



Museum Development London and The National Archives Strong and Safe Training

Community Engagement: Developing successful approaches

Date: Monday 11 October

Time: 14:30 – 16:30

Location: Online (Zoom)

Facilitator: Yvette Shepherd

Trainers: Chloë Bird and Jane Frederick

What will be covered?

This session will help museum and archive managers think about how they can work with communities in a collaborative way so that they remain relevant, address strategic priorities and record experiences. The training will help delegates to explore community engagement practice and how they can utilise it to bring people together, and enhance their work through effectively staying connected to and working with the audiences they serve.

Who should attend?

- Museum and Archive professionals responsible for managing services
- Staff responsible for programming and events
- Staff responsible for audiences and community consultation
- Museum and Archive staff working in a local authority service or one supported by the local authority will be given priority booking for this course.

By the end of this course you will:

- Understand what community engagement is, and how you can work with communities using a wide range of techniques ranging from consultation to co-creation.
- Have knowledge of recent sectoral examples of successful community engagement including during COVID-19.
- Be able to make the case for community engagement and how it can benefit your organisation, the community and deliver against LA objectives.
- Understand how to prioritise your community engagement activities for your organisation and build effective partnerships for delivery.

Areas we will explore together during the session include:

- Community engagement principles and definitions – Exploring what we mean by community, looking at a range of community engagement definitions and drawing out some key ingredients of successful practice.
- Why engage? – Setting the context for the case for community engagement in a time of COVID-19.
- A model for community engagement – Looking at a layered methodology for thinking about community engagement practice from consultation to co-creation.
- Sectoral examples in a post COVID-19 world –Best practice examples and reference points.
- Planning considerations and how community engagement can support your Local Authority objectives – Planning to identify your aims, using the resource of the Local Authority to help identify need and exploring partnerships to enhance delivery.

The training will include a mix of PowerPoint presentation, group activities and the opportunity for Q&A.

What you need to bring

- A pen, blank paper and some post it notes
- An example or examples of an instance in your setting where you would like to be engaging with your communities more

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep Monday 11 October 2021 available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums and archives in the London region.



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