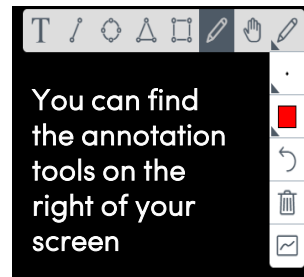# buddle.

Welcome.
Your session will
begin shortly.

If you are using social media, please tag:
#Buddle, @SportEngland @SportStructures

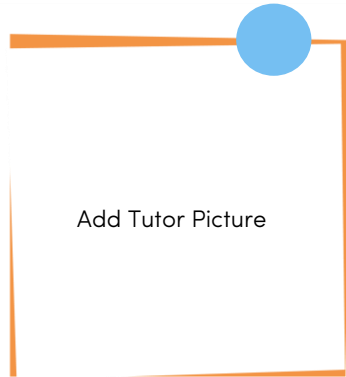Use this doodle box to try the annotation tools whilst you wait.

You can find the annotation tools on the right of your screen

Before we start, please ensure that:

Your microphone is muted

You can see and use the chat box

A little about me...

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Add Tutor Picture

– Jo Pilgrim

– Senior Consultant Sport Structures

–

... and you!

Add some info about you in the chat

– Your Club/Organisation Name

– Where you are based

– What you would like to gain from this workshop?

Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session

What we'll cover:

By the end of this workshop, you will be able to:

- Understand the principles of community engagement

- Explore the benefits of community engagement for both the organisation and the community

- Explore how their organisation can meet the needs of the local community and identified how to engage with their community

- Identify actions to improve your organisation's community engagement and increase participation

What does community engagement mean to you ?

What does it mean to your orginsation

Community Engagement

A process that builds a **strong** and **ongoing relationship** between an organisation and an identified 'community' to apply a **collective vision** for the **benefit of the community and organisation**

What do you think are some of the key principles for Community Engagement?

Community Engagement Principles

Memberships reflects the diverse community they are aiming to represent

Community is **engaged** and **empowered** to get involved and support the organisation

Community is **consulted** on the offer / service

Community is **informed** of how they have contributed to decision making

Seeks **input** from the community to inform decision making

Diversity of thought – the organisation committee is reflective of the community and include people who are thinking out of the box

Organisation makes decisions based on the **needs and interests** of community members

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So what? … The benefits

What are the possible benefits for my organisation?	What are the possible benefits for my local or an identified community?

Wigan St Judes have worked with their community to maximise their facilities ...

Does your organisation reflect the community that surrounds it?

Who are your communities?

Ideas for community engagement

Get creative, get thinking... what are your ideas to engage with your organisation's community?

Remember to think about:

- What are the mutual benefits and purpose?

- The principles of community engagement?

- Who is in your community?

- What organisations could you work with?

Utilising community organisations to reach new communities

Civic political group

Housing associations

Job related groups

Health based

Other voluntary run sports organisations doing community engagement

Volunteer groups

Charities and non-profit-making organisations

Local businesses

Education

Youth and uniformed groups.

Faith based groups

Arts based organisations

General recreation groups

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Community engagement activities

- Capacity building
- Direct service
- Community research
- Sharing skills
- Sport social prescribing
- Become part of the ecosystem of community engagement activities
- Indirect service
- Fundraising
- Participation in association
- Advocacy and education

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Process for community engagement

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Inform — **Consult** — **Involve** — **Collaborate** — **Empower**

Review your current organisation offer and consult with existing membership

Research your community

Appoint a community lead / leads

Consult/ build dialogue with your community

Listen to feedback

Build relationship

Make changes to organisation offer

Examples

Examples:

Example 1: Membership is consulted, and concerns are raised about the number of young people that don't attend the organisation, even though there is a junior section

Example 2: Local research shows there is a large population of young people (two high schools and 7 primary schools). High crime and anti-sociable behaviour compared to regional averages

Example 3: Member is a French teacher at a local school. They believe they are best placed to engage with school and the wider community as she is already recognised by parents and the wider community.

Examples:

Example 4: Organisation decide they are going to try and engage with one high school and 3 primary school. Other members of organisation are going to try and engage and seek thoughts form local business owner

Example 5: High School wants to tackle anti-social behaviour around the school and the local leisure centre. Local businesses are also concerned about this.

Example 6: Continue to build relationship with school, keep in touch and let them know what is happening. Organisation, school and local business agree to fundraise for a sports programme for young people.

Example 7: Decide they are going to invest and upskill including recruiting volunteers from the local community. Organisation create a programme that directly tackles the anti social behaviour issues and crime in the area, and resource through fundraising and Sport England.

Lessons from Boxing Best Practice

- Location, location, location – focal point

- Organisation leaders know and understand the issues faced by local people every day

- Create a welcoming environment

- Organisation culture of respect, commitment and positive behaviour

- Support the whole participant – not just the athlete

- Reach out to marginalised groups

- Work with a range of community partners.

Top tips for better community engagement

1. Ensure that your community engagement is linked to the culture, ethos, and values of the organisation and isn't just an add on

2. Listen, to your community … and then listen some more.

3. Make changes to your organisation offer as the community changes– listen to the feedback

4. Do what you say you are going to do and show people you have made these changes.

5. Relate to people, business, local organisations and understand that communities are diverse.

Action plan for community engagement

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Where are we now regarding community engagement?

- How many contacts to you have?
- How many partnerships?
- What is the community perception of the organisation?
- What are the potential benefits in changing the organisation's approach to community engagement?

Where do we want to be?

- Community engagement mission statement?
- Number of positive relationship you would like?
- Number of partners?
- Increased community viability and visibility?

How are we going to get there? What actions are we going to take?

For example:

- write a strategy
- do some local research
- consult the community
- Contact local groups
- Attend local events

How will this increase participation/volunteering?

- Look at each of the actions – will it truly increase participation ? If so, how?
- If no, why, and does it need to be on your plan?

https://www.youtube.com/watch?v=krukc_GDJVY

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What will you take away from this session?

Any questions?

Please complete the evaluation

Good luck!

Feedback

Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

– Thanks in advance, the Buddle Team.

Recap:

By the end of this workshop, you will be able to:

- Understand the principles of community engagement

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Buddle training

Getting Organised	Inclusion	Getting Help From People	Money Matters	Develop and Grow
Leadership and Your People	Your Culture and Values In Your Organisation		Raising Money to Sustain Your Organisation	Promoting Your Offer Using Social Media
Exploring Legal Structures	Engaging different People	Maximising Your Volunteers Experience	Financial Management	Creating a Marketing Strategy
Simply Planning	Positive Experiences For All People		Dealing With Increasing Costs	Engaging your community

See future dates at www.Buddle.co

Thank you!

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