

DESPITE THE CUTS

Engaging People - Engaging Places



Creating new national models for citizen-led action in the places we love
Partnerships | Scaling | Funding | Engagement

#DespiteTheCuts
King's House, Manchester;
Thursday 21 March 2013



09.25	Introduction & Welcome		Richard McIlwain Community Strategy Manager Keep Britain Tidy
"From our side of the fence": Experience from six sectors			
09.30	Policy viewpoint	'Taken for Granted' The needs of small voluntary and community organisations in a Big Society era.	Ed Cox Director IPPR North
09.45	Charitable sector	Why some people take action in their local communities and others don't: What Keep Britain Tidy has learned over sixty years of community engagement.	Simone Spray Director of Programmes Keep Britain Tidy
10.00	Public sector	Co-production and co-operation: How we can deliver initiatives that genuinely engage local people.	Hannah Jameson Strategy Manager London Borough of Lambeth
10.15	Community sector	Communities doing it for themselves: How to engage communities in active change.	Dave Morris Campaigns Officer National Federation of Parks and Green Spaces
10.30	Tea/Coffee		
11.00	Finance Sector	How can the financial sector enable and support community volunteers to play an active role in improving their local areas?	TBC
10.45	Business sector	Understanding the importance of business in creating social value and the issues we currently face.	Ian Hagg Head of Communications and CSR KFC
11.15	Q&A	Open floor discussion	

Masterclasses from successful community initiatives

11.45	Pick two 30 min masterclasses (we are running each one twice)		
30 mins	Our Common Place - Recycling in 16 communities across London Our Common Place works with local people to build social capital and positive environmental change. This masterclass explores the approach as it applies to recycling and the impressive results from 16 communities across London.	Morgan Phillips Team Leader Our Common Place Keep Britain Tidy	
30 mins	Transforming Sheffield's rivers through community-led action How social enterprise, The River Stewardship Company, is transforming Sheffield's river environment, securing funding to develop a volunteer workforce and engaging local people to transform their own stretch of river.	Helen Batt Manager The River Stewardship Company	
30 mins	From shop local campaigns to a Valley of Lights: Engaging communities to lift their whole town How Totally Locally grew from a council initiative to an award-winning shop local movement. Why teams of volunteers use our "town kit" to promote the value of local shopping, create community events, and ultimately lift their local economy. How the Valley of Lights project re-engaged the Calderdale Upper Valley after the terrible floods of the summer of 2012.	Nigel Goddard Co-founder Totally Locally	
30 mins	Case study in citizen-led action: Clean up my community - Warrington A personal journey from despair and irritation about the state of my local environment to the blossoming of a local activist movement that has the support of business, local politicians and charities.	David Parr Founder Clean Up my Community - Warrington	
30 mins	Breaking barriers : Understanding how to get your residents involved in community activity What do we actually mean by community engagement, why do some people become active in their local communities and others don't? What are the motivations and barriers? Keep Britain Tidy's latest research and top tips to maximising people focused engagement.	Andrea Talbot Market Research Manager Keep Britain Tidy	
11.45	OR head outdoors for a 60 min masterclass		
1 hour	Living Streets : Community Street Audits as a driver for engaging local people Streets and public spaces are most successful when residents have the opportunity to influence decisions about them. Learn how Community Street Audits engage the viewpoint of the people who use them, rather than those who manage them.	Jim Shaw and Simon Harrison Regional Coordinators Living Streets	

12.45	Lunch	
Masterclasses from successful community initiatives		
13.30	Pick two 30 min masterclasses (we are running each one twice)	
30 mins	<p>Communities empowered to transform from binge to better</p> <p>We have grown from a local scheme to an award-winning national initiative supporting 120 projects at work within the night-time economy. We will explain how we work to reduce violent crime, ASB and sexual assaults; and engage citizens to invest millions of volunteer hours and help tens of thousands of people across the UK.</p>	<p>Paul Blakey MBE Founder</p> <p>Street Angels - CNI Network</p>
30 mins	<p>Empowering local people to contribute solutions to their own environment</p> <p>We are passionate about the long-term management and funding of public green spaces, and our sites prove that community led regeneration of derelict land has the capacity to improve the economic, social and health prospects of an area. We've developed a pragmatic six level approach to community involvement which is flexible enough to work with a wide range of communities and we'll introduce this approach through a number of inspiring case studies.</p>	<p>Alan Carter Head of Portfolio Management</p> <p>The Land Trust</p>
30 mins	<p>Arts, Kindness and Community</p> <p>Drawing on People United's pioneering projects as well as research around the science of altruism, this session will be a creative exploration of how the arts can bring people together and be a catalyst for positive change.</p>	<p>Sarah Fox Project Manager</p> <p>Tom Andrews Chief Executive</p> <p>People United</p>
30 mins	<p>How deliberative methods can support broader community engagement</p> <p>We'll explore the value of deliberative methods of engagement and the creative energy that can be realised within communities, using recent experience working with over 250 stakeholders, which led to the establishment of an 800+ online and active local member forum in the South Downs National Park, the only National Park Authority in the country to work with its stakeholders in this way.</p>	<p>Ben Shimshon and Joe Caluori</p> <p>Britain Thinks</p>
30 mins	<p>Young people doing it for themselves in the places they love: Stockport's Teenage Market and 7 Miles Out</p> <p>How we engage young people to celebrate local talent in Stockport's high street and market. Why we work towards restoring the unique identity of our town - from a 'clone town' to 'home town'. We'll share examples of how the passion and creativity of young people made our high street a destination again.</p>	<p>Joe Barratt Filmmaker & Organiser</p> <p>The Teenage Market & 7 Miles Out</p>

OR head outdoors for a 60 min masterclass		
1 hour	<p>Parks for People : Sackville Park – engaging an urban community around local green space</p> <p>A guided tour of this Green Flag Award winning small urban park in the heart of Manchester City Centre. We will explain the history of the park, the importance of green space to urban communities and the role of the local Friends Group which since 2008 has transformed the park from an overlooked recreational ground to a thriving community green space.</p>	<p>Manchester City Council</p> <p>Paul Todd Green Flag Awards' Manager</p> <p>Keep Britain Tidy</p>
Open Space towards a National Call to Action		
14.30	<p>Speakers and participants will take part in a facilitated Open Space session. This will be an opportunity to speak to other participants, share opinions, collect experience, learn and develop new ideas in a relaxed setting. The session will also help inform a new national call to action, to be published later this year.</p> <p>The Open Space session will be framed by the following question:</p> <p>'What needs to happen to enable local communities to take action to address the issues that affect their neighbourhoods?'</p>	<p>Peter Bryant Head of Public Engagement</p> <p>Our Life</p>
16.30	Summary of key experiences towards the national call to action.	<p>Simone Spray Director of Programmes</p> <p>Keep Britain Tidy</p>
16.45	Close	

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Love where you Live