



Community and Environmental Action 2019

Connect. Share. Learn.

www.strongerkentcommunities.org.uk/events



A Stronger Kent Communities Conference: Community and Environmental Action

Join third sector colleagues from across Kent working in community and environmental action to network, share best practice and gain practical tips and tools to strengthen and support your organisation and improve your practice.

Date	Monday 3rd June
Time	10.00–15.00
Venue	Augustine House , Canterbury CT1 1QU

[BOOK ONLINE NOW](#)

[View the full conference programme](#)

Highlights

- Our experts: Evan Bowen Jones, Chief Officer, Kent Wildlife Trust; Chris Blythe, Director, Social Farms and Gardens; Heidi Seary, Operations Manager, Social Farms and Gardens; Zoe Cairns, CEO, ZC Social Media; Jane Dobson, Development Officer, Locality; Claire Haffenden, Interim Development Manager, Funding For All; Canterbury Communicators—Toastmasters International; more tbc
- [Sessions](#) providing practical tips and tools for your professional development on digital, funding, governance, volunteering, communication and more.
- Expert advice on funding and help with Employer Supported Volunteering in 1-2-1 sessions.
- Zoned networking opportunities with your voluntary sector colleagues in community and environmental action

Who should attend?

Staff and volunteers from Kent's charities, voluntary organisations, community groups and social enterprises (VCSE) who work in:

Community and healthy living centres, churches, grassroots community groups such as town teams and town councils, WIs, soroptimists, lions clubs, voluntary action

Healthy living projects, community allotments, community gardens and community kitchens, animal protection and wildlife conservation projects and animal and environmental campaigning.

Everything from community hubs to healthy eating, animal rescue, guerrilla gardeners, litter picking groups, plastic free towns, woodland and coastal protection groups

[Book online now](#)

Contact us emma@strongerkentcommunities.org.uk 01843 669339

SKC Conference Programme

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09:15	Registration Photo exhibition, zoned networking and refreshments
10:00	Seminar 1 – choose <u>one</u> from the group below (See full programme HERE)
	Governance: Diversifying your Trustee Board
	Fundraising: Demonstrating Impact – Showing Funders your Project Makes a Difference
	Digital: Harnessing the Power of Social Media
	Best Practice: Growing Well Together
11:05	Seminar 2 – choose <u>one</u> from the group below (See full programme HERE)
	Volunteering: Best Practice in Volunteer Recruitment Retention and Management
	Fundraising: Developing a Fundraising Strategy
	Communication: Improve your public speaking
	Campaigning: How to run a successful campaign and Engage Your Community
12:00	Booked 1-2-1 advice sessions with funding mentors 12:00—15:00 (30 minute slots)
12:05	Lunch Photo exhibition, zoned networking, buffet and refreshments
12:40	Booked 1-2-1 sessions on how to make SKC Employer Supported Volunteering work for your organisation 12:40—15:00 (15 minute slots)
12.40	Afternoon plenary with Q&A – Enabling our Communities to Thrive tbc How do we transform lives and connect people, putting pride back into communities where needed, saving our public spaces and improving health and well-being? What works to engage the public, the decision makers and the people we are there to help? Best practice examples looking at campaigning, fundraising and volunteering successes of our panel and their networks.
13.45	Afternoon plenary with Q&A – Protecting our Planet tbc How do we connect people and care for our planet, putting pride back into communities where needed, improving community health and well-being and protecting animals and our environment? What works to engage the public and the decision makers to further our causes and make a difference? Best practice examples looking at current campaigning, fundraising and volunteering successes of our panel and their networks.
14:45	Networking
15:00	End

10:00 – 11:00 Seminars – choose one of the four below

Diversifying your Trustee Board

- The benefits of a diverse board
- How your organisation can change to better reflect the communities it serves
- Best practice tips and tools to attract young trustees and diversify your board
- SKC Fresh Perspectives training – what is it and why should your organisation sign up?
- Q&A

SKC

Sarwah Mhanna runs Fresh Perspectives, part of Stronger Kent Communities 3-year programme. The project works with trustee boards and recruits, trains and mentors young people to become trustees across Kent.

<https://strongerkentcommunities.org.uk>

Demonstrating Impact – Showing Funders your Project Makes a Difference

Funding For All

A charity that exists to mentor small to medium charities, voluntary organisations and community groups across Kent and Medway in bid writing skills, funding strategy, business planning, tendering, legacies and developing budgets.

<https://www.fundingforall.org.uk/>

Harnessing the power of Social Media

- Top 10 Tips on improving engagement and increasing the number of likes, follows, shares and retweets on facebook and twitter.
- Top 10 Tips on developing a social media strategy, focusing on facebook and twitter, but also looking at the bigger picture: how can social media improve your organisation in terms of profile, fundraising, volunteering and efficiency? Other apps will be mentioned.
- Q&A: bring your burning social media questions with you.

ZC Social Media

Zoe is a highly respected and proficient International Social Media Speaker, Trainer and Consultant. Specialising in many areas but focusing on one of the many areas people do not cover when they first set out in Social Media, their Social Media Strategy.

Zoe offers a raft of services including one to one social media training, Social Media in a Box #StartSocial, SOL Safety Online and events including Social Media workshops and free events ZC Social Media Academy. She has appeared on ITV This Morning, BBC South East and BBC World as a Social Media TV Expert.

<http://zcsocialmedia.com/>

Growing Well Together

- How can Social Farms and Gardens support your organisation?
- How to support people and communities through nature-based activities.
- Inspiring success stories - how and why they worked.
- Bring your questions with you –everything from governance, working with challenging behaviour, to the best way to build a raised veg bed.

Social Farms and Gardens

Social Farms & Gardens was created from the merger of the Federation of City Farms and Community Gardens and Care Farming UK in 2018. It supports thousands of grassroots projects to use farming and gardening as a way to transform lives and connect people, putting pride back into communities and improving health and well-being.

It provides advice, training and information to the dedicated heroes who run these projects, from tiny fruit and veg plots on urban housing estates to wildlife and roof gardens, school farms and community orchards to large-scale rural care farms, to ensure people of all ages, abilities, faiths and backgrounds can come together in our cities, towns and villages to achieve great things.

www.farmgarden.org.uk

11:05 – 12:05 Seminars – choose one of the four below

[BOOK ONLINE NOW](#)

Volunteer Recruitment, Retention and Management

- Best practice tips on volunteer recruitment, retention and management
- Explore questions such as ‘what are some of the most common ways we go wrong with volunteering’ and ‘why don’t we have enough volunteers?’
- What does best practice look like and what can your organisation do to achieve it?
- SKC REVAMP training – what is it and why should your organisation sign up?
- Q&A

SKC

Alex Krutnik is chair of Stronger Kent Communities and CEO of Canterbury and Herne Bay Volunteer Centre. He runs the prestigious quality mark for volunteer involving organisations - Recognition of Excellent Volunteer and Management Practice (REVAMP).

<https://strongerkentcommunities.org.uk/>

Developing a Fundraising Strategy

Funding For All

A charity that exists to mentor small to medium charities, voluntary organisations and community groups across Kent and Medway in bid writing skills, funding strategy, business planning, tendering, legacies and developing budgets.

<https://www.fundingforall.org.uk>

Improve Your Public Speaking

Top tips on how to:

- Conquer your nerves and improve your confidence in presenting
- Structure, create and tell a story to engage the audience
- Q&A: Bring your public speaking questions with you

Toastmasters International – Canterbury Communicators

Karen Ince is a toastmaster at Canterbury Communicators, which provides a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth. It also runs educational training programs that help people to develop life-enhancing presentation and communication skills.

It meets the 2nd, 3rd & 4th Tuesday of the month at 19:30 at the Business Centre, Canterbury College

<http://canterburycommunicators.toastmasterclub.org/>

Supporting Communities to Thrive – How to Run a Successful Campaign and Engage your Community

- Top tips on running a successful campaign and engaging your community
- How Locality can support your community organisation focusing on: Save Our Spaces #The Great British Sell Off - saving your much-loved publicly owned buildings and spaces; and Keep It Local - putting your case for public sector contracts by demonstrating your social value through your impact on the economic health of your local area
- Q&A

Locality

Jane Dobson is Development Officer at Locality, a national membership network that supports community organisations to be strong and successful to meet local needs and to give people a purpose, good places to live and good health, so that communities thrive. It aims to unlock the power in local communities to build a fairer society, and engages directly with policy-makers, influencers and funders.

Campaigns include #SaveOurSpaces to save much-loved publicly owned buildings and spaces from being sold off for private use #TheGreatBritishSellOff and #KeepItLocal calling for councils to commission locally.

<https://locality.org.uk>

Afternoon Plenary Discussions

12:40 – 13:40	<p>Is your organisation doing enough to tackle social injustice? What works?</p> <p>What works to engage the public, the decision makers and the people your organisation is there to help? How does your organisation challenge discrimination and promote diversity and inclusion? Best practice examples looking at current campaigns, fundraising and volunteering successes of our panel.</p>	Speakers: TBC
13:45 – 14:45	<p>Is your organisation doing enough to prevent offending, support victims and rehabilitate offenders? What works?</p> <p>What works to engage the public, the decision makers and the people your organisation is there to help? How does your organisation challenge discrimination and promote diversity and inclusion? Best practice examples looking at current campaigns, fundraising and volunteering successes of our panel.</p>	Speakers: TBC

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Augustine House, Canterbury CT1 1QU

Parking:

Augustine House is easily accessible by bus or train. Although there is no parking at Augustine House, parking at Canterbury East Station is recommended and there are several public car parks nearby. Augustine House is a 5 minute walk from Canterbury East Station and next to Canterbury High Street. Secure, free of charge bike racks are available at Augustine House.

Book Now