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**Your Place, Your Point:   
Participatory Budgeting in Merkinch & South Kessock**

**Stakeholder Promotional Toolkit**

**19 July – 12 August 2024**

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**1. Background**

Highland Community Planning Partnership, Highland Third Sector Interface, Youth Highland, Scottish Community Development Centre and Police Scotland are working together on an approach called '[Participatory Budgeting](https://pbscotland.scot/what-is-pb)'. This will involve local people having a say over how we spend £30,000 in the local area.

The project, called **Your Place, Your Point**, has been funded by Highland's share of the Scottish Government's [Whole Family Wellbeing](https://highlandcpp.org.uk/across-highland/additional-partnerships/whole-family-wellbeing-programme/) Fund. The Scottish Government have also contributed funding towards the meaningful participation of young people, supported by Youth Highland, throughout the process. This project aims to improve local democracy, ensuring that communities are more engaged with decision-making to improve safety and wellbeing.

Youth Highland have been working with young people in the area over the last year to understand more about their feelings about where they live. A wide consultation was carried out which saw nearly 400 children and young people participate; sharing their views about a range of topics. Through this, young people told us what they need in their community to grow up loved, safe and respected.

The details of what children and young people said was important is available on the [project webpage](https://consult.scotland.police.uk/strategy-insight-and-innovation/merkinchandsouthkessockpb/).

The programme is now open to receive applications. This stakeholder toolkit is intended to support local stakeholders and organisations to reach their audiences to help promote the opportunity for communities in Merkinch & South Kessock.

**2. Key information**

Local partners including Police Scotland, Highland Community Planning Partnership, Highland Third Sector Interface and Youth Highland are now inviting local groups and partners to apply for a share of a new £30,000 for Merkinch and South Kessock.

The ‘[Your Place, Your Point](https://consult.scotland.police.uk/strategy-insight-and-innovation/merkinchandsouthkessockpb/)’ project has been funded by the co-funded by the Scottish Government and Highland Community Planning Partnership and aims to ensure the local community is engaged in decision making to improve safety and wellbeing in their local area.

The project will run throughout the rest of summer and autumn 2024 and a steering group, made up of people from the local area, has been established to help run the initiative.

Community groups are being invited to make their case for funding for initiatives aimed at addressing the priorities young people told us were important.

Applications can be made by clubs, groups, and community-led forums such as Parent or Community Councils, and should address need in the community. More information is available in the [guidance notes](https://consult.scotland.police.uk/strategy-insight-and-innovation/merkinchandsouthkessockpb/).

We are particularly keen to support activities or projects which support people who are often seldom heard, marginalised or facing social injustice in communities, or who face barriers to participating in democracy.

Applications will be reviewed by the steering group before being put to a public vote. A community event will be held on 7 September so that local people can learn more about each application before voting for the ideas they wish to turn into reality.

Chief Inspector Judy Hill, Local Area Commander for Inverness, said “It is very important to us to listen to our communities and act on what people identify as priorities for policing and our partners.

“We also need a shared vision and collective response to some of the most pressing challenges such as poor mental health, drug and alcohol use and ensuring everyone has access to the right services at the right time. This innovative project gives an excellent opportunity to empower the people of Merkinch and South Kessock to kickstart local initiatives which are aimed at improving overall wellbeing and building safer communities.

“We are committed to ensuring that the public, communities and partners are engaged, involved and have confidence in policing and I want this to be a project which will benefit children, young people and families in Merkinch and South Kessock.

“I would urge anyone with ideas or projects they feel would improve the safety and wellbeing of people and communities of Merkinch and South Kessock to apply.”

**3. Target audiences**

The audience for this project is all people living in Merkinch and South Kessock. Not for profit clubs, groups or community organisations providing a service in, or of benefit to, the local area can apply. The project’s steering group is keen to ensure that as many people as possible find out about this opportunity to make a difference in their local community.

Suggested social posts

Suggested messaging for use on your organisation’s socials to help drive awareness locally. Please feel free to edit to your style/tone.

**Facebook:**

Do you have an idea for an activity or project that would help make a difference in Merkinch and South Kessock? Local partners are working together to let local people decide how to spend £30,000 to improve safety and wellbeing in the area.

We want everyone to know about it so you can take part!

💬 Find out more about the new project called Your Place, Your Point and apply for funding for your group or project: <https://tinyurl.com/2exejbrw>.

#YourPlaceYourPoint

**Twitter/X:**

Do you have an idea for an activity or project that would help make a difference in Merkinch & South Kessock? £30,000 is available. You can get involved!

💬 Find out more and apply for funding: <https://tinyurl.com/2exejbrw>.

#YourPlaceYourPoint

A social media graphic card is also available for use in the .zip file communications pack alongside this document.