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, Cattanach 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
Conversations in places
The David Hume Institute

The Action Project

Buckhaven Roots Conversation
25th November 2020

Ensuring that communities feel connected

Activities that can help people connect

Community Roots Being reminded of home

Enjoy area

But we need transparency, support and understanding

The community have the power

Committee steering groups for young people

Open door policy

Young people are listened to in school but not outside

Creating structures to help achieve our goals

Everybody knows everybody

But job opportunities look different

Naturale need...but only if we get to know each other

The referendum separated the community

Real impact happening in Edinburgh

Good options for engagement

Westminster is very far away from Buckhaven

This area is being kept apart by politics

There are clubs and opportunities

Turning listening into action
Conversations w/ business
The Action Project
Sustainability Roundtable
2nd December 2020

Innovation for Good

Experiences as business owners
Crowdfunding & raise 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 to people's lives

Attitude & failure baseball analogy
Art of collaboration to cover all steps in funding process
Unlocking top talent & high aspirations of businesses

Measurement of impact
Better contact with investors directly
Better education
Confidence to create new paradigms & open up opportunities in banking

More information needs to be available
Having time to work on product/service rather than what's the next big cheque?

Designing new funding structures rather than 'fitting' funding to current standards & paradigms

Impact companies could just mean 'modern company'
Finding the links for the right investors for the right businesses
Impact funds are now outperforming (keep the momentum)

Impact company
Modern company
Sustainable
Inclusive
Fair

Automatic mechanisms eg. angels + 50% each (to investment)
Measuring impact beyond finance, impact + involvement (it's not easy)
Mapping impact framework

Business innovation ideas
Bringing together the 'do-ers' to create action plans
'Tools' for businesses to effectively communicate their 'good'
' Educating' investment communities (beyond local communities)

Playbook

Finding the links for the right investors for the right businesses

You have to get inside the mind of the customer, knowing your customers

'No more tickboxes'

Not just an exercise in funding

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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

3 in 4 people (77%) were helping neighbours

7 in 10 people (71%) received help from their families and friends

7 in 10 people (68%) people gave to charity

1 in 10 people say they are going to start volunteering in the local community

1 in 12 people say they are going to get to know their neighbours better

1 in 20 intend to give more to charity

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**

- Top 50 business leaders
- Family business leaders
- Investment company leaders
- Angel investment leaders
- Team Scotland average (2020)
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).
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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