

# Using what you already have! Finding new value in existing assets. Asset Based Rural Development (ABRD)



# What do we need for 'development'?

- Imagination
- Creativity
- Enterprise
- But we need *something* to develop!
- What do we already have?

# Appreciative Inquiry

Asset Based

Look at what we've got!!

Look at what we're missing!!

Deficit Focused

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# How do we make development 'sustainable'?



- Everything changes!
- But often, development projects do not last as long as they could or should.
- Especially if they are chosen, directed, funded and managed from *outside* the community!

# Sustainable development

- What is 'sustainable development'?
  - It means that the development lingers in the community,
  - that it is available to future generations,
  - and that the benefits are enjoyed by all in the community

# Sustainable development

- Environmental
- Economic
- Social

# So how do we make development *sustainable*?

- By getting people in the community to *do the development!*
- By doing development in such a way that local people *take ownership* of it.

# Why local people?

- Because they are the ones who are still there after the outside developers leave
- Because they can *continue* to develop
- Because they know important things – about the land, about the place, about the people, about the ways of doing things – which are necessary for successful sustainable development



- Exogenous Development
  - Led from outside – “exo”
  - Top-down
- Endogenous Development
  - Led from inside – “endo”
  - Bottom up

# What do local people have to contribute?



- They have *Assets (ressurser)*
  - Land
  - Local Knowledge
  - Ways of working together
  - Skills
  - Need and desire



# Assets (*ressurser*)

- Assets are the things we (the community) already have, that we can bring to development.
- Assets are not just *things*.
- Indeed, *things* are often not enough!

# Assets

## Two types:

- **Tangible Assets**
  - Material and environmental resources
- **Intangible Assets**
  - Knowledges
  - Relationships and networks
  - Financial capital

# Asset-based Rural Community Development (ABRCD)

- focuses on the *act* of development – development is a *process*.
- focuses on communities gaining and building assets.
- focuses on communities using assets as part of the development process.
- advocates trusting communities to develop themselves

# ABRCD

- Requires communities to define what is valued and what is an asset.
- Puts communities in the driving seat with opportunities, rights and responsibilities.

# But how can we do this?

- We need a *method*, a *system* that we can use to identify Assets
- We need to develop a way to recognize the assets the community already owns
- And a way to get them to contribute these Assets to the development project.

- If we can do this, we can get the ‘community’ to *take ownership* of the development, because, after all, they contributed their own assets to it!
- If they take ownership, this will help make development *more sustainable* because it will continue to happen after the initial project is finished



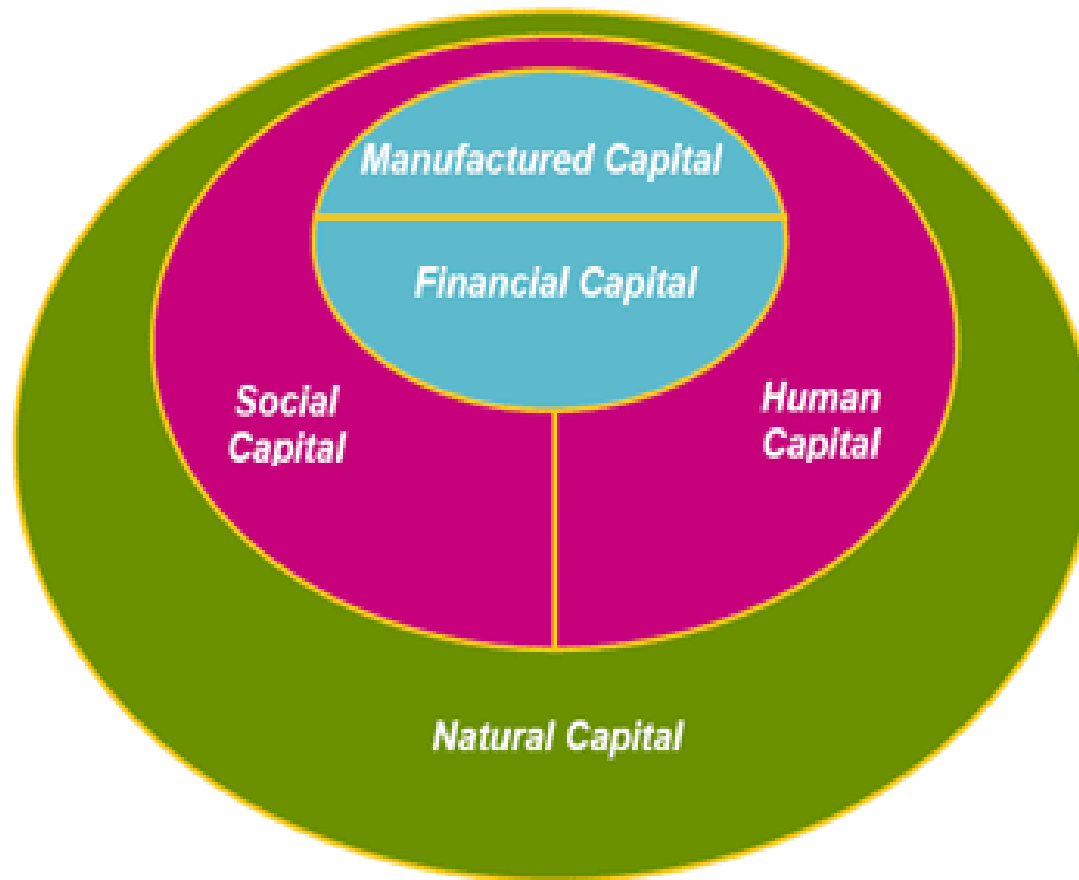
- In this case, development is a spiral – the first development creates increased capacity to develop more
- And with each subsequent development, there are more skills, more capacity, more Assets to develop with.

# Five Capitals Model - a Framework for Sustainability

- If capitals are resources, then they are assets for development
- The range of assets for development goes far beyond financial capital
- Sustainable development requires all partners to contribute
- Exogenous assets are as important as endogenous assets

# Five Capitals

- Natural Capital
- Human Capital
- Social Capital
- Manufactured Capital
- Financial Capital



# Five Capitals Model

([www.forumforthefuture.org.uk](http://www.forumforthefuture.org.uk))

# Natural Capital

- Biodiversity
- Landscape character
- Soils
- Water
- Air and climate
- Minerals and other
- non-renewables

# Human Capital

- Employment and Skills base
- Education and training
- Health and well-being

# Social Capital

- Leadership and trust
- Community cohesion and sense of place
- Stakeholder networks and processes
- Institutions conserving the land

# Manufactured Capital

- Archaeology
- Buildings and built heritage
- Transport infrastructure, traffic and access networks
- Processes and waste products
- Energy production and Consumption
- IT and telecommunications



# Financial Capital

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- Public funding,  
e.g. for CAP or rural regeneration.
- Local authority expenditure.
- Conservation funding.
- Other (such as match funding).

# Linking....

- We need to *link*:
  - Capitals that we already have
  - Demand from consumers
  - Our imaginations and hard work!

# Small farm assets for equine businesses

- The very environment which makes them uncompetitive in agriculture, makes them competitive in other businesses
- Of course the assets need to be matched with vision and inspiration (and hard work!)

Type of Asset	What do we have?	How can it be used?
Natural Capital		
Human Capital		
Social Capital		
Manufactured Capital		
Financial Capital		

# Diversification of farm Assets: **Natural Capital**

<i>Capital</i>	<i>Existing on-farm Capital</i>	<i>Core requirements of Equine sector</i>
<b>Natural Capital</b>	Pasture land	Grazing turnout
	Enclosed fields/ existing field systems already in place	Suitable ratio of horses to acreage; turnout of horses in social groups/ limited horses per enclosed grazing area
	Natural water courses/ piped water (self re- filling troughs etc)	Access to water
	Hedges and woodland	Shelter (natural or man made) from the elements
	Fields in close vicinity of farm buildings	Ease of access to turnout
	Natural environment with wide variety of grass species	Stimulating environment, promoting equine health and well being

# Natural Capital



# Diversification of Farm Assets: Manufactured Capital

<i>Capital</i>	<i>Existing on-farm Assets</i>	<i>Core requirements of equine sector</i>
<b>Manufactured Capital</b>	<b>Sheds and Out houses</b>	Stabling; tack rooms; rug storage areas; feed rooms
	<b>Large Storage barns</b>	Dry storage of bulk feed (hay/ haylage) and bedding
	<b>Hard standing/ yards</b>	Clean (mud free) surfaces
	<b>Fencing</b>	Enclosed grazing
	<b>Tools and Machinery</b>	Maintenance of buildings and fields; movement of bulk feed; transportation
	<b>Waste management</b>	User friendly muck heap



# Manufactured Capital





# Manufactured Capital



# Diversification of Farm Assets: Financial Capital

<i>Capital</i>	<i>Existing on-farm Assets</i>	<i>Core requirements of equine sector</i>
<b>Financial Capital</b>	<b>Farm accounts</b>	Regular monthly invoices
	<b>Farm business accounts</b>	Sourcing of feed and bedding at wholesale/ farm prices
	<b>Farm produced feeds</b>	Home grown hay/ haylage (of high quality for equines, with detailed knowledge of source/ components)

# Diversification of Farm Assets: **Human Capital**



<i>Capital</i>	<i>Existing on-farm Assets</i>	<i>Core requirements of equine sector</i>
<b>Human Capital</b>	<b>Knowledge of and practical skills in natural resource management</b>	Yard owner/ manager to maintain sustainable grazing all year round
	<b>Knowledge of and practical skills in livestock management/ animal husbandry</b>	Yard owner/ manager to possess knowledge of equines and practical skills in animal husbandry/ handling of animals
	<b>Knowledge of farming systems/ farm management</b>	Yard owner/ manager to possess knowledge of farming calendar/ systems of farming and be a source of knowledge and advice on the 'countryside code'
	<b>Practical skills in the use of farm equipment/ machinery</b>	Repair and construction skills; muck heap management ; creation and maintenance of exercise surface (ie. ménage) etc
	<b>Management skills and Leadership</b>	Yard owner/ manager to retain control, be organised in the management of the business and make timely decisions
	<b>Knowledge of and physical presence on farm premises</b>	Yard owner/ manager to possess a detailed knowledge of the farm and have a regular presence on the farm
	<b>Knowledge of Health and Safety</b>	Yard owner/ manager to maintain a safe environment for both horse and rider



# Diversification of Farm Assets: **Social Capital**



<i>Capital</i>	<i>Existing on-farm Assets</i>	<i>Core requirements of Equine sector</i>
<b>Social Capital</b>	<b>Embedded within local rural community</b>	Promotion of wellbeing through connection to local place. Access to off-road riding
	<b>Embedded within rural communities of interest</b>	Promotion of wellbeing through shared interests/ values/ aspirations
	<b>Connected to farm business supply chains and other rural networks</b>	Availability of feed and bedding products at best value
	<b>Access to information and advice</b>	Yard owner/ manager to maintain up-to-date knowledge of best farming practice and legislative/ regulatory requirements
	<b>Communication skills</b>	Time for conversation/ feel valued and listened to when it comes needs to horse and rider

# Often-used assets

- Local food
- Local history, local stories
- Local landscape
- Local (culture) products
- Local skills
  - Service delivery
  - Trades and other land-based skills

# New possibilities

- Culture Economies
  - Language, culture practices (music, dance, costume), food, special products
- Experience Economies
  - Outdoors, Adventure, Experience certain kinds of history, Health and Fitness
- Heritage
  - Authenticity, Difference, Accommodation, Farming, Horses, Enactment