



Talk of the Town

1. Introduction

[Carnegie UK Trust](#) promotes wellbeing across the UK and Ireland. We are focussed on societal and community wellbeing – that is, living well together.

One of our themes is [‘Flourishing Towns’](#). Two in five people in the UK live in towns, yet their stories are seldom told, or if they are, it is a negative picture rather than a tale of their ingenuity and strengths.

We are particularly interested in towns with populations of between 5,000-100,000 people. We work both with towns in practical projects such as [TestTown](#) and [Twin Towns UK](#), and through advocating for them with governments of all levels.

2. Why storytelling for towns?

Over the years, we have been learning about what approaches towns use to increase the wellbeing of their populations. With more recent discussions about how to support towns to thrive in the face of austerity, high street closures, and the [vote to leave the EU](#), we have been looking for examples of towns who have used their own strengths to develop and shine. We have noticed that developing a strong vision for a town, and telling its story has, in many cases, been important in this process of increasing confidence and revitalising towns.

When it comes to supporting towns to tackle challenges they face and developing their economic, social, and environment wellbeing, we think that telling the town’s story has an important role to play. People living in the towns are the real experts and have vital insights to share, but their voices are often missing from the wider debate. Through Talk of the Town, we aim to hear the voices of people talking about their towns. We want to hear from people who are passionate about where they live; know why that is; what is good about their place, but perhaps do not know how to say it.



Storytelling influences the way people think – from the public to commissioners, to politicians and the media. In Talk of the Town, we want to support selected towns to tell stories to decision-makers like these, who can support the towns' efforts for positive change and development.

3. The format

There will be training to develop the story for the town. The training will be for a small number of people from the town, from diverse backgrounds. It will support you to develop a presentation about your town, and how the community is promoting its wellbeing. The training, provided by storytelling experts, will include giving you support to write the story and present it in front of an audience. We are keen to ensure the story you develop is as relevant and useful to you as possible, so will discuss with you the use of the story and provide an opportunity for you to present to it decision-makers, like politicians.

4. Who can apply?

We are looking for people who are passionate about the town they live, work, study and play in; who are talking, or working, with other community members to take action to develop their town, or to set a vision for it. We are seeking applications from towns in England or Wales, ideally with a population of around 5,000-100,000 people. However, the Trust generally asks people to self-identify whether or not they live in a town, so we would consider other sized towns, if you were able to explain how or why the residents think of the area as a town.

We are hoping to develop the town's story with two or three people, so we need to know the names, and specific interests of those people. There is no restriction as to the background or employment of those people – you can apply as part of your work or as a community member. We particularly welcome applicants from diverse backgrounds and with a variety of experiences and ideas.



5. How to apply

Step One: Complete the application form online - <http://bit.ly/2kd3jrY>

Step Two: Create a short video to support your application

Step Three: Submit your application by Friday 4 October 2019 at midday.

If you have any questions that are not answered by this Project Brief, or you wish to discuss your application or project idea in more detail please **contact Lauren Pennycook** with the subject line: **Talk of the Town Application Support [Organisation Name]** to lauren@carnegieuk.org or call the office on 01383 721445.

6. The application

a. The Application Form

The application form gives us the information on who you are, and which town you come from. Please use the application form to tell us why you want to take part in this project.

Prospective applicants can apply online [here](#). The application requires a number of written answers, and a short video.

The application form allows you to save your work and return to it at a later date. However, you **MUST** register or log in first.

Please note that the save function is reliant on a good internet connection. If you are concerned that your connection is not reliable, we would strongly advise preparing your answers in Word, before copying into the online form. You can download a copy of the questions [here](#). Please note, all of the written questions have a maximum word limit. If you copy and paste your answers into the online form, please ensure they are within the word count or you will lose the end of the paragraph.



b. The video

The video gives us more information, and an idea of the story you want to tell. Please keep it simple - you can use a smartphone to film the video. We are looking for an outline of the story of your town: the story you want to develop and share through this project. Please choose the method which helps you to tell the story of your town, whether this is talking to camera, or being creative.

The video should be no more than two minutes long and it should address the question:

‘What vision do you have for your town?’

Please ensure that you have sought appropriate permissions from anyone appearing in the film. There is no requirement for children to be featured in the video, however, if included, written parental permission for children under the age 16 featured must be submitted along with the application form and the video. All submitted films will only be used in the Talk of the Town application process, and will not be shared online or kept by the Carnegie UK Trust beyond 31st December 2019.

Submit your film to us by uploading it to a file sharing service (such as Dropbox or WeTransfer) or a private video channel (such as YouTube or Vimeo) and writing the link URL in the appropriate box on your application form.

If you have any concerns or questions about this process, please do not hesitate to get in touch with us.



7. How the successful project will be chosen?

The project team at the Carnegie UK Trust will review the applications and seek input from a professional storyteller. We will let successful applicants know the outcome of the application process the week commencing 14 October 2019.

We will be review applications against the following criteria:

- Interest in, and enthusiasm for, taking part in a storytelling project
- Interest and experience in advocating for the town
- What is happening in the town with regards to developing the wellbeing of the community
- The diversity of people who are involved in the developments going on, or planned, in the town
- How the story will be used to support the wellbeing of the town.

8. What will be required from successful project applicants?

We will ask you to take part in training to develop the idea for a talk about the development of your town, promoting its wellbeing. The training will include giving you support to write the story and present it in front of an audience.

The training will be a face-to-face half day – likely to be held away from your home town. This will be followed by support via phone email (approximately 7-8 hours per person). Then, there will be an event to tell the story, and a rehearsal before the event. The date and time of the event will be arranged together with participants, and all expenses will be paid for. At the event, we will film the story, so we would like you to give permission for filming and sharing the film.

We would be pleased if you could engage in the social media promotion of the programme including making use of Twitter.



9. How will the Trust use my data?

The Carnegie UK Trust is committed to ensuring that your privacy is protected. By submitting the application you ‘consent’ for and ‘contract’ us to use the data in order to process your application. Your data is only used for the purposes of processing the application. We do not pass your data to third parties unless required to do so by law, in order to verify the detail contained in your application or to share with relevant persons considering your application – that is those on the shortlisting committee. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

10. Who will own the video footage of the presentation?

The Trust and the applicant will jointly own the video footage and there will be a Memorandum of Understanding between the parties regarding its use. The Trust will use the footage as part of its [suite of videos](#) and the range of [other outputs](#) it has developed to advocate for innovative policy and practice in towns across the UK and Ireland.