



Full engagement report

221 - B in the Park

Start date: 26 Apr 2010

Review date: 24 Feb 2011

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Background

Group of residents contacted the Community Support Unit to assist them in organising a 'B in the Park' event in Lhanbryde this summer (2010). The aim being to encourage families to use their local open space, promote family learning activities and to increase community involvement and engagement.

Uploaded documents which relate to this engagement:

This engagement has no documents.

Previous engagements which have links to this engagement:

This engagement has no linked engagements.

STEP 1: ANALYSE

Our purpose for engaging is...

To encourage families to use their local open space, promote family learning activities and to increase community involvement and engagement.

We are seeking to

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 we know:

Last summer the Moray Council organised a very successful programme of 'B in the Park' events in Elgin

There are family and children activities in the area which are not taken up as well.

' B in the Park' is an excellent method of engaging people and community groups and organisations wouldn't normally engage with.

What do we need to know:

The proposed date 24th July doesn't clash with any other local community event.

Groups and organisations that would support the event.

Community stakeholders

Children and young people
Reps of community/voluntary groups
Milne's Neighbourhood Forum
the Lhanbryde Challenge
Wider community

Agency stakeholders

Comm. Learning & Development Pship
Community Planning Partnership
Health Board

This question has not been answered.

Who needs encouragement?

Local residents to take part in the event

Are there any conflicts of interest that might emerge?

This question has not been answered.

What is the engagement locality?

Lhanbryde, Garmouth, Kingston, Urquhart and smaller outlining areas

Who are we engaging with, are they a thematic group?

Community Involvement, Engagement and Learning

What is the overall purpose of the engagement?

Other

Improved community involvement, engagement and use of parks

Status of engagement

This question has not been answered.

STEP 2: PLAN

What outcomes are stakeholders looking for, and what will success look like?

The engagement should achieve these outcomes

- 1 Community Group has an understanding of community involvement and engagement.

Outcome indicators and sources of evidence

VOiCE (Visioning Outcomes in Community Engagement) reports produced.

Community Group takes the lead in organisation and co-ordinating B in the Park event - Notes from meeting, running order sheets, action plans, impact questionnaires

- 2 Community Group has the knowledge, skills and confidence to create appropriate action plans which relate to the project aim.

Community Group takes the lead in producing and updating action plans for B in the Park event.

- 3 Community Group has the skills, understanding and confidence to approach and co-ordinate Partnership involvement in the B in the Park event

Community Group liaise with and co-ordinate the activities of the Partner groups and organisations - Notes from meetings, layout sheet, action plans

- 4 Community Group has the understanding and skills in developing a promotional and media plan

Community Group produces publicity material which is distributed to appropriate outlets, press releases, newsletters etc. - flyers, posters, press releases, school bag and door to door flyer drops

<p>5 Community Group has the understanding of how to develop good questionnaires and how to conduct these appropriately to evaluate that the aim of the B in the Park Event is achieved</p>	<p>Community Group develops questionnaires that shows the outcomes of B in the Park event are achieved.</p>
<p>6 Community Group have the knowledge, skills and confidence to undertake a risk assessment of the B in the Park event.</p>	<p>Risk Assessment training organised. Community Group produces their own risk assessment for the event</p>
<p>7 A range of residents will attend the B in the Park event</p> <p>Posters, flyers, School Bag and Door to Door flyer drops, local newsletters, press articles, word of mouth</p>	<p>Numbers attending B in the Park</p>
<p>8 More people local people will be aware of the activities agency and community partners provide.</p>	<p>There will be an increased uptake on activities provided by agency and community partners</p>
<p>9 There will be a better understanding of how to become more involved with community activities and groups.</p>	<p>Community members will use the Area Forum, Community Council and Agency stakeholders more.</p>
<p>10 More community members will become directly involved with community groups i.e Lhanbryde Community Challenge, Area Forum, Community Council</p>	<p>Attendance at meetings of the community groups and sub groups will increase.</p>

What barriers might affect anyone who should be involved?

Finances may be a challenge to organise and promote the event.

The weather!

What resources might be needed to overcome these barriers?

Support from partners and community members either in terms of finances, good will and volunteer time.

Access to tents and indoor facility from Partner groups and organisations and community members

Is there a need for independent advocacy, community development support, or specialist advice and, if so, where would it come from?

Milne's Neighbourhood Forum
Lhanbryde Challenge
Community Support Unit, the Moray Council
Health and Safety Section, the Moray Council

What resources are available to us?

Staff time - Lhanbryde Challenge, the Community Support Unit
Volunteer Time - Lhanbryde Challenge, Milne's Neighbourhood Forum, Residents
Finances - Milne's Neighbourhood Forum
Good Will (time, tents, catering) - Partner and Group Organisations, Commercial businesses

What methods will we use and what actions will be taken to meet our outcomes?

Key actions (including the lead responsibility) are:

Method and related outcome	What, who and when
<p>1 Community Group has an understanding of community involvement and engagement.</p> <p>Awareness training on the principles of community involvement and engagement using VOiCE</p>	<p>Michelle Gillibrand, Community Support Worker April 2010 - February 2011</p>
<p>2 Community Group has the knowledge, skills and confidence to create appropriate action plans which relate to the project aim.</p> <p>Support provided and awareness training to produce and monitor action plans</p>	<p>Michelle Gillibrand, Community Support Worker (training) April 2010 - August 2010</p> <p>Yvonne Barrow (Action Plan monitoring) April 2010 - August 2010</p>
<p>3 Community Group has the skills, understanding and confidence to approach and co-ordinate Partnership involvement in the B in the Park event.</p> <p>Ongoing support and encouragement to approach Partners via letter, email and face to face</p>	<p>Michelle Gillibrand, Community Support Worker April 2010 - February 2011</p> <p>Lynne Laing, Yvonne Barrow, Alison Lowes April 2010 - July 2010</p>

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|---|---|
| <p>4 Community Group has the understanding and skills in developing a promotional and media plan</p> <p>Awareness training to develop a promotional and media plan</p> | <p>Michelle Gillibrand, Community Support Worker
April 2010 - February 2011</p> |
| <p>5 Community Group has the understanding of how to develop good questionnaires and how to conduct these appropriately to evaluate that the aim of the B in the Park Event is achieved</p> <p>Awareness training to develop good questionnaires</p> | <p>Michelle Gillibrand, Community Support Worker
April 2010 - February 2011</p> |
| <p>6 Community Group have the knowledge, skills and confidence to undertake a risk assessment of the B in the Park event.</p> <p>Awareness training to conduct Risk Assessments</p> | <p>Douglas Reid, Senior Health and Safety Officer, the Moray Council
May 2010</p> <p>Yvonne Barrow
May 2010 - July 2010</p> |
| <p>7 A range of residents will attend the B in the Park event</p> <p>Posters, flyers, School Bag and Door to Door flyer drops, local newsletters, press articles, word of mouth</p> | <p>Lynne Laing,
April 2010 - July 2011</p> |
| <p>8 More people local people will be aware of the activities agency and community partners provide.</p> <p>Questionnaire</p> | <p>Michelle Gillibrand, Community Support Worker
April 2010 - February 2011</p> |

- 9 There will be a better understanding of how to become involved with community activities and groups. Michelle Gillibrand, Community Support Worker
April 2010 - February 2011

Co-ordinate a varied programme of activities from Partner groups and organisations to promote their service.

Questionnaires

- 10 More community members will become directly involved with community groups i.e Lhanbryde Community Challenge, Area Forum, Community Council Michelle Gillibrand, Community Support Worker
February 2011 onwards

Direct approach to community groups

STEP 3: DO

Progress 1 of 10

Method and related outcome

Community Group has an understanding of community involvement and engagement.

Awareness training on the principles of community involvement and engagement using VOiCE

What, who and when

Michelle Gillibrand, Community Support Worker

April 2010 - February 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 2 of 10

Method and related outcome

Community Group has the knowledge, skills and confidence to create appropriate action plans which relate to the project aim.

Support provided and awareness training to produce and monitor action plans

What, who and when

Michelle Gillibrand, Community Support Worker (training)
April 2010 - August 2010

Yvonne Barrow (Action Plan monitoring)
April 2010 - August 2010

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 3 of 10**Method and related outcome**

Community Group has the skills, understanding and confidence to approach and co-ordinate Partnership involvement in the B in the Park event.

Ongoing support and encouragement to approach Partners via letter, email and face to face

What, who and when

Michelle Gillibrand, Community Support Worker
April 2010 - February 2011

Lynne Laing, Yvonne Barrow, Alison Lowes
April 2010 - July 2010

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 4 of 10

Method and related outcome

Community Group has the understanding and skills in developing a promotional and media plan

Awareness training to develop a promotional and media plan

What, who and when

Michelle Gillibrand, Community Support Worker

April 2010 - February 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 5 of 10**Method and related outcome**

Community Group has the understanding of how to develop good questionnaires and how to conduct these appropriately to evaluate that the aim of the B in the Park Event is achieved

Awareness training to develop good questionnaires

What, who and when

Michelle Gillibrand, Community Support Worker

April 2010 - February 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 6 of 10

Method and related outcome

Community Group have the knowledge, skills and confidence to undertake a risk assessment of the B in the Park event.

Awareness training to conduct Risk Assessments

What, who and when

Douglas Reid, Senior Health and Safety Officer, the Moray Council
May 2010

Yvonne Barrow
May 2010 - July 2010

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 7 of 10

Method and related outcome

A range of residents will attend the B in the Park event

Posters, flyers, School Bag and Door to Door flyer drops, local newsletters, press articles, word of mouth

What, who and when

Lynne Laing,
April 2010 - July 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 8 of 10

Method and related outcome

More people local people will be aware of the activities agency and community partners provide.

Questionnaire

What, who and when

Michelle Gillibrand, Community Support Worker
April 2010 - February 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 9 of 10**Method and related outcome**

There will be a better understanding of how to become involved with community activities and groups.

Co-ordinate a varied programme of activities from Partner groups and organisations to promote their service.

Questionnaires

What, who and when

Michelle Gillibrand, Community Support Worker
April 2010 - February 2011

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

Progress 10 of 10

Method and related outcome

More community members will become directly involved with community groups i.e Lhanbryde Community Challenge, Area Forum, Community Council

What, who and when

Michelle Gillibrand, Community Support Worker
February 2011 onwards

Direct approach to community groups

What actions have we taken so far?

This question has not been answered.

What issues have arisen?

This question has not been answered.

What remedial actions are we taking?

This question has not been answered.

STEP 4: REVIEW**How have stakeholders been involved in collecting evidence and judging performance?**

B in the Park Community Group have collected evidence through action plans and questionnaires. They have also actively lead the discussion and made improvements to the action plans and VOICE programme.

How well have we met the National Standards for Community Engagement - what worked and what didn't?

View scoring criteria. Score each standard as

1 = Not met the standards at all

6 = Fully met the standards

Involvement

Score: 6

The Community Group have been central to the planning, co-ordination, monitoring and evaluation of the B in the Park Event. Copies of notes and action plans were forwarded to Milne's Neighbourhood Forum.

Support

Score: 6

Support was provided by the Community Support Unit, Lhanbryde Community Challenge and Milne's Neighbourhood Forum to build skills, understanding and knowledge so members of the B in the Park group could effectively be central to the planning of the event.

Planning

Score: 6

None of the B in the Park community members had organised a community event before. Due to the introduction of action planning to the members they organised a successful event in only 3 months.

Methods

Score: 5

The B in the Park community group used a variety of tried and tested methods to organise and promote the event in a well planned way. However although there was good attendance it was disappointed that the more harder to reach members of the local community did not attend the event.

Working together

Score: 6

The community group worked well together and were happy to support each other to achieve the aims of B in the Park event. Local community groups i.e Milne's Neighbourhood Forum and Lhanbryde Challenge were happy to work with the group at an early stage.

Sharing information

Score: 5

Minutes, action plans etc. were distributed regularly and often to the B in the Park community group and relevant partners so everyone was kept up to date with the progress being made. Also draft letters, flyers, layouts, running orders were also distributed for comment and changes.

One community group and one agency felt they did not receive all the information they needed before attending the event.

Working with Others

Score: 6

The B in the Park community group members should excellent skills in encouraging Partner agencies, groups and other residents to be involved on the day of the event.

Improvement

Score: 5

Through action planning the B in the Park Community Group could see very quickly what was required to improve the planning, organisation, co-ordination and promotion of the B in the Park event.

Better engagement methods need to be explored to engaged with more hard to reach individuals and families in the area.

Feedback

Score: 4

Feedback was received very quickly from participants on the day and Partner agencies and groups. This was done through postal and face to face questionnaires. However the reporting of this feedback has been poor due to time constraints on staff and the members of the B in the Park. It is hoped this will be rectified in the next few weeks,

Monitoring and evaluation

Score: 4

The ongoing monitoring of the planning and organisation of the event has been good. However as mentioned above the reporting back of the overall evaluation of the event has been poor due to time constraints on staff and the members of the B in the Park

Reviewing the outcomes from our plan, how successful have we been?

View scoring criteria. Score each outcome as

1 = Not met the outcomes at all

6 = Fully met the outcomes

1 Outcome as set in the plan

Community Group has an understanding of community involvement and engagement.

Outcome indicator

VOiCE (Visioning Outcomes in Community Engagement) reports produced. Community Group takes the lead in organisation and co-ordinating B in the Park event - Notes from meeting, running order sheets, action plans, impact questionnaires

Score: 5

Evidence

VOiCE report completed

Notes from meeting, running order sheets, action plans show there has been an understanding of community involvement and engagement.

Impact questionnaires still to be conducted to further test this outcome.

2 Outcome as set in the plan

Community Group has the knowledge, skills and confidence to create appropriate action plans which relate to the project aim.

Outcome indicator

Community Group takes the lead in producing and updating action plans for B in the Park event.

Score: 6

Evidence

Regular updated action plans produced.

3 Outcome as set in the plan

Community Group has the skills, understanding and confidence to approach and co-ordinate Partnership involvement in the B in the Park event

Outcome indicator

Community Group liaise with and co-ordinate the activities of the Partner groups and organisations - Notes from meetings, layout sheet, action plans

Score: 6

Evidence

11 different agencies and community groups were involved on the day of the event.

Notes from meetings, layout sheet and action plans show the thought process and action required from the community group to achieve this.

4 Outcome as set in the plan

Community Group has the understanding and skills in developing a promotional and media plan

Outcome indicator

Community Group produces publicity material which is distributed to appropriate outlets, press releases, newsletters etc. - flyers, posters, press releases, school bag and door to door flyer drops

Score: 5

Evidence

All the B in the Park Community members had some involvement with developing a promotional and media plan. This can be seen through the production of posters, flyers, press releases and methods

of distributing this information through local venues, school bag and door to door flyer drops, partners and word of mouth.

5 Outcome as set in the plan

Community Group has the understanding of how to develop good questionnaires and how to conduct these appropriately to evaluate that the aim of the B in the Park Event is achieved

Outcome indicator

Community Group develops questionnaires that shows the outcomes of B in the Park event are achieved.

Score: 5

Evidence

The B in the Park were actively involved and discussed the suitability of different types of questioning to show evidence that the outcomes of the B in the Park event was achieved. This can be seen in the final questionnaires.

6 Outcome as set in the plan

Community Group have the knowledge, skills and confidence to undertake a risk assessment of the B in the Park event.

Outcome indicator

Risk Assessment training organised. Community Group produces their own risk assessment for the event

Score: 6

Evidence

Risk Assessment training was conducted by the Health and Safety Section of the Moray Council. This knowledge was then directly used by the B in the Park Community Group to undertake their own risk assessment. Proof of this can be seen in the Risk Assessment sheets.

7 Outcome as set in the plan

A range of residents will attend the B in the Park event Posters, flyers, School Bag and Door to Door flyer drops, local newsletters, press articles, word of mouth

Outcome indicator

Numbers attending B in the Park

Score: 5

Evidence

Approximately 250 attended the event. However the group was disappointed that the event did not attract the more hard to reach individuals and families in the local area

8 Outcome as set in the plan

More people local people will be aware of the activities agency and community partners provide.

Outcome indicator

There will be an increased uptake on activities provided by agency and community partners

Score: 4

Evidence

From the questionnaires completed by those who attended the event over 60% (represents 11 individuals and their families) said they would be encouraged to find out more or take up any of the activities that were provided on the day to try.

A shorter version of the questionnaire may be could have been used to capture feedback from the other participants. Also it has not been tested yet if those who actually said they would find out more information or take up the activities have actually done so.

9 Outcome as set in the plan

There will be a better understanding of how to become more involved with community activities and groups.

Outcome indicator

Community members will use the Area Forum, |Community Council and Agency stakeholders more.

Score: 4

Evidence

33.3 % people asked (6 individuals) said they would be interested in being more involved in what happens in their community and were happy to be approached at a later date to discuss this further.

22% (4 individuals) were already involved with community activities and groups in their area.

28% (5 individuals) said no they wouldn't want to be involved due to a variety reasons.

6% (1 individual) said they didn't know has they had a previous bad experience being involved with a community group where they lived previously.

A shorter version of the questionnaire may have capture further information about residents wishing to be more involved with community activities and groups in their area..

10 Outcome as set in the plan

More community members will become directly involved with community groups i.e Lhanbryde Community Challenge, Area Forum, Community Council

Outcome indicator

Attendance at meetings of the community groups and sub groups will increase.

Score: 2

Evidence

All some baseline information has been captured on potentially the number of residents who may wish to be involved with community groups in the area this has not been tested out to date.

How many of the planned Community Stakeholders did the engagement process reach?

	Quantity
Total	280 Community stakeholders reached
Children and young people	12
Reps of community/voluntary groups	11
Milne's Neighbourhood Forum	3
the Lhanbryde Challenge	4
Wider community	250

Did all the Agency stakeholders identified in Analyse continue to be involved throughout the engagement process?

Yes: Comm. Learning & Development Pship

Yes: Community Planning Partnership

Yes: Health Board

Overall score based on assessment of process and outcomes of the engagement:

View scoring criteria. Score overview as:

1 = Not met the process and outcome(s) at all

6 = Fully met the process and outcome(s)

Score: 5

Have there been any unanticipated outcomes?

This question has not been answered.

In the Analyse section we said that the right level for the engagement was:

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.

Was this the right level and why?

Yes

What key lessons have been learned as a result of the engagement?

Still to be completed

What will we do next?

To finalise report will need to follow up on Impact Questionnaires for the B in the Park Community Group and to investigate how effective the event was in attracting new people to community groups and activities in the area.

Further discussion is required to come up with effective and robust methods to engage with the harder to reach individuals and families in the area.

Status of engagement

Continuing



VOiCE has been developed by SCDC
for The Scottish Government.

This report was produced using VOiCE - Visioning Outcomes in Community Engagement Developed by Scottish Community Development Centre (SCDC). www.voicescotland.org.uk