

What The MRS Consultancy has been doing in UK

Final Conference
Krakow, May 2014

Who we are and where

- ▶ Established since 1997
- ▶ Over 35 European projects
- ▶ Work with disadvantaged groups – people with disabilities, mature, ethnic groups, SMEs
- ▶ Develop skills in communication, informal learning, sustainability
- ▶ <http://mrsconsultancy.com>



<http://www.youtube.com/watch?v=r7XajPVtpKQ>

Stage 1 Community Reporting

- ▶ Started Community Reporting with the Isabel project.
- ▶ Worked with in 2 rural communities in North Yorkshire who told their stories whether walking groups or traffic black spots or music workshops
- ▶ Stories as videos, in print or social media – whatever right for them!
- ▶ Continued with local partners working with physical and sensory impairments and charities.
- ▶ Now working under the Locate project to sustain local activities in more rural communities and people with learning disabilities.

<http://communityreporter.net/videos/richmond-jam-workshops-taster-video>

Voices of Britain Susan, Pressure



This film has been made as part of the Voices of Britain project.



An Accident Waiting To Happen



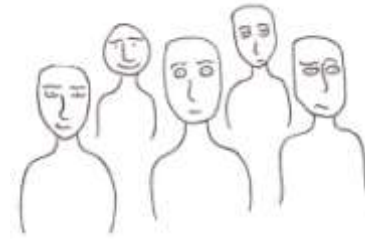
A film about the speeding problem in Boroughbridge, North Yorkshire.

<http://communityreporter.net/videos/telling-it-it-excerpts-stories-north-yorkshire-community-reporters>



Stage 2 Community Learning Ambassadors

- ▶ The key to sustainability for our communities is to recruit Community Learning Ambassadors (CLAs).
- ▶ They are part of the community and know what the issues are and who is needed to develop participation
- ▶ We have identified Local Media as a critical factor in promoting community activity.
- ▶ Our CLA programme is based on everyone learning the skills of being a Community Reporter
- ▶ AND the CLAs developing competences to sustain and grow activity
 - **Engagement** – recruiting community members to take part in telling their stories
 - **Research** – identifying the key interests and issues for a community
 - **Marketing** – communicating & promoting to the wider world
 - **Income generation** – making sure it can continue



Recruitment



Research



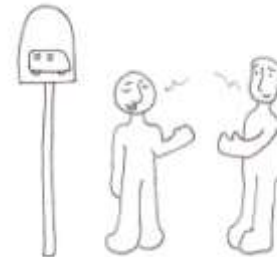
Telling the story



Spreading the word



Making some income



Stage 5 Sustainability

- ▶ There is no set formula for sustainability
- ▶ It can be achieved in various ways depending on the circumstances of the community.
- ▶ MRS has been and continues to be involved with 2 communities with different approaches
- ▶ **Lower Wensleydale Partnership**
 - Business and community needs
 - Advertising & income driven
 - Focused on promoting to wider world
- ▶ **North Yorkshire Deaf Community**
 - Sensory community needs
 - Funding driven
 - Focused on needs of specific community and public funding provision



<http://www.lower-wensleydale.com/>



Working together,
North Yorkshire Customer Service Centre
and the Deaf Community