abrdn Financial Fairness Trust

SPIRU
SCOTTISH POVERTY & INEQUALITY
RESEARCH UNIT

Title: Aberdeen is Jist Scunnered	
Directory Category: Emerging Local Practice	
Type of Poverty Impact: Awareness Raising	
Poverty Driver: *Non-Driver – improving quality of life*	
About You	
1.	**Your Name**
	Tommy Campbell
2.	**Your Employer / Organisation**
	Aberdeen is Jist Scunnered
3.	**Your Position**
	N/A
4.	**Your E-Mail at Work**
	enniskillen102@gmail.com
5.	**Your Address at Work**
	Aberdeen Trades Union Council, 22a Adelphi, Aberdeen, AB11 5BL
6.	**Your Telephone Number at Work**
	N/A
7.	**Your Role in the Project**
	Organiser, influencer and face-to-face communications.
An Introduction to the Project	
8.	**Please provide a short summary of the project (up to 100 words would be ideal)**
	Aberdeen is Jist Scunnered is a group of individuals and organisations concerned about inequality and inequitable distribution of wealth. The project defines itself as a radical political platform that aims for political change through local discussion groups that raise political awareness and encourage broader political participation in deprived communities. The group is focused on questioning the causes of poverty, what actions can be deployed to support deprived communities, and, most of all, reducing what they describe as "the self-shame feeling" of living in poverty. The project focuses on actions that promote political activism and enhance community networking by strengthening links among support organisations and local leadership that could reduce community isolation. In their own words: "We want to be inspirational and agitational to make things better to all us all."
9.	**Does the project have specific aims and/or objectives? *If so, please add to the box below.***
	To create a support network that links different organisations and local communities in areas more exposed to poverty and hardship in Aberdeen. It also strives to promote political activism in deprived and working-class areas.

10.	**Does the project have a title?** *If so, please add to the box below.*
	Aberdeen is Jist Scunnered
11.	**Has it finished? Is it on-going? Does it have an end date?** *Please add dates to the box below.*
	It is an on-going project, as their main objective is to drive political change. The project does not have an end date at the moment.
12.	**Which groups of people, if any, are targeted by the service provided?**
	Inhabitants of deprived and working-class areas in Aberdeen.
13.	**How many people have been served by the project?**
	The project doesn't collect quantitative statistics on the people being served. They have some event attendance forms, but the data is not systematised or analysed. However, they identify that most of the communities they support are Tillydrone, Northfield and Torry.
14.	**Where is it delivered?**
	It is delivered in public spaces (i.e., commercial areas, community halls), where they contact people and inform them about the campaign. They also host discussion meetings in community centres, where they discuss the politics of poverty and invite poverty support organisations in Aberdeen to provide more information on where to find support in the city.
15.	**When did it start?**
	2021

The Initial Idea	
16.	**Who had the initial idea?**
	Grampian People's Assembly and Aberdeen Trades Union.
17.	**How did the idea for the project come about?**
	The project emerged from discussions between the Grampian People's Assembly and trade unions in Aberdeen. These discussions concerned how to question wealth distribution and poverty and how to empower political awareness in local communities
18.	**Did you draw on any published reports / papers / research evidence or practice you had seen elsewhere to inform your plans?** *If so, please add details to the box below.*
	No.
19.	**Who was involved in developing the initial idea of the project?**
	Grampian People's Assembly and the following trade unions: • Unison (healthcare and university workers, public sector trade) • UNITE (the same members as Unison as well as bus drivers, off-shore workers, airport workers, ferry workers and other workers from the transport and hospitality sector) • Teachers union • UCU (university lecturers) • GMB (workers in the transport and construction sector)

	● ARMT (workers from the aerial, railway, maritime railway sector) ● ASLEF (train drivers) FBU (fire brigade union)	
20.	**Were those with lived experience of poverty involved in developing the initial idea of the project?**	
	Yes. Some of the members of the project have experienced poverty in different stages of their life. Because of this, they can create an empathetic bond with their clients.	
21.	**What funding was used, if any, to support the development of the initial idea of the project?**	
	All the funding comes from donations from the Aberdeen Trades Union.	
22.	**What in-kind resources were needed when developing the initial idea of the project?**	
	Facilities	The project uses the Aberdeen Trades Union venue. They also use local facilities, such as halls or centres during their meetings with the communities.
	Equipment	N/A
	Local Knowledge	Most of the local knowledge that the project uses derives from the reputational capital of the unionists. People recognise them as social leaders.
	Food and Drink	Donations from the Aberdeen Trades Union.
23.	**What, if any, barriers did you have to overcome when developing the initial idea of the project?**	
	Political opposition in areas of influence was a barrier when developing the initial idea. Some tried to stop people from getting involved by questioning the project. Lack of financial resources was another barrier when organising events, as most of the resources came from donations and volunteer work.	
24.	**What, if anything, was helpful when developing the initial idea of the project?**	
	The spirit and motivation of everyone working on the project was helpful when developing the initial idea.	
25.	**What was the timeline between the initial idea and the start of the project?**	
	N/A	
26.	**Who made the decision to introduce the project?**	
	Grampian Peoples Assembly, Aberdeen TUC and Trade Union activists and individual community activists	
The Early Development of the Project		
27.	**Did you run a pilot project or carry out a feasibility study?** *(if no, please skip to the next section, Q. 37)*	
	No.	
Accessing the Service and Engaging with Service Users		
28.	**Is there a referral process? If yes, how does the referral process work (self-referral, referred by other agencies, identified from an existing database)**	
	No.	

29.	**How are potential clients made aware of the project?**
	The project is designed as a political campaign that contacts potential participants through direct-based association. This means that members of the project contact participants in different public spheres, share their ideas and later organise discussion meetings to agree action-oriented activities in local communities.
30.	**How do you keep in touch with service users? Do your service users have a preferred method of contact?**
	Email and face-to-face conversations.

Working With People with Lived Experience of Poverty	
31.	**Are those with lived experience of poverty involved in <u>delivering</u> the project?** *If so, please describe below.*
	Some of the people involved in the project experienced poverty at different stages of their life, or they campaigned through unions to alleviate poverty. Because direct-based association is the method of participation, social empathy is the strategy for engaging within each community.
32.	**Are people with lived experience of poverty involved in <u>managing</u> the project or project governance?** *If so, please describe below.*
	The project doesn't have a structured organisation, so people who deliver are also in charge of the management of the project. As a result, the answer is the same as question #31.
33.	**Are people with lived experience of poverty involved <u>in any other aspect</u> of the project?** *If so, please describe below.*
	Same as above.

Leadership, Governance and Partnership Working	
34.	**Who is responsible for managing the project?**
	Everyone in the group as a collective effort albeit certain tasks will be undertaken and assigned to people during the meetings
35.	**Is this the only responsibility of the person managing the project?** *If not please describe the manager's wider roles and responsibilities.*
	No. Each person has different responsibilities regarding communication, including face-to-face interaction, contacts, and logistics.
36.	**Is there a Project Steering Group?** *If yes, who is involved in this and how does it work.*
	No.
37.	**If there is no Steering Group, what governance arrangements are in place to review strategy and performance?**
	Not applicable – this is a grassroots community project.

Links to Wider Policies, Strategies and Statutory Requirements	
38.	**Is the project part of a wider anti-poverty strategy?** *If so, please give details.*
	Yes. It is bonded with the political agenda of the Scotland People's Assembly and its local delegation, the Grampian People's Assembly and Aberdeen TUC
39.	**Is the project part of any other strategy?** *If so, please give details.*

	No.
40.	**Is the project delivering a service that is a statutory commitment.** *If so, please give details.*
	No.

Funding	
41.	**Who funds the project?** *Please give details.*
	All the funding for the project comes from the donations of the Aberdeen Trades Union Council and its affiliated union branches.
42.	**How is the project funded?**
	Donations.
43.	**How much does the project cost?**
	Most of the expenditures are for communitarian activities. The activists of the project are volunteers, some of them are retired trade union activists.
44.	**Is future funding based on pre-agreed outcomes or outputs being delivered?**
	N/A

Staffing and Resources		
45.	**Which partners are involved in delivering the project (local authorities, organisations, community groups, etc.)?**	
	N/A	
46.	**Which paid staff are involved in delivering the project?**	
	No paid staff is involved in the campaign.	
47.	**Are volunteers involved in delivering the project?** *Please describe their role and their contribution.*	
	The project has 10 to 12 volunteer activists. They help campaign face-to-face activities, design the information flyers, set the communications, and organise the meetings.	
48.	**What in-kind resources do you need to deliver your project?**	
	Facilities	Areas for hosting the meetings and information stalls.
	Equipment	N/A
	Local Knowledge	Networking between different support organisations.
	Food and Drink	It depends on the events.
49.	**For each of the in-kind resources listed above, who provides it?**	
	Facilities	Aberdeen Trades Union Council provides a meeting place, alongside local community centres and halls.
	Equipment	N/A
	Local Knowledge	Members of the project, local contacts (friends or people who worked or were supported by them).
	Food and Drink	Donations from the trade unions.

50.	**Did you have to buy or develop new IT systems, software (databases, apps) or technology to deliver your project?** *Please describe below.*	
	N/A	
51.	**Was additional staff training required to deliver your project?** *If so, please describe.*	
	Does not apply as the project is in its initial stages.	

Monitoring and Evaluation

52.	**What information, if any, do you collect about your project?**	
	Number of users	Yes. People who sign up for the activities will leave their contact details.
	Profile of users	No.
	Experience of users	No.
	Anything else	No.
53.	**How often is data collected? Who collects the data?**	
	The project does not have a policy or process for collecting data for monitoring and evaluation. However, they collect data about those who attend their discussion sessions and sometimes the people that chat in the public space (shared information).	
54.	**Do you have baseline data on what things were like before the start of the project or before users started the project?** *Please describe the type of baseline data that you have.*	
	No.	
55.	**Do you produce an annual report?** *Please provide details of what this includes.*	
	No.	
56.	**In what ways, if at all, do you use the data that you collect to adapt the service that you provide?**	
	No.	
57.	**Have you employed an external organisation to formally evaluate your project?** *If yes, please provide details.*	
	No.	
58.	**If yes, in what ways, if at all, have you used the External Project evaluation to adapt the service that you provide.**	
	N/A	
59.	**Do you intend to employ an external organisation to evaluate the service that you provide in the future?** *If yes, please provide details.*	
	No.	

Reach and Impact

60.	**What difference has the project made?**	
	At the current stage, there is no observable impact. They are providing ideas on how to campaign for a better life for everyone in the workplace and in their local communities.	

		The initiative brings increased access to support services directly into the communities that it works in. They have also engaged people in local communities in political activism, and facilitated connections to combat social isolation in areas with high levels of deprivation.
61.	**How do you know this? What evidence demonstrates impact (metrics, interviews, feedback)?**	
	They do not have a metric for assessing the impact of the campaign. However, they have anecdotal evidence about the involvement of local communities during sessions. This evidence has shown an increase in the participation of the general population	
62.	**To what extent have the aims of the project been achieved?**	
	It is a work in progress.	
63.	**How, if at all, have conditions changed since the project was introduced?**	
	The increase in the cost-of-living, followed by the acknowledgement of its impact on people's physical and mental health.	
64.	**If yes, has the project had the capacity to meet these changing conditions and demand?** *Please describe and explain below.*	
	The project adapted its discourse to suit the purposes of political activism. They used political connections to connect people and to fight social isolation by encouraging them to work collectively with others for the greater good in their communities.	
65.	**Has the project had any unexpected or unintended outcomes?** *If so, whether positive or negative, please describe.*	
	No.	
66.	**In your opinion, is the project having an impact on tackling child poverty? If so, please describe in what ways.**	
	There is not enough data and evidence to support an answer.	
Learning from Experience		
67.	**What is working well?**	
	The information sessions with other organisations went well, and most people who attended had access to more support than previously. The face-to-face also helps those engaging with the events to be more aware of what is going on in the local communities.	
68.	**What, if anything, is working less well?**	
	No information on any specific downsides at the moment.	
69.	**What are the key learning points that you'd like to share with other practitioners? For example, is there anything that you would do differently?**	
	- Using the experience of trade union representatives can raise awareness about poverty in local communities. - Discussion meetings within deprived communities can promote community cohesion and participation. - Collective action can change policy design and promote local communities' political participation.	
70.	**What plans do you have to develop or expand the project in the future?**	

	None at the moment.	
71.	**How easily do you think your project could be replicated in another setting?**	
	Yes - the project can be replicated in other settings as it is trade union and community based.	

Social Media and Further Information

72.	**Please enter social media contact details and weblinks to supporting documents or resources below:**	
	Web Pages	N/A
	Facebook	N/A
	Instagram	N/A
	Twitter	N/A
	Tik-Tok	N/A

GDPR Consent (Please state yes or no in the box)	
I give my permission to be named in the tackling poverty locally directory and associated public outputs.	**Yes**
I give permission for our organisation to be named in the tackling poverty locally directory and associated public outputs.	**Yes**
I give permission for me to be contacted by directory users.	**Yes**