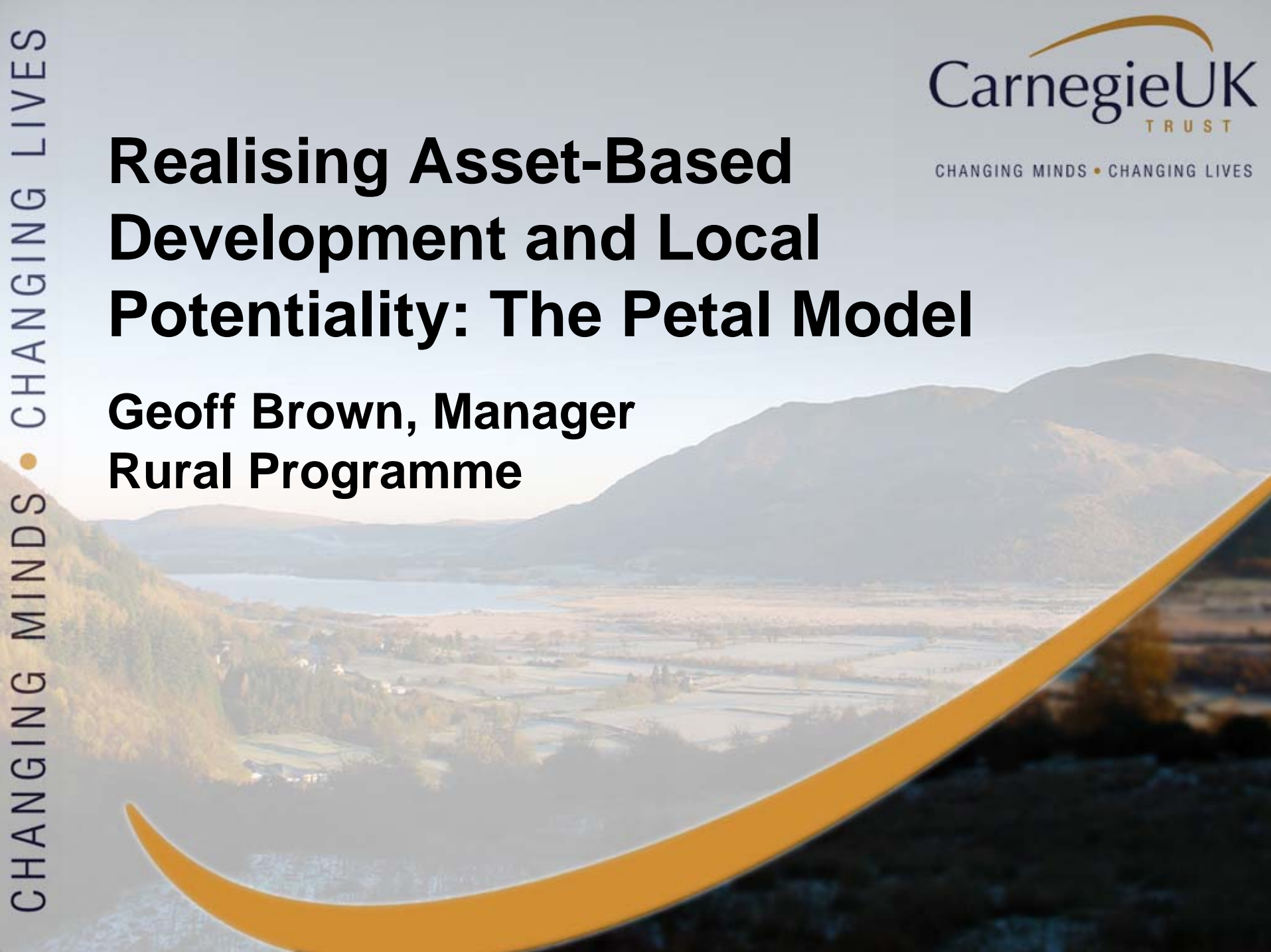


# Realising Asset-Based Development and Local Potentiality: The Petal Model

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# **Carnegie Commission for Rural Community Development – July 04 to June 07**

***Challenges and  
opportunities facing rural  
communities across the  
UK and Ireland***



## **A CHARTER FOR RURAL COMMUNITIES**





# GLASS HALF FULL?

**Building Communities from the inside out (Kretzman and McKnight)**

**Needs, deficiencies and problems**

**OR**

**Commitment to discovering a Community's capacities and assets**



# Three main areas for uncovering community assets

- Residents
- Formal Institutions
- Informal organisations located within the Community

*‘Once we know the full breadth of people, organisational and institutional resources that exist in a community, we can then move forward in the direction of a needs assessment - In this way as needs are uncovered, there is excellent information about the pool of people and groups who have the type of skills and interests needed to tackle these difficult issues.*



# The Petal Model: Characteristics of a Vibrant Rural Community



**These characteristics (petals) need to be seen holistically.**

**They are interdependent, adding value to each other.**

- **Optimising Assets**
- **Achieving fairness for everyone**
- **Empowering local governance**
- **Increasing financial resources**
- **Enjoying locally relevant services**
- **Enriching social capital and well being**
- **Valuing local distinctiveness**
- **Developing reliable infra-structure**
- **Supporting dynamic local economy**
- **Enhancing environmental capacity**



# The usefulness of the Petal Model

- A Diagnostic tool
- A source of ideas
- The standards we use and a check on our performance

*But we need to try it out- suitably modified*

*Looking for volunteers- on top of years of existing practice*





**The transformation of rural communities will also depend on three enabling factors (leaves)**

- **Realising participative community planning**
- **Growing Capacity**
- **Building Capital**



# **HOW CAN WE USE THE PETAL MODEL?**

**Asset based orientation in general**

# Optimising Assets

- What people have we got?
- What skills and gifts do they have?
- What is good about this place?
- What are our strengths?
- What land and buildings do we have?
- What meeting places have we got?



# Achieving Fairness for everyone

- Thinking about all parts of the community of people
- Making a commitment to social justice
  - Equal opportunities, positive discrimination



# Empowering Local Governance

- Which organisation takes the lead?
  - Representative and participatory democracy
  - Do we need new organisations?
    - Community planning and community action plans

# Increasing Financial Resources

Responsive grants system  
but income from  
activities and enterprise also



# Enjoying Locally Relevant Services

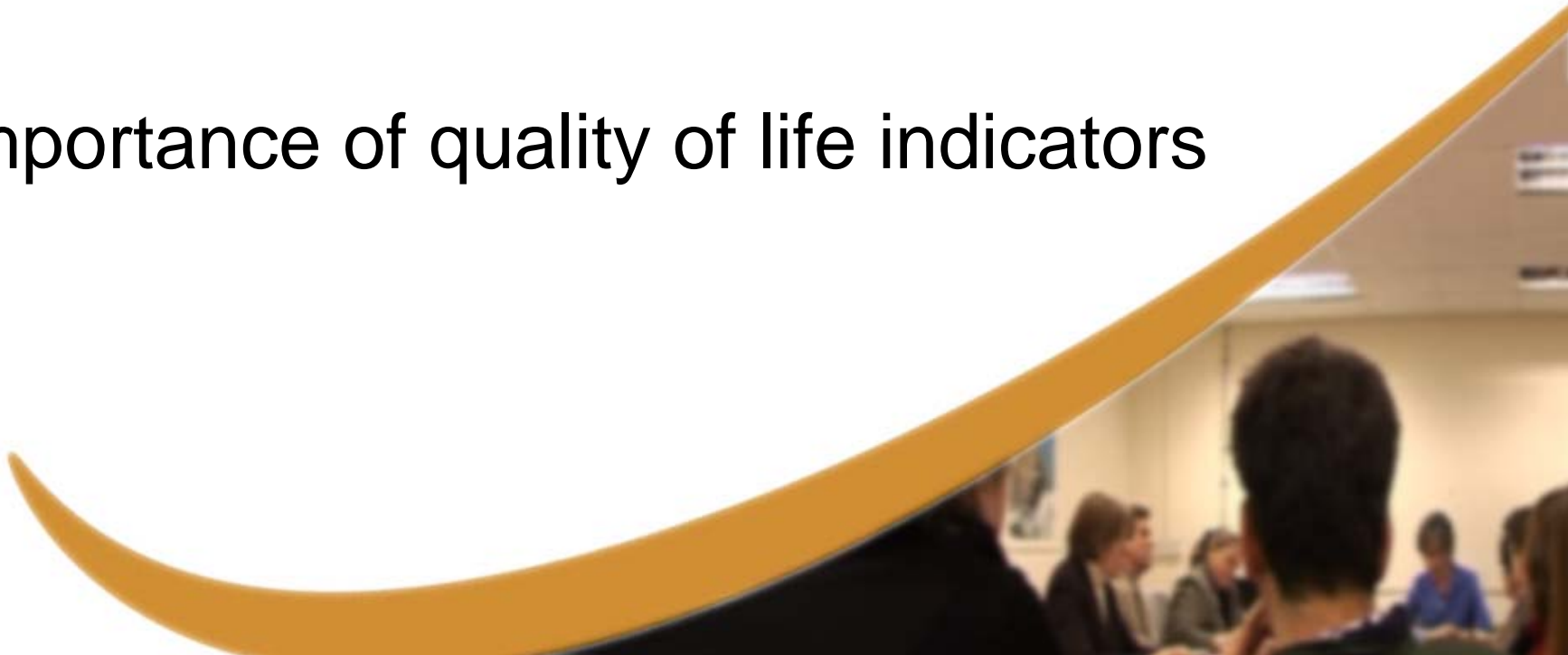
Essential services should be centrally supplied, but for non-essential services, co-production has great merit:

- Social enterprises
- Creating services that people need/want locally
- Community facilities as multi-service delivery points.



# Social Capital and Well-being

- Harnessing the rich social capital of many areas; but need access to skilled help
- Importance of quality of life indicators





# Local Distinctiveness

- Place as a focus for development
- What's special about where we live
- Harnessing our sense of place
- Developing local pride in place
- Creating opportunities for sustainable tourism



# Developing Reliable Infrastructure

- New transport infrastructure (paths, cycle-ways and community transport)
- Affordable housing via community land trusts

# Dynamic Local Economy

- Localisation, food and fuel 'farming renaissance'
- Eco-system services
- What rural areas provide for society as a whole



# Enhancing Environmental Capacity

Reducing carbon footprint, renewable energy etc

*The Gigha Story- Faith,  
Hope and Charity  
Using asset development and  
an asset-approach as  
the basis of wider community  
(economic) development*

