

Quest 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

Mystery Visit					
Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
Does the facility's website or social media platform provide quality, up to date information that engages with their local community?	Unable to easily find the website.	Able to find the website. The links did work but layout was difficult to use.	Website was easy to locate, all links working, and it was easy to navigate.	Website was extremely easy to locate, all links working, it was easy to navigate, with good use of accessibility tools.	Clear customer centric design and messaging used on both platforms.
	The website links failed to work, the layout of the website was difficult to use, no contact us information available.	Some information on programming, product and pricing was available.	Basic information provided on all products, pricing, and programming.	Information provided on product and programming was linked to images and videos of user participation.	Useful and relevant content used, reflecting the community it services.
	Unable to easily find or access the social media or if the page had not been updated in over 3 months.	Not all products had clear descriptions or identified for whom the activity would be suitable.	Good use of images to reflect the local community.	Social media site was up to date covering a wide range of products and services, using multiple types of	Quick and easy joining and booking process with effective calls to action.

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		<p>Social media site had been updated within the last 2 weeks, but content lacked engagement.</p> <p>Several areas for improvement have been identified.</p>	<p>Social media site was up to date using a variety of engagement tools and imagery.</p> <p>Social media content covered a variety of different services and products.</p>	<p>engagement tools and imagery.</p>	<p>Inclusive, navigational and search in use to access up to date, informative content.</p> <p>Responsive design with full mobile support.</p>
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Plan					
Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
What plans are in place to effectively engage communities?	<p>No plan exists to proactively engage targeted communities. Actions are reactive.</p>	<p>There are plans in place to engage the community, but it has limited ownership within the facility.</p> <p>The planned approach to community engagement broadly meets the Equality Act (2010).</p>	<p>A community engagement plan is in place and describes actions, community engagement processes and outputs and outcomes being sought.</p> <p>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.</p>	<p>The plan has very clear aims, objectives, and outcomes. It includes facility specific actions.</p> <p>There is real understanding of local communities, their geography, needs and priorities.</p>	<p>The plan has been developed with the input of local stakeholders. They are involved in the decision-making process.</p> <p>The facility engagement plan is a part of the wider strategic approach.</p>

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		There is an understanding of the current issues of engagement and the barriers to visiting the facility.	The plan is SMART and has considered secondary research conducted to help inform actions.	Priority groups and targeted communities and key stakeholders have been consulted to inform the plan.	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.
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Do					
Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
How do you communicate to ensure effective community engagement?	<p>There are limited resources and skills to deliver effective communication. Communication does not appear to be tailored for different targeted groups.</p> <p>The facility would benefit from a more professional approach to communication.</p>	<p>There is some investment in skills and modest implementation of communications which reaches most of the community.</p> <p>On the whole communication is jargon free English</p>	<p>Investment is apparent in skills to implement a range of inclusive marketing and communication approaches.</p> <p>Communication focuses on increasing community confidence to use the facility.</p>	<p>Partnerships are in place to aid the communication process.</p> <p>The Facility is using its communities that use the facility to reach out to a wider network.</p>	<p>There is robust evidence of co-production of marketing and communication approaches.</p> <p>Engaging communities is a major part of the core service and embedded into the 'ways of working.'</p>

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			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.	The team/ organisation has 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.	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.
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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.	Key Performance Indicators (KPIs) have been identified and targets set to measure the success and failure of community engagement activities.	Measurements are used to shape decisions and actions taken to change what is done.	Measurement and review process tools include output and outcome.
		Reviews happen but they are not systematic / planned.	<p>A planned and agreed review process is in place with responsibilities for ownership and implementation defined.</p> <p>The engagement plan is reviewed regularly (at least annually).</p>	<p>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.</p> <p>Ongoing stakeholder consultation and review of KPIs allow an effective review of the engagement plans.</p> <p>Quality and quantitative data is reviewed.</p>	Best practice is used to proactively measure and review such as the wider social value of community engagement work.

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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.	<p>The facility can provide ad hoc evidence of the impact of community engagement.</p> <p>Some impact statements exist, and they are validated.</p>	<p>Action is taken as a result of consultation and engagement with the community including community groups.</p> <p>Data and information suggest overall levels of participation are increasing and differences have been recognised and validated.</p>	<p>The facility can evidence the success of individual community engagement initiatives.</p> <p>Case studies are used to demonstrate the success. There has been an improvement in partner, stakeholder, and customer feedback/satisfaction.</p> <p>Reliable and valid data/ information sources are used to demonstrate impact in targeted communities and priority population groups.</p>	<p>The facility can evidence how community engagement has positively impacted on footfall and/ or profitability and achieving higher level objectives and outcomes.</p> <p>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.</p> <p>The facility 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.</p>