

neighbourhood news

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A regular news and information bulletin for Bristol's Neighbourhood Renewal Initiative

On this page: Neighbourhood News looks at the way a variety of media are used to communicate and get local people involved.

“Young people know that what they say really counts for something. And it's amazing how quickly they spread the word when it's something they care about.”



Delegates at the HWCP awayday in Brighton



Community at Heart's successful Radio 19

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Get the message?

KEEPING the local community up-to-date with all the latest developments and encouraging people to get involved is an ongoing challenge for all Neighbourhood Renewal (NR) partnerships.

Newsletters have always been a popular communication method for partnerships. In the last issue we looked at a few examples and how more residents are getting involved in producing these across the city. But we all know that newsletters don't always meet everyone's needs.

What other communications channels are helping get the message across?

The Archimedia Project in Knowle West plans to demolish the dilapidated building currently home to the Media Centre and replace it with state-of-the-art accommodation.

The project workers are keen to place young people at the centre of all stages of the scheme, empowering them to find solutions to issues facing their neighbourhood. They have used a wide range of techniques to get young people involved and also to encourage them to share information with the wider community. This

ranges from website design, photography, video production, visits and trips, newsletters, presentations, events and meetings.

Miles Ford, Archimedia's Project Manager, explains why they've been successful at engaging with local young people. "The Media Centre has been around for eight years, so we've had a long time to build up trust with local people. We relate to young people as individuals and make it very clear we're



Young people and workers at the Archimedia Project in Knowle West

not like school. This way young people know that what they say really counts for something. And it's amazing how quickly they spread the word when it's something they care about."

Communications isn't always about getting new people involved in Neighbourhood Renewal. Sometimes you need to find new ways to share information and ideas with the people already onboard.

Hartcliffe & Withywood Community Partnership (HWCP) holds an annual weekend away for board members. Back in December, 48 residents and workers went to Brighton to discuss the future of the partnership when SRB funding ends next year.

At 17 years old, Sarah Fowles was the youngest resident to attend. Sarah said: "It was cool but it was also complicated. I thought it was going to be really pressured – all work and no play – but it was fun to do the work as well as hard. I felt I got a lot of respect from people and that I was part of the HWCP team."

The Easton and Lawrence Hill NR Steering Group also went on an away weekend to Gloucester in February.

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