

# DIFFERENT LEVELS OF ENGAGEMENT

	<b>INFORMATION GATHERING</b>	<b>INFORMATION GIVING</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PURPOSE</b>	To gather information about opinions, attitudes and preferences to help understanding and decision making	To provide people with balanced and objective information to help them understand the football offer you intend to develop. How they can find out more, get involved and keep updated on progress	To obtain direct feedback on your ideas, football project proposals and options	To work directly with your target audience to ensure that their concerns and aspirations are consistently understood and considered	To partner with your target audience in each aspect of design and delivery to deliver a football offer that addresses their needs both now and going forwards	To place the football offer in the hands of the community and empower them to take ownership
<b>EXPECTATION</b>	That we will treat and use all information gathered responsibly and reported honestly	We will keep you informed and updated	We will actively listen, take feedback seriously, use it to help with decisions and provide feedback on how we have done this	We will work with you to shape the process, ensure it's transparent throughout and that you have some involvement in design and delivery	We will work together, building mutual trust, joint decision making, sharing resources and developing solutions together	We will support and help you with your ownership of the football offer
<b>EXAMPLE METHODS</b>	<ul style="list-style-type: none"> <li>Existing data and insight</li> <li>Surveys</li> <li>Online surveys</li> <li>Social media analysis</li> <li>Questionnaires</li> <li>Focus Groups</li> <li>Video Diaries</li> </ul>	<ul style="list-style-type: none"> <li>Posters/leaflets</li> <li>Social media</li> <li>Local media</li> <li>Newsletters</li> <li>Facebook/Twitter Partners</li> <li>Displays, info boards</li> <li>Piggyback events</li> </ul>	<ul style="list-style-type: none"> <li>Surveys</li> <li>Public meetings</li> <li>Group discussions</li> <li>Events including 'come and try it' sessions</li> <li>Online consultation</li> <li>Talking/graffiti walls</li> <li>Suggestion boxes</li> </ul>	<ul style="list-style-type: none"> <li>Workshops</li> <li>Community events</li> <li>Planning sessions</li> <li>Partner events</li> <li>Session delivery</li> </ul>	<p>Build a partnership with your target audience and key community figures to share development.</p> <p>Develop service user forums.</p> <p>Elect a community member on to the project steering group.</p>	<p>Capacity build key members of the group, to take ownership of the activity.</p> <p>Provide training, mentoring and support.</p> <p>Bursary schemes          Devolved budgets          Create Community Interest Company or Trust</p>

## Informing your target audience

Your first step is to inform your target audience about your project and the opportunities for them to get involved. Inform as widely as possible to give you the best chance to hear a variety of views. Make it clear that you want to listen to what they have to say to help build future relationships.

Be clear about why you are getting in touch – are you inviting them to take part, to try an activity, to give you their opinion or to help you develop your activity from scratch?

When choosing the different methods to reach and inform your target audience - think about how they would like to be communicated with.

Could a partner spread the word for you and inform your target audience? What form of social media would reach your target audience? Are there local websites or publications that you could leverage?

Think about including a feedback mechanism into your communications – e.g. allow comments on Facebook posts. Encourage people to tell you what they think even at this early stage.

Plan now how you will continue to keep people informed throughout your project.

## Consulting with your target audience

Consulting with your target audience is a great way to build trust. There are many ways to consult and you can have lots of fun being creative.

Think about your consultation as a two-way conversation – listening will be as important as talking! The insight you have already gathered will help you plan how, where and when you consult.

Before you begin your consultation, think about what you want to find out and what would motivate people to take part in your consultation activity?

Think about the topics you want to raise, they could include:

- Do they think they have the skills to take part in football?
- Who would they like to lead their football activity?
- What else must be on offer to attract them?
- What would stop them taking part and what would help make it easier for them to take part.

*Go back to your original aims and objectives to help you do this.*

Think about the consultation methods you are going to use? What is best for your audience and how would they like to be consulted with?

- Online through Survey Monkey
- Face to face
- Through a trusted Partner
- Focus groups
- Community event

## Involving your target audience

The more you can involve your target audience in the development of your project, the more effective it will be.

Consider:

- Would working with a small number of your target audience help develop how you are going to inform and consult?
- Could you work with them to develop what your project looks like and how it will deliver the football offer?
- Developing a series of 'give it a go' events and let your target audience have a go and provide direct feedback?
- Could you work with a trusted community partner to deliver the project for you?

## Collaborating with your target audience

Working with your target audience collaboratively - and as a partner - means that they will be involved in all of the decision-making. Right from agreeing aims and objectives to delivering a football offer that addresses their needs.

Consider:

- How and who would you collaborate with?
- Would you want to collaborate from the very start?
- Would you want to collaborate after consultation or involvement activities?
- What would you want your target audience to do?
- How would you support them to feel they are an equal partner?
- Could you develop a project steering group in which they have equal representation?

## Empowering your target audience

Empowering your target audience to take ownership takes time and support. But it's vitally important to do so that they can own and develop the project.

Empowerment comes with rewards, as it can help make the project sustainable. The result can be a project that is led by the target audience for the target audience.

Consider:

- How you would engage the target audience and support them to feel they have the confidence and the capability to take control?
- What training and development could you offer?
- What resources could you offer?
- How could you mentor the group going forward?