Revitalising place through Community Entrepreneurship

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Background

- IT BSc
- Entrepreneurship MSc
- 2nd year PhD student – part time
- Teaching – 2nd year Community Development class
- Social Enterprise startup - Community Interest Company (CIC)
Aim:
Understanding the Process of Revitalising place through Community Entrepreneurship

Objectives:
1. Understanding community and the attributes of a community entrepreneur (CE) and the role they play to enable (Thompson)
2. Conceptualising the identity of place and their capacity to adapt/become resilient in order to replenish depleted economies
3. Understanding the process of community entrepreneurship
• **What I am doing?**
  – West Kilbride an example and case study
  – motivation/problem
  – Definitions: community/place/entrepreneurship/depleted
  – Literature
  – Definitions: community/place/entrepreneurship/depleted
  – Preliminary findings

• **How I am doing the research : Research Strategy**
  – research methods
  – preliminary findings
Where the story starts...
• West Kilbride
Before (picture taken 1998)

After (picture taken 2011)
West Kilbride development

Derelict bordered up shops

Barony Hall Craft Exhibitions
Award winning silver smith

Weaver, spinner and dyer
Craft Studios

Stained glass

Old maiden hand-dyed yarn
1. The West Kilbride Craft & Design Initiative (now known as Craft Town Scotland) was the national winner of the Department of Trade and Industry sponsored Enterprising Britain 2006 competition, a search for the most enterprising place in the UK.

2. The West Kilbride Craft & Design Initiative (now known as Craft Town Scotland) was the overall winner, category of 'Place', in the Scottish Urban Regeneration Forum's Annual Best Practice Awards 2006.

3. Craft Town Scotland became an accredited VisitScotland Visitor Attraction in 2006 and was awarded a 3 star grading in 2008.

4. Craft Town Scotland was joint winner of the Ayrshire Business Awards 2011 Rural Enterprise Category (Sponsored by Ayrshire LEADER).

5. Craft Town Scotland, West Kilbride - winner of The Year of Creative Scotland 2012: Creative Place Awards (population under 10,000). The Scottish Government committed to a series of focus years running from 2010 to 2013 to ensure co-ordinated national activity to spotlight some of Scotland’s great assets.

• Financial, social, cultural, human impact on WK community and beyond
A geographical perspective on capitalism is characterised by an ongoing process of abandoning established locations and reinvesting in locations that promote profitability. (Smith 1984)

This process creates depleted communities – resources are ‘used up’ according to profit seeking capital (Johnstone and Lionais 2004). These places continue to be lived in though social and economic problems exist.

An attachment to ‘place’ makes that significant and its when that attachment is acted upon that a community can become creative in how it uses space.
• Social aspects of community deprivation – vandalism/ antisocial behaviour
• These places can act as hosts to a unique form of enterprise that combines good business with community goals. Thus community business entrepreneurship.
• space vs place – economic (capitalistic) evaluation vs social evaluation (Hudson 2001) ;(Massey 2005)
• The need for resilient regions – adaptability, transformability and self reliance. Periodically reinvent- places that get left behind. Hudson (2009)
• **Place**
  Place refers to a particular area usually occupied to which a group of people have become attached endowing it with meaning and significance. It becomes a ‘meaningful location’ Creswell (2004)

• **Entrepreneurship**
  The efforts to bring about new economic, social, institutional, and cultural environments through the actions of an individual or group of individuals (Rindova et al. 2009, p. 477)

• **Community Entrepreneurship**
  The innovative re-combination of pre-existing elements of activity by inhabitants with shared interests living in a small basic administrative or statistical area. Community entrepreneurship attempts to use the process of entrepreneurship as a force for economic development by exploiting the resources and assets of the community. (Ingebjørg Vestrum, Einar Rasmussen, 2013)
● Focus groups
  – Board members (WKIL)/ community leaders/oldest living residents

● One to one interviews
  – Civic leaders/ community entrepreneur(s)/ volunteers/residents/crafters

● Ethnography
  – Stayed at a B&B of one of the community leaders
  – Longitudinal study
• Findings..
Community entrepreneur/enabler
• social good
• economic viability
• Catalyse change through:
  • Envisioning
  • Enabling
  • Enacting
  • Enabling

LOCAL
• Government
• Volunteers
• grassroots groups
• community groups
• civic leaders
• individual donors/philanthropists

NATIONAL
• cooperation
• foundations
• entrepreneurs
• nonprofits
• advocacy groups

Source: Theory of Change conclusion
1. The vital role of community entrepreneur/enabler/facilitator/visionary
2. The presence of a shared ‘community problem’
3. CE trajectory and exit strategy without which they can move from hero to villain – CE is sidelined in this story. A new CE emerges.

“behold the turtle stuck its head out for the sake of progress” WK resident

“its all the smart people that live up on the hills...they made it possible”
community volunteer

“I've grown up all my life here in the schemes.” “I am the visionary.” CE

4. The importance of co-ordinating community members into a recognisable group
- “the crafters have taken up all the best parts of the street!” trader

5. “place” matters – not one size fits all
• **Government legislation: Community Empowerment (Scotland) Bill**
  
  • The Bill was Passed on 17 June 2015.
  
  • Overall, the Bill will help to empower community bodies through the ownership or control of land and buildings, and by strengthening their voices in decisions about public services.
  
  • **National Outcomes**: Requires Scottish Ministers to continue the approach of setting national outcomes for Scotland. They must consult on, develop and publish a set of national outcomes. They must also regularly and publicly report progress towards these outcomes and review them at least every five years. Public authorities and other persons or organisations that carry out public functions must have regard to the national outcomes in carrying out their devolved functions.
• There are 11 topics covered by the Bill. The information below gives a brief summary of each:

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• **2- Community Planning:** Places Community Planning Partnerships (CPPs) on a statutory footing and imposes duties on them around the planning and delivery of local outcomes, and the involvement of community bodies at all stages of community planning. Tackling inequalities will be a specific focus, and CPPs will have to produce “locality plans” at a more local level for areas experiencing particular disadvantage.
• **3-Participation Requests**: Provides a mechanism for community bodies to put forward their ideas for how services could be changed to improve outcomes for their community. This could include community bodies taking on delivery of services.

• **4-Community Right to Buy**: Amends the Land Reform (Scotland) Act 2003, extending the community right to buy to all of Scotland, urban and rural, and improving procedures. Part 4 also introduces a range of measures to amend, and in some areas, simplify, the crofting community right to buy. Finally, Part 4 introduces a new provision for community bodies to purchase land which is abandoned, neglected or causing harm to the environmental wellbeing of the community, where the owner is not willing to sell that land. This is if the purchase is in the public interest and compatible with the achievement of sustainable development of the land.

• **5-Asset Transfer Requests**: Provides community bodies with a right to request to purchase, lease, manage or use land and buildings belonging to local authorities, Scottish public bodies or Scottish Ministers. There will be a presumption of agreement to requests, unless there are reasonable grounds for refusal. Reducing inequalities will be a factor for public authorities to consider when making a decision.
Limitations

• Unique case study
• Unique setting/place
• Social capital – unique to place
• Measuring the impact on community: financial, social, cultural, human- quantifying impact?
  – Conclusions still work in progress...
Questions
Thank you for listening

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