

Congratulations for downloading the Rethink Re:Place Tactical Urbanism for Civil Engagement toolkit. This document will act as a guide for you to run your own workshop to engage NGOs and community groups in your area, teaching how to improve local communities on little to no budget, and how best to communicate that to them.

This tool was designed by UK civic design agency New Union (www.new-union.org), and any questions can be directed to james@new-union.com

IN THIS TOOLKIT YOU WILL FIND:

1x Guidelines Document

1x Workshop Presentation

1x Workshop Manuscript

You simply need to read out the text to accompany the slide on the screen

1x Activity 2 worksheet

It is up to you if you would like to have one per group or for each participant

5x Printouts for activity 2 (this includes 18 cards to be put out)

These are designed in strips so you can use a guillotine to make it easier for you; scissors are fine, if not

1x Editable Poster (including tutorial document)

4x e-Flyers to post on social media

1x Eventbrite header along with body text

1x Report Outline

You just need to fill out the fields and then edit as you wish

THIS WORKSHOP CAN HELP YOU IF:

You have community groups or Non-Government Organisations (NGOs) in your area that want to learn how to improve their community spaces using a limited or non-existent budget: Tactical urbanism is a form of placemaking that is community driven. Often, people who want to improve their areas expect that it can only be done with government approval and financial backing - however, this workshop aims to teach ways in which the community themselves can improve their surroundings through cheap and effective methods.

We believe that ideas are free, and this workshop will provide the information needed to inspire your participants to enact change in their areas.

You want to learn how to build narratives from the activities that your community do: People are story driven creatures, and having a clear narrative with a beginning, middle and end will help communicate the change and activities taking place. This toolkit includes an introduction to digital storytelling, report/blog templates to make sharing your activities easier, and carefully constructed activities that include the power of narrative to make learning fun and easy.

WHO SPECIFICALLY SHOULD RUN THIS WORKSHOP, AND WHY?

If you are local government or a housing association:

It is a great way to engage local community groups and NGOs, teaching them how to action change in their areas for little to no cost. This is a perfect opportunity to begin conversations with them, exchanging ideas and best practice, and taking the time to educate another.

It is also a good opportunity to use this as engagement for policy research or outreach.

If you are a third sector organisation:

It is an opportunity to engage your volunteers and your communities directly, educating how they can make a difference in their neighbourhoods. Maybe there are unused or derelict spaces in your area and you want to influence your local authority to invest - this workshop can start those conversations.

Also, you can use this workshop as evidence for funding or grant applications.

If you are a neighbourhood or town planner:

Who better to inform the improvement of spaces, than those who use them on a daily basis? This workshop will spark ideas, promote creative approaches to problem-solving, and will show the community that they should have a hand in the process - and could even enact improvements unaided.

Ideally, governments, angel investors and other local businesses may begin to invest money later down the line, once they've seen projects or grassroots activism gather success, and your community members should know this.

WHAT DO YOU NEED TO RUN THIS WORKSHOP?

To give you an idea, let's give you a scenario in which 15 participants have signed up, it may be less or it may be more, (but try not to overpack your workshop - it might be better to run two):

- A computer that has Acrobat or Reader on it (Adobe Reader is free www.get.adobe.com/uk/reader)
- A projector
- A room with 3 tables (5 participants per table)
- 6 pieces of white sheet paper for the first activity
- The colour-coded example cards, printed and preferably laminated
- Your report/blog outline document, printed or accessed digitally
- Photo release forms and workshop feedback forms if you wish, please use your own to accordance with your policy

ROOM PLAN:

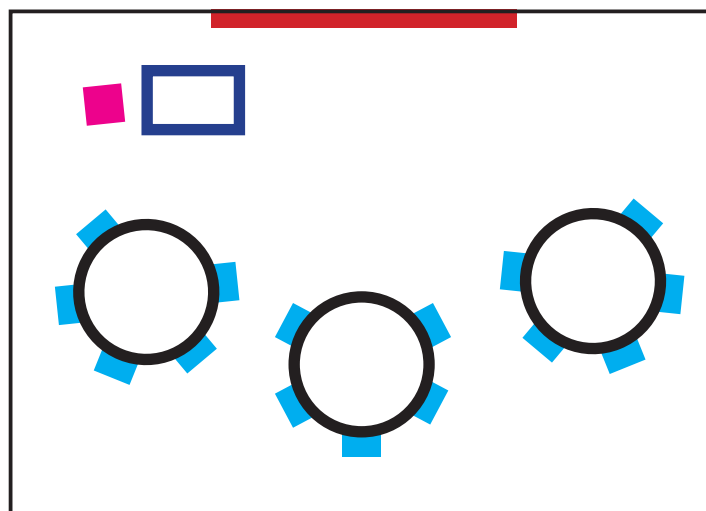
Red: projector

Pink: this is where we recommend the facilitator stands to conduct the workshop

Dark blue: facilitators table which is where you will put your laptop and workshop materials such as pens and paper

Black: tables

Light blue: chairs for participants



Q&A:

Why would people sign up?

Above all, it is free training and an opportunity to include themselves in local government concerns, and perhaps even co-design something like a project, or inform policies.

It is also a great way to learn new ideas and techniques to improve their local communities, without expecting or relying on government assistance or funding.

Is there a charge or any hidden costs?

No there are no hidden or up-front costs, it is totally free.

What is in it for New Union?

Nothing! Well... We would like you to share any non-sensitive information, such as your report and any photos you could send us. Please do not forget to use the #RETHINKREPLACE hashtag on Twitter, and tag us into all your social media posts!

We want to see how you have run the workshop, what successes have come from it, and how it has informed improvements in your area. That's really all we ask in exchange for this free toolkit.

What do you mean by tactical urbanism?

Tactical urbanism includes low-cost, temporary changes to a built environment, usually in cities, intended to improve local neighbourhoods and city gathering places. Tactical urbanism is also commonly referred to as guerilla urbanism, pop-up urbanism, city repair, or D.I.Y. urbanism. Importantly, it can be done cheaply or at no cost, by almost anyone.

What do you mean by digital storytelling?

We have included digital storytelling to show how you set the narrative for the tactical urbanism projects you are working on. It is useful to learn even the basic tools of how you can promote your project without any cost. It informs your communities of the work you do, and allows you to gather interest, acts as free promotion, and is invaluable as evidence for bid writing.

Whether reporting your activities through blogs, vlogs or any other means, remember to use the hashtag #RETHINKREPLACE when posting to social media.

Is there any other training available on similar subjects?

Yes, we are constantly working on other toolkits to add to the Rethink Re:Place suite of training, which includes “Placemaking 101”, “Guerilla Gardening”, “Utilising Unused Spaces”, “Digital Storytelling Deepdive” and more.

We create these training tools to put the power into your hands, by helping you to upskill yourself and the community you support. It will save funds that could be better utilized elsewhere, promote alternative and cost-effective methods to problem solving, and best of all, facilitate conversations between different groups.

To learn more, please email james@new-union.org.



RETHINK REPLACE



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