

How To Be Great at Community Engagement

Misty Bower – Community Business Adviser



**Working
collaboratively with
those in your
geographical
location, who have
the same special
interest or common
issue to address**

Why is it important?

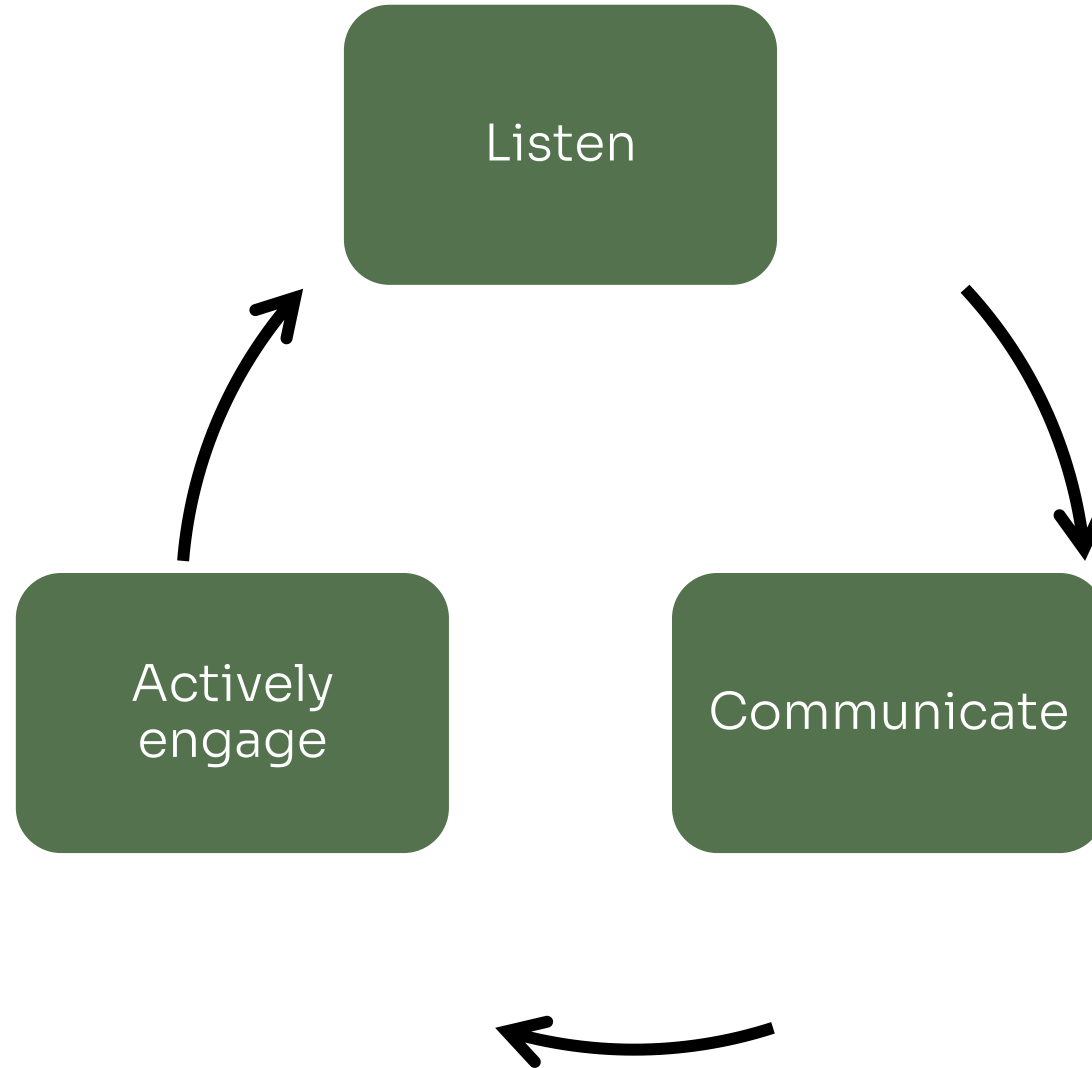
- Community-ownership
- Success
- You don't have all the answers

When should you engage with your community?

- Discover
- Development & Launch
- Thriving in business

DISCOVER	Identify who your community is Initial Consultation Key Stakeholders Establish a steering group
DEVELOP & LAUNCH	Recruit volunteers and staff Fundraise & Share offer Marketing
THRIVE	Marketing and PR Democratic ownership Grow volunteer team

How?



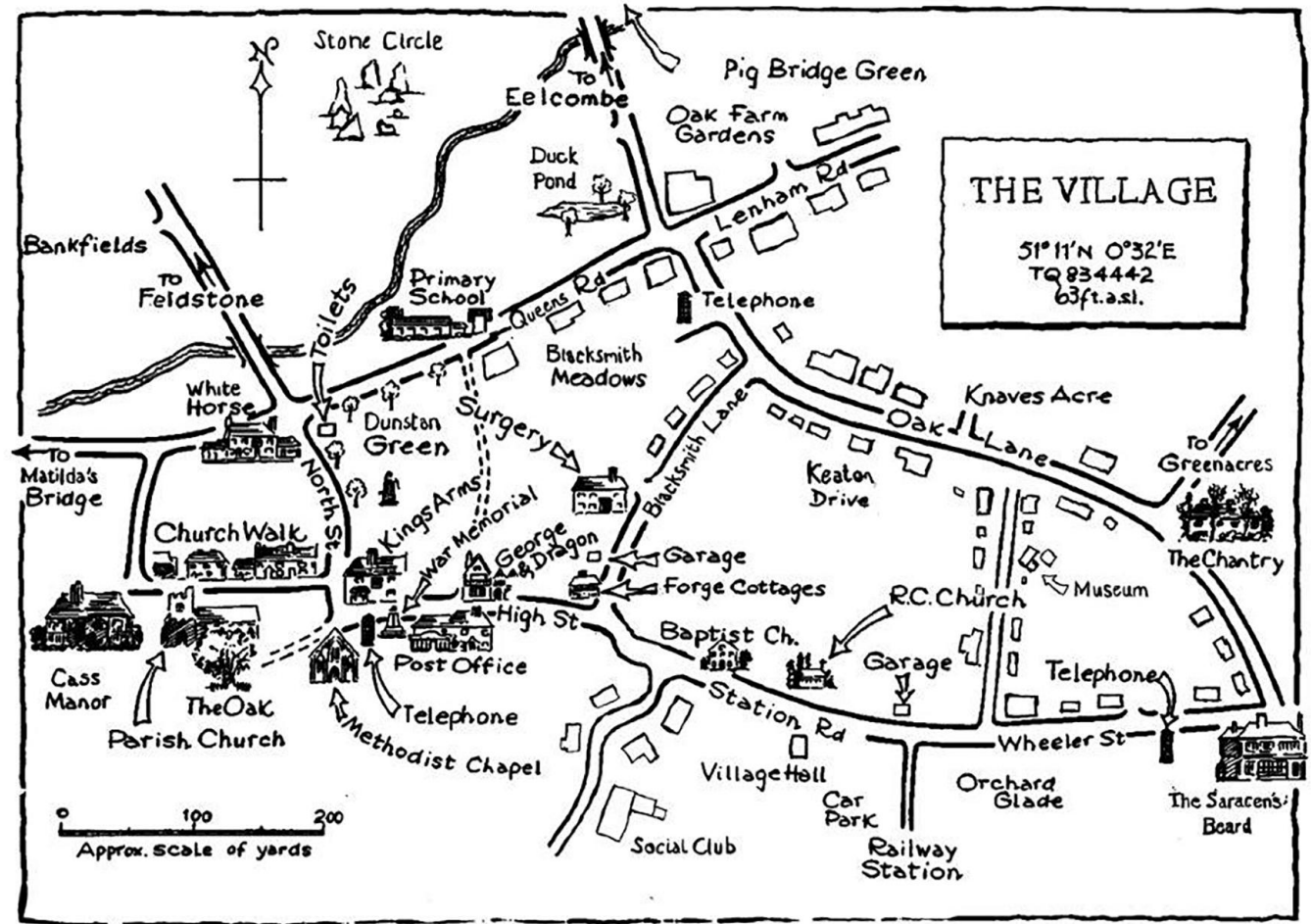
1. Discover

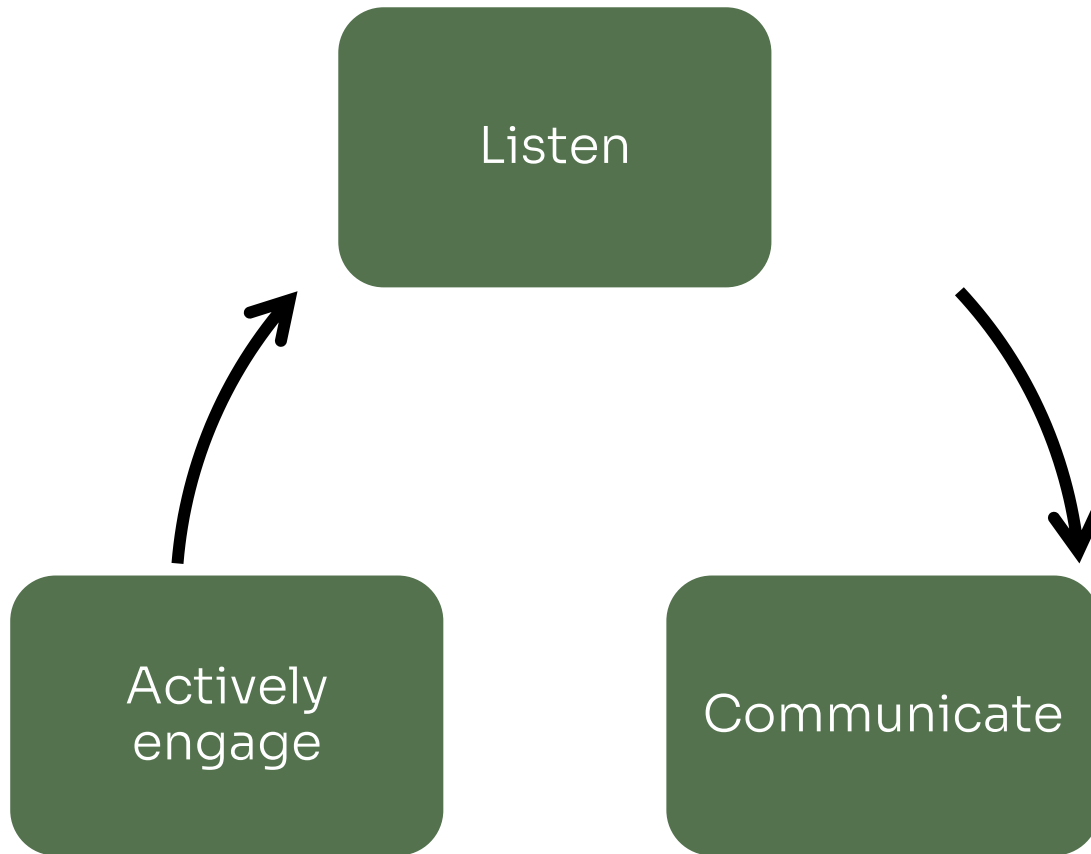
Is there a need?

What is the appetite?

Who can help?

Who is your community?

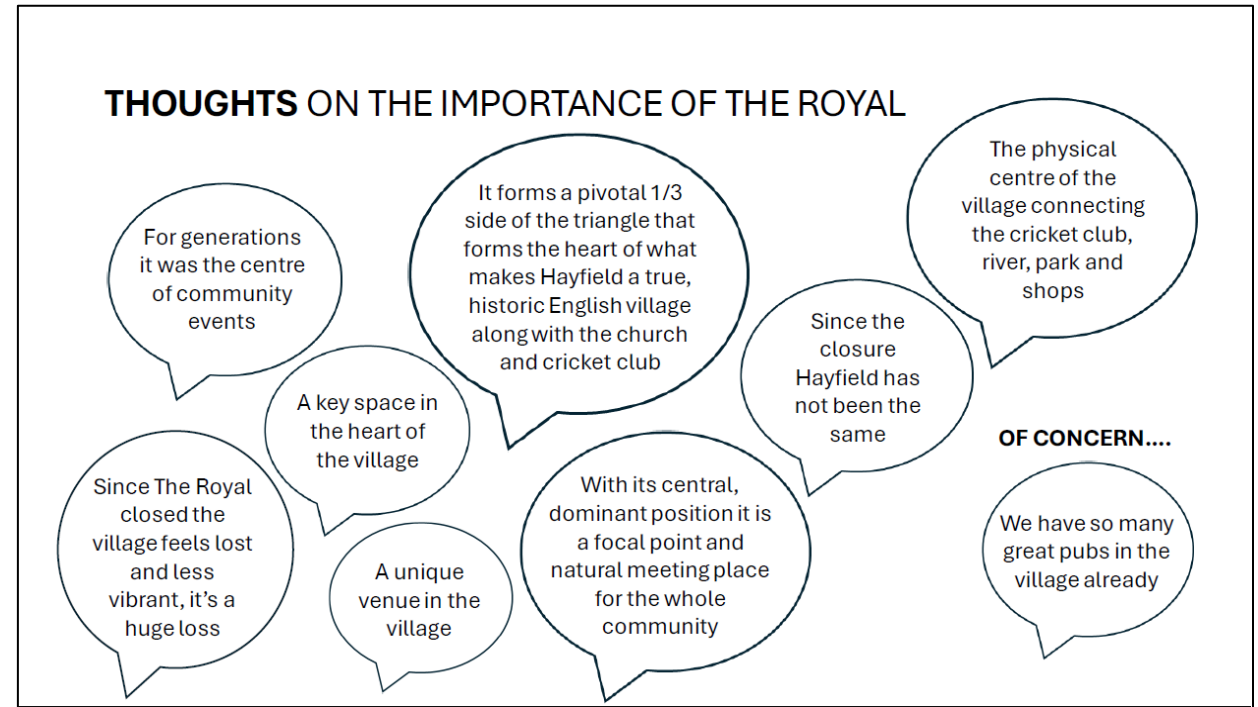
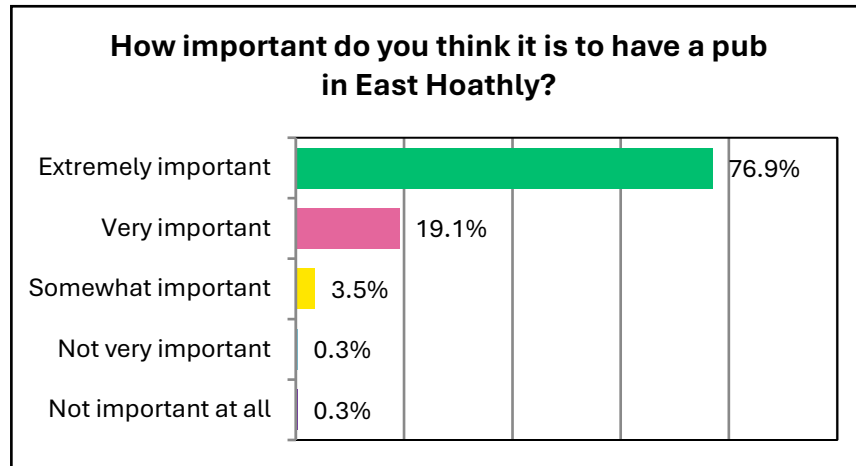




DISCOVER


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Initial Consultation
Key Stakeholders
Establish a steering group





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SAVE THE WHOLEFOOD SHOP
ACHUBWCH Y SIOP BWYDYDD
CYFLAWN

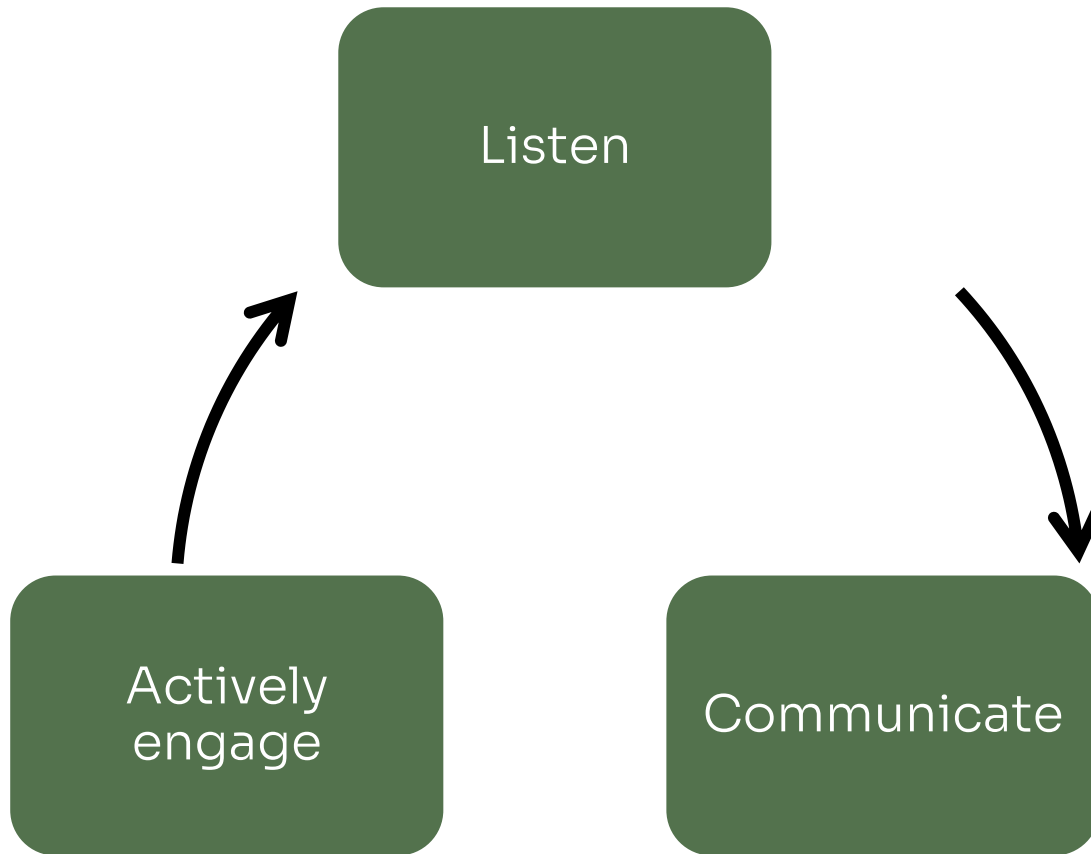
Newport is special partly because of its great shops – a proper local shopping town. But it wouldn't be the same if we lost the Wholefood Shop. Come to a public meeting to discuss how to bring the Wholefood Shop into community ownership and keep Newport special.

Newport Boat Club
Upstairs Meeting Room
February 22nd at 6.30pm – 8pm

Email : siopbwyda@gmail.com for a zoom link if you can't attend in person Or call 07974 099738

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The Amulet Theatre

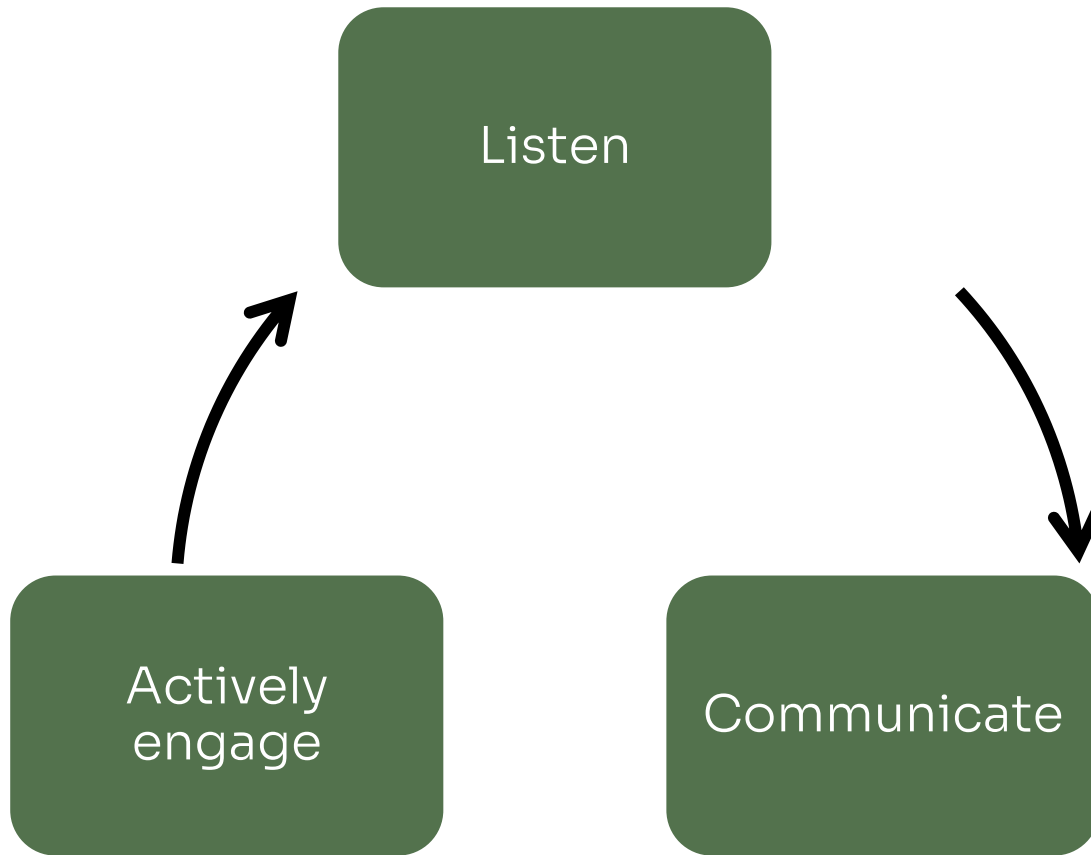


2. Develop & Launch

Grow team

Secure funds

Raise awareness



**DEVELOP &
LAUNCH**

Recruit volunteers and staff
Fundraise & Share offer
Marketing





SHARE OFFER NOW OPEN

HELP SAVE THE GEORGE & DRAGON AND COFFEE SHOP

SHARE APPLICATIONS CLOSE 16TH JULY

PUB.INFO@QUANTON.ORG.UK

MINIMUM SHARE PRICE £250!

ACT NOW TO SAVE OUR PUB

GEORGE AND DRAGON



farmborough community shop

GRAND Opening & Garden Party

SUPPORTING OUR VILLAGE AND LOCAL COMMUNITY

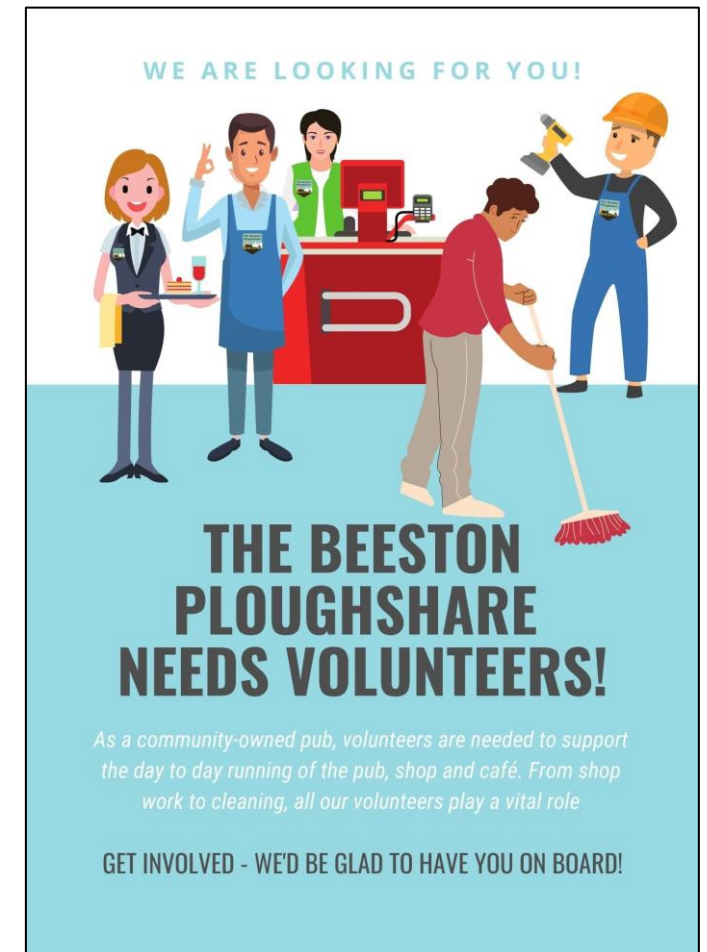
SUNDAY 15TH JULY 13:00 to 16:00

Farmborough Community Shop
Little Lane, Farmborough, SAS 5411

OPENING CEREMONY - BATH SPA, SILVER HAMS
T.A. COPPED & CAKE, BEER & LAGER
LOCAL PRODUCE AVAILABLE FROM THE SHOP

ALL WELCOME!

www.farmboroughshop.co.uk



WE ARE LOOKING FOR YOU!

THE BEESTON PLOUGHSHARE NEEDS VOLUNTEERS!

As a community-owned pub, volunteers are needed to support the day to day running of the pub, shop and café. From shop work to cleaning, all our volunteers play a vital role

GET INVOLVED - WE'D BE GLAD TO HAVE YOU ON BOARD!

<p>DEVELOP & LAUNCH</p>	<p>Recruit volunteers and staff Fundraise & Share offer Marketing</p>
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Six Bells, Peterstone, Wentlooge



Save the Six Bells
POP UP EVENT

Featuring the amazing
Chris John

"The Six Bells Pop-Up"
An evening of music, community
spirit and an exciting insight into
the future of the Six Bells

Event Details:
📅 Saturday, 10th May 2025
🕒 Doors open at 7:00 PM
📍 Peterstone Village Hall

Register Your Interest Now 

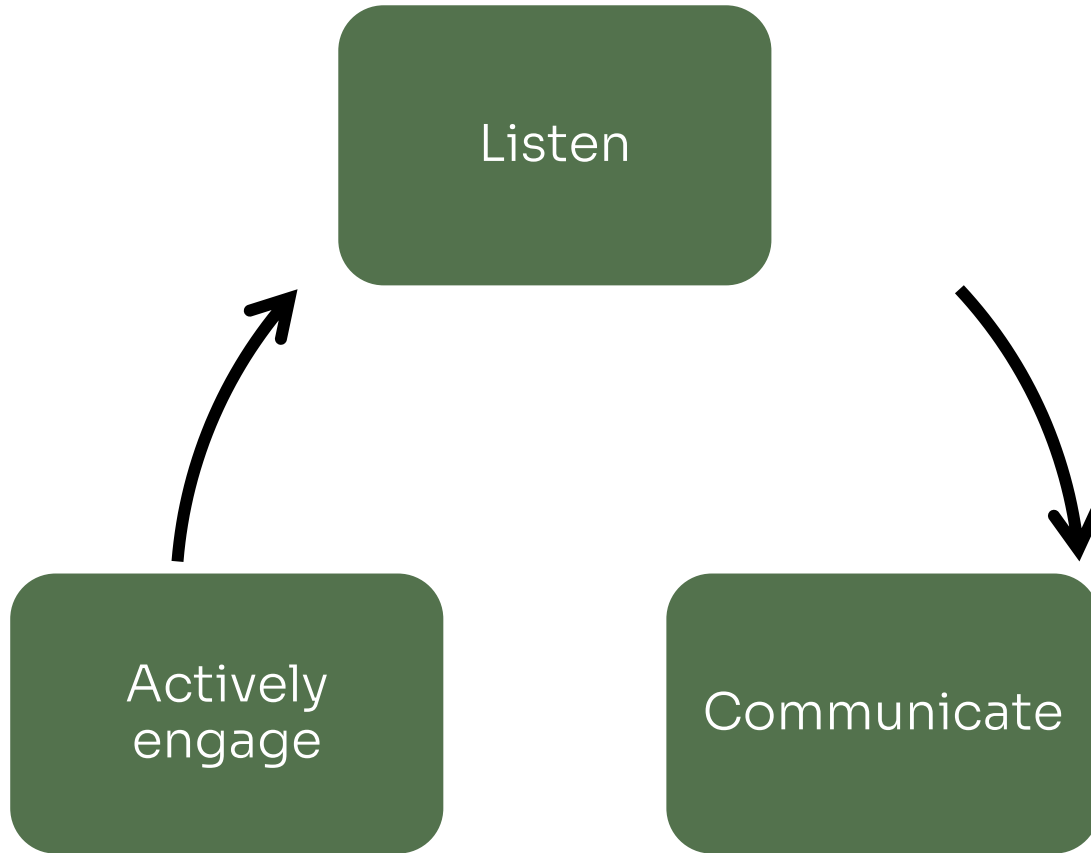


3. Thrive

Build customer base

Democratic ownership

Reduce costs



THRIVE

Marketing and PR
Be run by the community
Grow volunteer team

Building a customer base



THRIVE

Marketing and PR
Democratic ownership
Grow volunteer team



Becoming a volunteer

We would love to have more volunteers and would welcome you to join us. You can either be a regular helper doing a set slot each week, or sign up as an 'ad hoc' member, where you do a slot when you are able or when we need extras or stand-ins for holidays etc.

There is no hard and fast rule about what tasks you do. If you like the idea of the till then you would be trained on that, otherwise there is always date checking, shelf filling, clearing tables and washing-up. If you felt you would like to learn barista skills for coffee making that can be arranged.

We are a friendly team. It is sociable and good fun, and it's a great feeling to be able to help the Fittleworth community.


If you would like to volunteer, either on an ad hoc basis or for a regular slot, just pop into the shop or email: fsvolunteers@outlook.com.

[Volunteers Information](#)



Farmborough Community Shop






Opening hours

- Weekdays: 8.30am - 5.30pm
- Saturday: 8.30am - 2pm
- Sunday: 8.30am - 2pm
- Bank Holidays: 8.30am - 2pm


The Kitchen closes at 3pm on weekdays and 1.30pm on weekends and Bank Holidays.


The Post Office closes at 9am on weekdays and 1pm on Saturday, and is closed all day Sunday and on Bank Holidays.



We stock:

General groceries • Household products • Fresh bread • Local fruit & vegetables • Local meats & fish • Wines & spirits • Beers & ciders • Tobacco & cigarettes • Newspapers • Stationery • Sweets & confectionery • Pick and mix sweets • Milk & dairy • Frozen food • Ice cream • Eggs • Pet food & bird seed • Over the counter medicines • Local arts & crafts






We are proud to feature many local products, supporting neighbouring farms and businesses.

The following are all from businesses within our own village:

- Tripp Hill Honey
- Handmade ceramics from [Wild Hare Ceramics](#) in Pittleworth
- Flowers from [Pittleworth Flowers](#)
- Watercolour notecards and cards from [Clare Jackson](#)
- Handcrafted sterling silver jewellery from [The Rambler Studios](#)
- Frozen ready meals from [2 and 3 Carrots](#)

We also offer products from the following local businesses, many of which are within a five mile radius of Pittleworth:

- Milk, cream and yoghurt from [Downhouse Farmhouse](#)
- Meat (both fresh meat and cooked meats) together with pies and delicatessen items from [SK Hutchings](#) in Partridge Green
- Coffee from [Edge Tea & Coffee](#) in Ford (the "Pittleworth Store" blend created especially for us is used in the café and is also for sale in the shop, together with a number of Edge Tea & Coffee's other beans and blends)
- Fresh eggs from [Eggcellent Eggs](#) in Midhurst
- Local fruit and vegetables from [The Fruit](#) in Brighton
- Artisan bread from [Jasper's Craft Bakery](#) in Billingshurst
- Sourdough breads from [Baker's Bakery](#) in Petersham
- Pastries from [Real Pastries](#) in Brighton
- Biscuits from [Cakes & More](#) in Storrington
- A selection of Sussex and English cheeses supplied by the [Cheese Man](#)
- Artisan spirits and liquors for [South Saxon Spirits](#) in Littlehampton
- Pickles and Preserves from [The Larder](#) in Washington
- Handmade ceramics from [Edge Ceramics](#) in Storrington
- Gingerbread from [Humble Gingerbread](#)
- Smoked trout and paté from [Charles's Trout](#) in Salisbury
- Fruit juices from [Zinkworth](#), Jilces in Arleton and Blandford

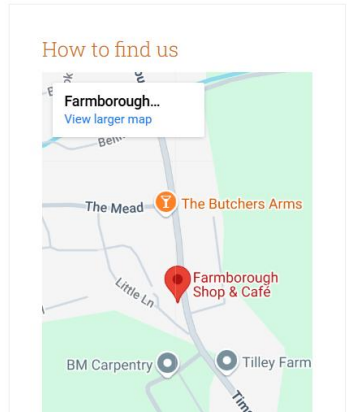
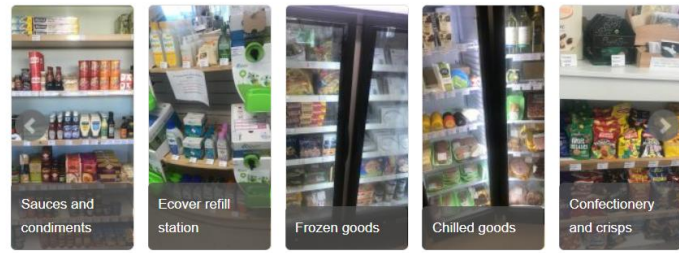




- Home
- News
- Volunteer
- Support YOUR Shop
- Photo gallery
- About us
- Contact us

We offer quality fresh locally produced food as well as a broad range of general groceries at reasonable prices alongside a café area with tea, coffee and cake, which reinforces the shop's role as a social hub for the village.

Take a look inside...



Do's

- Know your community
- Be creative
- Keep it simple
- Help people feel safe
- Give everyone a voice
- Empower community
- Start early

Don'ts

- Ignore community
- Be overly promotional
- Talk AT people
- Make unrealistic promises
- Ignore negative feedback
- Refuse to adapt or evolve
- Presume you know

Template

- Understand your community
- Engagement in each phase
- 3 ways

Tips

- Make it interactive & visual
- Consider YOUR demographics
- Be clear about the purpose
- Drip feed & be relentless
- Be inclusive & accessible

Ideas

- Stall at a market or fete
- Posters, banners, leaflets
- Creative consultations
- Door knocking
- Focus groups with specific audiences