



APRIL TO FEBRUARY  
**2015|16**

# Training Programme

This programme is for community volunteers throughout the UK. The courses focus on sustainability in communities, health and local social enterprise.

All courses on this programme are fun and informative and help local community groups tackle real issues in real situations. There is a small grant fund attached to this programme, so you will have the opportunity to apply for a grant of up to £500 to help your community project develop. The programme is funded by the John Laing Charitable Trust.

## **Advanced Community Allotments**

30 April – 1 May 2015

Trainers: Phil Lillywhite and Richmond Dutton

This course is designed specifically for community organisations that have a community allotment project in operation. The energy, commitment, and excitement of developing your project might now be starting to fade a little as the reality of dealing with day-to-day management issues takes over. This course will help to reinvigorate your project with new ideas for developing it further and will look in greater depth at some cultivation techniques to help you with your allotment gardening. You will learn methods of growing that will both deepen your knowledge and increase your enthusiasm.

As always, we will look at how ideas can be put into practice. The course will involve participants in some practical work, especially more advanced plant propagation techniques.

Topics covered in this course include:

- The 'what' and 'how' of protected growing – cold frames, greenhouses, polytunnels.
- Introduction to keeping chickens and bees

- Identifying and controlling pests and diseases
- Fertilisers and manures
- More specialist varieties of fruit and vegetables
- Methods of irrigation
- The interaction between plants and weather
- More advanced techniques of plant propagation.
- Addressing management issues in a community allotment project.


## **Freebies**

14-15 May 2015

Trainers: Engage Associates

When you are trying to set in place a new community project, or effectively run an existing one, your thoughts often turn to fund raising. Getting hard cash for your project isn't the only way to resource it – there are loads of freebies out there.

This training will focus on finding support, money and materials for community projects. You will find out what is available free, what you can match-fund (including your time as a



volunteer), how you can get local and national companies to help with materials and business skills. You will go away inspired.

## **Recycle Cycles**

18-19 May 2015

Trainers: Gary Kelly

Ever thought of using recycled materials to help your community? Interested in delivering cost effective, affordable, green transport options to your community? Bring back to life old unloved bikes and create a useful income stream for your community project and improve the health of those around you.

On the course you will learn how to source unwanted bikes and how to get them back in to a condition where they can be re-sold or hired out to the public; creating your own social enterprise helping to bring in extra money for your group. You will learn about other successful projects and action plan for your own community.

## **Running Social Events**

25-26 June 2015

Trainers: Engage Associates

A successful event can bring your community together.

This course will explain how you can use social events of various kinds as a tool for increasing community participation and promoting your own aims and objectives.

You will learn about and understand:

- The legal requirements relating to running various social events
- The need for planning, working together and spreading responsibility
- A range of new and innovative social events from which to choose
- How different events can be used to attract different sections of the community

You will have a fun time organising a small social event while you are at Trafford Hall, which will give you the confidence and commitment to organise your own local event.

## **Cooking on a Budget**

6-7 July 2015

Trainers: Corin Bell and Juliet Lawson  
(Cracking Good Food)

Find out everything you need to know to support people in your local area to learn about cooking healthy food on a budget. The course covers the importance of cooking from scratch, the barriers to preparing fresh meals at home, and how to support people in your local area to overcome them. We look at how to shop and plan meals in ways that stretch to even the

smallest budget, and great tips like adapting recipes to use what you've got and reduce food waste.

This course is brought to you by Cracking Good Food, a Manchester based sustainable food and community cooking organisation with five years' experience and over 500 successful cooking events under their belt.

The course includes:

- Step-by-step practical activities in delivering a cooking session that is safe and fun
- How to address issues around insurance, hygiene, equipment
- How to find a venue
- How to publicise your local cooking club.

## **Introduction to Welfare Benefits and Universal Credits**

13-14 July 2015

Trainers: Pennysmart

With welfare reform and changes to benefits and allowances people are struggling to know where to turn and what they are entitled to. This two-day course will give you a basic insight into most common welfare benefits, including Universal Credit and where service users can access support. Participants will be able to identify where a benefit may be applied and how to access support through the application process. The course will also deal with the most common issues and signpost participants to an appropriate service for help.

## **Sustainable Allotment Technology**

21-22 September 2015

Trainers: The Earth Skills Project

This two-day course has been designed to integrate simple technology to allotments. Using a practical approach participants are shown how to use scrap or waste materials to build systems to improve services and utilities for the allotment.

Examples of areas covered include:

- How to build and install a composting loo
- How to set up and use water catchment and human powered irrigation systems
- How to light sheds for free.

## **Effective Marketing**

5th-6th October 2015

Engage Associates

Is there an epidemic of apathy in your community? Marketing can make the difference. Whether you are trying to get more people to join your tenant panel, or need some new faces to help out with activities and events, or are trying to get your neighbours motivated

to have their say, this course can help you get results. Marketing is an effective way to get your message out there and inspire people to take action. More than just advertising, marketing is about understanding your 'audience' and communicating benefits that are meaningful to them.

You will learn how to market your group so that more people know what it is about. You will see how to write posters, leaflets and newsletters that get results and you can have a go at setting up or improving Facebook and Twitter accounts to raise your profile. Everyone who attends will learn from best practice from similar organisations, get to grips with marketing theory, and choose from a range of free or low-cost marketing techniques that will work for you in your own community. You will leave with a plan of action and a marketing calendar tailored for your own organisation.

### **Saving Energy, Cash and Carbon for your Local Community**

15-16 October 2015

Trainers: Action for Sustainable Living

Many people in our communities don't always have the option of moving to a more energy efficient home, and research shows that those with the least access to the internet are on some of the worst energy deals around. So how can we help people in our local communities to save energy and reduce fuel bills?

Action for Sustainable Living is an award winning Manchester-based charity that supports people to live more sustainable lives. Through their Energy Academy Programme they support tenants in a variety of housing types to reduce energy use and bills through changing the way energy is used in the home.

The course gives practical guidance on:

- How you can use heating systems, hot water, appliances, lighting and cooking methods to reduce energy use dramatically in the home.
- The course also highlights an ethical, independent approach to energy switching and highlights how best to support those in your community as they seek the best deal.

You will look at the barriers to changing behaviours, and how you can motivate and support people in your local area to change energy behaviours. The course will also begin to discuss setting up your own energy awareness project, communicating complex information to vulnerable tenants and recruiting and supporting volunteers.

The course is fun, practical and aims to inspire participants to take a wealth of information and skills back to your communities to help reduce energy usage and bills.

### **Effective Fundraising Strategies**

19-21 October 2015

Trainers: Make it Happen

There are thousands of tenants and community groups out there looking for funding - so it's pretty competitive. But, there are thousands of organisations and individuals out there who may be willing to fund your project or activity. So, if you are clear about what you need funding for and can grab their attention, you will stand a good chance of getting what you ask for.

You will learn how to increase your chances of making successful funding applications by:

- Exploring what needs to be included in your funding strategy
- Demonstrating the need for your project
- Becoming aware of the range of funding sources available
- Clarifying the selling points in your own funding applications
- Identifying strengths and weaknesses in funding applications
- Increasing your confidence and fundraising skills

**This course is accredited via Open College Network at Level 2.**

### **Sustaining Your Community Cafe**

2-3 November 2015

Trainers: Daryl Moore and Jono Turtle

We have designed this for participants who have been running or who have just started running a community cafe. This workshop will encourage participants to think out of the box in developing positive strategies to combat funding decline and ensure that their community business is future proofed.

The aim of the course:

Participants will examine a variety of anti austerity actions they can initiate to ensure that funding cuts are not detrimental to their community cafe business.

By the end of the course participants will:

- Learn from each other about what has worked for them
- Have devised a comprehensive action plan to take away and use within the business
- Examine what profit means to the values of the organisation
- Ensure that the menu produced is cost effective
- Ensure that stock control is effective and impacts on the profit line
- Look at what marketing messages you are giving out
- Examine supply chains and ensure that these are beneficial
- Look at developing strategies that will encourage more sales and more customers

## Committee Skills

25-27 November 2015

Trainers: Make it Happen

So, you have agreed to be on the committee of your local tenants or community group. But what's it all about? What's involved? What do you need to know to be an effective committee member and an effective committee? There are various types of boards and committees in the housing and community sectors and they can be run in different ways, but to be successful they have a number of things in common.

On this course you will learn how to be an effective member of a committee by:

- Being clear about the roles and responsibilities of committee members and officers
- Reviewing committee members' skills and training needs
- Knowing what to include in an induction for new committee members
- Identifying the importance of your constitution and code of conduct
- Exploring tips for better chairing and overcoming problem behaviours
- Identifying how good agendas and minutes can make meetings more effective
- Examining how your committee can work together as a team to get results
- Trying out ways to evaluate the strength of your committee and plan for the future

**This course is accredited via Open College Network at Level 2.**

## Healthier Food and Special Diets

28-29 January 2016

Trainers: Health Box

Interested in food and nutrition and want to understand what comprises a healthy diet? This course will give you an understanding of the basic principles of nutrition and the key role of nutrition to health.

You will also learn about the factors you need to consider which underpin healthy food production and the preparation of meals for special diets. Registered RSPH Trainers, with years of experience of delivering health and nutrition related programmes, deliver this course in a fun, interactive way to maximise your learning.

On the final day an optional 30 minute examination consisting of 20 multiple choice questions will enable you to achieve the nationally recognised qualification.

**Accredited at Level 2 by the Royal Society of Public Health (RSPH).**

## Engaging Young People in Your Community Project

1-2 February 2016

Trainers: GOGY

Having the voice of young people and the ideas they can offer your project brings new visions and opportunities to meet the needs of your project and community.

Engaging young people in your community project is an interactive and forward thinking course. It will equip you with the knowledge and tools to successfully engage young people in a safe and professional capacity, raising awareness of the benefits to young people, your project and the wider community.

The training will:

- Explore who the young people are in your community
- Map their area
- Challenge misconceptions
- Look at the benefits of youth engagement
- Develop strategies and tools to engagement
- Explore barriers and solutions
- Understand safeguarding and best practice
- Develop a 'next steps' action plan

**John laing**  
making infrastructure happen

**Trafford Hall**

National Communities Resource Centre

**Cost to volunteers working with local community groups**  
**£50** for first participant;  
**£20** for each additional participant from same group on same course.

Cost includes single en-suite accommodation for the duration of the course, all meals and refreshments.  
Groups may apply for a small grant to help take things forward, after attending on a course.

**To apply for a place on a course please contact The Training Team on**  
01244 300246 or  
training@traffordhall.com  
www.traffordhall.com

This programme is available in large print or Braille on request.