

Why form a working group?

We hope there will be a lot of people keen to get involved with Naturehood in your area. Having a core team can help to support you with activities like events, projects and campaigns.

If you are just starting out then you might already be aware of, or part of, a local environmental group or community organisation. Joining up with existing groups like these can be a great way to amplify your impact, as well as helping to support the work these groups already do.

If you bring a Naturehood element to an existing group then it can still help to set up a sub-team focused on the project. The most helpful sections of this resource are likely to be the ones headed 'Finding team members' and 'Your first meeting'.

Team size

We suggest that you form a working group of up to 10 people. Any more than this and it will become tricky to reach a consensus and gather all team members together on a regular basis.

Time commitment

Not every working group member will have to spend as much time supporting the project, but it is important to make sure that all team members are still able to commit an appropriate amount of time.

The amount of time needed will depend on a few things. For example, if you aim to run a lot of activities at the same time, or want to get started very quickly, then this will likely require team members to put in a few hours each week. If you have a long time to plan each activity with few 'busy periods' then there will probably be a smaller time commitment, though members will have to be committed for longer.

People don't have to be group members to support your work. There will be plenty to do, so people who can't commit much time or aren't interested in the organisational side of things can still be hugely valuable members of the wider project.

Finding team members

You may already have enough people interested in Naturehood locally to form your leadership team, especially if you are an existing group.

Alternatively, you might need to recruit new people from within your community to help you. You could try contacting your local volunteer bureau, or reaching out to your local newspaper to ask them to run a news story on your plans. [See our pointers for reaching out to your community here.](#)

Either way, it's important to get a range of people involved in the working group. If your working group is a good representation of the community that you are working with then you have a better chance of engaging the whole community. This applies to things like people's background and values, which may affect motivation to get involved, as well as factors like age and lifestyle, which can impact things like availability and methods of communication. To help think through who isn't involved already, check out our [quick guide to diversity and inclusion.](#)

It is also worth thinking about the kinds of skills and knowledge that may be useful to include in your working group. Valuable skills may be things like carpentry and photography, while knowledge you may want to add could be to do with wildlife or social media.

Your first meeting

Use your initial meeting to find out what different interests, knowledge and skills each team member is bringing to the table. You can then use this to help to decide:

1. Your targets -

This is a great chance to either set or revisit your targets collectively, drawing on different people's viewpoints and priorities to find something you can all get behind wholeheartedly.

2. Upcoming campaigns, projects or events -

If you already have campaigns, projects or events in mind you can get people's advice and see where they would be happy to input. If there's nothing planned yet, think about what is important locally and if there is anything coming up in the calendar to tie into.

Your first meeting (continued)

3. Team roles –

People can hold multiple roles. For example, it might be useful to have a designated:

- Chairperson/Group Leader to facilitate and schedule meetings
- Secretary to record decisions and keep all admin in order
- Surveys Lead to promote surveys, such as those organised by Naturehood and link up with local record centres
- Point of contact for the public – such as running social media
- Point of contact for any key partners – such as local authority, or landowners.

4. How often you will meet –

Meetings are helpful for making clear decisions. If you are just starting out it might be helpful to meet quite frequently. If you keep in touch well between meetings in person or via WhatsApp or emails, you may not need to meet so regularly.