

COMMUNITY ENGAGEMENT

How to creatively engage Communities in order to carry out a Community Audit

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Today...

- What do we mean by engagement and what are the barriers
- Toolkit
- Examples
- Listening
- Resources
- Mapping Exercise

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What is community engagement?

- Community: The condition of sharing or having certain attitudes and interests in common. a group of people living in the same place or having a particular characteristic in common.
- **Q: Who are our stakeholders?**
- Engagement: Establish a meaningful connection or contact with someone.
- **Q: What are we trying to achieve?**

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Barriers to engagement

[Unconscious Barriers to Community Engagement TedTalk](#) Brett Powell December 2014

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Learned Helplessness

- “We tried that already”
- “They never spend money here”
- “You’ll be told off for doing that”
- “Things used to be better around here”

Q: Who are the connectors in the community who will challenge this and say “let’s give it a go anyway”?

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Loci of Control

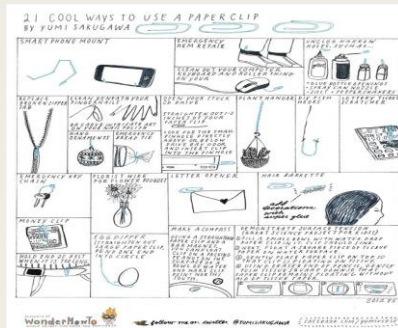


- **External:**
 - Outcomes are out of your control.
 - Independent of hard work or effort
- **Internal:**
 - Outcomes are within your control.
 - Dependent upon hard work, effort and decisions

**Q: Who do we need to involve to get permission to do this?
Do we need permission?
Who will be empowered to help us?**

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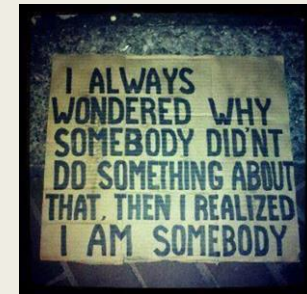
Functional Fixedness



Q: What assets are we not fully utilising or seeing it's potential?

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Bystander Effect



Q: How do you get people to think about their own skills and what they can contribute?

What are your skills?

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■ Community Meals

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■ Community Shops/
engagement spaces

A photograph of a community shop/engagement space. People are seen interacting with various items on display. A chalkboard is visible in the background.

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■ Asset Mapping

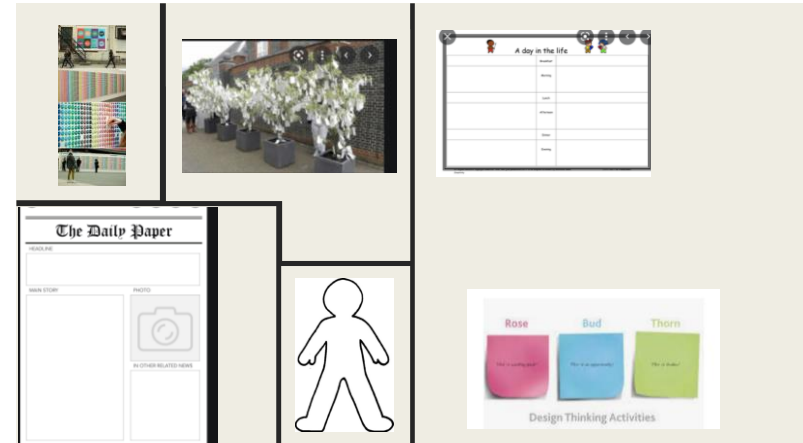
- Physical assets - buildings, equipment, vehicles, parks.
- People assets - connectors, skills,
- Organisational assets - groups, organisations, Councils

A photograph of a community meeting. A large map is spread out on a table, and several cards are placed on it. People are gathered around the table, looking at the map.

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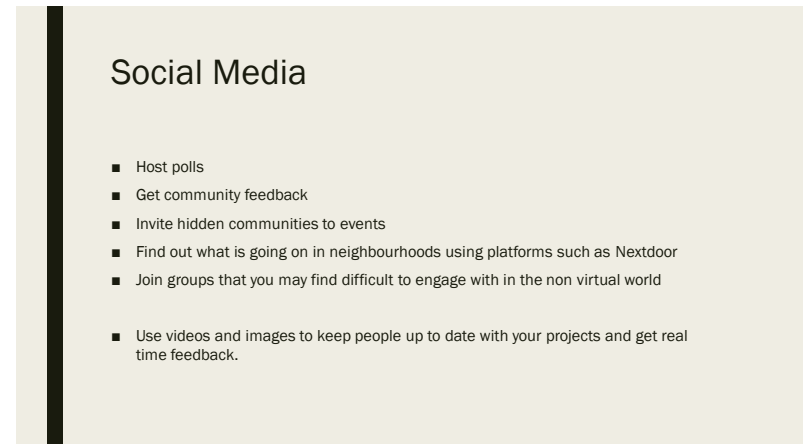
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Resources

Cormac Russell ABCD [Tedtalk](#) 2016
[Nurture Development](#). Asset Based Community Development anchor organisation (explains principles of co-design and co-production.)
 Pinterest creative engagement [ideas](#)
 Community Planning [toolkit](#)
[Ageing Well Torbay](#)
[Ageing Better](#) – Centre for Ageing
 How to host a poll on [Facebook](#)

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Statistics and Desk Based Research

- Please see Community Audit for Kings Ash

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Joint Strategic Needs Assessment

- The Joint Strategic Needs Assessment (JSNA) is a process by which local and Clinical Commissioning Groups assess the current and future health wellbeing needs of the local community to inform local decision making.
- **The JSNA:**
 - Characterises the health and wellbeing status of the local population
 - Identifies inequalities
 - Illustrates trends
 - Describes local community views
 - Highlights the key findings

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Office of National Statistics

- Their main responsibilities are collecting, analysing and disseminating statistics about the UK's economy, society and population.
- [Click Here](#) to be taken to their [website](#)

Indices of Deprivation

- [Statistics](#) on relative deprivation in small areas in England

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Crime Statistics

- www.police.uk Here you can search for crime statistics in a particular area