

**KEEP
BRITAIN
TIDY**

**Love
where
YOU
Live**

**Recording
Experiences +
Building on Success**

4



HOW TO USE YOUR TOOLBOX

Our Common Place is an approach to engaging people in the set up, promotion and running of successful community led projects. The approach is unique in that it recognises the important role our values play in shaping our attitudes, behaviours and involvement in community life.

WHO IS IT FOR?

This toolbox is a companion for community leaders, volunteers, activists or professionals who want to improve their community engagement skills and knowledge. Specifically, these tools introduce practical ways to apply new understandings about values to the day-to-day work of community organisers on the ground.

Please read these instructions, they will help you and your community get the maximum possible benefit from the toolbox.

HOW DOES IT WORK?

Either: take a journey from the ‘getting started’ section right through to ‘recording experiences and building on success.’

Or: select different tools, for different jobs, at different times. Think of this toolbox like a conventional DIY toolbox; pick out what you need, as and when you need it.

You can work through the tools independently, as part of a small group, or with us at an Our Common Place training workshop.

Work through the exercises, familiarise yourself with the tools and take notes that you can refer back to later.

WHAT IS IN THE TOOLBOX?

In designing the toolbox two of our key principles were ‘**be humble**’ and ‘**be question led**’. We are expecting that most people interested in this toolbox will have some experience of working with communities already. Through the tools and the workshops, we of course share our thoughts and perspectives, but we know that you have your own very relevant experiences to share and the ability to come up with new ideas as groups and individuals - the toolbox is designed to spark that creativity off.

We have organised the tools into four colour coded main sections. Here is a brief description of each:

1. GETTING STARTED

Why this approach? *Exploring why values matter in community engagement*

You and your role: *Making it clear who you are and what you’re up to*

Getting to know people and places: *Exploring what’s what and who’s who*

2. DECIDING WHAT TO DO AND HOW TO DO IT

Listening out for ideas: *Discovering what people want to do in their community*

Choosing a project: *Deciding what to focus effort on and why*

Forming a group: *Finding the people who are going to make things happen*

Making a plan: *Turning good ideas into real life projects*

3. HOLDING MEETINGS AND RUNNING EVENTS

Facilitation: *Doing things with rather than for people*

Health and Safety: *Understanding, managing and minimising risks*

Conflict management: *Preventing and dealing with conflict*

Volunteers: *Where, why and how to engage volunteers*

Promotion: *Getting the right message across*

4. RECORDING EXPERIENCES AND BUILDING ON SUCCESS

Reporting: *Measuring your impact and sharing your story*

Social media: *Getting your online presence right*

Gathering photos: *Saying it with pictures*

The first page of each tool serves as an index, highlighting which one you are currently using. We have put an asterisk next to complementary tools.

This toolbox will always be a work in progress, please send us ideas for new tools; we want to release a few new ones each year.

HOW TO CONSTRUCT YOUR TOOLS: TIME TO USE YOUR HANDS!

Each tool comes as four loose A4 sheets. To work through each tool for the first time we recommend laying it out as a poster (make sure page 3 is in the top right hand corner and page 12 down in the bottom left). It is a good idea to use sticky tape to hold the poster together.

To store the tool back in the toolbox, either:

a) Poster: **Fold it in half four times like a pocket sized map.** The title page should become the front cover and the index should end up on the back.

b) Booklet: **Cut it up to form a pocket sized booklet.** Cut the sticky tape to go back to four A4 sheets and then cut along the ‘scissor lines’ to end up with eight pieces. Next, fold each piece in half with the printed side facing out, pile the pages up in the right order and staple them all together.

**An insert with illustrated instructions on how to construct the tools accompanies this guidance.*

The Our Common Place toolbox is a true hands-on learning experience!

We recommend doing the sticking, cutting and folding as you move from tool to tool rather than getting bogged down trying to do them all in one go.

It is a good idea to use elastic bands to sort your tools into sections and to stop them from springing up when you open your toolbox!

Please feel free to make photocopies of the tools, it is best to do this before anything else. We can also send you any of the tools by email, feel free to get in touch.

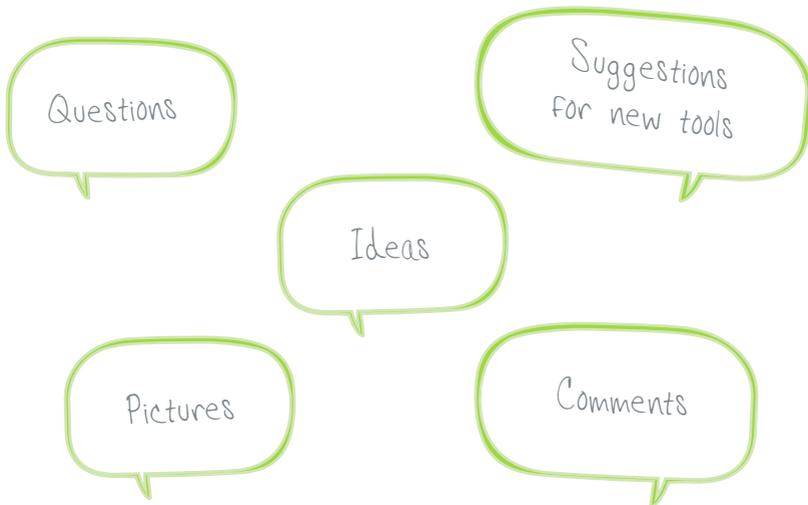
WORKSHOPS

We use the Our Common Place approach to inspire communities to live fulfilling and environmentally mindful lives. We have used the approach to motivate people to change their behaviour's on specific issues such as waste and recycling, energy and local environmental quality.

Please get in touch if you would like us to run an Our Common Place workshop with your organisation. We can tailor the workshop length, size and scope according to your needs and budget.

WE WANT TO HEAR FROM YOU

We really hope this tool has been useful, please share it with others and please send us:



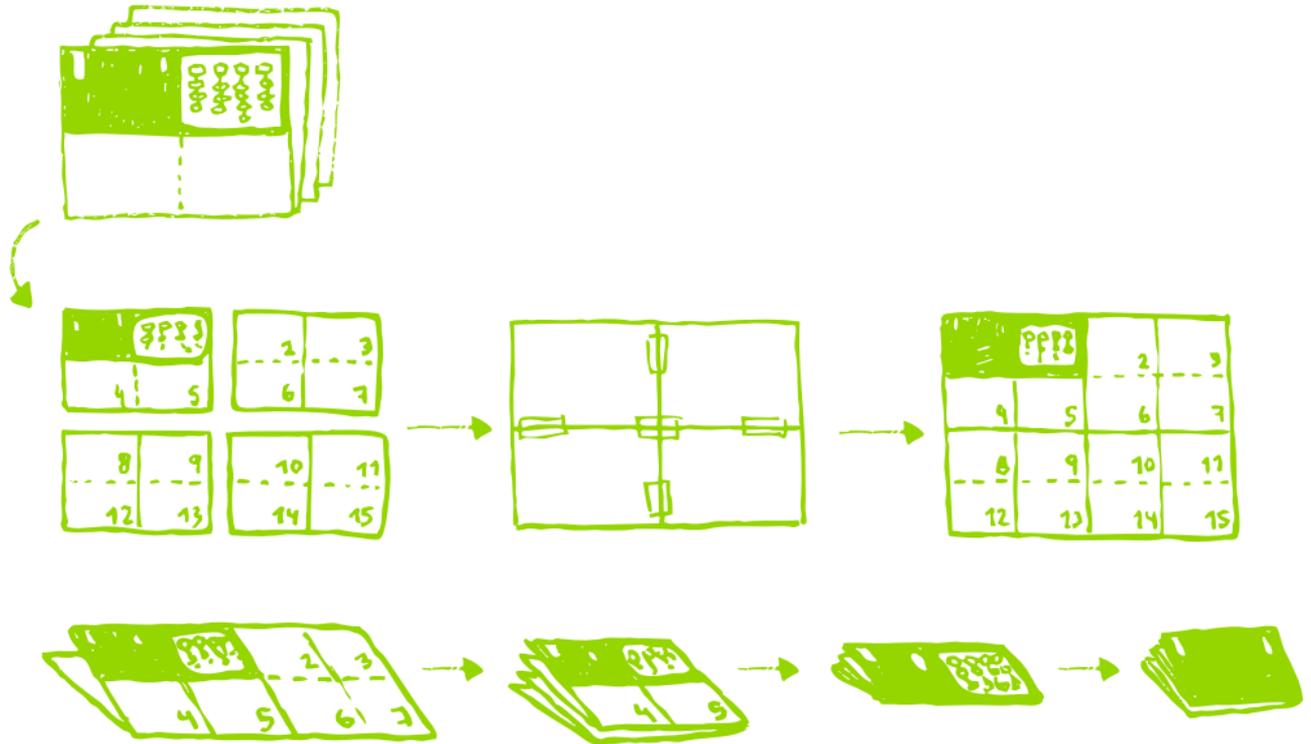
e-mail: ourcommonplace@keepbritaintidy.org

twitter: [@ourcommonplace](https://twitter.com/ourcommonplace)

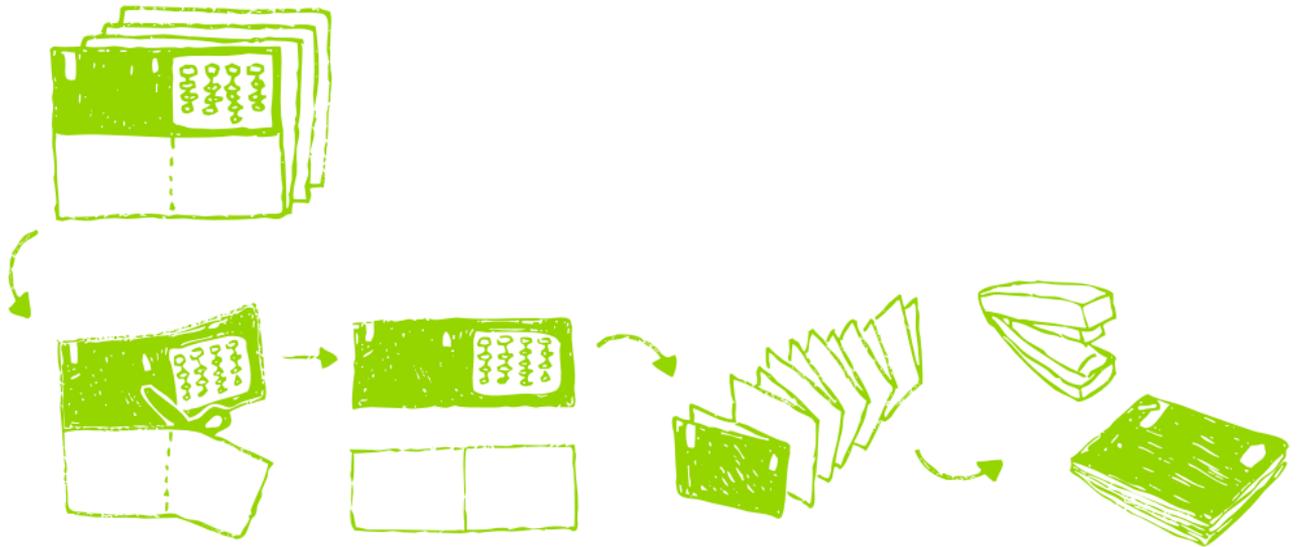
web: keepbritaintidy.org

facebook: [ourcommonplaceuk](https://www.facebook.com/ourcommonplaceuk)

a) Poster



b) Booklet





Recording Experiences + Building on Success

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REPORTING



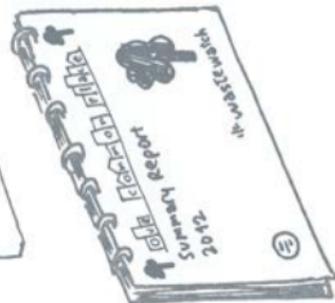
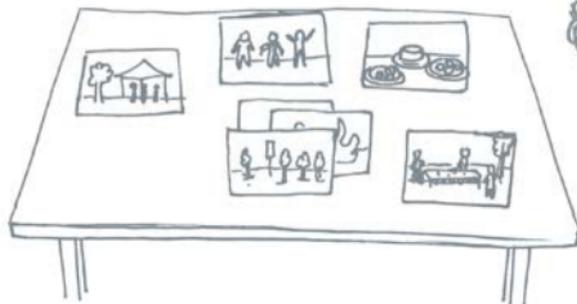
TOOLBOX CONTENT

Tools marked with ★ have useful information to check alongside this one.

REPORTING YOUR RESULTS EXPERIENCES AND SUCCESS

Letting people know what you're up to with your project and what it has achieved is vital. Solid, quantifiable results, backed up by positive testimonies, will give people confidence in you and your work. Without this confidence you will struggle to engage the people you need to involve to make the project work.

You also need to show current and potential funders that you are keeping your promises. You can report through many different channels, this tool will help you make it engaging, honest and professional.



2

DESIGN CONSIDERATIONS

It is impossible to measure everything or to tell every story. In designing your monitoring and evaluation strategy you need to consider three or four key things:

1. How much time will you have pre and post project and while it is happening?
2. What is the most important data to capture?
3. Do you have the necessary skills already or will you need more training?
4. How will you present your results?
5. How will you distribute your reports?



WHO?

Who is going to report on the project?

List some potential people and the channels they might use:

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WHERE?

Where will you report on what you have been doing or are doing?

List five possible channels:

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WHAT?

What will you report on? What are the things you are trying to change?

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WHO FOR?

Who needs to know what you are doing? Who can learn from it and how?
List some people who will want or appreciate your reports:

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WHEN?

How often should you be telling the story and which format or channel should you use?

FREQUENCY	FORMAT / CHANNEL
<i>Hourly</i>	
<i>Daily</i>	
<i>Weekly</i>	
<i>Monthly</i>	
<i>Quarterly</i>	
<i>Annually</i>	

OUTPUTS

The direct and tangible products from the activity i.e. the number of people you spoke to about recycling or the number of trees planted.

OUTCOMES

Changes to people resulting from the activity i.e. new skills, increased knowledge, greater social capital.

IMPACT

The impact is an estimate of the outcomes minus what would have happened anyway.

IN NUMBERS

Quantitative data is vital. People want to see results in numbers. E.g. Recycling increased by 16 % in year one of Our Common Place in London.

Before you design your monitoring and evaluation methods, make sure you consider the time it takes to collect all the data, enter it into a spreadsheet and get it independently verified and analysed. Think also about how you will present it.



**Be careful not to take all the credit for the changes you've measured. People are motivated to change behaviours thanks to lots of different influences.*

IN WORDS AND PICTURES

Real stories in the form of quotes, audio or video testimony can really help bring the activities to life. Listen out for quotes and create the media whenever you can.

Note down what people say about your project, it may come to you during a face to face or phone conversation, but it might also come via social media and email. Note these quotes down in a dedicated file, add a time, date and location, but do ask permission before you use them.

To gather feedback more formally, conduct semi-structured interviews with those involved. Ask questions like: 'what's the most noticeable change you've experienced since we started this together?' or 'what is going to carry on into next year?'

Don't forget to take photos too, take lots, but make sure you have permission to use them, especially for images of children and vulnerable adults.

BUILDING IN

Data collection, entry and analysis are terms often met with heavy sighs by those working on the ground. As tasks, they can feel like chores that get in the way of doing the 'fun' and 'important' stuff.

However, if we design our monitoring and evaluation methodologies carefully we can build data collection into the delivery of the core messages we are trying to get out there.

For example, if we are funded to increase recycling in a community, we need to do two things. First, we need to increase people's knowledge of what they should put in the recycling bin. Second, we should see whether people's knowledge has increased as a result of our work. To do the second, we need to collect data, can we combine this with some education to help increase knowledge?

VALUES POSTERS - DATA AND DELIVERY?



KEEP LEARNING

There are many sources of advice on monitoring and evaluation, if you want to get better at measuring wellbeing search for:

- Waste Watch – What's good for the environment is good for us

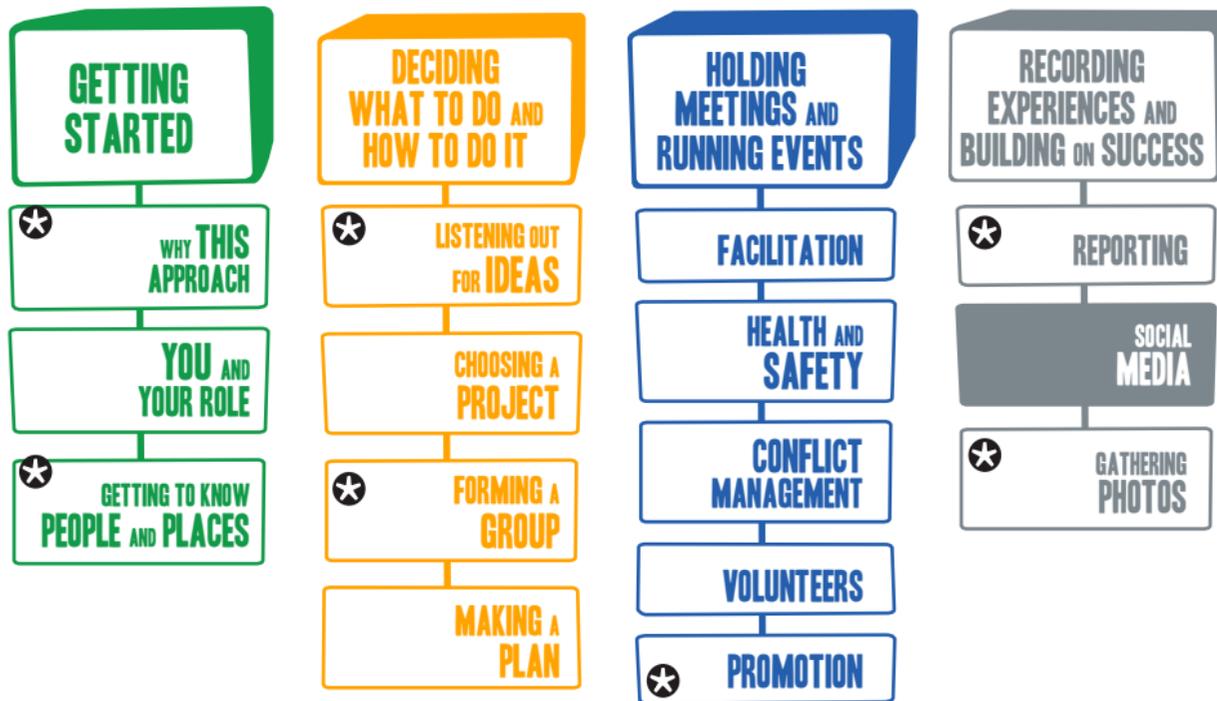
If you need to measure specific environmental behaviours like recycling or local environmental quality, search for advice from nationally recognised bodies like:

- Keep Britain Tidy
- WRAP

There are many free online tools such as 'wordle' and 'storify' that offer creative ways to present your data. If you need to improve on your use of social media have a look at the next tool. You can also find many courses and a lot of advice online. But be sure to check the credentials of those delivering the course, don't waste your valuable time or money.



SOCIAL MEDIA



TOOLBOX CONTENT

Tools marked with * have useful information to check alongside this one.

WHAT IS SOCIAL MEDIA?

Social media tools are highly interactive online platforms that enable people to share, co-create, discuss, and modify content generated by themselves or others. This process allows a wide variety of opinions and voices to be showcased in contrast to traditional media channels such as newspapers or television where communications remain in the hands of those with lots of power and resources.

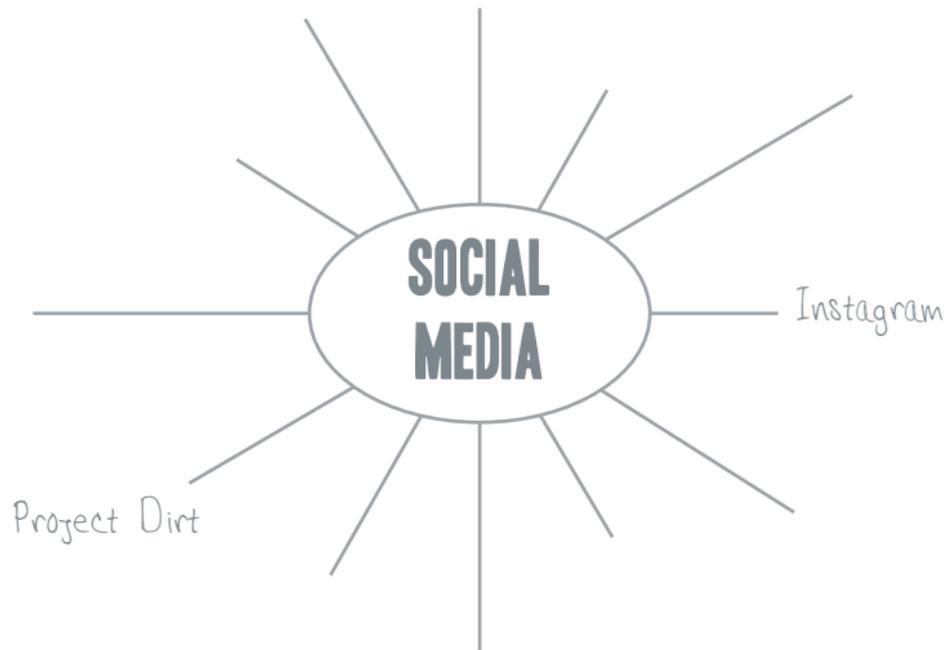
This tool will help you better understand how **Social Media** can be beneficial for community engagement by helping disseminate messages, consult opinions, promote events, bring people in, and also explore some considerations for putting forward a good social media strategy.

WHY BOTHER?

According to 2012 data from the Office for National Statistics, 21 million UK households (80%) have internet access.



WHAT ARE THE OPTIONS?



DEFINING YOUR GOALS

What can social media be used for? What are its benefits over other types of media? What exactly are you hoping to achieve through engaging with social media? Who do you want to reach? What results do you want to get?

ALL OR NOTHING?

With so many social media platforms out there, it can seem like a daunting world to get involved with, but there is no need at all for you to be present in each one of them. Going back to your goals and the results you want to achieve, try to choose the platform (or a combination of a few) that suits your purpose best.

It might be useful to think about the platforms in terms of **what** and **how** messages are communicated:

- **Information Tools:** *blogs, newsletters*
- **Networking Tools:** *facebook, twitter*
- **Feedback Tools:** *fix my street, online community maps*
- **Consultation Tools:** *survey monkey, change.org*
- **Media Sharing:** *flickr, youtube.*

WHO ARE YOUR AUDIENCES

Even if social media users continue to increase every year, there is still a wide gap between young people's and adults' participation. 2012 figures show that 86% of 18-25 year olds in the UK are active social media users while 64% of the population over 55 neither creates nor reads social media content.



ONE SIZE DOES NOT FIT ALL

Some people are spectators, some are creators of content and others are inactive or simply don't engage at all.



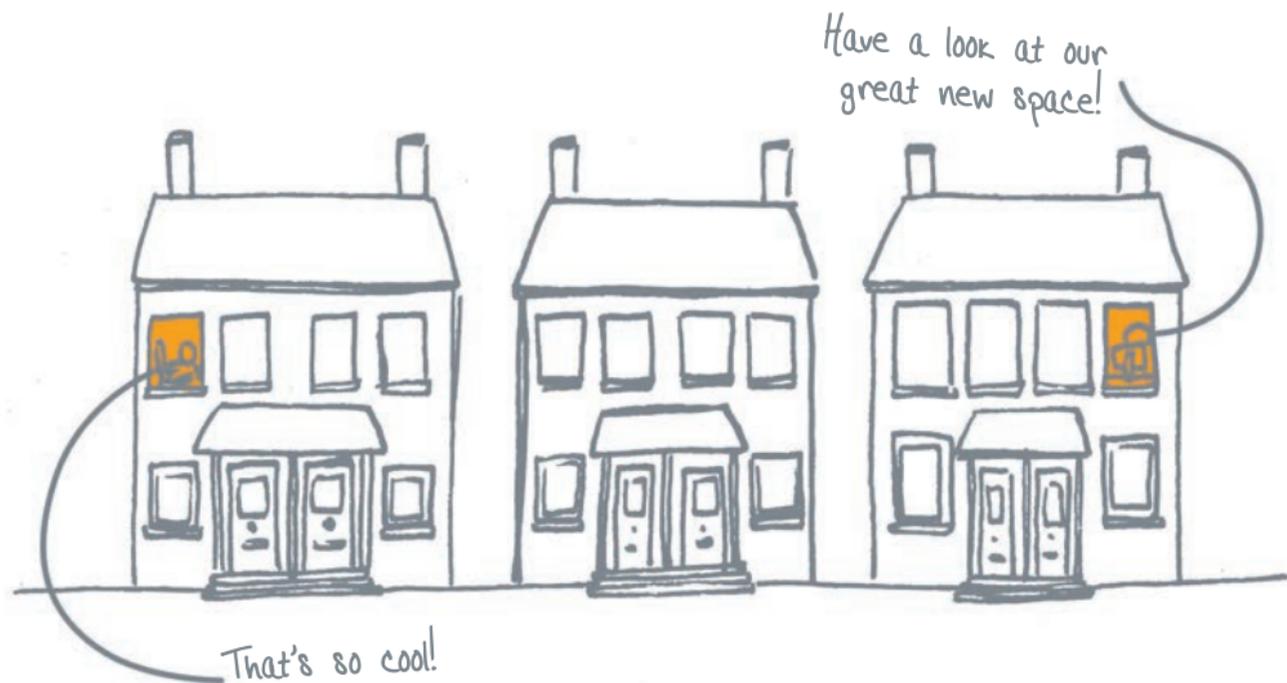
BUT WHAT DO I SAY?

Once you have defined your goals and the platform(s) you will be using, you should take some time to create a rough outline of the sort of information you want to share with the people you are hoping to engage with.

Social Media experts may refer to this as your '**content strategy**', the sort of things that you say and how and which format you use to say them. In the fast paced internet world, the more to the point you keep messages, the better. The old saying 'a picture is worth more than a thousand words' is as true today as ever.

Take advantage of the immediacy of this technology, you want to continuously upload new content in order to keep people in the loop and interested. But find a good balance, don't bombard people with too many messages.

You don't have to try to come up with all the content on your own, focus also on sharing what other people are doing, quotes, articles and blogs. You are what you shout. Remember to reply to those who come to you, social media is a conversation after all!



WHO WILL DO THE JOB?

If you're doing social media as a group it can help to put someone in charge of managing it. Having someone dedicating one hour a day to the group's social media rather than uploading content as you go, can make a big difference. *Is there anyone in the group that has experience/resources/time to do it?*

** At events or activities, remind people of your social media presence, invite them to tweet, like you on facebook, share photos with you, create a #hashtag.*

IS IT WORKING?

How many people visit your pages, comment or engage with your content? What is the quality of the responses? Has it made any difference? How much time are you dedicating to social media? Is it distracting you from focusing on your goals?

Try using a tool like 'Google Analytics' to check people's responses and interaction with the different types of content you are creating, this can help you revise what is working best and what you might want to do differently.

Always try to gather people's feedback both online and offline and acknowledge their responses, thank them for their comments even if they are negative, there is no need to start arguments! And when possible, make constructive changes.

If new people show up to events or activities, ask them how they found out about it and what made them come!

DON'T LET IT BECOME YOUR Nº 1 PRIORITY

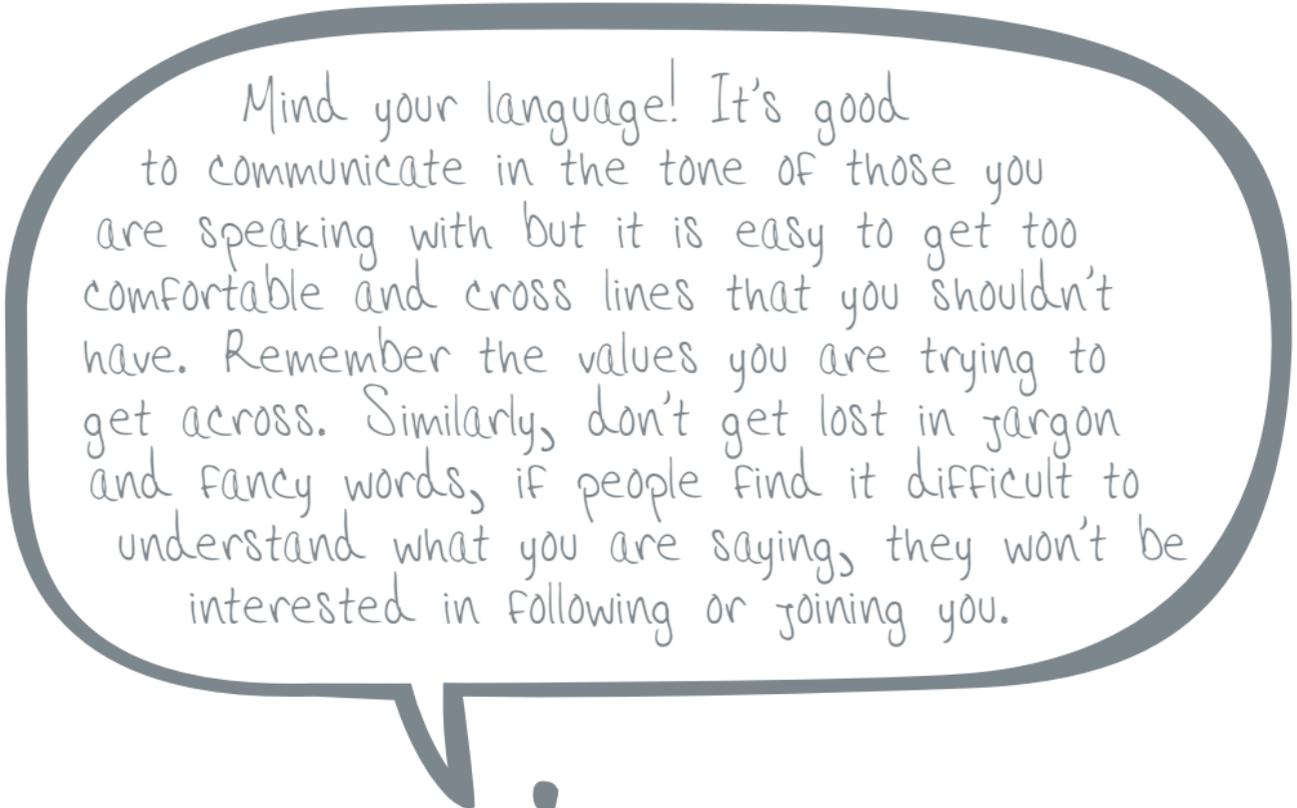


KEEP LEARNING

Social Media is growing so fast that it can be really hard to keep track of everything that's going on. Luckily because of its nature, you can find an answer to everything you might need to know (at least on a basic level) on the internet, going to your preferred search engine and asking the online community.

If you are totally new to any particular platform, it might be a good idea to start by opening a personal account and testing it out yourself before making your group or project visible to the world.

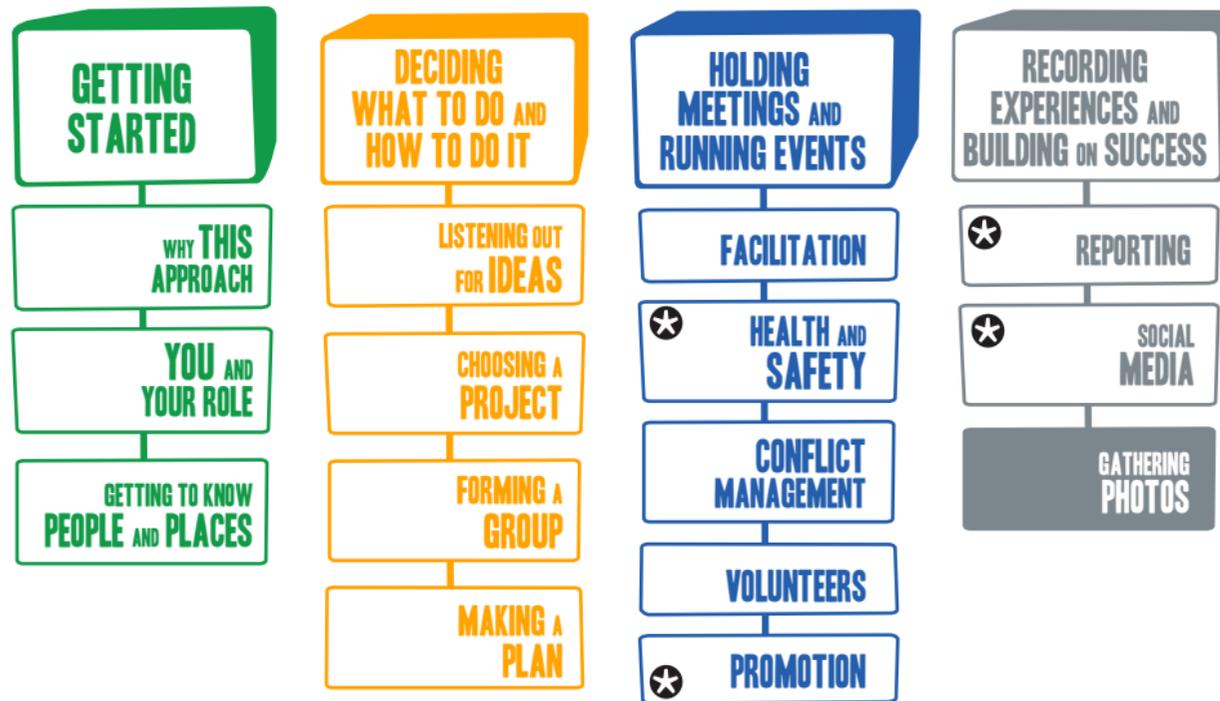
- British Council's 'Global Changemakers Social Media Toolkit' is a useful resource to explore in more detail how to create your social media strategy.
- Forrester's 'Consumer Tool' allows you to explore people's engagement with social media according to variables of age, gender and country.
- 'Sprout Social' is a website with great tips to enhance your social media.



Mind your language! It's good to communicate in the tone of those you are speaking with but it is easy to get too comfortable and cross lines that you shouldn't have. Remember the values you are trying to get across. Similarly, don't get lost in jargon and fancy words, if people find it difficult to understand what you are saying, they won't be interested in following or joining you.



GATHERING PHOTOS



TOOLBOX CONTENT

Tools marked with ★ have useful information to check alongside this one.

INTRODUCING THE CAMERA

Photos are excellent resources to communicate ideas and record moments. Most people really enjoy seeing pictures of familiar people or places. But be mindful, not everybody enjoys being the subject!

Try to always bring a camera with you but make sure you introduce it to the group. Let them know you will be taking photos during the event, meeting or activity and how you will use the images.

Don't be afraid to delegate, ask if anybody is a keen photographer and encourage them to use your camera during the event.

Make sure you give people a chance to freely express if they do not want to be photographed. If someone is uncomfortable being on camera, perhaps they would like to be the ones taking the photographs instead? This could be a great way to involve those who might be a bit more shy and help them interact with others.

“SAY CHEESE”

What could you do to help people feel more comfortable while being photographed?

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CHECKLIST: PREPARING FOR GOOD PHOTOS

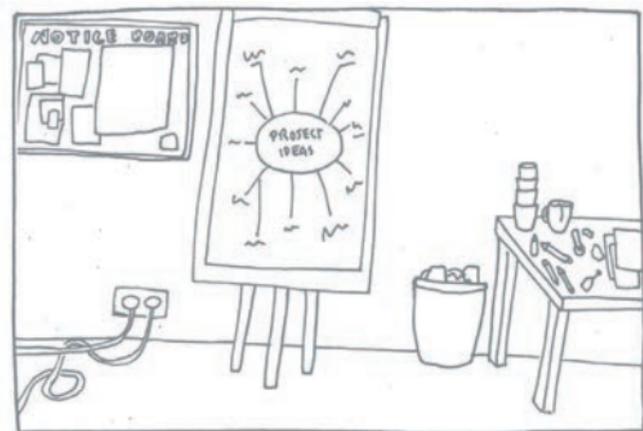
- Check in advance that your battery is charged and you have enough free memory/film.
- Make a plan, what pictures are you after? Is there anyone/anything that you definitely need to capture on camera?
- Make sure you set the camera resolution to meet your needs, it's always better to go for larger sizes in case you want to print some of the photos later.
- Pictures with the date stamped on look unprofessional, uncheck the date function and try to keep a log book instead. Note the date down along with the names of people, places, groups and activities.
- If your camera is digital, make it a habit to take several shots of the same scene, there can always be blinks, grins, movements.
- If your hand is shaky, use a chair or any prop to help you find your balance.



CREATING THE COMPOSITION

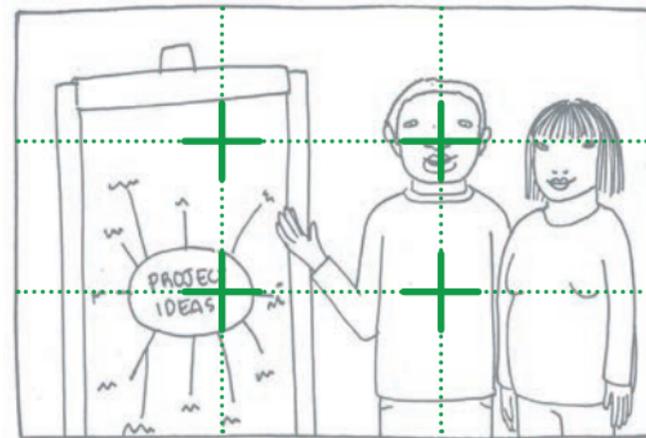
Practice taking the picture in your head before you shoot it with your camera. Most of the time good pictures are not only about capturing special moments but also choosing the right elements and positioning them appropriately.

Don't be scared of moving things around, get rid of distracting elements in the background. Try to include people in the frame to make it more engaging.



THE RULE OF THIRDS

A useful tool to keep in mind for creating attractive compositions is the "Rule of Thirds". Imagine breaking the photo down into thirds (both horizontally and vertically) creating a grid of nine. Instead of positioning your main elements in the central squares, try placing them where the lines intersect.



TAKING PHOTOGENIC PHOTOS

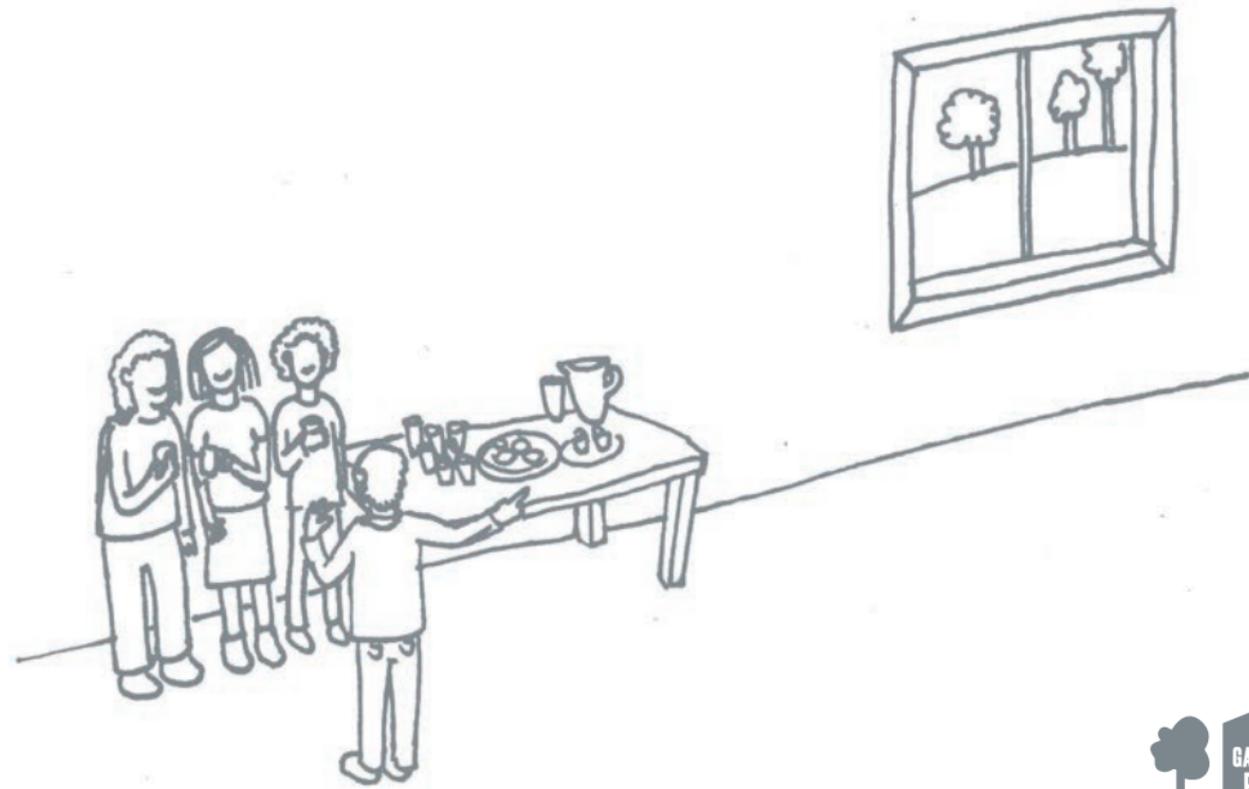
Try to take photos with as much light as possible avoiding the use of flash. Flash makes subjects look too bright, washing out the colours and usually creates unflattering shadows.

Explore the area to find the most illuminated spaces and don't be scared to ask people to move towards the good spots or to shift, switch, turn around...

Most people will even feel more comfortable receiving specific directions when standing behind a camera. Instead of saying "act naturally" you might say "could you move slightly to the right, the light is much better there, now continue speaking to each other as you were doing before, no need to look at the camera", make them smile and always say thanks.

And if you must use flash, try standing further away from the subjects than you would have otherwise, zooming in with the camera, this will help the flash effect be gentler on people's faces.

Make use of natural light and beware of unflattering shadows.



DIFFERENT VIEW POINTS

- Get close to highlight details or step back and capture the environment.
- Take pictures of groups, or focus in on faces and smiles. When you do the latter make sure to keep your distance at first; people can often get shy when they become subjects of extreme close ups.
- Avoid cutting people's faces off at the neck, they might end up looking like floating heads.



Keep the shots interesting using different angles: for a “low angle shot” get down and look up, for a “high angle shot” get up and look down.



ASKING FOR PERMISSION

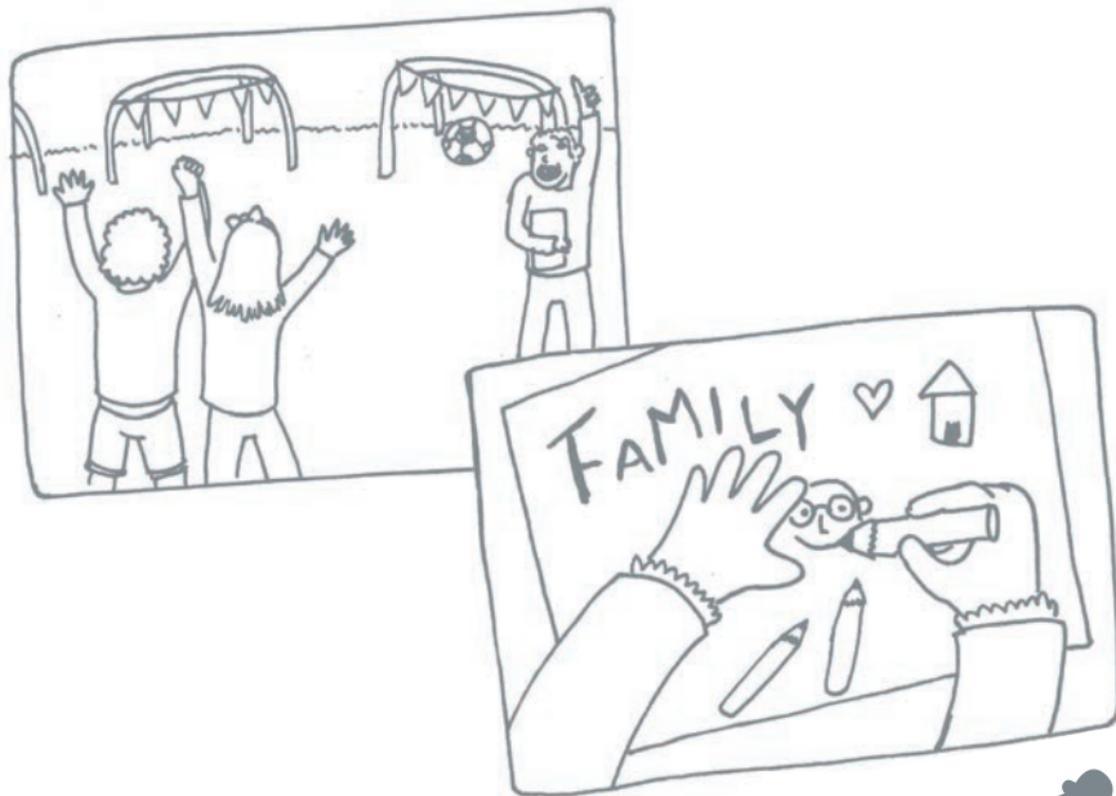
Asking for consent to be photographed is especially important when shooting pictures of children or vulnerable adults.

In this case it might be useful to bring some 'model release forms' with you.

You will need to ask parents or guardians to allow you to take pictures of their children and make clear where you'll publish them. Communicating to them exactly what the photos will be used for will help them feel more comfortable granting you permission.

If getting a consent form signed is not possible and you don't want to miss the chance to capture some fun and engaging photos, frame the shot in a way that the children's faces are not featured.

Take photos of their backs, hands, feet... Remember to use different angles and you will surely be able to create a good image.



I HAVE A GOOD PHOTO, NOW WHAT?

What do you think you could use your photos for? Who would be interested in seeing them? Who will take responsibility for uploading/sharing them?

KEEP LEARNING

- The ideal place to start and one which is often overlooked is your camera's user guide manual. Read it to make sure you are making the most out of your equipment.

There are plenty of resources online to get skilled up as a photographer, some useful ones are:

- HP "Simple Tips for Getting Better Photos".
- Kodak "Top 10 Tips" for great pictures .
- You might find it useful to search for free online photography courses but don't worry too much about it, the best way to improve your skills is to practice!