



▲ Loch Ness Hub's Nessie Totaliser

Thorough and thoughtful community engagement is the key to success of any community business.

Whether you are an early-stage group looking to start your community pub journey, or have already taken ownership of your pub, it's important to invest time and money into any community engagement project.

It can help to be guided by 6 Key Principles:

- Be CLEAR about what you are trying to achieve & why it is beneficial to the community
- Be REALISTIC Set offer timescales and ambitions that you have the capacity to fulfil
- Be HONEST Being open and transparent can prevent opposition
- **Be INCLUSIVE** Engage with all members of the community and create a space where people feel welcome to participate
- Be POSITIVE If you express positivity for the project that may influence how others view it
- **Be ORGANISED** Create an action plan, collate community contact information and ensure you have enough capacity before beginning through your partnerships with other health and wellbeing services locally.

And don't forget!

• COLLECTIVE RESPONSIBILITY -

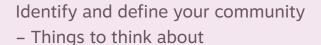
Creating an action plan and assigning tasks to people can help to ensure that the responsibility for the success of the project doesn't fall on just a few people.



■ Broughton Community Shop 'Design a logo' winner

The benefits of community engagement

- Find out exactly what the community need and want
- Sets you up to succeed in the longer term
- The community see the campaign as their campaign so will be more likely to get involved
- People have had a say so feel a sense of ownership
- Opens a clear and transparent feedback loop reducing risk of opposition
- Learn new info & ideas from people in the community
- Builds strength and capacity for the project



- Is your community geographical?
 A community of interest? Or both?
- What is the population and the basic demographic data?
- What words would you use to define your community? Do you all agree?
- What is your target audience? Whole community or subsets?
- Can you communicate with everyone in your community in the same way?
- What challenges do you face accessing people and communicating fairly with all?
- Is your definition of community Influenced by other funders or stakeholders?





■ Huntly Development Trust's Interactive Community Map

Articulate your Key Messages

We recommend that you try to articulate your community purpose in 3 short key messages to keep the campaign on message, promote cohesion and collective confidence. Each key message should ideally be confined to one sentence. It may be helpful to focus on:

- Task: What are you trying to do or achieve?
- Why: Why is it important and beneficial to the community?
- Community: How do you define your community and get them involved?

A 'good practice' community engagement journey

A good community engagement journey goes through the following stages:

Consulting

Asking for opinions, needs and ideas from your community

Informing

Communicating ideas and plans with your community

Engaging

Actively involving your community in an agreed plan

Consulting	Informing	Engaging
Audience Mapping	Digest consultations	Assign tasks & responsibilities
Surveys with clear, realistic questions (open & closed)	Form an 'Action Plan'	Define supporter roles
Gather contact details	Revisit audiences & communication methods regularly	Create an inclusive environment
Keep methods varied but accessible!	Revisit key messages regularly	Be relentless!



■ Huntly Development Trust's Interactive Community Mapping

Methods for engagement

There are a variety of methods you can use to engage with your community, and it may vary depending on who you are trying to reach.

Try to remember the Informing – Consulting – Engaging journey throughout to inform the type of communication method you use.

- Posters, banners, leaflets
- Paper or digital surveys/questionnaires
- Film making
- Visual, creative consultations
- Public meetings
- Door to door knocking
- Informal discussions around the community who are your community connecters?
- Councillors, MP's or local celebrities
- Small focus groups with specific audiences
- Social media
- Suggestion boxes in shop / pub or library
- Open day at the building if it already exists
- Piggybacking on existing known groups or events

It's important to realise that not every community engagement journey goes exactly to plan - and that's ok! There's always an opportunity to get back on track by revisiting key messages, continually assessing the action plan and keeping the community informed.

The Plunkett Foundation is a charity that supports groups across the UK to set up and run life-changing community businesses that tackle issues of isolation, loneliness, employment and general wellbeing. Thanks to funding from Scottish Government we've been able to offer support, training and networking opportunities to community pub groups in Scotland. If you'd like to explore the opportunities of setting up a new community pub or would like support and advice about how to ensure an existing community pub can continue to thrive, please contact

Plunkett advocates for and provides support to community businesses to build a fairer and more sustainable economy. If you share our vision and want to support us as well as access an enhanced range of support and supplier discounts, become a member today. With your help, we can continue to help communities create businesses that are innovative, inclusive and impactful.

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