



What is a Happy List?

Happy Lists show the people, organisations and places which go the extra mile, investing time, care and skill to help make their communities happier. We celebrate their contributions, encouraging others to follow suit, promoting great places and ideas while also increasing pride in our local communities.

Happy Lists are drawn from a mix of new nominations and those previously recognised locally. People are drawn at random from these local lists once a year to create a national list of selfless achievements that outshines lists of people who are rich or famous. This project shows how the humble actions of many affect our communities and our cities, making the whole country better and happier place to live.

Background to the project

The original Happy List was created by David Randall at the Independent on Sunday in 2008 as an 'antidote' to The Sunday Times Rich List which celebrates people merely for their accumulation of wealth regardless of the wider societal value they bring. With David's encouragement and endorsement, Happy City created a 'city' list for Bristol in 2013. Brighton joined in 2015, and David has visited both cities to offer his continuing support for running city based Happy Lists around the UK. In 2016 the Independent on Sunday ceased to print, but still publishes online at <http://www.independent.co.uk>.

Benefits of the project

- The biggest benefit of the Happy List project is its capacity to challenge the idea that we should celebrate people merely for gathering wealth. It is a counterbalance to a culture that promotes consumption and competition over community and collaboration.

In addition:

- Nominators get wellbeing benefits from nominating and can take credit for the chain of events which follow.
- Nominees get wellbeing benefits from the appreciation, and become part of a fellowship where there's mutual support.
- The projects, places, activities and ideas celebrated benefit from free PR and from new people engaging and supporting them.
- Society benefits from the ripple effect as people inspired by what they see decide make a difference where they are.



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'HOW TO' GUIDE

HAPPY LIST

GUIDE TO DELIVERY

You can create HappyLists for people, places or organisations – the process is the same. You are aiming to gather and publish a group of inspiring stories – straight from those who are making the difference. The list is designed to build up, with new additions published each week online. The 'full' list is released to the press and added to our Hall of Fame at the end of your campaign. Here's what to do.

Step by Step Project Process

1. Please sign the Community Affiliates Agreement so we can all make sure our partnership flourishes.
2. Once that's signed, register the place you'd like to start a Happy List with us, and we'll make sure no one else near you is already doing that or introduce you if they are!
3. Talk it through with all those you want to bring in to help with getting the project off the ground. You're likely to need skills including: coordination/project management, online social media engagement, meeting or event space and possibly sponsorship and press and PR connections
4. Decide which kind of list (people, places or organisations) you're going to run
5. Decide how long a campaign you want to run. We recommend anything between 3 and 12 months.
6. Decide how many people you want in your final list - there is no 'required' number, but we feel less than 10 is hardly a list, and more than 50 is definitely too many. This will then help you work out how many you need to publish per week of your campaign.
7. Begin online research to find likely candidates and get the ball rolling - try searches with your local area name + 'list' + 'people' with variations like 'award', 'heroes', 'amazing', ' saint', 'inspirational' etc.
8. Get others involved - spreading the word that you are looking for local nominations via noticeboards, newsletters or events - depending on how much time or support you have available.
9. Announce your list launch on Happy City's 'HappyList' page on Facebook here: <https://www.facebook.com/HappyListInfo/>
10. Feel free to invite nominations using the invitation email template and nomination form available via the Happy List webpage.
11. Start contacting nominees (including your own research choices) with the permission email template available via the HappyList webpage. If you have their phone number and you prefer to talk, just call them!
12. Emphasise the need for a good quality photo (>1MB) Smaller images look rubbish so you'll save lots of time if they get it right in the first place.
13. Draft your first profile - it should include the photo (>1MB!) and between 100 and 150 words (max) giving the name, what they've done, where they did it and how it's made a difference to people's happiness around them.
14. Collect at least 5 profiles before beginning to publish. This gives some slack so you're not under pressure if you miss out on a week here or there.
15. Start publishing one profile per week (or the number you've worked out in step 6 above!) on your '@'happymyplace' page and the Facebook HappyList page. You're welcome to share the links from there to your own facebook, twitter or website feeds if you wish.
16. Pending sponsorship, we'll set up an online affiliates forum for advice, tops and support. Meanwhile, if you've any questions, write to us at HappyList@happycity.org.uk

TIP: Try Google Drive or Trello (both free) to help organise your project with team-mates online.

EG: To list 30 people in a 3 month campaign, publish 3 per week.

IMPORTANT! Happy Lists involve personal data. Read and sign our Data Protection Policy first.

TIP! Include @happycityuk on Facebook and Twitter so we can promote your shares.

TIP! Use the description & summary of benefits to build partnerships/find sponsors

TIP! Use our Ethical Policy to help decide if potential sponsors are suitable.

Optional Extra Steps and Suggestions

- **LOCAL MEDIA** – See if they'd like to publish the full list when it's released, or maybe running a monthly feature on your profiles.
- **MEET UPS** – You can use the MeetUps system to help gather people around the project to help you, or help spread the word.
- **LOCAL EVENT** – Consider finding sponsors to cover venue and refreshment costs to run a celebration event for your listed happiness champions.
- **POSTERS** – Consider printing posters (available via the Happy List webpage) for putting up in community centres or notice boards.
- **EXHIBITION** – If sponsors and Happiness Champions are keen, and you have the time(!), consider a follow up exhibition of the HappyList to tour local libraries or museums.
- **VIDEOS** – If you have the skills to film and edit for YouTube, consider asking people to speak to camera. Good 60-90 second clips with a name, what they do, and why they do it will be shared on Happy City's 'HappyList Playlist' on our YouTube Channel.

Feedback

Happy City is a learning organisation, so collecting feedback is part of the Happy List deal. Please take a look at the feedback form, available on the HappyList website, before you start your project to get an idea of the kinds of information we'll be looking to gather. The Community Affiliates agreement asks for HappyLists feedback either quarterly, or at the end of your project if it's less than a three month campaign.

GOOD LUCK!



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