

Rural Services Network Seminar
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Herding Cats !!

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Local Economic Growth



North Dorset:

- **5 Market towns – conveniently spread out**
- **Award winning community planning model**
- **4_{1/2} Community Partnerships**
- **Town Councils**
- **Chambers of Commerce**
- **Neighbourhood Planning Groups**
- **Town Teams**
- **Market Traders Associations**
- **BIDS**

Notes on the gentle art of herding cats

1. Cats don't like to be herded
(in fact, you can't really herd cats)
 2. Cats prefer to herd themselves
 3. Cats understand that they sometimes need to be herded (that doesn't make them any easier to herd)
 4. Cats don't like being reminded that they are being herded
 5. Harsh herding has negative consequences
 6. Herd gently, but firmly, with affection or fish as a reward
- Remember, you are a cat, too
we all need herding, at one time or another

- **Terms of reference**
- **Coordination**
- **Geography**
- **Time differences**
- **Strong personalities**
- **Conflicts of interest**
- **Representation on several groups**

- **Confusion – chasing tails!**
- **Who leads?**
- **Communication**
- **Remits**
- **Resources**
- **Quick Wins v Long Haul and process**
- **Burn out or boredom**

- **Clear agreed vision into which all groups have bought**
- **Divi up the work**
- **Clear goals and targets**
- **Clear milestones**
- **Identify gaps or overlaps**
- **Don't reinvent wheels**



- **Incentives and rewards**
- **Bite sized chunks**
- **Celebrate success**
- **Communicate – between groups and publicly**