COMMUNITY INVESTMENT CONFERENCE 2026

HACT

CENTRE FOR EXCELLENCE IN COMMUNITY INVESTMENT

THE IMPORTANCE OF SOCIAL CONNECTION AND ITS RIPPLE EFFECTS

BELMONT 2

Rachel Butler, **Clarion**

Yvonne Dawson, **Association of Camerados**

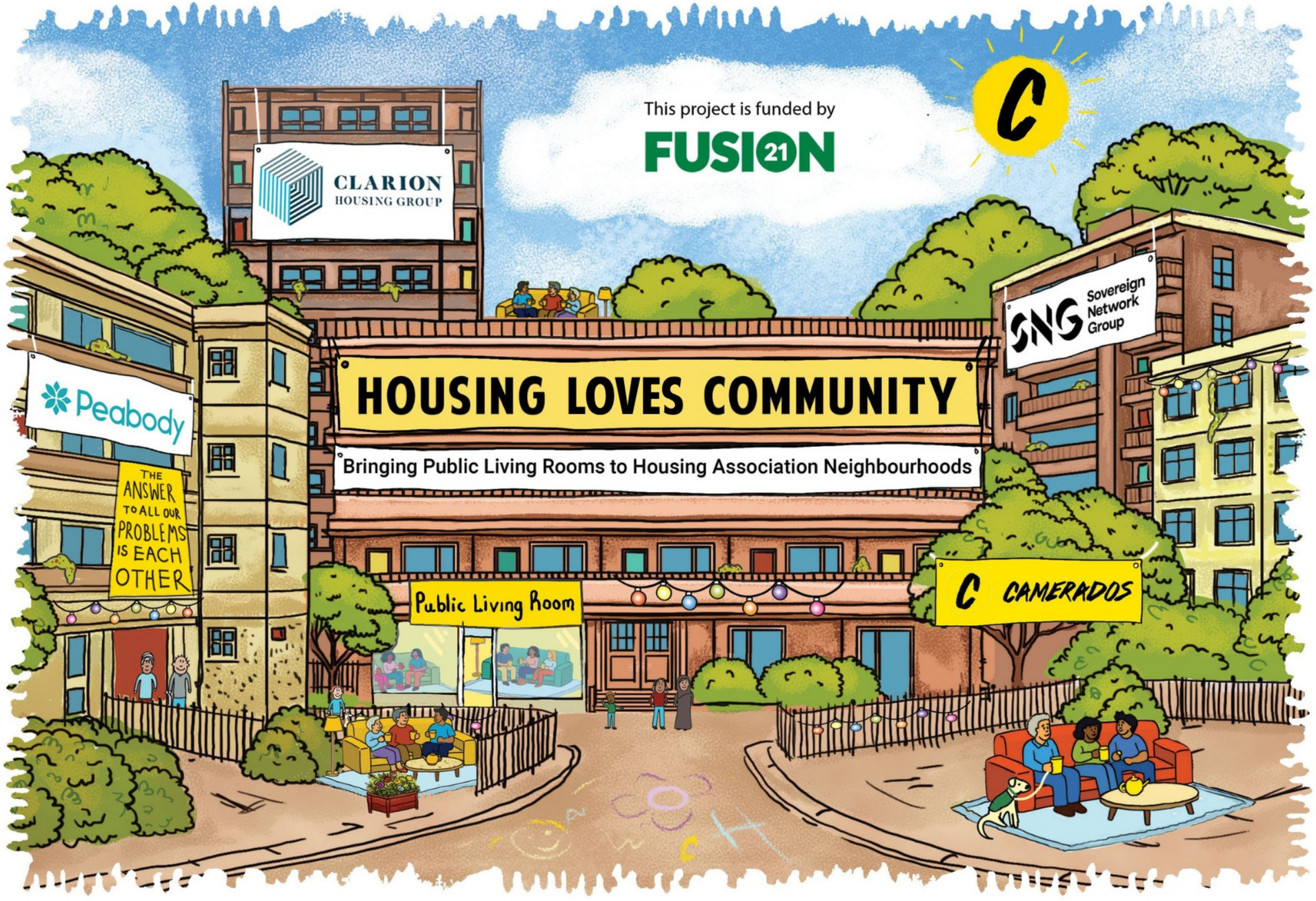
SNG Sovereign Network Group

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FUSION 21

Peabody

Family Fund 5 Business Services


This project is funded by
FUSION 21
CLARION HOUSING GROUP
Peabody
THE ANSWER TO ALL OUR PROBLEMS IS EACH OTHER
SNG Sovereign Network Group
HOUSING LOVES COMMUNITY
Bringing Public Living Rooms to Housing Association Neighbourhoods
Public Living Room
CAMERADOS

Camerados
and the
‘Housing Loves Community’ Project

Rachel Butler - Clarion Futures

Yvonne Dawson - Association of Camerados

Outline of today’s workshop

Part 1
Introductions

Background to the project

Social connection and the Camerados approach

Part 2
Evidencing the invisible

CAMERADOS IS A SOCIAL MOVEMENT

Where are Public Living Rooms?

- In all corners of the UK, Canada, Australia, USA, New Zealand and Sierra Leone!

- They are set up by communities for communities as well as by organisations for their staff or those they support.

- They are in; libraries, community centres & hubs, schools, universities, FE Colleges, GP surgeries, hospitals and markets.

- They also pop up on the streets, parks, allotments and alongside community actions such as clothes swaps, food pantries and fridges, car boot sales and events such as big lunches to carnivals.



Examples of Public Living Rooms



Project
Launch day









What do folk think?

“I feel very socially isolated with being unwell for most of my life. That’s really meant that I spend a lot of time on my own. It’s wonderful to go to Camerados and see people, and chat and be sociable”

“We try to wear the principles like shoes, to ensure we are applying them in our daily lives.”

“Usually from my experience, if you dress a certain way then people judge you, I don’t think I felt this with this group at all”

“The idea of asking others to help you rather than how you can help them transforms relationships. Made a real difference in the way we work and how people connect with each other”

“The surprise when people feel invited to join in without needing to be at crisis point or seem to be the recipient of charity."

“Today was my first time visiting a Public Living Room. I felt very welcomed and supported…… Thank you for accepting me as me”

What do folk think?

Public Living Room Survey



Movement survey



Diversity in Public :Living Rooms survey





By April 2028 the project wants to create 100 Public Living Rooms alongside Housing Associations.

Funded by Fusion 21 Foundation, and working with Clarion Futures, Peabody and Sovereign Network Group,

If your Housing Association is a Fusion 21 member, you can join this project. Scan the code to get involved.

End of part 1

Questions?

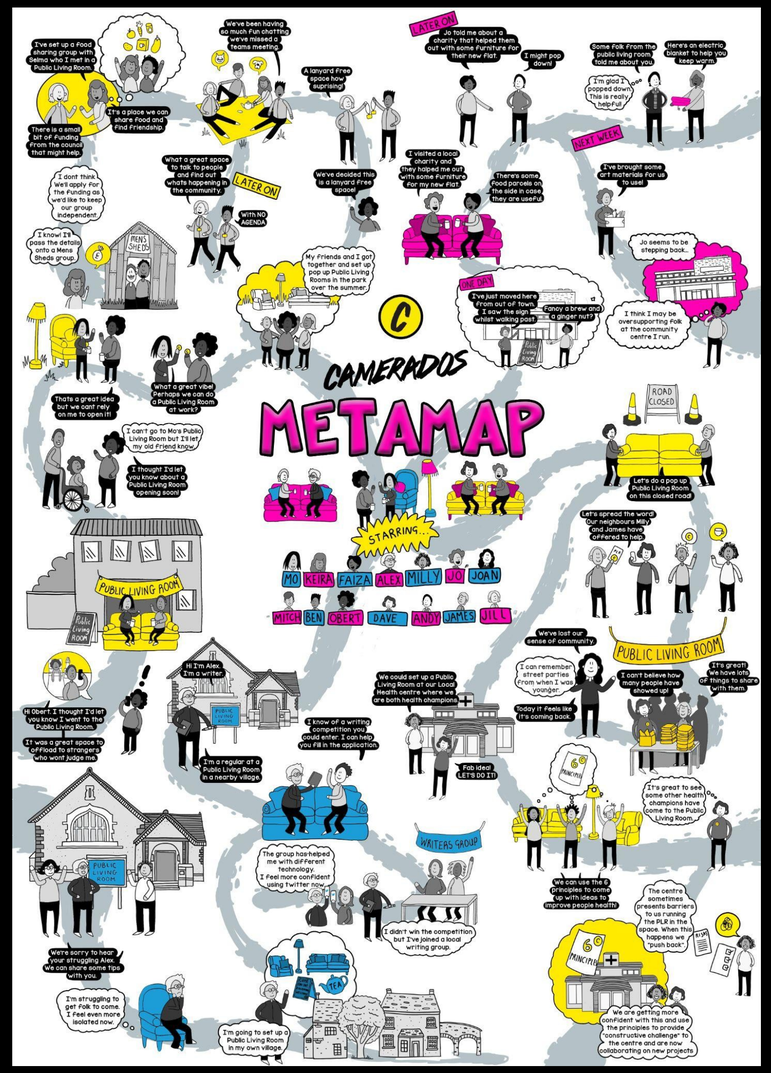


Evidencing the invisible

Explore how Ripple Effect Mapping can be used as a way of demonstrating impact.

- What is Ripple Effect Mapping (REM)?
- How does Camerados use REM alongside Community Reporting?*
- Ripple Effect Mapping activity.
- Review of maps.

*This technique is unique and was created by People's Voice Media and Association of Camerados CIC. Community Reporting training is required to be able to undertake this element.



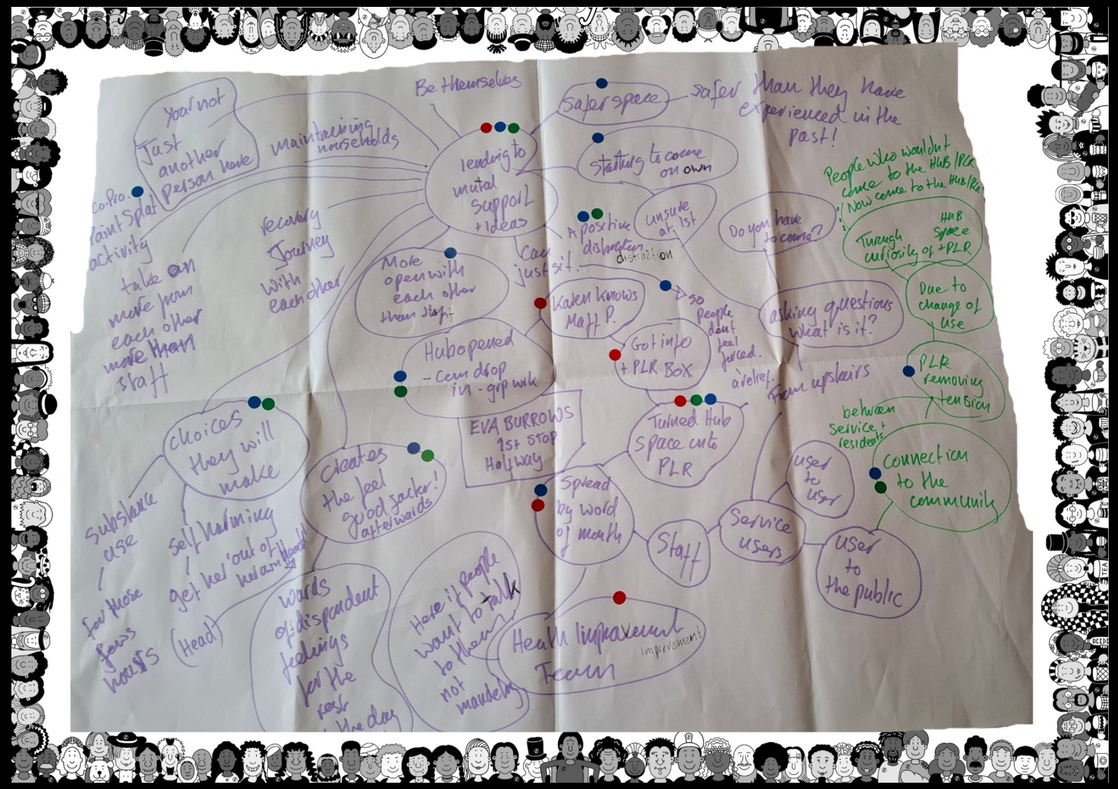
What is Ripple Effect Mapping?

Ripple Effect Mapping - impact evaluation technique for community-based programmes/projects.

Designed to capture the ‘ripples’ of impact that are hard to measure or that don’t happen immediately.

It actively involves people who are a part of process/project reflecting upon and visually mapping intended and unintended changes.

Find out more from the creators at University of Wisconsin. The Field Guide to Ripple Effect Mapping.



Mapping activity part 1

Think about a community or other form of project you have been involved in and the changes it has helped to bring about.

Think about what actions/events have happened and what these have caused.

Examples of this could be:

- The project inspired someone else to do volunteering.
- A new social group was set up.
- A person attending gained more confidence and applied for a new job.
- Evidence of new friendships.

Use the paper and resources provide to produce a ‘mind map’ of these changes, identifying the key events/ripples of change along the way.

If a change is ‘known’ use a solid line to signify this.
If a change is ‘suspected’ use dashed line to signify this.

Mapping activity part 2

Look at your map and identify the key impacts and changes.

Think about which impacts are about Individuals, Community/Organisation and/or Society.

Use the stickers to mark these changes.

- Impact on individuals (Red): Changes that have happened to you or other people. This could be skills, behaviour etc. (e.g. I am now more confident)

- Impact on a community or organisation (Blue): Changes that have happened in a community or single organisation/service. This could be changing the way a ‘service’ is delivered.

- Impact on wider society (Green): Changes that have happened in wider society. This could be changes that have been made across a set of organisations or contributions to wider social changes. (e.g. people in housing have begun to adopt different approaches to their work)

If a change/impact is between categories, mark it with both colours.

Mapping activity part 3

Sharing our maps.

Theming the impacts.

What is the next steps?

End of part 2

Questions?




SCAN TO GET INVOLVED
THIS IS A PUBLIC LIVING ROOM.
ALL WELCOME COME ON IN!
#CAMERADOS
CAMERADOS
PUBLIC LIVING ROOM
Put your feet up!
the answer to all our problems is each other
#camera