

HOW TO CHANGE THE WORLD!

Improving Support for Campaigning in Yorkshire & the Humber

Friday 16th January 2009 at Broadcasting House

Notes from Workshops

Campaign Training

Objectives

- Increase access to training
- basics routes into training
- Tried and tested ways of gathering info (resources for)
- Resource bank?- Peer learning- Shadowing people doing similar things
- Revisiting toolkits
- Political education
- Campaign fatigue- campaign forum
- Space to debate and discuss
- People skills
 - public speaking
 - working with teams
 - management
 - building relationships
- Reflective space

Existing Resources

- Regional Learning Alliance (active citizenship)
- In packs
- Big NGO's to access their toolkits
- Universities-using academic research
- W.E.A- access to training resources
- Participatory Budgeting Unit
- Understand how things work
- Restricted time
- Keep information at level where anyone can understand

Messages

- Political education should be a basic right and entitlement (like basic skills)
- Must be resources for learning opportunities that aren't accredited

- BUT, there should be some accredited training and the academic base built
- campaigning should be valued and resourced

Support

- C.E.N.s in some area
- Health- local involvement networks and social care
- OFFER- supporting representatives
- National Empowerment partnership
- Regional Empowerment Partnership
- CVS'
- Regional Forum
- NHS- National Centre for Involvement

Using New Media

Pitfalls-

can you use media?

not under control

50% of disadvantaged community DON'T use.

What is there?

Blogger/ tumblr

Google alerts
Facebook
Create list of bloggers who write on your interest
SAVO toolkit
LUV toolkit
LA press office

Needed?

Hugely accessible without having to go- cost of workers etc.
Hard to get written word feature articles
Ways to use info/ media quickly and cheaply
info/ thinking about appropriate media for particular communities/ volunteers?

What?

TV, Radio
New stuff, Facebook- understanding potential, how to use

What role of media?
PR different to campaign
A means to an end
Understanding what type of media best for particular types of campaigning
Thinking through negative possibilities
Tailor info to your campaign- if you have the opportunity (Rikki)
How to spin

How to 'avoid' answering questions! Say what you want to say. 3 points:-

Local radio desperate for stories—which attracts regional/ national
soundbites- practice
Researchers need instant experts- get on their lists
All publicity good/ respond to controversial blogs etc.
Blogs
Tagging

Round table sharing

Campaigns we are involved in ...

- Gender Shift- awareness/ profile
- Post Office closure
- Access and Disability
- Communities- cohesion & involvement
- Exclusion & Isolation

Support Needs

- Capacity Building- practical skills/ resources/ facilitation
- Public Services- lack of presence ad commitment
- Agreed shared power/ outcomes delivered
- Funding- long term and sustainability
- need for networking and sharing good practice- don't reinvent the wheel (campaign democracy hub)
- Practical help and kind support eg room hire, transport, photocopying

Networking between organisations

Objectives

- Bringing about change
 - Sharing good practice
 - increased legitimacy
 - broadens supporter base
 - outside your delivery sector
 - benefits wider community
 - Find common purpose- stronger voice
 - * campaigning not just for the 'good'
 - Increasing knowledge of the 'movement'/ issues
 - maintain integrity and credibility
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Info- what campaigns are going on?

- website
- TIDAL calendar
- commonplace/ calendar
- learning form each other

Invite- to attend (for everyone)

- Broaden understanding of campaigning
- get people in..... the unusual suspects
- local – regional – national
- linkages, profiles, demystify (I can make a difference, I am allowed)

Imagination

- To get over difference
 - To stay engaged- with the campaign and with each other
 - new ways of doing- re-invent tactics
 - Surprising public agencies
 - INSPIRATION- stories, make people hear them
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Practical Actions

- Exchange visits
- Campaign web portal
- Meeting place- cheap, large/small, local
- Forum for campaigns
- Share skills and knowledge (Scheme)
- Internships from large organisations to small
- Use existing resources to:-
 - publicise campaigns
 - success stories
 - direct action
- People become politicised- change and take control
- Global links & learning
- Campaigning changes your life

Campaign support networks

- Start with everybody's issues
 - everyone designing/ having an input
 - Different methods/ styles for different people
 - tailor methods to participants
 - Clarity in what is on offer with lots of detail so people know what they are buying into.
 - Allow enough/ appropriate time for real conversations
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Ingredients

- Speaker:-
 - passion** - inspiring
 - enthusiasm
 - freshness
 - detail** - real examples
 - grounded
 - personal?** meaningful
 - relevant**
 - Communication:-
 - personal
 - human
 - direct
 - conversations- buddying/ mentoring
 - KEEP FOCUS- facilitated/ structured?/ challenging
 - listening
 - 'Agendas' :-
 - open and explicit
 - mutual agreement
 - 'Fun'
 - learn if enjoyable
 - engaging
 - content- must have some; useful and relevant
 - time- enough; appropriate
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- Issue- how can we really learn from each other?
 - understand each other
 - listen and hear
 - apply learning to become more effective

Influencing nationality

- Regional select committees
- Specific select committees
- Do your homework- brief politicians
- Follow up Parliamentary activity
- make others aware: media/ networks

- Influence select committees agendas
 - via clerks
 - MPs on the committee
 - lobbying through networks

- Use nationals to raise:-
 - constituency/ local issues
 - national issues
 - international issues

- Both for change and raise awareness- of an issue in media
- take response and persist!

Parliamentary Campaigns

- Citizens Advive
- Travelling people's sites
- WEA- Lifelong Learning Funding
- Interchange

Support for campaigning

The NCVO/Capacity Builders' Campaign Effectiveness programme offers a wide range of support, including advice, case studies, conferences, courses, publications and tailor-made support: See: www.ncvo-vol.org.uk/ce
Or contact campaigning@ncvo-vol.org.uk Tel: 020 7520 2505

Certificate of Professional Practice in Campaigning www.ncvo-vol.org.uk/ce
Email rosemary.frazer@ncvo-vol.org.uk 02075202449

LOUDER.org.uk campaign website will be launched latter this year

Other partners in the Improving Support for Campaigning include

Bassac 'Axis of Influence', a tool for influencing and collaborating: find out:
www.bassac.org.uk 020 7336 9425

See: www.creatingexcellence.org.uk/ceimages/axis%20of%20influence.pdf
OR: www.changesuk.net/

BOND training and information on campaigning for international development
- www.bond.org.uk

British Institute of Human Rights (BIRHR) offer materials and workshops on how to use human rights in campaigning - www.bihhr.org.uk/ Tel: 020 7848 1818

NAVCA have a guide to local partnerships, LAAs and LSPs, as well as training and on representation for CVS's - for more information go to:
www.navca.org.uk/localvs/infobank

Media Trust have a useful booklet on **How To Use New Media** available as download from the Media Trust website in pdf format:
www.mediatrust.org/ict-project/documents/How%20to%20use%20new%20media.pdf