

CHRIS SANDS

**TOTALLY
LOCALLY**



thegoodco.co.uk

totallylocally.org

@chrissands100

**HOW STRENGTHENING
CONNECTION TO PLACE
CAN HELP TO PROTECT
CANNOCK CHASE**

**PEOPLE ARE NATURALLY
DRAWN TO LOOK AFTER
A PLACE WHEN THEY ARE
DEEPLY CONNECTED TO IT!**

TOTALLY LOCALLY

**WE CREATED A NATIONAL HIGH STREET MOVEMENT
THAT SPREAD AS FAR AWAY AS NEW ZEALAND, FRANCE &
AUSTRALIA**

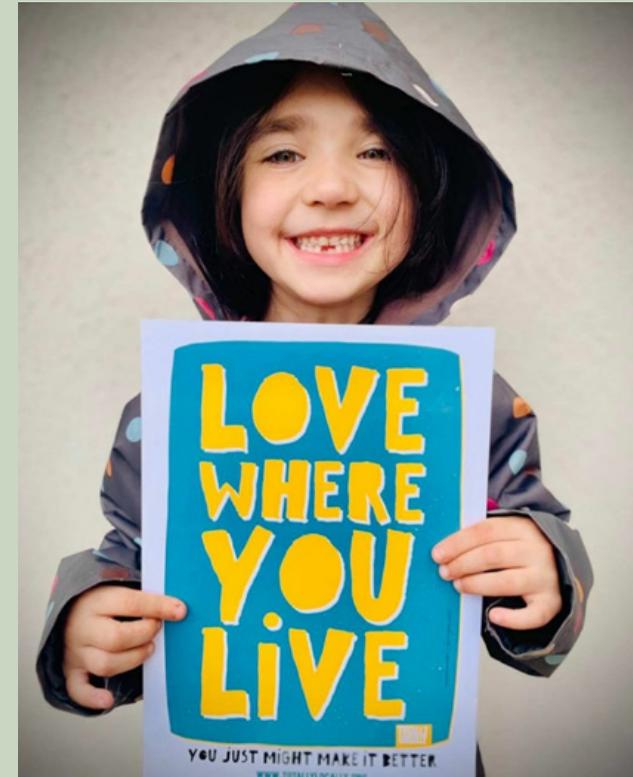
**BY GIVING PEOPLE THE TOOLS TO CONNECT TO
THEIR COMMUNITIES**

150 TOWNS IN THE UK HAVE BEEN INVOLVED

**NATIONAL EVENTS THAT REGULARLY HAVE 100+
TOWNS JOIN IN HUGE PRESS & MEDIA COVERAGE
10 YEARS OF BEING FREE**

RUNN BY HUNDREDS OF VOLUNTEERS

**CONNECTING PEOPLE TO THE PLACE THEY LIVE, WORK & VISIT
FOR MORE INFO: WWW.TOTALLYLOCALLY.ORG**



IF EVERY ADULT ON WAIHEKE ISLAND SPENT JUST \$10 PER WEEK IN THEIR LOCAL INDEPENDENT SHOPS INSTEAD OF ONLINE OR AT THE BIG SUPERMARKETS IT WOULD BE WORTH AN EXTRA \$3.38 MILLION PER YEAR GOING INTO THE LOCAL ECONOMY WHICH MEANS MORE JOBS, BETTER FACILITIES & A NICER PLACE FOR US ALL TO LIVE MAKES YOU THINK, DOESN'T IT? FIND OUT MORE ON PAGE 10

FlexiPAY Waiheke's own credit card **WIN \$500** Convenient credit at local businesses





JUST A FEW IMAGES FROM SOCIAL DURING FIVER FEST & MAGIC TENNER



THE PIECE HALL



THE PIECE HALL
HALIFAX

WELCOME BACK!

RE-OPENS 1ST AUGUST

INTERNATIONAL EVENTS PROGRAMME FROM 18TH AUGUST

www.thepiecehall.co.uk





EXTRAORDINARY, EVERYDAY BAROSSA



SOMEONE'S EVERYDAY IS SOMEONE ELSE'S EXTRAORDINARY



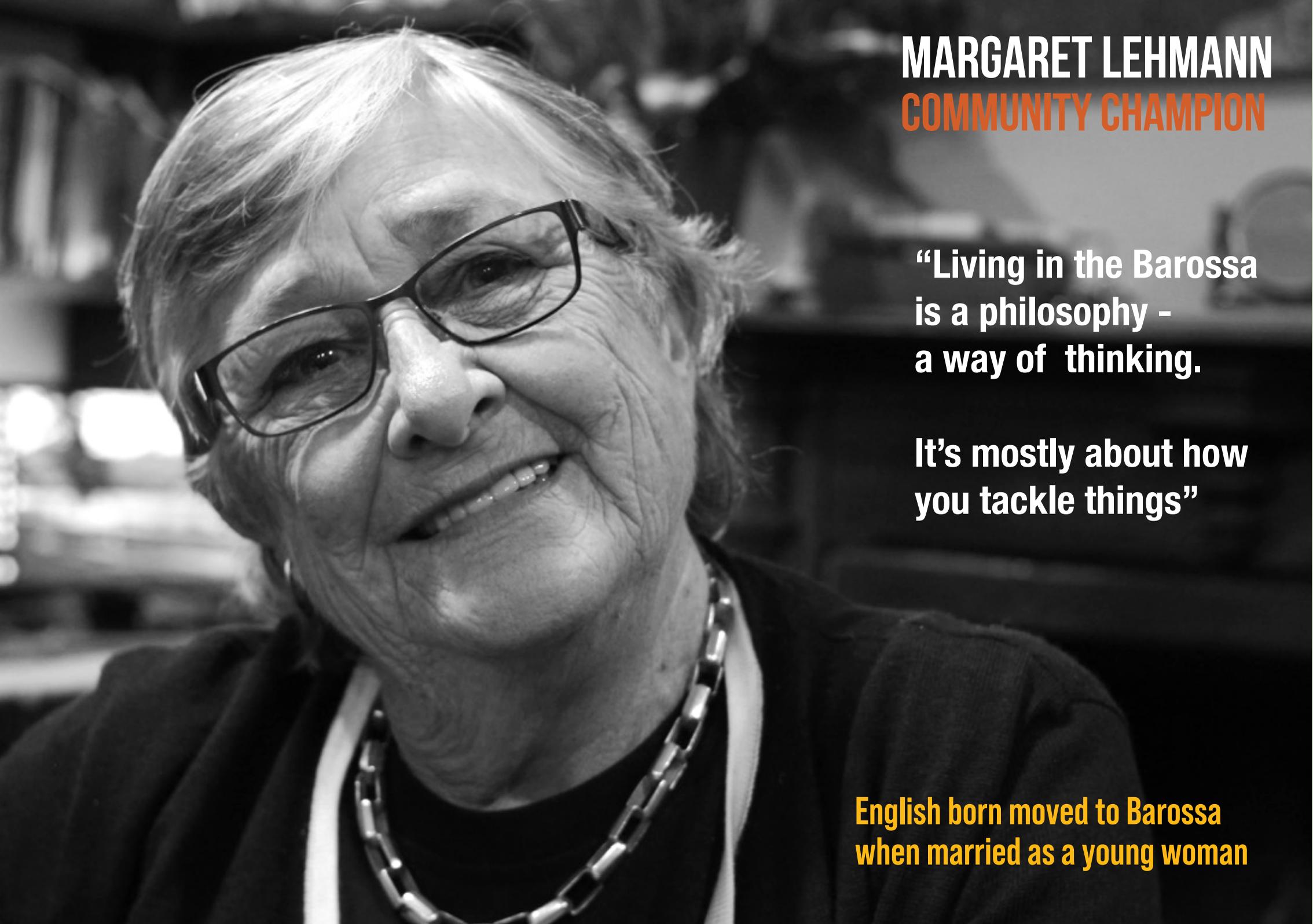
BRETT GROCKE

VITICULTURALIST/WINE GROWER
EPEROSA WINE

I guess you end up coming back to what you've known or grown up with. Its funny how you can do a full circle and appreciate what you had.

to see interviews and the project visit:
www.extraordinaryeverydaybarossa.org

5th generation Barossan



MARGARET LEHMANN
COMMUNITY CHAMPION

**“Living in the Barossa
is a philosophy -
a way of thinking.**

**It’s mostly about how
you tackle things”**

**English born moved to Barossa
when married as a young woman**

A close-up, high-angle shot of a woman with dark hair, wearing a blue cable-knit sweater and a grey and white patterned scarf. She is looking down intently at a small, irregular piece of aged, yellowish paper she is holding with both hands. Her left hand has a large, textured silver ring on the ring finger, and her right hand has a silver ring with a circular stone on the ring finger. The background is softly blurred, suggesting an indoor setting with warm lighting.

“I went backpacking around Europe about ten years ago.

And everywhere I went I was saying ‘Barossa’s better than this, Barossa’s better than this!’ (laughs).

The only place that came close was Florence - I had a great tomato in Florence..... (more laughs!)

Ilona Glastonbury

5th generation Barossan

**CONNECTION TO PLACE IS OFTEN
STRENGTHENED BY DISASTER.**

**A REALISATION OF THE PLACES VALUE IS
HEIGHTENED WHEN THERE IS A DANGER OF
LOSING WHAT YOU HAVE.**



AFTER THE FLOODS – CELEBRATING THE CALDER VALLEY

**16,000 people celebrated the valley over 3 nights with;
fire & lantern parades, bands, performers, canal-side markets, huge floating
sculptures, 200 bikes with fairy lights, & a campaign to re-connect with the
towns. £1.4 million press, TV and radio value.**

**Turning a high street devastated by floods into the busiest run-up to Christmas
ever. People supported their towns.**

All on a tiny budget

6 weeks from idea to event, delivered by a team of three -

Because thousands of volunteers came out in support

£500,000 raised by the community put into a pot in case of future floods

PLACE CONNECTION AT ITS BEST



VALLEY OF LIGHTS



**THESE EXAMPLES
ARE ALL RELEVANT BECAUSE
THEY ARE ABOUT CONNECTING
PEOPLE TO PLACE**

**AND WHEN PEOPLE ARE CONNECTED
TO A PLACE, THEY CARE FOR IT AND
THEY TAKE ACTION TO PROTECT IT**



SENSE OF PLACE
CONNECTION TO PLACE



**SENSE OF PLACE
IS MADE UP OF A COCKTAIL OF MANY THINGS;
LANDSCAPE, SMELLS, ARCHITECTURE,
SOUNDS, EXPERIENCES, ENCOUNTERS,
MEMORIES AND MORE**

CLOSE YOUR EYES & THINK OF A PLACE FROM YOUR CHILDHOOD WHERE YOU SPENT A LOT OF TIME.

HOW MANY DETAILS CAN YOU RECALL?

CAN YOU PINPOINT THE SOUNDS AND SCENTS?

HOW DID IT MAKE YOU FEEL?

IS THERE AN EMOTIONAL CONNECTION THAT GIVES THIS PLACE MEANING?

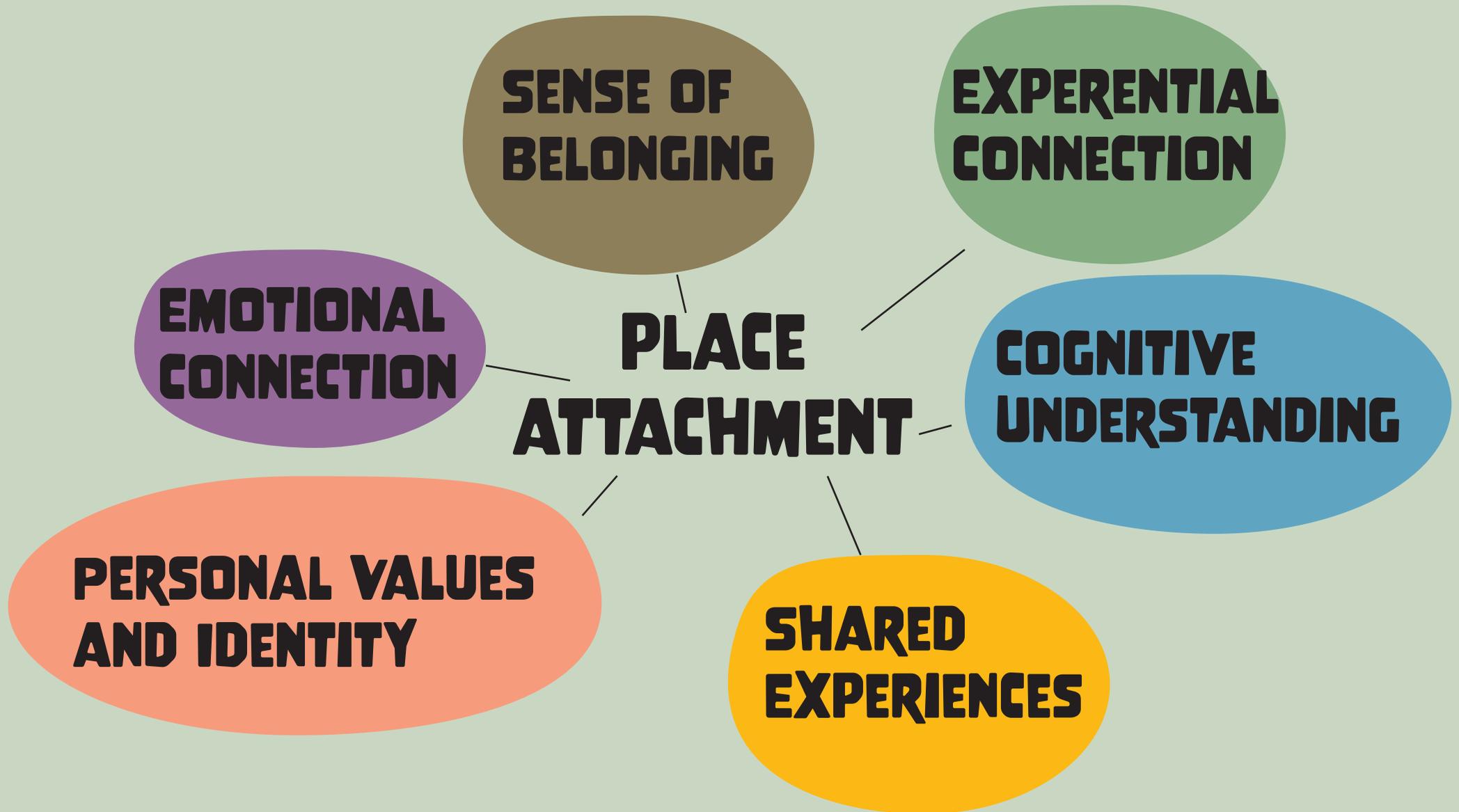
WOULD YOU HAVE THE SAME EXPERIENCE IF YOU WENT THERE TODAY?



ATTACHMENT TO PLACE

**IS HOW THESE ELEMENTS
COME TOGETHER TO FORM A
STRONG, EMOTIONAL BOND
WITH THAT PLACE.**

THIS IS MANIFESTED BY



IT'S HOW YOU FEEL DEEP DOWN.

AND...

**IT'S WHAT MAKES YOU WANT TO
ACT TO PROTECT AND PRESERVE
THAT PLACE.**



CANNOCK CHASE

I was asked to look with
a critical eye

RECOMMENDATIONS & OBSERVATIONS

**QUICK
THOUGHTS!**

cannock-chase.co.uk

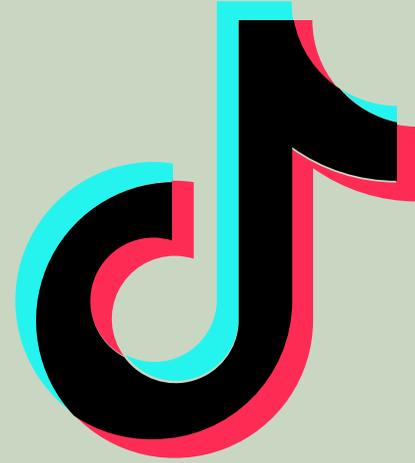
forestryengland.co.uk/cannock-chase

cannockchasedc.gov.uk

cannockchase.org.uk

CONFUSING!

**QUICK
THOUGHTS!**



TikTok

**MISSING A REAL CHANCE
TO GET YOUR MESSAGE
ACROSS TO A DIVERSE
AUDIENCE**



**QUICK
THOUGHTS!**

**BE MORE
TO THE
POINT!**

**YOUR DOG'S POO
KILLS
OTHER ANIMALS**



IF YOU LOVE ANIMALS - DON'T BE RESPONSIBLE FOR THEIR DEATH.

Dog poo leaves terrible traces in the ground, that cause diseases in wildlife, get into the water and pollute the food chain. And that includes if you hang the poo bag on a tree!

**DON'T YOU BE A FILTHY ANIMAL
PICK IT UP, BAG IT AND TAKE IT AWAY.**



STICK TO THE TRAIL YOU IDIOT!



RIDING OFF ROUTE
KILLS BIRDS &
ANIMALS AND
WRECKS THE
LANDSCAPE
IT'S NOT BIG &
IT'S NOT CLEVER.

**THERE'S LOADS OF OFFICIAL TRAILS,
DON'T BE AN IDIOT - USE THEM!**



Cannock
Chase
National
Landscape

**HOW DO WE CREATE
THE CONDITIONS TO
ENCOURAGE ATTACHMENT
TO PLACE FOR**

CANNOCK CHASE?

ONE WAY

KIDS!

FUTURE GUARDIANS • GOOD AT PEER PRESSURE!
WORK THROUGH THE SCHOOLS • EASY TO MOBILISE
PRESSURE ON PARENTS! • MEDIA INTEREST



IF WE CONNECT CHILDREN, WE CONNECT THE COMMUNITY

SO WHAT IF?

INSTEAD OF TEACHING THEM WHAT TO DO,

WE ASKED THEM WHAT TO DO?



WHAT IF

WE GAVE THE KIDS
RESPONSIBILITY.
OR EVEN.....

**THEY TOOK
CHARGE!**



**LET THEM SAY HOW TO PROTECT CANNOCK
CHASE, AND HOW TO MAKE IT FIT FOR THE
FUTURE**

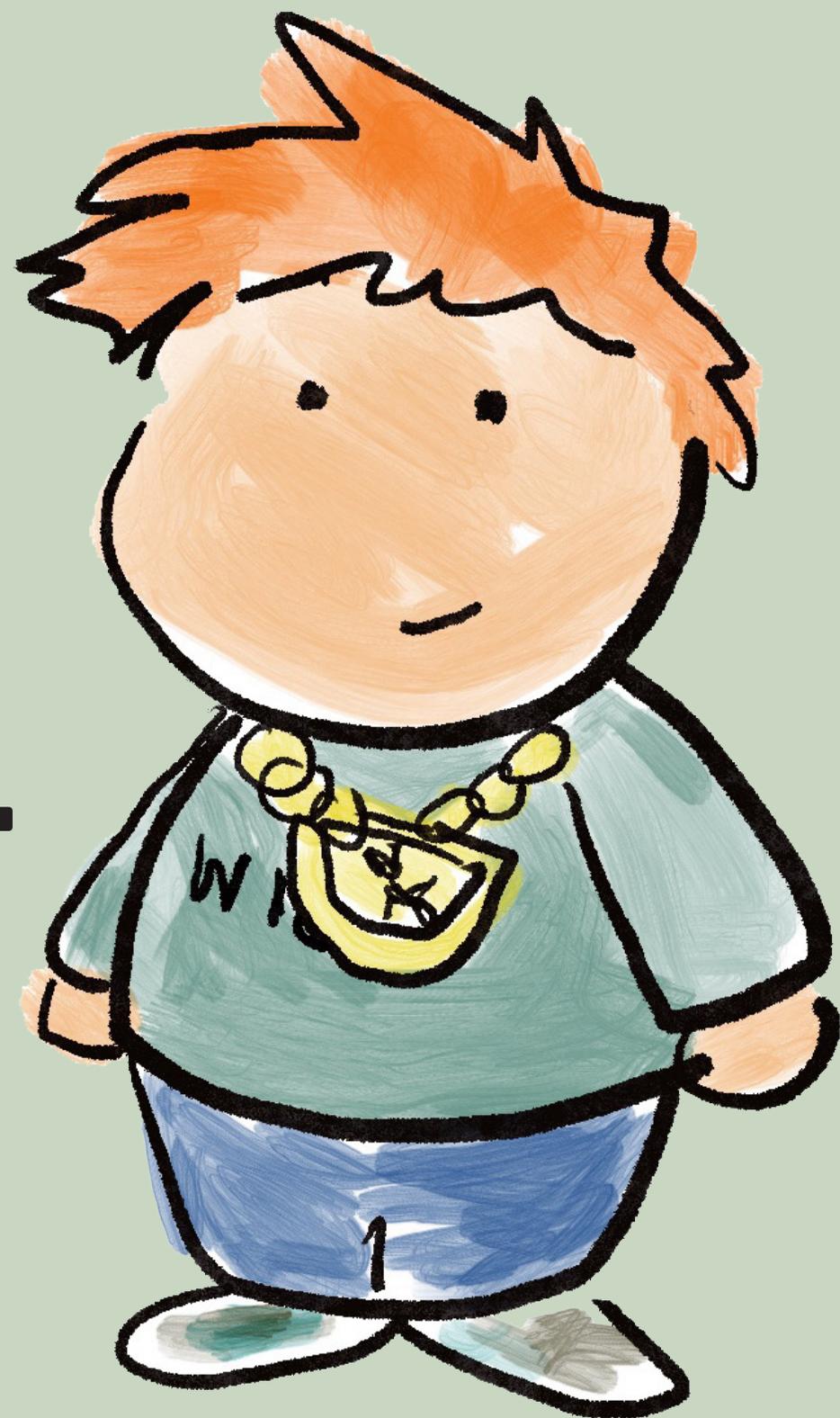
**BECAUSE THEY WILL BE THE ONES USING IT
THEN (NOT US).**

SO HOW?

AN IDEA

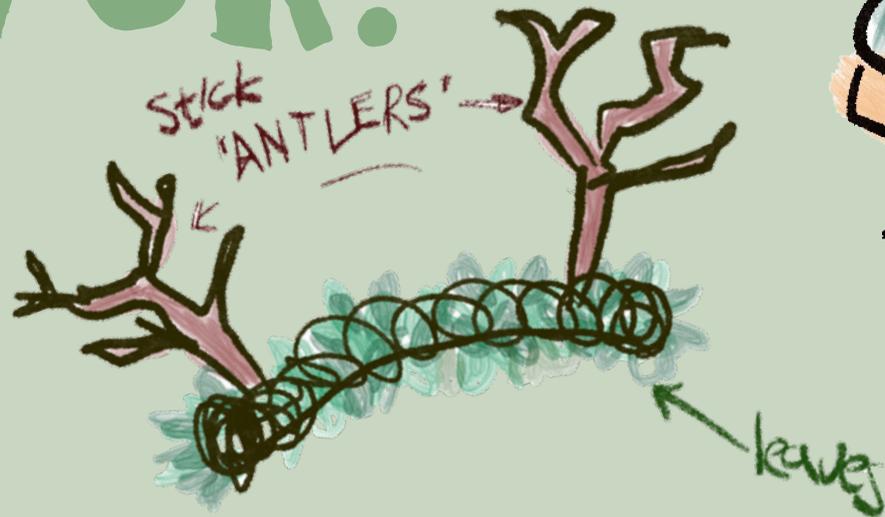
**WE APPROACH PRIMARY
SCHOOLS IN THE AREA
AND SAY:**

**WE WANT YOU
TO APPOINT A
MAYOR OF
CANNOCK CHASE.
ONE OF YOUR
PUPILS.**



**NOT JUST
ANY MAYOR...**

**A WILD
MAYOR!**



**THEY WILL BE CHOSEN BY
THEIR PEERS**



**THEY WILL BE 'IN OFFICE' FOR ONE MONTH,
AND THEN IT MOVES TO ANOTHER SCHOOL.**

**THE WILD MAYOR
WILL BE THE
FIGUREHEAD FOR
THE SCHOOL.
THE KIDS VISIT,
EXPLORE,
RESEARCH
& EXPERIENCE
THE CHASE**



**AT THE END OF THE
MONTH THE CHILDREN
IDENTIFY 10 THINGS
THEY WANT TO
HAPPEN TO
PROTECT
THE CHASE**



THE WILD MAYOR ROLE
IS THEN HANDED OVER
TO THE NEXT SCHOOL.

AND REPEAT...
5-10 SCHOOLS

**THEN – PUT ALL THE
RECOMMENDATIONS
TOGETHER AND
DISTILL THEM DOWN TO A...**

CHILDREN'S' MANIFESTO FOR CANNOCK CHASE

**DISTRIBUTED ACROSS
THE CHASE, SCHOOLS, LOCAL
GOVERNMENT, SOCIAL MEDIA,
PRESS & MEDIA ETC.**



CREATING A NARRATIVE OF CARE & ACTION

REMEMBER THIS?

SENSE OF BELONGING

EXPERIENTIAL CONNECTION

EMOTIONAL CONNECTION

**PLACE
ATTACHMENT**

**COGNITIVE
UNDERSTANDING**

**PERSONAL VALUES
AND IDENTITY**

**SHARED
EXPERIENCES**

**THIS ENCOURAGES ALL OF THESE
IN THE CHILDREN AND, BY PROXY,
THE LOCAL COMMUNITY.**

**THE BUILDING OF STRONG CONNECTION TO PLACE
WITHIN LOCAL COMMUNITIES IS ESSENTIAL FOR
THE FUTURE OF OUR LANDSCAPES**

**THE BEST WAY TO DO THIS IS TO BUILD
CONNECTION TO PLACE.**

**MY BELIEF IS THE BEST WAY
TO DO THAT, IS TO ENCOURAGE
'OWNERSHIP' OF THE TASK
AT HAND.**

THANK YOU FOR LISTENING
CHRIS SANDS

THE 6 STAGES OF PLACE ATTACHMENT

1. PLACE INTERACTION

Routine actions between people in a place that support strong social bonds

2. PLACE IDENTITY

Taking up the culture and values of a place to reflect personal identity and self-worth

3. PLACE REALISATION

Place character that reflects its history and cultural context.
Nostalgia based on past experiences

4. PLACE RELEASE

Deep feelings or a surprise from place encounters that trigger a decision for change

5. PLACE CREATION

Determinism by a person's action to design or shape place to improve its performance and prosperity

6. PLACE INTENSIFICATION

Independent power revive, reconfigure and strengthen place prosperity

Professor David Seamon

Professor of Architecture at Kansas State University in Manhattan, Kansas.
Trained in geography and environment-behaviour research.