

Planning Community Projects toolkit

Craft in the community can be hugely powerful. This toolkit provides some useful resources to help set up successful projects that can make a difference. The approach used is that of co-creation, listening to everyone and working collaboratively together to develop new ideas and activities.

Tool #1 **Why co-create?**


Anyone who has been involved in a co-creation exercise at whatever scale or level in a project will tell you - it's not easy! So why do it?

This tool helps you and your team to explore your motivation and improve your clarity and focus as you embark on a co-creation process. You'll need the confidence this clarity brings to keep on track.

This tool is used to agree and prioritise your goals at the outset of a project. It should be completed as a team.

Why co-create?

1. To start, the whole team should fill in the first two columns freely. These columns are similar, but some people think about results, while others find it easier to imagine how people might understand it.
2. When complete, discuss together what patterns you can see. Are there repeats which indicate agreement, or a wider range of responses? Are there ideas or words which recur? Agree the most important ones and add these to the next column.
3. Next move to column 4; aim to refine back to one or two items. These might not be your only motivations, but it's the one(s) you value above all others.
4. Think about how the prioritisation you've just completed influences your approach and the methods and tools you'll use to deliver your project. In the final column you should capture your first ideas for how to move forward.

What we'd like to happen because we've co-created this project	What we'd like people to say about our project	Ideas which drive this project	The thing we'll prioritise above anything else	How we'll build this in to our project
				

Why co-create?

EXAMPLE

What we'd like to happen because we've co-created this project	What we'd like people to say about our project	Ideas which drive this project	The thing we'll prioritise above anything else	How we'll build this in to our project
Improvement in our products and services Reducing risk by being better matched to our audiences Being more relevant to our audiences	"Because our community have participated in their creation these [products/services] are better and more relevant to our needs"	Quality Improvement Ideas	Quality	We'll centre our co-creation processes around proto-typing and testing.
Seeing more/a broader range of people participating in matters which affect them That audiences expectations are met in terms of representation and agency	"People have a right to be involved in the processes and products which affect them"	Rights Social justice Democratising Representation	Social justice	We'll lock in democratic processes e.g. every decision must be unanimous.



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The Crafts Council is the country's foremost authority on contemporary craft in all its forms. Founded in 1971, its role as guardian and champion of national craft practice has evolved to include exploring and enabling new possibilities, making methods and technologies. Its work is made possible by the support of trusts and foundations, individual patrons, and corporate sponsors, and through public funding by Arts Council England.

www.craftscouncil.org.uk

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