

The following is a series of tables that show each of the possible functions of the East Anglian Convergence/Gathering plus a SWOC analysis for each one. We would really like your input and so if there is anything missing and/or you have something to add please do it in this file and return it to the drop box. If you add anything to this file please do it in a different colour ink and let everyone know by email. If you want to comment on the progress of the design or feel you need an input into it then please feel free to add what you would like and Dano and I will do our best to reflect your comments in the design. Thank you :-)

List of possible functions:

Links with 30 year anniversary for Permaculture Association (PCA)

Promotes Permaculture(PC) to a wider audience

Support existing project(s)

Support current permies in Eastern Region

Links the region more strongly to PCA

Helps people create links

Might generate an income to pass on to other projects

Part of 'entrance' fee is given to the association if you are not a member so you can become one
pulls people back into the PCA.

FUNCTIONS AND SWOCS

1. 30 yr birthday

<p>Strengths:</p> <ul style="list-style-type: none">provides a theme for convergingcould provide role for someone to research projects over last 30 yearsgood marketing anglebuild on current projects/enthusiasmssupports folk in Eastgives eastern region a stronger presence and lets everyone know what we are doinglinks into national agenda	<p>Weaknesses:</p> <ul style="list-style-type: none">Creates a pressure to get it right
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<p>Opportunities:</p> <p>Gives us an opportunity to get it right could link with transition 30-30 challenge Creates a vibrant intensity 'add on' function if it all gets too much Provides a role for someone to collate the 'last 30 years in PC in the East research document skill sharing</p>	<p>Challenges:</p> <p>Do we have enough experience/time to mount something large?</p>
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2. Promotes PC to a wider audience.

<p>Strengths:</p> <p>Get to create something of lasting value outside of ourselves Provides a good local profile for the host/venue creates links through a mailing list possible new members for PCA awareness raising with general public meet aims of PCA to spread info</p>	<p>Weaknesses:</p> <p>Needs really good organisation to make it work Do we have the resources? Inviting others means PC may get 'watered down' Adds pressure to 'get it right'</p>
<p>Opportunities:</p> <p>Possible links to other organisations. Invited audience of 'big wigs', who knows where this might lead Local people invited to free workshop regarding a permaculture 'blitz' in a community in Suffolk Stops inward looking focus</p>	<p>Challenges:</p> <p>What is the community going to be? Community could be dependent on venue Venue could be dependent on community</p>

3. Support existing projects/people

<p>Strengths:</p> <p>Beneficial for host project in terms of publicity Creates a stronger network locally Builds on what we already have</p>	<p>Weaknesses:</p> <p>Some people might not be able to come Local support might be weak Solitary nature of some permies means they may not want to be there Might not help the project where we hold it</p>
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<p>Opportunities:</p> <p>Brings people together around a positive focus and helps 'ignite' permaculture in East</p> <p>Opportunity for multiple yields</p> <p>Offering to help projects</p> <p>Learn new skills</p> <p>Possible that a project may need longer term help and therefore an opportunity to stay longer and see something through</p> <p>Create a networking map</p>	<p>Challenges:</p> <p>We need to make sure that whatever we do is beneficial</p>
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4. Linking the local area more fully to PCA

<p>Strengths:</p> <p>promote a 'mythic' view of the east</p> <p>Secure backing for eastern region</p> <p>'completes' the country</p> <p>Might strengthen PCA funding for Eastern region</p>	<p>Weaknesses:</p> <p>Don't know how much money PCA has available for ongoing support</p> <p>Is it necessary?</p>
<p>Opportunities:</p> <p>Twin similar projects</p> <p>Research 'guild' – eg beans for local protein growing project</p>	<p>Challenges:</p> <p>Formal or Informal?</p> <p>Take care of regional 'ego' getting too BIG</p>

Linking People Together

<p>Strengths:</p> <p>Sharing tools/knowledge etc</p> <p>Gives a sense of 'community' to individual practitioners</p> <p>Develops relationships</p> <p>Creates a greater awareness of whats happening in Eastern Region</p>	<p>Opportunities:</p> <p>Something more structured could arise between projects</p> <p>Creates possibilities/openings and links between projects</p> <p>A sense of community</p>
<p>Challenges:</p> <p>Different People may have different irreconcilable agendas</p> <p>People may have a diversity of views</p>	<p>Weaknesses:</p> <p>Geography</p> <p>People too far apart to meet regularly</p> <p>Time</p>

Generating An Income to pass on to other projects

<p>Strengths:</p> <ul style="list-style-type: none"> Pulls people back into PCA Supports small projects 	<p>Opportunities:</p> <ul style="list-style-type: none"> Sets up a fund to be used in future Fund could be administered by PCA Fund could be administered by a local co-op group (set up co-op) Generate money to start fund through gate fees Could be a Permaculture Convergence bursary
<p>Weaknesses:</p> <ul style="list-style-type: none"> Might make the convergence more expensive Should money be such a dominant feature of our thinking 	<p>Challenges:</p> <ul style="list-style-type: none"> People may choose not to join the association Are we OK toeing the 'party line'

If you have anything to add to this SWOC analysis or there is anything you need clarification on please say. Its easy to miss something!

Client Interview.

Debbie interviewed Dano as a 'client'. The questions are from Aranyas book p80-91 (Permaculture Design), but reformulated to work with a non land based project.

The purpose of the client interview is to identify a series of goals that the convergence needs to meet.

1. How do you feel about the National Convergence? Are there any aspects of it you would like to bring into the regional convergence?

Meeting people from different areas

Cross pollination of ideas

Association Update

Networking

Workshops and new ideas

Regional: networking-skill sharing-idea sharing

Someone from association highlighting whats going on nationally.

Creating links

2. What priorities do you feel the convergence should have?

What are the additional things it would be nice to have?

Should be fun and easy to organise so that it encourages others to host regional convergences

Needs to embody permaculture – be a living example

Additionally would be great to film the whole thing (any offers or ideas?)
It needs to attract to a range of diverse people
it would reawaken the permie soul of Suffolk.

3. What is your vision for the convergence project?

Highlight of the year (personally for Dano)
It will achieve national recognition of the East
Links with existing projects
Links with PDC course in Mid Suffolk area

4. Are there any limiting factors you can identify?

Energy – 2 people to start with
Needs to be in Waveney for Dano to put in loads of time
Budgets-paying and valuing people (particularly PDC tutors)
Venue with no additional costs e.g. car parking
Workshop Leaders could be paid in kind
It might be possible to do this for very little cost.
People won't know about in time and might not book.

5. How much time and energy can you bring to bear on the project?

What skills and resources do you have?
Committed people will help give Dano energy
If it's outside Waveney could have an impact.
Need specific roles/good spread of jobs
Some meetings might be valuable but doesn't just want another date in his diary, too many meetings drain energy.

Skills/Resources

Knowledge of local area
Knowledge of local permies
facilitation

good networker

Good at starting things off not good at finishing-prefers to delegate
Wants to be free of menial jobs on the day to be free to solve any problems.

6. Budget. Budget could be minimal.

7. Where do we see as possible sites and what are the benefits?

Existing project where permaculture can be seen and where there are core members in the project.
Where we can benefit existing permies.
Would be good if transport solutions can minimise the use of the car
Cost of venue-can we pay by contribution partly.
Is the place ethically sound
Is it possible to have an overnight stay.

Possibles- Ringfield Hall and GreenGrow (Waveney)

Orchard Barns -is it big enough(Mid suffolk)

Thornham Magna – overnight might be difficult (Mid Suffolk)

8. What is your timescale?

May-August 2013

9. Is there anything else?

Important because its possible and we ought not to give up.

Debbie and Dano Visited Ringsfield Hall, which would provide a great venue and setting but is expensive. There is a structured set up and ready available kitchen/meeting rooms and dorm board for anyone who doesn't want to camp. Easy to be self catering. We can spread the cost by having some people camping and some staying in dorm type accommodation. There is a nearby small holding run on organic principles with some evidence of permaculture techniques but no permaculture design in operation. There is also a smaller venue at Barsham, we could sleep 20 camping. There might be local campsites that would accommodate anymore and this is a working permaculture site. Still to look at Orchard Barns and Thornham Magna.