

Reframing

coastal
connections

fuel



poverty

in Moray

Local context

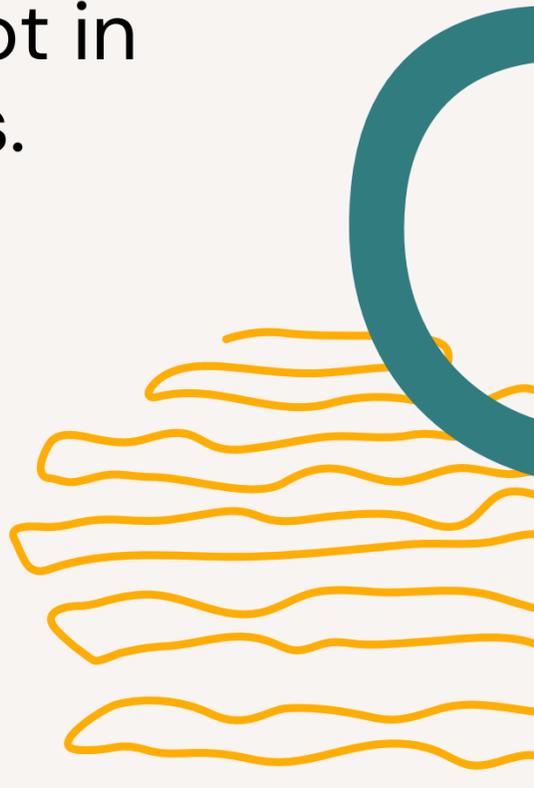


We have been working with people living in Moray for the past three years.

They have been sharing their worries about fuel costs, this was before the most recent increases.

Even before the current cost of living crisis, being off the gas network generated huge bills – for some c£3500 pa. Whilst some were not in fuel poverty, they only managed this by living in very cold houses.

Moray has some of the highest levels of fuel poverty outside the Islands and very high levels of in-work poverty.

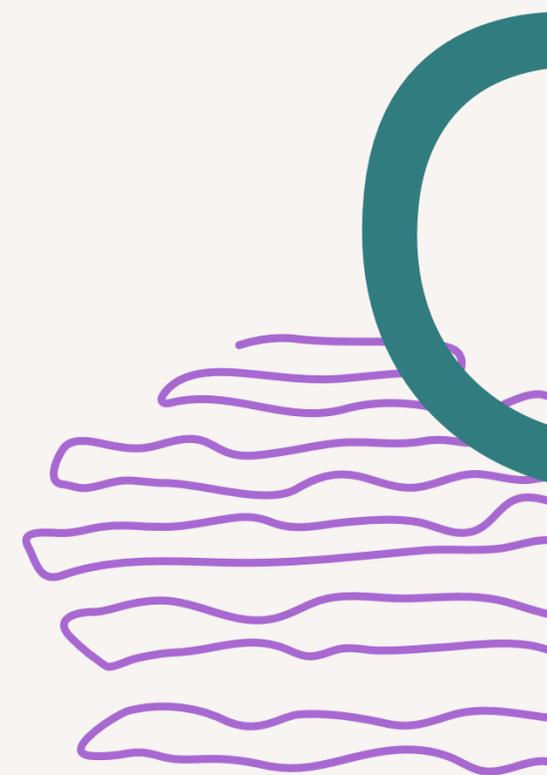


Our approach

We framed the local issues around fuel costs as part of the wider climate challenge.

Instead of talking about 'fuel poverty' or household budgets we talked about cold homes and heating fuel choices and the wider context of Climate change and renewables.

That reframing helped reduce the stigma and it distanced the work from the deficit model of poverty that stigmatises individuals.



Positive outcomes

There is now a partnership of agencies working alongside this steering group of local older people who are leading the way and taking action.

Their experiences and desire to make positive changes opened-up a critical issue for a range of people of all ages.

This is now a local community dealing with a global issue – they have reframed fuel poverty as a climate challenge for everyone – not just a few.



Key points

- Reframe the issue so it is about a wider challenge/issue and the community's response to it using local assets and resources.
- The approach reduces the stigma for individuals and encourages them to be involved in creating local solutions. It respects people who have experience of the issues as valued contributors.
- Reframing can make sensitive issues more accessible and enables different partners and stakeholders come together around a wider shared interest.
- It highlights the links between the experiences of local people with wider activity at a regional, national, and global level which can leverage more awareness, support, collaboration, and innovation that's needed to support local people.
- It can create more opportunities for people to be part of the process, and to stay involved, in ways that work for them and their circumstances.

outsidethebox

We hope you find
this helpful!

Coastal Connections

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<https://otbds.org/projects/coastal-connections/>

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