



Stroud Common Wealth Community Farm Land Trust Project

Briefing Paper

Tools and Processes for Community Participation

Purpose

This Guide is intended to outline some activities that can be used in meetings to allow more people to contribute ideas. People with little previous experience of running participatory meetings can use them. Social skills, basic facilitation skills and some confidence with groups of people would be an advantage.

Introduction: Why involve People?

Community Farm Land Trusts start with community building around a land project. Without people, there is no community. As the saying goes, one alone can do little, but when a group of people gets engaged then the synergies can be massive.

Consider the story of Fordhall Community Land Initiative. As of August 2006, FCLI has over 7,750 shareholders. However, Rome was not built in a day. On 4th February 2005, when Greg Pilley and I were invited to Fordhall to facilitate a day conference on the Farm's future, no one in their wildest dreams could have predicted FCLI incorporating and raising £800,000 for the community farm buy out by July 1st 2006!

So how did we start with Fordhall? When Charlotte Hollins contacted us for help we:

1. Discussed who should be personally invited. We identified potentially interested stakeholders such as Market Drayton Taste of the Town, Stafford Organic Group, and the Shropshire Wildlife Trust. Also invited were long standing customers of the farm, land based businesses, those involved in Fordhall based cultural, social and environmental projects, old friends, potential professionals such as an accountant, rural social enterprise enablers, statutory agencies with an interest, friends of Ben and Charlotte Hollins from College with time and energy. This resulted in 24 participants.

- Designed a careful process and agenda, which was sent out well before hand so we knew their time and input would be well spent and the day conference facilitated. We used an adapted search conference process as follows:
- Charlotte: Welcome, Introduction and brief Fordhall Story. How this Day Conference came about. Purpose-To agree the most desirable future for Fordhall Farm and how to realize this.
- Greg and Martin: Process for the day
- All: Introductions: Who? From where? Interest in Fordhall? Your Hope for the day? (Flip charted)
- 10 minute Video of Arthur Hollins
- Context for Farming and Fordhall: What is affecting farming and rural communities? What factors need addressing when planning for Fordhall's future? (Plenary brainstorm; small groups work on key issues; presentation and plenary discussion)
- Examples of successful Community Farm Land Trusts from UK and USA: The what, why and how of CFLTs.
- Small groups and plenary: our vision for the most desirable future for Fordhall and how to realize this?
- Who can do what and when to achieve this vision? Blockages? Resources? What can each person here, if they so desire, offer to Fordhall? Time scale? Minutes? Circulation List? First meeting of Fordhall Project Steering Group

The day conference, held in a crowded Fordhall farmhouse sitting room was the foundation event that started to build the community around the farm buy out. Subsequent events, whether festivals, open farm days, volunteer weekends, courses, fencing, the launch on September 28th 2005 at Market Drayton, each phone call, each person visiting-were handled with care, good planning, follow up and above all an inclusive approach that built the community in a positive, warm and friendly way.

So involving people in planning community land initiatives has several benefits. If the beneficiaries of an initiative can participate, they are likely to design a system that meets their needs. They will feel involved, responsible and more likely to implement plans they have helped make. They will have opportunities for learning, for working together, thereby increasing individual and community capacity for the future.

Involving many people in planning can be time consuming and can cause confusion. However for participatory planning with groups sometimes up to 20, 50 or even 100 or more people, the event design and facilitation skills of a good facilitator will usually enable more productive outcomes. The usual 'talking heads' or 'presentations from the front with Q and A' ways of running meetings may on occasion be appropriate. However, the co-creation of CFLT projects can involve enabling large groups of people to get fired up, build relationships, build partnerships, communicate well, use participant know how, agree vision and make a plan that participants will also get engaged in carrying out. But this Community Engagement Guide should be enough to enable you to get your community land initiative up and running-that is if you want it to happen!

Participatory Planning

Participatory planning needs to fit with the way a community land project is initiated developed and managed. It is pointless seeking people's contributions if a project does not intend to share control with participants and incorporate their views. Project planning will still need to be logical, realistic and well thought through, or else the tools below will only add to confusion.

The benefits of using this Guide for designing and facilitating participative events for setting up a community land initiative include:

- Easy to use and adapt techniques that are tried and tested
- Event or meeting agendas you can use and adapt
- Better use of participants time, knowledge and skills-so they feel your community land initiative is one they can really get involved with
- More fun-you and participants will get more out of the events and enjoy meeting old friends and new people
- Useful follow up resources e.g. technical assistance, facilitation contacts and websites and books with useful information

In other words, you won't have to reinvent the wheel!

Summary

This CFLT Community Engagement Guide offers practical ways for engaging people in order to reach common agreement on a plan for taking forward a community land project. The key is building community around a shared project. It means building trust, relationships, common insights into the issues and opportunities facing the community, sharing the story so far, agreeing the vision, and working together to realise it. There is a list of references and sources of further information at the end.

Exhibits

1. Initial Public Meeting: Sample Agenda
2. Initial Public Meeting: Sample Process Plan
3. Feasibility Briefing Conference: Sample Invitation
4. Feasibility Briefing Conference: Sample Agenda
5. Generic Design for CLT Search Conference

Why is it important to engage people and communities?

- Agreement on the desired future for the CLFT;
- Generation of enthusiasm, support, time, skills and knowledge;
- Shared sense of purpose, values and ownership;
- Access to valuable information about issues and solutions;
- Good communication between community members;
- Strong local support for planning applications
- Active CLFT membership;
- Credibility of the CLFT in the eyes of funders, stakeholders and local authorities and recognition of its mandate, leading to greater likelihood of offers of resources in the form of information, land, funds and support.

The start-up process

- Initial vision: Public Meeting
- Formation of planning/steering group
- Feasibility work
- Community Farm Land Trust Search Conference
- Work groups
- Business Plan
- Incorporate: membership drive; elect Board
- Appoint Project Manager
- Launch CLFT and first project.
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What triggers the project and who takes the lead?

Triggers include things like older farmers considering succession, a farm important to the community potentially being lost because of a sale, needs of a range of clients, young farmers needing affordable access to farm land, a CSA or Community Orchard Project needing land

Initial leadership may come from:

- ***An action group*** of people who see the needs and a potential vision for the land
- ***Tenant farmers as at Fordhall, owner farmers or beneficial public landowners such as the National Trust wanting to engage with the community to get community support for their farm***

- **The Parish, District and/ or County Council**, which initiates consultation as at High Bickington¹;
- **A community-based organisation, action group or alliance** using surveys, public meetings, and participative events to engage people, the council and stakeholders;

Setting up a CLFT Planning Group: the What and the How

The role of the planning group is to agree how it will work and what it plans do. The first step is to design the terms of reference or mandate for the CLFT planning group. The following Participative Design process is an example, to which further questions could be added as needed. Even if there are only 3-5 members, there should be a chair to guide the process, a timekeeper to keep track of time (allow up to 3 hours) and a flip charter so everyone can see what has been agreed.

An Agenda/Process for Designing a CLFT Planning Group - Participative Team Design

- Who will facilitate the discussion? Timekeeper? Flip charter?
- What helps and hinders productive project planning? (Brainstorm on a flip chart – 5-10 mins.);
- What are our group objectives and overall purpose?
- What are our individual objectives?
- What are our key tasks? How will we know when we have succeeded?
- How will we co-ordinate our work? (Meetings; recording decisions/minutes; ground rules; how we will communicate with each other; leadership tasks: chair, minute taker, convenor, treasurer)
- External relations - how will we consult and check with community, stakeholders, partners, champions and funders?
- What skills do we have and what skills do we need?
- Criteria for membership? Any gaps and overlaps?
- What resources do we need for the initial project stages? eg funds, budget, time, space, equipment?

¹ see chapter 5 below

After agreeing *how* it will organise itself, the CLFT planning group must agree *what* it wants to do, adapting an Agenda/Process from the questions below.

The What: Participative Design Questions for a CLT Planning Group:

- What tasks will the CLFT do? What will be its core purpose?
- How feasible is a local CLFT? What is a workable business model?
- What technical support and initial funding is available?
- How will the community, sponsors and stakeholders be engaged in agreeing a vision, values and action plan for setting up the CLFT?
- What locality and community will the CLFT serve? How will it be defined?
- What legal and governance structure will be chosen?
- How will farmer affordability and community access rights be preserved?
- What types and tenures of workspaces for social, cultural, environmental and business will the CLFT develop if appropriate?

Many of these questions will take some time to be resolved and will require external professional advice. They are central questions, which will be kept under review as the project develops. But having had initial discussion and formulated the CLFT planning group's broad mandate, the next step will be to agree an overall work process. Draw up a flow chart of the key steps to be taken; you may find the list below a useful springboard, and make sure you also draw up an action plan of who will do what and by when.

Key Steps in Setting up a CLFT

- Community conference (or Parish/District Council etc) mandates a CLT Planning Group;
- Design CLT Planning Group mandate and action/work plan;
- Check Mandate with community supporters, sponsors/funders and partners;
- Obtain funding for initial work and commission feasibility study;
- Engage stakeholders, statutory, business and community sectors as appropriate;
- Design and hold community event to consult on feasibility study;
- Hold events to engage community and keep informed;
- If project is feasible, form steering group of partners and raise funds for appeal and business planning;
- CLT planning conference: vision, aims and structure;
- Project work on different themes e.g. farm, housing, workspace, amenity, conservation;
- Present and Agree Business Plan;
- Incorporate CLFT and implement.

Participation and Consultation Techniques

There are two principal purposes in engaging people through participative events. The first is making the most of local knowledge, skills, energy and time so as to generate the capacity to develop a community farmland trust. The second is involving people drawn from all sections of the community, particularly potential beneficiaries of the scheme, people who are often marginalised and people who find it difficult to come forward without encouragement and support.

Getting People Engaged

When given the chance, most people are strongly motivated to work together to create a better future for their community. But 'talking heads' at public meetings with expert inputs and little space for involvement will leave people de-moralised and de-motivated. Participative events, on the other hand, are highly motivating. There are many methods you can run yourself, or you can employ facilitators²

General principles for holding events

- plan carefully, so that invitees are clear about the purpose, the benefits to themselves and the community, the process and the follow up;
- accept diverse agendas, constraints and varied levels of commitment;
- agree ground rules and boundaries - which decisions are on the table and which are not;

² An excellent handbook offering a comprehensive range of effective methods is Wates, N., *The Community Planning Handbook*, Earthscan, London 2000

- avoid jargon;
- be honest, transparent, flexible and visionary;
- but be realistic;
- encourage communication and collaboration;
- involve people affected by the project;
- be inclusive and draw on the whole community;
- enable local ownership of the process;
- plan for and respect the local context;
- keep records;
- use experts carefully but avoid dependency;
- use outside facilitators where appropriate;
- *record and follow up what happens at the event.*

It is vital to prepare each event carefully so as to make the most of everyone's contribution and time. Events will be seen as a significant milestone, and the time attending as worthwhile.

Partnership-building Roles

Remember that you are also building partnerships with key stakeholders and organisations through the various participative events you hold. Keep in mind some key roles, and it is well worthwhile taking some time to discuss and identify that might fall under which heading. For example:

- ***Brokers***: people who know the local community well, including its statutory, community and business sectors, know where to find resources and which people are likely to be interested in a CLFT. Bring such people together for an initial meeting;
- ***Champions***: respected local people such as the local MP, County/District Council Leader or CEO, Rural Community Council Chair, local employer etc, who have positive influence;
- ***Sponsors***: such as the Parish Council, County Economic Development Unit, or Rural Community Council. They mandate the CLT Planning/Steering group, fund and commission paid work, such as a feasibility study;
- ***Partners***: share the risks and the benefits, putting time resources and money into CLT development. They share decision-making, and make things happen;
- ***Participants***: take part actively in the decision-making process, such as community planning events and working groups. May gain the capacity to lead and carry out specific tasks;
- ***Consultees***: are formally asked about their views on current issues and solutions through surveys or in briefing meetings, but do not engage in participative events;
- ***Potential clients and users*** of products and services to be provided by the CLFT.

1. The Initial Public Meeting

To make the most of the initial public meeting, use a small group to plan the event carefully, using the following agenda questions:

- What are the purposes and objectives of the meeting?
- What outcomes will the meeting achieve?
- How will we engage people at the meeting?
- What information do people need before the meeting and during it?
- Is an outside speaker, chair or facilitator needed?
- Which sponsor will welcome people when the meeting starts?
- As well as community members, which stakeholders and partners will be invited and how?
- How will the meeting be publicised and reported?
- What resources, budget, flip charts, OHP/PowerPoint, material, staffing is needed?

The initial tasks of the CLFT Planning Group are to:

- Clarify its mandate and terms of reference (e.g. by using the Participative Design Questions above);
- Consider at what stage to involve stakeholders as a formal steering group e.g. during or after the feasibility study has been completed;
- Commission and or carry out a CLFT Feasibility Study;
- Plan a CLFT Feasibility Briefing Conference;
- If a CLFT is considered feasible, reconstitute as a Steering Group to plan the CLFT Start up process.

2. Feasibility Briefing Conference

Purpose: To present Feasibility Study to the Community and Stakeholders and reach a decision as to whether to go ahead or not.

Following the initial public meeting, the CLFT Planning Group and feasibility study consultant(s) will have involved the community and stakeholders in developing a viable business model, clarifying local needs, sources of finance and land and possible initial projects.

The aim of this half day or evening event is to present the feasibility study, so that the community can decide whether to continue or not, and the next steps to take. This is the point at which the CLFT Planning Group can form a separate advisory/steering group, and start considering an emerging 'Interim CLFT Board.' A sample invitation and agenda are exhibited at the end of this Guide. The community can decide if the project is feasible or not, and whether it has the will to go forward to the business planning stage, incorporation, and fund-raising for a pilot project.

3. Exhibition, Workshops and Open Farm Events

Purpose: To exhibit plans to the community so as to get feedback and consult

Exhibitions in the village, market town or school hall over a day or weekend, with workshops and talks, are a useful way of publicising plans and work in progress, and obtain feedback and comments. Workshops can be held on any themes of common interest, which feed into the CLFT plan. As well as exhibiting plans, there can be a contact point for discussion, exhibits by community groups, CLFT working groups and exhibits of options for farm development, such as footpath and nature trails, bio-diversity, farm plans, education activities, community supported agriculture, renewable energy, recreation and a children's corner.

4. Community Land Trust Search Conference

Purpose: When feasibility has been established, a community land trust search conference **agrees a plan for the most desirable future of the organisation which participants will implement**. The result feeds into the business plan, and offers a boost to the new organisation by resolving a large number of issues in a short, focussed time. The key aim of this event is consensus and cohesion around common ground.

The conference must be carefully designed to bring up to 50 active participants, who bring information, resources, influence and connections, from all sectors of the community. Whilst free to decide how much time they can commit to the future CLT development, in principle, invitees are interested in implementation. So in successful search conferences, those who will implement them make plans. Invitees include people from the statutory, community and business sectors, active partners, funders and stakeholders. It can last an evening and a day, or just a day, together with a follow up event for developing working groups a month later. A sample conference design plan follows in the exhibits at the end of this chapter.

The search conference can be used for strategic planning, developing vision, purpose, aims and guiding values, deciding on structure and timetable. Working groups to realise the plan can be set up using one of the participative design models described above and co-ordinated by a planning group. Here is a generic conference design:

1. Local scan and analysis

**What changes/trends are affecting land use/housing in our community?
Threats/ opportunities? Key issues to tackle when planning our future?**

2. Our village/town story; timeline and stories

Analysis: What to keep, drop, and create in the ways we are currently providing affordable housing, workspace and farms?

What is our most desirable future for our community land trust?

3. Strategies and Action plans: Form working groups and follow up steps

Organisation grows through communication and implementation

Search can be used for strategic planning, developing vision, purpose, aims and guiding values, deciding on the structure and timetable. Working groups to realise the plan can be set up using Participative Design, (See above) with work co-ordinated by a planning group.

Resources: For Search and Future Search Conference Design and facilitation see www.peopleincharge.co.uk (01865 395636)
Futures that Work: Using Search Conferences, Rehm, R, Cebula, N., Large, M., Ryan, F., www.hawthornpress.com;

5. Communication, communication and communication

It is crucial to keep people informed on a regular basis, so that they are kept in the picture, feel included and maintain trust. Word of mouth communication works well. Village notice boards, regular news items in the parish monthly or weekly newspaper, local radio, TV, a website, exhibitions and fairs for communication are all useful.

Charlotte..please add to this from Fordahll experience

6. Build your own pool of facilitators

Run a training day for anyone in your community interested in facilitation early on, so they can help design and facilitate events, as well as chair/facilitate working groups. So much the better if each facilitator takes it on themselves to train up in running particular participative method.

Resource: Gloucestershire Facilitators- Contact Alison Parfitt 01242 584982
ICAUK PO Box 171, Manchester M15 5BE 0845 450 0305 hume@ica-uk.org

Summary: Engaging People

This Community *Engagement Guide* will help you engage the right people at the right time. Community engagement can result in excellent solutions and build local capacity, so that best use can be made of technical support.

Leadership is important. Charlotte Hollins of Fordhall Community Land Initiative believes that, ‘

The success conditions for engaging people include: get the right system and people together, build partnerships, get people to see the global context well as actions that can be taken locally, focus on common ground around the desired future, rather than conflicts and problems, set up self managing groups for follow up and action.

A critical success condition, though, is the basic assumption that people will work hard to co-create the desired future for their farmland project. They see the practical benefits-and its up to the initial action group or core planning/steering group to lead a start up process that makes the most of people's resources.

The second part of this CFLT Community Engagement Guide offers another, simpler set of engagement tools and processes to draw on when setting up participatory meetings and events. These are drawn from Food Futures (Greg, please add the reference here, ta Martin)

Part 2: Setting up a Participatory Meeting or Event

To start of a participatory meeting, it is helpful to introduce everyone present and to try and create a friendly informal atmosphere. The leader or facilitator of the meeting will need to explain why people's views are being sought, and how the ideas will be taken forward. They will also need to make sure that everyone has the information they need in order to contribute, such as what budget is available, what has been agreed already, etc. It is usually helpful if the leader of the meeting does not contribute their own opinions about the topics on the agenda, but concentrates on helping the group express itself.

The meeting should have a clear purpose, which is explained to the participants at the beginning. The exercises below need to be used to achieve this purpose. A brainstorm or go round is not a good activity in its own right, it is a good activity only if it is the best way of achieving the purpose of the meeting.

The meeting will need an agenda and timetable. It can be difficult to keep to schedule and the meeting leader may need to be assertive with individuals who use a lot of the group's time, perhaps suggesting a separate one to one meeting for another date when there is time to hear everything they have to say. It is usually more constructive to work with a small group of people on detailed decisions (such as whether to pay workers £5 or £6 per hour) and to work with a big group on matters of principle and direction (such as whether to use organic or non organic methods).

The participants may not be used to this style of meeting. It can be helpful to explain each exercise before you begin. Some people are not comfortable to speak out in a big group so try and use a variety of activities and try not to put

anyone on the spot. Be aware of people who have difficulty in participating because of poor hearing, poor vision, illiteracy, poor English, childcare needs etc and if possible assist by providing hearing loops, using large lettering on flip charts, etc.

It is helpful to have a flipchart, or at least big sheets of paper stuck on the wall, and big marker pens. Post its can be useful for writing notes which can later be moved or sorted into groups. Consider whether seats would be best placed in a circle, square, horseshoe, around small tables, or in some other arrangement.

Afterwards, you may like to ask the group how well they felt able to participate, what helped, and what they thought about how the meeting went. This may help the meeting leader to improve techniques for future meetings.

There is a checklist for running an effective meeting and a briefing sheet on creating a community local food group in Appendix 1.

Participation tools for meetings

1. Brainstorm

Method: A question or topic is posed to the group, for example, ‘what factors are affecting land use in our community?’ A scribe stands at the front where everyone can see what is written. Everyone quickly fires off ideas about the issue, which are put on the board in a few words. Every idea is accepted, without judgment or argument, including the peculiar and colourful. The purpose of the exercise is to get creative juices going, rather than to make proposals.

Good for: creative new ideas

Good for: welcoming everyone’s contribution

This could be at the beginning of a meeting as a warm up to an issue, or after reaching an impasse when a change of pace is needed.

Bad for : making decisions.

Example

At the first Food Futures (A Soil Association project) workshop in one of the areas, after introductions and a short talk about local food and the programme ahead, a brainstorm was held on the question ‘why do people in this area want more local food?’ To begin with only a few confident people spoke up. The meeting leader welcomed and wrote up all their ideas. More people chipped in and there were a flurry of replies, some of them heartfelt, other funny and absurd. The workshop continued with an enthusiastic beginning. The write up of the brainstorm was never published but the group referred back to it later when writing a report about the benefits of local food for their area.

2. Discussion in pairs

Method: People are given questions to explore in pairs, say for five minutes each way. Usually participants are asked to pair with somebody they do not know. The meeting leader may allocate a time for swapping over from questioner to respondent.

Good for : shy people to voice their ideas

Good for : getting to know each other

Good for : making time for in depth consideration

Good for : slowing the pace

Bad for : collating the whole group's opinion on a topic

Example

In a local food workshop a large group discussion arose about rural and urban poverty. Some farmers were talking about the effect of falling farm incomes and the loss of rural traditions such as hunting. Some left wing urban community workers from a difficult estate said that people who owned hundreds of acres could not complain about poverty and a heated debate began with everyone talking at once.

The meeting leader broke the group up into pairs with mixed backgrounds. They were asked to listen to each others' views on the causes and effects of rural and urban poverty and then report back to the whole group a summary of their partners' views.

After that, the large group work was less simplistic and more thoughtful. Eventually, friendships were made and participants began a project linking an urban food co-op with a failing vegetable farm.

3. Dot voting

Options or courses of action are written on the board or flip chart. The options to choose from need to be carefully worded, and preferably arise from the work of the group. Everyone is issued with a number of stick-on dots, which they stick on their favourite ideas. Usually more careful consideration is needed before an exact decision is made.

Good for : rapid opinion testing in big groups

Bad for : investigating complex issues

Bad for : minority interests

Illustration

At a local food strategy day, the group created a long list of possible areas of work. It was too much work for the group to undertake. The meeting leader helped the group sort the ideas into themes, such as health and nutrition, campaigning, and technical advice. Everyone was given several dot votes and asked to vote on which areas they thought the group should prioritise. It was clear afterwards that 2 of the themes were not worth any more consideration, two were very important and two needed more discussion. This saved the group time.

4. Open discussion

Method : Prompted by open questions from the facilitator to the group, everyone discusses a topic. It can be helpful to set rules such as no interrupting, each person to speak no more than 3 times, no put downs or only one person to speak at once. It can help the group to listen to each other if the scribe clarifies and notes down every point on the flipchart.

Open discussions tend to be used too much in big groups, leading to frustration and lack of clear progress. It can be helpful to break into groups of 4 or 5 instead, and ask for a summary report from each group afterwards.

Good for : exploring an issue and identifying some individuals' concerns

Good for : generating a sense of belonging to a group

Good for : revealing group dynamics

Bad for : making a decision

Bad for : making progress with business

Bad for : making time for most people to contribute

5. Go round

Method : Put the chairs in a circle. Everyone speaks in turn without interruption. People are given the option to pass. This exercise will take a long time in a large group, so it may be necessary to limit contributions to, say, 1 minute.

Good for : operating as a whole group e.g. people introducing their name, where they live and why they have come

Good for : slowing the pace, encouraging listening and thoughtfulness and diffusing polarised views

Bad for : doing business quickly

Bad for : people that are shy or less articulate

6. Presentation

Method : It is common to have outside 'experts' to make a presentation. Short ones can hold attention, but the speaker needs careful briefing about what exactly is needed. Someone talking for more than ten minutes can 're-set' a participative event into a top down 'talking head's event. Consider instead inviting a member of the group to make a short presentation, or using a five

minute DVD that gives stories and examples. Group members may need some support if they are unused to speaking in public, but no special skills are required. Group members who may help by giving a presentation include people who repeatedly interrupt meetings with their pet topic, people who feel overlooked and people with special knowledge.

Good for : everyone getting to know the speaker

Good for : imparting information

Good for : helping the group feel able to address its own issues

7. Prioritising

Method : Once the group has clearly identified its objectives, it will need to decide what action to take to reach them. There are usually many possibilities and people sometimes propose projects that they feel passionately about. This exercise is designed to help the group choose the best actions.

Everyone writes suggestions about what to do on post-its. They need to use large lettering. The facilitator takes them all, checks everyone understands each idea, and gets the whole group to direct their position on the graph below. This is drawn out on a large piece of paper stuck on the wall. The easy effective suggestions are accepted.

Easy to do

Hard to do

Achieves objectives Doesn't achieve objectives

Good for : Avoiding long arguments about what the group should do

Good for : Involving everyone in deciding on key actions and winning their support

Bad for : Helping a group which has unclear objectives

8. Physical mapping

Method : Mapping is used for understanding and sharing ideas about a geographical issue. There are several established 'off the peg' mapping techniques, such as 'Planning for real' and Parish Mapping, some of which come with ready made kits. Mapping can be used to explore literal physical issues, such as where best to site new apple trees. They can also be used through art, to express ideas and feelings about a geographical place, perhaps to make a banner, collage or tapestry.

Community groups can invent their own map making methods to suit the problem they wish to address. For planning planting of a community orchard for example, the meeting leader may provide an outline of the site with fixed features such as rich soil, water taps and gates marked on it. Local people are invited to drop in during a particular afternoon, and place their ideas on the map. The meeting leader may provide model trees, swings, ponds, etc which people place on the map according to where they think they should be placed. The meeting leader can also provide blank cards for different ideas.

Example

Food Futures (Soil Association Project) aimed to improve and integrate local food systems for a geographical area. At each workshop a map was provided of the area the project was to assist. The map was used to collect information about existing local food activity. Small cardboard tags were provided. These were colour coded for community projects/abattoirs/local food retail outlets/ producers of local food etc. Participants wrote the details of the local food activity they knew about on the back of the tag and stuck it on the map. This provided a snapshot picture of where there were concentrations of activity, where there were distribution problems, etc. Some areas went on to use the map to write local food directories.

9. Building your own pool of **facilitators**:

Run a training day for anyone in your community interested in facilitation early on, so that they can help design and facilitate events as the project evolves, as well as chairing/facilitating working groups. If each facilitator takes it upon themselves to train up in a particular participative method, such as Planning for Real, so much the better³.

10. Down the pub

The most fruitful and candid discussions often occur at the pub after the meeting is over. Most community groups benefit from social activity ; a picnic, harvest supper, guided walk – whatever suits the people involved.

³ See chapter 14 for resources

Contacts and further information

Community Tool Box

The core of the Tool Box is the "[how-to tools](#)." These how-to sections use simple, friendly language to explain how to do the different tasks necessary for community health and development. For instance, there are sections on leadership, strategic planning, community assessment, advocacy, grant writing, and evaluation.

<http://ctb.lsi.ukans.edu>

Community Matters

Community Matters is the nationwide federation for community associations and similar organisations, with over 1,000 member organisations across the UK. Originally established as the National Federation of Community Associations in 1945, Community Matters has played a key role in promoting and supporting action by ordinary people in response to social, educational and recreational needs in their neighbourhoods and communities.

<http://www.communitymatters.org.uk/index.html>

12 - 20 Baron Street, London N1 9LL Tel: 020 7837 7887 Fax : 020 7278 9253

Community Development Foundation

The Community Development Foundation (CDF) is a non-departmental public body supported by the [Active Community Unit](#) of the Home Office. Its role is to pioneer, study and promote new forms of community development, in order to inform public policy, professional practice and community initiatives.

<http://www.cdf.org.uk/html/menu.html>

60 Highbury Grove, London N5 2AG UK

Tel: +44 20 7226 5375 Fax: +44 20 7704 0313 Email: admin@cdf.org.uk

Development Trusts Association (DTA)

2-8 Scrutton Street London EC2A 4RT, Tel: 0845 458 8336 Fax: 0845 458 8337

<http://www.dta.org.uk/>

The Development Trusts Association is the community-based regeneration network. It is an independent membership organisation formed by development trust practitioners in 1992. It was formed because many practitioners felt isolated and lacking in information about good practice elsewhere. They believed they had a lot to gain from being able to network with

Resources:

1. *Community Land Trusts-A Practitioners Guide*, Steve Bendle, Pat Conaty, Rosemary Foggitt, Stephen Hill, Martin Large and Bob Patterson, Community Finance Solutions, University of Salford, 2006
2. *The Community Planning Handbook*, Nick Wates, Earthscan 2000 (www.wates.demon.co.uk for more resources)
3. *Futures that Work*, Using Search Conferences for Community and Organisation Renewal, Rehm, R, Cebula N., Ryan F., Large M., et al, Hawthorn Press, 2002
4. *Parish Maps*, Common Ground www.commonground.org.uk
5. *Planning for Real*-see Neighbourhood Initiatives Foundation, The Pillars, Lightmoor, Telford, Tf4 3QN www.nif.co.uk
6. *Governance and Participation Toolkit*, Sundeep Grewal Co-operatives UK, Holyoake House, Hanover Street, Manchester M60 0AS 0161 246 2941 . Excellent resource for designing participation processes for community groups, engaging stakeholders and governance. CD Rom and case studies
7. *Fordhall Community Land Initiative* See www.fordhallfarm.com