

## COMMUNITIES WEEK 2019

Communities Week is an annual celebration of the work people, organisations and businesses across the country do, day in day out, to improve their neighbourhoods.

This year, it'll start on 9 September and run until 13 September. We want as many of you as possible to promote your work in this area under #CommunitiesWeek2019.

- For charities and voluntary organisations, think about how you can use this moment to talk to the public about what your mission is when it comes to building strong communities. What impact have you had this year and what more do you have coming down the track to make your communities even stronger.
- For businesses, consider how you can use this moment to talk about the work you're doing in your areas. We know that increasing numbers of you are developing partnerships with local communities and we'd love to hear about it on social media.

The aim year on year to increase awareness of how people on the ground can build communities are that even stronger, both socially and economically. The Government has recently set out a vision of how to ensure communities and civil society across Britain are celebrated and supported.

We will make sure that the week is promoted on variety of channels, including My Community website and the @MHCLG Twitter account. Please follow us on social media using #CommunitiesWeek2019. Our plan is not only to celebrate the work of communities and partners like you, but we'll also be signposting people 'on the ground' to local support in their areas.

We've included some suggested language in this pack to start you off, but feel free to interpret the theme of building stronger communities in any way you like – the more variety the better!

Thank you in advance for all your support.

How you can best support #CommunitiesWeek2019

### **Charities and community organisations**

There's a range of things you can do to support Communities Week.

- Tweet or post on Facebook or Instagram to mark the beginning of the week - saying why it matters to you! You can also copy in your key partners or volunteers to like, share and help promote the week to a wider audience.
- Do you have any pictures or footage of your work with communities? If so, could you post or repost this content?
- If you have time, think about going out and capturing an interview or two with an employee who isn't afraid of the limelight - and perhaps include some footage of your community projects in action. Use a mobile phone if you have no access to a camera.
- You could also ring up a journalist in your local paper and ask to do an interview about your projects to coincide with Communities Week. Or maybe you'd like to write a comment piece to go in the paper. Each paper will have a Newsdesk or editorial number and these are often available on your local paper's website.

### **Local and national businesses**

As a business, your focus will most likely be on your Corporate Social Responsibility projects. We know many of you will be actively involved in giving back to the local community and in general making the places you're based in an even better place to live, work, learn and socialise. We suggest you use Communities Week 2019 as an opportunity to promote your key successes.

- Pull together case studies and examples to post on social media using the hashtag #CommunitiesWeek2019.
- If you don't have time to produce something from scratch, think about how you can use archive or library content to promote your activities in the context of the week.

The week will be broken down into the following themes. Under each is a short suggestion to help you identify opportunities to promote your successes in these areas.

**Monday 9 September – Community business**

- We want to use this week to showcase how community businesses provide support to many across the country – helping to generate income in communities by unlocking the creativity and insights into tackling local issues - bringing local solutions to local problems.

**Tuesday 10 September – Community engagement and volunteering**

- The places we live, and the local relationships we build, shape our sense of belonging and identity.
- Creating communities where people feel a sense of pride and connectedness with their local area is important in building strong and vibrant local areas.
- We know that building trust and local pride between people from different backgrounds can help deliver outcomes for communities and empower them to contribute positively in their local area.

**Wednesday 11 September – Neighbourhood planning and community-led housing**

- Initiatives like Neighbourhood planning gives communities direct power to develop a shared vision for the future of their area and to shape development and growth.
- Communities can decide the location of new homes, employment, shops and services, protect local green spaces and heritage, and set policies on the design of new buildings.

**Thursday 12 September – Community spaces**

- Community assets such as libraries, parks and green spaces, pubs, high streets, community centres, and youth clubs, and of community ownership of local assets – are key to the sustainability of many communities – both in terms of the services they can provide but also as a way to generate a sustainable income stream for local groups.
- The government recognises the value of shared community spaces in providing vibrant and inclusive locations for communities to socialise,

volunteer, work, and exercise and to foster health, well-being, integration, and social engagement.

### **Friday 13 September — Celebrating communities**

- Individuals who are making a difference in their community. For example, a lifelong volunteer, people who have helped out with a litter pick or started a fabulous 'friends of' group.
- Organisations – funded or unfunded – street angels or community business parks – faith organisations bringing communities together or creating community through a community café or a befriending scheme.
- Communities – a community that has rescued their beloved library or pub, turned a derelict bit of land into a small park or meeting point or welcome and support refugees and asylum seekers

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