

**FREE EVENT**

# INVESTING AND INFLUENCING in the North West

13 October 2010  
The Gateway  
Warrington

# INVESTING AND INFLUENCING in the North West

As the Big Society becomes big news for the voluntary and community sector against a backdrop of financial cuts, we ask the government and statutory agencies to **listen to, value and invest** in the sector.

As part of its campaign to encourage decision makers in the North West to make a real commitment to listening to, valuing and investing in the sector, Voluntary Sector North West, together with bassac and NAVCA, invites you to join them for a day of debate and discussion around how we influence the decision-making agenda for the region.

## aims

- To increase understanding, develop confidence, share ideas and develop skills around how, who and where to influence across the North West region
- To support, enthuse and encourage people to campaign for local services
- To provide a platform for practical actions so ideas generated during the day can be put into practice

## outcomes

- Increased understanding of **Listen Value Invest**, the North West's campaign message
- Increased understanding of how voice and representation can link together to make influence more powerful across the North West
- Increased understanding of how, who and where to influence across the region
- Shared ideas about how to influence more effectively across the region
- Identified actions to take forward

## content

In the morning, you will hear about three important elements of influence across a region:

- An update of Listen Value Invest – what we are doing and how to get involved
- Tempered radicals and politics of voice – bassac gives an overview of its tempered radicals work which examines the dilemmas and challenges of being both outside and inside the local political and policy system, and how to influence with integrity
- It's the future Jim but not as we know it! NAVCA gives an overview of the future of representation and what it might look like
- Delegates will agree the top ten regional messages, actions and influencing priorities

9.30-10.00	Coffee and registration
10.00-10.20	Keynote speaker: <b>Julian Dobson, Editorial Director, New Start Publishing</b>
10.20-10.45	<b>Listen Value Invest: an overview</b>
10.45-11.10	<b>Tempered radicals: an overview</b>
11.10-11.25	Refreshment break
11.25-11.50	<b>Representation: an overview</b>
11.50-12.30	<b>Top ten regional messages, actions and influencing priorities</b> – plenary discussions at tables
12.30-13.15	Lunch break
13.15-14.15	<b>Workshop 1</b>
14.20-15.30	<b>Workshop 2</b>
15.30-16.00	<b>Plenary discussion on action points to take forward and collation of actions</b>
16.00	Close

## afternoon workshops

Choose two out of three workshops

### **VSNW**

#### **Storytelling: harnessing the power of your stories**

This workshop will help you identify the ingredients for a good story, raise your profile using new media and demonstrate your impact. Your beneficiaries, staff, volunteers and external partners can be some of the most powerful advocates for your organisation and its work. Telling their stories can help you engage audiences and bring about change.

### **bassac**

#### **Voice: the Axis of Influence**

This workshop will help you learn more about the Axis of Influence voice tool which can support you to assess and improve your skills in campaigning and influencing. We will explore what influence is, plot and evidence how influential you are and plan how to increase your influence.

### **NAVCA**

#### **Representation**

The relationship between local support and development organisations – often called Voluntary Action or Council for Voluntary Service – and local voluntary organisations and community groups is important in developing effective representation at a local level. This workshop will explore their relationship, discuss the practical realities and develop ideas for the challenges faced by both in the area of representation. It will help local groups and local support and development organisations begin to realise their potential and maximise the opportunities available.

## contact

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13 October 2010

The Gateway, 85/101 Sankey Street, Warrington, Cheshire, WA1 1SR

<http://thegateway.org.uk/location.html>

## Booking form

Name.....

Organisation .....

Address .....

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Telephone.....

Email .....

Do you have any access requirements, including dietary? *(please give details)*

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*Please inform us of any access requirements by Monday 13 September to guarantee that we are able to meet them.*

Please complete and return this booking form by email, fax or post to:

Voluntary Sector North West, St. Thomas Centre, Ardwick Green North, Manchester, M12 6FZ

Tel: 0161 276 9300 Fax: 0161 276 9301 Email: [admin@vsnw.org.uk](mailto:admin@vsnw.org.uk)