

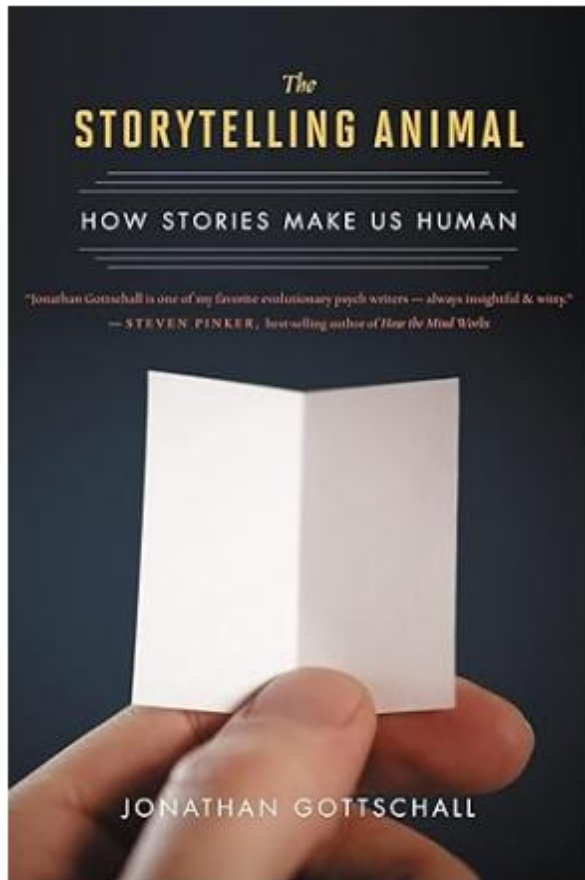
Telling your story

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Telling your story

- **Why storytelling?**
- **Who are you talking to – the WIIFM factor**
- **Start with the end in mind**
- **Meet people where they are**
- **Data and how it can support you**
- **Tools and techniques**

Why storytelling?

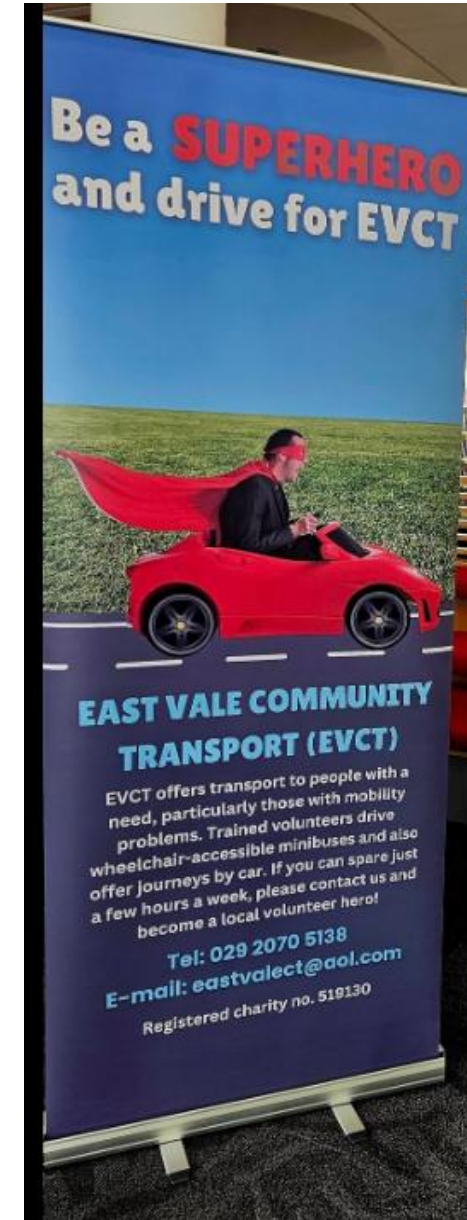


Humans are storytelling animals – we use our stories to aid our survival, to help us make sense of the world, understand cause and effect, and predict what happens next.

Stories communicate meaning and emotion, which are what motivate people to act. Facts alone can't make change.

WIIFM – What's In It For Me?

Who you are talking to – along with the objective you have in mind for what you want to achieve – is a key consideration when shaping your story. How much do you know about your audience, and the things that are important or will resonate for them?



Who do you want to be able to talk to about your impact?



WIIFM – What's In It For Me?



What do you want to achieve?

“To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you’re going so that you better understand where you are now and so that the steps you take are always in the right direction.”



Meet people where they are

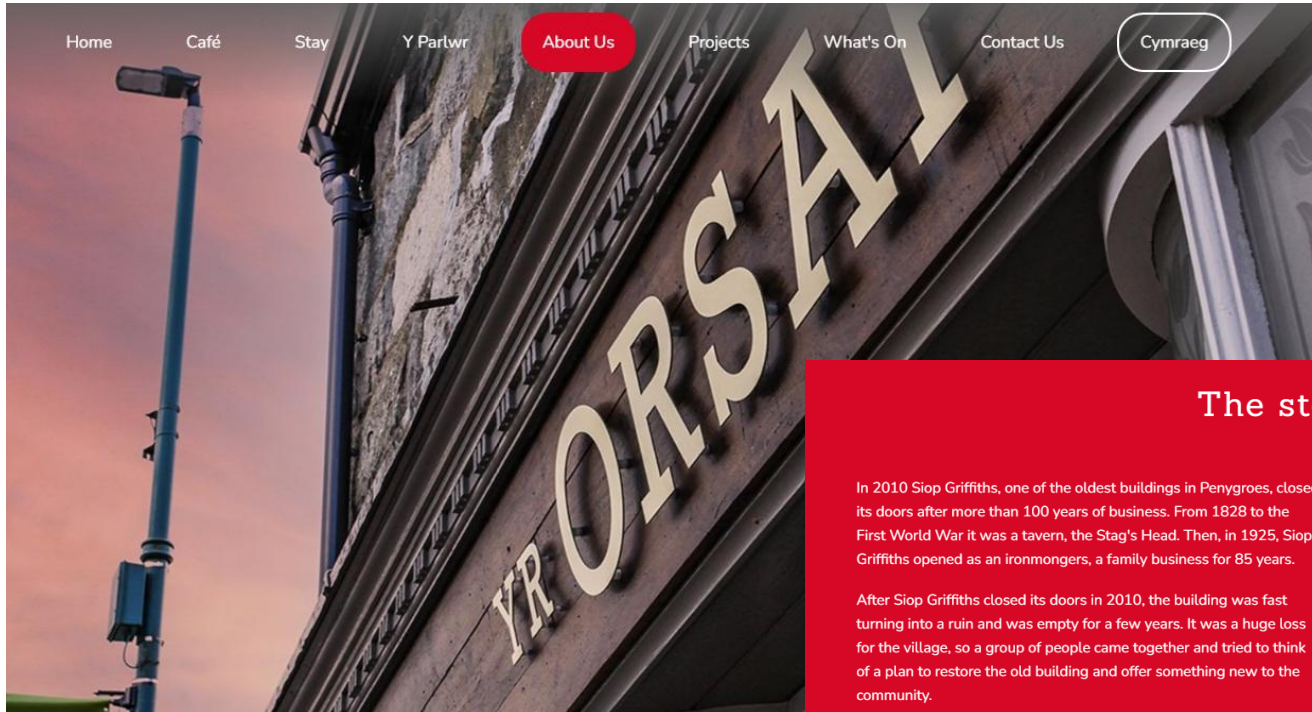
Whether we are considering our audience or the people we are involving in the stories we tell, their context is important.

- **How do they prefer to receive information?**
- **What is accessible/inclusive/appropriate?**
- **What's going to have the most impact?**

Are there times when you might need to push for people to meet you where you are?



How are you going to tell your story?



We want our audience to:

- **Understand our message**
- **Connect this to their WIIFM**
- **Remember us – take action**

The story so far...

In 2010 Siop Griffiths, one of the oldest buildings in Penygroes, closed its doors after more than 100 years of business. From 1828 to the First World War it was a tavern, the Stag's Head. Then, in 1925, Siop Griffiths opened as an ironmongers, a family business for 85 years.

After Siop Griffiths closed its doors in 2010, the building was fast turning into a ruin and was empty for a few years. It was a huge loss for the village, so a group of people came together and tried to think of a plan to restore the old building and offer something new to the community.

A Community Benefit Society was established by the group of volunteers to ensure the building stayed in the hands of the community, for the benefit of the community. In 2016 Siop Griffiths was bought with money raised by the community and in 2019 a second building was bought on the original site.

Numerous consultations were held with the local people in order to understand what exactly the community wanted here in the Nantlle Valley and as a result, a detailed business plan was created.

Over 3 years Siop Griffiths raised £900,000. The money has renovated 3 buildings, and opened a café, accommodation, guesthouse, offices and a digital centre for young people. There are also several community projects on site, which use dozens of volunteers to deliver the social enterprise's community benefit.

Our next step is to renovate the old stables behind the main building to create more accommodation and a bike shed for our electric bikes.

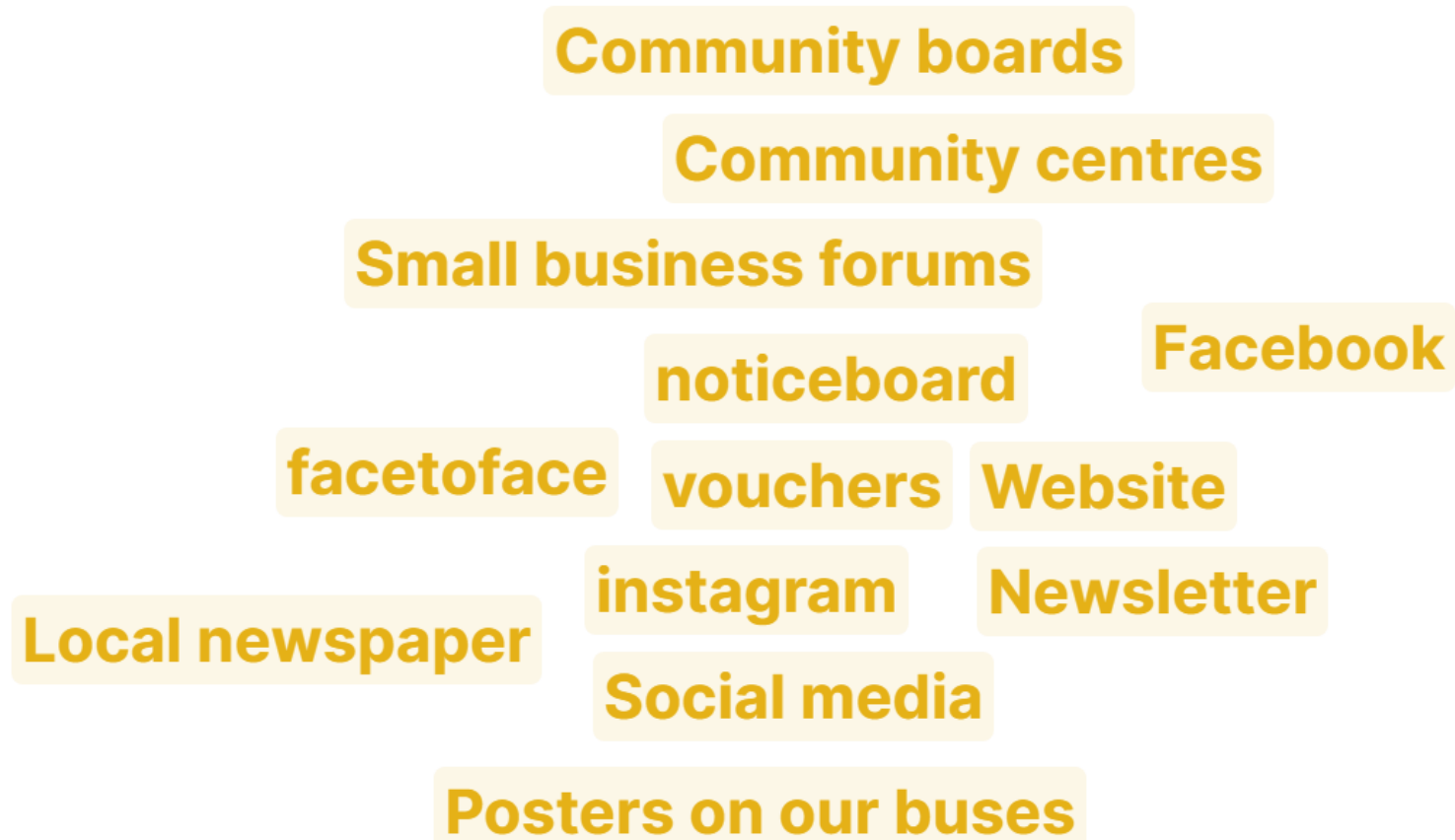
Yr Orsaf's team has changed and grown since employing the first member back in 2019, and by now there are 9 members of staff either working full or part time. The cafe is run by an independent individual and he's also responsible for the cafe staff.

The group of volunteers who established the enterprise are still working hard behind the scenes and have monthly meetings to discuss developments, any issues that rise and plans for the future.

Although we have some income by now, we still rely on grants and funding for the staff's future.

Yr Orsaf has brought life back to the old building and can finally offer something back to the community once again.

Places where you might be able to tell your story



No data without stories, and no stories without data

- **Impact – social, financial, environmental, SROI etc**
 - <https://therainbowfoundation.org.uk/rise-consulting/>
 - <https://ectcharity.co.uk/projects/social-value-toolkit>
 - <https://www.thinknpc.org/resource-hub/understanding-impact/>
- **Member feedback**
- **Core business – trip numbers, miles travelled, passenger types, journey reasons**

CT Social Value Toolkit 2.0

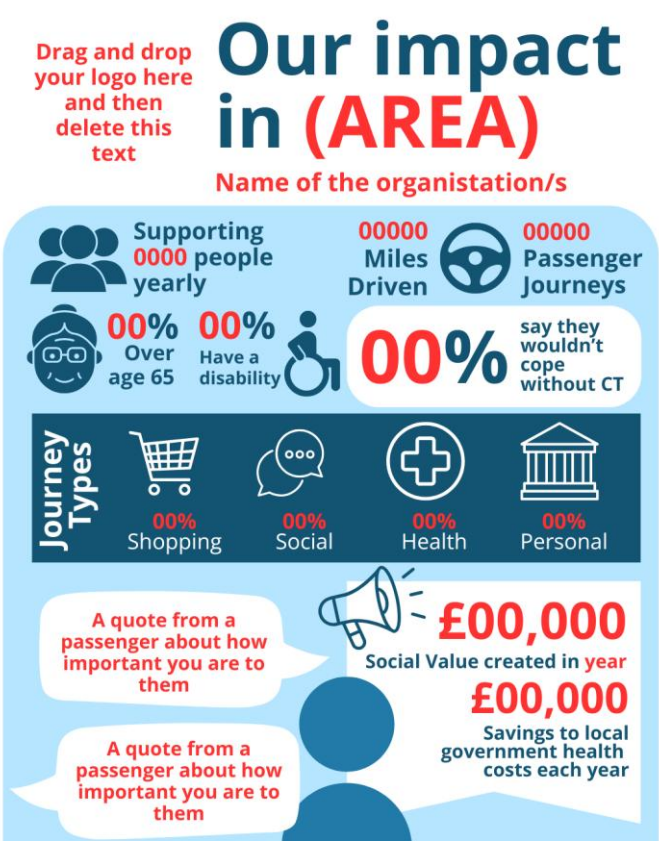
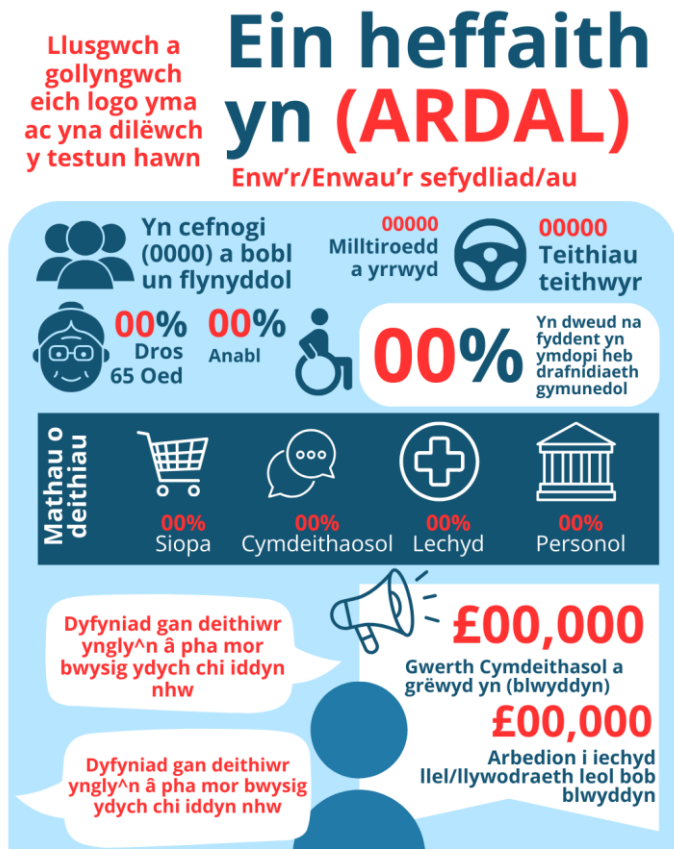


The CT Social Value Toolkit 2.0 is a way for Community Transport organisations (CTs) to capture, measure and communicate the social value that they create through their services.

**WORKING
COLLABORATIVELY
TO HELP YOU
UNDERSTAND
YOUR ORGANISATIONS
IMPACT**



Visual, simple, memorable



Tools and techniques



- Video – keep it simple
- Photos and graphics
- Yourself!
- Supporters/trustees/the community
- Rule of 3
- Mrs Jones
- Canva/Keep/One Note
- CT week
- Membership renewal
- Don't let perfect be the enemy of 'good enough'

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