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**#GranicusSummitUK** 



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### **REFRAMING TORFAEN'S NARRATIVE**

# BELIEF IN THE IMPORTANCE AND POTENTIAL OF COMMUNITIES

### **REFRAMING TORFAEN'S NARRATIVE**

# **BE THE CREATOR NOT THE HERO**

# BOWLING ALONE

LOW SENSE OF COMMUNITY, PEOPLE FEELING ISOLATED, WIDENING WEALTH DISPARITY

BONDING SOCIAL CAPITAL CAN LEAD TO GROUPS FEELING ISOLATED, INWARD LOOKING BRIDGING MAKES PEOPLE FEEL CONNECTED TO A WIDER CIRCLE OF PEOPLE, MORE SOCIALLY DIVERSE.

### **REFRAMING TORFAEN'S NARRATIVE**

# IT'S NOT AN AUDIENCE IT'S A COMMUNITY



## **SPRING CLEAN STRATEGY**

# TO ENABLE OUR COMMUNITYTC UND PLATE PICNICS?

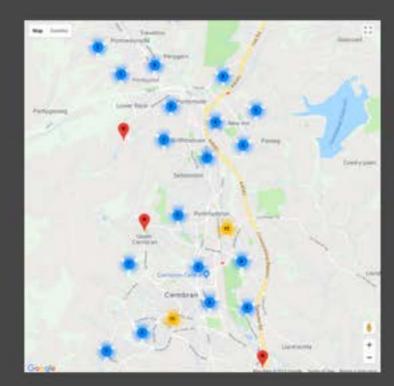
### **SPRING CLEAN STRATEGY**

**PARTICIPATION OFFLINE/ONLINE** CITIZEN-LED, BUILDING TRUST **RECIPROCITY - PEOPLE DOING** THINGS FOR EACH OTHER **INFLUENCE OVER DECISIONS** THAT AFFECT THE COMMUNITY

## SOCIAL - LOCAL - MOBILE







#### Torfaen added 19 new photos. March 16 at 7:00pm - 6

The Torfaen Spring Clean has gotten off to a fantastic start this week! Today children from Building Blocks nursery, Croesycellog Primary School and Crownbridge School worked together to clear up their community in Croesycellog.

At Cwmbran Boating Lake local residents and staff from the Cwmbran Centre litter picked around the lake and park.

Thank you all for your hard work - please tag and share!

If you want to find out about more litter picking events, or to organise your own, visit www.torfaen.gov.uk/springclean





OO Shahw Guzzath, Jean Wordhalt and 50 others . 9 Comments 12 Shares

Boost Post





### **KEY ROLE OF EMAIL**

**ENGAGEMENT RATE: 72%** 

**ACTIVE SUBSCRIBERS** 

EMAIL CAN BE SOCIAL/SHAREABLE

CREATIVE, IMAGE LED

**GO LOCAL** 

**CROSS-PROMOTION WITH LISTS** 

### 8 PIECES OF GLASS/DOG POO





### TORFAEN SPRING CLEAN OUTCOMES





20 EVENTS JUST 3 'ORGANISED' BY THE COUNCIL 500 VOLUNTEERS SIGNED UP 3 NEW COMMUNITY GROUPS CREATED Next...

# A SPRING CLEAN LEGACY?

reciprocity! people giving something to help others participation & an online network of trust and goodwill community buddies... bonding ප influence over local decisions