



CIVIC
voice

**civic
day**

Saturday
17 June 2017

A day to say
**I care about
where I live**

Civic Voice presents

CIVIC DAY 2017

A day to say 'I care about where I live'

We all have something we love about where we live. It might be a patch of open space or a nugget of local history. Or maybe you have a town centre that makes you proud or a festival that puts a spring in your step. There is so much that is important to all our lives in the place where we live and Civic Day gives communities the opportunity to celebrate it.

Civic societies have been champions of what makes places attractive, enjoyable and distinctive for generations. Across England there are hundreds of volunteer led and community based civic societies who work on a daily basis to remind us of what is important and campaign for its future. It is easy for anyone to get involved in their local group.

There are so many ways to show we care and play our part. Whether you do some fundraising, get more young people involved, harness the internet, raise your profile, engage business, maybe start a campaign - there is something we can all do.

Civic Day is a chance to celebrate and showcase the diversity and range of activities taking place across the civic movement and unites us with a simple idea – that we can all do something, however big or small, to make our towns, villages and cities great places to live in.

Joan Humble

Chair, Civic Voice

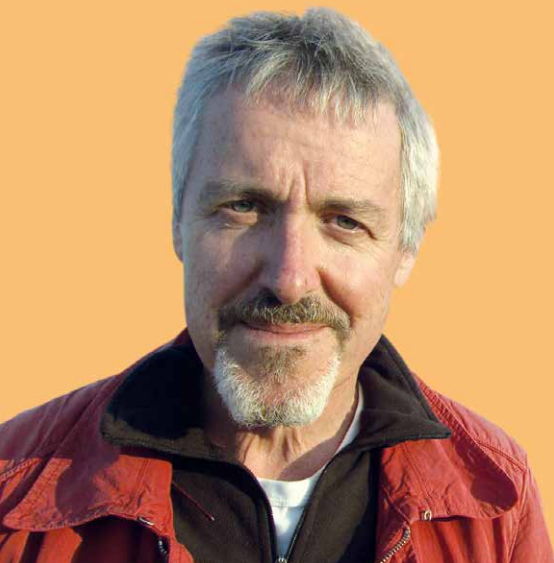
Craig Mackinlay MP

Chair, APPG for Civic Societies



**It doesn't
matter where you
live, Civic Day is the
perfect time for us
to all celebrate**

Griff Rhys Jones,
Civic Voice president



Hints and tips to help you plan your big day

Involve other community groups

There are many groups in the average community – from WIs, faith groups, youth groups to history societies and choirs.

Why not organise a joint meeting; this can help build rapport and strengthen relationships particularly if there's literature sharing, perhaps some presentations and the opportunity to chat informally over a cuppa! It is important also to include the local council – town, district or county.

A good relationship with them is often the key to successful lobbying. Think about the timing so as not to exclude certain sections of your community.

Civic Voice

Make sure that you have the relevant Civic Voice literature and details of projects; add the logo to any handouts. Make sure that the Civic Voice logo and web address appear on all literature.

Get council support

Most councils have a budget for supporting community activities; quite often the sums that they hand out are relatively small but a grant of £250 or so can be very useful when spent on publicity. Make sure that your councillors and officers have details of Civic Day; ask the mayor/chairman to open an event.

Events and venues

Partnership works well in arranging events; both performers and venues are attracted by the idea of sharing the costs and ticket revenue of an event. This concept is more attractive if some of the proceeds can be given to a local charity and/or good cause.

Young people

Young people in schools and community groups such as the Scouts and cadet groups should be an important part of any Civic Day; they are normally keen to take part in some community activity and it will give them a simple introduction to the civic society movement.

Remember that school staff are focused on school activities so make it easy for them to get involved. They are often keen to take part in some form of competition – art, literary or musical – and if someone can sponsor a cup and/or prize so much the better.

In some places, Civic Day is planned for the last week of the summer term – quite often a time when schools are looking for activities.

Costs

Individual societies may opt to contribute to Civic Day from their funds, but events should not cost your society anything. Community groups organising events should do it under their own steam and take the costs and profit. The principal item of expenditure will be publicity and this should be covered by donations, advertising or sponsorship.

Publicity

The best way that your society can support the community around Civic Day is to prepare and publicise an event programme to help build the momentum. Keeping the local press and radio aware is important but don't give them details too far in advance. The production of a programme is normally the most significant cost item.

Use the local library, church noticeboards and town hall boards for publicity – not forgetting social media and your own website if you have one!

Sponsorship

Most companies have a small budget for supporting community activities. If possible, personal contact should be made to find the right person to talk to. You can offer companies options, maybe sponsor an event or advertise in the programme or give in kind support such as free or subsidised venue hire.

Timing

Civic Day 2017 is Saturday 17 June, although some societies extend celebrations over several days, involving the community in numerous events. However, on a national level, the focus will be that third Saturday in June – one day to say:

I care about where I live



An excellent opportunity for individuals to celebrate their communities

John Bercow MP,
Speaker of the House



Some ideas from previous years

Blackpool Civic Trust

Blackpool Civic Trust members pull out all the stops for Civic Day – and in 2016 a local heritage bus tour was one of a week's worth of events which proved just the ticket to get members on board! The Trust's packed timetable included a Blue Plaque tour of the town centre and free entrance for members to the Sealife Centre, with coffee mornings, an art deco afternoon tea and heritage quiz supper all providing refreshment en route.



Coventry Society

Drawing inspiration from Historic England's campaign for the protection of post-war public art, The Coventry Society used Civic Day to celebrate Coventry's fantastic heritage of public art. Their guided tour of public art in Coventry city centre engaged the community in the value of this all too often neglected element of the cityscape and began a longer-term project to ensure that all public art in the city is properly recorded and examine whether any is worthy of nomination for listed status.



Maidenhead Civic Society

Maidenhead Civic Society's annual art competition, Maidenhead and Me, asks artists to show 'why they love Maidenhead' in the medium of their choice – painting, drawing or photography. In a great example of community collaboration, they display the competition entries in a pop-up shop run by the Rotary Club set up to promote an initiative, Friends of Maidenhead, which encourages public interest and engagement in the town's regeneration programme. And traditionally the town's MP, Theresa May comes along to present the prizes!

Malvern Civic Society

Malvern Civic Society holds a week of events for their Civic Day celebrations with something for everyone. In 2016 a high profile opening ceremony involved the local MP, mayor and the town crier; events included a schools' literary competition, heritage talks, garden tours, concerts and the launch of the Malvern heritage trail quiz. All this helps to showcase the activities of community groups in the town such as Beavers, friends' groups and the local museum who use the programme publicity to raise funds (with c.£10,000 raised for charities over the past five years from sponsorship and the proceeds of events).

The purpose behind Civic Day is threefold

1. Promote your society, council or community group and generate a sense of civic pride among residents
2. Promote greater cohesion and partnership in the community
3. Demonstrate that you care about where you live

Find out more

www.civicday.org.uk

Get involved

 [@civicday](https://twitter.com/civicday)

