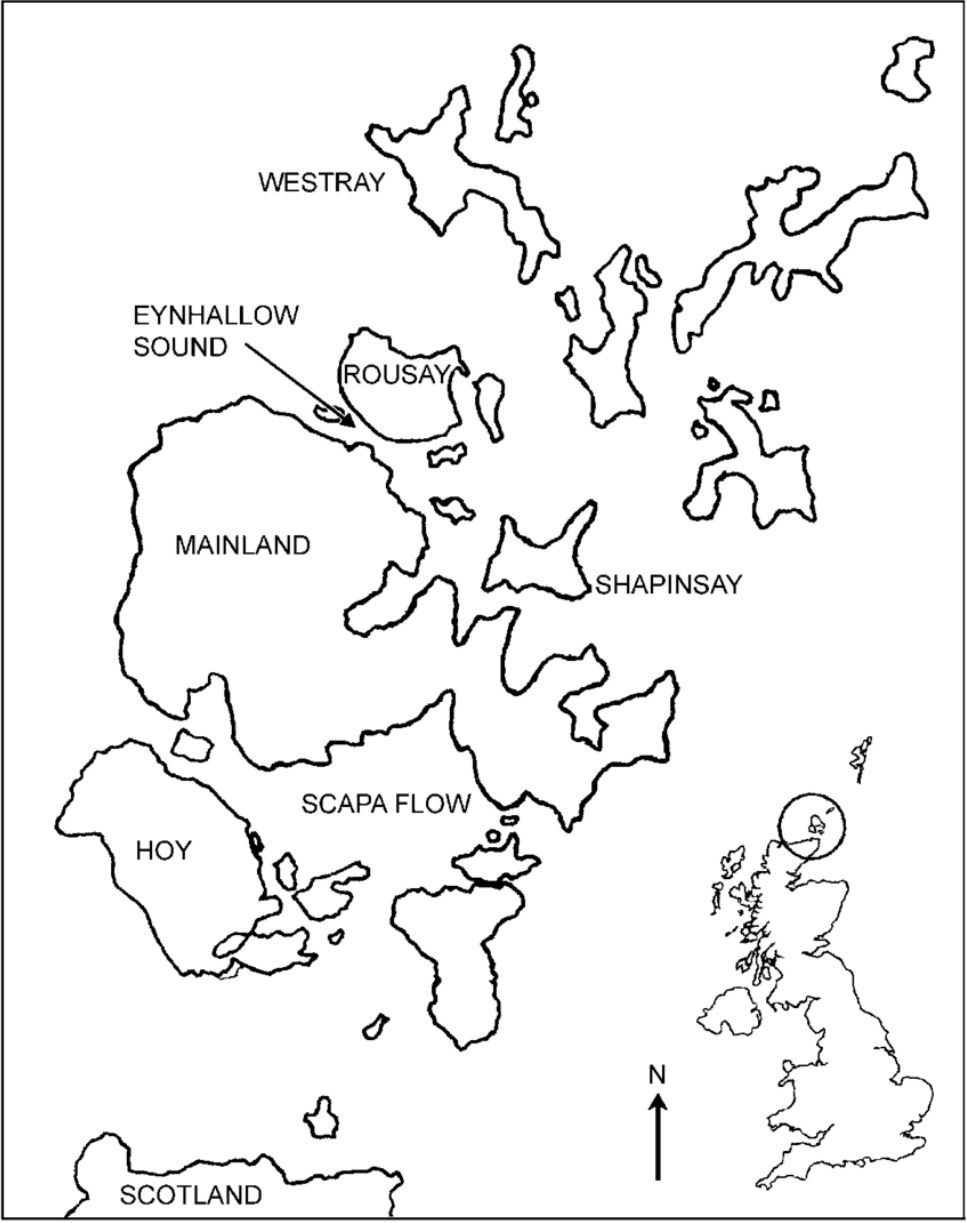




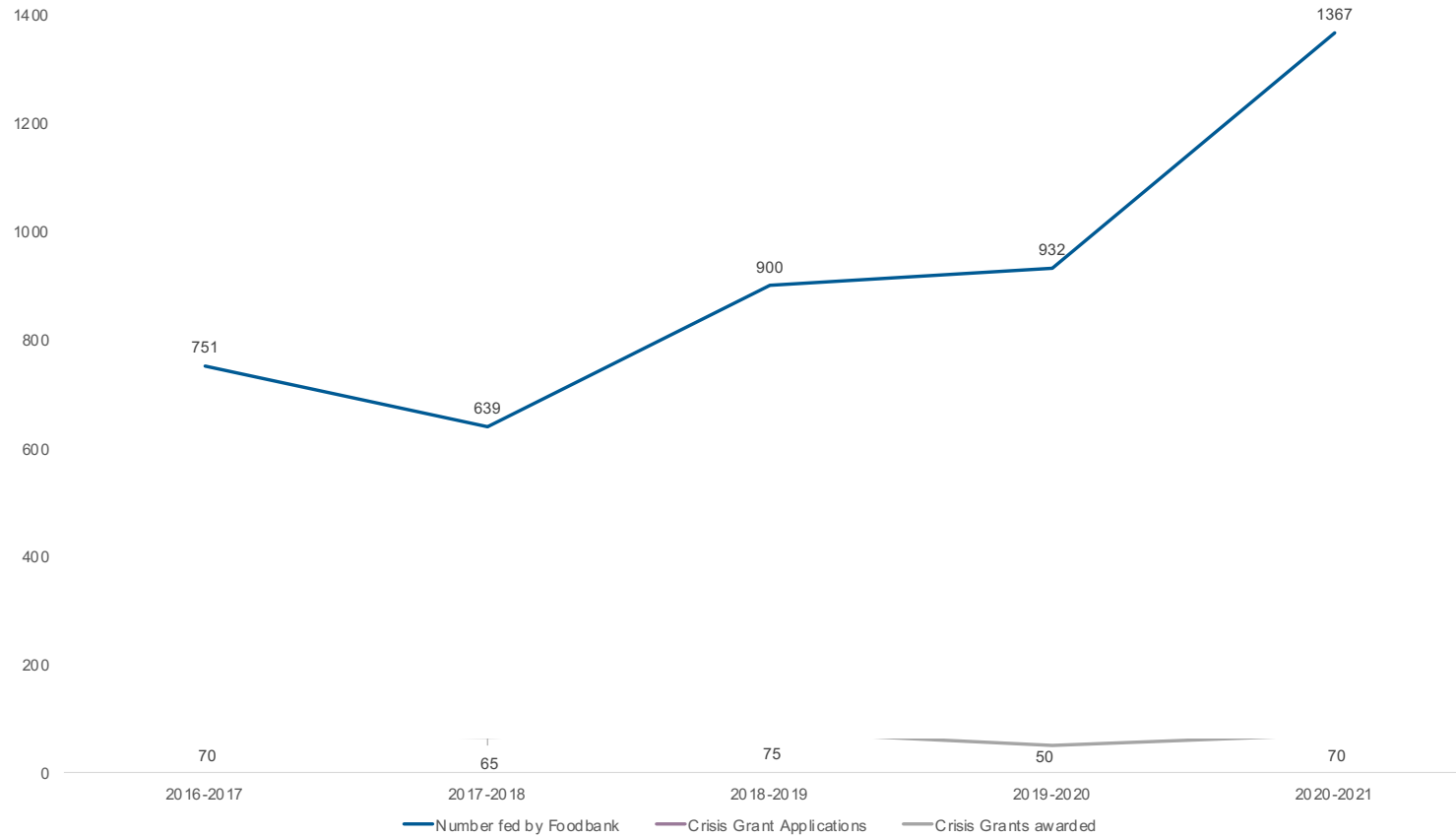
# Shifting to advice- and-cash-first approaches in Orkney

Harry Johnson, Project  
Development Lead





# Emergency support in Orkney



# Orkney-specific challenges and opportunities

Shame and stigma	'Orkney Premium'	Strong communities	Relational approach
Crisis-orientated services	Orkney's Geography	Less partners to coordinate	Culture of innovation



# Timeline of activity

**March 2020**

Covid-19 results in rising levels of food insecurity and emergency food aid responses

**March 2022**

Food Dignity Recommendations Report developed

**May 2023**

Orkney Money Matters launched

**April 2021**

Island Wellbeing Survey launched

**September 2022**

Orkney Money Matters designed



# Focus of our workshop

**Building understanding**  
Island Wellbeing Survey

**Developing strategy**  
Food Dignity  
Recommendations Report

**Implementing strategy**  
Orkney Money Matters



# Section 1

**Building understanding**

**Island Wellbeing Survey**

Island Wellbeing Survey  
2021



**Help us understand the wellbeing of residents across the non-linked isles.**

We are currently conducting the Island Wellbeing Survey. By taking part and encouraging others to do so, you will ensure we are able to understand the experiences and needs of residents on your island.



Find out more and complete the survey at  
[www.islandwellbeing.org/survey](http://www.islandwellbeing.org/survey)



EUROPE & SCOTLAND  
European Social Fund  
Investing in a Smart, Sustainable and Inclusive Future

We asked respondents about their  
**health, economic  
and social**

wellbeing. The survey received

**816 responses**

representing

**33%**

of the 16+ ferry-linked isle population





## Our findings



**One in eight**  
respondents (13.3%) had  
experienced food insecurity



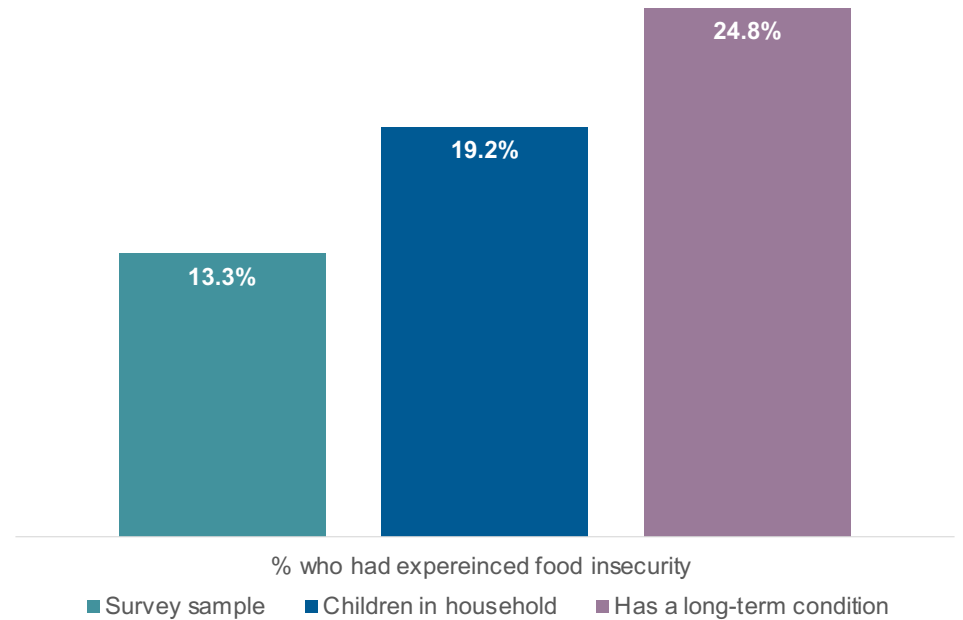
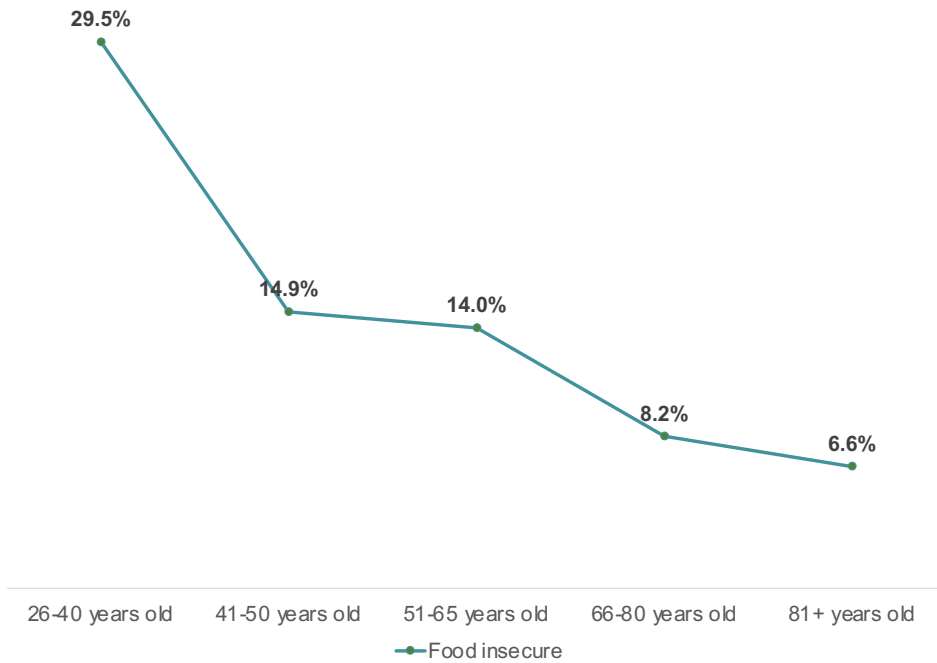
**One in four**  
of those who had experienced  
food insecurity knew where  
and how to access formal  
support



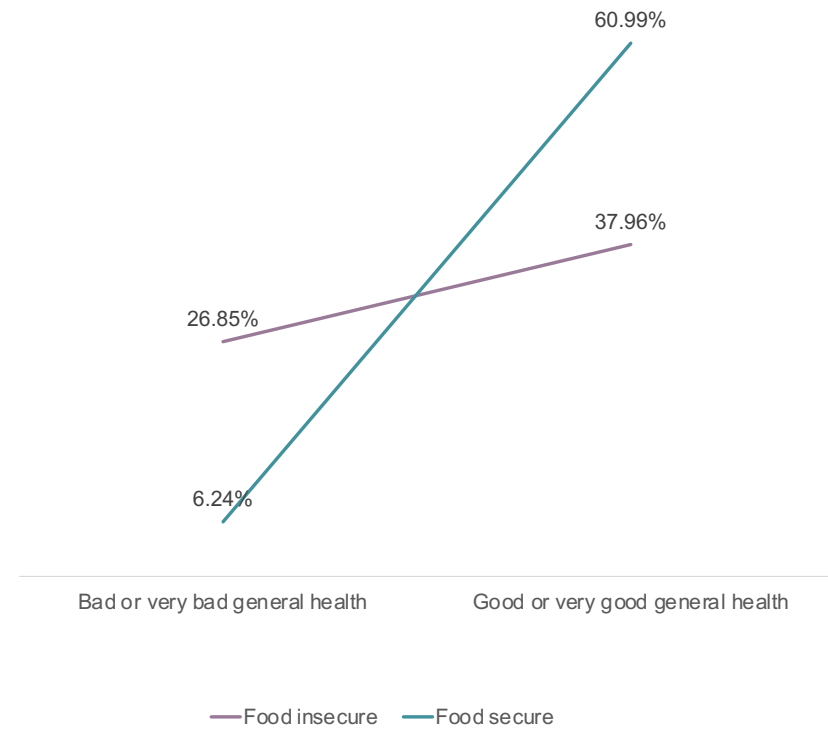
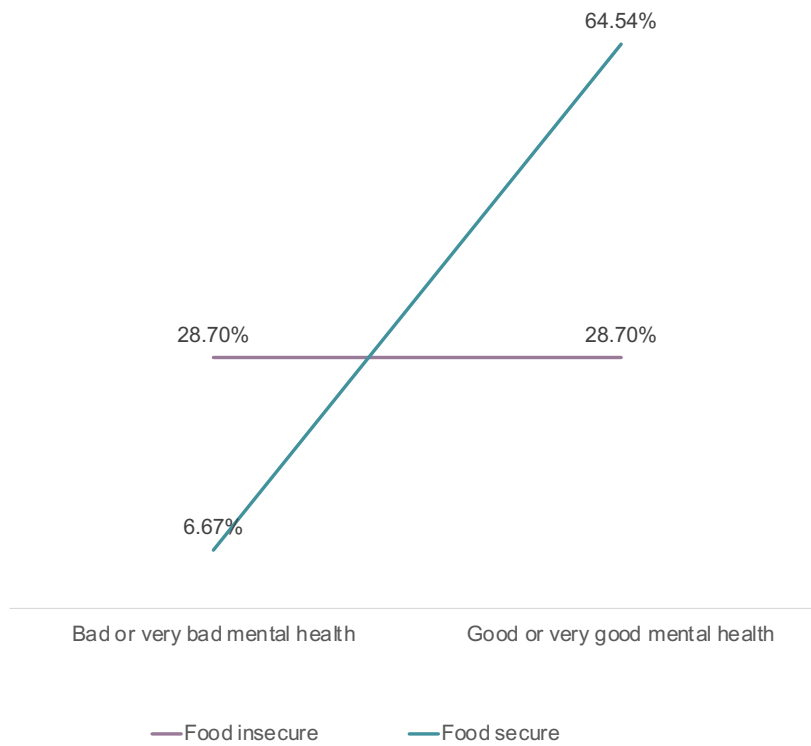
**One in two**  
of those who had experienced  
food insecurity, were too  
embarrassed to seek support



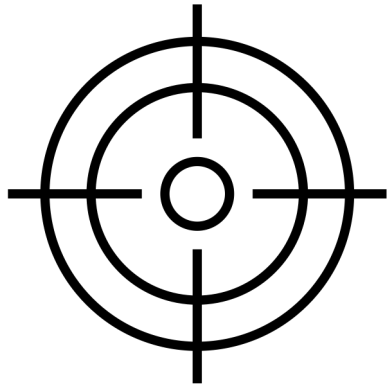
# Correlations in the data



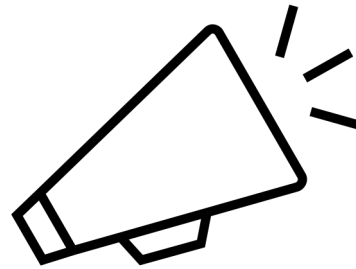
# Health and financial insecurity



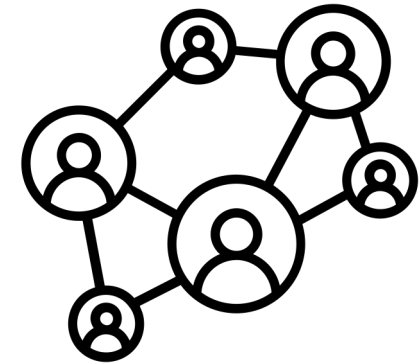
# Impact



Our focus shifts to financial insecurity



We build the profile of the issue



Partners shift their attention too



# Lessons learned

Creating sense of shared ownership with partners

Choosing our questions to highlight correlations

Promoting the survey through trusted figures

Resource involved in designing, collecting and analysing.



# Discussion

In pairs, reflect on your local area:

- 1) What are the opportunities and challenges?
- 2) Is there any information about your local area you don't have that would help you champion advice-and-cash-first approaches?



# Section 2

## Developing strategy

### Food Dignity Recommendations Report



# Food Dignity Working Group





**INSPIRING  
SCOTLAND**



Phase A  
Research project  
and report

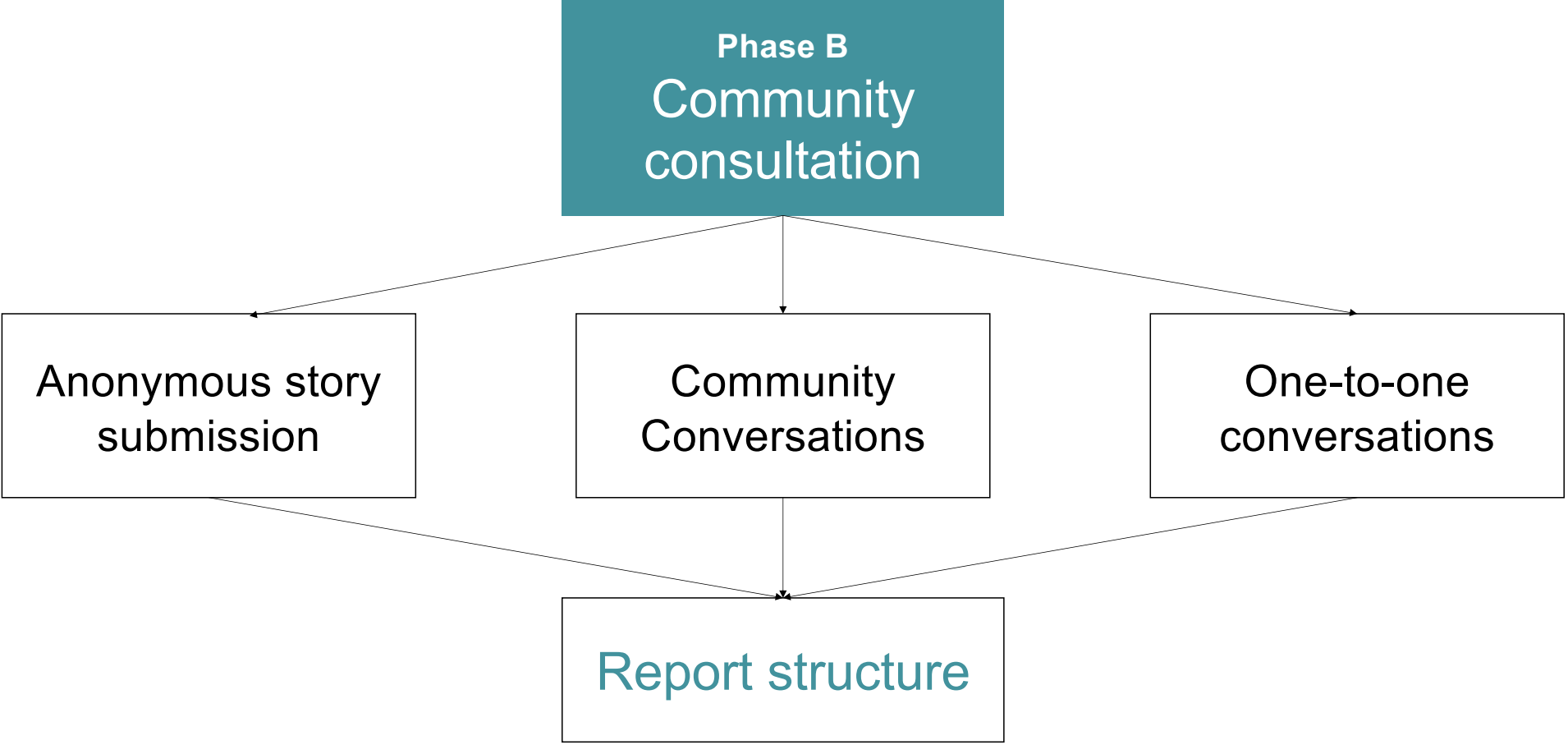
Literature Review

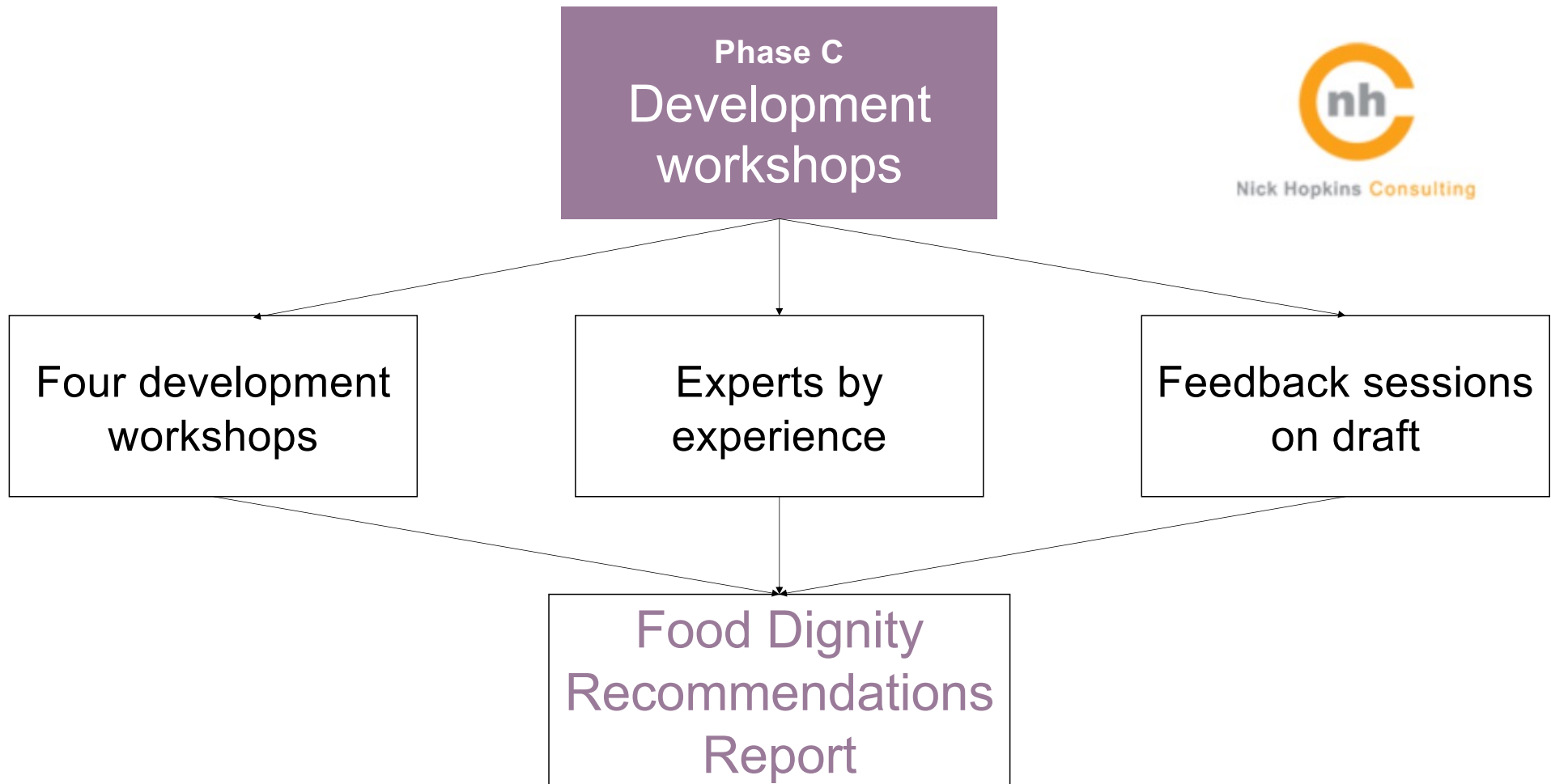
Interview with local  
stakeholders

Showcasing best  
practice outside  
Orkney

Briefing  
Document







**Theme 1**

**Increase access to advice and support for financial and wider wellbeing needs**

**Theme 2**

**Develop a cash-first approach to support those experiencing food insecurity**

**Theme 3**

**Support and extend the third sector's delivery of food, financial & in-kind support**

**Theme 4**

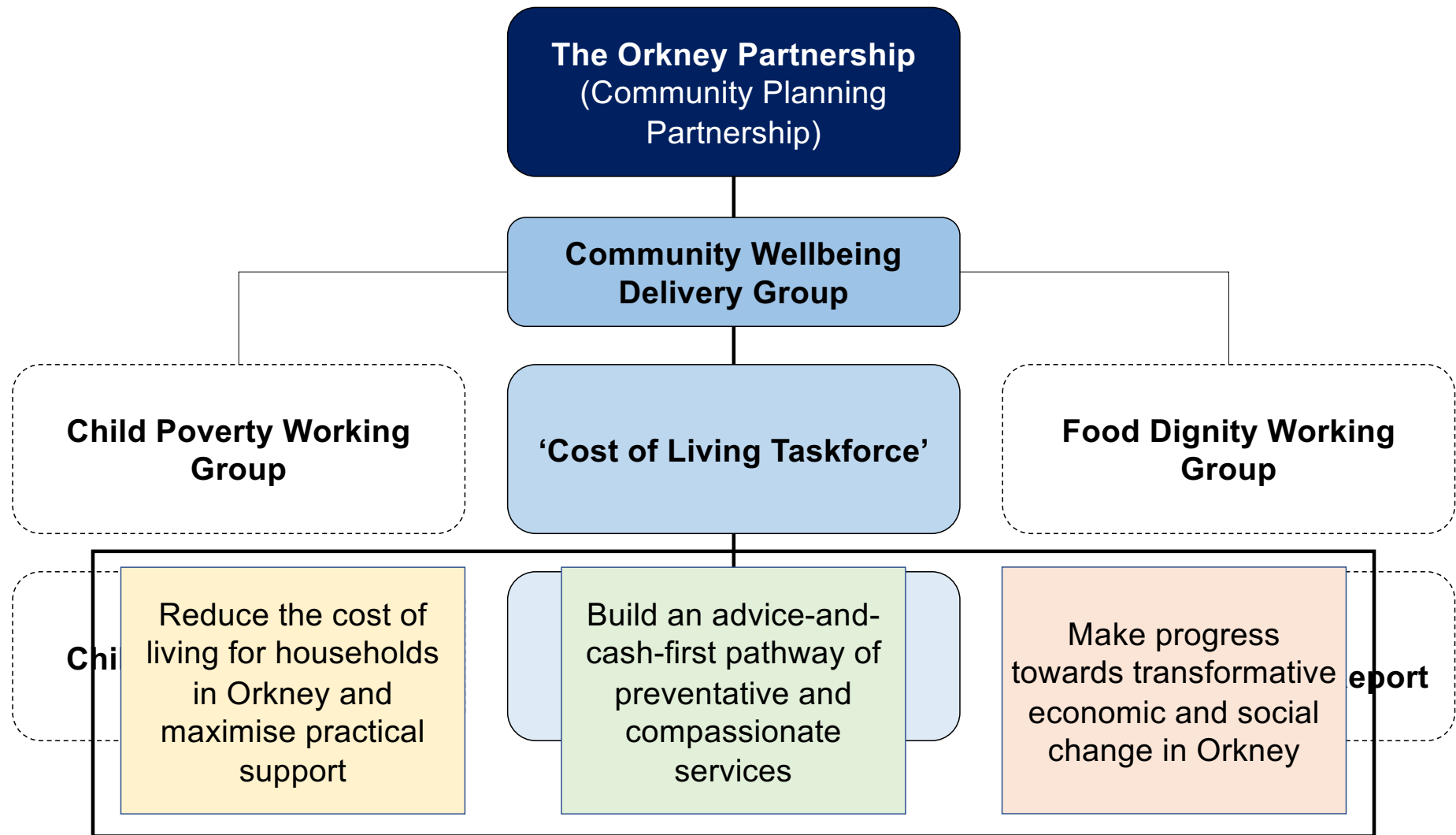
**Reduce the cost of living for people on low incomes in Orkney**

**Theme 5**

**Reduce in work poverty by defining and promoting an Orkney Living Wage**

**Theme 6**

**Contribute to changing public discussion, and the local and national policy response**



Chi

report



# Lessons learned

Taking a different approach to lived experience

Creating a space for coproduction

Benefits and challenges of facilitating as Third Sector Interface

Value of developing a briefing document for partners



# Section 3

## Implementing strategy

### Orkney Money Matters





# Our philosophy

Financial insecurity is caused by people not having enough money to afford the essentials.

The best way to help people experiencing financial insecurity is to get cash in their pockets.

Orkney Foodbank offers an invaluable service but a three day parcel is a 'sticking plaster' and a referral should never be in isolation.

We want to improve access to fast, effective, and holistic advice.

Focused on long-term income maximisation.

Addressing different forms of wellbeing.

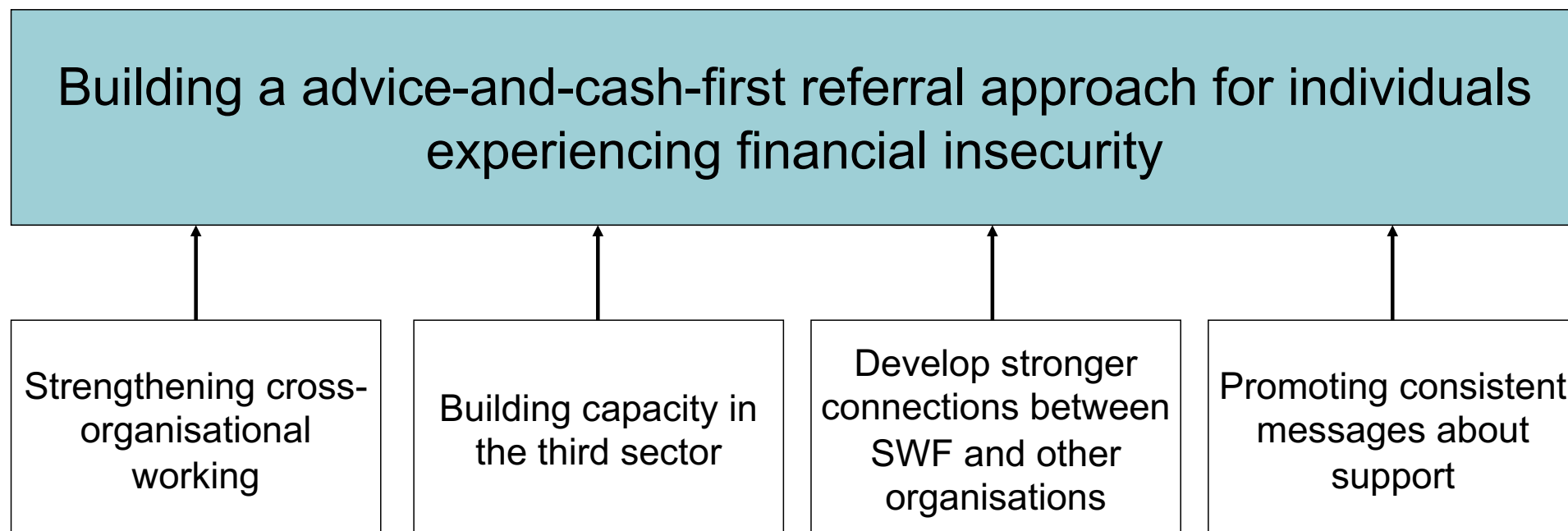
We want anyone in a financial crisis to be able to access cash-based support.

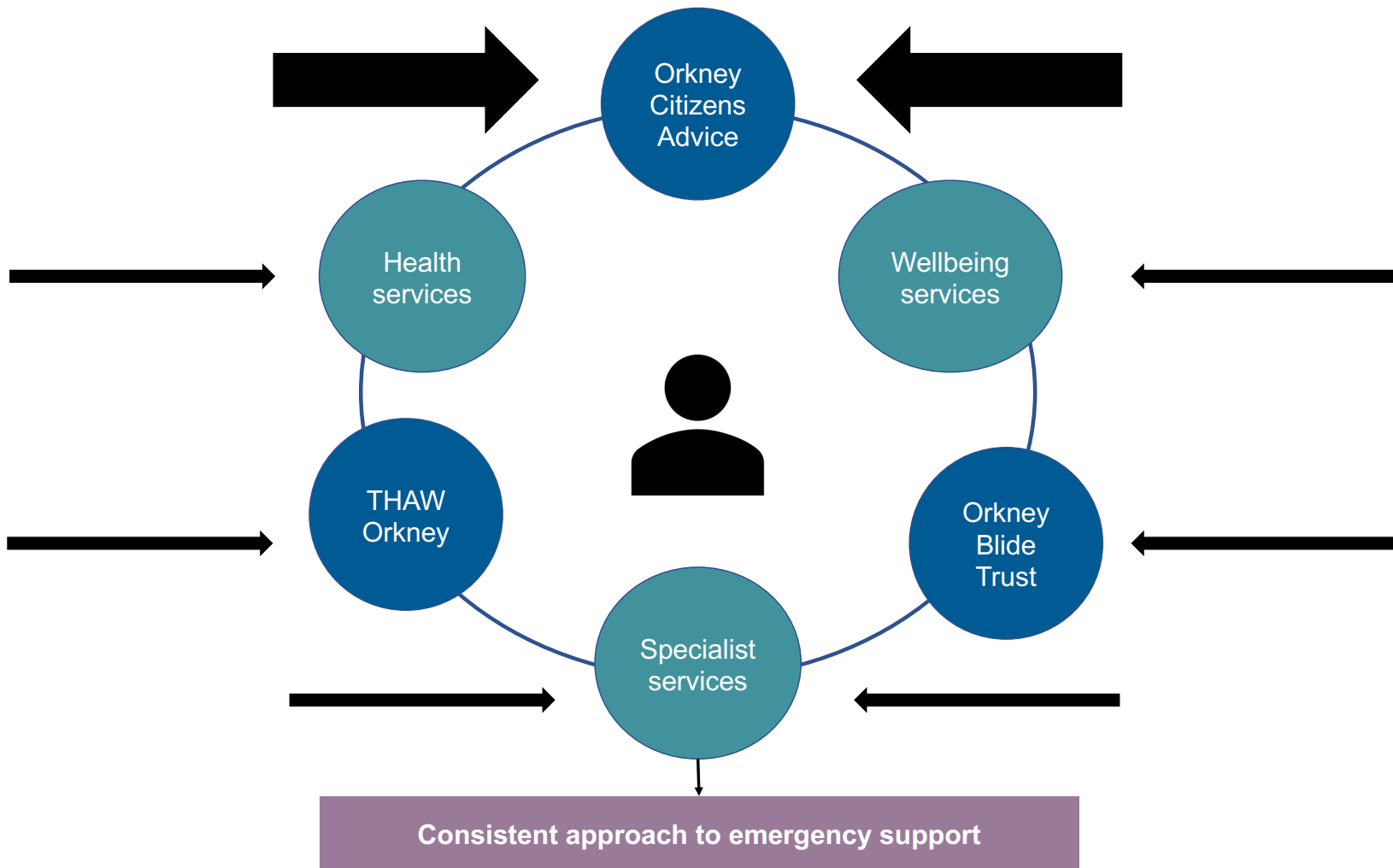
Enabling greater dignity, choice and control.

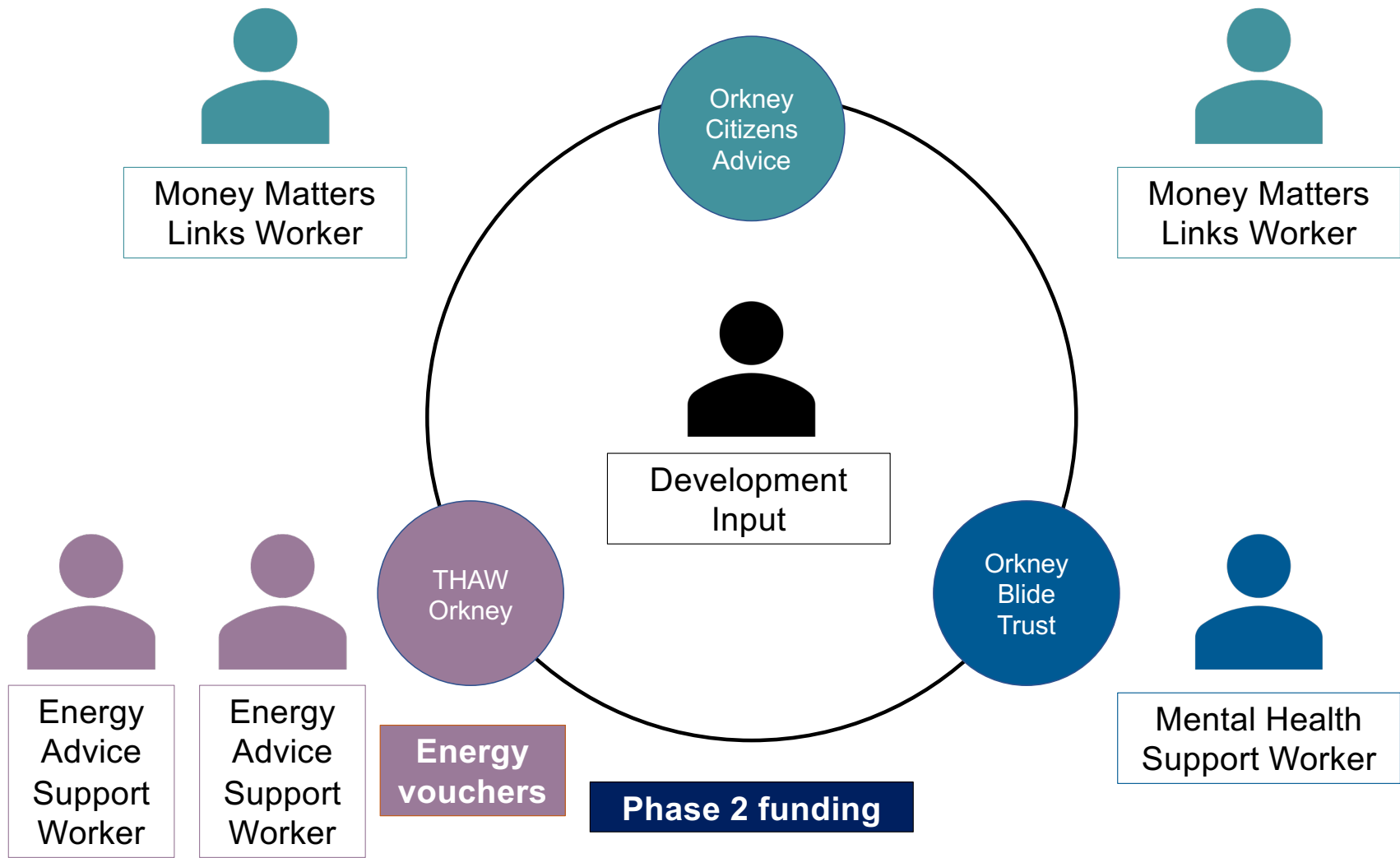
SWF grants to be the first-port of support.

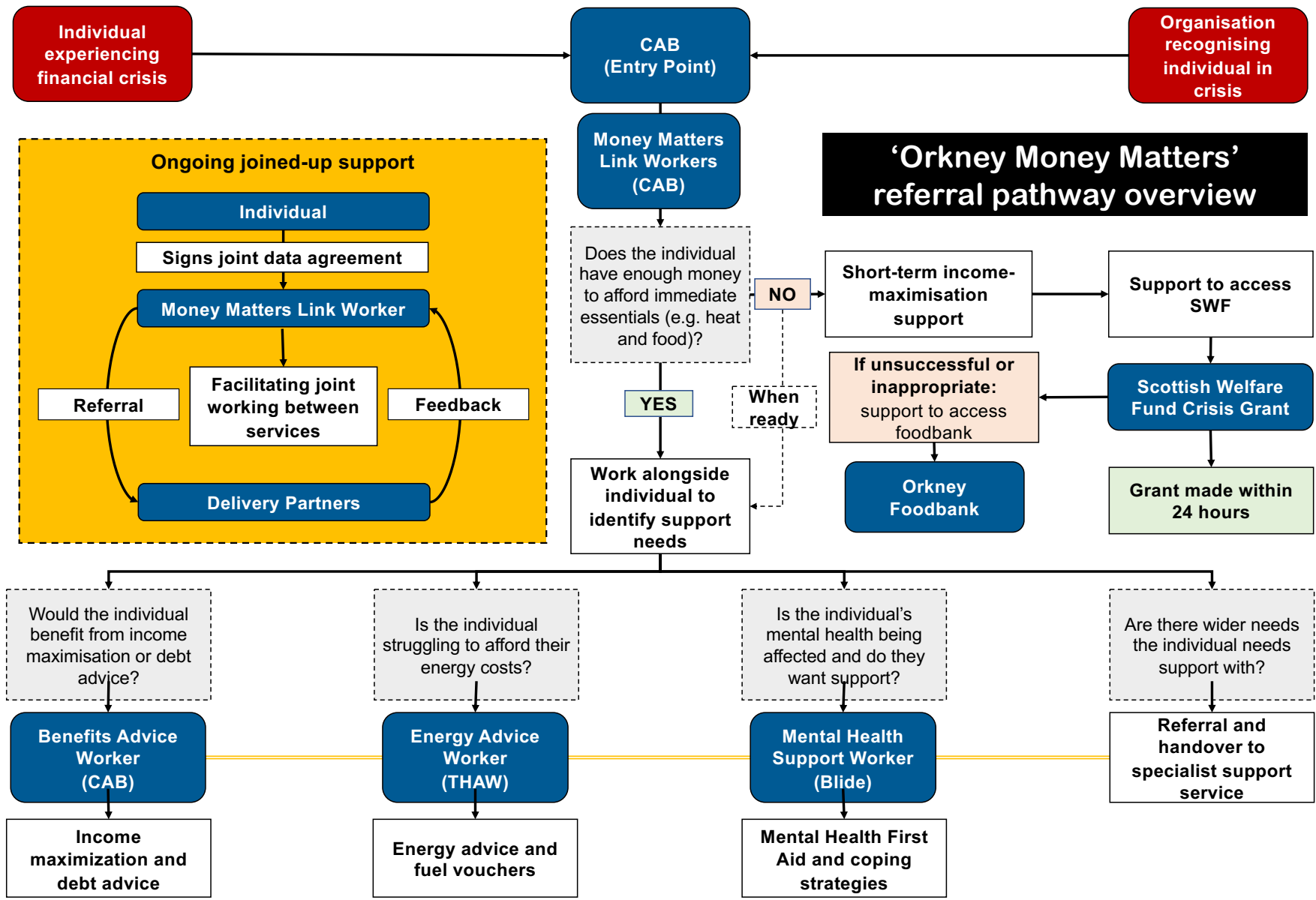


# Purpose of our work

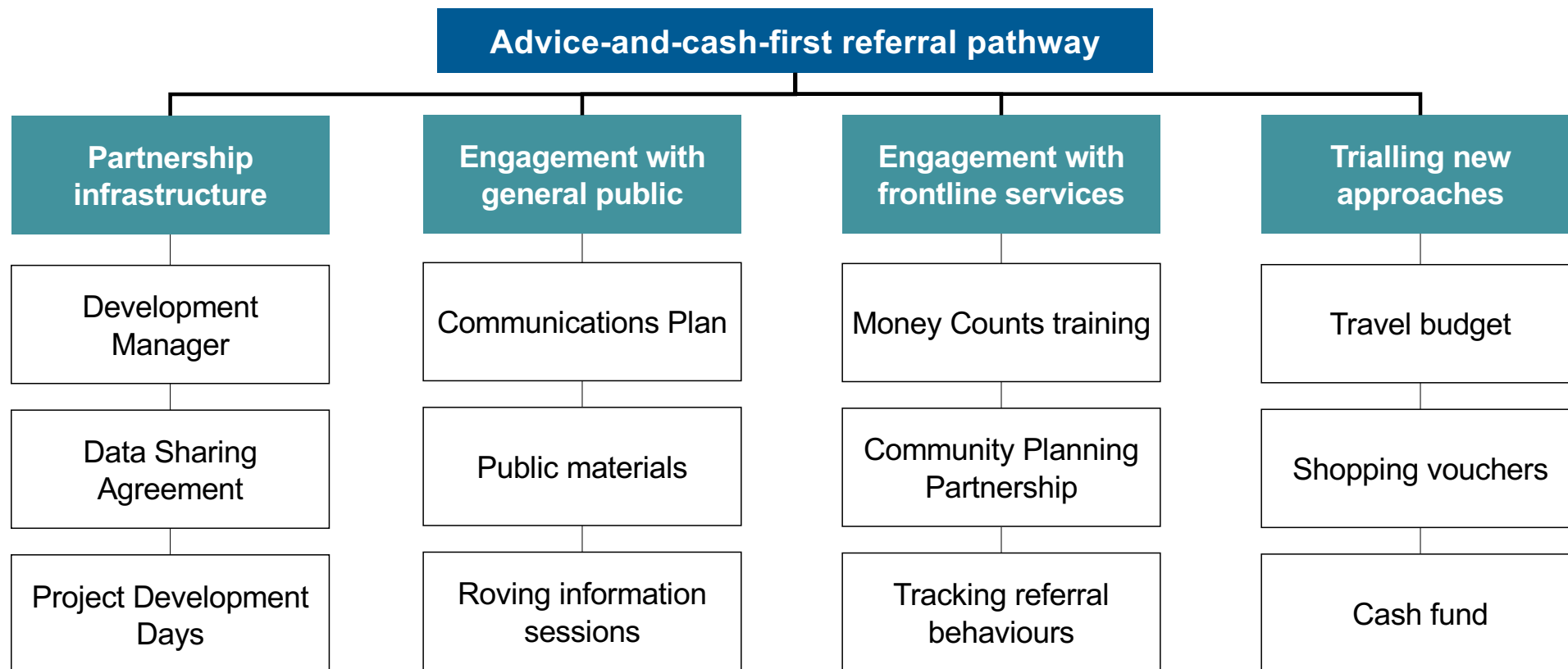








# Supporting the referral pathway



# Lessons learned

Finding our common ground first and then building shared vision

Identifying key figures who gave work legitimacy

Creating a proposal outside of funding constraints

Losing the participation aspect as timelines shorten



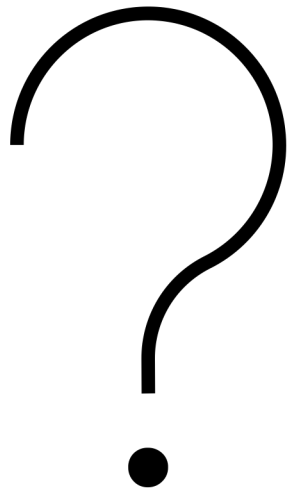
# Discussion

In pairs, reflect on your local areas.

- 1) What are the key changes that are needed in your local referral pathways?
- 2) What's the one key action you can commit to?







## Questions?



[harry@community-consulting.co.uk](mailto:harry@community-consulting.co.uk)



[@H\\_E\\_Johnson](https://twitter.com/H_E_Johnson)