



Rosendale On The UP  
Community Conference  
July 1st 2006  
- Report and Analysis

## OVERVIEW - Rossendale on the UP - A Day of Celebration

Saturday July 1<sup>st</sup> 2006 at Alder Grange Community & Technology School

### Objectives:

- To promote the work of Voluntary, Community, Faith and Youth groups in Rossendale.
- To celebrate and reward individuals and organisations for exceptional contributions to serving their communities.
- To showcase Social enterprise and community involvement contributions that make Rossendale a better place to live and work.
- To celebrate achievements which are making Rossendale World Class.

Saturday July 1<sup>st</sup> 2006 was a lovely sunny day, ideal for a picnic or enjoying a cool seaside breeze. From eight o'clock in the morning over 200 people made their way to Alder Grange Community and Technology School for the second Rossendale Community Network Conference - Rossendale on the UP - a Day of Celebration. The day entirely lived up to the title and from the early birds who came to set out their stalls until 3.22p.m precisely when like a dyna-rod evacuation they were gone. The Chairman had been doubtful of a good attendance during the World Cup but we proved him wrong - we're far more committed than that. Buzzing has been the most used description of the day. We had 212 pre-bookings and 63 who dropped in on the day. We had one apology and a further 48 did not attend but with 226 actually on site and a 250 capacity it was a busy and happy day. To read the 42 long list of exhibitors please turn to the last page. The free pens, pads, markers and post its have set us up for the year but made us aware and appreciative of how much we have that is either community driven or relies on community support to flourish.

Prior to the start there was a stampede to sample the home made biscuits from the Surestart Cafeteria who catered for the day. Had that been all the day held, I'd still be glad I went. Driven from the coffee, chat and strolling round the stands we settled in the main hall to hear Hazel Harding CBE, Lancashire County Council Leader but foremost a local champion set the tone for the day reminding us of

our heritage of industry and learning. Dr 'Ice' Kristan Bromley our guest speaker now preparing for the 2010 Winter Olympics showed a short film of his exploits and made much of his BRGS schooling and the Rossendale 'grit' that has taken him to where he is today - a World Cup winner of the Skeleton Bobsleigh. Conference Chairman Peter Sweetmore with his usual aplomb told us where to go. Despite the facility allowed where attending workshops was not obligatory most people attended a workshop in the morning and in the afternoon. Those delivering interactive and participatory exhibitions expecting lots of truants were a little disappointed that they had gaps during the workshops. Lunch was good to look at, good to eat and the actual logistics much better managed than last year. A number of young people were seen exchanging mobile numbers - will anything come of this? No time for a siesta, it was round the stands and interactives till herded back to the auditorium to listen to another local talent - Grant Bromley - a singer surely going places and obviously popular as there are requests in the evaluations for details of his CD. A good voice, familiar music and another 'made in Rossendale'. Back to the workshops till time for the award ceremony. Our judges this year were not only external - they were foreign - provided by Pendle Community Network, Burnley Football Club and Burnley Community Network ensured no possible insider knowledge. They all reported difficult choices but came up with the winners.





## Comments from the Workshops

### Lancashire Constabulary MAPS Workshop asked:

If there was one thing you could change/improve on your neighbourhood what would it be?

*Responses:*

- Bacup - Burnley Road closed cinema building
- Waterfoot - Clean it
- Greenfield - Litter
- Newchurch - More facilities for young people to meet and do useful things without needing to go drinking alcohol or lounging round bus shelters
- Not stated - More work with young people to keep them from being bored which leads to crime
- Shawforth & Facit - Cars parking next to road junctions
- Irwell - See local bobby more
- Greenfield - Plants, trees etc
- Stacksteads - Fly tipping/rubbish
- Irwell - To change peoples minds about the way they think of it = 2
- Goodshaw - More for young people to do

### Rosendale Community Network - Community Engagement

*Comments:*

- Very good - stimulating
- Very engaging topic - well chosen and presented

### Lancashire County Developments - Social Enterprise Workshop asked:

Did you find the information relevant and useful to your needs?

*Response:*

Yes 14 No 2

If you require further information or any help in the future would you contact LCDL?

*Response*

Yes 11 No Nil

*Comments*

- Listened and learned from my group leader
- Already a social enterprise
- Learned how a charity can become a social enterprise
- Very practical and useful for my organisation

### Community Artists - Ruth Evans & John Spedding - Youth and older People Workshop

*Comments*

- Wonderful - hands on modelling and chat – productive
- I just looked in between sessions
- Good fun
- Not what I thought but enjoyable

### Rosendale Leisure Trust - The Adrenalin Gateway

*Comments*

- Well delivered and interesting
- Good - what an ambassador we have as well
- Too crowded every time I tried to go in
- Very inspiring



*Janet Anderson MP views one of the exhibitions*

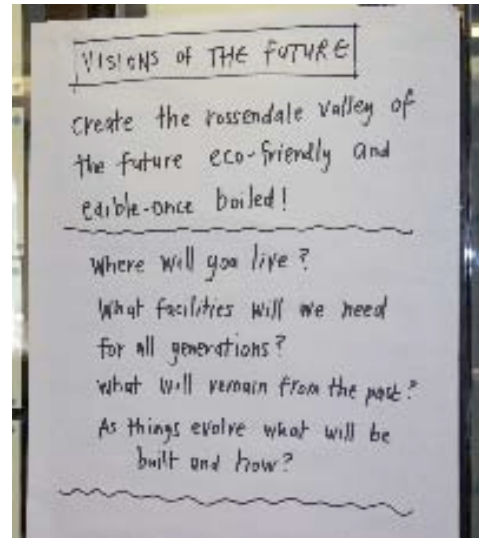




- A large-scale table-top model of one of the winning designs for the “Lancashire Backyards Project”, demonstrating how one could turn a typical terraced house back yard into (in this case) a productive vegetable and fruit garden.
- A demonstration of how composting works.
- Tips and information on energy saving.
- Information about the eco-towns movement including what has been achieved in other countries as well as the proposals in the Bacup and Stacksteads Masterplan.
- A “Pledge Tree” on which participants were invited to stick paper “leaves” to say what they would do to play their part in protecting the environment.
- General leaflets on ecological and sustainability topics.

The star of the show was probably the model of the Backyards Project which generated a great deal of interest. There was also much discussion of composting techniques!

Unfortunately the half hour slot allowed for the interactive exhibitions did not allow anything like enough time to explore the opportunities presented by having two internet-linked laptops.



### Community Engagement in Rossendale:

Notes on two Community Network Conference Workshops, 1/7/06

#### **The Topic - Community Involvement and Engagement:**

- Keeping local residents and the wider community informed.
- Finding out what the community thinks and wants.
- Formal community consultations.
- Partnership working.

#### *Workshop Objectives*

- To identify ways of strengthening Community Involvement and Engagement in Rossendale.
- To identify specific action which could be taken over the next year.

#### **Summary of Key Issues Identified**

##### Ladders: Aids to Engagement

1. Effective Community Network: generating motivation and passion; focussing on issues of real interest; promoting open discussion; fostering interaction between groups.
2. Effective partnership working. Community members involved in real decision-making.
3. Effective consultation on future intentions, coupled with celebration of existing successes.
4. Effective communication in an accessible form.

##### “Snakes”: Barriers to Engagement

1. False consultation: decisions already taken; issues excluded from formal consultation; dissenters treated as “being awkward); arguments not taken on board; nothing happens; no continuity; planning process perceived as corrupt; lack of Council support for Community Engagement.
2. Lack of communication: information on future options late or incomplete or inaccessible; no feedback following consultation; failure to target and label information effectively.
3. Inadequate and insecure funding: groups unable to develop long-term strategic approach.
4. Apathy. Lack of time. Failure to motivate and retain volunteers.
5. Parochialism. Focus limited to immediate neighbourhood.

Rick Gwilt

### Lancashire County Developments - Social Enterprise Workshop

We found the day extremely useful and enjoyable. It was really good to meet so many people from Rossendale and to be able to provide an opportunity for organisations supported by LCDL to showcase their work and share their experience. I was also good to meet up with Councillors on their home ground and to be able to share the work of LCDL with them.

I was particularly pleased that we didn't change our programme because we had wheelchair users and disabled people attending but rather adapted what we did so that everyone could be involved. I think that there was an unexpected benefit of challenging peoples perceptions about what disabled people can do and how to involve disabled people into mainstream activities.

Lydia Plackett

### Adrenaline Gateway

"The Adrenaline Gateway interactive session proved once again, that the Gateway project is a catalyst for community aspiration. Many of the delegates visiting the room enthused at the scale of the project and showed a great deal of insight in to the benefits such a sea change in ambition can achieve for the Rossendale Valley. The only concern was seated around developing effective consultation mechanisms to ensure the community of Rossendale continues to embrace the concept in a positive way. The delegates were assured that the project team is committed to ensuring that consultation is done by the community, for the community and that such mechanisms will be found for the next stage in the development process. All in all the Adrenalin Gateway interactive session was a very positive if short part of the conference program. The next year will see significant progress towards the realization of the Gateway Hub and Spoke Network and it will be pleasing to update the conference once again in 2007"

Gary Hood

### Community Artists - Ruth Evans & John Spedding - Youth and older People Workshop

Irwell 13 Community Arts Project - Workshops for the Young and Old  
Visions of the future - small scale sculptures using materials familiar to all.

The actual day went very well - was excellently organised and was a very good idea for people working in the valley to show what they are doing and to find out what's going on. This was an excellent opportunity to make connections with other for possible partnership in the future and to showcase projects and share ideas.



The actual workshops went well with many creative sculptures being made. There was much discussion around the table about how important it is to foster peoples' creativity. If you have imagination in life it is a very empowering thing and enables people to achieve anything. The actual process of carving a potato demonstrated how you can be creative with the simplest of materials and equipment and this ability to amuse yourself and be creative with whatever is to hand is - or can be a life long process and especially valuable for all ages.

Many connections were made during the workshops and old songs from 'around the maypole' were unearthed as people sang and reminisced about traditions that were around when they were young. We were very pleased to have taken part in the day.

Ruth Evans

### Rossendale Health Campus

Locals - Stuart Haines, Amanda Robertson, Gladys Sandiford, Heather Massie & Dorothy Mitchell  
In attendance - Stephen Brookfield, Finance Director. Sheena Byrom and Clare Clarke, Clinical Nurse Specialists all from ELHT. From BPT PCT - Tim Mansfield, Head of Multi-Agency Service Development and Cath Sisson - Manager for Patient Advice and Liaison.

### **The case for a World Class Health facility in Rossendale**

We wanted to find something that would be a bit of fun but at the same time give us some information. Reader, you may not know this but, look at a map of Lancashire and you can see Rossendale is shaped like a warthog and its little legs carry the weight of the Gateway to East Lancashire. Having long aspired to create a marketing tool from this little beast, we put Rossendale on the map and asked visitors to put a sticky dot on the place where they lived - red for girls, blue for boys. They had to put their age on their dot but they had a choice of maps – either 'I'm very well' or 'I'm not so well'. When they completed the task they were





