

STOP  HS2

Action Groups

What do they do?

...& How do they do it?

An presentation from an action group from
Whittington Village & Lichfield City

Formed on September 2010 following
publication of 'the preferred route'...

...located at the end of Phase 1 of HS2



Action Groups...

What do they do?

Actively spread the message
and generate support
to 'oppose the principle of HS2'

Unite communities and creating wider support for
the campaign nationally.

Strive for inter-group unity....avoid disharmony

United we stand...divided we fall.

How do they do it?...

Action Groups position within the 'National Structure'

STOP HS2

HS2 ACTION ALLIANCE

AGAHST

Action Groups Against HS2



Action Groups

Getting Started...

- Define your boundary...you can always extend!
- Define a base...parish councils should support
- Be prepared to share and grow organically with neighbouring groups
- 'All Support Welcome' policy...
- ...recruiting varying skill sets are the key and be prepared for varying levels involvement

Monthly Public Meetings

Keep the impetus up!

...and your meeting frequency consistent
(We meet on a monthly basis)

We always 'Welcome' and define the groups principle 'opposition to the principle of HS2' at the start of every meeting to remind attendees (new and old) of our ultimate purpose.

Recruit!...

Pass round an attendance sheet to collect data

...and invite attendees to give you their email address.

(Action Groups are limited by their time and resources!)

Record!...

Designate a notes keeper for resulting action points

...and invite attendees to volunteer accordingly.

Monthly meetings agenda...

Keep a simple but informative agenda... eg:

1. Local issues
2. National Issues
3. Events and Fundraising
4. Notices & AOB

...and then very importantly...The social side!

Perhaps Tea & Coffee at the end

....or patronage at the local boozer!



**Generate an Email database
of active supporters...**

Then, Email your database of active supporters with activities they can engage...

Remember, best practice...

Use Email but don't abuse peoples inbox patience! (One email a week is enough!)

- 'Bcc' members so as to protect list and individual identities.
- Consider data protection....

"We won't pass on your email to anyone and will remove you from our databse if requested"

**Use the StopHS2 & HS2AA
websites for sources of
activity ...**

www.stophs2.org

www.hs2actionalliance.org

**And don't forget...the viable
alternative to HS2...**

www.betterthanhs2.org

Action group 'Team' meetings

(I'm not a fan of the word 'Committee' but that's essentially what we feel a group needs!)

If possible or group size allows, try and construct a group structure....

Roles can overlap but here's the example our group structure...

- **A Chairman...**a mediator to keep 'meetings' moving...don't feel there needs to be a 'leader'
- **A 'Scribe'** – to keep account of action points or volunteers
- **Group Contact / liaison with 'National' or AGAHST**

- **PR - Press relations**...somebody who can keep feeding developments or facts about the campaign to local/regional press and newspapers
- **Web and Email manager**...someone to build or update your website and send group emails
- **Financial Secretary**...someone to account for monies.
- **Fundraisers / Event organisers**

..other useful 'Team' members

If volunteers exist other useful roles...

Environmentalists

Civil Engineers

...or train experts!

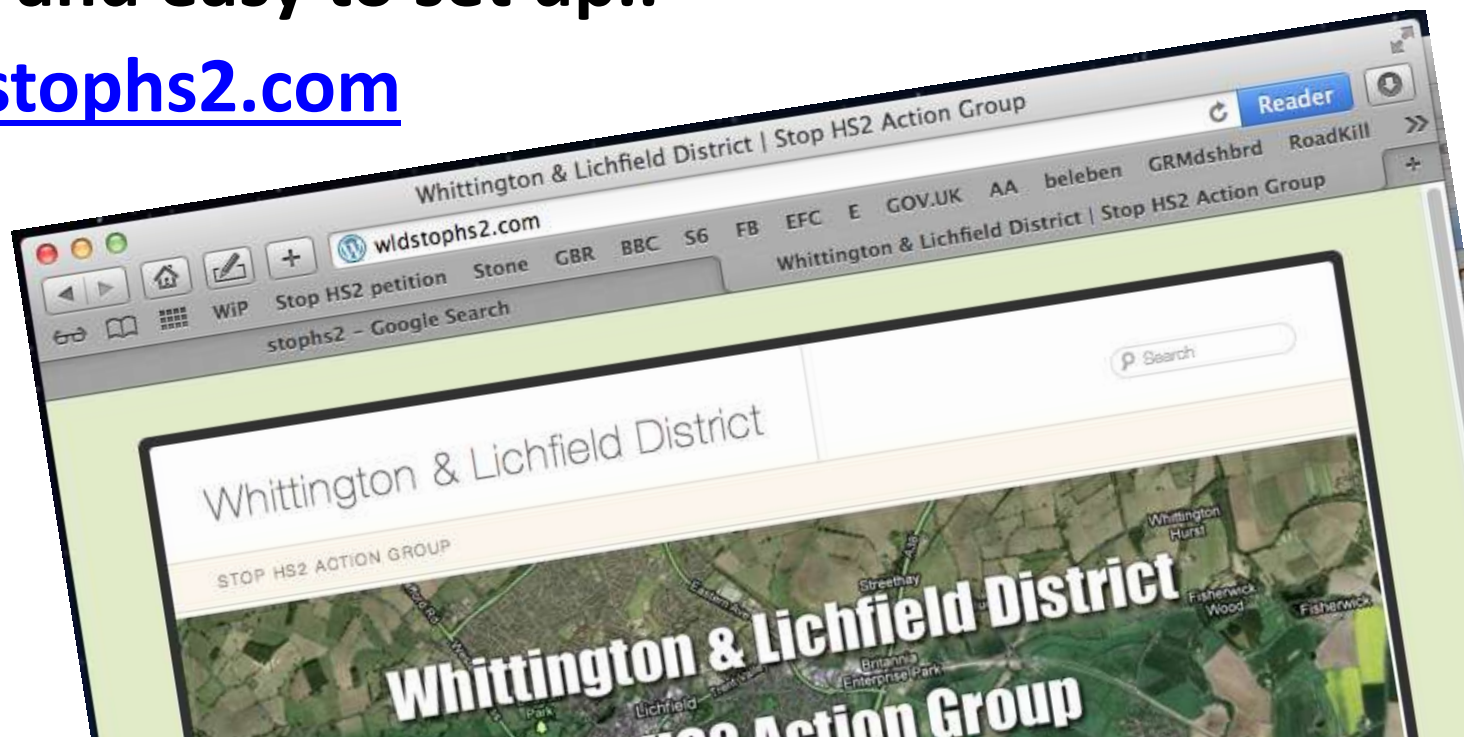
Using the internet...

Build a simple website for notices, news, links and local information relevant to your group....

Try 'wordpress.com'

....it's free and easy to set up..

www.wldstophs2.com



**Don't forget...much of the
information or news you'll
require can be lifted from or
linked to pages at...**

www.stophs2.org

www.hs2actionalliance.org

Social Media...

Facebook... create a local facebook page
....and connect to STOP HS2!



Twitter...follow and re-tweet HS2
campaigners...tweet your opposition



Who can you ask for help from?

1. Parish Councils
2. District Councils
3. County Councils
4. Affected landowners and business.

1. Parish Councils (PC)

Enlist or recruit a suitable Parish Councillor

Ask for use of PC facilities for a 'Community Event'

Ask your PC about a 'Section 137' grant for a Community Project.

2. District Councils

Grants and support should be available

Engineers and expertise

....They should appoint a representative!

3. Your County Council

Grants and support

Engineers and expertise

...They should appoint a representative too!

...and Join 51M if they haven't already!

4. Affected landowners & business

Some may be able to give just time

Some may be able to give just money

...& some both!

Local signage

- inform the community know you exist!

Raise awareness of the route if it's passing through your area.



Lobby at HS2 Ltd Consultation events.

- Have a presence and highlight the justified opposition.
- at your local community events...spread the word!

Action Groups will be invited to attend...

- Community Forums & Bi-laterals...meetings with HS2 Ltd
- Council meetings relating to development in your area.

(Keep friends close and enemies closer!)

Engaging Mitigation...

All part of the overall opposition battle...

...HS1 proved there is only a finite window of opportunity to register mitigating detail.

Mitigation may well drive the cost of HS2 and highlights justified objection and recording your involvement may assist in legal action against HS2 Ltd for failures and misinformation!

Why Fundraise?...

- Support National legal and lobbying costs.
- To pay for costs you'll incur...(eg: signage, event running, promotional collateral, signage)
- Support Hilary and HS2AA & or Joe at STOPHS2... plus others who will no doubt materialise as the battle goes on!

Keep the 'Fun' in Fundraising...

...your group will gain popularity, new recruits and strength too!

Fundraising events

- Outdoor Shows in your area...
- Fetes and Countryside Field events..
- Social Events...Disco's and gatherings that openly generate funds and generate fun!

A few simple ideas that worked for us...

Fundraising ideas...

- Numbers Boards... 100 squares draw, £1 per number, winner receives (say) £25...!



Fundraising ideas...

Balloon races...great for press coverage...and spreading the word off the line.

(Most balloons are made from natural latex so not too environmentally damaging!)



Fundraising ideas...

- Sell Car Stickers... 'Stop HS2'... great adverts for awareness....



Fundraising ideas...

- Get the T-Shirt!

...add your Website
to promote
Your group!



**Remember....Use the
StopHS2 & HS2AA
websites for resources,
assets, facts to share and as
your source of information...**

www.stophs2.org

www.hs2actionalliance.org

www.betterthanhs2.org

You're not alone!

Be positive, be strong & unite...
...this battle could run for some time!

But if we don't fight,
we'll never know what we could have achieved.

Thank you & Good Luck.