



1

ENERGISE

When new initiatives come to an area there is often an initial burst of enthusiasm and then energy seems to wane. People who used to come along now say they just don't have time.

Action: How will you rekindle things? List 3 things you could do.

Gain two lightning strikes

2

WHAT'S IN IT FOR ME?

Working in collaboration with different groups who are prepared to volunteer their time, energy and expertise is an essential part of reinventing your local economy.

Action: Say how you would get the following people or groups enthusiastic and involved:

- a small retail local business
- the Allotment Society
- the Head of the primary school
- the local council

Gain three lightning strikes

3

TELL THE WORLD

Every area has 'energy hubs' - places and events where people meet, and talk to one another.

Action: Identify five events to five places to spread the word about re-inventing your local economy.

Gain three lightning strikes

4

SPIRIT OF ENTERPRISE

Thanks to close collaboration between the local council, the chamber of commerce and the business forum, your town is becoming an attractive place to set up in business.

Action: Write down three things that would indicate to you that your community/ area had become a more enterprising place.

Gain

5

BALANCING ACT

One voluntary sector agency has offered to complete all action planning tasks on your group's behalf. You know that one organisation alone cannot possibly re-invent this local economy; there are a lot more people and organisations that need to own this process.

Loose one lightning strike

6

SINGLE MINDED

Very few single parents on the estate are involved in your project - yet you are sure they are a hotbed of ideas and energy.

How can you persuade them to become involved?

Action: You have 3 minutes to think of some creative ideas.

Gain one lightning Strike.

7

MEDIA TRAINING

The local paper runs a critical article about what you have been doing to re-energise and reinvigorate your local economy.

Action: Brainstorm your solution. Come up with three things that might help them better understand what you are about.

Bonus: For two bonus points list three ways in which you could get the media 'on side'.

8

IDEAS FLOW

You are planning an event to discuss how money is spent in their local economy and what should be done differently. You want local residents to come.

Action: Suggest three good ideas for getting residents involved in this event.

Gain one lightning strike

9

BUSINESS SENSE

Reinventing your local economy is about generating business ideas and making them happen.

Action: Capture as many ideas as you can to encourage the different groups in your local area to contribute enterprising ideas

Gain two lightning strikes

10

THE WILL TO SUCCEED

One of the secrets to a thriving local economy is a 'can do' attitude - people in all sectors have the confidence to succeed.

Action: Take three minutes to:

- identify the barriers to 'can do' in your area, and
- come up with ideas for encouraging 'can-do' attitude in your area.

Gain three lightning strikes

11

ONLY FOOLS AND HORSES

There IS a thriving 'informal' economy in your area - cash in hand work and illegal activities. The people involved are really entrepreneurial, and could teach others a thing or two about taking risk and being creative. But how do you involve them?

Action: Write down as many creative ideas as you can in three minutes.

Gain one lightning strike