

100 Year Plan Influencing Tool and Resource Development Plan

The 100 Year Plan background introduction

Who we are (project leads):

We are Anna Francis an artist and researcher whose practice aims to rethink city resources, through participatory art interventions, and Rebecca Davies is an artist with a deeply embedded and collaborative practice that crosses illustration, design, performance and event. We work together with our community on The Portland Inn Project, which proposes a disused pub as a potential community space and social enterprise, testing the role of artists in community development settings. The project has received National recognition, via i.e. shortlisting for RIBA Macewen Award, and winner of Whitegold International Ceramics Prize 2020. The project has been shared and used as a framework to develop resources for social artists at a number of conferences and events in the UK, including The Social Art Summit, Sheffield venues (2018) and The Social Art Summit, Tate Exchange (2019).

Over the years, our research and practice as artists working in social contexts has facilitated extensive experience of working across disciplines and sectors, where we have been able to lead on developing programmes of work which support people led change and development.

Rationale

The work began in 2015, via two separate creative artist and community led regeneration initiatives led by Anna Francis (Community Maker) and Rebecca Davies (The Oasis Social Club) which joined forces in 2016 becoming The Portland Inn project. The project focused on a deprived area of Stoke-on-Trent, supporting community members to make positive change and development, via an imbedded and varied arts programme. In 2021, The Portland Inn Project began to focus thinking and action around the development of a Community Led 100 year plan for the neighbourhood. The proposed 100 Year Plan Influencing Tool builds on this initial work, enabling this place-based work to reach and impact at a national level, via a partnership with The Local Trust, and focused work with the National Creative Civic Change Programme.

To give a background to the partnership, Rebecca Davies and Anna Francis and their research which is developed via the delivery of The Portland Inn Project have been working with the Local Trust since 2019, when the Portland Inn Project was selected to be part of the Creative Civic Change Programme. Creative Civic Change (CCC) is an experimental funding programme delivered by the Local Trust, National

Lottery Community Fund and Esmée Fairbairn Foundation. Modelled on the Big Local programme, CCC offers flexible, long-term funding, in-area mentoring and a substantial peer learning programme to 15 communities across England. Residents are in the lead every step of the way. Whatever the local priorities, the programme aims to help these communities use creative methods to achieve them.

As part of that work The Portland Inn Project, in the context of Covid, recognised a need to approach community development differently, when dealing with a situation with so much uncertainty. One aspect of this was that when aiming to make plans with the local community it was noted that thinking ahead to the next month or next year (in the midst of Lockdowns) felt almost impossible, as Communities found themselves in survival mode. Conversely, however, through work with Creative bee-keeper and gardener Andrea Ku, the invitation to jump ahead and think about what might be happening in 100 years time created a space of respite and release—a sense that beyond the pandemic there would be a future, and that far from being a time of stasis, there may be things we could be doing and planning for now that could have an impact on that future time. The notion of a 100 year plan was found to lift the discussion out of crisis management and enabled communities to think about their place in history, and to feel empowered to move forwards again.

As a result of this work, Francis and Davies, developed a presentation and workshop, in order to be able to share the thinking behind the 100 year plan with other neighbourhoods. Davies and Francis led a session at the Creative Civic Change Learning Event, in September 2021 and then Francis led a session with Grace Bremner (Local Trust) at the Annual Conference for the Association of Charitable Foundations, where a group of 50 individuals from the Charitable Funding sector learned about the idea of a 100 year plan in the context of funding community activity.

Feedback from these two sharing opportunities, demonstrated that there was real scope in undertaking research with Communities on a National scale to rethink how development is planned and funded, to understand their needs and priorities in the context of longer term thinking and leading to the development of the 100 Year Plan as a set of resources that could be used by a broad range of groups and organisations across the Community Development sector, but more could also be developed to be an influencing tool for policy makers and funders to think longer term in their work with communities. This proposal would enable Anna Francis and Rebecca Davies dedicated time to collaborate with Grace Bremner and the CCC Communities nationally on first undertaking the community based research and then the development of a set of tools and resources to be developed with our communities (initially with the Creative Civic Change Groups from across England, but then additionally with other Community organisations that express an interest in learning about the 100 year plan via open call.) This would then inform the roll out of an influencing tool to push for sectoral and policy change.

In our approach to the development of our place based work, our research processes consider the framework of ABCD - Asset Based Community Development, set out by John L. McKnight and John P. Kretzmann (1993) in the context of participatory art. ABCD empowers communities to 'assemble their strengths into new combinations, new structures of opportunity, new sources of income and control, and new possibilities for production.' McKnight and Kretzmann (Kretzmann, J.P. and McKnight, J.L. (1993). Building communities from the inside out: a path toward finding and mobilizing a community's assets. Sheridan Road: Asset-Based Community Development Institute.)

In previous work, we have adopted an action research model of developing ideas and research, in order to involve others at all stages. The Process, as set out in relation to social change theory by Kemmis and McTaggart (1988) describes Action Research as

'a form of collective self-reflective enquiry undertaken by participants in social situations in order to improve the rationality and justice of their own social or educational practices, as well as their understanding of those practices and the situations in which the practices are carried out.' (Kemmis, S., & McTaggart, R. (1988). The action research planner (3rd ed.). Geelong: Deakin University.)

This process enlists the notion of piloting, and incremental development to stage initially small-scale interventions, in order to assemble the resources and stakeholders to create a plan for change based on local need, to enact the plan together and then to reflect on the successes and learning of the outcome, before beginning the process again. In the case of The 100 Year Plan Influencing Tool, the piloting locally has already been found to be useful and viable, and this research proposal looks to scale this up to a Nationally significant level, empowering communities to consider their project and funding landscape at both a micro and a macro level.

What is a 100 year plan?

Across arts and community sectors, the way that activity and development is funded is often in short term, project based works. It is widely acknowledged that this can lead to a lack of opportunity to plan long term, and often results in a lack of resource and opportunity to make lasting change. For a community to embark on putting together a 100 year plan, each smaller, short term project can be viewed as part of a wider landscape plan.

The 100 year plan borrows from landscape architecture and design thinking to empower communities, funders and policy makers to resist short term project based

thinking, and to begin to think more holistically and sustainably, longer term, which can have significant benefits, socially, politically and environmentally.

At this stage, the 100 year plan is an idea, and through the development of this project and tools, we can understand how communities can be supported to create their own 100 year plans, and can support a dedicated group to be able to deliver the influencing tool to share this work further.

3 stages of development

This project would involve a 3 stage research and development activity, leading to the development of a set of resources and materials to be used Nationally to inform new approaches to the funding and development of community based creative development projects. The 3 stages, and methods to be used are laid out here:

Stage One: 2 months (Feb/March)

Research and development – a series of online workshops and thinking spaces with groups and organisations across the UK to explore and capture the benefits of longer term thinking, what gets in the way of this for communities and to define potential features to be included within an online tool, and set of downloadable tools and to scope out the useability of the 100 Year Influencing Tool. Initially we would focus this work with the Creative Civic Change groups across England, who have heard of the work undertaken by The Portland Inn Project in relation to the 100 Year Plan via the CCC Learning Event in September 2021, and who expressed interest in learning more about how a 100 year plan could work for their areas.

Once initial workshops have taken place, the next stage of the research and development is to invite a wider group, via open call through Community networks beyond CCC. Inviting other communities to test out the tools, and to contribute to advocacy and thinking around the Influencing tool for funders, councils and policy makers.

The Portland Inn project will be used as a case study on how the tools can be used to write a 100 Year Plan, as simultaneously the PIP team will be working with our community to write our 100 Year Plan.

Stage Two: 3 months Developing and testing the tools (April/May/June)

It is envisaged that the tools will include a 2 minute introductory video introducing the notion of 100 year planning and the tools.

A developed interactive web platform which enables communities to use pre-developed features of a 100 year landscape (as determined with communities across England via stage one) to discuss what might need to be included in their 100 Year Plan. Also available here will be the Portland Inn project Case study, as a resource of other communities to see what a 100 Year Plan looks like.

A resource pack for community organisations to use in individual and group settings to develop a 100 Year Plan for their neighbourhood, and as a planning tool for project and community development.

To have designed dissemination and influencing activity to ensure buy in from communities, funders and policy makers around the adoption of the Tools.

Stage Three: 2 months (July/August)

Delivery and dissemination of the tools and resources.

This to include the launch of the website, and the downloadable tools, plus events and workshops to support adopters in use of these as key knowledge exchange opportunities.

We would develop and deliver an influencing event with the CCC groups and The Local Trust – inviting policy makers and funders to learn about and test out the 100 year plan influencing tool.

Option to add:

Additional training could be provided with the offer to the 15 CCC areas to undertake training to enable them to lead their own workshops in 100 year planning, enabling them to spread the resource further.

Delivery Plan

The initial research and development phase will work with the already established Creative Civic Change network of 15 organisations and projects across England.

Creative Civic Change 3 year programme comes to an end in October 2022, and as such this collaborative programme will form a key part of the legacy of CCC, supporting these 15 Areas to think longer term about how they are developing and funding Community Development work in their areas, and then supporting and influencing other areas and organisation to shift thinking longer term via the 100 Year Plan. The 15 community areas were involved in the early stages of the development of thinking around the 100 year plan, and will take part in the development of the research project, and the resulting tools and resources.

Stage One: Research and development - a series of workshops and thinking spaces with groups and organisations across the UK to define potential features to be included within the tool kit.

Stage Two: Developing the tools will be time to cross check and develop the website, tools and resources, whilst checking back in with 15 CCC areas that we have captured everything, as well as inviting engagement via open call from other interested community organisations. Bringing a dedicated group together to agree on the final elements of the 100 Year Plan Influencing Tool.

Stage Three: Delivery and dissemination of the tools and resources will include sharing the newly developed package with CCC areas, plus wider networks, delivering in person and online training on the use of the tools, as well as delivery of a key influencing event for funders, local authority and policy makers, to advocate for the adoption of the tools and long term approaches to community development and funding.

Stage One: Research and Development

February 2022:

- Initial meetings with Co-applicant Local Trust to agree timeframe and dedicated resources.
- Creative Civic Change monthly network meeting, to introduce the research project and invite 6 CCC areas to take part in the development of the tools.
- Series of workshops with CCC areas, These can be either online or in person.
- Desk based research into sectoral development that may impact on the delivery of the 100 year plan tools.
- Launch project via our social media networks to share and document the development of the project, and invite EOI's for wider interest.

March 2022:

- Engage web designer and talk through spec for dedicated resource website
- Engage film maker to create 2 minute film.
- series of workshops with other community areas located via open call – to use more focused workshops based on first round of workshops with CCC to cross check findings
- Share developments to date
- Creative Civic Change monthly network meeting, sharing progress.

Stage Two: Developing the tools

April 2022:

- Collate all information from stage one sessions, and spend time analysing the findings and planning for development of tools.
- Take delivery of 2 minute film.
- Check in with web designer on progress – launch holding website with basic info and film

- Meetings with partners to look at progress and make any adjustments.
- Creative Civic Change monthly network meeting, sharing progress; discussion of influencing tool rollout and start to plan influencing event with partners.
- Share developments to date

May 2022:

- Decide on templates for tools based on findings and develop workshop resources
- Work with web designer on inputting elements found through community engagement sessions
- CCC Learning Event conference – to share progress to date and enlist further participants.
- Share developments to date

June 2022:

- Send website draft through to communities that participated in stage one workshops to cross check content and useability and if there is anything missing.
- Make any adjustments with web designer
- Share developments to date
- Creative Civic Change monthly network meeting, sharing progress.

July 2022:

- Finalise downloadable tools and resources to be housed on dedicated website alongside online web app.
- Share developments to date
- Creative Civic Change monthly network meeting, sharing progress.
- Trip for CCC areas to Organic Farm to consider long term approaches to the landscape and sustainability and workshop the developing Tools.

Stage Three: delivery and dissemination of the tools and resources.

August 2022:

- Launch website and tools, time advocating and sharing the work via networks, events and online.
- Creative Civic Change monthly network meeting, to introduce the tools and resources put out invite to CCC 15 areas to take part in the in-person training.
- Call out Nationally for participants in on line training.
- Share developments to date

September 2022:

- Influencing Tool event for funders, policy makers and councils.
- Share developments to date (social media etc – on Local Trust website and aim for National Media coverage).

- Creative Civic Change monthly network meeting to discuss further dissemination of the tools and resources, and maximisation of influencing capacity.
- Evaluation of tools and resources – questionnaire and analytical study of effectiveness of the tools and resources, as well as feedback from participants on being involved in the development of the research.

Optional Extra Training in supporting others and facilitating workshops using the 100 Year Plan – September/October 2022:

- 4 x online workshop sessions with communities across the UK, recruited via open call or just CCC and Local Trust Networks training in use of the 100 year plan and influencing tool.
- Follow up mentoring sessions with Leads on how the 100 Year plan delivery is going or further support in how to use it.

01/10/22 Project ends