

# HOW TO CHANGE THE WORLD!

Improving Support for Campaigning in Yorkshire & the Humber

Friday 16<sup>th</sup> January 2009 at Broadcasting House

## A Reminder....

### There were 70 voices

"I hope that some action will happen following the event"

"It opened my eyes to what is out there!"

"Small conversations are often more important than big ones"

### You spent 6 hours at Broadcasting House



### You voted yes for more support for

1. Independent long term funding
2. Training in campaign skills
3. Networking among campaigners
4. Media training
5. Partnerships with the public sector



## Let's use the support on offer...

You asked for help with	How you can get it	Organisation	Website
1. Independent long term funding	Don't complain, campaign! Start a local or regional campaign to make the case for independent long term funding. Join the national NAVCA campaign to sustain grant funding	NAVCA	<a href="http://www.navca.org.uk/publications/defendinggrants">www.navca.org.uk/publications/defendinggrants</a>
	Promote the VCS Manifesto for Yorkshire and the Humber	Regional Forum	<a href="http://www.regionalforum.org.uk">www.regionalforum.org.uk</a>
	Have a look at NCVO's resources on funding	NCVO	<a href="http://www.ncvo-vol.org.uk/funding.asp">www.ncvo-vol.org.uk/funding.asp</a>
2. Training	Have a look at the NCVO certificate of professional practice	NCVO	<a href="http://www.ncvo-vol.org.uk/ce">www.ncvo-vol.org.uk/ce</a>
	Contact Novas Scarman for a list of training for campaigning and social action	Novas Scarman	<a href="mailto:titus@cewc.org">titus@cewc.org</a>
	Contact WEA, the UK's largest voluntary sector provider of adult learning	WEA	<a href="http://www.wea.org.uk/">http://www.wea.org.uk/</a>
3. Networking	Follow up contacts you made at the event and build on the regional partnership. Join the Regional Forum	Regional Forum	<a href="http://www.regionalforum.org.uk">www.regionalforum.org.uk</a> & <a href="http://www.yhregforum.org.uk/links.php">http://www.yhregforum.org.uk/links.php</a>
	Offer help and get help from bassac, the UK network for community organisations	bassac	<a href="http://www.bassac.org.uk/members">http://www.bassac.org.uk/members</a>
4. Media	Contact the Media Trust for help with communications	Media Trust	<a href="http://www.mediatrust.org/">http://www.mediatrust.org/</a>
	Contact Mediawise for advice and training on media ethics	Media Wise	<a href="http://www.presswise.org.uk/display_page.php?id=83">http://www.presswise.org.uk/display_page.php?id=83</a>
	Look out for Louder.org.uk, the site for campaigners to be launched by NCVO in Spring 2009	NCVO	<a href="http://www.louder.org.uk">www.louder.org.uk</a>
	Use the SAVO toolkit to contact the media	SAVO	<a href="http://www.savo-elearning.org/MEDIA/index.htm">http://www.savo-elearning.org/MEDIA/index.htm</a>
5. Partnerships with the public sector	Learn how to influence better by using the bassac Axis of Influence tool at a free workshop	bassac	<a href="http://www.bassac.org.uk/voice">www.bassac.org.uk/voice</a>
	Use the NAVCA information bank on local partnerships	NAVCA	<a href="http://www.navca.org.uk/localvs/infobank/">http://www.navca.org.uk/localvs/infobank/</a>
	Find out more about your Community Empowerment Network who can help you influence the public sector	Contact your local CVS	
	Find out more about the Regional Strategic Cross Sector Partnership	RSCSP	<a href="http://www.raise-networks.org.uk/changeup/">http://www.raise-networks.org.uk/changeup/</a>
	Get help to influence Parliament by using the services of Parliamentary Outreach	Parliamentary Outreach	<a href="http://www.parliament.uk/about/visiting/parliamentary_outreach.cfm">http://www.parliament.uk/about/visiting/parliamentary_outreach.cfm</a>

## And let's make the case for more support by

1. Telling funders about this conference and what support we want
2. Creating a regional strategy for supporting campaigning and advocacy
3. Using and shaping the support that's already available



# A reminder of what John Battle MP said to us...

Campaigners need three key things

1. People
2. Patience
3. A Positive attitude, to take on the 'can't doers'



Other tips from John

- ✓ Do your homework
- ✓ Plan your campaign
- ✓ Build up a base of support through face to face contact
- ✓ Personal contact is essential
- ✓ Get to know who is involved in the decision
- ✓ Build relationships for the long haul
- ✓ Chase the chain of power!
- ✓ Use your MP, find out what their interests are and tie them down like Gulliver!
- ✓ If you meet a block, find a way through. Persist.
- ✓ Imagination is as or more important than information
- ✓ Small conversations are often as important as big ones.

John ended with two thought-provoking quotes. The first, from Raymond Williams, highlights why we need to challenge apathy and cynicism through campaigning:

“The settled pessimism of so much of the culture of the late twentieth century is...an absolute loss of the future, of any significant belief that it can be different and better’.

The second invoked the infamous acronym ‘TINA’ - the idea that “There is no Alternative”. John made it clear that campaigning is absolute proof that there are thousands of alternatives and we should be confident and clear about stating them.

[www.johnbattle-mp.org.uk](http://www.johnbattle-mp.org.uk)

# A reminder of the campaigning tips from Titus Alexander...



Effective campaigning makes the world a better place.

1. Be clear about what you want
2. Understand the people you want to influence – what keeps them awake at nights?
3. Recognise and develop your own power to make a difference

The conference pack included Titus's quick guide to campaigning, available online at [www.titusalexander.com](http://www.titusalexander.com) under campaign coaching

Larger voluntary organisations can help the community develop skills and confidence to campaign better.

The NCVO/Capacity Builders' Campaign Effectiveness programme offers a wide range of support, including advice, case studies, conferences, courses, fact sheets the LOUDER.org.uk website, publications and tailor-made support: contact [campaigning@ncvo-vol.org.uk](mailto:campaigning@ncvo-vol.org.uk) or tel: 020 7520 2505

See: [www.ncvo-vol.org.uk/ce](http://www.ncvo-vol.org.uk/ce)

# Thank you for coming!

Alex Bird, Age Concern North Yorkshire  
Alex Sobel , Urban Biz  
Alison Haskins, YH Regional Forum  
Bal Athwal , Bradford Resource Centre  
Biddy Coghill , Workers' Educational Association - Y & H Region  
Carrie Mckenzie, NAVCA  
Chris Johnston, TIDAL  
Christine Sharman , Workers' Educational Association - Y & H Region  
Claire Graham , Leeds GATE  
Claire Pratley, Groundwork Leeds  
Daniel Wood, Parliamentary Outreach  
Di Keal , Alzheimer's Society  
Gary Limbert , Selby District AVS  
Gillian Lawrence , Workers' Educational Association - Y & H Region  
Guy Nokes, Novas Scarman  
Hannah Roberts, Parliamentary Outreach  
Harold Goodwin , ICRT Leeds Met  
Helen Jones , Leeds GATE,  
Ian Gardner, YH Regional Forum  
Ivelina Metchkarova-Taylor, YH Regional Forum  
James Paton, Yorkshire and Humber Assembly  
James Robertson, Leeds University Union  
Janet Thornton , Regional Community Empowerment Panel  
Joan Hubbard, Expert Elders  
John Battle, MP Leeds West  
John Harris, YH Regional Forum  
John Sargent, Sitewriters  
Jol Miskin , Workers' Educational Association - Y & H Region  
Jose Paiva, Student  
Kayley Hignell , Leeds Citizens Advice Bureau  
Liam Barrington Bush, NCVO Campaigning Effectiveness  
Liam Brothers , Student  
Lisa Parker, YH Neighbourhood Training and Resource Centre  
Lynne Leadbeatter, Keighley Voluntary Services  
Maria Langham, Voluntary Action Wakefield District  
Mark Crowe, YH Regional Forum  
Maxine Turner , Workers' Educational Association - Y & H Region  
Mike Quiggin , Bradford Resource Centre  
Naj Modak , Linkage Community Trust  
Natalie Hunt, OFFER  
Pam Grant, NAVCA  
Patricia Land, Workers' Educational Association - Y & H Region  
Patricia Royle-Evatt , Wakefield Metropolitan District Council  
Pauline Neale, Leeds Oxfam  
Peter Watson , Elizabeth Finn Care  
Pippa Turner, Age Concern North Yorkshire  
Rikki Arundel, Community Panel - Gendershift  
Robert Beard, NAVCA  
Robin Stibbs  
ROM HIRST , Leeds Community Foundation  
Rose Ardron , Training & Research  
Ruth Beattie, YH Regional Forum  
Ruth Townsley, bassac  
Sara Selmes , Sheffield Occupational Health advisory service  
Sheila Smith , Workers' Educational Association - Y & H Region

Shirley Allen-Jackson , Workers' Educational Association - Y & H Region  
Sian Balsom , York CVS  
Simon Duncan, Electroville  
Sophie Ballanger, NAVCA  
Steve Kimberley , Hull CVS  
Susie Brown , Zest - Health for Life  
Sylvia Merrett , Craven Mind  
Tatum Yip, bassac  
Thomas Northey , Jessie's Fund  
Titus Alexander, Novas Scarman  
Tom Viita , Refugee Council  
Tony Hermann, COGS  
Violet Cannon , Bradford CVS  
Violet Tucker , Doncaster CVS  
Kate Roberts  
Alexis Kilgarigg – Voluntary Action Sheffield  
Steve McKay – Barnsley Neighbourhood Learning Net  
Paula Nicholson  
Harold Goodwin – Leeds Met  
Lizzie Fellows – Stop Climate Chaos Leeds  
Carolynn Rankin – Leeds Met  
Heather Johnson – WEA  
Rosalind Moffit - Maypole  
Marianne Blaenboer – National trust  
Rob Bolton – Swanswell trust  
Jean Ruddock – Neighbourhood Learning Project  
Lewis Jacobs  
Matt Livingstone – WEA  
Rayne Sutcliffe  
Jeff Benson  
Eileen Cann – Connecting Communities

If your organisation is not mentioned here, thank you too for coming!

Coordinated by  
Titus Alexander for Novas Scarman  
Tel:01923 266447  
Mobile: 07720394740  
Email: [titus@cewc.org](mailto:titus@cewc.org)  
[titus.alexander@mcr1.poptel.org.uk](mailto:titus.alexander@mcr1.poptel.org.uk)  
**Skype:** unitinghumanity  
[www.novasscarman.org](http://www.novasscarman.org)  
[www.titusalexander.com](http://www.titusalexander.com)

This report was produced by Charlotte Pell

## And, thank you to the local people who helped to organise this event...

15 local, regional and national organisations got stuck in to make this event useful and relevant.

The Yorkshire & the Humber region isn't like any other part of the country. Instead of assuming one size would fit Yorkshire & the Humber, Novas Scarman invited a team of local organisations to be involved in the designing the pattern and choosing the size, colour and shape of the event.

So, you could sum the approach up as 'National intent, locally bent'!

These organisations deserve a huge pat on the back! They are:

- ❑ Yorkshire and the Humber Regional Forum
- ❑ Yorkshire and the Humber Empowerment Partnership and Community Panel
- ❑ Leeds Met University
- ❑ NCVO
- ❑ Novas Scarman
- ❑ NAVCA
- ❑ bassac
- ❑ OFFER
- ❑ Parliamentary Outreach
- ❑ Neighbourhood Training and Resource Centre
- ❑ WEA
- ❑ Bradford LINK
- ❑ Sheffield Expert Elders
- ❑ Leeds University Union
- ❑ Electroville



