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TURNING AN AUDIENCE INTO A COMMUNITY

the story of the Torfaen Spring Clean

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**TORFAEN
COUNTY
BOROUGH**



**BWRDEISTREF
SIROL
TORFAEN**

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**



MULTIPLY PICNICS

SPRING CLEAN STRATEGY

TO ENABLE OUR
COMMUNITY TO
**'MULTIPLY THE
PICNICS'**

SPRING CLEAN STRATEGY

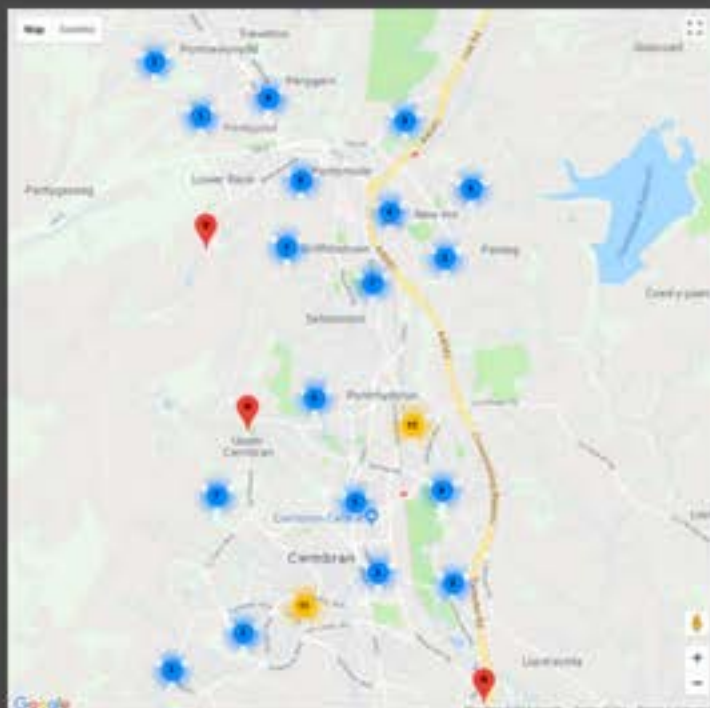
PARTICIPATION OFFLINE/ONLINE

CITIZEN-LED, BUILDING TRUST

**RECIPROCITY – PEOPLE DOING
THINGS FOR EACH OTHER**

**INFLUENCE OVER DECISIONS
THAT AFFECT THE COMMUNITY**

SOCIAL - LOCAL - MOBILE



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





Cleaner, greener
Torfaen
Lle glanach, gwyrddach



TORFAEN SPRING CLEAN OUTCOMES



**300 PEOPLE
GAVE 500 HOURS
OF VOLUNTEER
TIME**



**62 TONNES
OF RUBBISH
CLEARED**



**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 &
influence over
local decisions*