

PERCEPTIONS OF PLACE

Course Outline

During these financially challenging times, land managers are being asked to maximise efficiencies and effectiveness, this includes encouraging community engagement to deliver their services with significantly reduced resources.

Keep Britain Tidy has conducted research across the country exploring the perceptions as opposed to reality gap and utilises the outcomes of the research in this practical, interactive course, using knowledge and tools to assist with improving perceptions without the input of substantial resource.

Course Aims

Promote understanding of issues that can drive perceptions of place and equip delegates with practical tools to influence positive change in the way members of the public perceive your neighbourhoods, your organisation, and your service delivery.

Course Objectives

By the end of each session delegates will be able to:

- Explain why public perceptions of place matter
- Explain the perception/reality gap phenomenon and state the benefits of addressing this issue
- Develop engagement and communication strategies by applying the Keep Britain Tidy 'Scale of Deprivation' tool
- Use the Keep Britain Tidy 'Perception Wheel' tool to explain drivers affecting local perceptions and how to 'nudge' negative perceptions to positive
- Create an action plan for change by applying strategies and tools available in this course

Who Would Benefit from Attending this Course?

Anyone involved in working in the public realm, local authority managers and officers particularly in a communication role or directly within areas of neighbourhood management, resident involvement, community education and awareness, etc.

Course Duration

A one day session for up to 15 delegates

You may also be interested in the following:

- Keep Britain Tidy Neighbourhood Award
- Breaking Barriers – How to get people involved in their community
- A 'Street Champions' Scheme: A 'how to' approach for community engagement
- Engaging Young People training

This course can be run in-house, or the hosting can be shared between local authorities or housing providers to keep costs down. Discounts are available to Expert & Exemplar Network Members.

For a quote or for more information, please contact us by emailing training@keepbritaintidy.org or call us on 01942 612 655.