



MRC Community Action's Friendly Connected Community approach

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THE MARLENE REID CENTRE



About me

My background and past experience

Initial thoughts on the FCC approach



What is a Friendly Connected Community

- ✓ **Friendly**
- ✓ **Welcoming**
- ✓ **Inclusive**
- ✓ **Champion led**
- ✓ **Improves cohesion and respect**



What's in our name?

Organisation formerly known as North West Leicestershire Council for Voluntary Services

Named after local lady Marlene Reid in early 1980's

Strong family connections to this day

Known locally as the MRC



What are we?

Our Vision Statement:

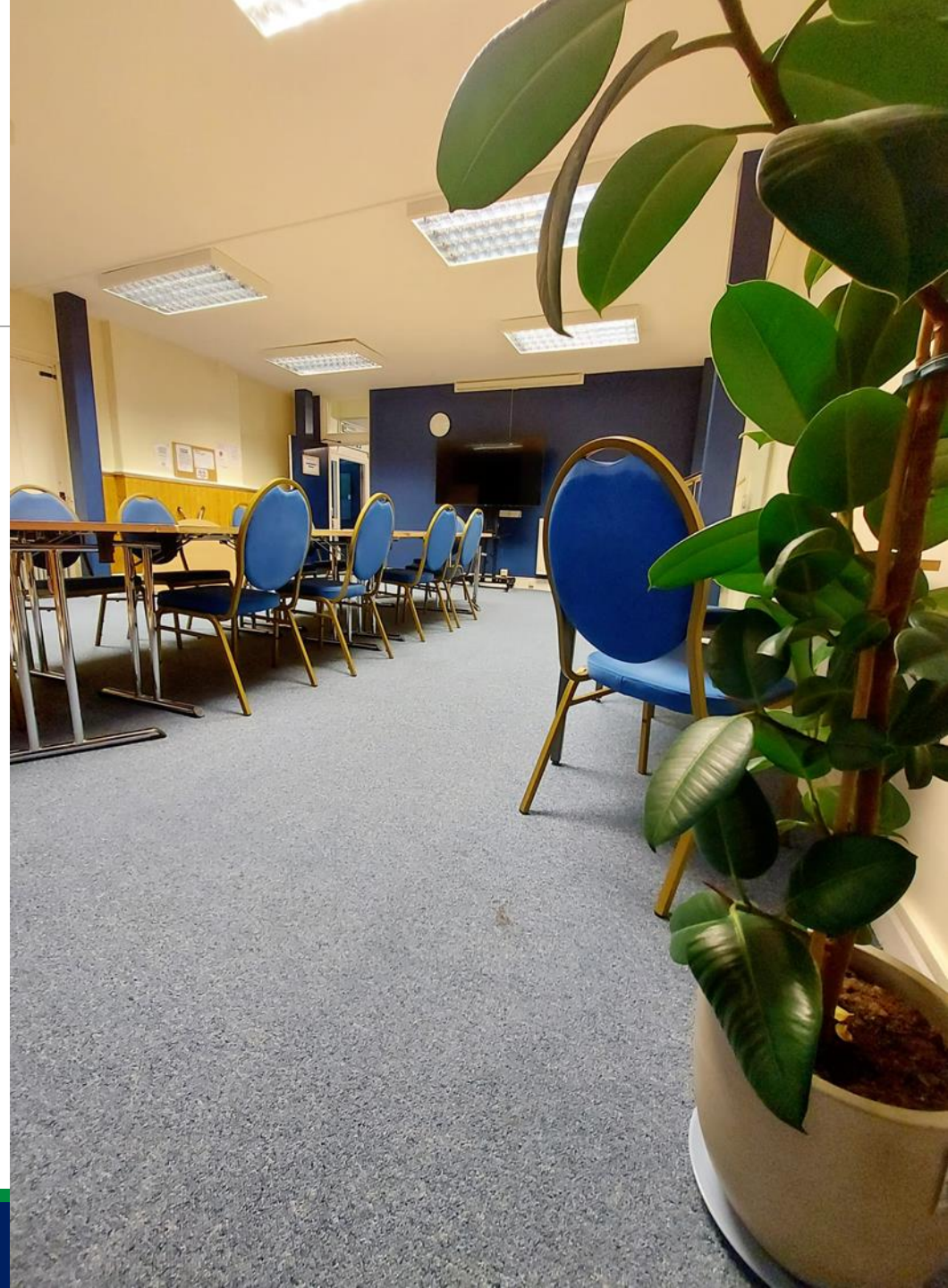
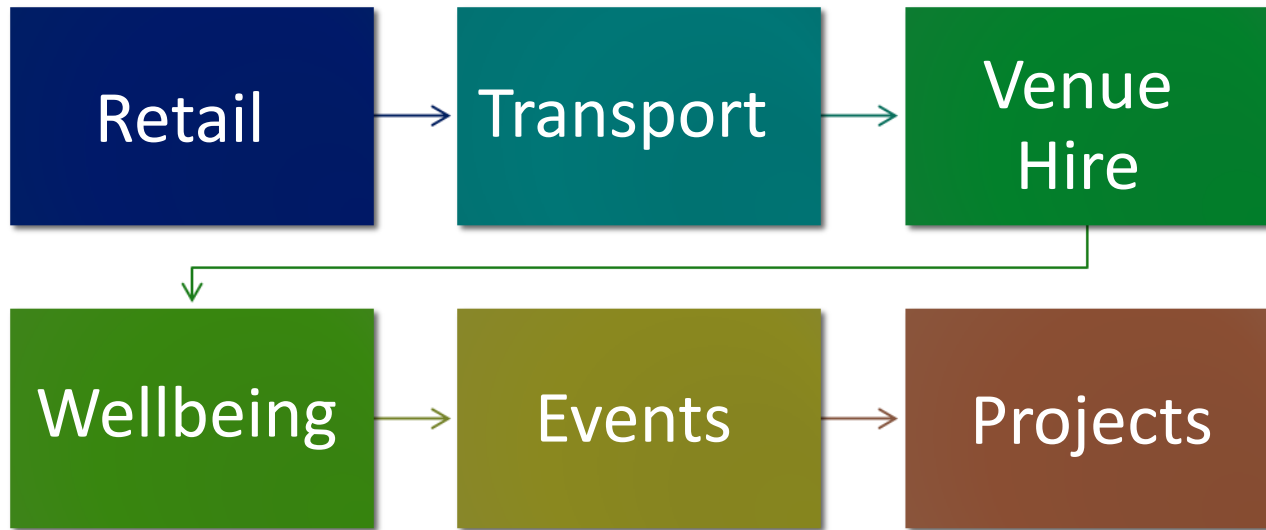
“A versatile community hub adapting our services to the communities changing needs”

Our Values:

Welcoming
Compassionate
Professional
Growing
Empowering



Our Areas



How MRC enact the FCC approach





Reception changes

- New job description of 'Greeter' put in place from Jan 24
- SMILE is the most important job
- Visitor focused rather than admin focused
- The greeter sets the tone of the reception area

The Feel Good Cafe

- Welcoming:** Regular volunteer champions with allocated roles
- Friendly:** MRC team members in the room and living our values
- Inclusive:** Regular celebrations of event days, low-cost buffet, etc





SEWCIAL GROUP

A welcoming group for those interested in sewing.
Bring your own project to complete with friends over a cuppa
or start something new as a group.

WEDNESDAYS
12:30pm - 3:30pm
at The Marlene Reid Centre



☎ 01530 510 515
✉ info@mrc.uk.net
🌐 www.mrc.uk.net



The Sewcial group

- A community sewing group done the MRC way
- Regular attendees who create a great atmosphere
- Informal group leads with eyes on the room supporting new attendees
- Ability led, you do what you can do
- Hidden strengths of volunteer champions who take on ownership within other projects



The Feel-Good Factor of the FCC approach

- ✓ Impact on visitor numbers
- ✓ Impact on individuals, Marjorie's story
- ✓ Publicity
- ✓ Organisational advocacy
- ✓ Attraction to other events, the "cross sell"

“The truth of the matter is that
you always know the right things to do.
The hard part is doing it”

-Norman Schwarzkopf. US Army General