

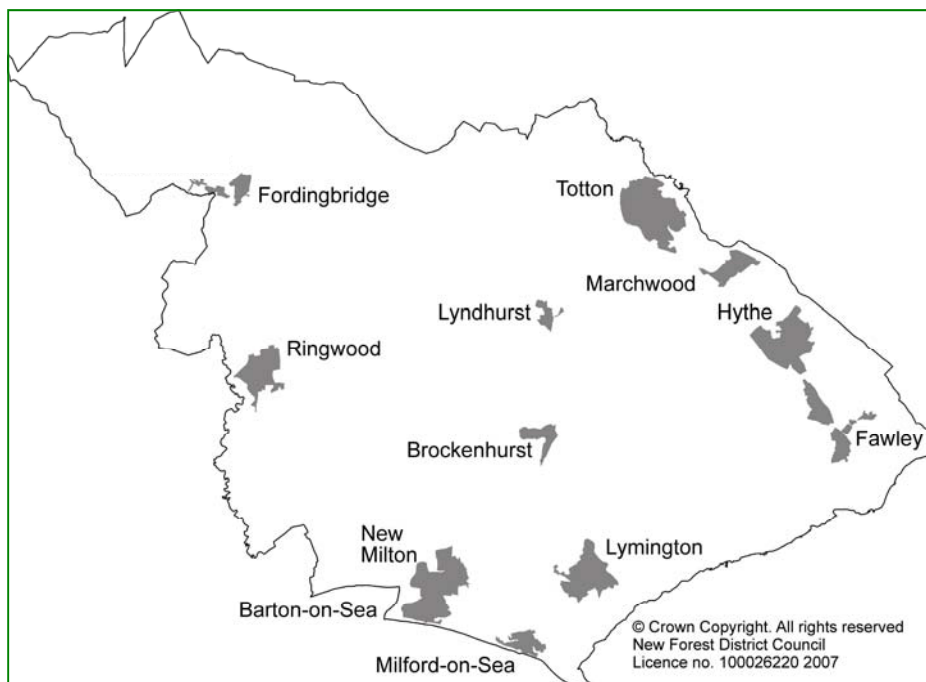


# “Together we can”

## **New Forest District’s Community Engagement Good Practice Guide**

Practical advice and support in developing and  
improving how you can be more effective and  
inclusive in community engagement





## **CHANGING LIVES** Partnership

The Local Strategic Partnership for the New Forest District



# Introduction

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## **What is community engagement?**

Community engagement provides people with opportunities to have a greater say in what happens in their area and to be more involved in decisions that are made.

## **What do we mean by communities?**

Communities can be of place (people in a geographical area), or of interest, (people who share a particular experience, interest or characteristic such as young people or disabled people). It's important to remember, that people often belong to more than one community and communities are always diverse.

## **Why is community engagement important?**

1. By talking about problems and solutions with communities, service providers can make sure that resources are targeted at areas with the most need. Feedback from local people is a way of making sure services meet people's needs and improvements are effective. This could be about anything from roads, to recycling, to community centres.
2. Being involved in projects can help people take on a sense of belonging and pride in their local area. They have a chance to build their personal skills by finding out new ways of doing things, improving communication skills, building confidence or just having fun.
3. Agencies and organisations, like councils, become more open and accessible when people understand how they work, are allowed to have a say in decisions and share the efforts to improve quality of life. Community engagement helps break down barriers and negative views of organisations.

### What do we mean by community engagement?

There are different elements to community engagement and you will need to be clear what you are seeking to achieve with any particular approach or activity. In summary these are shown in the following table:

Engagement type	Goal
Inform	<p>The general goal of this type of engagement is to provide balanced and objective information. This process can provide the basis for building knowledge and skills in order to assist decision making.</p> <p>This is the foundation of all community engagement processes.</p>
Consult	<p>The goal of this type of engagement is to obtain feedback on analysis, alternatives or decisions.</p> <p>Consultation actively seeks views and input into policy, plans and decisions.</p>
Involve	<p>The goal of this method of engagement is to work directly with those you are engaging with throughout the process to ensure that concerns and aspirations are consistently understood and considered.</p> <p>The distinguishing difference between 'consult' and 'involve' is the level of participation expected of the community and other stakeholders. While consulting requires the facilitator to seek feedback at a given point in time, involving means deliberately putting into place a method to work directly with stakeholders throughout the process.</p>
Empower	<p>The goal of this method of engagement is to place final decision-making in the hands of the public.</p> <p>Empowered communities share responsibility for making decisions and accountability for the outcomes of those decisions.</p>

# The Guide

## **Part 1 - Setting the Scene**

This sets the scene and aims to help you consider the benefits and challenges of community engagement.

## **Part 2 - Engagement Approaches**

### **Planning the approach**

- What do you want to achieve?
- What level of engagement is appropriate?
- Who are you engaging with?
- What has been done already?
- Joint or individual engagement?

### **Hard to reach groups**

#### **Engagement methods**

- Informing
- Consulting, involving and empowering
- Deciding on consultation method/s
- Consultation methods
- In-house v's research agency
- How you can encourage people to be consulted, involved or empowered?
- Analysing the information gained
- Reporting the results
- Feeding back to stakeholders

## **Part 3 - Engagement Routes**

There are a variety of routes that support community engagement. This part of the guide provides examples of some key routes that may be able help you.

## **Part 4 - Equality and Diversity in Engagement**

This provides detailed advice on considering principles that help to underpin engagement and how to consider equality and diversity in your approach. There are examples of how to help your engagement to be more effective and meaningful.

## **Appendix 1 - Community Engagement in Action**

These examples help to demonstrate different methods and types of engagement, ranging from informing to empowering.

## **Appendix 2 - Links and References**

Further support for you with community engagement.



## Part one

# Setting the Scene

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This guide gives practical information for all partners in the New Forest District Local Strategic Partnership and the communities and individuals they serve. It accompanies the [New Forest District's Comprehensive Community Engagement Framework](#).

The guide is not prescriptive on when or where it is used. Each section does not have to be stuck to rigidly. For instance, when working with older people, the skills and information set out in the young people and children's section may well be useful. It is designed so that you can dip in and out as appropriate. You may want to take part of one tool and then part of another and mix them up. Try to supplement the information here with research, training and by contacting organisations for more information. This is guidance not instruction. Use your own best judgement at all times.

The heart of community engagement is the development of relationships, open and clear communication, networking, listening, and learning to understand the diverse people and places that we are working with. Community engagement can be hard.

What may work in one area with certain people may not work as well down the road with a different set of people. There are no absolutes, no one answer to any situation and often no way that it can be done quickly, if a meaningful result is the desired outcome. Think about your situation, what resources and expertise you have, what you don't have and what you need to do.

Consider the diversity of our area, young people, older people, disabled people, ethnic groups and faith groups. Keep an open mind to community engagement. Different types of engagement are appropriate at different times. Treat people as experts, learn from them, be flexible, don't be afraid of mistakes, listen, communicate clearly and honestly and don't be afraid to have fun.



An important part of community engagement is relationship building and empowering. The keys to successful relationship building and empowering includes communicating, listening, being flexible, open minded and having long-term commitment.


A key element to supporting and engaging local communities is the democratic process. Here elected members are a prime route for representing the views of the public and their involvement should be a key consideration in any engagement activity.

Project based community engagement and capacity building is one approach to develop relationships with communities and interest groups, or those seen traditionally as harder to reach. Capacity building means developing confidence and skills, this could be with children, young people and/or older people.

Successful project based community engagement and capacity building requires long-term planning, resource support and commitment. In the long term, it is an important way to engage with all groups of people and as the project develops, it will be clear that children, for example, are not that difficult to engage with. It just needs different approaches and time to develop relationships. Capacity building will develop skills and confidence to participate within this project, but also community engagement in the future.

To support you further the good practice guide has included examples of community engagement in action.

Please note that this guide is a live web-based document that will be updated on a 6 monthly basis. To further support the guide a form will be placed on the website to enable relevant items to be added to the guide.



To help you get started listed below are some key points to consider when planning a community engagement initiative of any type:

- Set out your reasons for planning this initiative and what the outcomes might mean.
- What is the basis for your proposal?
- Where has the need for engagement come from?
- Is your initiative long term or short term? Or is it testing the waters?
- Identify what resources will be required.
- Identify your stakeholders or the people you'll be working with and contact them early in the process.
- Identify what your initiative will mean for the people you wish to engage with. What are the benefits to them?
- Be clear on who you will be reaching and what needs/requirements they may have.
- Always take into account diversity and equality principles. If in doubt, ask someone.
- Set up a communication plan and identify how you will promote and market your engagement.
- Make sure that all information is clear, concise, honest, and easily accessible.
- Respond to issues as they come up and keep an open mind.
- Always be willing to learn different perspectives and be honest when you are not sure of something.
- Keep those involved in the engagement informed.
- Communicate the outcomes of engagement particularly if you have consulted, involved or empowered.
- Keep good records of your planning process and what happened throughout the initiative. It always helps when looking back at the end.

## Part two

# Engagement approaches

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### Planning the approach

Prepare a project plan to ensure the exercise is done effectively and efficiently to meet your overall aims and objectives.

#### **What do you want to achieve?**

You need to be clear about what you want to achieve from the engagement process, why are you engaging and what decisions will the engagement activity relate to.

#### **What level of engagement is appropriate?**

You need to identify the best level of engagement for your needs. This will relate closely to the stage you are at in the policy process. If decisions have already been taken or if the ability to make fundamental changes to policy is small then information giving may be the most appropriate method. Being clear about your limits is also important when moving to greater levels of involvement.

Higher levels of engagement provide greater opportunity to empower residents and build capacity. This community development approach should not be seen as short-term but be built on an ongoing process of capacity building, leading to greater control over outcomes by communities themselves.

#### **Who are you engaging with?**

Defining your target audience is very important. This means identifying who, where and why you are engaging and deciding whether or not it will be necessary to engage with a range of different groups in order to achieve your objectives.

#### **What has been done already?**

It is useful to undertake an audit of what has already been done by those in the Local Strategic Partnership. The benefits of this are that you can avoid duplication and consultation fatigue and possibly link into other projects and build on existing consultation.



### **Joint or individual engagement?**

There is now an even greater need to work together on engagement to develop effective approaches to meeting the needs of local communities and stakeholders. Some engagement will be more appropriately undertaken by one individual agency, but sometimes a joint approach would be better. Joint approaches avoid engagement fatigue, and generate collective inputs and resources to the process.

If a joint approach is adopted, relevant partners need to be identified and their role clearly defined. Consideration should also be given to data sharing by agencies. This will help agencies to make more effective use of information and to join up their processes.

## Hard to reach groups

It is important that everyone has the opportunity to be informed or get involved, some groups are perceived by organisations as being particularly hard to reach. The barriers preventing people getting involved such as physical inaccessibility, language, cultural perceptions or social expectations can be overcome by using different mechanisms to keep them informed or seek their views, ensuring that they do not experience social exclusion and disempowerment. Groups can often be relatively small in size and identifying them can be achieved by talking to community groups, professionals and gaining local knowledge and information from those at the heart of the community.

Particularly when consulting, involving or empowering different circumstances can bring with them different issues to overcome such as:

- ✓ improving access and adapting facilities
- ✓ providing childcare
- ✓ removing language barriers by use of interpreters
- ✓ use of visual and audio aids
- ✓ neutral location of venue and timing
- ✓ being flexible and having empathy when considering individual needs
- ✓ Trust and fear issues.

In addition to Part 4 of this guide there is a Equality and Diversity Toolkit put together by Community Action Hampshire that could help when aiming to engage and work with diverse communities. The Toolkit aims to provide reference material on the seven equality strands – gender, race, disability, lesbian, gay and bisexual people, transgender people, religion and belief, and age - and a good practice resource that will help organisations to improve the way we all promote equality and diversity, and reach out and engage with people and groups from all communities. To access the Toolkit please use the link above or visit [www.action.hants.org.uk](http://www.action.hants.org.uk).

## Engagement methods

### Informing

The general goal of this type of engagement is to provide balanced and objective information. This process can provide the basis for building knowledge and skills in order to assist decision making. This is the foundation of all community engagement processes.

This can be providing information about services, policies and decisions, which affect local people, or might be of interest to local communities. In this way you are giving members of the community information to keep them informed about what's happening, and help them understand an issue, a service, or an action planned, the alternative options available and the solution to the problem.

The provision of information should support local people to have their say and get involved. This therefore goes beyond the simple provision of information on how to access services (including locations, opening hours, eligibility criteria etc), although this remains an important aspect of effective delivery.

Information should be provided in a way that local people can easily access and understand, tailoring it as appropriate to different audiences to support involvement.

### Consulting, involving and empowering

Methods used for consulting can also be used to involve and to empower residents.

Involving is taking the consultation stage to the next level and can be achieved by giving the stakeholders you are consulting with the opportunity to be involved from the beginning of the project right through to the end, and would probably mean more than one consultation method being used.

To empower residents means to consult and involve them, but also to leave the final decision making to them.

- This part of the guide will: Help you decide on the consultation methods you need to aid you to consult, involve and empower. Including:
  - Primary or secondary research
  - Qualitative or quantitative
  - Consultation methods
  - Choosing whether to conduct the consultation in-house or employ a research agency
- Let you know how you can encourage people to be consulted, involved or empowered
- Help you with the very important task of feeding back to stakeholders

To consult and/or involve people you may wish to:

- Hold **action planning events**, either focus groups or community meetings held in communities to allow residents to get involved and have their say.
- Set up an **advisory board** where those on the board advise on policy decisions.
- Attempt to engage people about what is important to them and the future development of the area through **conferences** or **visioning exercises**.
- Use the **planning for real** technique where 3D plans of neighbourhoods are used to help focus and problem solve.
- Investigate **parish and town plans** through a partnership community based approach to identify local needs and setting out plans to meet those needs.

Or to empower residents you could hold a **referendum** where the ultimate decision is that of all residents using the voting system.

### **Deciding on consultation method/s**

It is first important to establish whether you require primary or secondary research, or both.

**Primary research** is designed to generate or collect data for a specific problem.

**Secondary research** involves looking and analysing data that already exists in some form whether from an internal or an external source. Different types of data may include – previously conducted consultation, existing databases, performance indicator information, statistical information etc.

It can be used:

- To answer the research objectives
- To help define the reasons for consulting and determine the nature of the evidence required before going on to collect primary research data

Pro's

- Satisfies the research objectives without the need of primary research
- Can be much cheaper and quicker to conduct than primary research
- May help interpret your primary data and therefore enhance your project

Con's

- The data wasn't collected with your research objectives in mind and may not provide you with all the information you require
- The data may be:
  - Of low quality and therefore unreliable or invalid
  - Out of date
  - Bias

**Quantitative** research is used for less complex issues and is most successful when you require a quick and sharp slice of public opinion and attitudes for example by the use of surveys. The results of quantitative research can be used to benchmark. Its disadvantages are that it is not in depth and does not fully explore issues and the reasons for the choices people make.

**Qualitative** research is used for complex issues that need to be looked at in depth. Focus groups are the tool most often used for this type of consultation. The main advantages are that it gives people the opportunity to have their say about the issues that concern them most and it lets you identify the reasons for those decisions. It is essential to ensure that you choose the best support and training for participants, as different levels of skills and expertise are required to ensure effective and meaningful results.



	<b>Qualitative</b>	<b>Quantitative</b>
<b>Nature of questions and responses</b>	<ul style="list-style-type: none"><li>■ What, when, where, why?</li><li>■ Below the surface and emotional responses</li><li>■ Understanding, exploration and idea generation</li></ul>	<ul style="list-style-type: none"><li>■ Who, what, when, where, why, how many?</li><li>■ Relatively superficial and rational responses</li><li>■ Measurement, testing and validation</li></ul>
<b>No of participants required</b>	<ul style="list-style-type: none"><li>■ Relatively small number</li><li>■ Sampling techniques don't necessarily apply but representativeness is still important</li></ul>	<ul style="list-style-type: none"><li>■ Relatively large number</li><li>■ Sampling techniques need to be applied</li></ul>
<b>Data collection</b>	<ul style="list-style-type: none"><li>■ Flexible</li><li>■ Interviews and observation</li><li>■ Less standardised</li><li>■ More open-ended questions</li></ul>	<ul style="list-style-type: none"><li>■ Not very flexible</li><li>■ Interviews and observation</li><li>■ Standardised</li><li>■ More closed questions</li></ul>
<b>Data type</b>	<ul style="list-style-type: none"><li>■ Words, pictures</li><li>■ Detailed and in-depth</li><li>■ High validity, low reliability</li><li>■ Statistical inference not possible</li></ul>	<ul style="list-style-type: none"><li>■ Numbers, percentages</li><li>■ Less detail or depth</li><li>■ High reliability, high validity</li><li>■ Statistical inference possible</li></ul>

**Consultation methods**

It is important that everyone benefits from a planned approach, ensure that your choice of engagement achieves your objectives. Your selection will depend on:

- What resources are available, both human and financial
- How will you target your audience so that they participate fully
- How will you inform people about the choices that they have
- The analysis of findings, how will this be done effectively and quickly
- How will feedback be given to participants and when

You will also need to consider:

- Community capacity - are you sure those you are consulting with want to get involved and have the capacity to be engaged?
- Organisational capacity- who is going to implement the consultation and have they got the right skills or is training required? Consider the use of independent providers who could do the work

Consultation helps to shape and influence the way decisions are made. It is important that consultation:

- Is open and honest, making it clear what can be changed
- Is inclusive and uses a variety of ways to collect views. There is no single right way
- Has realistic timescales: for example, planning for the recommended minimum of 12 weeks for written consultation. This will allow partners time to talk to and represent the views of their organisations. (source; [One Compact for Hampshire](#))

Your consultation project may require:

- One ad hoc consultation method
- More than one consultation method
- A series of consultation method or methods to be used either with differing people or with the same people, over a period of time whether days, weeks, months or years to see a project through from start to finish
- A group of participants to be set up so that differing consultation can be conducted on more than one occasion

The consultation methods covered are:

**Qualitative:**

Focus groups  
Interviews  
Web based discussions  
Email discussions  
Observation  
Workshops  
Public meetings  
Video box

**Quantitative:**

Residents panels  
Questionnaires - Self completion:  
Postal  
Web based  
E-voting  
Questionnaires - Interviewer completed:  
Telephone  
Street  
In-home  
Workplace  
Mystery shopping

## Focus groups

### Description

- A group of people coming together to investigate a particular topic

### Characteristics

- A facilitator is used to guide discussion
- Usually made up of 8-10 people although smaller groups can be used to get greater depth of response or to look into sensitive subjects
- Usually lasts no longer than 1½ - 2 hours
- Open ended questioning techniques used

### Considerations

- How many focus groups will be held, and how many participants in each?
- Where will they be held? Suitability of location and building.
- When are the participants most likely to be available to take part?

### Pro's

- Stimulates in depth discussion on chosen topic areas – peoples experiences, the way they do things, their motivations, their attitudes, their knowledge, the way in which they interpret things, or the meanings they attach to things
- Provides a range of attitudes and opinions
- Can highlight issues that have previously been missed or not realised
- Can create new ideas

### Con's

- Facilitator should ideally be as independent as possible
- Facilitator needs to keep the group focused on why they are there
- If conducting more than one focus group consistency of the facilitator becomes important
- Balance of participation needs to be achieved – not always hearing from the loudest but hearing from all participants even the quieter ones
- Need to be aware of views that may be influenced by other members of the group
- Important for the group to feel comfortable and relaxed in themselves and with each other

### Cost implications

LOW (MEDIUM if use an external facilitator)

E.g. facilitator, room hire, refreshments, props, participants expenses, incentives

### Time implications

#### Set up

MEDIUM (LOW if use an external facilitator)

E.g. recruitment, arrangements, designing session/s, conducting sessions

#### Collating and analysing data

LOW – MEDIUM (NONE if use an external facilitator)

## Interviews

### Description

Guided conversation between an interviewer and interviewee on a particular topic

### Characteristics

- An interviewer is used to guide discussion
- People are usually interviewed individually but can be interviewed in small groups depending on the topic (e.g. its sensitivity), or the characteristics of the interviewees e.g. young people or those with particular religious requirements
- Usually lasts between 45 mins and 2 hours
- Open ended questioning techniques used

### Considerations

- How many people will be interviewed?
- Where will the interviews be held?
- When are the participants most likely to be available to take part?
- Identification card of interviewer imperative

### Pro's

- Stimulates in depth discussion on chosen topic area – peoples experiences, the way they do things, their motivations, their attitudes, their knowledge, the way in which they interpret things, or the meanings they attach to things
- Interviewer can be flexible with questions e.g. can ask follow-up questions if the interviewee mentions something that the interviewer would like to clarify or explore in greater detail
- Appropriate for sensitive topics
- Information on individual attitudes gained
- Offer the ability to get beyond what may be classed as the 'socially acceptable' view

### Con's

- Interviewer should ideally be as independent as possible
- Interviewer needs to keep the interviewee focused on the topic
- Important for the interviewee to feel comfortable and relaxed in themselves and with the interviewer

### Cost implications

LOW (HIGH if use external interviewer)

E.g. interviewer, room hire, refreshments, props, attendees expenses, incentives

### Time implications

**Set up** HIGH (LOW if use external interviewer)

E.g. recruitment, arrangements, designing interviews, conducting interviews

**Collating and analysing data** HIGH (NONE if use external interviewer)

## Web based discussions

### Description

Real time group discussions via a chat room

### Characteristics

- Usually consisting of between 6 and 8 participants
- Lasts usually between 1 and 1½ hours
- Requires a moderator
- Open ended questioning style used

### Considerations

- How many people will be involved in each group?
- How many group discussions should be held?
- When are the participants most likely to be available to take part?

### Pro's

- Moderator can communicate with the whole group or with individuals
- Service can communicate with the moderator throughout the sessions
- Stimulus materials can be shown
- Participant involvement can be tracked
- Provides written record that can be analysed
- Can help to gain views and opinions of normally hard to reach people
- Easy access to geographically dispersed participants
- No group interactions to manage
- Easy to keep to topic
- Participants can answer at own pace and in own time
- Can gain more considered responses
- Offer the ability to get beyond what may be classed as the 'socially acceptable' view

### Con's

- Relies on participant having internet access. Could lead to research not being inclusive to all in stakeholder group
- Relies on participant being computer literate to certain level
- Not useful if there are language barriers
- Compatibility of software between moderator and participants
- You have no way of verifying the participants are who you think they are
- You can not view body language
- May cost the participant to take part
- You can't be sure that you are only getting the views of the person taking part

### Cost implications

LOW (MEDIUM - HIGH if use external moderator)

E.g. stimulus material, attendees expenses, incentives

### Time implications

**Set up** HIGH (LOW if use external moderator)

E.g. recruitment, arrangements, designing sessions, conducting sessions

**Collating and analysing data** MEDIUM (NONE if use external moderator)

## Email discussions

### Description

Real time individual discussions via email

### Characteristics

- Can range from just one question being asked to a series of questions over time
- Requires a moderator
- Open ended questioning style used

### Considerations

- How many people will be involved?
- When are the participants most likely to be available to take part?

### Pro's

- Stimulus materials can be shown
- Participant involvement can be tracked
- Provides written record that can be analysed
- Can help to gain views and opinions of normally hard to reach people
- Easy access to geographically dispersed participants
- No group interactions to manage
- Easy to keep to topic
- Participants can answer at own pace and in own time
- Can gain more considered responses
- Offer the ability to get beyond what may be classed as the 'socially acceptable' view

### Con's

- Relies on participant having internet access. Could lead to research not being inclusive to all in stakeholder group
- Relies on participant being computer literate to certain level
- Not useful if there are language barriers
- Compatibility of software between moderator and participants
- You have no way of verifying the participants are who you think they are
- You can not view body language
- May cost the participant to take part
- You can't be sure that you are only getting the views of the person taking part

### Cost implications

LOW (MEDIUM - HIGH if use external moderator)

E.g. props, attendees expenses, incentives

### Time implications

#### Set up

HIGH (LOW if use external moderator)

E.g. recruitment, arrangements, designing discussions, conducting discussions

#### Collating and analysing data

HIGH (NONE if use external moderator)

## Observation

### Description

Watching and recording people and activity

### Characteristics

- A moderator is required to record activity, incidents and body language
- Recording technology can be used (with permission from participants)

### Considerations

- Should the observations be made at the time by the moderator following the participants or at a later date using recording equipment

### Pro's

- Behaviour is recorded first hand and doesn't rely on participants memory
- Provides in-depth understanding of how and why people do things

### Con's

- To get the most out of the observation the participants should be interviewed about their behaviour after the observation has taken place adding to the cost and time taken for the project to be completed

### Cost implications

HIGH

E.g. moderator, participants expenses, incentives

### Time implications

### Set up

LOW (external moderator will conduct the research)

### Collating and analysing data

## Workshops

### Description

Groups of participants explore issues and 'brainstorm' to come up with ideas and solutions

### Characteristics

- Can involve many or few participants
- If large number of participants smaller groups can be created for brainstorming
- A facilitator is used to guide participants
- Can last a whole day or even two days if required

### Considerations

- Where will the workshop be held? Central location, accessible to all
- When are the participants most likely to be available to take part?

### Pro's

- Can include a wide range of participants
- New ideas and/or solutions can be created

### Con's

- Session is timely for all concerned
- Success relies on outcome of workshop
- Introduction of topic area may need to be covered in depth

### Cost implications

MEDIUM (HIGH if use an external facilitator)

E.g. facilitator, room hire, refreshments, props, participants expenses, incentives

### Time implications

#### Set up

MEDIUM – HIGH (LOW if use an external facilitator and don't attend)

E.g. recruitment, arrangements, designing session/s, conducting sessions

#### Collating and analysing data

MEDIUM (LOW if use external facilitator)

## Public meetings

### Description

Meetings open to all held relating to a specific topic

### Characteristics

Usually a panel of relevant professionals welcome views and opinions on a particular topic and are able to respond to those views and also ask questions

### Considerations

- How many meetings will be held?
- Where will they be held? Suitability of location and building.
- When is the best time for them to take place?

### Pro's

Allows differing views and opinions to be heard

### Con's

- Can be dominated by minority, hard for all opinions to be heard
- Tendency to veer off the topic

### Cost implications

LOW

E.g. room hire, refreshments, props

### Time implications

### Set up

LOW (MEDIUM if attend)

E.g. promotion/advertising, arrangements, designing of meeting/s, conducting meeting/s

### Collating and analysing data

MEDIUM

## Video box

### Description

A room is provided for people to privately record their views and opinions

### Characteristics

- Usually the participants are required to talk about a particular topic
- Recording equipment is required

### Considerations

- Where will it take place – one location or many?
- Will there be a limit of how many people give views at any one time

### Pro's

Can gain honest views and opinions

### Con's

- Potentially difficult to ensure participants are inclusive
- Can be open to abuse
- Equipment will need security
- Some people may feel uncomfortable with this method

### Cost implications

LOW (if recording equipment is previously purchased)

E.g. room hire

### Time implications

#### Set up

MEDIUM

E.g. promotion/advertising, arrangements, attendance whilst recording

#### Collating and analysing data

MEDIUM



<b>Resident's Panels</b>
<b>Description</b> Panel of New Forest residents that are consulted on a regular basis
<b>Characteristics</b> <ul style="list-style-type: none"><li>■ The collection of panel members aim to represent the opinion of all residents in the district.</li><li>■ Opportunity for types of consultations e.g. focus groups, questionnaires</li><li>■ Sub groups of the panels can be consulted on an ad hoc basis</li></ul>
<b>Considerations</b> <ul style="list-style-type: none"><li>■ When will the consultations need to take place?</li><li>■ What type of consultation/s?</li><li>■ Approximately how many questions might you need to ask?</li></ul>
<b>Pro's</b> <ul style="list-style-type: none"><li>■ Easy access to large number of residents</li><li>■ Trend information is easy to gain</li></ul>
<b>Con's</b> <p>Although a variety of methods are used to recruit panel members the panels are self selected and maybe perceived to already have an interest in the council and its services</p>
<b>Cost implications</b> MEDIUM
<b>Time implications</b>
<b>Set up</b> MEDIUM
<b>Collating and analysing data</b> MEDIUM Dependant on consultation method

## Questionnaires – Self completion:

The following types of questionnaires can be used separately or together (as long as continuity is achieved) to ensure that participation is inclusive.

### - Postal

#### Description

Questionnaire sent to respondents home for completion

#### Characteristics

Usually require 3 weeks for majority of questionnaires to be completed

#### Considerations

- A covering letter will be required?
- How many reminders (if any) should be sent?
- Will need to include pre-paid return envelopes or provide freepost address
- Is the layout of the questionnaire attractive and does it look easy to complete?
- Does the respondent have all the information they need to complete the questionnaire? **Pro's** Questionnaire completed at the respondents convenience
- Able to reach geographically dispersed respondents
- Free of interviewer bias or error
- Easy to set up and manage
- Can ask questions that require considered answers
- Can ask questions on sensitive topics **Con's** Questions open to respondent individual interpretation
- Others can influence answers or answer the questions
- May get little detail in open-ended questions
- No opportunity to probe or clarify answers
- The respondent may chose not to answer all the questions
- No opportunity to observe body language
- Danger of poor response rates

#### Cost implications

MEDIUM E.g. printing, postage, incentives

#### Time implications

#### Set up

MEDIUM E.g. designing questionnaire, selecting sample

#### Collating and analysing data

MEDIUM

## - Web based

### Description

Questionnaire available on the internet for respondents to complete on a computer (at home, work, library, café)

### Characteristics

- Usually require 3 weeks for majority of questionnaires to be completed
- Usually ideal for short questionnaires – up to 15 minutes to complete

### Considerations

- Is a covering email required?
- How many reminders (if any) should be sent?
- Where are you going to place the questionnaire?
- Is it going to be available to everyone or require a password?
- Is your sample inclusive?
- Is the layout of the questionnaire attractive and does it look easy to complete?
- Does the respondent have all the information they need to complete the questionnaire?
- How long will the questionnaire take to download?
- Can the questionnaire be saved and then completed at a later date?

### Pro's

- Questionnaire completed at the respondents convenience
- Able to reach geographically dispersed respondents
- Free of interviewer bias or error
- Easy to set up and manage
- Can ask questions that require considered answers
- Can ask questions on sensitive topics
- Data processing errors are reduced
- Can show multi-media material (pictures, audio and video clips)
- Software can direct respondents to the next appropriate question

### Con's

- Questions open to respondent individual interpretation
- Others can influence answers or answer the whole questionnaire
- Limited to those who are computer literate and with internet access
- May get little details in open-ended questions
- No opportunity to probe or clarify answers
- The respondent may chose not to answer all the questions
- No opportunity to observe body language
- Danger of poor response rates – e.g. people not 'logging on'
- People tend to change email address more regularly than postal address
- Wrong email addresses may cut down sample size
- May cost respondent to take part

**Cost implications** LOW e.g. no printing, no postage, incentive

### Time implications

**Set up** LOW E.g. designing questionnaire, selecting sample

**Collating and analysing data** LOW – responses automatically inputted

## - E-Voting

### Description

Stakeholders are asked to vote one way or another on a particular topic area/question

### Characteristics

- Can be achieved using mobile phone text messages, email or over the internet
- Can be one single question or, can lead to other questions being asked.

### Considerations

- When choosing particular method consideration will need to be given to how much information you will need to give – whether or not it is an informed vote you wish to gain - using the web software enables much more information to be given
- Is your profile inclusive?

### Pro's

- Able to vote at the respondents convenience
- Able to reach geographically dispersed respondents
- Free of interviewer bias or error
- Easy to set up and manage
- Can ask questions on sensitive topics
- Data processing errors are reduced
- Ability using email or internet to show multi-media material (pictures, audio and video clips)
- Internet software can direct respondents to the next appropriate question

### Con's

- Need to have a list of mobile phone numbers or email addresses
- Text messages need to be kept as short as possible
- Costs the participant money to respond
- Limited to those who are computer literate and with internet access or those with a mobile phone
- Danger of poor response rates – e.g. people not 'logging on'
- People tend to change email address more often than postal address - wrong addresses or mobile phone numbers may reduce sample size

### Cost implications

NONE - LOW

### Time implications

Set up LOW

**Collating and analysing data** LOW – votes automatically collected

## Questionnaires – interviewer completed:

The following types of questionnaires can be used separately or together to ensure that participation is inclusive as long as continuity is achieved.

### Description

Interviews conducted using standardised structured or semi-structured 'forms' (questionnaires)

### Cost implications

LOW (MEDIUM - HIGH if use external interviewers)

E.g. props, printing, incentives, interviewer expenses

### Time implications

**Set up** MEDIUM (HIGHER if conduct interviews)

E.g. recruitment, arrangements, designing questionnaire

### Collating and analysing data

MEDIUM (LOWER if data inputted straight into computer)

## - Street

### Characteristics

- Conducted on the street or where there is pedestrian traffic
- Interviewer approaches people who he or she thinks fits the sampling criteria
- Usually last no longer than 10 minutes

### Considerations

- Where are the interviews going to take place – where might the right people pass by?
- What will the weather be like?
- Identification card of interviewer imperative

### Pro's

- Interviewer will know if the respondents fit the criteria early on
- Opportunity to build interviewer and respondent rapport

### Con's

- People won't stand around answering questions for very long
- Topic needs to be one that most people will be happy to talk about on the street
- The amount of props that can be used is limited
- May need to call back if respondent isn't available
- Long and complex questions are best avoided
- Respondent may have tendency to answer the questions showing them in the best possible way rather than being totally honest

## Telephone

### Characteristics

- Interviewer telephones potential respondents
- Usually last between 10 and 15 minutes

### Considerations

- How are you going to obtain people's numbers – how inclusive is your chosen method?
- Interviewer will need to give details of who they are and a contact number for the respondents to be able to verify that the interview is legitimate.

### Pro's

- Offers degree of anonymity
- Maybe possible to record answers straight to computer which will cut time implications dramatically
- Committee Room 2 at Appletree Court has a number of telephones available ideal for this sort of project
- Appropriate for geographically dispersed sample
- Quality control can be easily monitored
- Possibility of reaching traditionally hard to reach groups
- Supervisors/managers are on-hand to answer any questions that may crop up

### Con's

- Respondents limited to those who have a telephone which may introduce bias
- The increase of tele-marketing, 'nuisance' and 'con' calls have caused an increase in people being suspicious and therefore more call-screening takes place
- Easy for people to refuse to be interviewed
- May need to call back if respondent isn't available
- Interviewer and respondent rapport may be reduced compared with face to face
- Use of props is almost impossible
- Long and complex questions are best avoided

## In-home

### Characteristics

- Conducted in-home or on the doorstep
- Interview can take up to 45 mins

### Considerations

- When will people be home and open to being interviewed?
- Is the area interviewers are willing to visit inclusive?
- How geographically dispersed is your interview area – how are you going to move around the area and from area to area?
- Identification card of interviewer imperative

### Pro's

- Sampling method may contain geographical criteria
- Usually okay for more sensitive subjects
- Props can be used effectively
- Relaxed environment
- Maybe possible to record answers straight to laptop computer which will cut time implications dramatically
- Opportunity to build interviewer and respondent rapport

### Con's

- People may not wish to invite a stranger into their home or like to conduct interviews on their doorstep
- Respondent may have tendency to answer the questions showing them in the best possible way rather than being totally honest
- May need to call back later at a more convenient time
- Will need to separate respondent from other members of the family and keep interruptions to a minimum



<b>- Workplace</b>
<p><b>Characteristics</b></p> <ul style="list-style-type: none"><li>■ Interviewer asks questions in the respondents workplace</li><li>■ Interview can take up to 45 mins if needed</li></ul>
<p><b>Considerations</b></p> <ul style="list-style-type: none"><li>■ Geographical dispersement of appointments</li><li>■ Is the subject related to the respondents work?</li><li>■ Will need to be pre-arranged</li></ul>
<p><b>Pro's</b></p> <ul style="list-style-type: none"><li>■ Usually okay for more sensitive subjects</li><li>■ Props can be used effectively</li><li>■ Relaxed environment</li><li>■ Maybe possible to record answers straight to laptop computer which will cut time implications dramatically</li><li>■ Opportunity to build interviewer and respondent rapport</li></ul>
<p><b>Con's</b></p> <ul style="list-style-type: none"><li>■ Appointments with busy employees may be hard to schedule</li><li>■ Requires a suitable meeting room or quiet area free from interruptions</li><li>■ Respondent may have tendency to answer the questions showing them</li></ul>

## Mystery shopping

### Description

A trained observer posing as an everyday customer going through the 'experience'

### Characteristics

- After the mystery shop the observer fills in the details of the experience on a questionnaire
- Can be done in person or over the telephone

### Considerations

- Does the observer have enough information to be convincing as an everyday customer
- The employees will need to know that mystery shopping is taking place without giving the game away
- Visits or phone calls from the mystery shoppers should vary to accurately represent the true picture

### Pro's

Can provide real insight

### Con's

- Employees may suss that the customer is a mystery shopper
- Employees may feel uncomfortable or stressed if they feel like they are being watched

### Cost implications

HIGH – likely to need a research agency to provide observers

### Time implications

#### Set up

LOW

E.g. recruitment of agency, provision of relevant information

#### Collating and analysing data

NONE – will be done by research agency

### **In-house v's research agency**

All the information you have drawn together so far will help you decide whether the project can be undertaken in-house or whether it should be given to a research agency.

You may wish to consider:

- The resources that are available in-house?
- Whether parts of the project can be done in-house and other parts externally?
- How 'independent' does the consultation need to be?

### **How you can encourage people to be consulted, involved or empowered**

Engaging with local communities and stakeholders requires them to commit their time and effort into participating. It will be more likely to be effective if participants can see that the outcome of the engagement activity is relevant to their needs. Generating and maintaining interest and a good understanding of the target audience is essential to achieve this.

A key to success is to ensure that you are realistic from the outset about what can and cannot be achieved and that feedback is given to all participants.

Ways of encouraging involvement could include using:

- ✓ Different tools - such as CD ROMs, videos, web cams, radio, text messages
- ✓ Different participation techniques such as workshops, learning exercises, networking events
- ✓ Financial rewards and incentives
- ✓ Accessible locations at appropriate times
- ✓ High-level organisational involvement to generate interest by, for example, getting influential people to be champions

To be resident focused we must see the processes of engagement from the residents point of view.

### **Analysing the information gained**


Consider what software will be needed to analyse the information gained from the consultation. Qualitative and quantitative data is analysed very differently. SPSS, Snap and Excel can be helpful when dealing with quantitative data, whereas word and notepad and pen could be the most effective way of dealing with qualitative information.

Results need to be accurate, clear and concise. Information gained may need to be investigated further e.g. by looking into where people who gave a particular answer lived, or how a particular group of respondents replied to a set of questions, or how those who answered a particular question one way, answered a further question.

### **Reporting the results**

You first need to consider how you will report the results and who your audience is. Your report should include the following:

- Title
- Contents
- Summary of findings
- Background and introduction
- Reasons for consultation
- Research objectives
- Methodology
- Analysis or findings
- Discussion and interpretation
- Conclusions
- Recommendations
- Relevant supplementary information



You may also like to include an audit of what you have done to find out how successfully you have achieved your objectives. It should include:

- Resources - how much has been spent on the engagement in terms of time and money.
- Activities - the number of questionnaires completed, the number of meetings held, etc.
- Impact - have you reached your overall objectives?
- What worked well, what worked not so well?
- Have lessons been learnt and have you shared good practice with others?

### **Feeding back to stakeholders**

This is one of the most important stages in the process of engaging with communities. Participants need to be informed early about the output from any engagement exercise and you should be clear when information will be available and how it will be given. If the exercise is ongoing, feedback needs to be done in a similar way. Simple and concise information based on “this is what you said and this is what we did” is often the best way of informing participants. This stage needs to be planned in the same way as the engagement exercise.

Reporting of information should be clear and concise and reach the target audiences. It is also important to share good practice. Findings can be presented in formal reports, presentations, diagrams, graphs and visual displays such as Geographical Information System (GIS) maps which are an excellent way of communicating a message.

The general public may also be interested to hear about the engagement and its impact(s).

## Part three

# Engagement Routes

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There are a variety of routes that support community engagement. This part of the guide provides examples of some key routes that may be able help you. This is not a comprehensive list and the guide is intended to show key thematic areas. Please note that some organisations cover a variety of engagement routes.

Public Sector		
Mechanism	Description	Contact
New Forest District Councillors	60 Councillors represent the 34 wards within the District. Full contact details can be found on the Council's website and through any of the Council's office centres.	<a href="http://www.newforest.gov.uk/index.cfm?articleid=15">www.newforest.gov.uk/index.cfm?articleid=15</a> Members' Secretary Tel. 023 8028 5451
Hampshire County Council Councillors	New Forest Hampshire Action Team (HAT), all the County Councillors in the New Forest helping to improve the quality of life for the community There are three key objectives for the HAT: <ul style="list-style-type: none"> <li>▪ Local improvement priorities for roads and transport</li> <li>▪ Tackling economic, social and health inequalities in the area to help reduce inequality gaps</li> <li>▪ Supporting the delivery of the LAA at a local level and in</li> </ul>	HAT Officer Tel. 01962 847818
HCC Have your say website <a href="http://www3.hants.gov.uk/hcc/yoursay">www3.hants.gov.uk/hcc/yoursay</a>	An on line consultation website.	HCC Corporate Communications Tel. 01962 846499

## Public Sector (continued)

Mechanism	Description	Contact
Community Roadshows	Roadshows enable the County Council to meet residents and visitors to Hampshire face-to-face, showcase how council tax is being spent on our services and most importantly, listen to what they have	HCC Corporate Communications Tel. 01962 846499
HCC Residents Survey	A regular residents to help HCC improve its services to the community.	HCC Corporate Communications Tel. 01962 846499
Hampshire Now-HCC Residents Magazine	A residents magazine ensuring that residents know how to access County Council services and making sure that residents understand how their Council Tax is spent.	HCC Corporate Communications Tel. 01962 846499
New Forest Today	New Forest Today is your magazine, keeping you in touch with what's going on in the Forest as well as the work of the council and its partners – the New Forest National Park Authority and the Forestry Commission. It is published three times a year and distributed to over 70,000 households within the district as well as public places such as	
Parish & Town Councillors	The 37 town and parish councils in the District represent communities at the most local level. They each hold information on their councillors.	Contact information for each parish council, including a link to their website if they have one can be found at <a href="http://www.newforest.gov.uk/index.cfm?articleid=4954">www.newforest.gov.uk/index.cfm?articleid=4954</a>



<b>Mechanism</b>	<b>Description</b>	<b>Contact</b>
Citizens Panel	Group of over 1000 residents who are consulted up to five times a year on a variety of topic areas via a postal or internet questionnaire.	Corporate Consultations Officer Tel. 023 8028 5434 <a href="http://www.newforest.gov.uk/citizenspanel">www.newforest.gov.uk/citizenspanel</a>
Young People's Panel	Group of over 100 young people who are consulted up to five times a year on a variety of topic areas via a postal or internet questionnaire. Most are also consulted via email for adhoc reasons.	Corporate Consultations Officer Tel. 023 8028 5434 <a href="http://www.newforest.gov.uk/youngpeoplespanel">www.newforest.gov.uk/youngpeoplespanel</a>
Forest Thoughts	Interactive website that concentrates on particular topics. Topic video introduces and outlines the consultation question. Registered residents are invited to comment on the topic area and each other's comments by posting text,	Corporate Consultations Officer Tel. 023 8028 5434 <a href="http://www.newforest.gov.uk/forestthoughts">www.newforest.gov.uk/forestthoughts</a>

## Communities of interest/geography

Mechanism	Description	Contact
Citizens Panel	Group of over 1000 residents who are consulted up to five times a year on a variety of topic areas via a postal or internet questionnaire.	Corporate Consultations Officer Tel. 023 8028 5434 www.newforest.gov.uk/citizenspanel
Young People's Panel	Group of over 100 young people who are consulted up to five times a year on a variety of topic areas via a postal or internet questionnaire. Most are also consulted via email for adhoc reasons.	Corporate Consultations Officer Tel. 023 8028 5434 www.newforest.gov.uk/youngpeoplespanel
Community First New Forest (CFNF)	CFNF exists to ensure the development of a vibrant voluntary and community sector within the New Forest District Area. The voluntary and community sector work closely with and represent many of the district's diverse communities. We support communities and local groups to be engaged and to have a voice.	Tel. 01425 482773 admin@cfnf.org.uk www.cfnf.org.uk
New Forest Business Partnership	NFBP exists as a conduit between the business community and local authorities in order to ensure that the interests of business are represented in the LA's decision making, and to keep businesses informed about matters of interest to them.	Chair: Rob Dewing Tel. 023 8028 3452 rob.dewing@northerwood.co.uk NFDC Economic Development Officer Matt Callaghan Tel. 023 8028 5371 matt.callaghan@nfdc.gov.uk
HCC Residents Survey	A regular residents survey to help HCC improve its services to the community.	HCC Corporate Communications Tel. 01962 846499



Mechanism	Description	Contact
Parish and Market Town Plans	<p>Community-led initiatives that involves consultation with all members of the community to see how they would like their parish to improve over the next 10-15 years. An action plan is drawn up to involve relevant agencies to help deliver the projects.</p> <p>Councillors from Parish, District and County Council supporting the development of Parish Plans through Cllr Forums.</p>	<p>Community Planning Officer, NFDC            Tel. 023 8028 5342  <a href="http://www.newforest.gov.uk/index.cfm?articleid=6566">www.newforest.gov.uk/index.cfm?articleid=6566</a>  <a href="http://www3.hants.gov.uk/community-led-planning.htm">www3.hants.gov.uk/community-led-planning.htm</a>  <a href="http://www3.hants.gov.uk/business/rural-initiatives/market-towns/town_plans.htm">www3.hants.gov.uk/business/rural-initiatives/market-towns/town_plans.htm</a></p>
Have your say website <a href="http://www3.hants.gov.uk/hcc/yoursay">www3.hants.gov.uk/hcc/yoursay</a>	An on line consultation website.	HCC Corporate Communications Tel. 01962 846499
Community Roadshows	Roadshows enable the County Council to meet residents and visitors to Hampshire face-to-face, showcase how council tax is being spent on our services and most importantly, listen to what they have to say.	HCC Corporate Communications Tel. 01962 846499
Local Development Framework	Preparation of development plan documents and supplementary planning documents that form the Local Development Framework for the area. Wide range of consultations undertaken at various stages of the process, including with local groups and organisations and members of the public. Individuals can ask to be included on a database of people wishing to be kept	Policy and Plans Team, NFDC Tel. 023 8028 5231

## Communities of interest/geography (continued)

Mechanism	Description	Contact
Hampshire Now-HCC Residents Magazine	A residents magazine ensuring that residents know how to access County Council services and making sure that residents understand how their Council Tax is spent.	HCC Corporate Communications Tel. 01962 846499
New Forest Consultative Panel	A discussion forum for more than 70 voluntary and statutory organisations within the New Forest National Park, administered by the National Park Authority. The organisations represent local communities, recreational and environmental groups, land managers and local authorities, all with an interest in the protection and conservation of the New Forest.	Head of Member Services, NFNPA Tel. 01590 646645 david.stone@newforestnpa.gov.uk
Equine Forum	An independent advisory group to represent the views, concerns and perspective of the equine community in the New Forest. It is formed of representatives from key equestrian groups and other bodies having an interest in or direct relationship with the equestrian community. Administered by the National Park Authority, but independent of it.	Director of Strategy and Planning, NFNPA Tel. 01590 646659 steve.avery@newforestnpa.gov.uk
Mosaic Project	Part of a national project with aims to encourage engagement between black and minority ethnic communities and National Parks with a view to establishing 'community champions' from those communities. In the New Forest, work is especially focused on links with Southampton and London.	Head of Visitor and Recreation Services, NFNPA Tel. 01590 646684 nigel.matthews@newforestnpa.gov.uk

## Children and young people

Mechanism	Description	Contact
New Forest Local Children's Partnership	A multi agency group that devises the Local Delivery Plan which sets out the key actions to improve outcomes for children and young people.	Tel: 023 8028 5456
Children and Young People Community Action Network	A multi agency forum for practitioners to share information and practice in this field	Tel: 023 8028 5456
Youth Parliament	There is an elected representative to the UK Youth Parliament	<a href="http://www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm">www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm</a>
Young People's Panel	Panel of young people aged between 10 and 18 who are consulted on a regular basis. Run by the district council but is available for partner organisations to use. <a href="http://www.newforest.gov.uk/youngpeoplespanel">www.newforest.gov.uk/youngpeoplespanel</a>	Tel: 023 8028 5434 Debbie.holmes@nfdc.gov.uk Corporate Consultation Officer New Forest District Council
INQ.org.uk	INQ is a web site and magazine promoting positive activities for young people a means for consultation and expression of views. It is available for multi-agency input	<a href="http://www.inq.org.uk">www.inq.org.uk</a> and for material / content email <a href="mailto:info@inq.org.uk">info@inq.org.uk</a>
Youth Council	The Youth Council brings together young people from across the District to consider shared issues and has acted as a sounding board for service providers	<a href="http://www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm">http://www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm</a>

## Children and young people (continued)

Mechanism	Description	Contact
School Councils	Most schools have a School Council which as well as considering matters pertinent to the School, are extending their brief to community matters	Contact individual schools
New Forest Educators' Forum	Forum co-ordinating the work of outdoor education providers in the New Forest National Park, administered by the National Park Authority.	Education Officer, NFNPA Tel. 01590 646680 amanda.elmes@ newforestnpa.gov.uk
HCC Youth Teams	<p>Youth workers engage with young people between the ages of 13 and 19, offering them support and learning opportunities in a challenging but safe way.</p> <p>Youth Teams deliver open access opportunities for young people and a range of early intervention and preventative work in various setting.</p> <p>Connexions offer a service to all young people aged between 13 and 19 (or up to 25 for young people who have learning difficulties and disabilities). They employ personal advisers (PAs) who are able to give advice and guidance on issues young people may be faced with, whatever they are.</p> <p>"youth tube" is a web site which provides links to both services and other information targeted at young people.</p>	<p><a href="http://www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm">www3.hants.gov.uk/childrens-services/youth/cs-youthteams.htm</a></p> <p><a href="http://www3.hants.gov.uk/childrens-services/youthtube/youth-events.htm">www3.hants.gov.uk/childrens-services/youthtube/youth-events.htm</a> 023 80 866203</p> <p><a href="http://www3.hants.gov.uk/childrens-services/youthtube/about-sfyp/connexions.htm">www3.hants.gov.uk/childrens-services/youthtube/about-sfyp/connexions.htm</a></p> <p><a href="http://www.connexions-direct.com/">www.connexions-direct.com/</a></p> <p><a href="http://www.youthtube.hants.gov.uk">www.youthtube.hants.gov.uk</a></p>

## Community safety

Mechanism	Description	Contact
<p>Hampshire Constabulary</p>	<p>Telephone surveys are undertaken both with victims of crime within the NFDC area, as well as with a separate sample of residents who may or may not have had reason to contact the police, in order to find out their views.</p> <p>Results from the victim of crime surveys are made available monthly and seek to gain the views of residents on the quality of service they received from the police. The quarterly produced residents' surveys look more widely at views on (amongst other issues) the extent to which the local council and police are dealing with crime and ASB matters and the extent to which they consider various crime and ASB matters are a problem in the local area.</p> <p>At the local level the District Safer Neighbourhood Teams attend regular public meetings in their areas. These meetings include Parish and Town Council meetings, beat surgeries which are usually held in locations where there is a high footfall such as supermarkets and town markets, utilising the mobile police office, shop and pub watch meetings and neighbourhood panels.</p> <p>In some areas use is also being made of e-mail harvesting as a direct engagement tool with the community. A similar system – Voice Connect or VC relay is also due to be trialled in the District</p>	<p>Various contact methods available, local meetings are advertised on the team web pages (<a href="http://www.hampshire.police.uk">www.hampshire.police.uk</a>) and in beat reports. The Town and Parish meetings are also advertised on the relevant web pages. There are also e-mail addresses for each team on the Hampshire police web pages.</p>

## Community safety (continued)

Mechanism	Description	Contact
<p>Hampshire Fire and Rescue</p>	<p>The service undertakes an annual public consultation on its draft service plan for coming year. This includes holding facilitated engagement sessions with members of public.</p> <p>Within the New Forest area we attend a range of public events so that we can engage directly, including the New Forest show and New Forest Mela as well as a range of local events supported by our local crews. We undertake targeted engagement to prevent incidents occurring – such as LIFE courses with young people and arson reduction activities planned through our Arson Forum. This forum enables us to engage with a range of locally based public, third and private sector groups to co-ordinate activity.</p> <p>Our staff engage directly with the public through the delivery of targeted home fire safety visits. We target these visits at those we consider most vulnerable and we work with partners to identify these people where possible.</p> <p>We communicate and inform the public of our activity through our website and also through partnership literature where appropriate.</p>	<p>General enquiries can be directed to:  Hampshire Fire and Rescue Service  Headquarters  Leigh Road  Eastleigh  Hampshire  SO50 9SJ  Tel. 023 8064 4000  Web:  <a href="http://www.hantsfire.gov.uk">www.hantsfire.gov.uk</a></p> <p>Enquiries specific to the New Forest can be directed to the Group Office:  Group Manager  Steve Foye  Lyndhurst Fire Station  Southampton Road  Lyndhurst SO43 7BQ  Tel. 023 8072 5256</p>



<b>Mechanism</b>	<b>Description</b>	<b>Contact</b>
<p>New Forest Community Safety Partnership</p>	<p>A statutory multi agency partnership that undertakes work to reduce crime, disorder, anti-social behaviour and issues related to substance use. The Partnership welcomes engagement with community groups and representatives of communities.</p> <p>The work of the Community Safety Partnership is scrutinised by the New Forest District Council's Crime and Disorder Panel. The Panel's engagement role as a 'critical friend' is to challenge executive policy-makers and decision makers within the Partnership and to enable the voice and concerns of the public and its communities to be heard.</p> <p>The Partnership is statutorily required to undertake at least one Face the People session per annum to give community access to the main partners; fire service, police, NFDC, HCC, fire authority, police authority, primary care trust and probation service. The face the people sessions are usually undertaken at community locations and are 'drop in' style with information and assistance available to address community needs around crime, disorder, anti-social behaviour and unlawful drug use.</p>	<p>Community Safety Co-ordinator, New Forest District Council. Tel. 023 8028 5148</p>
<p>Joint Litter Working Group</p>	<p>A group that co-ordinates the efforts of a wide range of organisations to tackle litter in the New Forest National Park, including organising the annual 'spring clean' event. Administered by the National Park Authority.</p>	<p>Head of Visitor and Recreation Services, NFNPA Tel. 01590 646684 nigel.matthews@newforestnpa.gov.uk</p>

## Economy

Mechanism	Description	Contact
New Forest Business Partnership	NFBP exists as a conduit between the business community and local authorities in order to ensure that the interests of business are represented in the LA's decision making, and to keep businesses informed about matters of interest to them.	Chair: Rob Dewing Tel. 023 8028 3452 rob.dewing@northerwood.co.uk  NFDC Economic Development Officer Matt Callaghan Tel. 023 8028 5371 matt.callaghan@nfdc.gov.uk
New Forest Tourism Association	NFTA exists to represent the needs of the tourism industry, act as a conduit with local authorities and to develop co-operative business practice and marketing across all	Chair: Tim Howell Tel: 01425 651206 timhowell@sandyballs.co.uk

## Environment

Mechanism	Description	Contact
New Forest National Park Authority members and officers	Attendance at all parish council meetings within the National Park boundary twice a year formally and informally when the need arises.	Chief Executive, NFNPA Tel. 01590 646633 barrie.foley@newforestnpa.gov.uk



Mechanism	Description	Contact
New Forest National Park Authority	Meetings of the Authority and its Committees are open to the public and members of the public can submit questions prior to meetings provided notice of at least two full working days is given.	Head of Member Services, NFNPA Tel. 01590 646645 david.stone@newforestnpa.gov.uk
New Forest Access Forum	The forum advises the National Park Authority and other organisations on how to make the New Forest countryside and coast more accessible and enjoyable for open-air recreation by everybody. The forum meets four times a year, with additional training and workshops. It is administered by the National Park Authority.	Countryside Access Officer, NFNPA Tel. 01590 646669 sarah.manchester@newforestnpa.gov.uk
Ranger Forum	A forum that brings together rangers operating in the New Forest National Park and aims to co-ordinate aspects of their work. It is administered by the National Park Authority.	Recreation Officer, NFNPA Tel. 01590 646682 saira.sheldrake@newforestnpa.gov.uk
Forest Design Plans	The Forest Design Plans (FDP) establish the future direction and management of the woodland inclosures of the New Forest managed by the Forestry Commission. The Plans are influenced by a FDP Forum made up of representatives of statutory and community organisations. Public events are organised when the FDPs are being renewed to which anyone can contribute.	Forest Planning Manager, Forestry Commission Tel. 023 8028 3141 enquiries.new.forest@forestry.gsi.gov.uk www.forestry.gov.uk/newforest
Community Climate Change Engagement- The Greening Campaign	A strategic approach to engaging communities into Climate Change.	Director of Environment Tel. 01962 846126

## Environment (continued)

Mechanism	Description	Contact
Open Forest Advisory Committee	The Open Forest Advisory Committee (OFAC) provides advice to the Forestry Commission about the land management work undertaken on the "Open Forest" (the grazed part) of the New Forest. Members of OFAC are representatives of statutory and community organisations with an interest in the Open Forest.	Open Forest Manager, Forestry Commission Tel. 023 8028 3141 enquiries.new.forest@forestry.gsi.gov.uk www.forestry.gov.uk/newforest
Volunteer Ranger Service and Two Trees Conservation Team	The Volunteer Ranger Service and Two Trees Conservation Team are open to anyone who wishes to undertake practical volunteering in the New Forest.	Volunteer Co-ordinator, Forestry Commission Tel. 023 8028 3141 enquiries.new.forest@forestry.gsi.gov.uk www.forestry.gov.uk/newforest
Verderers Court	The Verderers Court oversees commoning in the New Forest and has powers to regulate certain other developments within the area e.g. roads, electricity lines, car parks or recreation facilities where these affect the Forest. Anyone is able to make a "presentment" (a verbal statement) to the Court about a matter relevant to the	Clerk to the Verderers Tel. 023 8028 2052 enquiries@verderers.org.uk www.verderers.org.uk

## Health and well being

Mechanism	Description	Contact
NHS Hampshire	<p>NHS Hampshire works to meet the health needs of Hampshire's diverse communities. The organisation and all the staff working for it are committed to the principles and values of the National Health Service (NHS).</p> <p>Working closely with our other NHS partners and colleagues within local government, NHS Hampshire is investing in Hampshire's health, working hard to reduce health inequalities and giving Hampshire residents the information they need to make the very best personal</p>	<p>NHS Hampshire Headquarters Omega House 112 Southampton Road Eastleigh, Hants SO50 5PB Tel. 023 8062 7444 Fax. 023 8064 4789</p>
New Forest Health and Wellbeing Partnership Board	<p>'The New Forest Health and Wellbeing Partnership Board was established with the aim of improving health and wellbeing across the New Forest and to reduce health inequalities by bringing together statutory, community, voluntary and business sector organizations. The aim of the Board is to promote the health and wellbeing agenda across the New Forest to partners and the wider population by providing strategic leadership based on identified needs and policy. It forms a consultation network for statutory, voluntary, community and private sector organizations and works with relevant groups.'</p>	<p>Nikki Stevens Health Policy Development Manager Public Health and Community Safety Tel. 023 8028 5217 Mobile: 07768698290 Fax: 023 8028 5596 Nikki.Stevens@nfdc. gov.uk www.newforest.gov. uk</p>

## Health and well being (continued)

Mechanism	Description	Contact
Hampshire Local Involvement Network (LINK)	Hampshire Local Involvement Network (LINK) gives you the opportunity to influence your local health and care services. Anyone can get involved, and it has been set up to make sure that people in Hampshire get the health and social care services they need.	Administrator Tel. 08450 949 497 or 01225 701136 Administrator@Hampshire-LINK.co.uk This e-mail address is being protected from spam bots, you need JavaScript enabled

## Housing

Mechanism	Description	Contact
Various Interest Focus Groups	Tenants who express an interest in a particular area of housing and/or subject attend a focus group where they meet Officers and others to learn more, discuss issues that concern them or help to devise policy.	Resident Involvement Officer Joanne Luscombe Tel. 023 8028 5222 Joanne.luscombe@nfdc.gov.uk
Housing Review Panel	Nominated tenants are co-opted members of the Panel and are able to give their views on reports.	
NFDC Cabinet	Two tenants are invited to attend the Council's Cabinet and invited to make their comments as tenant representatives on reports that affect the Housing Service or Housing Policies.	
Housing Community Action Network	A group of housing professionals and others who have an interest in Housing in the New Forest. The group take a strategic view of housing issues and help to set actions and policies to resolve housing issues.	Diana MacLean Housing Strategy Manager Diana.maclea@nfdc.gov.uk

## Leisure

Mechanism	Description	Contact
New Forest Local Sports Council	Brings together local clubs	Sports and Youth Development Officer NFDC [023 8028 5121]
Sports and Physical Activity Alliance	This multi agency group develops activity programmes to facilitate participation in sports and physical activities	Sports and Youth Development Officer NFDC [023 8028 5121]
New Forest Schools Sports Partnership	A structure of sports delivery that includes all schools in the New Forest. This groups assists with delivery and teaching to ensure equality of opportunity for all pupils, whether in participating, volunteering or leadership	Partnership Development Manager 02380 665483 ainsworthn@testwood.sch.uk
County Sports Partnership	A collective of sports development deliverers from Hampshire local authorities (including Unitaries); national Governing Bodies of Sport and educational establishments. This group allows collective working and cross-border co-operation to enable equality of opportunity	Sports Development Manager 01962 847531 Penny.woods@hants.gov.uk

## Older people

Mechanism	Description	Contact
Older Person's Community Action Network	A group comprising professionals, volunteers and others involved in older person's services with the aim of setting targets and actions to meet the needs of older people and the Council's corporate aims in relation to older person's services.	Dave Brown Head of Housing Dave.brown@nfdc.gov.uk
Older People's Forum	An older person's interest group comprising professionals, volunteers and older people to gain a greater understanding of older people's issues generally and to give the opportunity to learn more about services offered in the District.	mail@ageconcernhampshire.org.uk
HCC User involvement Forums	To involve Service Users in developing and operating the systems and processes to help deliver personalisation in an on-	HCC Adult Services Tel. 01962 446986

## Tourism

Mechanism	Description	Contact
New Forest Tourism Association	NFTA exists to represent the needs of the tourism industry, act as a conduit with local authorities and to develop co-operative business practice and marketing across all	Chair: Tim Howell Tel: 01425 651206 timhowell@sandy-balls.co.uk
NFDC / NFPA Joint Tourism Group	A group co-ordinating the tourism work of New Forest District Council and the New Forest National Park Authority and jointly administered by them.	Employment and Tourism Manager NFDC 023 8028 5456 Anthony.climpson@nfdc.gov.uk Transport and Tourism Officer, NFNPA 01590 646683 chris.gregory@

## Transport

Mechanism	Description	Contact
Community Transport Forum	A twice yearly forum bringing together community representations, Parish and Town Cllrs, District and County Cllrs to improve transport solutions for the area.	HCC Community Transport Team Tel. 01962 846786
Boundary Markers and Signage Advisory Group	Group co-ordinating strategic thinking on signage issues in the New Forest National Park. It is administered by the National Park Authority but includes representatives of local authorities and the New Forest community.	Head of Visitor and Recreation Services, NFNPA Tel. 01590 646684 nigel.matthews@newforestnpa.gov.uk
Animal Accident Reduction Group	Group co-ordinating campaigns and actions aimed at reducing the number of accidents involving animals in the New Forest National Park. Administered by the National Park Authority, chaired by the Verderers and including a wide range of organisations.	Head of Visitor and Recreation Services, NFNPA Tel. 01590 646684
NF Transport Community Action Network	Meeting held typically two or three times a year. Members consulted on key issues via e mail. Administered by NFDC.	NFDC Transportation Section Tel. 023 8028 5915 nick.hunt@nfdc.gov.uk
Public advertisement and display of notices on site	Used in connection with permanent and experimental traffic orders. Adverts placed in a local paper and notices displayed on lamp post in the area.	NFDC Transportation Section Tel. 023 8028 5915 traffic@nfdc.gov.uk
NF Safer Roads Group	Group to co-ordinate and prioritise local speed reduction initiatives and Police enforcement. Administered by NFDC.	NFDC Transportation Section Tel. 023 8028 5915 traffic@nfdc.gov.uk



<b>Mechanism</b>	<b>Description</b>	<b>Contact</b>
Informal Traffic Management Meetings with local HCC/NFDC Members and representative from Town/Parish	To highlight local concerns and agreed local priorities for traffic management measures. To consider objections to publicly advertised draft traffic regulation orders. Administered by NFDC.	NFDC Transportation Section Tel. 023 8028 5915 traffic@nfdc.gov.uk

## Part four

# Equality and Diversity in Engagement

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Equality and diversity are two main principles of community engagement. They are principles that should underpin any engagement activity. Good equality and diversity means appreciating and understanding differences and enabling each individual in the New Forest to fully participate. The principles of equality and diversity should be at the heart of policies, practices and procedures. Diversity is about recognising that we are all unique with our own talents, needs, ambitions and priorities. It can include invisible characteristics. This includes race, gender, ethnicity, physical and sensory characteristics, age and sexual orientation. The guide is designed to assist with engaging with different groups and ensuring all engagement is equal.

Different sections within this guide have equality aspects to them but you must take time to apply diversity and equal opportunities to what you are planning. For example:

- Have you met the needs of deaf communities in your meeting/presentation?
- Have you considered religious timings of festivals that may coincide with your event?
- Do you have clear information at your training day on health and safety and emergency evacuation?
- Does your poster have images that reflect your diverse community and is it available in different languages if need be? Do you have /need permission from people in images (or carers of children in images) to use those images?
- At your meeting for disabled service users, have you taken into account their needs for example, can guide dogs go to the toilet?

Engaging with specific groups:

### **Children and young people**

When working with children and young people, the best results can come from working in partnership. This can be hard as adults become used to having power over children and young people and the idea of devolving some of that power may seem strange. But the results are definitely worth it.

- ✓ Involve children and young people in designing, creating and planning events and projects. They need to be part of decision-making including venues, timings and identifying the issues that young people most want to talk about and work on. Even better, work with children/young people throughout the entire process to make it by young people for young people.
- ✓ Consider how you could reward young people for their time and effort.
- ✓ Value, listen and involve children and young people throughout every step carried out, especially when allocating budgets, timeframes, venues and providing refreshments.
- ✓ It is helpful to target specific groups around needs/ability/age and to think about the levels of support individuals will require well in advance, including assessing risk.
- ✓ Carefully consider the wording of documents and their design. Could young people or a young journalist reword them?
- ✓ Challenge your own perceptions. Don't be afraid to have fun and push the boundaries with techniques to capture the imagination of children and young people. Arts can be a useful tool to help engagement with young people.
- ✓ Keep meetings short.
- ✓ Listen and learn
- ✓ Map your community. Know how many young people there are, what service provision is in operation and what they are doing, where young people like to hang out.
- ✓ Dress appropriately - wearing a suit can be a barrier to engagement.
- ✓ Parental consent needs to be considered

## People with disabilities

Throughout this toolkit, accessibility and diversity are principles of community engagement and are specifically addressed in sections such as accessible meetings. Many people will be disabled at some time in their lives, be it a permanent or temporary disability caused by accident, illness, ageing or a congenital condition. Disability is not something individuals have. Individuals have impairments. They may be physical, sensory, neurological, psychiatric, intellectual or other impairments. Disability is the process that happens when one group of people create barriers by designing a world only for their way of living, taking no account of impairments other people have. Society is often built in a way that assumes that we can all move quickly from one side of the road to the other, that we can all see signs, read directions, hear announcements, reach buttons, have the strength to open heavy doors and have stable moods and perceptions. If we plan our services and community engagement well, we can enable all people of the community to be involved in a meaningful way. Often people are left out because we do not provide services and engagement that enables them to attend (for example wheelchair access to meetings).

Main barriers can be:

- Prejudice and stereotypes.
- Inflexible organisational procedures and practices.
- Inaccessible information.
- Inaccessible buildings.
- Inaccessible transport.

Perceptions of disabled people have a lot in common with other attitudes and behaviours that are not acceptable in our society such as racism and sexism.

To develop community engagement with disabled people:

- ✓ Attend training on disability awareness.
- ✓ Carry out access audits with disabled people.
- ✓ Map your community to understand what organisations are there, what support you may be able to get from them and what places and spaces are access friendly.
- ✓ Examine all your engagement methods and consider them from different perspectives.
- ✓ Develop and implement protocols for event management in your area, which include accessible pathways and ensuring organisers are aware of disability issues.
- ✓ Support the development of community engagement projects run by and for disabled people.

## **Older people**

Older people are a group that is becoming larger as our society gets older, yet ageist perceptions and practices are common. Examples of barriers to older people's participation include:

- Organisational inflexibility to undertake involvement in a way and at a pace that suits older individuals.
- Disabling effect of professional language, jargon and acronyms.
- Negative attitudes to older people.

To develop engagement with older people in the community there needs to be a range of approaches so that individuals with different needs and preferences can be included:

- ✓ Find out the percentage of older people in your area, the organisations, groups and networks that support them and places/spaces that are older people friendly.
- ✓ Do not make ageist assumptions about older people and the amount of experience and expertise they may or may not have.
- ✓ Look at how meetings are conducted, where they are held, times of meetings and use of language. Remember safety and movement to/from cars
- ✓ Ensure print, format and content of documents/papers for consideration at meetings is accessible.
- ✓ Involve older people on appropriate feedback mechanisms. For example, do not presume that every person has access to email or the internet and do not assume that just because they are old that they don't.
- ✓ Go to places where older people are, for example older people's accommodation and housing. Or use techniques such as video link for events.

### **Gender Equality**

- ✓ Consider the need for gender analysis in assessing and reporting the outcomes of community engagement processes.
- ✓ Monitor gender balance in participation and responsibilities.
- ✓ Consider using a female/male co-facilitating team in engagement activities.
- ✓ Consider alternating the chairing of the meetings between male and female.
- ✓ Pay attention to the contributions in a meeting. If a meeting seems to be dominated by one gender, make efforts to invite people from the other gender to participate and express their views.
- ✓ Invite as many men as women, paying attention and targeting the gender group less likely to participate. Use inclusive language so each group feels invited. Consider using people from both genders in the promotion of an event.
- ✓ Some women feel more comfortable expressing their views in a separate process.
- ✓ They feel that they have more opportunities to share their views and opinions in women-only group activities. This would guarantee the inclusion of some women for whom culturally it is not appropriate to speak in front of men.
- ✓ Consider the need to provide childcare to enable women with young children to participate. Inform about childcare provision in advance so women know of its availability.
- ✓ Consider the most suitable time of day for women with family, childcare and work commitments, as well as for men who are single parents or have full time work commitments outside the area.
- ✓ Consider concerns for safety and security associated with going out at night.



### **Black and Minority Ethnic Groups (BME)**

The UK is very diverse and the New Forest district reflects this. Don't classify BME groups together. Groups have different needs whether they are due to culture or language.

- ✓ Challenge stereotypes – personally and with others.
- ✓ Research what BME groups are in your area and attend meetings to develop relationships. Find out how long have communities been there? What are the customs and traditions that they bring? How many languages are spoken and written in the community you are working in?
- ✓ Recruit BME residents or tenants onto boards or steering groups for initiatives or projects.
- ✓ Connect and build relationships with existing networks of groups and/or help support the development of new ones to address any gaps.
- ✓ Consider the need for translation of leaflets and the use of translators at meetings.
- ✓ Explore the opportunities for training on racial awareness to help challenge stereotyping, perceptions and assumptions.

## Appendix one

# Community Engagement in Action

The following examples provide a flavour of community engagement in practice. They also help to demonstrate different methods and types of engagement, ranging from informing to empowering.

### A consultation and engagement event aimed at Under 12's

The New Forest Community Safety Partnership is required by statute to work to reduce crime, disorder, anti-social behaviour and issues related to substance misuse. It is keen to improve the confidence of all members of the community that the Partnership and the individual partners are taking action to make the area an even safer place to live, work and visit. Hampshire Police Authority oversee the operation of Hampshire Constabulary and they consult and engage with many community members to check that the policing that the community want is delivered.

The District Council held a Halloween event on 31 October and the Partnership and Police Authority joined together to ask the under 12's:

#### **'Are the police scary?'**

We then sought extra information depending on which answer we received and this was written by us or the children on the back of bat and pumpkin paper.

The event was a huge success with under 12s clamouring to get near to the helpers (all had big cauldrons filled with community safety bits and bobs relevant for the little ones; including a few lollies).

The results will help the Police Authority advise the Chief Constable of improvements that could be made and will help the Partnership develop it's work with primary and junior schools. An enjoyable, and productive event for all partners that was tailored to a major event being delivered by another partner.



### **Hampshire Constabulary and community engagement**

The following is an example of how Hampshire Constabulary engages with and feeds back to communities on the work they are doing, how it meets and responds to local needs. The example is taken from the Hampshire Constabulary website:

#### **Safer Neighbourhoods Team for New Milton and surrounding areas**

Your Safer Neighbourhoods team is made up of police officers, special constables, police community support officers or volunteers. New Milton is a safe place to live, work and visit. It is a low crime area and it is our aim, through working positively and effectively with local partnership agencies, that it remains that way. We are working together with the community to tackle local problems and improve the quality of life in your neighbourhood.

**You said...**you wanted us to reduce crime and anti-social behaviour in and around the town centre of New Milton.

**We delivered...**A "Shopwatch" Scheme is in the process of being introduced to compliment the new CCTV system. New Milton Police have visited all shops in the town centre to gauge interest for shops wishing to join the scheme. We are very pleased to report that there has been a positive response.

**You said...**you wanted us to reduce anti-social behaviour, particularly that of a drunken nature in and around the recreation area in the town centre.

**We delivered...**We are still providing increased patrols in the area, sometimes in plain clothes, to tackle this issue. We have conducted checks on local off-licences to ensure that initial education measures have given staff the confidence to challenge people suspected to be underage who are attempting to purchase alcohol.

**You said...** you wanted us to tackle incidents of anti-social behaviour by way of noise and nuisance which was coming from a local pub in the Ashley area.

**We delivered and are still delivering...** multi agency operations involving police, licensing units, environmental health, breweries and the local council. Investigations are ongoing and we are actively exploring viable avenues of reducing this type of unacceptable behaviour permanently. These avenues range from education, limiting pub activities to actually applying for closures to be effected.

[www.hampshire.police.uk/Internet/localpolicing/western/newforest/south/6NHSNT2.htm](http://www.hampshire.police.uk/Internet/localpolicing/western/newforest/south/6NHSNT2.htm)

## Damerham Community Plan

Following the public meeting in May 2006 a group of keen volunteers formed a steering group to produce a parish plan for Damerham. One of the first actions they took was to set up a communication system to ensure that everyone in the village knew about the plan and how to get involved. This paid off as the steering group had a 93% return on the consultation questionnaires. They also worked closely with staff at the local Primary School to involve the children and get their views on how the village could be better for young people.

The Damerham Plan was launched in 2007. It is an attractive and professional document that provides a good picture of the parish and shows clearly the community's priorities in its action plan.

One area of concern for residents was the lack of children's play facilities. Questionnaire responses showed that '65.1% of households with children or visiting children would like a playground in the village'. A small working group called Funquest was set up to work with New Forest District Council to identify a site, types of play equipment and funding.

NFDC supported Funquest to make a grant application to the Hampshire Play Bulider fund with the parish plan being provided as the evidence of need. An award of £50k was made to set up a Play Trail on the West Park Meadow site. Six months later the Play Trail is complete and being actively used by all the local children. It is an innovative design that includes modern wooden structures to promote imaginative and physical play. It also boasts an apple orchard to help encourage the children to eat fruit when playing in the autumn.

Further information on the Damerham Plan can be found on [www.damerham-pc.gov.uk/index.cfm?articleid=5876](http://www.damerham-pc.gov.uk/index.cfm?articleid=5876)



### **New Milton Local Distinctiveness Consultation**

New Forest District Council is creating a series of planning documents looking at the character and distinctiveness of the towns and main villages across the District; the first of these focused on New Milton.

It was decided that the community would be involved in the process right from the start and that resident's views on New Milton would help shape the content of the document. The local community centre was booked for the consultation event which was held at 4.30pm to maximise the number of people who could attend. Invites went out to the town council, residents groups, businesses, Police, Health, community groups, youth organisations, faith and disability groups. It was recognised that all of these groups would have a view on the character of their town and what features they would like to see preserved or improved for the future.

Large maps and aerial photographs of the built areas of the parish were provided and participants were encouraged to describe the housing, density, open spaces and character of each area. This information has been used by planners to create the draft New Milton Local Distinctiveness Supplementary Planning Document which will go back to the community for feedback before the final document is approved and printed.

## Examples of engagement with children and young people

**Wildlife Playdays:** A partnership between New Forest District Council and Hampshire and Isle of Wight Wildlife Trust offers a number of school holiday activity days throughout most weeks of the school holidays with an emphasis on environmental education and outdoor play. Usually these "Playdays" are planned to introduce children to their local wildlife and countryside with a variety of themes and activities that vary with the seasonal changes, but every year several of the activity days are left wide open for the children to decide and plan their own activities for the day. Consultation and feedback is all done orally at the beginning of the day and reviewed by both the children and the staff at the end of the session. Inevitably favourites usually include den-making, camp fire cooking and searching for fish in the river!

**Multi - Sports club:** The project was established to enable young people with special needs to access, try out and experiment with sporting activities. It normally meets in Applemore Leisure Centre, has a management committee made up of parents and supported by professionals including HCC (Youth Team) and NFDC (Sports and Youth Development Officer). Consultations take place with young people to evaluate their enjoyment of opportunities offered, and to explore what they might wish to try. Pictures are often used, as this gives the majority the chance to rate experiences or highlight new ones. Pictures can be brought in by staff, young people, or parents, widening knowledge. Whilst the key engagement is with the young people and their families, the environment and opportunity ensures other members of a range of communities (including coaching staff) become increasingly aware of the needs and achievement of this particular group. As a voluntary organisation they also increase awareness through grant aid applications and publicity.

**Pennington:** Through the local youth worker, a relationship continues to build between young people and the Pennington Community Action Group. This has taken various forms, but includes joint working on a local graffiti wall, community action group working with young people to agree ideas, community action group supplying the paint, with young people supplying the painting, and both celebrating together when the work was completed. The Community Action group have also sponsored some young people to participate in team building events, with the young people reporting back the outcomes and benefits to the local community.

## **Community First New Forest PRIME and community engagement**

### **Lawford Way**

To encourage young people on a small housing estate to play in the field behind and not in the road, after speaking to local residents at a 'street meet' and subsequently writing to every household, new goal posts were installed in a field next to Lawford Way using funding from Totton & Eling Town Council in partnership with Knightstone Housing Association.

Totton Town Councillors were pleased to contribute their Community Engagement Grant towards the provision of football posts on the green open space, in response to requests received from local families via Community First New Forest's PRIME co-ordinator. Knightstone's Housing Officer for the neighbourhood, added: "This is a fantastic project and we've shown our support by funding half of the costs."

### **Heather Road**

Community First New Forest attended the Heather Road Funday in the summer of 2009 and asked residents what were the best and worst things about living in the area. The My Heather Road photo competition was then launched to build a bigger picture of some of the issues raised.

The photography competition was organised to take a fresh look at connecting with the wider community where traditional methods may not build the necessary links. The photos received gave an impression those living there have of their local environment. Out of this the issues which have the most effect on the local community were prioritised.

The competition had prizes chosen to appeal to local residents and inspire a high participation level. The entries were on exhibition at the Children's Centre giving further scope for agencies to forge links/consult with the community.

The entrants to the competition gave us a starting point for forming a focus group from the community to enable to build relationships with the relevant partners and agencies.

**(Continued on next page)**

Continued

### **ENHANCE**

ENHANCE week was a multi-agency partnership event which provided information, advice, guidance and support for the community as well as tackling some of the issues raised by the photo competition and consultation.

### **You said...we did!**

Listening to the concerns of local residents, Community First New Forest in partnership with New Forest District Council and the police reached out to the community by producing and hand delivering a vibrant leaflet entitled 'You said...we did!' The leaflet explains what occurred during the productive multi-agency ENHANCE week and included a 'living library' of all the agencies involved which provided residents with a useful source of reference. Community First New Forest's PRIME Co-ordinator included requests for feedback about the week's events from a short questionnaire in the leaflet and an invitation to come along and meet their local New Forest East Safer Neighbourhoods team, Parish Councillor and representatives from Community First New Forest and Crimestoppers at a 'street meet'.

[www.cfnf.org.uk](http://www.cfnf.org.uk)



## Appendix two

# Links and References

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Helpful links and references that can support you further with community engagement.

### **Children and Young People Participation Strategy, Hampshire County Council**

This strategy sets out a vision where 'In Hampshire, all children and young people have the opportunity to participate in decisions which affect their lives. They will have access to the services they need, when they need them and shape how these services are planned and delivered'.

[www3.hants.gov.uk/participation\\_strategy.doc](http://www3.hants.gov.uk/participation_strategy.doc)

### **Community Development Foundation**

The Community Development Foundation is the leading source of community development expertise and delivery. As a public body and a charity they bridge government, communities and the voluntary sector.

[www.cdf.org.uk](http://www.cdf.org.uk)

### **Do-it**

Volunteering opportunities, information and resources for volunteering:

[www.do-it.org.uk](http://www.do-it.org.uk)

### **Equality and Diversity Toolkit**

This toolkit aims to provide reference material on the seven equality strands – gender, race, disability, lesbian, gay and bisexual people, transgender people, religion and belief, and age - and a good practice resource that will help organisations in Hampshire to improve the way we all promote equality and diversity, and reach out and engage with people and groups from all communities across the county.

[www.action.hants.org.uk/index.php?id=235](http://www.action.hants.org.uk/index.php?id=235)



### **Hampshire County Council- Research Programme**

Contains sets of research findings and summaries from Hampshire County Council

[www3.hants.gov.uk/communications/market-research.htm](http://www3.hants.gov.uk/communications/market-research.htm)

### **Hampshire County Council Consultation and engagement publications**

Links to consultation and engagement items from Hampshire County Council

[www3.hants.gov.uk/communications/market-research/useful\\_links.htm](http://www3.hants.gov.uk/communications/market-research/useful_links.htm)

### **Hampshire County Council Consultation website**

Hampshire County Council consults with residents on a regular basis. By listening to your views and involving you in the decisions we make, we are able to spend public money wisely to deliver a range of high quality services which people want and expect from us.

[consultations.hants.gov.uk/default.aspx](http://consultations.hants.gov.uk/default.aspx)

### **Hampshire Council's for Voluntary Service Network**

Across Hampshire there are 11 district level Councils for Voluntary Service (CVS) and the Hampshire-wide CVS Community Action Hampshire (CAH). These organisations offer a range of support services to voluntary and community groups and organisations across Hampshire, to enable them to carry out their work, achieve their aims and become more effective.

[www.hampshirecvcs.org.uk/](http://www.hampshirecvcs.org.uk/)

### **Hampshire Volunteer Centre Network**

Volunteer Centres can help volunteers find the answers to what, where, when and how to volunteer. They can identify volunteering opportunities within some of the many local voluntary, community and charitable organisations that desperately need volunteers in order to fulfil their mission and help people and communities in their area.

[www.hampshirevolunteers.org.uk/](http://www.hampshirevolunteers.org.uk/)

### **New Forest District Council's – Consultation Policy and Guidance**

The following lays out the council's policy and provides a step-by-step guide to conducting effective, valid, reliable and worthwhile consultation that is value for money. It will take you from establishing why you need to consult to actioning the results.

[www.newforest.gov.uk/index.cfm?articleid=9538&articleaction=dispmedia&mediaid=12519](http://www.newforest.gov.uk/index.cfm?articleid=9538&articleaction=dispmedia&mediaid=12519)

### **One Compact for Hampshire**

A jointly agreed framework of principles to guide the future working relationship of the Voluntary and Community Sector and the Public Sector

[www3.hants.gov.uk/compact/cx-pu-cpt-hampscompact.htm](http://www3.hants.gov.uk/compact/cx-pu-cpt-hampscompact.htm)

### **One Compact for Hampshire – Consultation Code**

This code of practice sets out how to ensure that consultation between the voluntary, community and statutory sectors is appropriate, easily understood and effective.

[www3.hants.gov.uk/compact/cx-cmpt-hccandonecompact/cx-pu-cpt-consulcode.htm](http://www3.hants.gov.uk/compact/cx-cmpt-hccandonecompact/cx-pu-cpt-consulcode.htm)

### **The Market Research Society Code of Conduct**

The Code of Conduct is designed to support all those engaged in market, social or opinion research in maintaining professional standards. The Code is also intended to reassure the general public and other interested parties that research is carried out in a professional and ethical manner

[www.mrs.org.uk/standards/codeconduct.htm](http://www.mrs.org.uk/standards/codeconduct.htm)

### **Volunteering England**

Volunteering England is a volunteer development agency committed to supporting, enabling and celebrating volunteering in all its diversity.

[www.volunteering.org.uk](http://www.volunteering.org.uk)





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