

People, places and resilience

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About the David Hume Institute

- an independent think tank based in Edinburgh
- Working to increase understanding of the economy and contribute to a prosperous, sustainable, inclusive and fair Scotland
- We believe in the power of diversity of thought and in the value of bringing people together in conversation
- We listen to voices from across society and are unafraid to challenge established thinking or power structures.

Background to the Action Project



- In 2020 we embarked on our biggest ever research project - The Action Project
- It continues our commitment to rigorous, evidence-based research in partnership with: Corra Foundation, Carnegie UK Trust, Cattnach Trust, Fraser of Allander Institute, Policy Scotland, Includem, Scottish Youth Parliament and the Children's Parliament
- We started conversations - with people in different places, from different backgrounds and with different experiences and levels of engagement with policymaking. We asked questions, and listened. We wanted to hear people's thoughts about action in their lives and communities. Valued lived experience equally with professional experience.
- Over 5,000 people contributed to the research in different ways from all ages and backgrounds.

Conversations about places

The David Hume Institute

the ACTION PROJECT SCOTLAND'S PLACES FRAMING DISCUSSION

LOOKING BEYOND the USUAL SUSPECTS
for **INSIGHTS...**



BUILDING an ACTION PLAN TO BUILD FORWARD BETTER...



Evidence OF CHANGE



CONCEPTS of LAND... VS CONCEPTS of SPACE...

ECONOMIC DENSITY + ECONOMIC GEOGRAPHY



REBALANCING 'GLOBAL LOCAL' to 'LOCAL'...



WE NEED to REACH OUT to PEOPLE

- 1. GOOD QUALITY JOBS
- 2. AFFORDABLE HOUSING
- 3. DIGITAL CONNECTIVITY

NEW INSTITUTIONS for FOCUS on PLACE DEVELOPMENT NARRATIVE to BIND PLANS TOGETHER...
ECONOMIC MASTERPLAN
"HOW DO PLACES WANT TO LIVE?"

LOOKING at CITIES

Differently

BIOLOGICAL SECURITY + STRUCTURAL

"RURAL AREAS can have LESS of a VOICE because of POLITICAL REASONS"

"CITIES can HAVE HUGE ISSUES with INEQUALITY..."

"SUPPORTING PEOPLE to have a VOICE..."

"PROBLEM with NARRATIVES BEING WEAPONISED..."

CONTROL + REAL AUTONOMY

PLACE PRODUCTION
• LIVING • DESTINATION •
• WORK • CREATIVE •

PLACE + SPACE
NEW ENDOGENOUS RURAL DEVELOPMENT

REDUCING CARBON FOOTPRINT
RESTRUCTURE + PLAN

URBAN RURAL RELATIONS

EMPOWERING COMMUNITY + CREATIVITY

FRUSTRATIONS
GETTING OUT the TELESCOPE

DATA in the NEW OIL

CROSSING BOUNDARIES between DISCIPLINES, ACADEMICS + POLICIES

VERTICALS of POWER
ORGANISATION + ENGAGEMENT

WHOSE VOICES are HEARD



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a SCOTLAND of BETTER PLACES: CITIES

INCLUSIVE Growth

DISTRIBUTION NETWORKS...



"KEEPING THE DOOR OPEN TO ALLOW LOCAL COMMUNITY PROCUREMENT"

SOCIAL INVESTORS

RENEWED COMMITMENTS from LOCAL BUSINESSES

ANCHOR INSTITUTIONS

SUPPLY CHAINS

IDEAS OF Change & FOR Change



CORE of FINANCIAL SERVICES

INNOVATION

CITIES

as CENTRAL PLACES that allow SCALE + PRODUCTIVITY

ARTS + CULTURE CENTRE

TERRAIN for INEXPRESSION of INEQUALITY

COVID ALLOWED SPACE to CREATE a SPIRIT of Collaboration

HOW do we RETAIN THIS?

HOUSING, TRANSPORT + MOBILITY

WELLBEING + KINDNESS



PLANNING for FUTURE NEEDS of PEOPLE

INEQUALITY + SUSTAINABILITY

USER FOCUSED, SEAMLESS, VALUED

CITY REGION DEALS...



"DATA IS the NEW OIL"

EVALUATIONS as a WAY to DEMONSTRATE PROGRESS

ONGOING ENGAGEMENT working together + involving institutions as well as people

GOVERNANCE REPRESENTATION being Inclusive + diverse

"SCOTLAND is a SMALL NATION..."

WE NEED CITIES to WORK TOGETHER...

SKILLING + UPSKILLING



START UPS + ENTREPRENEURSHIP as a KEY to THIS...

"HOW do we FUND + SUPPORT THESE?"

BRINGING TOGETHER APPROACHES across CITIES + REGIONS

EDUCATION

INVESTMENT

RESKILL

DEVELOP 'OUT OF CITY CLUSTERS'...

ONLINE vs HIGH STREET

HOW DO WE ADAPT?



BUSINESSES vs GOVERNMENT

STRAINED RELATIONSHIPS HOW DO WE WORK BETTER?

DISCUSSIONS...

RETROFITTING OUR AREAS to MEET TARGETS

DECARBONISING HEAT

ENCOURAGING USE of EV

BETTER INFRASTRUCTURES

ZERO CARBON 2040

RENEWABLE TECH + GRIDS

WELLBEING BENEFITS

BETTER MOBILITY SYSTEMS

ECONOMIC - EVALUATE IMPACTS of HOME

ECOSYSTEM of SECTORS

EMPLOYMENT IMPACT

HOUSING - IMPORTANCE in INCLUSION

IMPORTANCE of CARE HOMES

ENTERPRISE BUILDING

PRODUCTIVE CAPACITY

INCLUSIVE + EQUAL

HOMES as a CORE NEED

HOW WE MEASURE PRODUCTIVITY

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RURAL : PLACE ROUNDTABLE

Friday 27th November 2020

WHAT Governance DO WE NEED to IMPROVE RURAL AREAS?

ENERGY IT SERVICES FINANCIAL SERVICES

RESOURCES

IMPLEMENTATION GAPS

COMMUNITY LAND OWNERSHIP

AS WELL AS AGRICULTURE

COMMUNITIES KNOW WHAT'S IMPORTANT eg. HOUSING + JOBS

Taking CONTROL of this ASSET for the FUTURE of COMMUNITIES

WHAT ABOUT EXTRAS; SUSTAINABILITY, RESOURCES, PRODUCTS etc

ANCHOR INSTITUTIONS in DECISIONS

TAILORED PLACE BASED POLICIES to IMPROVE the REQUIREMENTS

IMPROVE Collaborations ANCHOR ROLES...
NEW BUSINESS MODELS + INFRASTRUCTURES

DEVELOPMENT TRUSTS

CLIMATE CRISIS

HOUSING ASSOCIATIONS

TOURISM

KEY THEMES

the RIGHT KIND of HOUSING in the RIGHT PLACES...

MOBILISING RESOURCES

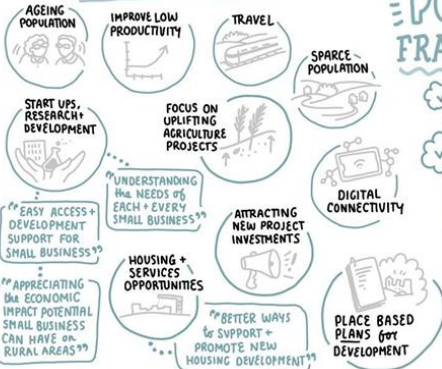
OUR COMMUNITY at the HEART...

WORKING WITH COMMUNITIES RATHER THAN FOR COMMUNITIES

COLLECTIVE COLLABORATION - RESPONSIBILITIES, PRIORITIES + PROJECTS

PARTICIPATORY, CREATIVE, SUPPORTIVE + EVIDENCE BASED NEW NARRATIVE

Improving ECONOMIC PERFORMANCE...



POLICY FRAMEWORK

"SUBTLE INCLUSION of RURAL in NATIONAL SCOPE"



"a RUSH of SUPPORT for RURAL... but not LOOKED AFTER in a CRISIS - SUPPORT is not EMBEDDED..."

THERE'S a Balance BETWEEN SMALLER + LARGER BUSINESSES...



"WE NEED STRUCTURE"



"we need to... RESURRECT the RURAL SUPPORT SYSTEM"

HAVE FAITH

that if you build projects, volunteers will help support

Redefining Relationship BETWEEN RURAL + URBAN...

- 1 BIODIVERSITY
- 2 WATER QUALITY + QUANTITY
- 3 WOODLAND MAINTENANCE
- 4 PEATLAND RESTORATION
- 5 PEOPLE!

MANAGING the LOCAL ASSETS + RESOURCES PROMOTING LINKS to BUSINESS



CHALLENGES

ACCESS to: MARKETS, DIGITAL, TRAVEL + ISSUE of SEASONALITY

MICRO BUSINESSES OFTEN JUGGLE SERVICES + CHALLENGES...



'RURAL' ACCOUNTS for 98% of SCOTLAND
26% OF BUSINESS INCOME from RURAL BUSINESS
9/10 BUSINESSES are MICRO BUSINESSES

Conversations in places

The
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Hume**
Institute

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CAMPBELTOWN ROOTS CONVERSATION

SUPPORTED BY INSPIRABA
& KINTYRE COMMUNITY
RESILIENCE GROUP

26th JANUARY 2021



Confidence

TO CREATE THE CHANGES
NEEDED IN OUR COMMUNITY...
EXPLORING OUR ROOTS + EVERY
ONES PERSPECTIVE

LOOKING PAST
THE NEGATIVE PRESS
+ FINDING BEAUTY

PEOPLE DON'T
ALWAYS SEE
YOUR ROOTS

SPECIAL AREAS
+ FEATURES OF
OUR TOWN

NOSTALGIA
+ FAMILY
MEMORIES

SENSE OF
COMMUNITY

LOCAL PEOPLE
LOVE SHARING
HISTORY

PROUD
HISTORY IS PASSED
THROUGH GENERATIONS
+ COMMUNITY

LOCAL HISTORY
COULD BE
BETTER IN
SCHOOLS



"CAMPBELTOWN LABELS"
"UNKNOWN BUT PEOPLE FALL IN LOVE WITH IT"

**VOLUNTEERING
PLATFORM**
FOR YOUNG PEOPLE
→ SKILLS BANK

YOUNG PEOPLES
VOICES TO BE
BETTER HEARD

PROBLEM WITH
SCHOOLS + THEIR
FOCUS

"WE CAN REACH AUTHORITIES
BUT DO THEY LISTEN?"

"THINGS DON'T
SEEM TO CHANGE"

"DON'T FEEL HEARD
OR LISTENED TO"

NO SUPPORT
FROM GOV/
WESTMINSTER

EG OUR
MAIN CONNECTING
ROAD

FEEL ISOLATED
WHEN THE ROAD
IS CLOSED...

**CLIMATE
CHANGE**
+ CONNECTIVITY

WORKING
TOGETHER
WITH
GOVERNMENT

ACTIONS

within 6 months...

FOR A STRONGER
COMMUNITY WITH
HOPE FOR THE
NEXT GENERATION

**SUPPORT
ELDERLY
COMMUNITY**
TO LEARN TECH
(YOUNG PEOPLE
WORK EXPERIENCE)
[SHOPPING] [CARRING]

**SMART
VILLAGES**
HELPING US TO
CONNECT +
ENGAGE

**MORE TECHNOLOGY
ACCESS**
eg. HEALTHCARE,
TRAVEL, EDUCATION

**ROAD
SOLUTIONS**
BE VOCAL!

SUPPORT TO
ACCESS SERVICES

TOURISM
WET WEATHER
ACTIVITIES

TOWN HALL AS
A HUB

**NETWORKING
GROUPS...**
KNOWLEDGE +
SKILLS

**ADVOCACY
+ BENEVOLENT**

LOCAL STORIES
FOR TOURISTS/
YOUNG PEOPLE

SCIENCE TECH
ENGLISH MATHS

BUILD PATH
TO WORK
OPPORTUNITIES

THINK
Ambitious
THINK
BOLD

Next
Generation
NOT OPPORTUNITIES

"ONLY TOURISM
OR INDUSTRY JOBS"

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STRANRAER + WIGTOWNSHIRE
ROOTS CONVERSATION
9th FEBRUARY 2021



BRINGING PEOPLE in the COMMUNITY Together

"STRANRAER LABELS..."
"FEELING THAT THE TOWN is IN NEED of RENNOVATION/ REJUVINATION..."

ACTIONS

FOR A STRONGER COMMUNITY with HOPE FOR THE NEXT GENERATION



GROUPS WORK TOGETHER
STRANRAER AT THE HEART...

UNLOCKING GEORGE HOTEL CHANGE...
BETTER COUNCIL SUPPORT/ TEAMS

CLEARER INFO ON LOCAL ORGANISATIONS
HOPE to LEAD to COMMUNITY ENGAGEMENT

UTILISE SOCIAL MEDIA TO SHARE + CONNECT

BETTER INFO ON LOCAL ACTIVITIES
BOTH ONLINE & IN PERSON

HELP from YOUNG PEOPLE

ERADICATE HEALTH INEQUALITIES
BECAUSE OF BEING BEHIND WITH TECH

GOOD NEWS STORIES
MEMBERSHIP WITH THE OR

COMBATING ISOLATION + LONELINESS

PROVIDE SPACES for CONVERSATIONS to HAPPEN

ACCESSIBILITY FOR ALL

CONNECTING WITH PEOPLE

HERITAGE CENTRE

IMPROVE TRANSPORT ACCESS + PRICES

WORKSHOPS for YOUNG PEOPLE
LIFE SKILLS

OPEN WATER + CONNECTION WITH A PLACE

LOCAL PAPER
PATHS + OPPORTUNITY

"BARRIERS for DISADVANTAGED"
"POWER has BEEN DRAINED from OUR COMMUNITY to DUMFRIES"

LACK of Communication...
"PROBLEM with 'NEGATIVE FORUMS'..."



BORDER / PORT COMMUNITY USED to VISITORS PASSING THROUGH
It is welcoming to all!

HISTORY HAS MAYBE BEEN a LITTLE LOST...

CASTLE ST JOHNS



"CAUGHT BETWEEN a ROCK + a HARD PLACE"

NOT BEING HEARD...
"FEEL FORGOTTEN BY WESTMINSTER, HOLYROOD + LOCAL GOVERNMENT..."

"IT'S A SHAME YOUNG PEOPLE HAVE to MOVE AWAY FOR WORK"

NEW OPPORTUNITIES for WORK REMOTELY POST LOCKDOWN

"IT WOULD BE IMPORTANT to DEVELOP MORE OPPORTUNITIES, TO ENABLE PEOPLE TO STAY"

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BUCKHAVEN ROOTS CONVERSATION

25th NOVEMBER 2020

SUPPORTED BY THE CORRA FOUNDATION

ACTIONS

FOR CREATING A STRONGER COMMUNITY with more HOPE



ENSURING that COMMUNITIES FEEL Connected



COMMUNITY ROOTS

BEING REMINDED OF HOME

ENJOY AREA



BUT we NEED TRANSPARENCY, SUPPORT + Understanding?

SMILE: POSITIVITY 'bird in bush'

ACTIVITIES that can help PEOPLE to CONNECT

"BUCKHAVEN LABELS..."

'LEFT BEHIND' 'DEPRIVED' 'a bit APATHETIC'

COMMUNITY CENTRE ACTIVITIES eg. MUSIC for YOUNG PEOPLE

COMMITTEE STEERING GROUPS for YOUNG PEOPLE

COMMUNITY CLEAN UP SCHEMES PRIDE in OUR AREAS



IMPROVE COMMUNICATION ONLINE + BOARDS

"OPEN DOOR POLICY"

MORE COMMUNITY MEETINGS to COLLECT NEW IDEAS



ENGAGE + SMILE

KNOWLEDGE SWAPS eg. TREE PLANTING



PARTICIPATORY EVENTS that INCLUDE ALL VOTING SYSTEMS

"the COMMUNITY HAVE the POWER..."



YOUNG PEOPLE are LISTENED to in SCHOOL but NOT OUTSIDE

CREATING STRUCTURES to HELP ACHIEVE our GOALS



EVERYBODY KNOWS EVERYBODY 'NATURALLY NOSEY... BUT ONLY to GET to KNOW EACHOTHER'



BECAUSE of COMMUNITY CLOSENES-HISTORY is SHARED

'the REFERENDUM SEPARATED the COMMUNITY'

WESTMINSTER is VERY far away FROM BUCKHAVEN



'REAL IMPACT HAPPENING in EDINBURGH'

'this area is being KEPT POOR by POLITICS'

BUT JOB OPPORTUNITIES LOOK DIFFERENT...



THERE are CLUBS + OPPORTUNITIES

GOOD OPTIONS for ENGAGEMENT



'TURNING LISTENING into ACTION'

Conversations w/ business

The David Hume Institute

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CONVERSATION with BUSINESS CHANGEMAKERS

Thursday 8th October 2020



"TRYING to ADD VALUE where THERE was no VALUE BEFORE"



"WHAT are the ACTIONS that MIGHT LEAD to MORE THRIVING BUSINESSES in SCOTLAND?"

TO EFFECTIVELY SET + MEET TARGETS...

VISION
MISSION
VALUES



IF BUSINESSES WORK Together CAN THERE be MORE BENEFIT?

GOVERNANCE & VALUES of the

TEAM

STRONG PROCESSES



CLEAR COMMUNICATION

'TEA BREAK TERRORISTS'

'PURPOSE DRIVEN' will always come with its CHALLENGES...

Values as the ROOTS of a BUSINESS...

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SUSTAINABILITY ROUNDTABLE

2nd December 2020

Sustainable GOALS

BUSINESS Innovation IDEAS

SUSTAINABLE
INCLUSIVE
FAIR

"BRINGING TOGETHER the 'DO-ERS' to CREATE ACTION PLANS"

'AUTOMATIC MECHANISMS'
eg. ANGELS + GOV
50% EACH
(co-INVESTMENT)

'MEASURING IMPACT'
BEYOND FINANCE,
IMPACT + INVOLVEMENT
(it's not easy!)

MAPPING IMPACT MANAGEMENT FRAMEWORK

IMPACT FUNDS ARE NOW OUTPERFORMING (keep the MOMENTUM)

FINDING THE LINKS for the RIGHT INVESTORS for the RIGHT BUSINESSES

'TOOLS' for BUSINESSES to EFFECTIVELY COMMUNICATE their 'GOOD'

'EDUCATING' INVESTMENT COMMUNITIES (beyond 'LOCAL MAXIMUMS')

PLAYBOOK

'IMPACT COMPANY' COULD JUST MEAN 'MODERN COMPANY'

SHOULD be a PART of the DNA

YOU HAVE to GET INSIDE the MIND of our CUSTOMER 'KNOWING your EXITS'

EXPERIENCES
as business owners

"INNOVATION FOR GOOD"

'x y z' FOR GOOD
a STRUCTURE to WORK with

ACTIONS:

CROWDFUNDING + more ANGELS
(but it's still a RISK ADVERSE area)

ACCELERATOR FUNDING to HELP MOVE TALENT ALONG

'BEYOND FINANCIAL'
'PROPOSALS' that WILL MAKE a REAL DIFFERENCE for PEOPLE'S LIVES

'DISCONNECT' between INVESTORS & BUSINESS NEEDS, INTENTIONS, NETWORKS

RAISE awareness

MEASUREMENT of IMPACT

BETTER CONTACT with INVESTORS DIRECTLY

BETTER EDUCATION

ATTITUDE to FAILURE
BASEBALL ANALOGY

"WORLD CLASS PLAYERS ONLY HIT 3 out of 10"

ART of COLLABORATION
TO COVER all STEPS in FUNDING PROCESS

'UNLOCKING' TOP TALENT + HIGH ASPIRATIONS of BUSINESSES

'GET EXCITED' TAKE on 'RISKY' INVESTMENTS that INTEREST or EXCITE YOU

'CONFIDENCE' to CREATE NEW PARADIGMS for OPEN up OPPORTUNITIES (eg. BANKING)

"NO MORE TICKBOXES?"

MORE INFORMATION NEEDS to be AVAILABLE

"WHERE do the PRIVATE INVESTORS HIDE?"

HAVING TIME for WORK on PRODUCT/SERVICE RATHER than 'WHERE'S the NEXT BIG CHEQUE?'

DESIGNING NEW FUNDING STRUCTURES RATHER than 'FITTING' FUNDING to CURRENT STANDARDS & PARADIGMS

NOT JUST ONE ROUTE to FUNDING

Common themes emerged across the conversations

Actions were grouped into these themes for individuals, communities and organisations.

- Be actively kind, considerate and connected in all aspects of your life
- Take more and faster action to support nature and the environment, including through tackling climate change
- Make conscious choices with money

We wanted to check what we had heard...

So combined with quantitative data - population survey



More information on the website: WhatsYourAction.scot

No magic bullet

- No-one we spoke to thought there was a single magic action
- People understood complex interrelations and interactions in places
- Recurring theme of power – who has it, who needs it, and who needs to cede it
- Businesses saw themselves as part of local place ecosystems - not as part of sectors

As a direct result of the conversations, bringing together people with different experience and viewpoints - without preconceived outcomes – there was action e.g.

- 3 new jobs created in Campbeltown for young people
- Local health plan in Wigtownshire

What we learnt about places...

Too often consultations focus on single issues, ignoring complex interactions.

Sometimes quantitative data can lead to misunderstanding an area.

Further detail in our publications:

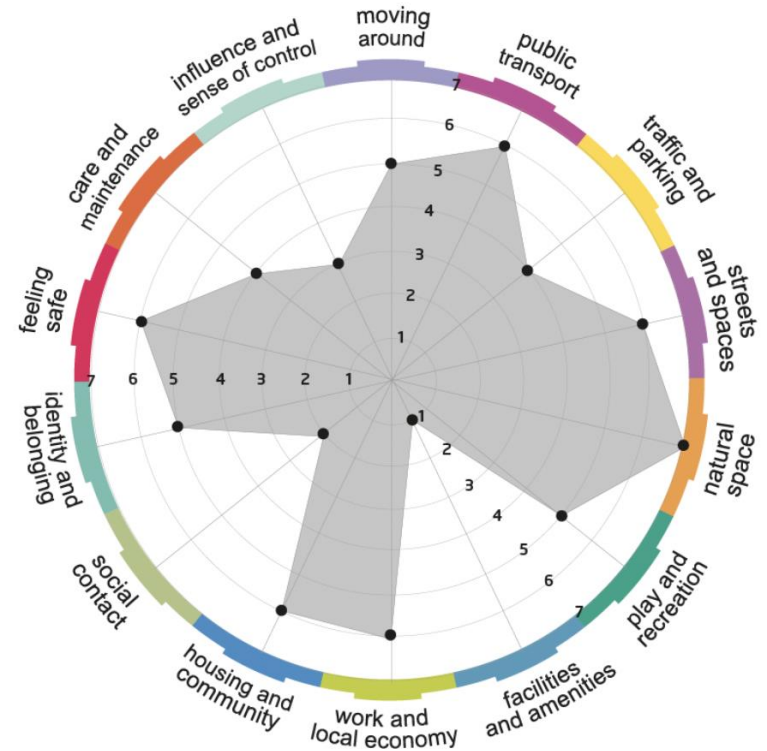
- A Scotland of Better Places by Professor Duncan Maclennan
- Enabling change: Multi-year budgeting in Scotland
- Levelling up broadband connectivity

Thriving places and resilience

In Scotland, lots of work on place, including the Place Principal and a tool called The Place Standard has been used with many communities - all elements are needed for a place to thrive.

“Communities and individuals harnessing resources and expertise to help themselves prepare for, respond to and recover from emergencies, in a way that complements the work of the emergency responders.”

Building resilient Communities, Ready.scot



Power – consistent theme - who is making decisions?

- Research into the diversity of top leaders in Scotland – including the top 25 family businesses CEO and Chair or equivalents in Scotland
- Leader diversity matters for resilience and productivity

Figure 1: Gender diversity across business leaders

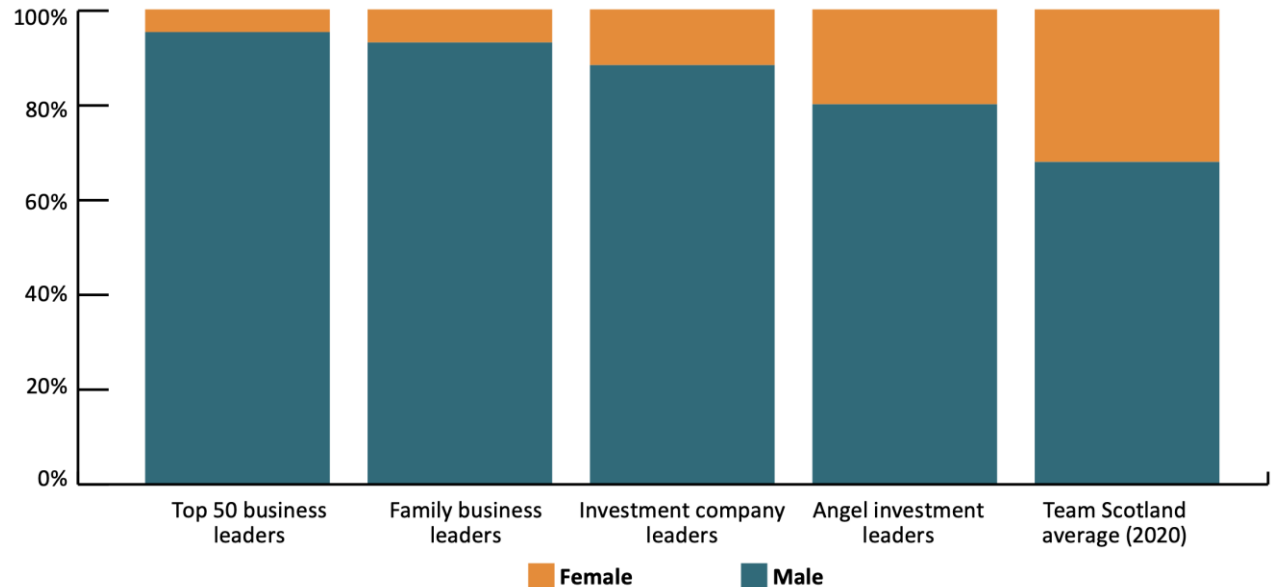
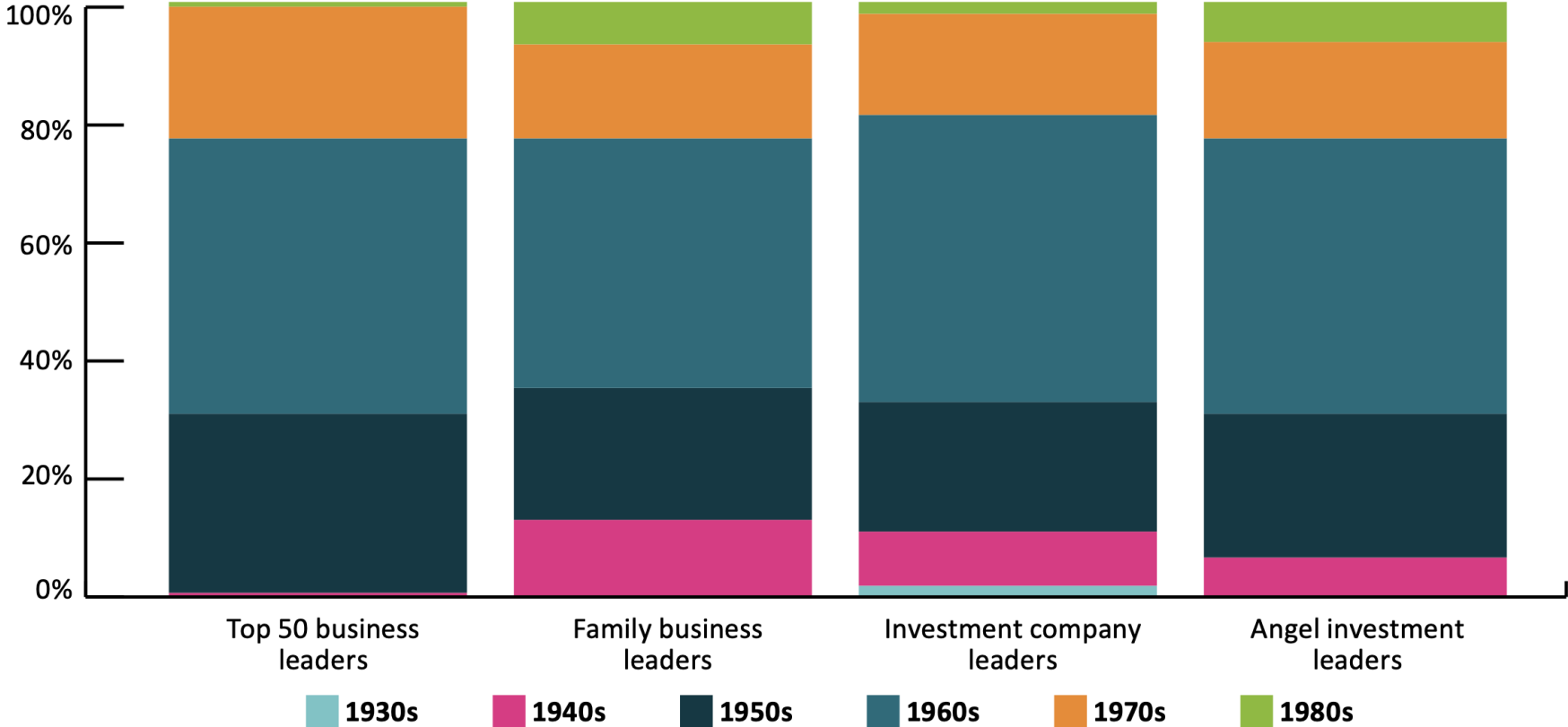


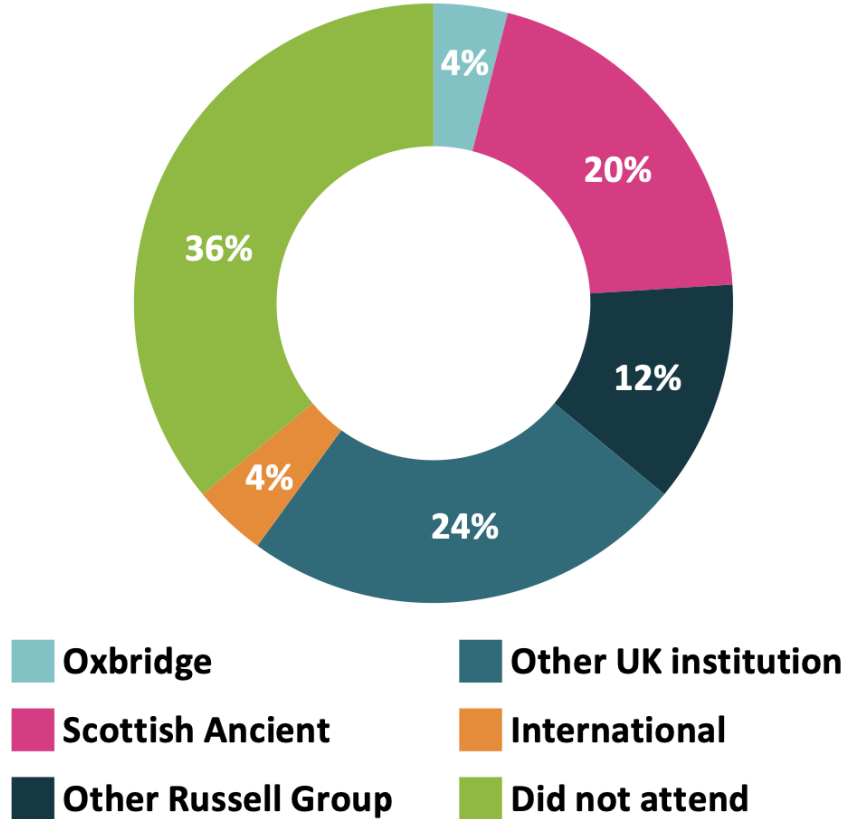
Figure 2: Age diversity across all business leaders



Family businesses had the highest number of leaders who did not attend university (36% compared to 10% of overall business leaders).

There is also a lower number with postgraduate qualifications (13% compared to 40% business leaders).

Figure 8: Undergraduate education by institution



Final thoughts – people, places and resilience

- Poverty Truth Commission Scotland – nothing about us, without us, is for us
- Assets based approach - start where you are, use what you have and do what you can
- Focus on tackling poverty, not social mobility to improve places
- When people and places thrive, resilience grows – but remember ‘outsiders’ might view things differently e.g. SIMD labels

Thanks for listening

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