

# PLACE BASED APPROACHES/WORKING – What and Why?

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SURF Awards Shared Learning Workshop - Irvine  
31st May 2018



**SURF**  
Scotland's Regeneration Forum



**HIE**  
Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd's nan Eilean

# PURPOSE

## National appetite:

- to nurture making **Place-Based Working** more effective
- collaborate to optimise limited resources

## Inclusive growth agenda

A common way to understand, relate and contribute

Finding the Collaborations that generate Greater Value



# PRINCIPLE (SG led, multi stakeholder derived, 2017)

## A principle for taking a place-based approach

### ***We recognise that:***

Place is where people, location and resources combine to create a sense of identity and purpose, and are at the heart of addressing the needs and realising the full potential of communities. Places are shaped by the way resources, services and assets are directed and used by the people who live in and invest in them.

A more joined-up, collaborative, and participative approach to services, land and buildings, across all sectors within a place, enables better outcomes for everyone and increased opportunities for people and communities to shape their own lives.

### ***The principle requests that:***

All those responsible for providing services and looking after assets in a place need to work and plan together, and with local communities, to improve the lives of people, support inclusive growth and create more successful places.

### ***We commit to taking:***

A collaborative, place based approach with a shared purpose to support a clear way forward for all services, assets and investments which will maximise the impact of their combined resources.

# Wide SPECTRUM (of approach)

“The term ‘place based’, currently describes a range of approaches, from

grant-making

(for a specific project) in a

specific geographic area,

to

Modest impact

High impact

Transformational change

long-term, multifaceted,  
collaborative partnerships  
aimed at achieving  
significant change.

In most cases, it is more than just a term to describe the target location... ; it also describes a style and philosophy of approach which seeks to achieve ‘joined-up’ systems change.” \*

\* <http://lankellychase.org.uk/wp-content/uploads/2017/10/Historical-review-of-place-based-approaches.pdf> p6 from Anheier and Leat (2006); Association for the Study and Development of Community (2007).

# CHARACTERISTICS

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- Urgency
- Boundaries (geographical)
- Quick wins
- Trust and relationships
- All of - Community-led, private, third sector, public, investors
- Shared vision and strategy (for change)
- Agreed goals and measures
- Champion(s)
- An 'anchor' organisation
- Resources
- Time
- Genuine, sustained COLLABORATION
- Partners willingness to be flexible to fit and enable shared vision
- Adaptive and learning

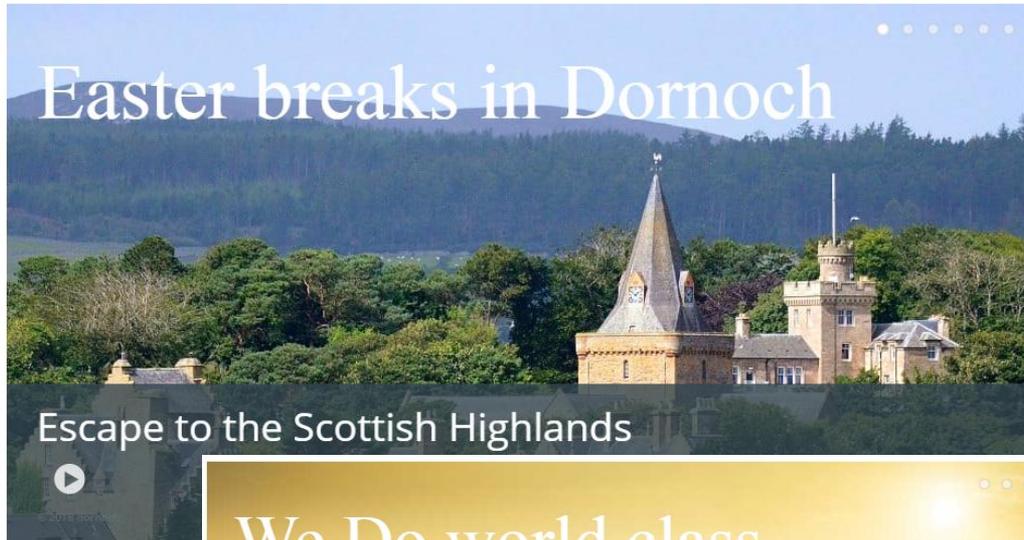
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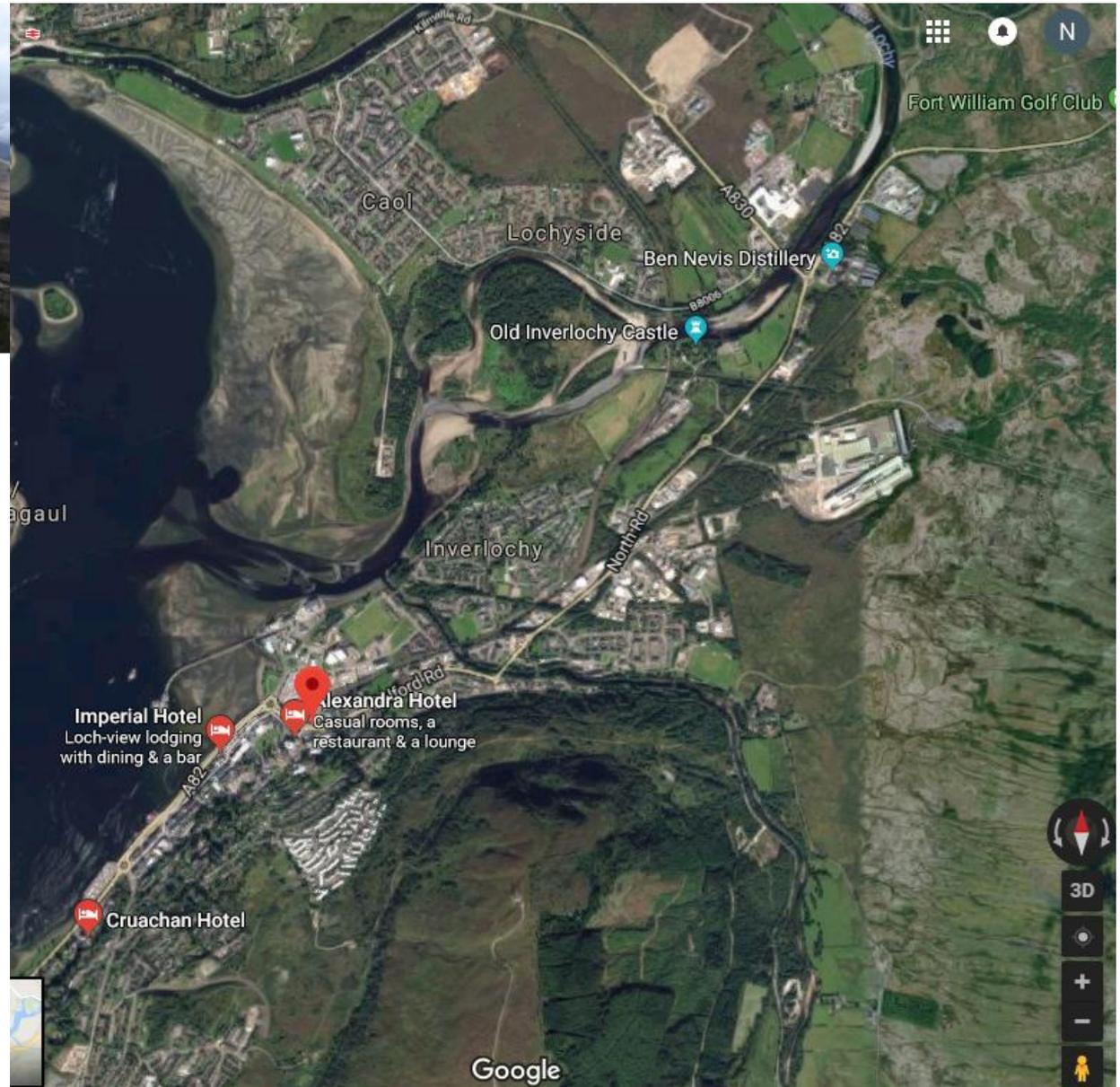
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# FORT WILLIAM – Threat to transformation



We've contributed for over 50 years

National 'energy' we can build on

Optimises HIE's full range of powers

Enhance Community Planning Partnership work  
Getting the **community** into community planning

Positive change in H&I places and communities  
(in the broadest sense)



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