Quest Prime (Recovery) 6 – Community Engagement

Guidance Notes

Module Outcome

- The team has the knowledge, understanding and skills to effectively engage communities
- There is a clear plan in place to progress engagement processes which will deliver improved relationships to targeted communities and reach out to underrepresented groups and those who are inactive
- Community engagement is used to develop the marketplace and is linked to positive use of insight, effective data collection and the co-production of services and products which attract and retain new audiences
- There is evidence of a recovery of participation in sport and physical activity and of other social benefits in communities that have been engaged

Plan					
Challenge:	**Unsatisfactory**	**Satisfactory**	**Good**	**Very Good**	**Excellent**
What plans are in place to effectively engage communities?	No plan exists to proactively engage targeted communities. Actions are predominantly reactive.	There are plans in place to engage the community, but it has limited ownership within the facility.

There is an understanding of the current issues of engagement and the barriers to visiting the facility.

The planned approach to community engagement broadly meets the Equality Act (2010). | A community engagement plan is in place and describes actions, community engagement processes and outputs and outcomes being sought.

The plan is SMART and has considered secondary research conducted to help inform actions.

Consultation has taken place with local communities, such as clubs to identify their needs in the return to the new norm. This has influenced the plan.

A phased process to reopen facilities and activities is evident in the plan. | The plan has very clear aims, objectives and outcomes. It includes facility specific actions.

Plans make use of the latest local and national insight and research relating to Covid-19 recovery.

Priority groups and targeted communities and key stakeholders have been consulted to inform the plan.

There is real understanding of local communities, their geography, needs and priorities.

A phased process to reopen facilities and activities is evident in the plan. There is a clear consideration of balancing financial and social objectives. | The plan has been developed with the input of local stakeholders. They are involved in the decision-making process.

The facility engagement plan appears to be a part of the wider strategic response to the Covid-19 recovery.

The plan involves use of local primary research and the latest local and national insight. Barriers for each target group are identified with best practice being used to ensure the most appropriate method of engagement.

A phased process to reopen facilities and activities is evident in the plan. There is evidence of under-promise and over-deliver. |

Quest Prime (Recovery) 6 – Community Engagement

Guidance Notes

Do					
Challenge:	**Unsatisfactory**	**Satisfactory**	**Good**	**Very Good**	**Excellent**
How do you communicate to ensure effective community engagement?	There are limited resources and skills to deliver effective communication. Communication does not appear to be tailored for different targeted groups. The facility would benefit from a more professional approach to communication.	There is some investment in skills and modest implementation of communications which reaches most of the community. On the whole communication is jargon free and in plain English.	Investment is apparent in skills to implement a range of inclusive marketing and communication approaches. Communication takes place in formats that work for the targeted community. The team have sound knowledge and understanding of techniques to engage local communities and targeted population groups and good experience of doing so. Communication focuses on increasing community confidence to encourage a return to the facility.	Partnerships are in place to aid the communication process. The team/ organisation have specialist knowledge and understanding of techniques to engage local communities and extensive experience of doing so. There is clear evidence of how communication is accessible and tailored to the targeted community. The centre is using its communities that have returned to encourage more people to return.	There is strong evidence of co-production of marketing and communication approaches. Engaging communities is a major part of the core service and embedded into the 'ways of working'. Tool kits or a well-defined structured approach is being used to help the facility engage the community. The facility is using customers from hard to reach groups to be advocates for the facility.

Quest Prime (Recovery) 6 – Community Engagement

Guidance Notes

Measurement, Monitoring and Review					
Challenge:	**Unsatisfactory**	**Satisfactory**	**Good**	**Very Good**	**Excellent**
How do you, measure and review the strength and effectiveness of your engagement with communities?	There are no identified measurement and review processes in place or evidenced.	Some measurement takes place, but it is not used systematically or as a means on which to build decisions / improvements. Reviews happen but they are not systematic / planned in advance.	Key Performance Indicators (KPIs) have been identified and targets set to measure the success and failure of community engagement activities. A planned and agreed review process is in place with responsibilities for ownership and implementation defined. The engagement plan is reviewed regularly (at least annually).	Measurements are used to shape decisions and actions taken to change what is done. Detailed data is available to understand who is and is not returning to the facility. This includes a detailed breakdown of demographics and the ability to compare data over time. Ongoing stakeholder consultation and review of KPIs allow an effective review of the engagement plans. Quality and quantitative data is reviewed.	Measurement and review process tools include output and outcome. Best practice is used to proactively measure and review such as the wider social value of community engagement work.

Quest Prime (Recovery) 6 – Community Engagement

Guidance Notes

Impact and Outcomes					
Challenge:	**Unsatisfactory**	**Satisfactory**	**Good**	**Very Good**	**Excellent**
What difference have you made by engaging communities?	The facility provides limited evidence of the impact of community engagement.	The facility is able to provide ad hoc evidence of the impact of community engagement. Some impact statements exist and they are validated.	Action is taken as a result of consultation and engagement with the community including community groups. Data and information suggest overall levels of participation are increasing and differences have been recognised and validated.	The facility can evidence the success of individual community engagement initiatives. Case studies are used to demonstrate the success. There has been an improvement in partner, stakeholder and customer feedback/satisfaction. Reliable and valid data/ information sources are used to demonstrate impact in targeted communities and priority population groups.	The facility can evidence how community engagement has positively impacted on footfall and/ or profitability and achieving higher level objectives and outcomes. Outcomes could be demonstrated by using recognised tools (for example VIEWS/ MOVES/ UPSHOTS/ SROI). Participation and usage are becoming more reflective and representative of the local catchment area and attracting hard to reach groups. This is demonstrating relationships and trust is built over time. The organisation has a track record for building strong relationships with key players in local communities and priority population groups and offering a bespoke package based on needs.