Roots and Shoots

Growing community power for lasting change



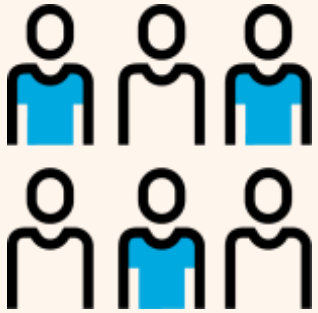
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Who decides what a community needs?



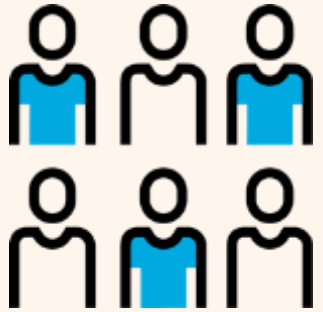
Housing Associations



Local people/Customers



Organisations/Local stakeholders



All of them

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Introductions



Marta Rios- SNG



Diane Humphries SNG



Lachlan Ayles- Community Organisers

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Why community Organising?

Residents' expectations and volunteering trends are changing...

- Traditional resident panels and formal engagement structures are seeing lower participation.
- Residents increasingly want flexible, meaningful ways to contribute that fit around their lives.
- Communities face growing challenges, while local organisations often have less capacity and funding to respond.

But residents still care deeply about where they live

- We have passionate residents with the skills, knowledge and lived experience to make a positive difference.
- People want to take action on issues that matter to them rather than simply be consulted.

Community Organising is our response

- Empowers residents to identify priorities, build relationships and lead change in their communities.
- Develops local leadership and strengthens community capacity.
- Connects people, assets and organisations to create sustainable, resident-led solutions.
- Complements our formal engagement structures, ensuring grassroots insights influence organisational decision-making.



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What is community Organising?

Community Organising is a way of bringing people together to build relationships, identify shared concerns, and take collective action to create positive change in their community.

Rather than doing things for people, it focuses on supporting people to develop the confidence, skills and power to make change themselves.



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Caption in this style if needed.

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What Community Organising

Is

Building relationships and trust between people.
Listening to what matters to residents and communities.
Identifying common interests and shared goals.
Developing local leadership and skills.
Enabling people to influence decisions that affect them.
Creating sustainable, resident-led action.
Working with communities as partners rather than recipients

Isn't

Delivering services to people without their involvement.
Consulting residents after decisions have already been made.
Running one-off volunteering events with no ongoing community ownership.
Speaking on behalf of communities without listening to them.
Telling people what their priorities should be.
Short-term projects that disappear when funding ends.
Professional organisations taking control of community-led issues.

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Roots And Shoots

Shoots is our universal offer, providing an accessible entry point into community organising across all the localities in which we operate.

Roots provides deeper investment where it has the greatest place-based impact. It is a 12-month intensive community organising programme with dedicated support for emerging leaders and community organisations with the potential to create lasting neighbourhood change.

Together they grow the community leaders and organisations that create lasting change through leadership and action.

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Shoots

Online self-serve

5 topics of focus: Reach, Listening, Power, Connect and Action

Access to the Community Practitioners Network (CPN)

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Roots

TRAINING:
Onboarding, Recruitment and Training

SUPPORT:
National CPN network, resources, funding and peer support.

ACTION:
Turn local conversations into collective action and change

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Framework





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Grow Wide. Grow Deep. Grow Community Power



Short-Term Outcomes

residents accessing community organising resources

Increased confidence and skills

Greater awareness of opportunities to engage

More residents taking first steps into leadership

Emerging leaders identified



Medium-Term Outcomes

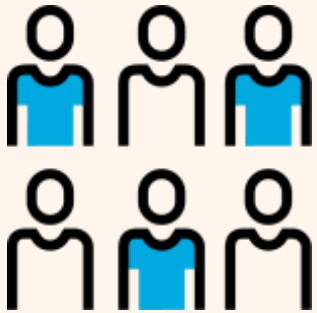
More residents participate in local action

Growth in community leaders and organisers

Stronger neighbourhood connections and networks

Stronger community organisations

Increased collective action around local priorities



Long-Term Impact

Stronger resident voice and influence

Increased social capital and community resilience

Sustainable resident-led initiatives

Reduced reliance on external intervention

Thriving, connected and empowered neighbourhoods

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“It adds so much richness and understanding to everything.”
“It's got to be their words, not us going out, ‘do you want that?"

Caroline, BCP

“A light of hope shining in the darkness of this estate"

Shannon, Berkshire

“We bonded as a group… we really get a chance to say why we're here… and support each other.”

Leslie, Brent



“They started to do it… now they actually love it… telling all the other people it's great.”

Sam, Herts

“They all want to do different things, but I want them to listen first... they're really excited, which is great.”

Sam, Isle of wight

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Lambourn Junction

Aim: Utilise community organiser programme to bring services (such as outreach visits or pop-up sessions) that local residents need directly into Lambourn.



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Lambourn Junction



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Lambourn Junction



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Lambourn Junction

Community Organising led by Hayley with community voices continuing to shape local priorities, ensuring residents remain at the centre of decision-making.

Residents First Aid trained
New Lambourn Valley Running Club,
New Walking Group
Shed project expanding
Adult reading and writing support
Wider community reach

Community action



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Hertford Men's Shed & Active in the community

Community action

Aim: Long term aims include a connected, resilient Sele Farm community, sustainable, resident-led social action projects,
improved mental wellbeing and reduced isolation,
a trusted Social Action Hub that is sustainable and a Sele Farm Community Timebank.



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Hertford Men's Shed & Active in the Community





Community action

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Hertford Men’s Shed

Listening: Residents repeatedly raised concerns about vehicles parking on grass verges making the area look neglected. and a lack of colour and community pride as key issues.
Through door knocking and community conversations, we confirmed the verges are owned by SNG and explored potential solutions.
Residents consistently told us they wanted a practical way to improve the appearance of these grass verges creating a greener, more welcoming environment.

Community action





Solution: to install planters improving appearance of the area. restored and handcrafted by Hertford Men's Shed built in bug and bee hotels to support local wildlife.
showcase community branding and local pride.
Residents have already agreed to share responsibility for watering and ongoing maintenance,

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Round Table Activity



Welcome to Greenfield community

Residents have raised concerns about:

- young people having nowhere to go
- loneliness among older residents
- tensions around communal spaces
- low participation in existing activities

Your housing association has £20,000 available

What would you do?

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Community Organising Framework



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DOING TO → DOING FOR → DOING WITH → COMMUNITY-LED

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Benefits of Community Organising

Listens to the voice of our communities understanding residents' aspirations and challenges to identify shared goals and support local development.
Connects residents with each other, community groups, and SNG services.
Empowers residents to drive community-led initiatives and social action.
Unites communities by fostering a shared sense of purpose, pride, and collective power.
Promotes social inclusion and well-being by building on existing community strengths.
Supports local leaders (Community Organisers) to work with residents and organisations to identify gaps and improve community initiatives.

The programme is designed for SNG residents and local community members.



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What will you do differently?

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Q&A



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Thank you

Get in Touch

Community Investment & Partnerships

community.investment@sng.org.uk

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