

# Proportionate universalism

~~Simply universal~~

We will use a proportionate universal framework to allocate resources and implement policies.

Our policies, support and interventions will be universally accessible but adjusted in intensity based on residents' needs and circumstances.



# Joined-up

~~Siloed and  
hard to navigate~~

We will do the hard work to make it easier for people to help themselves and others.

By coordinating efforts within the council and with partners, we will join up resources and make support accessible and place-based.

We will provide clear advice and information, making it easier for people to understand their options and access help.



# Grow community power

~~Centralise power~~

We believe the community has a wealth of knowledge, skills and resources to identify and address its challenges so it can thrive.

We will nurture community power and its potential by collaborating to build sustainable relationships and enhance local networks and assets. We will transfer spending power and decision-making to the community, ensuring collective efforts to prevent and alleviate poverty for all.



# Holistic

~~Linear, reductive,  
presenting needs~~

We will work to understand the broader picture of people's lives, focussing beyond immediate needs to address their overall wellbeing, relationships and circumstances.

We will recognise that needs and access to resources are dynamic and unpredictable.

We will work together with individuals, families and their networks to tackle complex challenges in life and connect them to essential resources.



# Capability- and strength-based support

~~Deficit-based and  
short-term fixes~~

We believe everyone has strengths and the ability to change. We will support people practically while working with them to recognise their strengths, exercise control, meet their own needs and improve well-being in their own way.

We will go beyond short-term fixes by growing people's capabilities for things to get better long-term.



# Preventative

~~Reactive~~

We will take a preventative approach throughout delivery and partnership working.

We will use every interaction with residents to have strength-based conversations. We will be able to identify needs, provide help and offer high-quality advice. We aim to prevent crises rather than just respond to them.

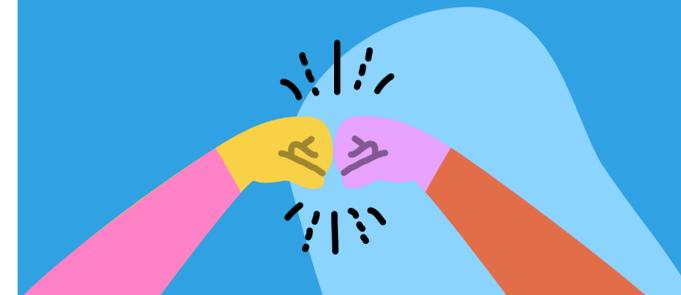


# Open and relationship-led

~~Closed and  
scarcity mindset~~

We will prioritise fostering connections and create possibilities for good lives. We will embrace an abundance mindset that acknowledges everyone needs help at some point and has something to offer when thriving.

We will involve residents in local decision-making through co-production, promoting equal partnerships and aligning with the council's Community Engagement Pledge.



# Enable a good life

~~Fix the problem  
and focus on  
what's missing~~

Poverty is relative to the society we live in.

We will start with a vision of a good life that is rooted in people's real wishes and dreams. We will create space and psychological safety to listen carefully without judgment and pre-conceived solutions.



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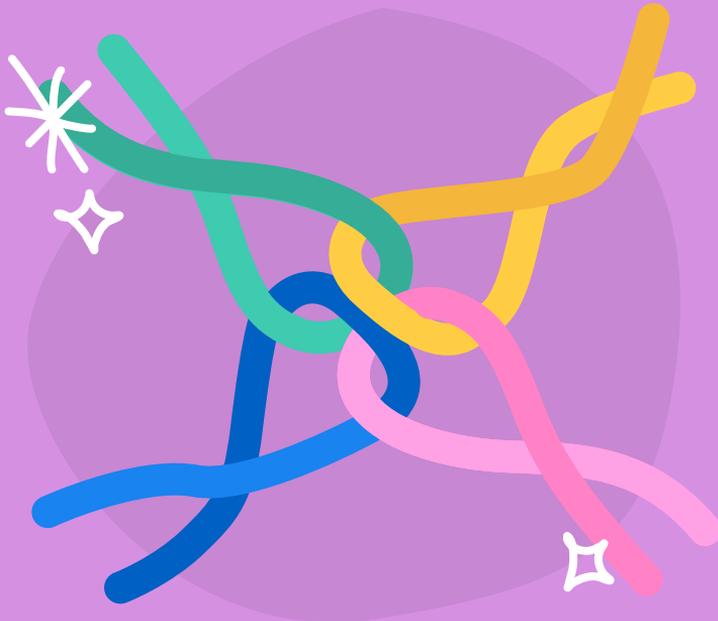
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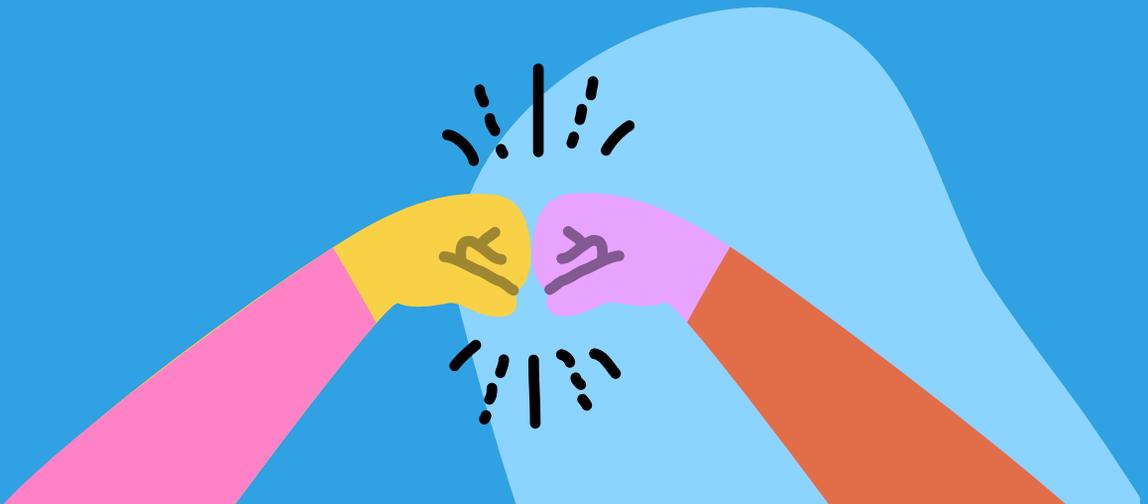
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