Be the Change Cambridge

An alternative approach to solving our city’s problems
Saturday 13 Sept 2014
Anglia Ruskin University, East Road
Cambridge could become a world-class city. Our science and technology companies are booming. We are part of an unrivalled health innovation cluster. We have strong arts and culture sectors and not one but two universities.

Rapid growth creates challenges

- Housing crisis
- Transport congestion and pollution
- Inequalities – the benefits are not being shared

How can our communities influence how Cambridge changes rather than have change imposed on them? What is stopping us from unleashing our collective talent for the benefit of our city? How can we help and encourage more people to take an active part in what happens to Cambridge?

We want to discuss these and more issues at ‘Be the change – Cambridge’ at Anglia Ruskin University on Saturday 13 September 2014. But we need your help to make all this happen.

We’re aiming for:

- Up to 250 people drawn from our diverse communities with a similar passion to make Cambridge a great place for everyone
- Discussions where those attending decide on and set the agenda
- Open by default, digital by design: If you are nervous about social media, we’ll have people there to help you on the day – this will not be a barrier
An alternative event format: open space/unConference

We are in the process of securing some of the finest open space facilitators in the country. They have a track record of delivering some of the most exciting and innovative events that have had an impact in some of the most influential communities in our economy, including in digital and social media as well as for central and local government.

We believe that getting the right blend of external input, established community groups, new voices and a critical mass of young people will give Cambridge’s larger institutions a level of challenge that has been lacking in recent years. We live in a time where a younger generation are the experts with new communications technologies, and where older generations have as much to learn from them as vice-versa.

We have teamed up with the Parkside Federation, Cambridge Regional College, Anglia Ruskin Students Union and the Cambridge Student Hub to ensure that young people are part of the design process and an integral part of this event.
The morning session: scopi

Everyone can then ‘pitch a problem’ they want to be discussed. They have **30 seconds** to pitch the problem, which is noted on a post-it note & displayed on the ‘problems wall’.

Event staff will then group the ‘problems-on-post-it notes’ into ten broad themes. These ten themes will then become the themes for discussion at the morning workshops.

People will be encouraged to switch workshops should they find they want to move to other discussions to see what’s going on.

Our expert facilitators and their talented young assistants will guide discussions. The aim is to get people to state some specific details about the problem theme they are discussing, such as:

- What is causing the problems?
- Can we measure how big they are?
- What is stopping us from solving the problems?
- How did the problem get there?
- who is responsible for addressing the problems?
Over Lunch…

Summarising the discussions

Event staff will summarise the morning discussions and post these onto our website and social media pages. These summaries will be a maximum 2 pages of A4 per workshop theme.

Community and sponsor stalls

The stalls are an integral part of the event which cannot go ahead without the participation and support of sponsors and community groups. We want them to have a voice here.

Social media ‘surgeries’

We’ll have a number of social media enthusiasts on hand over lunchtime if you would like some free advice on how to get more from your social media interactions.

Informal conversations

At previous open space events, people attending have commented that this is where they have some of the most interesting conversations.
Afternoon sessions – identifying solutions

With the morning sessions focusing on identifying specifics on the problems that people identify, the afternoon workshops will be spent on identifying what some of the solutions to the problems might look like.

There will be 3 x 45 minute sessions. Facilitators will encourage short, sharp contributions from everyone. Having 3 x 45 minute sessions rather than fewer longer sessions will allow people to cover more than one problem area. At the same time, we intend the sessions will leave people with enough knowledge and new contacts to get together at future dates and events to take further collective action in their own time.

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Summarising the discussions

Again, our event staff will summarise the afternoon discussions and post these on our website and social media pages.

Stalls and informal discussions as an alternative

Attending three afternoon sessions is not compulsory. Some people may find they would like a longer break in between. Others may have found conversations with other individuals, groups or stallholders to be more useful to what they are working on/would like to work on than attending an afternoon session.
After Be the Change– Cambridge: what happens next?

*Individual commitments from people taking part*

We will ask everyone taking part to commit to one small action or behaviour change as a result of attending the event. This could be as small as meeting up for coffee with someone they first met there or joining and becoming active in a community group they had not previously heard about, etc.

*Follow-up projects*

We will be encouraging community groups to team up and organise their own events - in particular ones around themes people discussed.

As organisers, we have already identified one gap: social media training in the context of community action. Current and past social media training has focused on social media for marketing. This autumn, Ceri and Antony will be leading a brand new 10-week course on ‘social media for social action’ at Parkside Coleridge. It is tailored for people that live in/around Cambridge and who would like to use social media for the benefit of their group and the wider community.

*Presenting the findings to elected officials and public bodies*

We will be inviting councillors from in and around Cambridge to formally accept the findings from Be the Change - Cambridge. We will also ask councillors to debate our findings and feed back a formal response.

We will also be presenting our findings to local MPs and members of the House of Lords that live locally. This is particular relevant where any of the findings indicate Parliament and Government are the competent institutions (i.e. the only institutions with the legal authority) to take action. Where this is the case, we will ask local MPs and peers to seek a response from ministers.
Sponsors: we need your help

An event of this size cannot take place without the support of sponsors and benefactors. If successful, Be the Change - Cambridge could have a far greater impact than a traditional conference of the same size. It could also create the momentum needed to solve some of Cambridge’s problems that not only affect people, but businesses and organisations such as yours. **Would you like to be part of the solution? Would you like your business or organisation to be seen as part of the solution?**

**Our audience:**

We will have up to 250 people at Be the Change Cambridge – with many more people following online using social media and live-streaming over the internet.

We are ensuring a diverse audience drawn from across Cambridge and surrounding areas. The one thing they will all have in common is a desire to change Cambridge for the better. We will be targeting people that want to be there rather than those who, perhaps by job title or other reason feel they ‘have’ to be there. There will be energy, not apathy at our event.

**Why support this event?**

Show support for civic society in Cambridge
Show support for an innovative event the likes of which has not been hosted in Cambridge.
Host a stall at Anglia Ruskin University’s new facilities on East Road in Cambridge – where our event will be held.
Benefit from on-going publicity as a result of the digital and social media activity during and after the event
Link your participation to the existing community-related projects your organisation is already doing, demonstrating greater city-wide impact.
What support do we need? We have three types of sponsorship packages:

**Gold x2 - £2,000**
- Headline sponsorship of the event: “Be the change – Cambridge, brought to you by…”
- Logo on hoodies worn by organisers and volunteers on the day
- 1 minute pitch to the audience at the start of the event interview on professional film being made of the event logo and links on publicity materials on and offline.
- A stall at the event plus two stallholder tickets.

**Silver x4 - £1,000**
- Sponsoring one of the specific components of the event:
  - The event film being made by a professional digital film maker
  - Teas and coffees for delegates
  - Our event host
  - Our expert facilitators coming from outside Cambridge

Benefits include:
- 1 minute pitch to the audience at the start of the event interview on the professional film being made of the event.
- Logo and links on publicity materials on and offline – with a clear connection to the component you sponsor.
- A stall at the event plus two stallholder tickets.

**Bronze x10 - £250**
- Logo and links on publicity materials on and offline
- A stall at the event plus two stallholder tickets

**Community stalls**

For local charities, community and not-for-profit groups, we offer the following:
- A stall plus two stallholder tickets **for £30** (Six available)
- A stall plus two stallholder tickets **plus five full price tickets for your members/supporters for £50** (Four available)
- A stall plus two stallholder tickets **plus ten full price tickets for your members/supporters for £100** (Two available)

**‘In kind’ support**

“Camp-makers” – similar to the games-makers at the London 2012 Olympics, to cover:
- The welcome desk
- Pathfinders – guiding people from East Road to the event entrance
- Workshop note takers, photographers, social media reporters

A workshop facilitator – as an alternative to a bronze sponsorship package.
Let’s start a conversation about what we can do together to make Cambridge great!

Everyone in and around Cambridge has an idea for how to change our city for the better. Be the change Cambridge is your forum

Share ideas
Solve problems
Meet people
Connect
Influence

Cambridge: It’s your city. Be the change.

(Photos: Ceri Jones)