



DELIVERING INCLUSIVE GROWTH - across the Scottish Borders

Demonstrating Value - Social and Economic Impact

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Why and What!

- Why?
- What we did?
- What difference?
- What Next?

Why?

- Usual caveats apply!!!!
- Good at talking to each other
 - Networking
 - Collaboration
 - Sharing Best Practice etc.
- Generally – pretty hopeless at getting our message across more broadly (with exceptions)
- Result – misunderstood – taken for granted?
- Supplier not Partner
- Local Government Elections – provided the impetus

What?

- Independent Economic Impact Study – March 2016
- Stress on the ‘Independent’
- Solid, rigorous piece of work
- Widely disseminated
- ‘Opener’ – for introduction, wider discussion
- Felt – important not to overstate – not looking for the biggest number possible
- Communications – stressed wider impact of sector

Difference?

- Difficult to say – or precisely quantify
- Others have followed same approach – so broader picture building
- Generally – more focus on this issue now
- Internally – lots of work to clarify approach and messages
- Externally – good feedback received and a lot of interest generated resulting in new relationships and conversations
- View this as being a positive thing to have done, but....

What Next?

- EHA Strategy
 - Refresh/update study – not necessarily like for like
 - Clarify comms / Our story – Compelling Case
- Borders Housing Network
 - Focus on joint comms work – clear messages and identity
- SFHA work with HACT – keen to pick up on work that Polly will be highlighting
- Keep honing the message – evangelising!
- It is not PR for the sake of PR – it's much more important than that



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