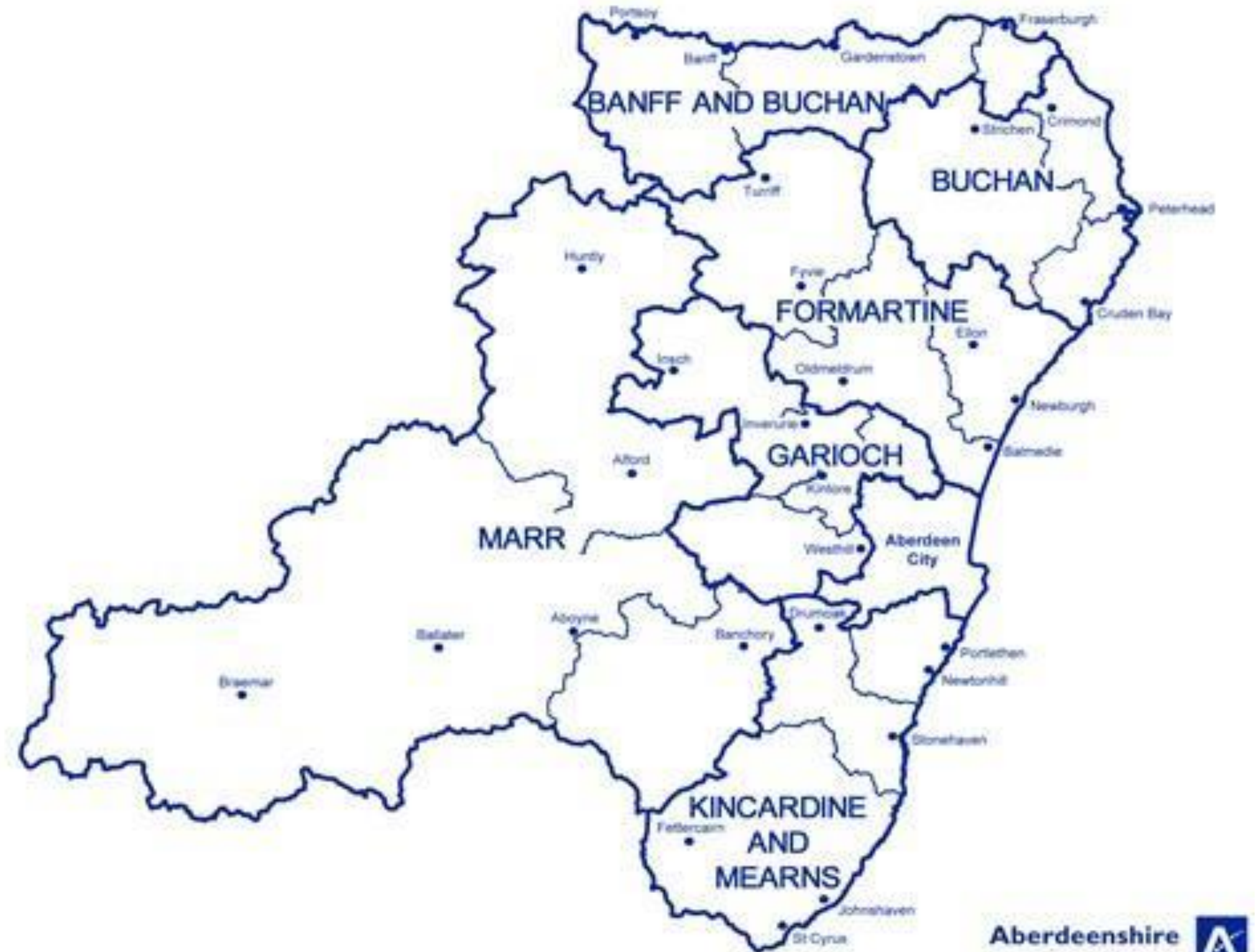




Development of Cash First in Aberdeenshire



Service delivery in a rural area



Aberdeenshire's approach

In Aberdeenshire our approach to tackling poverty focusses on early intervention and prevention.

Tackling the root causes of poverty and building people's capabilities through income maximisation, employability and promoting positive life chances.

A partnership approach is vital in ensuring opportunities and services are accessible and relevant.

Partnership approach – Already in place.



- A strong partnership approach is already in place which is ensuring services are accessible and relevant for all communities
- Partners have adopted a Cash First Approach -
 - Worrying about Money leaflets
 - Love Local Cards
 - Wellbeing Funds & Flexible funds
 - Winter Challenge fund – small grants
- Experience of working with local voices, recruited lived experience panel
- Recruited Cash First Project Officer (March 2024)

Pathways using trusted partners

- Infant Food Security with NHS Grampian
 - Drug and Alcohol Dependency Team
 - Kinship Care Team
 - Foodbanks / community food projects
- Designed with partners and those with lived experience.
 - Increases access to support for those who face a range of barriers.
 - Designed to provide ongoing help and support.
 - Uses a Cash First Approach for sustained outcomes



Learnings

- Partnership is the key especially with local people.
- Cash First is not understood – its not just about money or foodbanks.
- Those requiring support have changed – working households, income already maxed to the full, complex cases requiring an integrated service.
- Policies at a local & national level need to be integrated rather than competing.
- Change is built on developing positive relationships which takes time.

Future

- Continue to develop solutions with Local Voices to deliver services in a large rural area.
- Continue to build trusted relationships with partners to ensure we are sharing resources, expertise and skills to achieve positive outcomes for all.
- Review of how Information & Advice Services are delivered across Aberdeenshire.
- Continue to change practice ensuring language is inclusive and services are integrated – tell once, no wrong door, early intervention. Requires change rather than slogans.

Creating an Enabling Environment for Cash First Approaches in Glasgow

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Our approach

Focussing on **whole system change** → long term **impact**

Working in **partnership**

Supporting **existing work** instead of starting new projects

Using **data** to understand the landscape of food insecurity

Engaging with people with **lived experience**

Facilitating **training** and awareness raising for frontline staff

Promoting a **consistent approach**

Challenges

Limited understanding
of a cash first approach

Trying to affect whole
system change is
difficult
Limited influence

Working in partnership
A strength and a challenge!
Differing priorities and
pressures

Glasgow's levels of poverty and food
insecurity
The number of organisations operating
across the city

It takes time to:

- Understand what's already happening
- Build good relationships with the organisations involved
- Understand how to complement and support rather than duplicate work

What we've done so far

Fair Food for All Partnership set up and meeting regularly

Linking in with wider work across Glasgow

- Glasgow City Council's Child Poverty Programme, No Wrong Door and Glasgow Helps
- Glasgow City HSCP and HI
- Glasgow Community Food Network and community food organisations
- Trussell, IFAN, Scottish Pantry Network

Improving the understanding of a cash first approach

- Cash First in Glasgow webpage
- Cash First concept explainer
- Cash First Approaches webinar for Challenge Poverty Week

Training and awareness raising

- Money Counts Training: a cash first approach to food insecurity
- Working with refugees and asylum seekers experiencing food insecurity
- Promoting relevant events organised by partner organisations e.g. Glasgow Food Policy Partnership, IFAN



Plans for the year ahead

Improve our understanding of patterns of food insecurity in Glasgow

- Understanding the nature of the existing need
- Understanding experiences of accessing emergency food aid and other support

Facilitate and deliver more training and awareness raising sessions

- Building on existing training opportunities

Promoting existing resources and sources of support

- Worrying about money leaflet
- Glasgow Helps
- No Wrong Door

Plans beyond the cash first project

Capacity building

- Produce a suite of training and resource materials that align to the **consistent cash first approach**
- Aim to **support** community-based staff across the city to signpost people to appropriate support
- Enable **training opportunities** that align to the consistent cash first approach to be **accessible** online for anyone to use
- Make this available on a partner website

Sustainability

- Enable **consistent cash first approaches** to be embedded
- In collaboration with partners e.g. Glasgow Helps, No Wrong Door, Glasgow City Council, Glasgow City HSCP, Glasgow Community Food Network, community organisations, larders, pantries, food banks

Thanks for listening!

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