**A green and black logo

AI-generated content may be incorrect.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?** | |
|  |  | |
| **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)? |  |  |  |
|  | | | | |
| **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 wide  Merges with neighbouring village  Parish connects 3 villages | 10% children  30% 18-35  30% 35-65  30% 65+  40% retired not working  40% FT work  20% PT work | 150 households  20 households are 2nd homes / holiday homes  **We should know:**  Care home residents  School parents |
| **What activities / facilities are already in your community?**  School  Village Hall:  - Exercise classes  - WI  - Gardening group  Pub:  - Quiz night  - Beer festival | **How does your community already communicate?**  Village email  Parish news  Noticeboard  Facebook page  Parish meetings  Church notices | **Who are the key stakeholders in your community?**  Parish Councillors  Owner of large businesses or buildings  Religious Leader  Headteacher  Longest standing villager |

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| **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 email  Advertise survey at quiz night | Collect email addresses via survey |
|  | | | | |
| **DEVELOP & LAUNCH** | **What?** | *Hear any new concerns*  *Glean ideas and opinions on new building* | *Opportunities on team  Share offer Launch day, opening hours, products & services* | *Volunteering*  *Fundraising & buying shares*  *Telling others about the launch* |
| **How?** | Virtual suggestion /question box | Signage  Facebook group and ask people to share  Posters on noticeboard, in pub and village hall  Email invites to key stakeholders, WI or gardening group etc |  |
|  | | | | |
| **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 successes  Facebook 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 |