

Appendix G:

Finalising your pledges and action plan

Introduction

Over the two to three weeks following your workshop, the aim is to refine and confirm the pledges and action plan arising from your group conversations. This process ensures that the wealth of ideas generated is carefully organised, prioritised, and transformed into clear, deliverable commitments.

Gather photographs and materials

Begin by collecting all photographs taken during the workshop, including pictures of sticky notes, flipcharts, and any prioritisation exercises. These visual records will help you capture the breadth of discussion and prevent valuable insights from being lost. If you used digital collaboration tools, compile screenshots or exported boards. You could store these in a shared folder that all relevant colleagues can access to encourage collaboration.

Conduct a thematic analysis

With your workshop materials to hand, you may want to conduct a thematic analysis of the notes and flipcharts.¹ Look for recurring keywords, concepts, or concerns that emerged under each stage of the Positive Pathways Model (or your chosen framework). For example, several sticky notes may relate to “strengthening early interventions”, so group them accordingly. Aim to reduce duplication by merging closely related ideas into overarching themes. Note that even at this stage some ideas may fall outside the immediate scope of your current project, or what is feasible, and can be set aside in conversation with the project sponsor as necessary.

Drafting pledges and actions

Using the themes that surface from your analysis, begin drafting a small set of pledges and associated actions. Work closely with the main workshop facilitator and consider inviting table facilitators to a short follow-up discussion, especially if they have specific expertise or knowledge of practical steps. Each pledge should be concise and meaningful, providing an overall direction for improvement. Aim to keep the number of pledges to no more than three so that the outcome of the C2C exercise is focused, able to secure the necessary resources, and then truly deliver.

¹ You can find some useful information about how to do a thematic analysis here:
<https://www.scribbr.com/methodology/thematic-analysis/>

Once pledges are drafted, list the actions required to make them a reality. Where possible, identify named leads or teams for each action, as well as indicative timescales and any dependencies. Clarify how these actions align with the feedback and priorities identified during the workshop as well as with the Positive Pathways Model to maintain the focus.

Sponsor review and sign-off

Present the draft pledges and actions to the project sponsor for initial review. Their strategic perspective will help refine language, confirm feasibility, and ensure alignment with organisational or partnership priorities. Make any adjustments needed, then circulate a revised draft to the wider group for comment. If participants raise further changes, consolidate them carefully, taking note of any significant shifts in scope or resource requirements. Be sure to run these past the project sponsor again before proceeding if there any material changes.

Governance sign-off

Depending on the scale of the commitments, further approvals or resource allocation may be needed. That being the case, once there is consensus on the final pledges and actions, submit them through the appropriate governance channels within your organisation or partnership. Your project sponsor will be able to advise and support that process. Keep lines of communication open, ensuring all stakeholders understand the rationale behind each pledge and are prepared to support implementation.

By following these steps, you will effectively bridge the gap between workshop outputs and concrete, collaborative action, setting the stage for meaningful progress in preventing and relieving homelessness.

Applying for the C2C logo

Once the pledges and actions have been agreed by the senior sponsor, you can forward your pledges and actions to the WMCA Homelessness Taskforce for consideration to receive the C2C logo. You can use the logo on your email footer, website, or marketing materials to demonstrate that you have been through the process.

Apply for the logo by sending your pledges and actions via email to homelessness@wmca.org.uk