtag #moreaidmatch

6. **AOB None**

7. **Meeting ends 18.25**