**Community Engagement for** (name of Business)

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| **Understanding My Community** |
| **Where are we?** | **Who are we? AND Who don't we know but should?** |
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| **What activities / facilities are already in your community?** | **How does your community already communicate?**  | **Who are the key stakeholders in your community?** |

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| **Community Engagement Plan** |
|  | **Listen** | **Communicate** | **Actively Engage** |
|  | What do you need to find out from the community? | What do you need to tell the community about? | What areas do you need the community to get involved in? |
| **DISCOVER** | **What?** |  |  |  |
| **How** (are you going to do this)? |  |  |  |
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| **DEVELOP & LAUNCH** | **What?** |  |  |  |
| **How?** |  |  |  |
|  |
| **THRIVE** | **What?** |  |  |  |
| **How?** |  |  |  |

**Example and notes –** All content here is to demonstrate an example from one business. Use the blank template to create your own from the data you gather below. See comments for instructions

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| **Understanding My Community** |
| **Where are we?** | **Who are we? AND Who don't we know but should?** |
| Village is 3 miles wideMerges with neighbouring villageParish connects 3 villages | 10% children30% 18-3530% 35-6530% 65+ 40% retired not working40% FT work20% PT work | 150 households20 households are 2nd homes / holiday homes**We should know:**Care home residentsSchool parents |
| **What activities / facilities are already in your community?**SchoolVillage Hall:- Exercise classes- WI- Gardening groupPub:- Quiz night- Beer festival | **How does your community already communicate?** Village emailParish newsNoticeboardFacebook pageParish meetingsChurch notices | **Who are the key stakeholders in your community?**Parish CouncillorsOwner of large businesses or buildingsReligious LeaderHeadteacherLongest standing villager |

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|  | What do you need to find out from the community? | What do you need to tell the community about? | What areas do you need the community to get involved in? |
| **DISCOVER** | **What?** | *Is there a need for the business?What is the appetite for being involved?* | *The idea for the business**What a community owned business is* | *Who can help with steering group?* *Volunteers for survey* |
| **How** (are you going to do this)? | Arrange 1:1 meetings with stakeholders to discuss their thoughts, ideas and concerns | Advertise public meeting via village emailAdvertise survey at quiz night | Collect email addresses via survey |
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| **DEVELOP & LAUNCH** | **What?** | *Hear any new concerns**Glean ideas and opinions on new building* | *Opportunities on team Share offerLaunch day, opening hours, products & services* | *Volunteering* *Fundraising & buying shares* *Telling others about the launch* |
| **How?** | Virtual suggestion /question box | SignageFacebook group and ask people to sharePosters on noticeboard, in pub and village hallEmail invites to key stakeholders, WI or gardening group etc |  |
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| **THRIVE** | **What?** | *What products / events they would like**What impact of opening times change?**If they would use a new delivery service* | *New products**Events**Success in reaching targets* | *Visit shop more often**Volunteers needed* |
| **How?** | Speak at WI about the shop and ask them to complete 3 question survey Facebook poll about opening times | Write quarterly update for Parish Mag about successesFacebook page and advert, ask suppliers to share it too | Show a video of a volunteer who also works part-time elsewhere doing a monthly shift Put on an info evening for potential volunteers with tasters, ask current volunteers to share / be on a panel; showcase different roles |