

Working together to respond to poverty in Cambridgeshire and Peterborough

The screenshot shows the homepage of the Making Money Count website. At the top, there is a navigation menu with the following items: Wellbeing, Money, Bills and Debt, Work, Online, Housing, Universal Credit, and About Us. Below the menu is a large blue banner with the text "Welcome to Making Money Count" and a sub-headline: "Making Money Count offers everyday help with money, being online, finding work and renting. All of our information is reliable, practical and easy to follow and is brought to you by organisations working across Cambridgeshire, West Norfolk and Peterborough who want to help make life fairer for everyone." At the bottom of the banner, there are four colored buttons with icons and text: "Services near me" (blue), "Help in a crisis" (orange), "Who we've helped" (purple), and "Get in touch" (green).

What do we mean by framing?



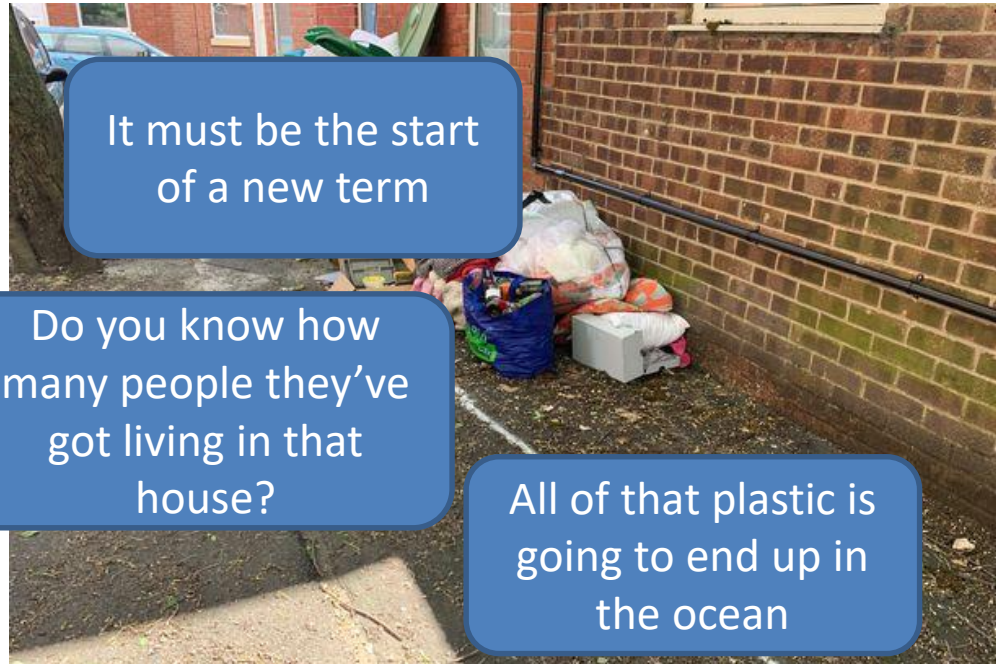
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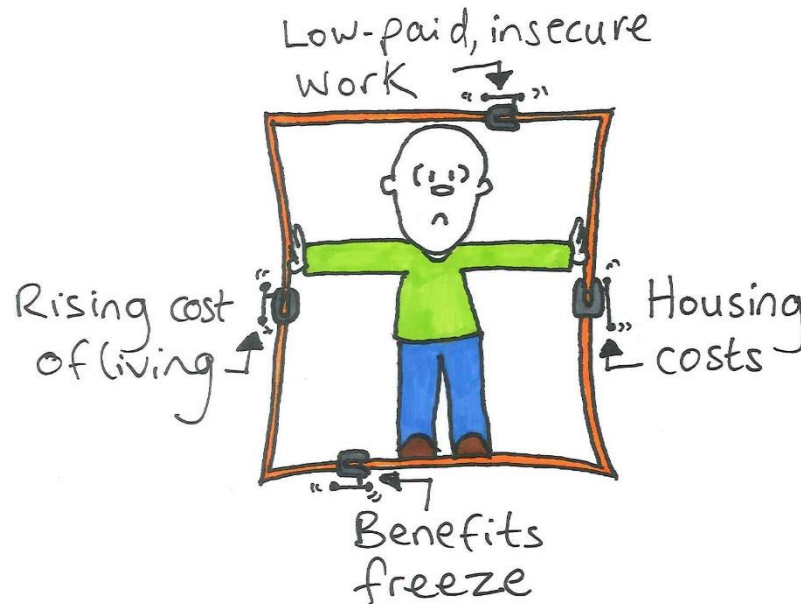
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Responding to poverty – the Joseph Rowntree Foundation framing tool





Circumstances like losing a job or a relationship break-up can pull people into poverty.

But the social security system can be redesigned to help people stay afloat when they're struggling.





What helps?

focusing on:

- The stories of real people
- Shared values – compassion and justice
- Knowing that things can change





**What can we do
collectively?**



Share what's working and think about new approaches. Think about ideas that include:

- Working together as organisations
- Working with experts by experience and
- Working with other members of the community such as local businesses

Try to answer the questions:

- What does I and/or my organisation contribute to this issue?
- Do I have any new ideas for things we could realistically do here?
- Could we work in a more joined up way on this?

Use symbols to respond to your own or others contributions:



We tried this and we're not sure that it worked



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We think this is a new idea

Law of two feet

- Food insecurity
- Fuel poverty
- Household essentials
- Income
- Debt
- Children
- Digital access and skill
- Isolation and loneliness
- Experts by experience