

Stronger Places Assessment Toolkit

Guidance for advocating,
planning and investing
in Places

—PACE→

ADEPT  Amey

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Introduction to Creating Stronger Places



Introduction

In times of change, Place Leaders must advocate for the multifaceted concept of Place, which includes communities, the built environment, economy, and culture. With local government under pressure, it's crucial to make a strong case for Place.

The PACE programme focuses on building compelling narratives to advocate for Place, covering strategies for developing resilient and vibrant communities, emphasising storytelling techniques and explored approaches to sustainable investment.

This toolkit has been collaboratively developed by ADEPT, Amey, and a cohort of Strategic Directors for Place from across England, bringing together expertise and insights for impactful Place leadership.

Using this toolkit

This toolkit is meant to prompt your thinking- it poses questions about your Place and how its opportunities and problems are uncovered, articulated and advocated. Work through the whole document or dip into the parts which seem most relevant for you in your Place journey.

Pre-read material

The Place Leaders' Pioneering, Action-orientated, Creative and Entrepreneurial (PACE) programme is a joint venture from ADEPT and Amey. Launched in 2023, the PACE Programme aims to create space for senior place leaders to find strategic solutions to the wicked issues facing the public sector.

Designed exclusively for place directors and senior leadership, two of the fundamental principles behind PACE is to influence the future of place-focused strategies and support place leaders in driving change

The 2024 programme has focussed on "Making a Stronger Case for Place", held over three sessions themed on advocating, planning and investing. The output documents for each of these sessions can be found on this slide and form the foundation for the Stronger Places Assessment Toolkit.





Creating Stronger Places Insights

Exercises to support gathering the right knowledge.

Prompts and guidance on gathering information and data.



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Planning for Stronger Places

Understand the beneficiaries of our places and plan to make stronger future places.

Develop skills and techniques for creating and telling impactful place-based stories adaptable to specific audiences

Harness the power of data and insight to underpin the vision for Place



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Understanding your Place.
Use the prompts below to build a picture of your Place.

Past	Present	Future
What is the history of your place?	What is it known for now?	What are the ambitions?
Why is this your Place?	What is the current identity?	What are the opportunities?
What was it known for in the past?	Who lives/works/plays in your place?	What are the challenges?
What to embrace from the past?	Does it deliver what it needs to?	What does it want to be known for?
What to leave behind in the past?	What is the Place proud of?	How adaptable is the Place?
How does it impact the culture/feel now?	What are the frustrations?	Staying connected to past/present?
What has changed over time?	Relationships in the Place?	Are there local sensitivities?

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What is the current story of your Place?

Vision is the story that brings to life an attractive future state for a place. Focussing on what you now understand of your Place and the strategies, policies and plans already in existence use the table below to pick out key themes and what that delivers for your Place.

		Theme 1	Theme 1	Theme 3
Purpose	Identify the why What is your current place values and strengths?			
Vision	What does it look like...Where do you aspire to be? Do you have a well defined vision?			
Mission	How are you doing it....Are you clear on what you need to do to achieve the current vision?			

Is the vision described strong enough to deliver on the purpose?

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Advocating the case for Place

Understand what place means through different lenses to determine what makes a great place.

Challenge ourselves on the insight needed to create the right interventions in a place.

Advocate for places using tools and methods to support Place Leaders to become better advocates and story tellers.

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How would you redefine the future story for your Place?

Reflecting back on your current story and the key factors that will shape your place in the future, use the table to capture any required reshape of the purpose, vision and mission for your Place.

		Theme 1	Theme 1	Theme 3
Purpose	Identify the why , what are your Place's values...	<i>Lack of community space, not fit for purpose. Need a hub for services and connectivity in the community and encourage in investment</i>		
Mission	How are you going to do it....	<i>Redevelop the town centre – e.g. the library. With multipurpose spaces and accessibility via transport investment etc</i>		
Vision	What will it look like when it's done.....	<i>A defined community space that provides the services needed in the community and a revitalised town centre where businesses invest and people connect.</i>		

Is the vision described strong enough to deliver on the purpose?

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Facilitating Investment to Create Stronger Places

Harness the capacity and potential of local communities to invest in making their local places stronger.

Optimise long-term public & private sector investment in creating stronger places.

Advise purposeful decisions driven by Place Leaders.





Stronger Places Action Plan



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