



#ConnectMe – Resource Pack 3

Celebrate your street – together!



Welcome! You've picked up this short course because you're interested in learning how to read the unique features of your very own place and to use them to help promote some fun, community activity with your neighbours.

We've developed the approaches explored here through our work with the *Squilometre* technique for Creative Placemaking. Typically a *Squilometre* operates within one square kilometre of landscape (see what we did there!) but within that, always works just one street at a time.

This has helped us to learn the best way to uncover the secrets of your place. More than this, how to successfully share that with your neighbours in a connecting street celebration.

A note on Covid19

We'll mark, in blue, the activities where you'll need to check the latest Covid19 government guidelines and make suggestions for how you can work with them. In that way you can use this pack during the pandemic, to help keep your community connected, but also afterwards, when we can all look forward to celebrating safely together again.

We're all about connecting people-to-people and people-to-place so we're thrilled that you've chosen to follow this short course with us. We can't wait to see how it looks on your street!

Welcome!

Unit 1 – Getting started

Getting to know the people of your place

We're going to explore lots of yummy ways to uncover the hidden histories of your place but the secret to successfully engaging your neighbours in celebrating this with you lies in finding the links between the present and the past. Not everyone loves history but most people can be persuaded to love their place a little bit more by coming to know it better.

So we start with helping you get to know your place as it is today.

A note on "place"

By "place" we mean your block of flats, or your street, road or avenue. The key thing to remember is that every place, every single street, lane, cul de sac or otherwise is "multi-vocal". That is, even if everyone looks the same, they will all speak from a slightly different viewpoint, have differing values and care about different things. So, if your goal is to get the whole street out then you're going to need to try to make your invitation as broad as possible.

One of the most useful ways of doing this is to consider the residents' relationship to their place. By this we mean do they have long historic roots there and many memories or have they recently moved there to be near good schooling or other amenities. Understanding this relationship with place will give you a good handle on how to broach your invitation to celebrate your street together.

Chances are you have a mixture of both. You can check this by using - <https://www.streetcheck.co.uk/> . Search for your street or postcode and then click the "People" tab. Scroll down and you'll see an "Age Groups" listing. This will show you the distribution of younger to older people. If you couple this with looking at the "Housing Occupancy" listed under the "Housing" tab you'll begin to get of sense of the mix of younger families and older residents.

A relatively high number of older people and a high number of households of 1 or 2 may well indicate an older generation of "empty nesters". These are people who may have many memories of, and extended family in, the area.

A relatively high number of households of 3 or 4 and a predominance of age 30-40 could well mean lots of young families who are more likely to be new to the area.

So your conundrum is – how to start a conversation that is relevant to groups who potentially have a very different relationship to your place?

Our answer is to help you find where the two comfortably connect. For instance, if you list everything that people are discussing on local community groups today, you'll probably see something like this:-

- Freecycling/equipment/skills swaps
- Gardening/seeds/produce swap
- Traffic updates/playing out
- Utilities – bins/water/electricity outages
- Sky/sunsets/weather/local walks
- Coffee mornings/book clubs
- Lost and found
- Pet news/missing pets
- Wildlife sitings
- Complaints/anti-social behaviour/littering
- Community events

Take a moment to scroll through your local online community group and see if you can get a sense of themes. Modify this list so that you're happy that it represents what people in your place are talking about. Once you have your list keep it handy, we're going to use it to weave across and find connection with the heritage of your place and hopefully, at the same time, with some of its older members –

We call this the Then and Now tool

The Then and Now tool

We've tested this out for Milton Road Exeter, so that you can see how to find the cross-links and then extrapolate out ideas for your community event:-
Remember – those activities that you'll need to check the latest Covid19 restrictions for are in **BLUE**

MODERN CONCERN	HERITAGE/PLACE CHARACTERISTICS	CONNECTING COMMUNITY ACTIVITY
Freecycling/equipment/skills swaps		
Gardening/seeds/produce swap		
Traffic updates/playing out	Road relatively free of through traffic and parking restrictions	Street party – street decoration – heritage theme.
Utilities – bins/water/electricity outages		
Sky/sunsets/weather/local walks	Road has a majestic sweep – great views of Haldon to SW.	Sunset strolls – gatherings at the bottom. Or – during covid – have a competition for the best photograph of a sunset taken from the top of the road.
Coffee mornings/book clubs		
Lost and found		
Nature/wildlife/pets	<p>“I remember when t’wuz all fields”</p> <p>Land once owned by the Swale family – largely livestock/pasture farming.</p> <p>Once was gently sloping pasture grasslands, dotted with quietly munching cattle.</p>	<p>Make a life size cow!</p> <p>Or - during Covid – have a competition for the best drawn or most imaginative Milton Milk Cow – have them display them in their windows.</p> <p>PRIZES – Milk Tray!</p>

MODERN CONCERN	HERITAGE/PLACE CHARACTERISTICS	CONNECTING COMMUNITY ACTIVITY
Complaints/anti-social behaviour/littering	<p>Newspaper reports – good deeds and street heroes</p> <p>For rescuing an invalid who, losing control of their chair, fell with it into the canal, 17 years old Derek Gordon Pearson, 15 Milton Road was yesterday presented by the Mayor of Exeter (Mr Vincent Thompson) at the Guildhall, with the Royal Humane Society’s testimonial on parchment – 1945</p> <p>Private Albert Brenham, No. 3 Milton Road was a member of one of the first patrols to cross the Rhine. He has been in service for 3 years – 1945</p> <p>CSM Reginald Coles, Royal Corps of Signals, whose wife lives at 1 Milton Road has been mentioned in despatches for bravery as a Staff Sergeant in the Dunkirk retreat. – 1943</p>	<p>Milton Road Dunkirk Spirit Awards</p> <p>Pop these stories on cards through letter boxes and invite nominations and suggestions for today’s Dunkirk Spirit Award on the back.</p> <p>Include an invitation to a Garden Gate Gab and collect the nominations verbally.</p>

As you can see not everything that people are discussing today will turn up in your history researches and not everything you reveal about the heritage of your place will resonate with all people – BUT the treasure lies in the cross-over between **Then and Now** and that’s where the best opportunity for the broadest, most relevant message for your community lies – and therefore offers the best recipe for a successful invitation, to your neighbours, to get involved.

It's not an exact science but cross-mapping in this way will generate ideas that you may well never have thought of and, most importantly, ideas that are specifically relevant to your place. So, this is a great starting place.

In this short course we’ll guide you through all the steps to reveal the hidden stories of your place and then how to celebrate this, safely, with your neighbours in fun, connecting ways.

COURSE UNITS

1	Getting started – getting to know the people of your place	Revealing the stories of your place
2	“Reading” your street – the natural environment	Revealing the stories of your place
3	“Reading” your street – the built environment	Revealing the stories of your place
4	“Digging” up the history I – using maps	Revealing the stories of your place
5	“Digging” up the history II – other online resources and documents	Revealing the stories of your place
6	Getting the invitation right	Animating your neighbours
7	Holding meetings – during and after Covid	Animating your neighbours
8	The legal bits – why they’re important	Animating your neighbours
9	Sharing memories safely	Animating your neighbours
10	Listening to what wants to be and building the plan - together	Animating your neighbours
11	When to ask for help	Creating events/activities
12	Fundraising	Creating events/activities
13	Co-creating events – during Covid	Creating events/activities
14	Co-creating events – after lockdown lift	Creating events/activities
15	Wrapping up and saying THANK YOU!	