



scottish  
community  
development  
centre

# Engaging your community and planning your project

## Ayrshire Rural 21 - Irvine

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# Defining community engagement:

“Developing and sustaining a working relationship between one or more public body and one or more community group, to help them both to understand and act on the needs or issues that the community experiences”

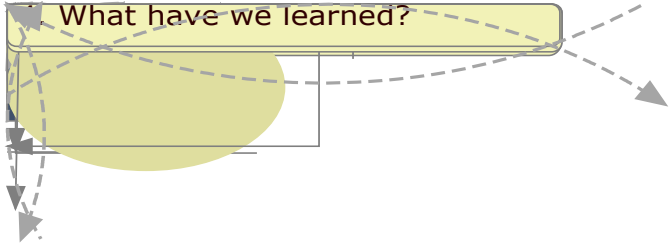
(Scottish National Standards for Community Engagement)

# For communities, this means:

- Knowing about and understanding the whole community
- Engaging with people
- Mobilising and energising
- Using the resources you have
- Making the case
- Engaging with development

# The National Standards for Community Engagement

- Involvement
- Support
- Planning
- Methods
- Working Together
- Sharing Information
- Working with others
- Improvement
- Feedback
- Monitoring and Evaluation



# Analyse - What is the purpose of the engagement?

- Think about the level you will engage the community at:
  - **Inform**
    - This means we are only going to tell people what we plan to do.
  - **Consult**
    - This means we will offer people restricted options to choose between.
  - **Engage**
    - To take shared decisions - This means the community will influence options and choices of action.
    - To take shared action - This means the community will share in any action taken.
    - To support community led action - This means the community will lead the action.

# What do we need to know?

- What do we already know?
- What don't we know?
- How will we find out?
- Are we sure that it is an issue for the whole community?
- Who else in the community is interested?
- What agencies have an interest – or should have an interest?
- Are there any conflicts of interest?
- How can we enable all voices to be heard?

# Discussion



# Plan - What difference do we want to make?

- Outcomes are the changes that occur or the difference that is made for individuals, groups, families, organisations and communities
- Outcomes answer the 'so what?' question!
- What is each group in the community looking for?
- Are they the same things, or can differences be accommodated?
- What will success look like?
- What barriers to success can we anticipate?

# Putting together a plan

- What resources do we need?
- Do we need specialist advice or support?
- What resources are available?
- What methods can we use?
- What actions will we take?

# Discussion

**What resources do you have in your community?**

**What resources do you need?**

# Do – Are we doing what we said we would do?

- Comes later – but worth thinking about now!
- Keep records – chase progress – co-ordinate actions
- Keep the stakeholders involved, motivated and mobilised
- Watch for obstacles – keep communication going
- Are we working well together – is everybody clear, confident and are conflicts dealt with?
- Are we learning from our successes – and our mistakes?
- Are we feeding back – up and down?

# Further Information

For further information please contact:

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