

flourish

Strengthening Inclusion to Engage with Hard to Reach Groups



@FlourishCIC

Overview....

Who are you working with currently and who do you feel is missing?

Sharing experiences of good practice in widening reach and being open and inclusive:

Nickala – Flourish Together

Sumaira – Visual Difference

Wider attendee reflections, examples and experiences

Summing up ingredients and methods for strengthening inclusion

Considering your next steps.....

15 min BREAKOUTS/DISCUSSIONS

– Over to you.....

- Who are you currently working with?**
- Who are you aware/do you feel is missing or you aren't reaching?**
- Why might that be?**

Insights and perspectives in Strengthening Inclusion

- **Nickala – Flourish Together**
- **Sumaira – Visual Difference**
- **Wider group**

Key Ingredients for Strengthening Inclusion

flourish

- Be honest and authentic – remember ‘Hard to reach groups’ aren’t hard to reach
- Put in the leg work – research, network, observe who is missing, who is in need
- Consider carrying out some ‘Persona’ work, focus groups and inviting people in for guidance, training and connections
- Look at your marketing and communications messages, imagery, formats
- Look at your marketing and promotional channels
- Look at the diversity of your board, staff & volunteers
- Use CVS and Community Networks to build connections
- Learn to unlock talent, potential and opportunity through
- Inclusion and celebrate / showcase it to inspire wider ripples- tick boxing or working to funders/policy not helpful

What else?



TAKE AWAYS



Recap what you have missed:

<https://beeactive.tfgm.com/cycle-and-stride-leaders-programme/>

Look out for physical events and some further opportunities on the Active Leaders programme

Wider Flourish events:

<https://www.eventbrite.co.uk/o/flourish-cic-12424608687>

Or see our How to Festival www.howtofestival.org.uk

Email: Nickala@flourishtogether.org.uk

@Nickala5

@FlourishCIC

Tune in!

Supporting women in social enterprise
flourish

#Keep Flourishing

@FlourishCIC

Supporting Women in Social Enterprise Podcast

Episode 1:
Myths & Legends about Social Enterprise Governance



featuring
Jo McGrath, Director, Flourish Together

flourish

Supporting Women in Social Enterprise Podcast

Episode 2:
Career Pathways for Social Change



featuring
Eve Holt, coFounder, Happen Together

flourish

Supporting Women in Social Enterprise Podcast

Episode 3:
Marketing & PR for your social venture



featuring
Grace Dyke, coFounder, Yellow Jigsaw

flourish

Supporting Women in Social Enterprise Podcast

Episode 4:
Measuring Social Value & Communicating Your Impact



featuring
Kat Luckock, Director, Share Impact

flourish

Supporting Women in Social Enterprise Podcast

Episode 5:
From Challenge to Opportunity



featuring Simone Callaghan, CEO
The Goodness Collective CIC

flourish

A word from Flourish CIC

An update from us during COVID19 pandemic



from Nickala Torkington,
Flourish coFounder & the whole team x

flourish