

## Background Paper – Placemaking in East London Visit

The ACVO Big Aberdeen Event in September 2014 showcased cross-sector connectivity and collaboration and provided a catalyst for on-going Big Aberdeen Actions in response to the City's challenges. 200 Conference delegates spread across 3 sectors and 3000 family visitors attended and took part in 3 Café Discussions and community activities.

The following questions were addressed :

1. What can Aberdeen learn from other cities?
2. What single improvement would improve the quality of life of the citizens of Aberdeen?
3. How well does Aberdeen City fit the words "a great place to live, play and prosper"?

The following points were made by Keynote speaker Lord Andrew Mawson, the founder of **The Bromley by Bow Centre\***, on the day (and in his book "The Social Entrepreneur: Making Communities Work" .\*

1. Put effort into understanding an area and the people who live there over many years. Learn to play with ideas and experiment to gain practical experience before developing structural forms often drawn from business.
2. Don't try to define social enterprise. If it works it works.
3. Like talks to like. Ensure real innovation takes place. Work closely with social entrepreneurs to discover genuine new approaches to social problems and not simply regurgitate old solutions that civil servants can feel comfortable with. There is considerable room for innovation here. Encourage innovative partnerships between business and social entrepreneurs.
4. Support the Social Venture Capital movement. Move beyond traditional philanthropy by investing time and business skills to tackling social problems. Plug the gap of smaller-scale private entrepreneurs engaging with social enterprise.
5. Rather than inviting people to discuss what should happen, invite people to come and give them the tools to do. Don't tell people to write a proposal, tell them to get on with it. Ideas which go nowhere lead to new relationships, learning by doing and self-esteem. Forms do not.
6. Allow leaders to be leaders.
7. Focus should be getting the detail of service delivery right and having people with practical experience working in key positions.
8. Develop smarter ways of engaging with the private sector and social sector together – business relationships where social enterprise earns fees and the private sector wins tenders, markets its offerings and where facilities are not underused.
9. Build on the people and approaches that work. Produce evidence and base policy recommendations on it.
10. Give more personal responsibility and hold individuals to account for what they do. When an individual takes a decision they are visible.

A Big Aberdeen Action Plan underpinned by these points was compiled by ACVO and presented in November 2014 as a proposal to Aberdeen for Aberdeen. It identified the following issues to raise with the Community Planning Partnership management group.

1. Better Transport System: Integrated, affordable, flexible and accessible.
2. Regenerate City Centre & Improve the cultural offer of the city
3. Regeneration Boards with business leadership involvement
4. Improved understanding of what the public sector is trying to do.
5. Affordable housing and engagement with construction industry.
6. Increased support for teams in engaging with communities.
7. The gap between Rich and Poor

Arising from the September event, a visit was planned for Aberdeen City Council, NHS Grampian and ACVO to visit Lord Mawson in relation to “**Place-making in East London**”.

### Visit to East London:

Lord Mawson OBE founded the Bromley-by-Bow Centre nearly three decades ago. Successive Governments have used this as national exemplars for successful community regeneration. Andrew’s championing and development of an integrated working model – involving health, education, housing, business and enterprise – has received international recognition. Andrew Mawson Partnerships believes in the unique gifts of every individual in the community and this is the secret to our success. It engages government firmly but positively; focusing on bringing consistency to their multiplicity of approaches and initiatives. They act as social brokers and place makers supporting the private and public sectors to work together. <http://amawsonpartnerships.com/>

The visit took place in early December and the party’s programme included visits to the following initiatives led by Lord Mawson.

- St Paul’s Way Trust School - the role that the Universities can play by forming close working partnerships with their local schools and communities;
- St Paul’s Way Transformation Project - creating integrated developments through joined up working, clear leadership and an aspirational narrative;
- Poplar HARCA estates - bringing existing communities and new opportunities together, creating mutual benefit through enterprise and renewal.
- Bromley by Bow Centre - the relationship of form and function, the role of design and integration in the realisation of purpose, a place where people can make connections, grow and thrive; working with key partners, stakeholders and local people to build vibrant communities through engagement and integrated local development.

Within this context the following Actions were agreed by the Aberdeen parties\*\* following the visit:

### Action notes from Bromley by Bow Visit

- Overall idea – pick two areas in the city, do a show-and-tell by all sectors. Use the idea of not spreading change too thinly but ensure effective support to enable change .
  - **Torry–**
    - use Big Noise/Sistema partnership as a catalyst for building from Torry Academy site. Include ACVO in Sistema partnership.
    - Ensure links are made into the Torry GP practice and into existing 3rd sector organisations in Torry/cultural field - ACVO to provide list of those organisations.
    - Bring together police, fire, universities, college, primary and secondary schools, cultural organisations, business world to be involved in the scheme.
    - Set up of Timebank for volunteering, business engagement, skills development – ACVO to action.
  - NHS – **Torry and Danestone** practices – could be the test of change areas. Use of the patient participation group in Danestone to provide feedback.
  - ACC – **Tillydrone** – review retail options for the area and work with all partners for an innovative approach.

- **Middlefield** – ACC issues with new road, implications for community – accessibility of GP surgery. Existing relationship with Space Solutions as business partner.
  - **Northfield** Total Place still on-going – generally all parties are involved and it could be a locality for modernisation of primary care offering. Identified as potential area of Big Aberdeen partnership action.
  - **Seaton**– Seaton Backies development already linking in partnership - ACC, Langstane Housing Association, ACVO, Aberdeen Greenspace, Aberdeen Playforum, local Seaton Backies community projects and through these with business partners and University
- **Use of public art** – connect to Gray’s School of Art. Encourage all partners to change the feel of premises following the Bromley example. Identified as potential area of Big Aberdeen Action including with AB+ – connect to Gray’s School of Art, Aberdeen Greenspace and Clean Aberdeen 2015.
- **Social prescribing** – what’s happening generally in the city and update/information to ACC on the project led by Dr Alistair Jamieson. Overall need to simplify the offer, make it easy for GP’s to use- copy the Bromley example of using EMIS? Long term communication campaign to change the expectation of patients from medical to social prescription. Work with 3<sup>rd</sup> sector and patient participation groups on this.
- **Weave actions into Big Aberdeen Action Plan** <http://acvo.org.uk/big-aberdeen-action/>

\*\* The visit involved Angela Scott, Chief Executive, ACC; Pete Leonard, Director of Communities, Housing and Infrastructure, ACC; John Quinn, Head of Land and Property Assets, ACC; Dr Christopher Provan, NHS Grampian; Dr Raj Gupta, NHS Grampian; Dr Peter Kiehlman, NHS Grampian; Gary Newbigging, NHS Grampian; Joyce Duncan, CEO of ACVO and Alison Chandler, ACVO.