

## Our Place

Place is significant in our lives. It has shaped who we are, frames what we have become, and nurtures our aspirations. It is where we find the people and communities that are important to our sense of self. Having a real say in what happens to *our place* empowers who we are and who we can be.

## Place Principle

When something is done in a place it changes people's lives. So, how do we make sure that anything done in a place takes account of all the people in that place? The *Place Principle* simply states that we need to work collaboratively, work with communities, work with everything at our disposal, and work towards the most relevant outcomes for that place.

## Place Based Approach

Making change happen at scale is complicated and difficult. So, how do we ensure that individual decisions contribute to the best shared outcomes? Looking at change in the context of a specific place, its communities and partners, provides a more manageable setting to engage with competing narratives. A *place based approach* grounded in real lives.

## A Framework for Action

Place provides policy makers and decision takers with a common *framework for action* within which relevant choices can be identified, options considered, and change implemented across diverse sectors and policy areas.

## Summary Proposition

Place gives meaning to our geography, agency to our communities, and frames how we choose to reflect our national values and priorities. At its heart our *summary proposition* is to develop, embed, and promote:

*'Scotland's place based approach to an inclusive net zero carbon economy'*

## Principles

Our approach to place is informed by the following pragmatic *principles*:

- engage with lived experiences and opportunities on the ground;
- develop an authentic shared purpose and will to act;
- provoke relevant solutions at a relevant scale;
- pull together diverse resources for shared outcomes;
- exploit the potential of current systems and permissions;
- forge collective leadership and anchor collaborations.

## Key Elements

There are five key elements needed to deliver this place based approach:

1. *Mechanism for Change*  
Understanding how measures to address outcomes for individuals, communities, organisations, and policy themes can be brought together at a place level to deliver change.
2. *Core Components*  
Underpinning the Place Principle with three core products, utilising existing knowledge, techniques and tools:
  - A Place Brief – a statement of intent for what needs to change;
  - A Place Programme – a route map for how to make things happen.Both of these informed by Place Diagrams of where things need to happen.
3. *Essential Questions*  
A simple set of core questions providing a consistent basis for local action and for regional and national assurance and prioritisation:
  - Place Brief
    - What kind of place is this?
    - Why does it need to change?
    - What should the future be?
  - Place Programme
    - What are our objectives?
    - How should we organise?
    - What's the plan?
4. *Programme Oversight*  
A governance structure which ensures that stakeholder engagement and the assurance of funding or policy bodies are protected and reflected both at the programme or partnership board level and at key stages within the change process.

## New Narrative

The impact of adopting a place based approach across Scotland should be a new narrative, involving:

- collaboration an every day reality;
- increased scale and pace of change;
- local resources targeted at the most relevant outcomes;
- each place successful in its own way;
- the Place Principle implemented across Scotland.

# Place: Regeneration

## Regeneration – what else is happening? – some examples

### **Town centre funds**

enabling local authorities to stimulate a range of investments which encourage town centres to diversify and flourish. Local authorities have received all funding and are taking forward innovative, exciting projects which will make transformative improvements to town centres across Scotland. SG extended the expenditure and completions for the fund to March 2021 and September 2021 respectively.

### **Regeneration capital grant funds**

supporting locally developed place-based regeneration projects that involve local communities, helping to support and create jobs, and build sustainable communities.

### **Vacant and derelict land fund**

£7.605m has been allocated from the Vacant & Derelict Land Fund (VDLF) to the five local authorities in Scotland with the greatest extent of vacant and derelict land and levels of deprivation. The fund is used to stimulate economic growth, create jobs, promote environmental justice and improved quality of life, and support communities to flourish and tackle inequalities.

### **Supporting communities fund**

for local community groups supporting all people in their communities impacted by Covid-19. We are supporting charities, voluntary organisations, housing associations, development trusts and social enterprises to deliver a range of essential services to our most vulnerable people.

### **Towns and Bids resilience and recovery funding**

Towns and Business Improvement Districts (BIDs) Resilience & Recovery Fund of up to £2 million is being provided from the Supporting Communities Fund to build on the £1 million BIDs Resilience Fund. It is financing recovery projects as well as looking forward to renewal, such as digital markets and virtual high streets, online local jobs and volunteering platforms, open for business guides and maps, and physical distancing street markers and one way systems

### **Town Centre Action Plan review**

To consider the impact and lessons from the TCAP. Chaired by Professor Leigh Sparks, it will produce a summary review of the Action Plan, shape a vision for the future of Scotland's towns and make recommendations to turn that vision into reality. It aims to strengthen the contribution of local town centres to our national economic, social, and environmental future, realising the benefits from community wealth building and regional investment.

### **Scotland Loves Local Campaign – towns recovery marketing campaign**

### **Our Place website development**

A collaboratively developed place website designed to: advocate for place based approaches, support the next iterations of the place standard, and, provide illustrations of local place based working that provide understanding and knowledge of what works that may be transferable to other settings and circumstances.