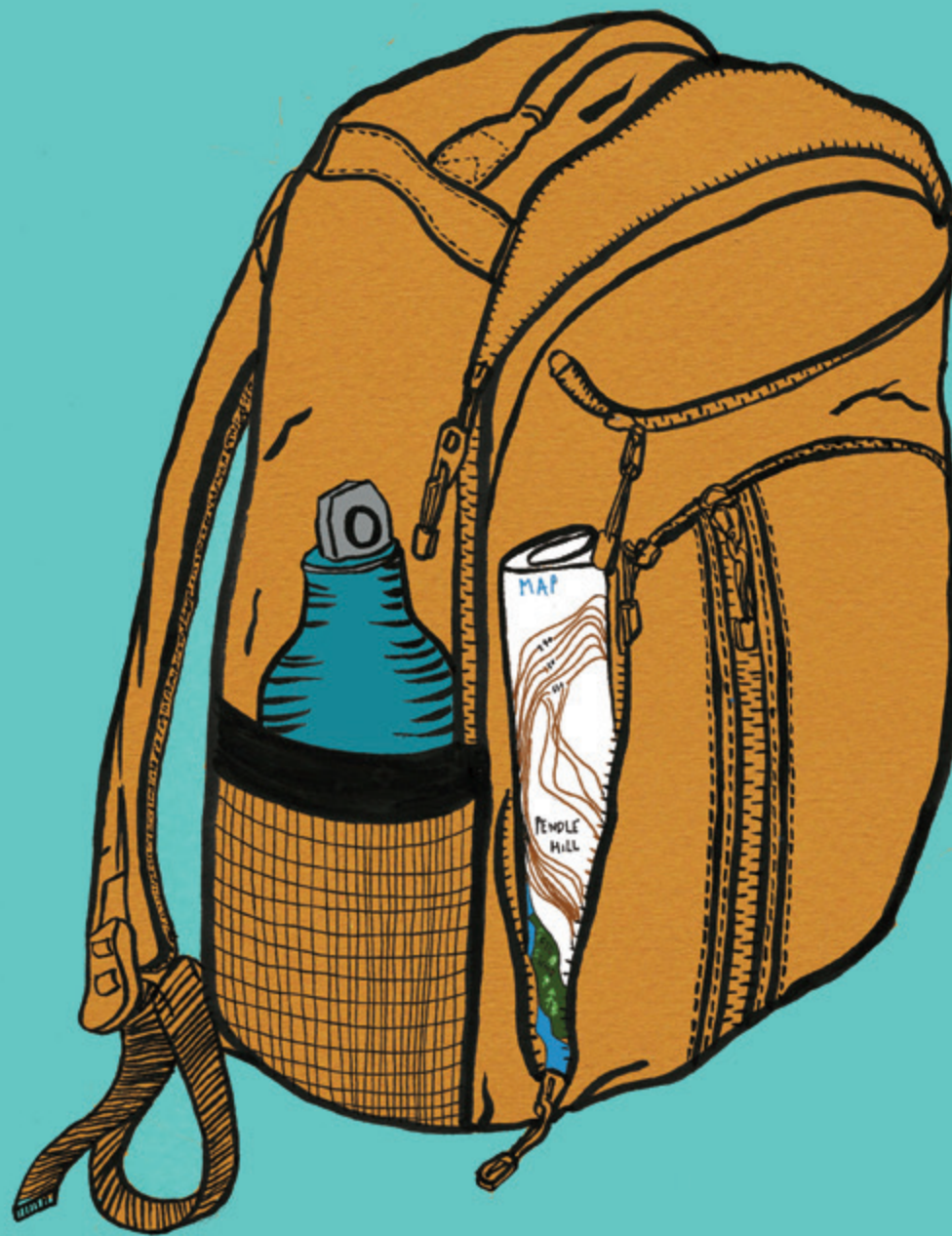


PENDLE HILL ENGAGEMENT KIT

*Guidance on engaging people with
Pendle Hill and the surrounding landscape*



POTENTIAL GROUPS AND POSSIBLE HOOKS FOR PARTICIPATION

When choosing activities it is important to consider the needs and the complexities of your audience for example, your group may be active, young and BAME.

LESS ACTIVE

- Meditation and relaxation
- Arts and crafts
 - painting
 - drawings
- Activities which connect participants to nature
- Peace and quiet
- Different mediums- writing, playing music, visual film
- Music events/festivals/bands
- Inspiration from scenery and/or photography
- The heritage and meaning of the PH landscape brought to them- as oppose to going out into the landscape
- Political debates
- Natural colours of the landscape
- Observing/ finding fauna/flora
 - bird watching
 - trails
- A bus tour to experience different parts of the PH landscape
- Gentler, flat walks for lower fitness levels- which are still challenging in order to gain a sense of achievement
- Other sensory ways to explore the landscape than visual
- Virtual experiences

50+

- Gardening
- Conservation
- Local heritage trails
- Political debates
- Interested in natural colours of the landscape
- Exploring fauna and flora
- Camping
- Tree planting
- Attending events
- Arts outdoors, painting, drawing
- Bird watching
- Geology and biology

ACTIVE / SPORTY

- Tai-chi
- Walking
- Running
- Cycling
- Exploring places participants have not been before
- Education & learning outside
- Sense of pride/achievement in the challenge of climbing PH.
- Large-scale conservation activities such as tree planting
- Historical walking
- Developing something physical & visual in Barley green to gain feelings of ownership
- Outdoor activities
 - climbing
 - rounders'
- Sports day
 - races
 - skipping contests
 - prizes e.g. trophies or medals
- Camping/residential- learning skills such as outdoor cooking, how to put up a tent and make a fire.
- Using physical attributes of the environment to make a witches potion
- Sponsored events to raise money for charity
- Orienteering and Geotags

'HARD TO REACH'

- Activities which provide a sense of purpose, worth and belonging such as conservation work which provides a visible difference in the landscape.
- Asdan qualification
- Connecting with nature
- Artistic practices
- Relaxation/meditation
- Gaining new skills
- A break from home
- The heritage and meaning of the PH landscape brought to them- as opposed to going out into the landscape
- Exploring places participants have not been before

FAMILIES / CHILDREN

- Bonding time
- Creating a treasure hunt map
- Doing a treasure hunt
- Themed events such as Halloween or Easter e.g. egg rolling at Easter and egg hunts
- Sports day
- races
- skipping contests
- prizes e.g. trophies or medals
- Sponsored events to raise money for charity
- incentives

BAME (BLACK, ASIAN, MINORITY ETHNIC GROUPS)

- Witches:
 - beliefs are part of the Asian heritage
 - relatable via gender
 - eerie and scary feel
- Making culturally related food- such as samosas
- Interested in religious related parties- such as an Eid party
- Sponsored events to raise money for charity

YOUNG PEOPLE

- Camping/residential- learning bushcraft skills
- Outdoor activities
 - climbing
 - rounders'
 - informal play for example running around
- Going out with their friends
- Picnic's
- Research group- investigating what's available in the PH landscape in order to produce a creative map to broaden local public awareness
- Producing a video documenting their experiences of exploring the landscape to showcase to others
- Technology
- Orienteering/geotags

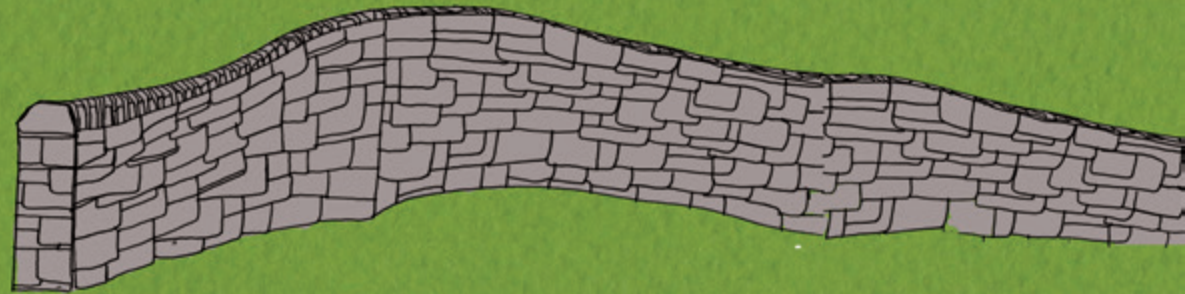
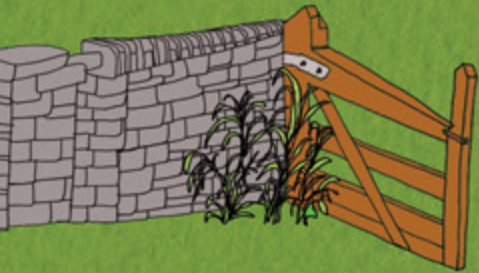
GENERAL TO ALL GROUPS

- Food festivals
- Eating/drinking/eateries
- Gaining new skills
- Socialising/meet other people
- Attending events
- Technology e.g. trails on mobile phones
- Incentives- certificates, free food and drinks, free transport

OVERCOMING BARRIERS TO PARTICIPATION

DEVELOPING A SENSE OF BELONGING

- Reassure participants that the landscape is for everybody to enjoy regardless of experience, demographic, background, fashion and appearance.
- Share knowledge of the heritage of places so that individuals can relate to the place; this in-turn can make participants feel more comfortable about exploring places they have not been to before.
- Increase your group size; often participants can gain 'strength in numbers' through being with others.
- Broaden an understanding of what the landscape can be used for. Through recreation and imagination, the landscape can enhance feelings of connectivity both spiritually and physically; even simply sitting in the landscape is a legitimate purpose/reason to be in the landscape.



- Introduce people to the countryside code, this will help participants understand their role of responsibility in the countryside and increase a sense of custodianship.
- Support existing participants to welcome new members into the group.
- Encourage every member of the group to have a voice and feel included within the activities and discussions.
- Repeat visits: a sense of belonging can be connected to experiential knowledge of the place- the more people visit a place the greater sense of belonging they feel.

WORKING WITH VULNERABLE PARTICIPANTS

- Prior to doing an activity, build relationships with participants, and ensure participants get to know each other; this can help develop trust and confidence within the group.
- Learn the needs of the group and their abilities and approach these with sensitivity.
- Find out the parameters of the participants' comfort zone, and take small steps to broaden experiences and abilities.
- Communicate details of the activity to the participants in advance.
- Take your group to meet the people who live and work in a particular area so that participants can draw confidence from them.
- Introduce participants to safe places which are contained, places such as Springwood, where the group can feel protected.
- Provide support and encouragement.
- Allow carers to come along and be involved.
- Reassure the group that you are there to support and guide them.
- Reassurance participants that they are safe.
- Stick to the itinerary and time scale.

CONSIDERING CULTURAL AND FAITH DIFFERENCES

- Some faith and religious practices require consideration- trust may need to be built with parents and guardians before planning activities such as residentials, which will require parental permission to attend.
- People unfamiliar with the British landscape, flora, fauna and folklore may be less likely to engage with the countryside (see *Developing a sense of belonging* page 4). People who are less engaged with the countryside may not have invested in suitable outdoor wear. This can be overcome by providing appropriate equipment or clothing (see checklist on page 8). Or alternatively, begin engagement in areas where outdoor wear and boots are not necessary; for example start with trips to places such as Downham or Barrowford and build your nature engagement activities from there..

AVOIDING CONFLICTS OF INTEREST

- If communication between groups, partners or participants is not clear or transparent, conflicting ideas may arise with regard to what is right for the group. To avoid discrepancies clearly communicate and from this, together, implement a strategy to meet the needs of the group.



GETTING PEOPLE HOOKED

Once you have considered all the motives you reach the goal which is connectivity represented as a trig point and you have made it as easy as possible for participants to engage

INCENTIVES

Incentives are a clear benefit that can be used to encourage participants to engage with the landscape. Incentives can include:

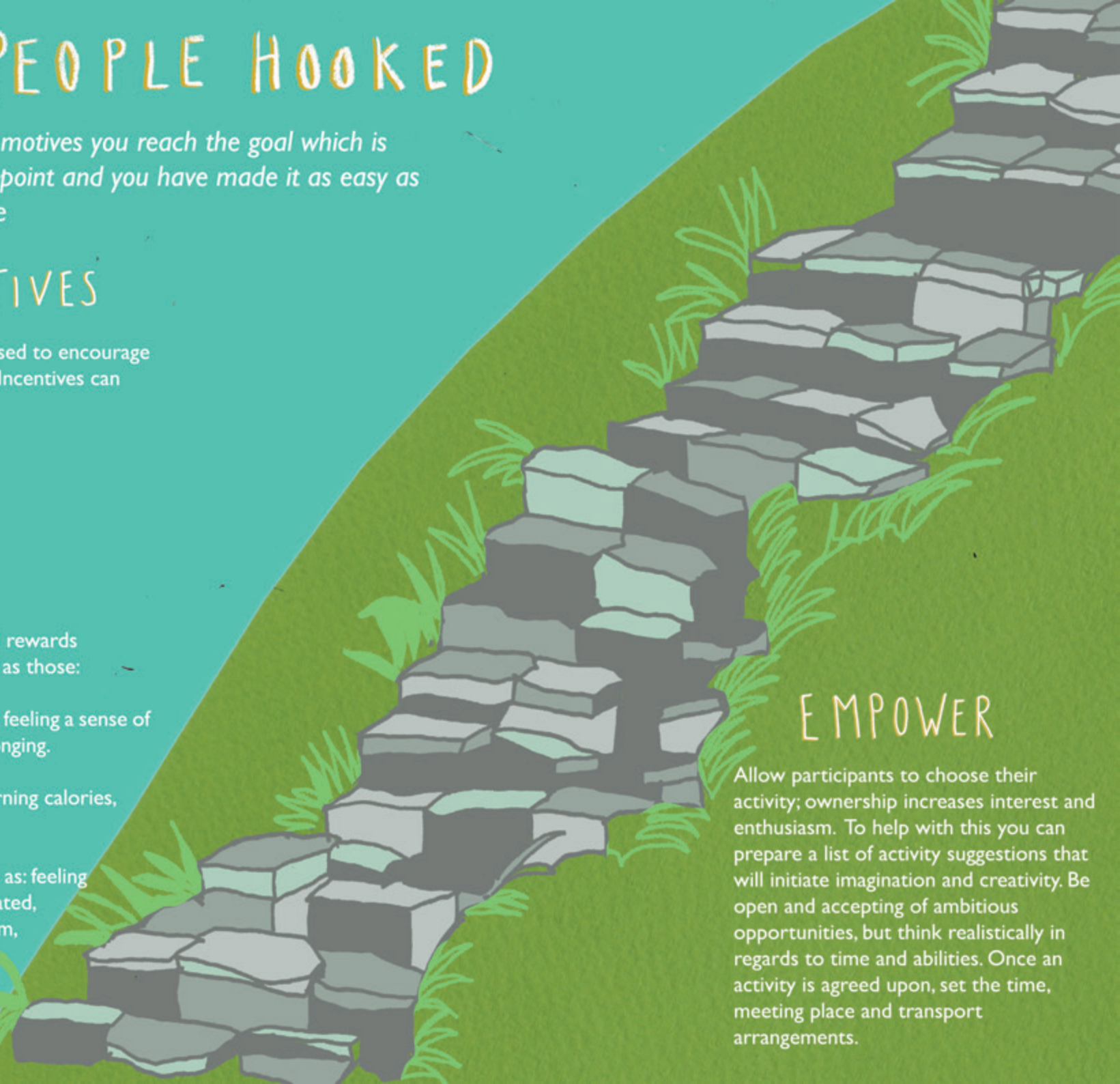
- Free Transport
- Providing equipment
- Prizes, trophies, certificates or badges
- Free or discounted food and drinks
- Energy treats
- Club memberships

Incentives don't always have to be material rewards and can include personal motivations such as those:

- Connected to social development such as feeling a sense of achievement, or developing a sense of belonging.
- Connected to physical fitness such as burning calories, enjoying a 'guilt-free cake'.
- Connected to health and well-being such as: feeling peaceful, happier, healthier, relaxed, exhilarated, connected to nature- or feelings of freedom, mindfulness and having a clearer mind.
- Similarly another incentive may simply be that exploring the PH landscape is free!

EMPOWER

Allow participants to choose their activity; ownership increases interest and enthusiasm. To help with this you can prepare a list of activity suggestions that will initiate imagination and creativity. Be open and accepting of ambitious opportunities, but think realistically in regards to time and abilities. Once an activity is agreed upon, set the time, meeting place and transport arrangements.



"BEEN THERE, DONE THAT"

Some people will think "been there, done that", try to think of ways to keep your opportunities fresh and inviting especially to people who may have already participated in a similar activity. It's worth contacting members from other organisations to chat about their approaches and to share ideas.

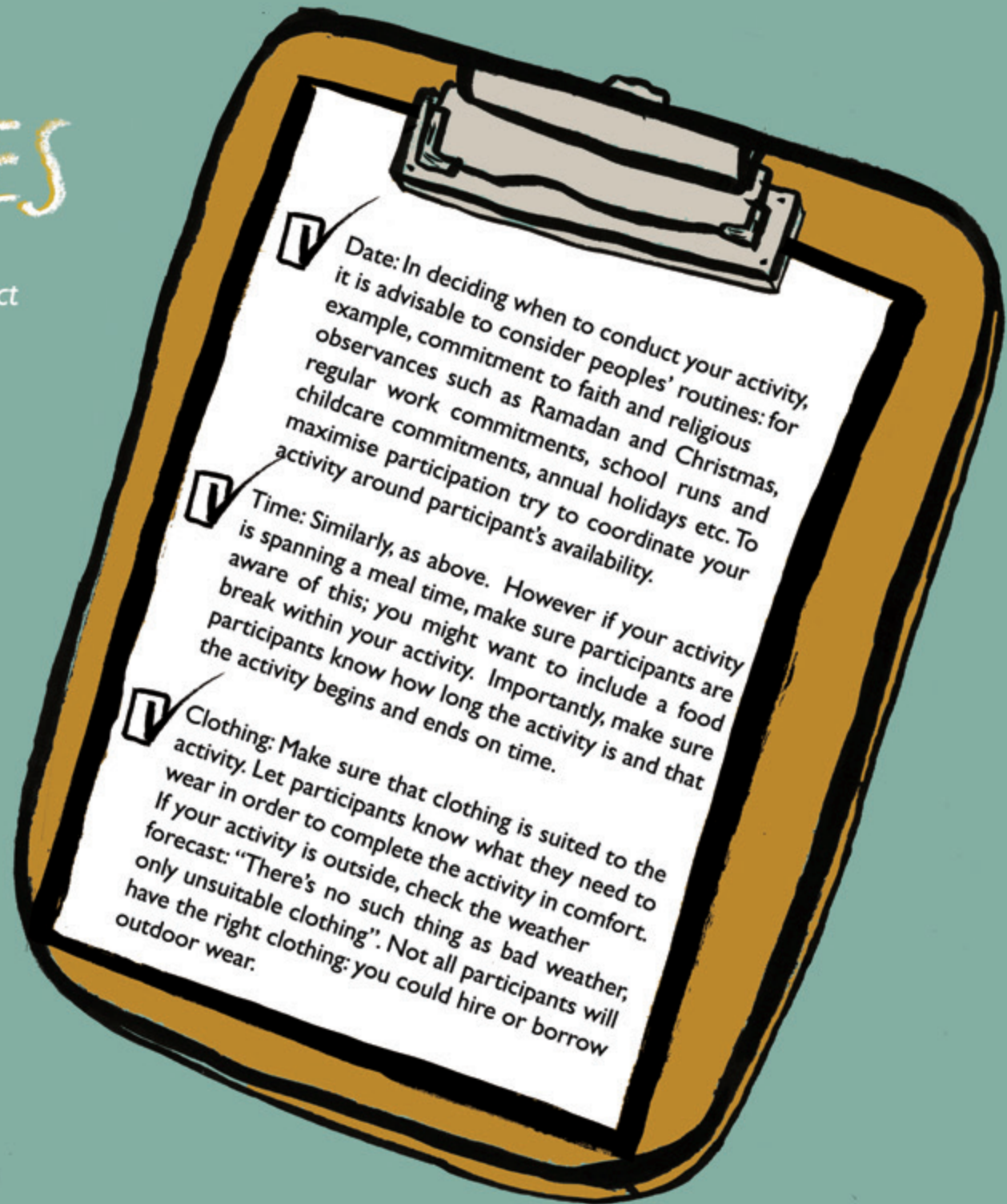


THE PROJECT GOAL

Highlight the end goal you are aiming to achieve through a participatory project. This might be building a dry stone wall, clearing a stretch of river, putting on a performance, connecting people etc. Communicate your end goal to your participants before the project begins. This way participants will know if they want to be involved, and they will know that their input is valued to achieve a goal that the whole group is working towards. Upon completion participants will feel a sense of achievement.'

PRACTICALITIES

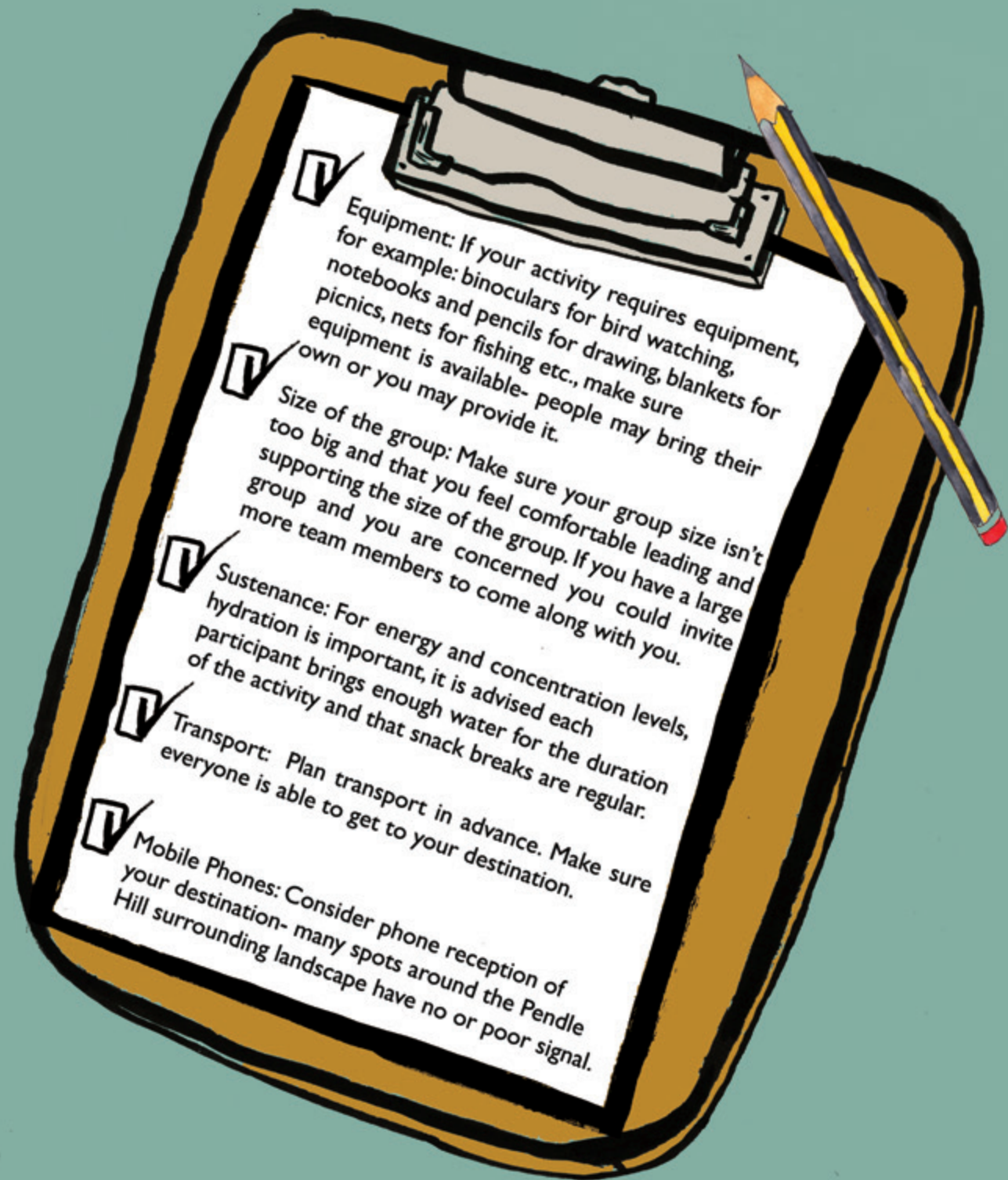
These are critical to the success of the project



✓ **Date:** In deciding when to conduct your activity, it is advisable to consider peoples' routines: for example, commitment to faith and religious observances such as Ramadan and Christmas, regular work commitments, school runs and childcare commitments, annual holidays etc. To maximise participation try to coordinate your activity around participant's availability.

✓ **Time:** Similarly, as above. However if your activity is spanning a meal time, make sure participants are aware of this; you might want to include a food break within your activity. Importantly, make sure participants know how long the activity is and that the activity begins and ends on time.

✓ **Clothing:** Make sure that clothing is suited to the activity. Let participants know what they need to wear in order to complete the activity in comfort. If your activity is outside, check the weather forecast: "There's no such thing as bad weather, only unsuitable clothing". Not all participants will have the right clothing: you could hire or borrow outdoor wear.



Equipment: If your activity requires equipment, for example: binoculars for bird watching, notebooks and pencils for drawing, blankets for picnics, nets for fishing etc., make sure equipment is available- people may bring their own or you may provide it.

Size of the group: Make sure your group size isn't too big and that you feel comfortable leading and supporting the size of the group. If you have a large group and you are concerned you could invite more team members to come along with you.

Sustenance: For energy and concentration levels, hydration is important, it is advised each participant brings enough water for the duration of the activity and that snack breaks are regular.

Transport: Plan transport in advance. Make sure everyone is able to get to your destination.

Mobile Phones: Consider phone reception of your destination- many spots around the Pendle Hill surrounding landscape have no or poor signal.

LADDER OF PARTICIPATION



REWARDS & AWARDS

At the beginning of the project inform participants if you are providing a reward or award for continual engagement- this can help ensure reliability of engagement.

DOWNTIME

Downtime at the beginning of a session for some groups can be really beneficial in stimulating focus and attention during the activity.

START SMALL

Start off your activities at the lower spectrum of your group's abilities and build up momentum, slowly weaving in different or larger tasks as confidence and trust grows.

KEEP IT FRESH

Keep it interesting and don't forget the fun element. Maintain group enthusiasm and enjoyment.

ICEBREAKERS

In the first session plan an ice-breaker. Ice-breakers are activities or games which are used to make people feel more relaxed together.

INDEPENDENCE

To leave a legacy of a project, participants need to achieve a level of independence that enables them to continue to develop their engagement beyond the project. Build towards a sustainable outcome throughout the project by empowering participants, reducing control and interference, and by building confidence of the participants.

RESPONSIVENESS

To make a project organic and responsive, consider putting in place feedback sessions; these provide a way to evaluate how well a project is meeting the changing needs of the participants. Adapt the project based on their responses.

RAISE THE BAR

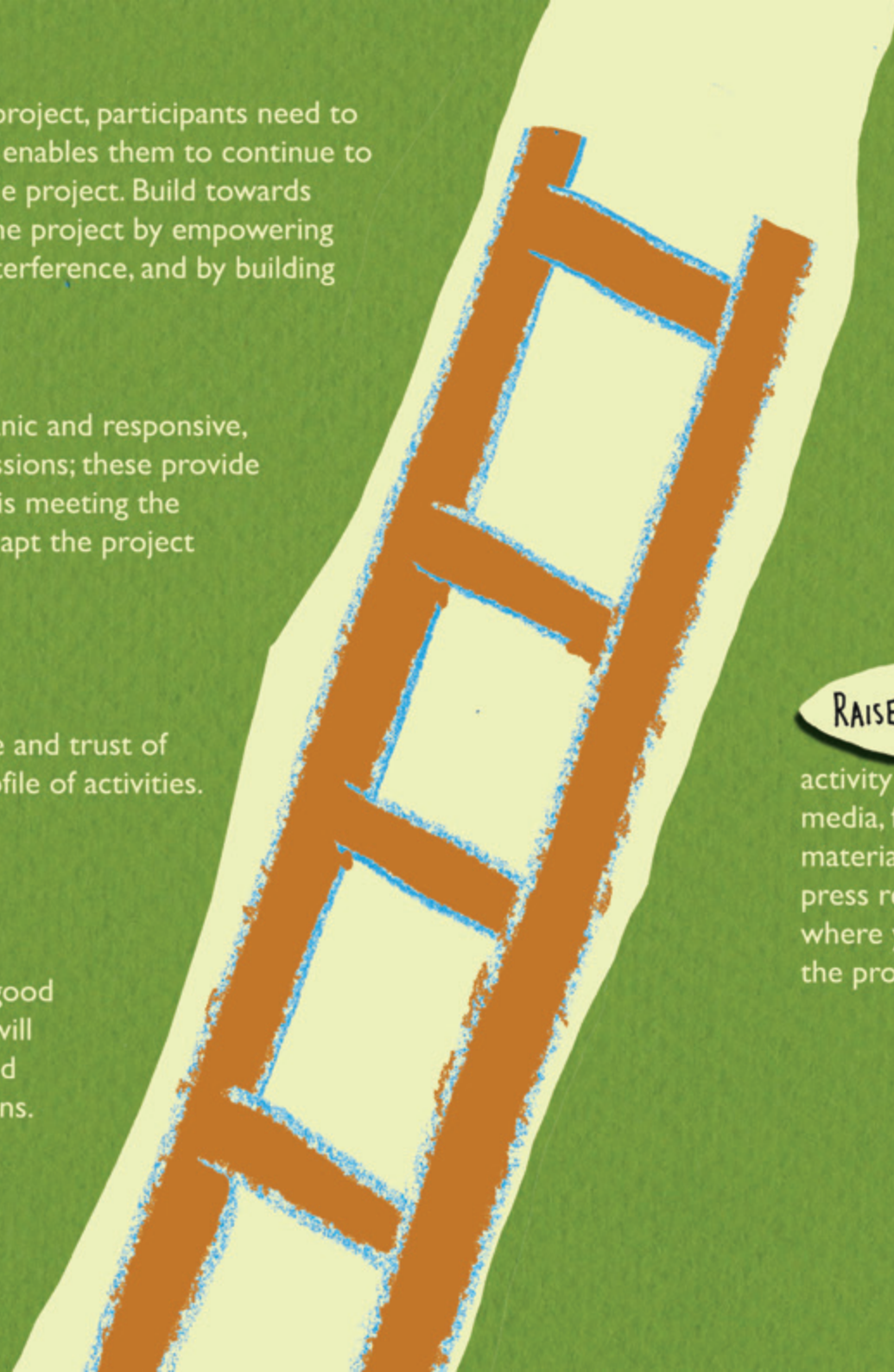
Now the confidence and trust of participants has grown, raise the profile of activities.

COMMUNICATION

Work on building a good relationship with your participants, this will build trust which can lead to an enhanced openness and sharing of ideas or concerns. Between activity sessions, keep lines of communication open and encourage participants to come to the next activity.

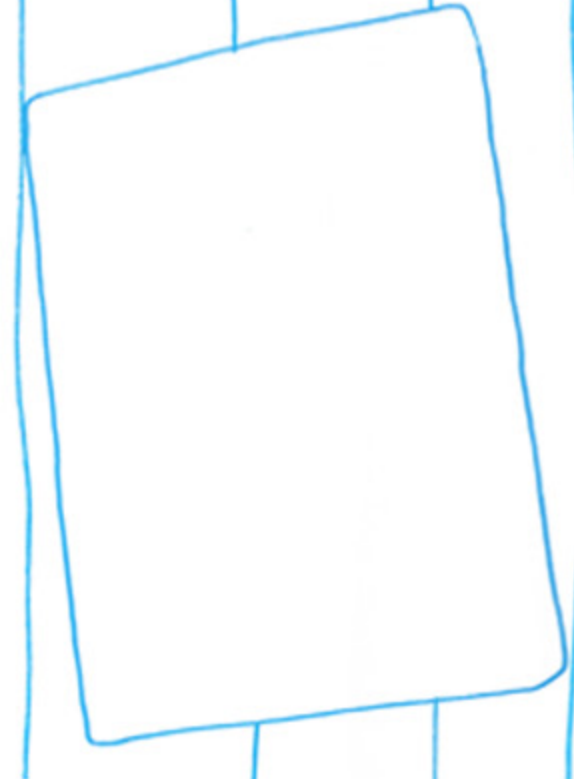
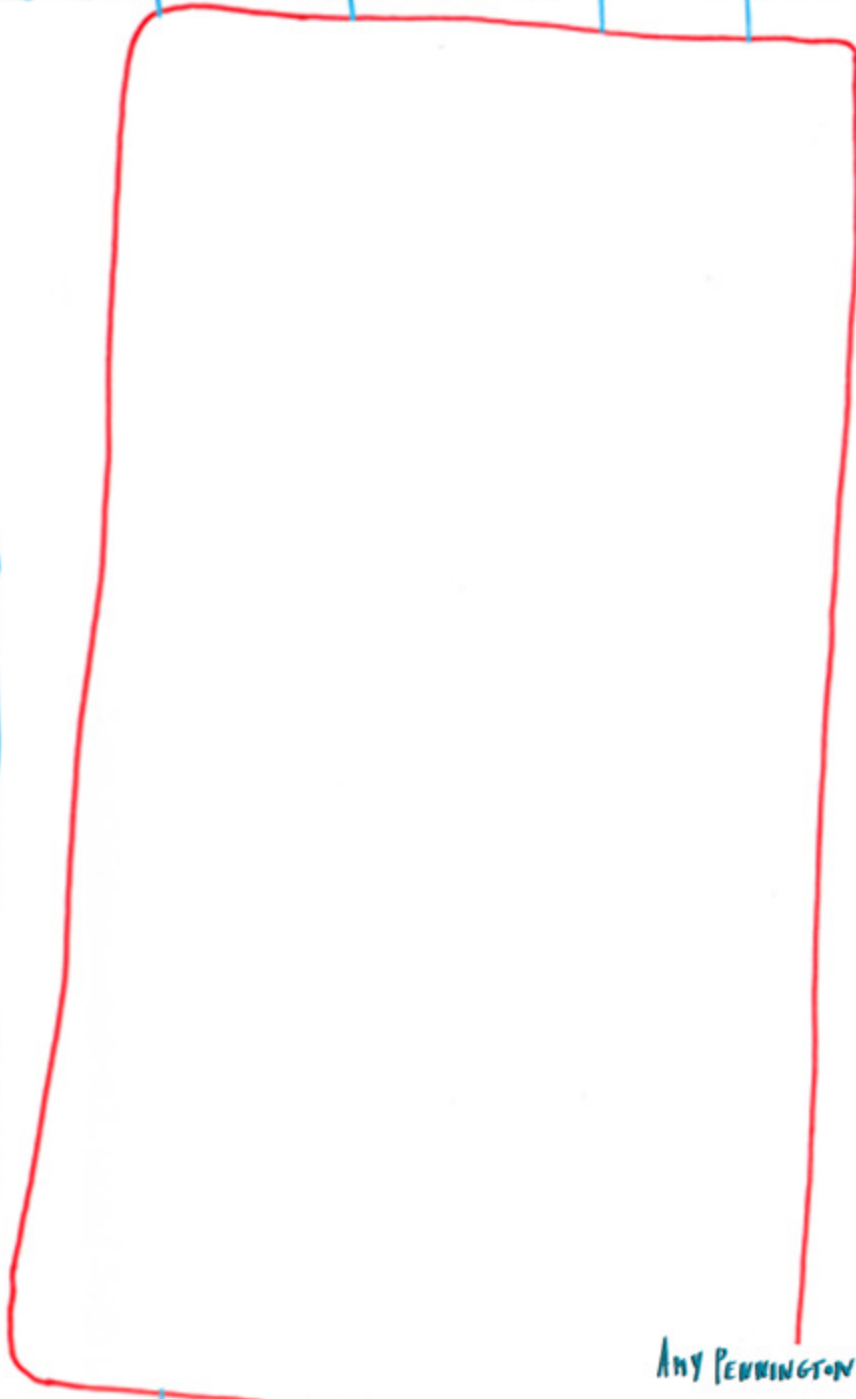
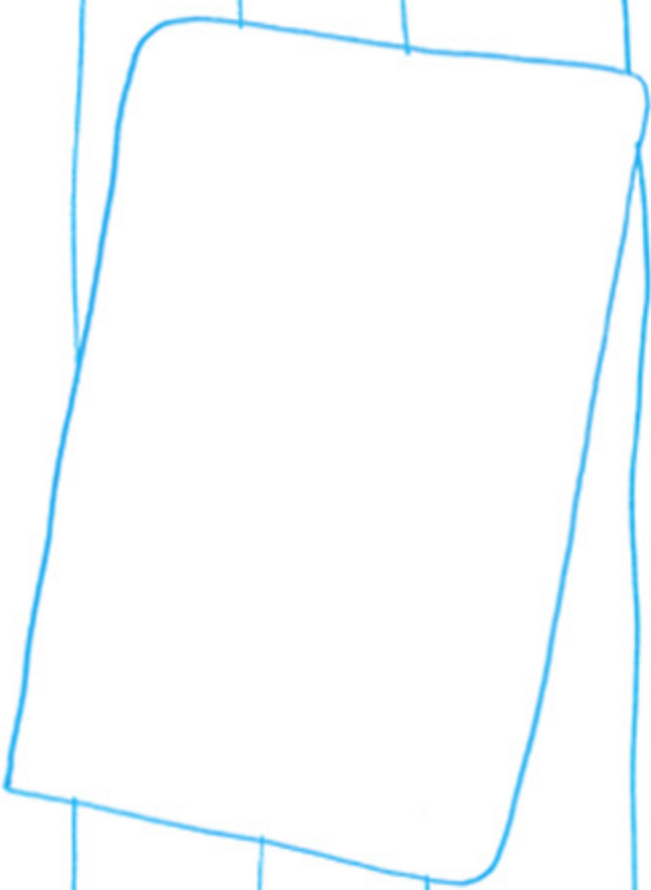
RAISE AWARENESS

Promote an activity through a diverse range of media, for example: online, printed material, word-of-mouth, local radio, press releases etc. Be consistent where you promote throughout the project.





NOTES



This toolkit has been produced in order to engage a wider audience in the Pendle Hill landscape partnership. The content for the toolkit has come from consultation; with 'motives and barriers' identified by under-represented local community groups and individuals, and 'suggestions of successful approaches' (starting at initial engagement through to sustainable participation) suggested by experienced project leaders.

Any PENNINGTON
CHARLOTTE HUGHES

