

Community Engagement Plan And Toolkit

Northwich and Rural North Area

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Community Engagement Plan - Northwich and Rural North Area

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Community Engagement Plan Northwich and Rural North Area

INTRODUCTION

Welcome to the Community Engagement Plan (CEP) for the Northwich and Rural North area comprising the wards of Frodsham, Helsby, Kingsley, Weaver and Cuddington, Marbury, Hartford and Greenbank, Winnington and Castle, Davenham and Moulton, Witton and Rudheath and Shakerley.

This CEP has been commissioned by the Northwich and Rural North Area Partnership Board (N&RN APB) who are a collection of partners including Fire, Police, Health, Cheshire West & Chester (CWAC) staff and Councillors and representatives of both Voluntary Sector and Town and Parish Councils who are working together to develop the area action plan with [key priorities from the sub groups](#) to improve Northwich and Rural North. The APB vision is: 'The Hidden Gem of Cheshire' - Advancing history, life and opportunity

The APB has a number of functions and priorities which can be viewed at www.westcheshiretogether.org.uk along with the APB Area Action Plan and details of APB minutes, agendas and reports. Central to the aim of the area action plan is community engagement and wanting to encourage partners to work together on engagement activities with the local community.

What is Community Engagement?

There is no standard definition of community engagement however the Improvement & Development Agency (IDeA) suggests that community engagement involves the Local Authority (and partners) working together with the local residents in their area to improve their quality of life by involving them in decision making to give more say over services they receive.

Community engagement can be thought of in terms of three inter-locking dimensions like a "Rubik's cube". Partners can engage with a number of communities in relation to:

Community of Place – *A community linked to a particular geographical location such as ward, parish, neighbourhood or a housing estate. This location usually has a physical boundary.*

Community of Interest – *A group of people with a shared interest, experience or need, such as a group of allotment holders or support group.*

Community of Identity – *A community that is defined by how people identify themselves or how they are identified by society such as older people.*

Why is Community Engagement Important?

There is an increasing emphasis on Local Authorities to involve communities in the setting of local priorities and making decisions about their area. There are three key themes to community engagement; informing, consulting and engaging. There are many reasons why the APB and its partners should, and need to, engage with residents. One essential reason is to improve reputation and build trust. The outcome of increased involvement and engagement will be a stronger community with active citizens who have the power to shape their local services.

Community Engagement activity that cuts across all partners throughout Northwich and Rural North will help to avoid duplication, reduce the number of meetings, rationalise structures and allow for joint consultation and communication. A key element to successful Community Engagement is effective marketing and communications which enables people to be informed about what is going on in their area, how they can become involved and influence decision making.

A typical method of marketing is to use the 4P's:

Product,

Price,

Place,

Promotion

An Extended mix of the 4P's can include: People, Process, Physical evidence. Further information is available from http://en.wikipedia.org/wiki/Marketing_mix

Councils have always engaged with the public in order to deliver public services. Since 2009 the [Duty to Involve](#) has been a key requirement of local authorities and listed public bodies and requires them to involve interested persons or their representatives in decisions which may affect them.

In March 2010, the Conservative party published plans to establish [Big Society](#) in which 'People come together to solve problems and improve life for themselves and their communities; a society in which the leading force for progress is social responsibility, not state control'.

"The Decentralisation and Localism Bill referenced in the Queens Speech 2010 aims to 'devolve greater powers to Councils and neighbourhoods and give local communities control over housing and planning decisions'. The Bill proposes that communities play a much stronger role in local decision-making and holding local government to account. This coupled with an emphasis on both social responsibility driving change, on the importance of volunteers, social enterprises, charities and other voluntary and community groups which links into the central aims of this engagement plan.

Community Engagement Plan Subgroup

The Northwich and Rural North Area Partnership Board (APB) agreed that a suggested way forward for Community Engagement in the area is to produce its own CEP through a multi-agency sub group. The CEP with an annual events calendar looks to develop one key partnership event each month ensuring that activity is across the APB area, targets key geographical areas in line with the sub group priorities and ensures as many of the relevant key partners have involvement.

The CEP Subgroup has agreed that the way forward is a co-ordinated approach which involves partner agencies working together. The aim is to have this plan as a flexible working document that can be used by partners and voluntary sector that are looking to undertake community engagement activity.

Community Engagement Plan – Why have one?

The CEP will map and promote engagement activity across all Northwich and Rural North partners in order to avoid duplication, reduce the number of meetings, rationalise structures and also allow for joint consultation and communication whereby all partners will;

- Identify why and what they want to inform, consult and engage on
- Identify where and when they want to engage
- Identify how they want to engage which will be a more flexible approach
- Show how engagement activity links to the APB plan and work activity
- Include an assessment of what activity is already taking place
- Include Town and Parish Councils in the engagement activity as they are already close to the heart of communities
- Create engagement activity to allow balance between local priorities and strategic or national statistical priorities.

Northwich and Rural North Area Partnership Board (APB)

Both the plan and calendar of events will be reviewed and updated on a monthly basis to include new engagement techniques with endorsement and approval by the APB.

In developing an Engagement Plan, the APB and Area Team will consider using different techniques to engage, inform and consult with local communities, some of which are listed in this document as a [toolkit](#) . Other useful examples of good practices can be found on various websites such as www.community-toolbox.org; <http://www.idea.gov.uk>

An aspiration of the APB is that each Town and Parish Council within Northwich and Rural North works with their community and other key partners to develop Parish Plans that link into the CEP and Area Action Plan. We are also keen to work with established community groups and activity such as Homewatch groups, Faith groups, Community Pride 'Best Kept Villages', Village in Bloom, litter picks (clean teams), tenants and residents associations, Community Associations and Village Hall Committees. Civic Pride is a key element of engagement which makes people feel that they belong to and are a part of their local area.

Special effort should always be made to engage people whose opinions are seldom heard. This includes people often referred to as 'hard to reach', 'difficult to engage'. Everyone can be reached somehow. Examples of groups or individuals 'seldom heard' include: Elderly people, young people, people from ethnic minorities, people with disabilities, mobility difficulties, hearing impairment, visual impairment, people with learning difficulties, Rural communities (include people who are isolated geographically), Gypsy and traveller community, People who have difficulty reading, writing or speaking English and People on low income.

How do we engage in Northwich and Rural North?

This CEP is a practical guide containing best practice and information about how to engage with people who live, work and visit Northwich and Rural North. We have included easy to use information and the various methods and approaches to engagement, outlining who, what, why and how of each method.

Community Engagement involves a number of methods and approaches:

Inform - Informing people about services, future plans, strategies, forthcoming developments and issues in a local area.

Consult – Consulting people to seek their views on services, future plans, strategies, forthcoming developments and issues in a local area.

Engage - Engaging with people provides the opportunity for issues and needs to be jointly discussed and assessed.

The focus of this plan is primarily to work with local communities and is in line with CWAC Community Engagement Strategy which places a strong emphasis upon two areas namely:

Collaborate – We will work in partnership with all public agencies and stakeholders to deliver better outcomes for local people.

Empowerment – We will provide support, opportunities and resources for communities to identify their issues and concerns and to design and deliver their own local responses.

Collaboration and Empowerment will be central to all our engagement activity within Northwich and Rural North.

With any engagement activity it is important to plan effectively, learning from past experience, best practice and existing engagement which helps greatly in the planning process and in turn the evaluation of the activity.

Community Engagement Plan – How it works

This plan is divided into easy to use sections:

An [Engagement Toolkit](#) which provides an introduction to the various methods that can be used to inform, consult and engage with the local community. This will provide a consistent approach to engagement, with the methods and mechanisms included as ideas to be used to ensure consistent quality in our communication. In the case studies shown we have tried to use examples specific to the Northwich and Rural North Area.

A [Marketing Toolkit](#) which is similar to the engagement toolkit as it provides an introduction to the various methods that can be used in marketing and communicating. As per the engagement toolkit we have tried to use examples specific to the Northwich and Rural North Area.

A [List of Partners](#) which shows the partner agencies who are involved in community engagement activity throughout Northwich and Rural North. This list is by no means exhaustive and additional partners are added on a regularly basis.

A [Calendar of Events](#) which shows month by month partnership activity for 12 months throughout our area. One of our key aspirations is to have at least one partnership event every month. This will be developed on an annual basis. The calendar will ensure that all engagement activity i.e. events, are rotated across the area, key areas will be targeted in line with priorities and we will ensure that key partners are involved. We want to work together to ensure the maximum number of residents are able to have contact with partners and view a co-ordinated calendar which sees events distributed across the whole area allowing the maximum number of residents to be involved.

An [Event Form](#) has been included which provides a typical example of a form which is to be completed for each proposed partnership event. It lists how the event links into APB priorities, partners involved, engagement and marketing activity.

An [APB Priority Line diagram](#) which shows how the engagement activity for Northwich and Rural North Area is linked to the APB priorities. We want to take a joined up approach to engagement, showing the direct link from the CEP to actions/projects that are developed under the APB priorities and featured in the Action Plan.

http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx

[List of APB Sub Group Priorities](#) which shows the key headline priorities under each of the APB sub groups.

[Marketing and Communications Plan](#)

The marketing and communications action plan highlights the key actions for the marketing and communications group and wider partnership to deliver in order for communities to know what we are doing.

Community Engagement Plan – How it works (continued)

Tracker Survey

The N&RN APB has 5 sub-groups and these sub-groups have analysed data from community surveys to produce 4 priorities for each sub-group with subsequent action plans.

Within the Community Engagement theme the APB has agreed that we roll out a 'tracker survey'. Basically this involves each sub-group identifying perception questions based on the national Place Survey, Our Communities survey and sub-group priorities.

How the tracker survey will work

Within the attached [Tracker Survey](#) each sub-group has identified 4 perception type questions with a set of answers. Some of the old 'Our Community' survey questions have been slightly changed as agencies preferred the amended version for the tracker survey as they identified more easily with the priorities.

The aim is for each agency working with the APB to take the questions to every resident/community meeting or event and ask attendees to complete the questionnaire.

All completed questionnaires will be returned to the Northwich and Rural North Area Team who will gather the information on a quarterly basis and publicise the results on the N&RN website.

During an 18 month period the results will be tracked for overall responses which will inform the APB and sub-groups of how people feel and will indicate if the work being undertaken has been effective.

A [Marketing Calendar](#) which lists publications and marketing media throughout Northwich and Rural North. One of our aspirations is to promote engagement activity to as many residents in Northwich and Rural North. The calendar will list the deadlines, contact details and publication dates, to ensure that material is included and viewed as widely as possible.

[SWOT Analysis](#) – A SWOT analysis is an assessment of the Strengths, Weaknesses, Opportunities and Threats of an organisation or in this case Northwich and Rural North area. This SWOT was produced by the members of the Marketing and Communications Sub Group, with input from other APB sub group members.

[PESTLE Analysis](#) – A PESTLE analysis is an assessment of the Political, Economic, Social, Technological, Legal and Environmental issues – In this case any issues that affect the Northwich and Rural North area. The PESTLE Links into the SWOT analysis by identifying Strengths, Weaknesses, Opportunities and Threats. When used in conjunction with each other they provide a great view of issues that can affect an area.

Community Engagement Plan – How it works (continued)

[Unique Selling Point \(USP\)](#) – The Unique Selling Point is the real (or perceived) benefit of goods or service that differentiates it from competing brands. The USP in this case is the Northwich and Rural North area highlighting the key points which make the area unique. USP is a key component of the promotion theme around which advertising campaigns can be built.

The SWOT, PESTLE and USP will all be used to help develop the basis of our marketing plan.

[Community Forum Pre-meeting Set up and Post-meeting actions.](#)

Community Forums are the local meetings that are held by Councillors for local residents in a particular area. A process map has been developed in terms of pre-meeting set up and the Post-meeting actions. Both of these processes have been included in the appendices.

[Participatory Budgeting](#) A number of participatory budgeting events have been held within the Northwich and Rural North Area utilising member budgets. This is a great way of engaging with local community and voluntary groups and for the community to decide where monies should be spent.
http://www.talkingwestcheshire.org/talking_northwich_and_rural_no/my_community/participatory_budgeting.aspx

[APB Priorities Circle Diagram](#) which shows month by month the APB actions i.e. APB meetings each quarter, CEP process and the wider activity by Cheshire West and Chester Council.

[Action Plan](#) The priorities of the APB will form the basis of an action plan which details how partners will inform, consult and engage, as well as marketing and communications across the area.
http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx

[Community Plans](#) are being developed for specific areas throughout Northwich and Rural North namely: the Town and Parish areas, along with the Neighbourhood area of Rudheath and Witton. Engagement with local people will be a central to these plans.
http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx

The Process for Developing the Community Engagement Plan

The process below shows month by month how to build the Community Engagement Plan each year.

The Community Engagement Plan (CEP) which includes marketing and communications will continually need refreshing and the basic annual process as featured below underpins how the CEP is put together. (Slight variations will occur for each organisation). Also included is a diagram [Appendix N – APB Priorities Circle Diagram](#) which shows how the Council, APB and Community Engagement Plan link into each other on a monthly basis.

Month	CEP Actions	Marketing Actions
October	<p>The Senior Management Team and each Directorate are contacted informing them of the APB priorities and actions within the Area Action Plan and CEP.</p> <p>Directorates will be asked to think about how they will inform, consult, engage and use marketing within the APB area to avoid duplication and co-ordinate activity.</p> <p>A presentation is made to each Directorates Head of Service meeting regarding the CEP and marketing plan for the following year explaining the importance of a partnership approach.</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	Monthly marketing activity undertaken (appendix H)
November	<p>Partners and Town/Parish Councils are contacted informing them of the CEP and asked for details of any known events for the following year, the events may be consultation exercises, promotional events or just fun days.</p> <p>Directorates are re-contacted as a reminder.</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	Monthly marketing activity undertaken (appendix H)
December	<p>A draft CEP calendar is produced and presented to the APB for comment, amendment and approval.</p> <p>The APB decides on the key multi-agency events for the forthcoming year and</p>	<p>Monthly marketing activity undertaken (appendix H)</p> <p>Quarterly marketing activity undertaken (appendix H)</p>

	<p>allocates a lead agency for each event. An event form (appendix C) is completed for each partnership event showing how each event contributes to the APB priorities, which partners will be involved, which CEP tools will be suitable and which marketing tools will be used.</p> <p>The CEP calendar is sent to directorates for inclusion within their Service Improvement Plans.</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	
January	<p>The approved CEP calendar is sent to Parish/Town Councils who are asked how they can contribute to events relating to their Parish area.</p> <p>Where activity is taking place within a specified Parish/Town Council area then the Council is contacted to agree details of how partners and the Council can work together to get the best from the event.</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	<p>Monthly marketing activity undertaken (appendix H)</p> <p>The CEP is sent to CWaC Marketing and Communications Team for inclusion in their planned marketing activity</p>
February	<p>Costs are established for the CEP activity however each agency will be expected to use existing resources before additional funding is requested</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	<p>Monthly marketing activity undertaken (appendix H)</p>
March	<p>A business case is presented to the APB for additional funding required to develop the partnership events listed in the calendar.</p> <p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	<p>Monthly marketing activity undertaken (appendix H)</p> <p>Quarterly marketing activity undertaken (appendix H)</p>
April	<p>Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.</p>	<p>Monthly marketing activity undertaken (appendix H)</p>

May	Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.	Monthly marketing activity undertaken (appendix H)
June	APB – Provide update, gain agreement on CEP actions, request additional funding if necessary Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.	Monthly marketing activity undertaken (appendix H) Quarterly marketing activity undertaken (appendix H)
July	Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.	Monthly marketing activity undertaken (appendix H)
August	Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.	Monthly marketing activity undertaken (appendix H)
September	APB – Provide update, gain agreement on CEP actions, request additional funding if necessary Email partners/Parish/Town Councils reminding them about attendance to next month's partnership event and activity they are undertaking.	Monthly marketing activity undertaken (appendix H) Quarterly marketing activity undertaken (appendix H)

What needs to be considered before you start to inform, consult and engage?

Below are a number of key points to consider when planning to inform, consult or engage with the community:

- Why you are planning this initiative and what the outcomes will be?
- Be clear about who you will be informing, consulting, engaging with and what specific needs/requirements they may have.
- Identify the partner agencies and/or the people you will be working with and make contact early.
- Identify what your initiative will mean for the people involved. What are the benefits? What are the time commitments? Has the idea come from you? What is the basis for your proposal?
- Set up a communication/marketing plan and identify how you will promote and market what you plan to do.
- Make sure your information is clear, honest and easily accessible.
- Always take into account equality and diversity principles – if in doubt get advice.
- Is your initiative long, medium or short term? Or is it testing the waters?
- What resources are needed? (Include staff and volunteer time)
- Respond to issues as they come up and keep an open mind
- Always be willing to learn different perspectives and be honest when you are not sure of something
- Inform those involved regularly and remind them when meetings will be. Communicate the outcomes/decisions made of any engagement.
- Remember the procedures, such as Health and Safety at a meeting/event.
- Keep clear records of your planning process and what happened throughout the initiative. It always helps when looking back at the end and can help inform/improve/do things differently in the future.
- Make sure you are ready to communicate clearly, concisely and honestly.

Marketing and Communications Work Plan – Northwich and Rural North

[Marketing and Communications Work Plan](#)

The APB tasked the Community Engagement Sub Group with developing a Marketing and Communications Work Plan which has been developed to work alongside the CEP. It was agreed that in order to take forward this request a Marketing and Communications Sub Group be set up. The aims of the group are:

- To raise awareness and understanding of the N&RN APB.
- Promote monthly partnership events
- Raise awareness and understanding APB sub groups, Northwich and Rural North Area Team and partner organisations
- Promote key messages and keep communities informed
- Promote key community activities e.g. Community Forums or equivalent, Town and Parish Council planning days.

The plan will become the work programme for the group and wider partnership organisations, linking into the Community Engagement Events calendar. It is important to state that the Marketing and Communications plan must be a flexible working document, which can be used by partners and voluntary sector that are looking to enhance their marketing and communications activity and will be updated on a regular basis.

What needs to be considered before you start Marketing and Communicating?

Prior to any marketing and communicating being undertaken it's important to consider the following questions:

Work out what you want to achieve with your marketing – Do you want to create awareness, provide information, or announce a new project/service?

Have you defined your target audience – how do you want them to contact you?

In terms of Northwich and Rural North we need to be clear about the messages from both the Area Partnership Board and Area Team, as we are apolitical and need to be sensitive to issues that are politically motivated.

The chair of the APB is to be the official spokesperson of the APB – quotes from the chair are to be sought as much as possible.

In order to be effective all messages need to be timely and in plain English and use the philosophy “You Said, We Did” to show residents are being listened to.

Cheshire West and Chester Community Engagement Plan

This plan of engagement for Northwich and Rural North links into the key aims of [Cheshire West and Chester Community Engagement Plan](#), which includes a set of standards and principles to ensure that there is a consistent, relevant and meaningful approach to engagement and empowerment across all of its services. By doing this the Council are able to co-ordinate its engagement and empowerment activities with partners and other local organisations in a much more effective way.

Along with the Cheshire West and Chester CEP, Ellesmere Port as part of the Our Place (National Pilot) project has developed a Community Engagement Toolkit for the Ellesmere Port area which promotes “An important part of community engagement is relationship building and empowering. The keys to successful relationship building and empowering include communicating, listening, being flexible, open-minded and having a long-term commitment”.

How will Councillors Contribute

This Engagement Plan links into the [Cheshire West and Chester Community Engagement Plan](#), which promotes engagement as a key tool for the Council and highlights Councillor involvement.

Each Ward Councillor has a 'Councillor budget' which is funding allocated to them, "Councillor budgets support local decision making and are designed to encourage the involvement of local people in what happens in their local area and any improvements agreed".

As stated in the Cheshire West and Chester Community Engagement Plan, "Ward Councillors engage with communities and their representatives through, for example, Community Forums, ward surgeries, residents meetings". The Councillors develop the Community Forums for each area not only in Northwich and Rural North but, across the Cheshire West and Chester area. Each Forum produces a "You Said, We Did" newsletter highlighting the main issues discussed at the Community Forums along with answers to any questions or queries raised.

Cheshire West and Chester Council is made up of 75 democratically elected ward councillors who have a unique role as both community leaders and advocates because they are accountable to the public. This gives them the mandate to be central to community engagement in their constituency and play a key role in the process of engagement and empowerment. In Northwich and Rural North there are 20 councillors.

Local or ward councillors are the key to connecting the council to its citizens. Each ward councillor throughout Northwich and Rural North is a member of an APB subgroup allowing them to shape priorities and actions, ensuring residents are best served by the sub group work. Their role is to provide effective communication between residents and the council, or other stakeholders, about local needs, issues and priorities. They should be at the heart of, and support, a vibrant local democracy that enables local people to have their say about the things that matter to them. Councillors should then ensure that appropriate action is taken.

The Councillor call for action is designed to allow local people and community representatives to work with their elected ward councillor to raise neighbourhood issues for discussion in order to try and tackle some of the difficult problems. The challenge to ward councillors is to recognise, understand and cater for the diversity and dynamics within their communities and to work with local people in ways that facilitate their engagement.

Ward Councillors should:

- Engage with communities and their representatives through Community Forums and other local groups and networks.
- Play a key role in joined up working with public sector partners and other stakeholders.

Community Engagement Plan - Resources, Milestones and Outputs

Resources

The Community Engagement Sub Group has secured £2,433 from APB funding for 2011-2012. The group are looking to combine consultation, information giving and engagement activity to reduce duplication and create efficiencies. The group will be 'piggy backing' off existing activity to maximise impact and funding but want to create 6 defined joint events.

However, by partners working together and different agencies leading on different events it is anticipated that the need for large funding resources will be minimised. When looking at budgets for joint work it is worth looking at what partners can do within their existing resources, looking to identify efficiencies and economies of scale, the cost of delivery the CEP, looking at any gaps in funding and potential sources of funding.

Initial Project Outputs

- 1 partnership event per month
- 6 key joint partnership events
- 10 partners participating at each event

Project Outcomes

- Greater awareness by residents of partner services and activities
- Greater awareness of Area Partnership Board and its work
- Residents consulted on APB priorities
- Northwich and Rural North website promoted

Publicity

All of the publicity for the Community Engagement Plan will link into the Marketing and Communications work plan.

- Some key places where residents will be able to keep up to date with the CEP include;
- Northwich Guardian,
- Northwich and Rural North Talking West Cheshire Website
- Mailshots/email newsletter via database contacts
- Posters,
- Partnership newsletters/websites

Engagement Toolkit - Methods of Approach to Inform, Consult, and Engage

The table below indicates a number of methods that can be used to inform, consult or engage along with examples of best practice. Please note that it is only an indication – the method you choose depends on the nature, size, subject and objective of the particular exercise.

Key code: ● ok ●● useful ●●● best method to use

	Methods	Inform	Consult	Engage
1.	Action Learning Sets/Open Space		●●●	●●
2.	Appreciative Inquiry		●●●	●●
3.	Arts as Consultation	●	●●●	●
4.	Ask the audience (see deliberative polling)	●	●●●	●●
5.	Blogs	●●		●●
6.	Campaigns	●●●	●	
7.	Circulating documents	●●●	●●	●
8.	Citizens Juries	●●	●●●	●●
9.	Citizens Panels	●	●●●	●
10.	Community Consultation Groups	●	●●●	●●
11.	Community Forums	●●	●	●
12.	Community Representation	●●	●●●	●●●
13.	Community Visioning	●	●●●	●●
14.	Conferences	●●	●	
15.	Customer Comment Cards		●●	
16.	Deliberative Opinion Polls	●	●●●	●
17.	Doorstep Interviews		●	
18.	Exhibitions/Roadshows	●●●	●	●
19.	Facebook	●●		●●
20.	Focus Groups	●	●●●	●●
21.	Future Conferencing/Visioning		●●	●●
22.	Imagine		●●	●●
23.	In-depth Interviews	●	●●●	●●
24.	Internet Poll		●●	●
25.	Leaflets/Newsletters	●●●	●●	
26.	Local Press	●●●	●	●
27.	Market Place	●●	●●	●
28.	Mediation			●●
29.	Mobile Bus		●●	
30.	Mystery Shopping			●●
31.	Northwich and Rural North Website	●●●	●	●
32.	On-Line Forums	●●	●●	●●
33.	Participatory Appraisal		●●●	●●●
34.	Participatory Budgeting	●●●	●●●	●●●
35.	Partnership Approaches – Impact Weeks	●	●●●	●●●
36.	Peer Consultations/Interviews	●●	●●●	●●
37.	Pilot Projects		●●	
38.	Place Spotlight		●●●	
39.	Planning for real	●	●●●	●●
40.	Post –It Note Priorities	●	●●●	●●
41.	Priority Search		●	●
42.	Public Meetings	●●●	●●	●

	Methods	Inform	Consult	Engage
43.	Select Committees	● ●	● ●	●
44.	Staff feedback & Suggestions		● ●	●
45.	Sticky dots on maps		● ● ●	● ● ●
46.	Surgeries – Councillors/Police/Highways	● ●		●
47.	Surveys - Self Completion		● ● ●	
48.	Surveys - Telephone		● ● ●	●
49.	Sweet Jar		● ● ●	● ● ●
50.	Topic Forums	●	● ●	● ●
51.	Twitter	●	● ●	●
52.	User Panels	●	● ● ●	● ●
53.	Video Diary		● ● ●	● ●
54.	Vox-Pop Interviews		● ● ●	● ● ●
55.	Walkabouts – Ward Walks	●	●	● ● ●
56.	Workshops	● ●	● ● ●	● ●

Marketing Toolkit – Methods of Approach

The table below indicates a number of methods that can be used in Marketing and Communicating along with examples of best practice. Please note that it is only an indication – the method you choose depends on the nature, size, subject and objective of the particular exercise.

	Methods
101	Billboards
102	Blogs
103	Bluetooth
104	Branding / Visioning
105	Community Forums / Market Place
106	Customer Data/Insight
107	Display Boards / Notice Boards
108	Door Knocking
109	E-mail
110	E-Marketing
111	Facebook
112	Focus Events
113	Fun Days/Events
114	Internal News
115	Leaflets / Newsletters
116	Market Stalls
117	Media
118	Photo Calls
119	Poster
120	Press Releases
121	QR Codes
122	Short and Multimedia Messaging Services – SMS, MMS
123	Targeted Marketing
124	Tracker Surveys
125	Twitter
126	Websites
127	Web Videos

No 1. Case Study

Action Learning Sets

Also known as Open Space, Co-production, Participatory Appraisal

What is this?

Action Learning is an accelerated learning tool which can be applied to any number of different issues and challenges. In Action Learning sets, participants meet regularly with others in order to explore solutions to real problems and decide on the action they wish to take.

Who is it for?

Active Learning is for people to work on particular problems but also as a method of teaching and self-improvement. It is ideal for smaller groups of people across all society.

How to do it?

Learning sets meet on a regular basis for 1-2 hours or more for discussions on any number of different issues. The stages of progression include:

1. Describing the problem
2. Receiving contributions from others
3. Reflecting on the discussion and deciding what action to take
4. Reporting back on what happened
5. Reflecting on the problem-solving process and how well it is working

Why use this method?

Active Learning enables people to work together to check perceptions, clarify the issue and explore alternatives for action. It makes people aware of group development and encourage effective ways of working together. People are able to act on their new ideas and try to change the situation.

Cost to consider

This is a very low cost approach; however Costs that arise can include external facilitators and time spent in set meetings.

Tip

Can help change old, inflexible teaching methods. Not suitable for larger groups in public engagement

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No 2. Case Study

Appreciative Inquiry

What is this?

Appreciative Inquiry (AI) builds a vision for the future using questions to focus people's attention on past and future success. These questions are then taken to the wider community. Issues addressed often revolve around what people enjoy about an area, their hopes for the future, and their feelings about their communities.

The questions encourage people to tell stories from their own experience of what works. By discussing what has worked in the past and the reasons why, the participants can go on to imagine and create a vision of what would make a successful future that has a firm grounding in the reality of past successes.

Who is it for?

AI begins with a core group setting the focus of the Inquiry, and developing and testing the 'appreciative' questions. These are used by many people in the community to gather information through stories as well as set out their hopes and wishes for the future.

How to do it?

- Interview questions can be developed, tested and analysed in a few hours or in a workshop.
- Data from the interviews can be looked at and turned into information by a few people or, preferably, by the whole community.
- Everyone can then decide collectively how to best go forward.
- AI works best when there is something that needs to be worked on in the whole community and where there is a long-term commitment to change.

Why use this method?

AI is story-based. People speak from their own experience;
It involves the community and partners working together;
It is easy to include the people who normally don't take part in engagement activities;
AI builds on what has worked well in the past;
Creates a strong vision for the community

Costs to consider

Cost usually between £1,000 and £15,000 depending on size of organization and ability to pay, and scale of enquiry.

Tip

It is a useful tool when a complex situation needs some collective views to address it.

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No 3. Case Study

Arts as Consultation Also known as Creative Consultation

What is this?

Arts-based engagement refers to a number of techniques namely drama, music, dance and performance, creative writing, poetry and storytelling, music and the visual arts (drawing, painting, collage, photography, video and three dimensional arts) as a way to engage with people about a particular issue.

Who is it for?

All ages. Arts based engagement techniques are useful when you have mixed groups of people that need to work together – an arts activity can give a common focus. Arts based or creative consultation is becoming increasingly popular. Using the arts as a way to discuss the possibilities of a place undergoing change can engage both individuals and communities who may not necessarily respond to other methods of engagement.

How to do it?

Decide on the subject/issue you wish to consult on.

Decide on the appropriate technique i.e. drama, music etc

Agree timescale for the consultation

Promote the consultation – works well as a standalone event or part of an existing event

Working with artists, photographers, writers, poets, actors and dancers can obtain an accurate picture of people's relationship with and aspirations for a place which can inform the decision making process using visual arts, puppetry, video, drama and music.

Why use this method?

The process can also deliver individual benefits such as skills development, confidence-building, fun, personal expression and widening horizons.

Costs to consider

Varies

Tip

Utilise a facilitator such as a local artist

Link into local arts groups

This is a great way to engage school children

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No 4. Case Study

Ask the Audience Also known as Audience Response

What is this?

Ask the audience uses the same format as the Ask the audience element of the TV show Who wants to be a millionaire. The audience (people being consulted) are asked a number of questions on screen and introduced by a presenter. Once the audience have chosen their answer they select the corresponding number via a hand held remote control.

Who is it for?

It is a great tool to use for a large number of people and when an immediate response is needed to a question.

How to do it?

The presenter uses a computer and video projector to show the audience a background presentation on the subject. The audience are then asked questions and asked to respond.

Why use this method?

Can improve attentiveness
Increase knowledge retention
The data can be collected anonymously
Individual responses can be tracked
Results of the questions/poll can be displayed immediately
This method makes engagement and consultation a fun experience for participants.
It's a very different way of gathering data for reporting and analysing
May engage people who would not normally take part in consultations.

Costs to consider

Purchasing the equipment is costly.
Venue hire
Presenter
Marketing costs

Tip

Brilliant tool to use with children and young people and when there isn't much time to consult.

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No 5. Case Study

Blogs
Councillors/Community Groups/Community Representatives
See also [Twitter](#)

What is this?

Blogs are online journals or notice boards where individuals or organisations can provide commentary and critique on news or specific subjects such as politics, food and local events. Within the Northwich and Rural North Area a number of blogs have been set up by Community and Voluntary Groups, Ward Councillors and Community Representatives.

Blogs provide a quick and informal way to disseminate information to the wider public or specific groups and can play an important role in public engagement alongside more involving processes.

Who is it for?

Blogs can be targeted at any groups who wish to provide comment and critique on news, places, people and objects as well as online comments and discussion.

However access to Blogs relies on people having the technology and skills necessary to go online, therefore some groups are excluded from accessing blogs.

How to do it?

Blogs are based around an existing website and promoted through weblinks on a variety of relevant websites. Blogging on a host website can usually be as simple as emailing your story/blog to the host site which they will upload.

Why use this method?

Blogs engage people who might not normally be involved in face-to-face consultations.

Costs to consider

Time associated with updating the Blog and initial development of the blog.
Minimal financial costs (free if blogging on someone else's site).

Tip

Blogs run by individuals can be completely free as there are a number of sites that provide free hosting for blogs.
Potential for offensive, personal, pointless and inappropriate comments written on blogs - content may need to be moderated.

A number of blogs can be accessed for news within the Northwich and Rural North Area;
[Grozone](#) [Cllrs](#) <http://www.talkingwestcheshire.org/blogs.aspx>

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No 6. Case Study

Campaigns

What is this?

A campaign uses a wide variety of techniques to inform people of a particular issue, service or publicise a change. Campaigns can be run in a number of ways but generally target a specific audience they want to promote a message to. Timescales for a campaign can be for a specific period of time or a particular time of year i.e. Summer.

Who is it for?

All campaigns can be used to target any members of the community.

How to do it?

Campaigns can be high profile using a mix of media such as flyers, radio, newsletters, local newspapers and radio.

Decide on the subject of your campaign

Decide media to be used as part of the campaign, i.e. billboards, flyers

Determine timescale of the campaign (one off or Ongoing)

Agree the successful outcomes of the campaign i.e. Greater awareness of service/project/product.

Why use this method?

Campaigns can ensure that more people are aware of:

Services

Products

Changes to Services

Issues that affect them

The ways in which they can get involved and influence change.

Costs to consider

Campaigns can use a mix and match approach to the media they use. Therefore costing depends on the length of the campaign and type of media used.

Tip

Involve the target audience in developing the campaign e.g. young people can design/develop the image of the campaign.

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No 7. Case Study

Circulating Documents

What is this?

Circulating documents for consultation is a way of getting members of the public to provide feedback on documents or reports. Circulating these across existing networks and in public buildings is a key way of engaging, informing and consulting.

Who is it for?

Residents of Cheshire West and Chester, statutory organisations, community and voluntary sector groups, schools and local businesses.

How to do it?

Ideally a copy of the plan, with a covering letter should be mailed out or emailed out to consultees, libraries, local council officer, schools as well as an article or advert in the local press.

Documents should be made available on CWAC and partner websites and emailed to interested parties such as the residents of the Borough and partner agencies. It is important to let people know the date by which you need to receive comments and to explain the different ways in which people can include their comments.

Why use this method?

Responses can inform the future spending/budget/priorities of a strategy, project or area and provide valuable feedback from your target audience. Advertising consultation plans is important in gaining the views and opinions of local residents.

Costs to consider

Cost of printing consultation document;
Promotional activity;
Officer time to produce the consultation document and analyse results.

Tip

Ensure consultation documents are widely available.
Publicise the consultation as much as possible.
Documents are easy and clear to read and understand.

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No 8. Case Study

Citizens Juries

What is this?

The Jury is made up of between 12-25 people who have been selected as representative of the general public. A Citizens Jury is a decision-making or decision-advising tool modelled on the idea of a criminal jury. They are used to involve members of the public in a structured way about an issue of local or national concern and can be used to make or inform decisions about strategic planning or service prioritisation.

Who is it for?

Residents of a particular area.

How to do it?

The jury is selected as representative of a particular area. Members of the public who participate as jury members. They hear evidence over a few days about proposals and make a judgment based on the evidence given. The format might be:

Day 1 General information about the issue

Day 2 and 3 expert presentations (witnesses) on different approaches to the issue.

Day 4 Jury deliberates about its recommendations.

A number of recommendations are developed by the jury, which in turn are passed to the local council/partner agencies.

Why use this method?

Provides a good opportunity to develop a deep understanding of an issue.

Costs to consider

Can prove expensive as jury members can be paid expenses along with the cost of a facilitator.

Tip

Budget fully for the whole exercise including monitoring of the exercise.

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No 9. Case Study

Citizens Panels View West – CWAC Citizens Panel

What is this?

CWAC Council has a Citizens Panel which comprises a cross section of local people who agree to take part in research and consultation with the Council on a regular basis. Usually, people are selected at random and invited to participate. Panel members might fill in questionnaires, attend discussion groups and take part in other events.

Who is it for?

[View West](#) is the Cheshire West and Chester Council Citizens Panel. It is a cross section of Cheshire West and Chester residents who are willing to take part in surveys and discussion groups. This is a cost effective way of finding out what residents think about particular issues. By seeking the views of local people it means that the Council is better able to target resources and develop services that meet local needs.

How to do it?

Identify the role and purpose of the group
Plan the group carefully – how often will they meet? Where? What costs will be involved? What will their purpose be?
Plan how the panel may be refreshed and over what timescale.
Ensure the panel is representative of the target population.
Ensure members can contact you with any concerns or questions.
Send out information about meetings, with plenty of time and always remember any accessibility or language factors.

Why use this method?

Greater and regular consultation with the residents of Cheshire West and Chester.
Regular updates on residents views and issues.
It makes residents feel like they are able to influence decisions.

Costs to consider

Arranging meetings
Staff time
Postage costs associated with consultations
Membership

Tip

Panel membership should be refreshed regularly
http://www.cheshirewestandchester.gov.uk/community_and_living/research_and_intelligence/citizens_panel.aspx

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No 10. Case Study

Community Consultation Groups

What is this?

Community Consultation should be related to a decision that the Council or Partner agency intends to take, but where the views of the community must be taken into account. The process should include as many people as possible and provide feedback on any decision made.

Who is it for?

Community consultation groups are made up of members of the local community who should be involved in decision making on a relevant issue.

How to do it?

Community Consultation activities can include a number of methods such as surveys, focus groups, workshops etc. Input comes from the community in that they provide information or attend an event to express their views.

Decide the issue/subject to be discussed

Agree on the types of consultation to be used i.e. focus groups, workshops

Agree timescales, venues

Send invites out to the local community and partners

Why use this method?

Consultation Groups collect clear ideas from the local community using a number of engagement methods.

Costs to consider

Facilitator

Materials/resources

Publicity

Suitable venue

Tip

Can be used as an ongoing consultation approach.

Brings together existing groups to look at an issue.

Easy to do but, may only reach the usual suspects.

Use an existing event to undertake the consultation.

When using surveys have staff/volunteers available to ask the questions and complete them on behalf of people answering.

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No 11. Case Study

Community Forums

What is this?

Within the Northwich and Rural North Area Team there a number of Community Forums based around the wards within the area boundary namely Frodsham, Helsby, Kingsley, Weaver and Cuddington, Marbury, Hartford and Greenbank, Winnington and Castle, Witton and Rudheath and Shakerley.

The Community Forums provide local residents and organisations with an opportunity to contribute to decision making at a local level; feel they can make an impact on improving both their local area and the services functioning locally. It is also an opportunity for Councillors to engage with residents in their ward and a means by which the Council can provide information.

Who is it for?

Each of the Forums focus on issues relating to local areas covering the Northwich and Rural North Area therefore target groups include residents from the each of the wards.

How to do it?

The current format of the Community Forums within the Northwich and Rural North (N&RN) APB area includes the following routine tasks: organising venues, agreeing agendas with councillors, marketing the event, sending out flyers and posters, incorporating a Market Place prior to the main forum which gives residents the chance to raise issues of concern and talk face to face with councillors, partner agencies and council services which so far has been greatly received.

Why use this method?

People are better informed of the issues within their area.
Councillors are able to engage with their constituents.

Costs to consider

Venue hire/Refreshments;
Officer time/Members time;
Publicity – printing of flyers;
Postage and Mileage of CWAC officers/members and partner organisations.

Tip

Can act as a focal point for engagement at a ward level.
All areas within Northwich and Rural North are covered by a Community Forum.
Only certain members of the community will attend the Community Forums.

www.talkingwestcheshire.org/my_community/community_forums.aspx

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No 12. Case Study

Community Representation Rudheath and Witton Neighbourhood Management Area

What is this?

Community Representatives are local residents living in a particular area who attend meetings, working groups and engage with other local residents to promote the events and issues specific to their area.

Who is it for?

Local Residents, in this case Rudheath and Witton Neighbourhood Management Area. Each of the community representatives are involved in decision making and developing projects within their community.

How to do it?

Community Representatives within the Rudheath and Witton Neighbourhood Management Area, assist the Neighbourhood Manager to engage with local community groups, involve local residents and businesses in neighbourhood activities, develop a local community group plan, and participate in the performance review of neighbourhood targets and outcomes.

Why use this method?

Greater community involvement
Ownership of community issues

Costs to consider

Expenses paid to community reps.

Tip

Can take time to recruit and train community reps.

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No 13. Case Study

Community Visioning

What is this?

Community visioning involves a group of people coming together to develop ideas about what they would like their community to be. After the vision is agreed the group will then work on looking at what needs to be done to bring about that vision and put this together in an action plan.

Who is it for?

This is a useful technique to ensure that local people are involved in community regeneration planning. Visioning can be used on an area-based level or to examine specific services, such as health or education.

How to do it?

Community visioning can involve conference or workshop events. It is likely that drawing up the vision and the action plan will take place over a period of months. Groups meet and are assisted by a trained facilitator to agree on a vision for their area and look at ways of achieving this goal.

Why use this method?

Community visioning encourages ownership and is a positive approach to talking about change. It also gives an opportunity for the community and service providers to work together on developing agreed, shared priorities and actions.

Costs to consider

Hire of meeting rooms and trained facilitators.

Tip

There needs to be a process, framework and resources in place to translate community visions into action.

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No 14. Case Study

Conferences

What is this?

Conferences provide a positive opportunity for a great number of people from a variety of backgrounds, organisations, services and experiences to discuss a number of issues. The use of presentations, key speakers and other media such as exhibitions and information packs, add to the success of a conference.

Who is it for?

Conferences can include key partners and local people with a key interest in a certain issue, geographical areas, discussions and networking with a range of organisations.

How to do it?

Conferences begin with a welcome by the chair/host and moves onto a key note speech.

Conference delegates can then split up into groups for workshop sessions. There can be a number of workshop topics and each delegate could participate in a choice of workshops. Each of the workshops has a facilitator and note taker.

After the workshops, the delegates are brought back together as a whole group, with the chance for question and answer sessions.

Finally the conference ends with a summary by the host/chair.

Why use this method?

Workshop sessions usually provide a number of ideas and suggestions.

Costs to consider

Can prove expensive as a venue, refreshments, lunch and delegate packs are usually provided. Considerable staff time is used for the organisation and planning of a conference as well as running the workshops.

Tip

Be clear about the focus/aim of the conference
Decide clear topics for workshops
Consider accessibility issues when choosing a venue

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No 15. Case Study

Customer Comment Cards Suggestion Boxes

What is this?

Customer comment cards can be used to consult on facilities/services such as leisure centres, to allow members of the community to feed in both negative and positive comments.

Who is it for?

Users of a particular service and/or facility.

How to do it?

Ensure wording on the cards is clear and friendly

Bold black print on a white card is easy to read

Allow enough space on the cards for comments

Any comments that are received face-to-face or via email should also be considered.

Comment cards can be situated at several locations throughout a building with a small posting box for replies. Newsletters can also include customer comment cards.

Why use this method?

Clear idea of service/facility users.

A log of comments for management information and monitoring purposes.

Costs to consider

Costs associated with producing cards, staff time and postage.

Tip

Situate the cards in different areas throughout the building.

Publicise the comments cards.

Only ask about the things you are willing to change

Ask if the customer would like to be contacted regarding their comments and feedback

Offer an incentive or reward to customers who fill out the comment card

Act quickly to resolve any complaints

Save money by directing customers to complete comments cards online.

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No 16. Case Study

Deliberative Opinion Polls

What is this?

Deliberative Opinion Polls (DOP's) measure informed opinion on an issue. Compared to ordinary opinion polls, DOP's differ in that participants are informed via briefing notes, access to experts on a particular issue and have time to consider the issue in detail. Participants in ordinary opinion polls do not have the opportunity to learn about the issue being measured and may know little about the issue.

Who is it for?

The DOP's use a random sample of the population so that participants are representative of the wider groups in the community.

How to do it?

- Determine a random sample of the population, to gain a wide representative of groups in the community.
- Conduct baseline survey of opinion.
- Contact experts who may be required to inform the participants on specific aspects of the issue.
- Brief participants and dispatch written information.
- Give participants two-four days to compose questions and engage politicians and experts in discussions.
- Record views on a particular issue before the poll begins and again at the completion of the poll.
- Changes in opinion are measured and incorporated into a report.
- DOPs are often conducted in conjunction with television/media companies.

Why use this method?

DOP's will deliver a report which reflects informed public opinion on an issue or proposal. Such reports may then be distributed to the wider community via the popular media.

Costs to consider

Staff and telephones, Briefing papers, Expert knowledge

Tip

Resource intensive and can be expensive

This approach can mean that you miss out on alternative views and the opinions of hard to reach groups.

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No 17. Case Study

Doorstep Interviews Face to Face Interviews

What is this?

Doorstep interviews are used to gain feedback or to complete questionnaires.

Who is it for?

Target groups can be a ward area, estate, streets or particular houses. Can be a specific selection of people or random sample of residents.

How to do it?

Doorstep interviews involve a researcher visiting residents and asking their opinions, through the use of very clear and appropriate questions. Closed end questions are usually used.

Why use this method?

Quick response rate

One-to-One approach to obtaining people's views

Costs to be considered

Can be costly and time consuming as you will need people to undertake the interviews.

Tip

Can be a good way to target specific areas.

Always carry ID

Inform people beforehand that the interviewers will be in the area

Considerations include:

People may not wish to be contacted via their doorstep

Not everyone will be available during the daytime, so alternate times when people visit.

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No 18. Case Study

Exhibitions and Roadshows The Big Drop In - Barnton

What is this?

Exhibitions and Roadshows are a visual presentation of information and are portable, with the ability to move to various appropriate venues or remain at one site for a long time. The Big Drop In focussed on partner agencies visiting Barnton Memorial Hall with exhibition stands and information to discuss with/inform/promote their services/projects with the local community.

Who is it for?

The target group was residents within Barnton and who are seeking information and advice on Housing, CWAC services, Benefits, CAB, Health and local voluntary groups.

How to do it?

A wide range of organisations were on hand to offer information and advise local residents concerned about benefits, housing, job search, training, family issues, health etc. Information was also gathered on what local people think the big issues are. This also provides a useful networking opportunity for those organisations that have stalls and bring information.

Why use this method?

The 'Big Drop In' achieved its aim of raising awareness amongst the local community of the advice and information available to them throughout Cheshire. The event also widened knowledge amongst service providers about the needs on the local community.

Costs to consider

Staff time for attending the market place – in kind
Hall Hire
Refreshments
Promotional Material

Tip

Engage support from a variety of stakeholders.
Widely publicise to promote attendance.
Inform those attending what will happen to the comments they have given.
Big Drop In's can be focussed on other issues relevant to another area.
Great opportunity for partner networking.

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No 19. Case Study

Facebook

What is this?

Facebook is a social networking site with over 600 million users sharing profiles, pictures, and messages.

Who is it for?

Facebook is available to everyone who declares themselves to be over the age of 13 years old and have a valid email address.

How to do it?

Users create profiles showing their interests, photos and details of themselves. They are able to add other users as 'friends' in a similar way to twitter and 'followers'. As well as being able to set up individual profiles, users can create and join interest groups which other users can join and show their interest in. Organisations can create their own interest pages promoting their activities along with individual volunteers and staff.

Why use this method?

Target audience is guaranteed to be hit with over 600 million users on Facebook

Cost to consider

Use of Facebook is completely free as long as you can use a computer

Tip

If you make a group public (as opposed to a private, invite only group) watch out for spam messages from users.

Try not to put personal, sensitive information on your facebook page.

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No 20. Case Study

Focus Groups

What is this?

Focus groups consist of a small number of people who are selected to discuss an issue or series of issues. The purpose is to encourage honest and open discussion to enable people to voice their feelings, perceptions and opinions about the issue.

This is a useful tool when seeking the views of particular groups and even more so when they are usually not involved in providing feedback on issues.

Who is it for?

Special effort should always be made to access potentially socially excluded or hard to reach groups such as the traveller community.

How to do it?

It is important that an experienced facilitator leads the meeting by keeping the discussion within an agreed structure, allowing members of the group to participate, to provide a comfortable venue and to ensure that the participants feel confident about expressing their views. The discussion can be taped or notes taken which can then be analysed later.

Why use this method?

Obtain the views and opinions of groups who don't normally get involved in other forms of consultations e.g. surveys and written exercises.

Costs to consider

Venue hire
Refreshments
Facilitator
Payment for attendees

Tip

Requires skills to ensure everyone participates equally and not dominated by the loudest person/people.

This method can be time consuming with discussions easily straying from topic.

A strong facilitator can keep things in check.

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No 21. Case Study

Future Conferencing/Visioning Also known as Future Search

What is this?

Future conferencing is about bringing together stakeholders to share a future vision for a community or an organisation. It helps people to focus on common ground and desired futures – rather than focusing on conflict/problems; and allows local people to take responsibility for implementing things.

Who is it for?

Future conferencing and visioning brings people from all walks of life into the same discussions.

How to do it?

They are intensive events, usually taking place over a number of days. It is a great way of finding creative solutions for problems through topic-based workshops. It is a structured process which looks at the following:

1. Review the past
2. Explore the present
3. Create ideal futures
4. Identify Common Ground
5. Make Action Plans

Why use this method?

It's a very good technique to use for developing a vision for a community. It can involve a large number of people.

Costs to consider

£5,000 - £25,000

Venue hire over several days

Facilitator costs

Workshop leaders

Tip

Can prove very costly compared to other engagement activities.

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No 22. Case Study

Imagine

Based on 'appreciative inquiry'

What is this?

Imagine is a new approach to community participation based on 'appreciative inquiry'. Imagine focuses on exploring ways to consider 'what could be' and 'what is possible' by reflecting on past positive experiences. It helps participants identify a collectively desired future and vision and consider ways of translating possibilities into reality and belief into practice.

Who is it for?

It's a very inclusive method – all sections of the community can take part.

How to do it?

Imagine asks people to tell stories of what works and involves a six-stage process of:

- Defining the issues and a set of exploratory questions
- Using the questions to draw out stories
- Dreaming how the future could be and expressing people's ideals – Ideally done in a one-day workshop
- Co-creating the dream by forming partnerships that in turn use the Imagine methods for continuing workshops
- Celebrating the project and its achievements
- Evaluating the project

Why use this method?

Imagine creates a vision of the future that is realistic and achievable.

Costs to consider

Venue hire
Facilitators

Tip

A core group of participants could be trained to facilitate the Imagine process, which would enable them to guide and train other sessions.

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No 23. Case Study

In-depth Interviews

What is this?

In-depth interviews use largely open-ended questions to record experiences, explore issues or problems without being restricted to a series of questions.

Who is it for?

Target groups can be a ward area, estate, streets or particular houses. Interviews can be carried out with a specific selection of people or a random sample of residents.

How to do it?

Open ended questions are generally used to allow people to provide full answers and give their opinions on issues.

Why use this method?

This method is particularly appropriate for exploring complicated or sensitive issues which may prove difficult to capture using another method.

It's very much a customer focused approach and

It can be a very empowering experience for those being interviewed as their perspectives are valued.

Costs to be considered

Analysis of answers could prove quite costly and time consuming.

Providing opportunities for community members to act as paid or volunteer interviewers can be an important capacity and relationship building strategy, but does come at a cost.

Tip

It's a very resource intensive way to obtain peoples views.

Can sometimes be difficult to analyse due to the different ideas and interpretations people have on a subject or issue.

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No 24. Case Study

Internet Poll

What is this?

Internet polls are a very simple way of asking people for their opinions; these can be added to a range of different website as they don't take up too much space.

Who is it for?

Internet polls are for people who have internet access and wish to answer a question at the click of a button.

How to do it?

Choose the subject/question you wish to ask people. Many online polls can be developed through free software available on the internet.

Why use this method?

An Online poll is less expensive than phone surveys

You can use videos, pictures and presentations with online polls

There may be the potential for people to be more honest online compared to them talking face-to-face or on the phone.

Once people have voted they can see the overall poll results to the question/subject being polled.

Costs to be considered

Developing the questions

Promotion of the poll

Tip

It's a great way of consulting with people on a question/subject but, not ideal when you have lots of questions to ask.

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No 25. Case Study

Leaflets/Newsletters You Said, We Did Newsletters/Community Forum Flyers

What is this?

Northwich and Rural North Area team have “You Said, We Did” Newsletters which detail the notes from the Community Forums within the area.

Who is it for?

Residents within the Community Forum area, for example residents of the Frodsham ward.

How to do it?

“You Said, We Did” newsletters provide a summary of the issues discussed and questions raised at the Community Forum. A flavour of the night is provided in the newsletters with answers to the questions raised by residents.

Why use this method?

Newsletters provide a greater awareness of Council activity within the ward area and Residents feel more informed on the work of Cheshire West and Chester Council within their local area.

Costs to consider

Officer time
Printing of newsletters

Tip

Circulate the newsletter via email and post.
Make sure the newsletters are available in libraries, post offices, community centres.

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No 26. Case Study

Local Press Northwich Guardian and Cheshire FM

What is this?

Local Press is a useful way of advertising within a specific area. There are a number of ways in which local newspapers can be used; placing an advert; press releases; public notice and advertising local meetings. Along with advertising on the local radio station Cheshire FM.

Who is it for?

People within the readership area – in the case of Northwich Guardian it's the Northwich area and surrounding villages. More localised publications can be used as well such as Town and Parish Councils newsletters; village hall/community centre newsletters, Frodsham post, Frodsham life, and church newsletters. Cheshire FM the local radio station aims to provide an area of over 100,000 residents with a local service across the Mid Cheshire Area including Northwich.

How to do it?

This can take the form of a press release and/or the meeting flyer which is sent directly to the Northwich Guardian.

Why use this method?

A great number of people read the local papers and are informed of local events using the media.

Costs to consider

It is usually free to advertise with the Town and Parish Councils, village hall/community centres. However, local papers such as the Northwich Guardian will charge a fee for a flyer/poster to be included in the paper, with press releases free of charge.

Tip

Familiar publication to a large number of people

Very limited feedback

Unable to ensure you are reaching your target group – radio announcements can be staggered to reach a target audience i.e. reach parents during school run times.

Potential for ongoing features

Media coverage may provide a negative slant on a story

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No 27. Case Study

Market Place Northwich and Rural North Community Forums

What is this?

Market Place was initially developed to improve the numbers of People and Partners attending the forums.

Initially, the forums consisted of the main meeting starting at 7pm with key agenda items and a community safety surgery starting 6:30pm prior to the main meeting. The aim was to expand on the community safety surgery introducing the 'Market Place' – which is an opportunity for local people to meet services and groups in their area, such as Fire, Police, Councillors, Community Safety Wardens, Highways and Streetscene.

Who is it for?

The target group are local residents within the area of the Community Forum.

How to do it?

The market place starts at 6:30pm prior to the main meeting with partners from CWAC services such as Highways, Streetscene and Leisure, community and voluntary sectors, local businesses, town and parish councils to promote their activities to the local community, services and obtain feedback on consultations. This also provides a useful networking opportunity for those organisations that have stalls and bring information.

Why use this method?

Agencies and members of the community who attend respond well to the opportunity to discuss issues and gain further information regarding their local ward area.

Costs to consider

Staff time for attending the market place.
Publicity as part of the Community Forums.

Tip

Engage support from a variety of stakeholders.
Widely publicise to boost/improve attendance.
Inform those attending what will happen to the comments they have given.

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No 28. Case Study

Mediation

What is this?

Mediation is a way of trying to resolve disagreements that arise between people. It can be used even when a disagreement has been going for a long time or where other agencies such as the police have been involved.

Who is it for?

Mediation can help with any kind of community, family, relationship and workplace problem.

How to do it?

In mediation, an independent third party, a mediator, acts as a facilitator between two or more parties who are involved in a dispute. The mediator assists the parties in reaching an agreement/resolving the dispute.

Why use this method?

Mediation is confidential, impartial and voluntary. It provides a safe, neutral environment where disputants can discuss relevant issues and know that they will be assisted in trying to find a mutual, positive and constructive way forward for the future.

Costs to consider

Costs include bringing the relevant people together, training people to be mediators or paying for specialist mediators. You may also need to consider the costs of venues, distributing information and in some cases, interpreting and translation, transport and childcare allowances.

Tip

Mediation can vary in the length of time needed to resolve conflicts.

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No 29. Case Study

Mobile Bus Also known as Community Vehicle

What is this?

A Mobile bus or community vehicle can be equipped with computers, staff, display boards, information, and facilities for undertaking cookery demonstrations and be driven to a specific location within an area.

Who is it for?

All residents of the community. It can be aimed at improving facilities for residents and groups particularly in areas where there are limited resources.

How to do it?

Loan or purchase a vehicle for partner agencies to use.

Why use this method?

This is a great way of transporting information and staff to key areas.

Costs to consider

Cost of purchasing the vehicle, maintenance, refurbishment, staff time, fuel, servicing.

Tip

Can be expensive to own/run a vehicle.

Using the bus is a novel way of getting a message out to people.

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No 30. Case Study

Mystery Shopping

What is this?

Mystery shopping is used to test specific areas of service delivery, e.g. frontline operations.

Who is it for?

This type of method is more applicable to front-line, person to person services.

How to do it?

It involves someone posing as a service user making typical service requests in order to test the service. The shopper looks at a number of pre-determined areas and then reports back.

Why use this method?

Precise and detailed feedback;
Simple to implement;
Equivalent to asking other users for their experiences;
Flexible and immediate;
Can be used to praise/motivate staff.

Costs to consider

Mystery shoppers should be compensated for their time and effort.

Tip

Encourage the mystery shoppers to report back on both good and bad service.
Mystery shoppers should be similar/typical of existing shoppers.

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No 31. Case Study

Northwich and Rural North Website

What is this?

Northwich and Rural North Area Team have a website hosted by Cheshire West and Chester Council to promote events, local councillors and services across the area boundary.

Who is it for?

People who live, work or visit the Northwich and Rural North Area are the target group for this area based website. Along with partner agencies who are encouraged to promote activities, etc through the use of the website.

How to do it?

Talkingwestcheshire.org has key sections that can be accessed including: My community; My councillors; My services; Love to live; My news; Events and Blogs.

Home - hot news for the front page including RSS feeds;
My News - anything which may be of interest to communities;
Events - any event taking place no matter how big or small;
Love to Live - activities and things to do;
My Community - what's going on, including meetings;
My Services - what your service is doing, you can also place a web link on this page to direct people to your own site;
My Councillors - news from local Councillors and Parish Councils. Again you can place a link to your own website, own blog etc.

Why use this method?

Residents and Partner Agencies are able to access up to date information in one place.

Costs to consider

Time to update the website
Costs associated with the website domain name, development of website

Tip

Access to computers may be limited for some residents – signpost to libraries/learning centres.

Allow companies to advertise on your website to cover some costs (may slow down your site, choose carefully).

Website - www.talkingwestcheshire.org

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No 32. Case Study

On-Line Forums

What is this?

An online/internet forum (also known as Message Board) is an internet based discussion site where people can have conversations by posting messages.

Who is it for?

Online forums are for anyone wanting to discuss a particular topic/question, seek advice or obtain answers to questions/queries.

How to do it?

Depending on the settings and layout of the forum people may have to register to use the forums which are usually subject or question based. Users can be visible or anonymous.

Why use this method?

Forums can help to build an online community – shared beliefs, hobbies.

Can be a source of new or different ideas

Information can be shared with/by large numbers of people with a similar interest

Costs to consider

Set up of the on-line forum

Tip

Content of forums may need to be monitored.

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No 33. Case Study

Participatory Appraisal

Similar to [Appreciative Inquiry](#) and [Action Learning Sets](#)

What is this?

Participatory Appraisal is a way of learning about communities through their local knowledge and experience.

In the short term it can be used to map local priorities and peoples understanding of issues. The long term aim of this particular approach is to empower and enable local people to identify, analyse and tackle their problems themselves.

Who is it for?

Groups of local people including local voluntary groups, services and organisations who all wish to share their knowledge and experience.

How to do it?

Agree facilitator for PA event

Book venue for event

Invite local people to attend PA event

Encourage people to identify their own priorities and decisions about future.

Important that the facilitator listens to the discussions and encourages everyone to participate.

Why use this method?

This is an effective tool when you are willing to let the community take control;

It empowers participants, creates better relationships between participating groups;

Provides reliable and realistic local knowledge and priorities;

Costs to consider

Can be expensive – costs of hiring properly trained PA facilitators.

Tip

Local community members learn approaches themselves; therefore the cost of hiring trained PA facilitators is reduced.

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No 34. Case Study

Participatory Budgeting Frodsham/Helsby

What is this?

Participatory budgeting directly involves local people in making decisions on the spending and priorities for a defined public budget.

Who is it for?

Local groups who are based in AND working for the benefit of communities within a particular area – A successful event was held in the Frodsham and Helsby area.

How to do it?

1. Each group at the event will be asked to do a 3-4 minute presentation on their chosen project to be funded. Each group will also receive a summary of the types of projects the other groups are requesting funding for.
2. Each group will nominate a spokesperson, who will be given 3 tokens at the start of the event. These tokens will be used by the groups to vote on their favourite project – all votes will be weighted the same. Councillors have the casting votes in the event of tied votes.
3. After the presentations have concluded the nominated person will be asked to place one token in 3 different boxes.
4. Groups are not permitted to vote for themselves – each group presenting their ideas for funds will be allocated a number. This number will be displayed on the tokens. The voting boxes are also numbered corresponding to the number allocated to the group, hence it would prevent groups from voting for themselves.
5. Once the votes have been cast, a refreshment break will take place, during which the votes can be counted.
6. After the refreshment break, the three successful groups will be announced and certificates presented to them by a local Councillor.

Why use this method?

It is a “participatory budgeting” event, passing control of the decision making to the other local groups attending on the night and deciding where councillor budgets should be spent.

Costs to consider

Funding available to give to groups – Members budgets
Venue hire, Staff time, Application packs, Postage, Officer Time, Refreshments

Tip

Allow minimum of six weeks for groups to receive the form, completed the application and send back for consideration by councillors ensuring they meet the criteria.

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No 35. Case Study

Partnership Approaches – Impact Weeks

What is this?

Impact Weeks have taken place across the Northwich and Rural North area and involve partners working together at a particular location i.e. a housing estate to improve the environment and quality of life of residents.

Who is it for?

Residents of a key area i.e., Greenbank estate in Northwich saw a number of partners working together to improve the area.

How to do it?

A week/several days are chosen to improve a particular area and a number of partners namely Police, Fire, Housing, Highways and the Area Team work together to develop an action plan of issues and improvements that can make the area better.

Ward walks are included in the impact weeks which prove popular as they focus on improving the environmental aspects to an area namely, parking issues, and highways. Promotion campaigns along with consultations are also part of an impact week.

Impact weeks are very much focused on engagement with the community and positive outcomes such as increased take up of a service, greater awareness of partner/council services.

Why use this method?

Residents have greater involvement in their local area.
Improved environment.
Encourages greater partnership working in the future.

Costs to consider

Staff time;
Publicity.

Tip

Promote the impact week's activities in advance to local residents.
Try and get as many partners involved as possible.

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No 36. Case Study

Peer Consultations/Interviews

What is this?

Peer Consultations/Interviews involve peers working together to discuss practical issues or as a problem solving exercise for mutual benefit.

Who is it for?

Groups of people who work together or use a service/facility.

How to do it?

Peer consultation can be face-to-face informal meetings, via videoconferencing or as part of an online discussion forum.

Why use this method?

This is a very successful approach to consultation as the conversations can be captured and recorded to refer back to at a later date. Immediate results are produced. If used online it can be very cost effective.

Costs to consider

Costs of setting up video-conferencing
Venue hire
Facilitator hire
Online development if using an online forum

Tip

Use an experienced facilitator to manage discussions.
Be clear about the outcome/output you want people to work towards.

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No 37. Case Study

Pilot Projects

What is this?

Pilot Projects are a small/test version of a full project which can increase the likelihood of a full project being successful and gains feedback from potential users.

Who is it for?

Pilot projects can be for communities of a local area or people who access services.

How to do it?

Pilot projects are developed as per the full time project just on a smaller scale/timescale.

Why use this method?

It gains vital feedback from the local community/ potential users as to whether they would access a service or gain benefit from the project on a longer term basis.

Costs to consider

Set up costs of the project
Project officer/co-ordinator
Potential venue depending on type of project
Promotional material

Tip

Pilot projects are a great way to test/trial an idea for a larger project and highlight any practical/financial problems.

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No 38. Case Study

Place Spotlight

What is this?

Place spotlight is a new online tool that has been developed by the skills and knowledge directorate of the HCA to help local practitioners ensure their area is successful.

Who is it for?

Place spotlight is for a range of partners who are involved in making communities great places.

How to do it?

Homes and Communities Agency have developed the online tool for partners to use and looks at the eight components needed for a great area namely:

Transport and Connectivity

Environment

Social and Cultural

Equity

Economy

Housing and Build Environment

Services

Governance

Why use this method?

Place spotlight is a flexible tool it shows partners what is possible.

Tip

Further information can be obtained from:

http://www.homesandcommunities.co.uk/place-spotlight?page_id=&page=1

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No 39. Case Study

Planning for Real

What is this?

Participants make a 3D model of their local area and add suggestions of the way they would like to see their community develop. They then prioritise these in groups and create an action plan for decision-makers to take away.

Who is it for?

Local residents are the focus of a Planning for Real process.

There is no upper limit to the number of participant's i.e. local residents and partner agencies that can be involved, as they do not have to attend at the same time or place.

How to do it?

Community members are involved from the beginning in deciding on a suitable venue and subject for the process.

The model of a neighbourhood is often made by local people themselves in order to create a sense of ownership over the process. A number of events are run depending on the number and nature of the participants. Sometimes separate events are run for specific groups, such as young people.

People go on to use their knowledge of living in the area to make suggestions by placing cards directly onto the model. There are both ready-made cards with common suggestions (around 300) and blank cards for participants to fill in themselves. These suggestions are then prioritised in small groups on a scale of Now, Soon, or Later. These resulting priority lists form the basis for an Action Plan that decision-makers are charged with taking away, considering and implementing. Delivering the Action Plan is easier if the community is involved in delivery, monitoring and evaluation.

Why use this method?

A deliverable action plan is developed produced and owned by the local community.

Costs to consider

Depends largely on the number of events and the size of the venue required.

A trained facilitator is also necessary. The eye-catching three-dimensional models are usually created by schools or local groups and are not necessarily expensive

Tip

Encourage local groups and schools to create the 3D models of schools, buildings etc which is relatively inexpensive.

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No 40. Case Study

Post-It Note Priorities

What is this?

Post it Note Priorities is a very interactive way on engaging and consulting with people on a number of issues and questions. Consultees are given a number of post-its in order to write their concerns and issues on, which they then stick on a surface – be it a table, wall, map, grid. Alternatively post-it notes can be simply stuck on questions to show support.

Who is it for?

Any groups of people who you wish to consult – works well with large and small numbers of people.

How to do it?

Have a subject or list of open ended questions you want to consult people on.

Why use this method?

Ensures people who would not normally speak at a focus group/meeting or in front of others get the chance to put their ideas across.

Lets everyone involved see what other people's ideas are.

Very easy way of getting a lot of views in a short period of time

Costs to consider

Hire of venue

Cost of post-its

Facilitator

Analysis and interpretation of people's comments and answers

Tip

At the end of the session, sometimes it's a good idea to go through all the comments with people and see if there are any more ideas, comments that could be included or indeed explained.

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No 41. Case Study

Priority Search

See also [Focus Groups](#) and [Surveys](#)

What is this?

Priority Search is a way of using focus groups and surveys to identify the most important issues to communities or residents in a particular area.

Who is it for?

Priority Search can be used by Residents of a particular area and local communities.

How to do it?

Priority Search is a specialist technique, and can only be used through buying Priority Search software. It involves using focus groups to identify some of the main issues affecting people in their local area. The issues raised in these focus groups are then fed into the Priority Search software, which automatically generates a survey for use with a wider group of people.

The survey is designed so that there are various different statements about key issues, and respondents identify which is more important to them. Statements are presented in different ways throughout the survey, with the aim of identifying which issues are most important to the respondent.

Why use this method?

This approach is just one way of using focus groups and surveys to identify key issues in your area. It is most applicable if you are at the initial stages of finding out about local needs and priorities, and are seeking help in designing an appropriate survey.

Costs to consider

Setting up and facilitating focus groups
Priority search software licence
Collection and analysis of the questionnaire data

Tip

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No 42. Case Study

Public Meetings
See also [Community Forums](#)

What is this?

Public meetings are arranged for members of the community to find out about, and express their views on, a particular issue. Attendance is open to any interested member of the public. Meetings are generally held at a public place such as a church halls and community centres, which is convenient for people to get to. The topic of the meeting is usually advertised through posters, leaflets, newsletters, emails, websites, letters and invitations.

Who is it for?

Interested residents who have concerns about the proposals; are seeking further information or wanted to pose a question.

How to do it?

Hold at times/locations to suit target audience;
Appropriate publicity for the event;
Clearly defined objective;
Defined meeting structure;
Staff attending the meeting.

Why use this method?

Opportunity to provide information and receive feedback.
Builds relationships with local community

Costs to consider

Hire of Hall
Officer and Members time
Refreshments
Publicity – printing of flyers, posters,

Tip

Widely publicise meetings to promote attendance
Inform those attending what will happen to the comments they have given and where, when and how the final decisions on the issue will be taken.

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No 43. Case Study

Select Committees

What is this?

Select committees are a tool which can be used to carry out a wide-ranging review of any issue. They are based to some extent on the parliamentary model, and involve the public, service users, staff, interest groups and experts in submitting evidence and views. They are mostly used by Councils and are made up of Councillors, reflecting the political make-up of the Council, plus co-opted members as needed.

Who is it for?

The select committee investigates or monitors an issue by listening to a wide range of views from interested parties both inside and outside the Council. The committee members then draw conclusions from the evidence presented, and make recommendations on the issue.

How to do it?

Select committees can be set up as standing committees of the Council, or can have a limited life span. They can:

- invite any member of staff or Councillor to present information
- ask for reports to be prepared
- co-opt external expertise or representation
- invite or commission evidence from outside the Council

At Council level, select committees are used sparingly. They need policy, research and administrative support, usually involving staff from the relevant service. They can also have a high public profile. The Policy and Resources Committee's approval may be needed before establishing a select committee of the Council. The select committee format could be adopted on a smaller scale within a service or used in other settings.

Why use this method?

Expert opinions, all views considered, unbiased decision making.

Costs to consider

Expenses
Officer time

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No 44. Case Study

Staff Feedback and Suggestions Northwich and Rural North Area Team

What is this?

This type of approach can be used for all staff within an organisation.

Who is it for?

All Staff of an organisation whose opinions you want to obtain.

How to do it?

Engage staff by using survey questions, comments boxes available in paper form, via email and online feedback system.

Why use this method?

Useful to gain the views of people who work in your organisation.

Costs to consider

Software/website for people to access surveys/questions regarding feedback and suggestions.

Analysis and feedback.

Tip

Promote staff suggestions schemes actively rather than simply expecting people to just complete it.

Specialist software can be purchased to not only develop the surveys but, to process the data from the surveys.

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No 45. Case Study

Sticky Dots on Maps

What is this?

Sticky dots are used to highlight areas of concern on a map or to obtain people's views, with sticky dots used to answer the question.

Who is it for?

Anyone who wants to make their views known in relation to a particular question/area.

How to do it?

Map – Arrange a meeting/event to encourage the local community to attend. Display a map and let people put dots on their priority areas – different coloured dots could be used to show different issues such as red for community safety, green for environmental issues.

Questions – Arrange a meeting/event to encourage the local community to attend. Display questions relating to any issues that you want people to answer – ask people to stick dots on the answer/s to each question.

Why use this method?

This is a great alternative to asking people a questionnaire
People are able to see all the answers at the end of the session

Costs to consider

Venue hire
Cost of map
Printing the questions
Sticky dots

Tip

A relatively inexpensive way of consulting with potentially large numbers of people.

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No 46. Case Study

Surgeries – Councillors/Police/Highways

What is this?

Surgeries are usually of an informal drop-in nature. Police and Councillors hold regular surgeries to discuss matters with small groups and or individuals. The Highways department in partnership with the Northwich and Rural North Area Team have undertaken a couple of informal surgeries at Local supermarkets.

Who is it for?

Residents of a particular area who would like their issues recorded, questions answered.

How to do it?

The Highways Surgeries were held at Tesco stores in Helsby and Northwich. Both the Northwich and Rural North Area Team and Highways officers were able to hand out leaflets about the CWAC Road Care Scheme which enables local residents to report any issues relating to Potholes, street lights, etc. Any issues can be reported and or discussed with the Highways Officers.

Why use this method?

Local people have a better understanding of your service, in this case the Highways Roadcare scheme. There is potential for Community Reps within Rudheath and Witton to develop their own surgeries or link into the existing police, highways, and councillor's surgeries.

Costs to consider

Printing of flyers
Display boards
Officer time – Northwich Area Team, Highways staff.

Tip

Take more leaflets than you think you will need!
At least two people need to be handing out leaflets.
Strike a balance between length of surgery and time of day to utilise staff time.

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No 47. Case Study

Surveys – Self Completion

What is this?

Self-completion surveys are used to gather quantifiable information on uncomplicated issues. Can be used to gather views and opinions and to measure attitudes, satisfaction and performance. Postal and web based surveys can be used.

Who is it for?

Audience can be selected on a random basis, by geographical area, age, gender or ethnicity.

How to do it?

Surveys can be targeted at people in a busy street (shopping), by post, website and email.

Why use this method?

Surveys can be an effective way of quickly getting information from a great number of people.

Analysis can be relatively straightforward.

Costs to consider

Postal Charges

Production and Printing of surveys

Tip

Open-ended questions can be difficult to analyse.

Unsuitable for complex issues.

Be prepared for a low response rate.

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No 48. Case Study

Surveys - Telephone

What is this?

Telephone interviews with stakeholders can be used to gather views and opinions and measure attitudes, satisfaction and performance.

Who is it for?

This method can prove useful when trying to access hard-to-reach groups.

How to do it?

Write out your survey. Double check that the questions are in a logical order, are they relevant to your purpose and are they succinct.

Make a list of people to contact.

Create a simple spreadsheet that includes columns for your contacts' names and phone numbers, the date you called, comments (e.g., "talked to their colleague and scheduled callback"), and the status of the survey (e.g., complete/incomplete).

Let the respondent know the survey is complete.

Why use this method?

Provides fast results

You can manage the response rate

Can be easy to analyse

Costs to consider

Interviewer

Cost of Phone Call

Tip

Interviewer cannot respond to any questions

Limits participation to people with a telephone

Be prepared for people saying 'no' to answering questions

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No 49. Case Study

Sweet Jar

What is this?

Sweet Jar is an alternative way of obtaining people's views/questions/issues in an anonymous manner.

Who is it for?

Any communities who have an issue that they want to share.

How to do it?

Venue is hired and community invited to share their views by writing their questions/concerns/issues onto a piece of paper which is to be placed inside the sweet jar. A facilitator can either look at the issues at the meeting and look for solutions with the people who have submitted questions/issues or take the views away and analyse without any discussion with the people who submitted them.

Why use this method?

Each issue can be placed into the sweet jar anonymously or with people's names on. Great way to collect community based issues

Costs to consider

Venue hire
Container (Sweet Jar)

Tip

Encourage people to put both positive and negative messages/issues

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No 50. Case Study

[Topic Forums](#)

See Also [Community Forums](#)

What is this?

Topic forums focus on specific issues or areas of concern.

Who is it for?

Forums are for people and partners with an interest in the specific topic being discussed e.g. Community Safety.

How to do it?

Organise a public meeting in an appropriate venue.

Ensure the forum is well promoted.

Invite the relevant representatives/officers/stakeholders who wish to be involved in the forum.

Why use this method?

Topic forums provide a specialist approach to issues and problem solving.

Costs to consider

Venue hire/Refreshments

Officer time/Members time

Publicity – printing of flyers

Postage and Mileage of CWAC officers/members and partner organisations

Tip

Use of a facilitator/chair helps to ensure:

The forum runs smoothly

That balanced consideration is given to the issue

All views are aired

A way forward is worked out

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No 51. Case Study

[Twitter](#)
See also [Blogs](#)

What is this?

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics.

Twitter can be an engaging and informal way of communicating with large numbers of people. Very similar to [Blogs](#).

Who is it for?

Residents of Cheshire West and Chester can access the main Cheshire West Twitter Page.

A specific page has been developed for the Northwich and Rural North area.

How to do it?

A twitter account is established for both an individual and group. It allows people to communicate and stay connected through the exchange of quick, frequent answers, allowing people to follow others activity or updates others on news of what is happening or what they are up to.

Why use this method?

Regular updates.

You can see how many people known as “followers” are viewing your updates.

Costs to be considered

The time involved with updates and responding to questions.

Tip

Similar to Blogs, as twitter is not moderated either.

www.twitter.com/go_cheshirewest

www.twitter.com/Go_CheshireWest/northwichandruralnorth

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No 52. Case Study

User Panels

What is this?

User Panels consist of a small group of users, who meet on a regular basis to provide input and feedback on the quality of service delivery and development over a long period of time.

Who is it for?

People who use a particular service, facility or project.

How to do it?

The format of meetings may vary but would generally be similar to that of a [workshop](#).

Why use this method?

User panels are particularly useful for feedback on services where sensitivity to individual need is important. They help to identify the concerns and priorities of the experts – those who use the service – and to identify any problems as well as obtaining ideas for improvement.

Costs to be considered

Venue costs;
Facilitator costs.

Tip

Effective way of developing meaningful participation of users – from user's perspective

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No 53. Case Study

Video Diary

What is this?

A temporary video diary can be set up in a number of locations to collect people's views, thoughts, and ideas on any number of topics or just an answer to a simple question.

Who is it for?

This approach to consultation and engagement could work well in a number of locations – schools, community house, and community centre/village hall. This could include the whole community or certain age groups who don't usually get involved in consultation.

How to do it?

Book an accessible location for people, hire video equipment and seating – similar scenario to the Big Brother diary room. Video equipment can be left in an area/venue that is secure or a person could operate the equipment (this puts restrictions on accessible times but is more secure).

Why use this method?

Using video diaries overcomes any barriers to do with literacy or who may have impairment either physical or sensory.

Costs to be considered

Set up of the room
Cost of videoing equipment

Tip

The feedback can become part of the future staff training programmes with particular emphasis on highlighting customer care issues.

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No 54. Case Study

Vox Pop Interviews

What is this?

Vox Pop is based on the Latin phrase Vox Populi meaning Voice of the People, which is a term that is used for interviewing members of the public.

Who is it for?

Vox Pops work well with members of the public who are stopped to answer one or a couple of questions.

How to do it?

Decide on the topic you want to ask questions on i.e., who did you vote for in the last general election?

Are you for or against a certain policy/subject?

Do you like/admire x person? Which gives quick yes or no answers.

Keep questions simple so people can answer quickly

Why use this method?

A very quick method of consulting and engaging with people.

Answers to the question/s is immediate

Costs to be considered

Development of questions

Someone to ask people the question/s

Analysis of answers

Tip

Don't ask complicated questions keep it simple.

Not everyone will want to stop and answer your question/s

Some people may have very strong views on the subject matter and will want to provide you with more than just yes/no, for/against.

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No 55. Case Study

Walkabouts – Weaverham/Frodsham/Greenbank Ward Walks

What is this?

Ward walks can take many forms; they can be several members from one organisation looking at a particular issue or a number of organisations working together to look at any issues that may need to be improved – they can also form part of the agenda for Impact Weeks. A number of walkabouts have taken place within the Northwich and Rural North area.

Who is it for?

Walkabouts can be carried out in a number of areas such as wards, estates, roads/streets targeting the residents in those areas.

How to do it?

A number of partners gather at a specified location to look at key areas that need improvements along with looking at areas that have already seen improvements.

Why use this method?

Walkabouts give people a greater knowledge of the area and show a visible presence for local residents that agencies are working together.

Costs to consider

Officer time;

Tip

Include local ward councillors.

Try to engage with a number of the local residents to join the walk along with streetscene, fire, police, community safety team including wardens and the area team.

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No 56. Case Study

Workshops

What is this?

Workshops are a formally organised discussion group to exchange and gather information.

Who is it for?

Workshops can help build relationships with different groups. Each workshop can have a mixture of people looking at a theme or strategy.

How to do it?

Workshops usually start with a presentation followed by small group discussions, ending in a large group discussion of key issues.

Why use this method?

Workshops encourage a range of ideas to be discussed.
Encourages the face-to-face meeting of different people

Costs to be considered

Venue
Facilitator
Flipcharts
Refreshments

Tip

Not necessarily the best method to use for people who lack confidence in meetings. Different methods of engaging people can be used such as team work activities to engage and encourage the quieter participants.

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No 101. Marketing Case Study

Billboards

What is this?

A billboard, is a large outdoor advertising structure that is typically situated in high traffic zones.

Who is it for?

Billboards are mainly for big name, well known advertisers as the size and easily recognisable branding creates a memorable impression very quickly. They have to be readable in a very short time because they are usually read while being passed by motorists.

How to do it?

Contact advertising agent, telephone number at the bottom of the billboards.

Why use this method?

Large target audience can be reached when the right area is chosen for billboard placement.

Costs to consider

The cost is directly related to the size of the billboard and the location. It can be a very expensive option of marketing.

Tip

Use catchy memorable slogans, images and colour to leave a lasting impression on the audience.

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No 102. Marketing Case Study

Blogs

What is this?

Blogs are online journals or notice boards where individuals or organisations can provide commentary and critique on news or specific subjects such as politics, food and local events. Within the Northwich and Rural North Area a number of blogs have been set up by Community and Voluntary Groups, Ward Councillors and Community Representatives.

Blogs provide a quick and informal way to disseminate information to the wider public or specific groups and can play an important role in marketing alongside more involving processes.

Who is it for?

Blogs can be targeted at any groups who wish to provide comment and critique on news, places, people and objects as well as online comments and discussion.

However access to Blogs relies on people having the technology and skills necessary to go online, therefore some groups are excluded from accessing blogs.

How to do it?

Blogs are a good way to express opinions on products/services, along with advertising and promoting events to get people involved in local activity once you have established a following.

Why use this method?

Blogs have the potential to send a marketing message to a large number of people (followers) who might not normally be reached.

Costs to consider

Time associated with updating the Blog and initial development of the blog.
Minimal financial costs (free if blogging on someone else's site).

Tip

Blogs run by individuals can be completely free as there are a number of sites that provide free hosting for blogs.
Potential for offensive, personal, pointless and inappropriate comments about people, products and services written on blogs - content may need to be moderated.

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No 103. Marketing Case Study

Bluetooth

What is this?

Bluetooth is an open wireless technology standard for exchanging data over short distances from fixed and mobile devices, creating personal area networks (PANs) with high levels of security.

Who is it for?

More for the modern technologist; Bluetooth connections can be quite difficult to manage for novice users and with information shared over a short distance; large crowds are needed to reach its potential.

How to do it?

A master Bluetooth device can communicate with a maximum of seven devices. At any given time, data can be transferred between the master and one other device and since the data is transferred using a radio communications system; they do not have to be in visual line of sight of each other.

Why use this method?

Data can be transferred to the audience completely free of charge to anyone who has Bluetooth enabled at that time. In busy shopping centres e.g. Arndale Shopping Centre uses Bluetooth to promote goods and/or safety messages to shoppers.

Costs to consider

Bluetooth is incorporated in most modern mobile phones and communication devices so initial set up costs are nil if you have the right technology.

Tip

Unless there are large crowds of people with Bluetooth enabled phones switched on this will not reach as great a number of people as other marketing tools.

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No 104. Marketing Case Study

Branding / Visioning

What is this?

Branding and Visioning is a means of creating an image or a slogan for your company or group. The idea is to create something catchy that your audience will remember and relate to your group or organisation.

Who is it for?

Any organisation/group.

How to do it?

Consider what the best attributes of your group are and go from there, what makes your group special, what image do you want to promote for your group?

Why use this method?

Creating a brand or a vision helps your group become instantly recognisable and makes it much easier to promote yourself.

Costs to consider

The cost of a facilitator to run a visioning day for the group will help control the day's actions but will come at a cost.

Tip

It can be expensive developing the initial vision/brand.

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No 105. Marketing Case Study

Community Forums - Market Place

What is this?

Within the Northwich and Rural North Area Team there are several Community Forums based around the Wards within the area boundary. It is also an opportunity for Councillors to engage with the residents of their ward and a means by which the Council can provide information prior to each forum we have developed a market place which involves a number of partners promoting their services to local residents.

Who is it for?

The market place at the Community forums is for local residents wanting to obtain information on services.

How to do it?

Email local community and voluntary groups, town and parish councils, CWAC departments to invite them to attend the market place with information on their services.

Why use this method?

Groups get a chance to interact and network with other groups working within the local area and the opportunity to meet with and speak to the local community.

This provides greater awareness of community activity, interaction with councillors and CWAC staff.

Costs to consider

Venue hire/Refreshments; Officer time/Members time
Publicity – printing of flyers
Postage and Mileage of CWAC officers/members and partner organisations

Tip

Can act as a focal point for engagement at a ward level
All areas within Northwich and Rural North are covered by a Community Forum.
Only certain members of the community will attend the Community Forums.

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No 106. Marketing Case Study

Customer Data/Insight

What is this?

Customer insight provides useful information that enables an organisation to better understand its customers usually through the use of a computer software package for customer relationship management (CRM).

Who is it for?

Customer insight is for any group or organisation we want to understand their customers in terms of their wants/needs and how they access services. By obtaining this information it can help to design effective services and reduce the amount of time customers need to contact the organisation.

How to do it?

Collate information on customers i.e. what they buy and when, which services they use and how they access it. Any feedback that states how they would like to see services improved or what they like about existing services should be used in the analysis.

Why use this method?

Increase customer satisfaction

Reduces costs

Ability to share information and improve partnership working

Customers view your organisation as a trustworthy and quality brand

Costs to consider

Analysing customer data

Potential redesign of services

Purchase of customer relationship management (CRM) package.

Tip

A number of large organisations use customer insight to understand their customer's needs and design services around them including Birmingham City Council, Worcestershire County Council, South Tyneside Council and Bradford MDC.

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No 107. Marketing Case Study

Display Boards / Notice Boards

What is this?

Display Boards are portable advertising devices that display products, events and information.

Who is it for?

Any group or organisation wanting to promote services/products.

How to do it?

Boards can be taken to events and consultations to advertise
Can be displayed in public places

Why use this method?

Display boards do not have to be managed and can be left in a public place.

Costs to consider

Good quality display boards can be expensive

Tip

Consider sharing the cost of display boards with another group or organisation.

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No 108. Marketing Case Study

Door Knocking

What is this?

Door knocking is where individuals or groups of people market their products at particular streets or estates.

Who is it for?

Target groups can be a street, estate or ward area. It can be a specific area of random sample of houses.

How to do it?

Door knocking involves a researcher visiting residents and promoting their product or service.

Why use this method?

Quick response rate
One-to-one approach to obtaining people's views

Costs to consider

Can be costly and time consuming as you will need to employ people to undertake it.

Tip

Safety is a key issue
Always carry ID
People may not want to be contacted via their doorstep
Not everyone will be available during the daytime, so alternate times when people visit.

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No 109. Marketing Case Study

Email

What is this?

Email provides a way to exchange information between two or more people with no set-up costs. It is the most cost effective way to communicate between people who are not physically in the same building, area or even country.

Who is it for?

Groups who have a lot of information to send to a lot of people will find marketing by email the most effective way.

How to do it?

Generic emails are created and sent to distribution lists. This is the most effective way to send out information to large groups of people.

Why use this method?

Email is free and provides the opportunity to expand distribution lists over time to reach more people.

Costs to consider

Nil financial costs,
Time to create mailing lists
Purchase of PC/Laptop
Internet connections cost typically £15 per month.

Tip

Share distribution lists with other groups (with user's permission).
Not everyone wants to receive information via email, therefore the risk of people not reading mail.

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No 110. Marketing Case Study

E-Marketing

What is this?

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. E-Marketing is the process of marketing a brand using the Internet.

Who is it for?

To get the most out of E-Marketing, the user must have good knowledge of their customers, how they would like to receive information and what specifically are they interested in.

How to do it?

E-Marketing is considered to be broad in scope because it not only refers to marketing on the internet, but also includes marketing done via e-mail and wireless media.

Why use this method?

The return on investment from E-Marketing can far exceed that of traditional marketing strategies. The internet is a way of reaching millions of people every year.

The measuring of statistics can be easy and inexpensive, almost all aspects of E-Marketing can be traced measured and tested.

Costs to consider

Small investments can make a huge difference compared to traditional marketing strategies where larger investments are needed.

Tip

Personalise your marketing strategy and make it more engaging to get the most out of it.

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No 111. Marketing Case Study

Facebook

What is this?

Facebook is a social networking site that has over 600 million users worldwide with the ability to share pictures, messages and other profile information.

Who is it for?

Facebook is available to everyone who declares themselves to be over the age of 13 years and have a valid email address.

How to do it?

Users create profiles showing their interests, photos and details of themselves and add other users as 'friends', similar to twitter and 'followers'. As well as being able to set up individual profiles, users can create and join interest groups which other users can join and show their interest in. Groups can create their own interest pages and promote their activities through the site.

Why use this method?

Target audience is guaranteed to be hit with over 600 million users on Facebook.

Cost to consider

The cost to set up a Facebook account is completely free once on the internet.

Tip

If you make a group public (as opposed to a private, invite only group) watch out for spam messages from users.

Try not to put personal, sensitive information on your facebook page.

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No 112. Marketing Case Study

Focus Events

What is this?

Focus Events draw the attention of people to a specific area or issue or for a common agenda.

Who is it for?

Anyone interested in the issues/area being promoted.

How to do it?

Meetings are set up and held within a specific area such as a park or a community centre with groups and members of the public invited to attend.

Why use this method?

This method reaches a specific demographic
Meets people that share a common agenda
Lots of face to face interaction

Costs to consider

There is a cost of running and hiring the space to hold the event.

Tip

Multi agency approach to minimise cost and attract more people.

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No 113. Marketing Case Study

Fun Days/Events

What is this?

Fun days and events are a great way of getting local communities together to promote services and projects. Within the Northwich and Rural North Area, an annual Big Fun Day is held in Rudheath and Witton.

Who is it for?

The Rudheath and Witton Big Fund Day is held for all residents of the Rudheath and Witton area.

How to do it?

The venue is Rudheath High School, a number of partners are involved in organising the event including Cheshire West and Chester, Cheshire Police, Northwich Town Council, Rudheath Town Council, Rudheath High School and a number of local businesses.

Why use this method?

It's a great way of getting the local community to talk to each other. It gives people a sense of community pride and makes them feel appreciated. It's a great way of promoting key activities and services that may be relevant to local people.

Costs to consider

- Venue hire
- Entertainment
- Promotional material
- Refreshments
- Raffle prizes

Tip

A few things to think about:

- Is the event dependant on good weather?
- Who is going to pay for the event?
- Is it better to hold it during the week or at the weekend?
- Risk assessments/health and safety.
- Check permission for use of land.

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No 114. Marketing Case Study

Internal News

What is this?

News that is sent internally through an organization by the means of newsletters, emails, magazines and / or websites.

Who is it for?

Staff and volunteers of an organisation or group.

How to do it?

Collate useful, interesting and relevant information and promote through a website, email, magazine, newsletter or posters.

Why use this method?

It's a regular way of keeping staff and volunteers up to date with information and events. It's also a great way for external bodies and organisations to promote their services, products and activities to a wide captive audience on a potentially regular basis.

Costs to consider

Costs of printing, staff time to collate information and produce a newsletter, email.

Tip

Internal news on a regular basis can be achieved quarterly through the use of a newsletter or monthly through the use of an email. Website updates can be done on a more ad hoc basis, as and when news is available/relevant.

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No 115. Marketing Case Study

Leaflets / Newsletters

What is this?

The Council, Parishes and Partners all have newsletters and leaflets to inform the public of their work, news and events.

Who is it for?

Any residents, group, or organisation within Northwich and Rural North.

How to do it?

Newsletters and leaflets can take many different forms depending on what is being advertised and can include recent consultations, upcoming events or local news stories.

Why use this method?

Newsletters provide a greater awareness of agency and group activity within the target area. Residents that struggle to interact are more informed about activities and goings on.

Costs to consider

Printing of leaflets and newsletters

Tip

Circulate the newsletter via email and post to reach more people.
Make sure the newsletters are available in libraries, post offices, community centres etc.

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No 116. Marketing Case Study

Market Stalls

What is this?

Market stall promotion is a face-to-face means of interaction with the customer. Organisations hire a stall on market day to promote their work or consult residents.

Who is it for?

Local residents who shop in the local market area and or town centre location.

How to do it?

Obtain the use of a market stall to promote your group/organisations activity within a key town centre location. Normally each market will have a manager you can contact.

Why use this method?

More information can be given at the time of interaction then can be put in a leaflet and newsletter and questions can be asked and answered.

Costs to consider

Hire of a stall and officer/volunteer time to operate.

Tip

Can be a great way of promoting activities to a target audience.

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No 117. Marketing Case Study

Media

What is this?

The Guardian Newspaper, Cheshire FM, Local press.

Who is it for?

Everyone is able to tap into the world of media.

How to do it?

An example of how this works within the local area, Cheshire FM, the local radio station gives shout outs for events close to the day they are occurring.

Northwich Guardian display adverts and newsworthy stories in the weekly newspaper.

Why use this method?

Newspapers and Radio Stations already have a customer base established and has the potential to reach a large number of people.

Costs to consider

Adverts within local newspapers have a fee attached which depends on the size of the advert and location. Radio stations charge for specific adverts and these can be expensive.

Tip

Split the cost of an advert by sharing it with another organisation. Shout outs on the radio are usually done free of charge.

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No 118. Marketing Case Study

Photo Calls

What is this?

A photo call is an occasion when people at a formal event are asked to have their photograph taken together, or when photographers are officially invited to take photographs of an event such as an opening of a building.

Who is it for?

Photo Calls usually go hand in hand with press releases.

How to do it?

Photographers from the media or large organisations are called to an event for promotional and media relation reasons. Internally a number of organisations have their own photographer, media person.

Why use this method?

The use of photographs in a newspaper, newsletter or website draws the audience in to read the text.

Costs to consider

Hire of photographer

Tip

Use a Digital Camera and take the pictures yourself to reduce costs, although editing these can be a bit daunting.

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No 119. Marketing Case Study

Poster

What is this?

A poster is a great way of showing information in a decorative way that attracts people to the information it contains. Posters can vary in size and can be placed in windows, display boards and notice boards.

Who is it for?

Posters can be quick and simple to make.

How to do it?

The poster must grab people's attention so include eye catching, colourful text and images. The idea is to draw people to it and tell them just enough detail to inform them of what you are promoting.

Why use this method?

Posters can be placed in high public traffic areas such as supermarkets, community centres and bus stops.

Costs to consider

- Printing the posters
- Design of the poster
- Distribution of posters

Tip

Remember:

The three W's. What is it? Where is it? And When is it?

The 4 P's – Product, Price, Place and Promotion.

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No 120. Marketing Case Study

Press Releases

What is this?

A press release is a written or recorded communication for the purpose of announcing news and promoting activities.

Who is it for?

Organisations and groups who want to make an announcement or a story they would like to make public.

How to do it?

Write the headline – keep it brief and clear.

The main part of the press release – the lead or first sentence should grab the reader's attention and say concisely what is happening.

Communicate the: who, what, when, where, why and how.

Where possible provide contact details so people can get in touch.

Why use this method?

A press release will attract favorable media attention and provide publicity for products or events.

Costs to consider

Officer time

Cost of press release appearing in a publication

Tip

Keep the text clear concise and accurate.

Include your group/organisations name in the first paragraph of the press release.

Provide contact details for further information

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No 121. Marketing Case Study

QR Codes

What is this?

A **QR code** (abbreviated from **Quick Response code**) is a type of matrix barcode (or two-dimensional code) which can be scanned by a smart phone and take the user straight to a website, video, text.

Who is it for?

Anyone with access the smart phone (i-phone), Android phone.

How to do it?

Ensure your smart phone has the correct software to scan the QR code which will take you to a website, text and video.

Why use this method?

It's a quick approach to accessing a website, without the need to remember the web address.

Costs to consider

Cost of developing a QR code
Promotion of the QR code

Tip

Can be used on posters and business cards to promote websites.

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No 122. Marketing Case Study

Short and Multimedia Messaging Services – SMS, MMS

What is this?

Short Messaging Service (SMS), commonly known as text messaging is a services of sending short messages to mobile devices such as mobile phones. Multimedia Messaging Service is the incorporation of pictures, audio or video with the text message.

Who is it for?

Anyone who purchased a mobile phone after the mid 1990's has the capability to send a receive SMS texts. Mobile phones can have to capability to send and receive SMS but not MMS.

How to do it?

Generic messages of news or events can be drafted and then sent to your whole address book.

Why use this method?

Text messaging is a cheap and easy way to reach hundreds of people. Generic text messages and pictures can be sent to numerous contacts.

Costs to consider

The cost to send a message depends on the type of set up you have with your mobile phone provider. Pay-as-you-go costs 10p-12p per text message and around 25p per multimedia message, whilst most contract deals allow 1000s of messages in a monthly package.

Tip

Find a mobile phone contract that incorporates large amounts of text and multimedia messaging within the contract price.

Text messages can also be sent via PC.

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No 123. Marketing Case Study

Targeted Marketing Also known as Niche Marketing

What is this?

Target marketing or Niche marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments.

Target marketing can be the key to a small group/organisations success.

Who is it for?

For any group who wants to target key people. It is used to look for a narrower demographic set of consumers that will use the product/service that you are selling.

How to do it?

Define the niche market (people, demographic) that you want to target and focus all marketing effort on their needs.

Why use this method?

It focuses all your efforts on a more detailed audience rather than promoting to everyone.

Costs to consider

As with all marketing activity there are costs involved in research, printing, staff.

Tip

Establishing a niche market give you the opportunity to provide products and services to a group that other businesses have overlooked.

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No 124. Marketing Case Study

Tracker Surveys

What is this?

[Tracker surveys](#) contain a set of self perception questions that track the issues and thoughts of the public over a set period of time and measure the change in response over that time.

Who is it for?

Groups who want to measure the perception of their customers.

How to do it?

A set of closed end questions are decided upon based around several themes; Health, Community Safety, the Economy, etc.

Why use this method?

Statistics can only show so much; people's perceptions often have a clearer insight into the public.

Costs to consider

The time to produce the right set of questions and evaluate the responses can be very lengthy.

Tip

Avoid having too many questions in the survey; this will put people off completing it.

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No 125. Marketing Case Study

Twitter

What is this?

Twitter is a Social Network site that allows users to post 'Tweets' (comments) about absolutely anything. The site is an instant messaging service that enables people to easily stay updated on a wide range of topics.

Who is it for?

Any individual or group can create a Twitter account.

How to do it?

A twitter account can be established for both an individual and group. It allows people to communicate and stay connected through the exchange of quick, frequent answers, allowing people to follow others activity or provide updates to others on news of what is happening or what they are up to.

Why use this method?

You can see which people are following your posts.

Costs to consider

There is no cost involved in creating a Twitter account. 'Tweets' can be made anywhere and anytime through your mobile phone.

Tip

Twitter is not moderated and can be subject to abuse

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No 126. Marketing Case Study

Websites

What is this?

A website consists of pages on the internet containing images, text, video and audio that are publically accessible.

Who is it for?

Individuals and groups who have a lot of information to share and promote.

How to do it?

Websites can be designed from scratch or by using a template and designated software; however, specialist knowledge of creating websites is needed when doing it this way.

Why use this method?

Once a website is set up, it is very easy to maintain with very little effort. It is very important that the information on the site is up-to-date.

Costs to consider

Who will host the site and how much will it cost, purchasing a domain name, and who will create the site.

Tip

Don't be deceived by the phrase 'build it and they will come'; once the site is launched, get out and promote your new website.

Local colleges and learning centres often run short courses to teach people how to 'build' a website.

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No 127. Marketing Case Study

Web Videos

What is this?

Videos that can be uploaded onto the internet.

Who is it for?

Groups that have their own website will benefit from this more than those that don't as you will reach your target audience directly. Without your own website, groups can still upload videos onto other host sites but finding the right one for you can be difficult.

How to do it?

Video clip are recorded through a digital recording device and uploaded onto a designated site.

Why use this method?

Your audience takes in information in different ways, some prefer to read information some prefer to listen. Animation and moving pictures attract people's attention better than still images and leaflets.

Costs to consider

The time spent to find the right hosting site, and to produce and edit the video for uploading.

Cost of recording equipment and software.

Tip

The most costly and time consuming part of web videos is editing, try to get as much right when shooting the video to avoid costly corrections later.

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Appendix A

List of Partners

- 1 Police
- 2 PCSO's
- 3 Wardens
- 4 Community Safety
- 5 Fire Service
- 6 CEC PCT
- 7 Western PCT
- 8 Vale Royal GP Consortia
- 9 Age UK
- 10 Children's Centre
- 11 Chester University
- 12 Hartford College
- 13 St John Deane's College
- 14 High School
- 15 Primary School
- 16 EIP
- 17 Job Centre Plus
- 18 Weaver Vale Housing Trust (WVHT)
- 19 Cheshire Community Action
- 20 VAVR
- 21 Regeneration Team
- 22 Weaver Valley Partnership
- 23 Councillor
- 24 Parish/Town Council
- 25 Groundwork
- 26 Adult Learning Team
- 27 Connexions
- 28 British Rail
- 29 British Waterways
- 30 Cheshire FM
- 31 Benefits Team
- 32 CAB
- 33 ChALC
- 34 Cheshire & Warrington Social Enterprise Partnership
- 35 Street Scene
- 36 Highways
- 37 LINks / Healthwatch
- 38 Leisure & Culture
- 39 Mersey Forest
- 40 Planning
- 41 Rangers
- 42 Transport
- 43 Northwich and Rural North Area Team
- 44 Muir Housing Trust
- 45 Salvation Army
- 46 Deafness Support Network
- 47 Richmond Fellowship
- 48 The Children's Society
- 49 CWAC Rural Regeneration Team

Appendix B

Partnership Community Engagement Events 2012 Northwich and Rural North Area Partnership Board

JANUARY 2012	FEBRUARY 2012	MARCH 2012
<p>Weaver and Cuddington Ward – Joint Parish Councils Meeting Acton Bridge Parish Rooms Friday 13 January 2012</p>	<p>Belmont Road WREN Opening Ceremony</p> <p>Weaver and Cuddington Community Forum Wednesday 15 February 2012 , 7:15pm Sandiway and Cuddington Village Hall</p> <p>Helsby Community Forum 9 February 2012, 6:00pm Helsby Community Centre</p>	<p>Tea Dance <i>March 2012</i> <i>Frodsham Community Centre</i></p> <p>Joint T/Parish Council Meet for N&RN Date and venue tbc</p> <p>Big Drop In – Frodsham Family Centre, Ship Street, Frodsham (1st week in March 2012)</p> <p>Big Drop In – Northwich Joshua Tree, Weaver Square Northwich Town Centre (Late March 2012)</p>
<p>APRIL 2012</p> <p>Faith Sector Forum Launch Venue and time tbc</p> <p>Love Where you Live – Station Clean Up Event Northwich Station Date/ time tbc</p> <p>Greenbank Community Hub Launch Greenbank Estate April 2012</p> <p>Big Drop In – Winnington Venue to be confirmed (April 2012)</p> <p>Northwich Town Plan Consultation Date and venue tbc</p>	<p>MAY 2012</p> <p>Rudheath Fun Day Sunday 6 May 2012 12:00-7:00pm</p> <p>WVHT N’hood Strolls Danefields 9 May 2012 9:30am-11:00am</p> <p>Barnton 17 May 2012 9:30am-11:00am</p> <p>Castle 29 May 2012 9:30am-11:00am</p> <p>Volunteer Network Meeting Date and venue tbc</p>	<p>JUNE 2012</p> <p>Queens Diamond Jubilee Events (attached)</p> <p>Big Lunch - Rudheath <i>5 June 2012</i></p> <p>Marbury LINK event <i>Sunday 24 June 2012</i></p> <p>Salvation Army – Olympic Sporting Event <i>Sat 23 June 2012</i></p> <p>Northwich Water Festival <i>Fri 22 – Sun 24 June 2012</i></p> <p>WVHT N’hood Strolls Leftwich 19 June 2012 9:30am-11:00am Rudheath 26 June 2012 9:30am-11:00am</p>

<p>JULY 2012</p> <p>To be confirmed</p>	<p>AUGUST 2012</p> <p>To be confirmed</p> <p>WVHT N'hood Strolls Greenbank 14 August 2012 9:30am-11:00am</p>	<p>SEPTEMBER 2012</p> <p>Frodsham Literature Festival 29 August-9 Sept 2012 Frodsham Town</p> <p>WVHT N'hood Strolls Weaverham Lime 11 Sept 2012 9:30am-11:00am</p> <p>Weaverham Farm 12 Sept 2012 9:30am-11:00am</p> <p>Lostock 18 Sept 2012 9:30am-11:00am</p>
<p>OCTOBER 2012</p> <p>Apple Day Rudheath and Witton Together</p>	<p>NOVEMBER 2012</p> <p>Northwich Guardian's "Guardian Angels" Awards November 2011 Memorial Hall, Northwich</p>	<p>DECEMBER 2012</p> <p>Town Centre Christmas markets Frodsham Northwich</p>

Queens Diamond Jubilee Events

Parish Council	Jubilee Event	Contact Details
Weaverham	Jubilee Event - booked the field for the Beacon we have the permission to use the Jubilee logo we are inviting the village to join us. We will do something on similar lines to the Royal Wedding plus we hope a Dance to round it of in dress code of the era. We would like to finish ours with a fire work display when we light our Beacon of course the latter Item would be subject to some funding. Our first meeting will be in January to firm up dates details etc. So we will contact you then.	
Helsby	<p>Helsby will be celebrating the Diamond Jubilee with a parade through the Village on Saturday 2nd June 2012 and also lighting a Beacon on Helsby Hill on Monday 4th June 2012.</p> <p>The Lead organisation is the Helsby Village Action Group Contact person is myself, mobile number and e-mail address you have web site is www.hvag.org.uk</p> <p>Diamond Jubilee – Beacon on Helsby Hill Date: 4th June 2012 Time: Lighting time will be known nearer to the date but estimated to be between 10pm – 10.30pm Location: Top of Helsby Hill Open to: Residents - numbers may be limited due to the terrain and Health & Safety Group organising the event: Helsby Parish Council / Helsby Village Action Group</p> <p>It is also our aim to build a raised bed, on grass verge near to the main road, with suitable red / white / blue planting scheme to commemorate the event. This might be formally opened so we'll let you know nearer the time how we are progressing with scheme.</p>	
Moulton	Still at the ideas stage. Will be in contact once agreed.	
Great Budworth	<p>Great Budworth is planning a whole weekend of Diamond Jubilee celebrations. Starting with a Garden Party in the school field on Sat afternoon (2nd) with lots of stalls and games. We have our own version of the Great British Bake-Off - providing us with cakes for afternoon tea - followed by a hog roast and barn dance that evening.</p> <p>On Sunday morning there will be a service of thanksgiving in the Church - followed by our Big Brunch (bacon butties) in the village centre. This will be followed by a Big Bike Ride around the parish.</p> <p>That evening we have a 'royal pub quiz' and supper in The George and Dragon.</p> <p>On Monday we are organising a historic village walk and some gardens will be open for teas - or a Pimms at the tennis club.</p> <p>The celebrations conclude with a barbecue and the lighting of our beacon on Monday evening.</p>	
Sutton	Nothing planned so far	

APPENDIX C

EVENT FORM

This is a typical example of an event form which should be completed for each proposed partnership event.

EVENT

Big Drop In Event – Barnton Memorial Hall

PRIORITIES – Linking to APB Plan

Choose Well

5 Ways to Wellbeing

Community Safety

Waste Prevention Team CWAC

Tracker Survey

ENGAGEMENT ACTIVITIES (see engagement toolkit)

Tracker Survey

PARTNERS TO BE INVOLVED

VAVR – Recruit volunteers

Cheshire Community Action

Parish Council

CWAC staff

PCSO's

EVENT FORM (Continued)

MARKETING AND COMMUNICATIONS (see toolkit)

Leaflets

Posters

Door-to-door in surrounding 300 houses

Local Guardian Newspaper

Via Community Reps

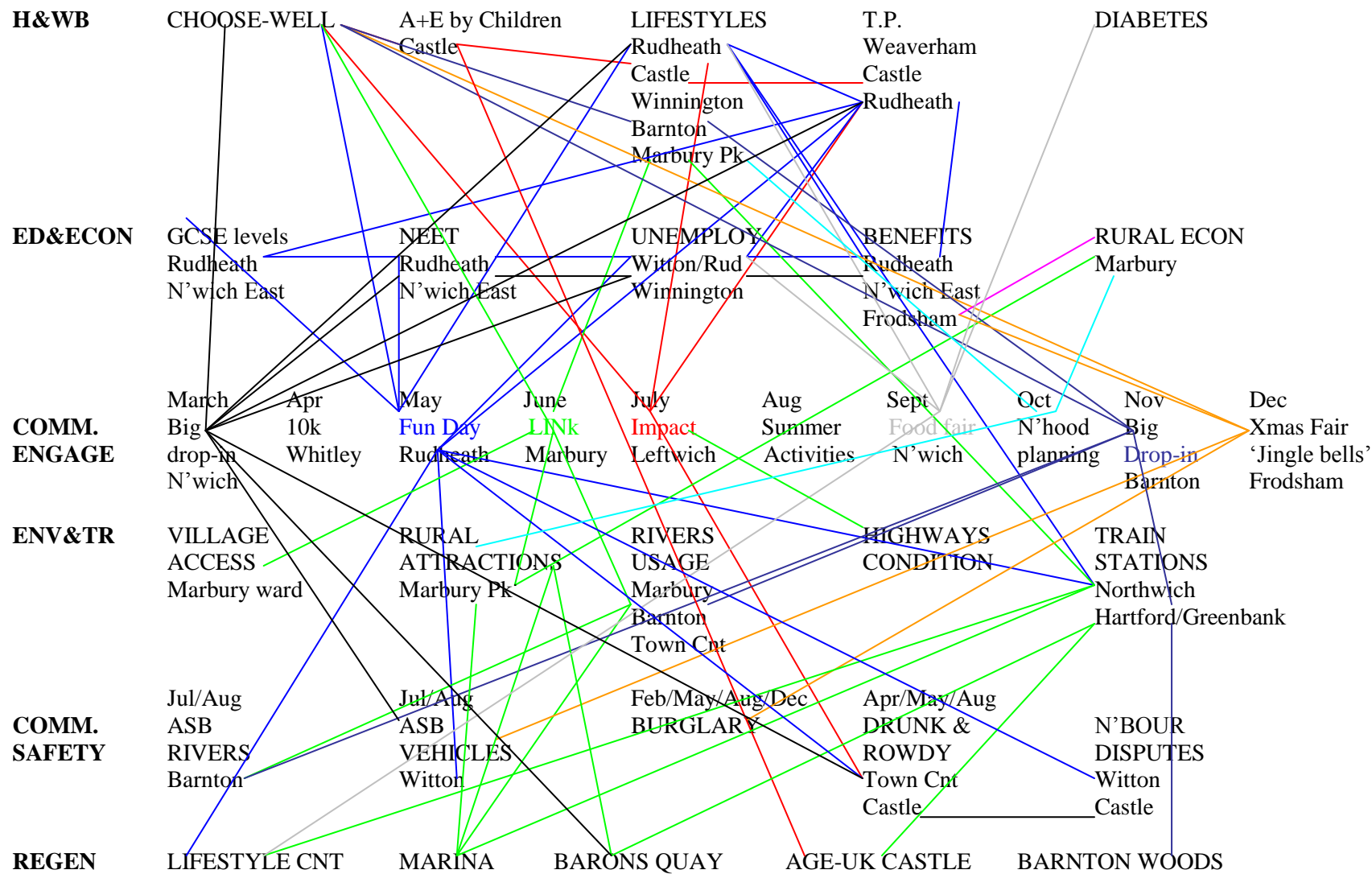
Parish Council

Email circulation list

ADDITIONAL EVENTS & ACTIVITIES IN NOVEMBER

Comberbach Christmas Fair

Appendix D Line diagram of APB Priorities and Community Engagement Activity



Appendix E - APB Sub Group Priorities

Health & Well-being Priorities

- i. A+E attendances – focus on under 5’s attending A+E between 3-5pm from the Castle area**
- ii. Teenage pregnancy – focus on Weaverham**
- iii. Lifestyles – looking at lifestyle cycles (teenage, young adult, 30-50, older adult) and link to areas such as Rudheath, Witton, Winnington, Castle, Frodsham**
- iv. Deaths from heart disease and stroke – Rudheath & Witton**
- v. Admissions for diabetes**

Economy & Education Priorities

- i. Unemployment in the Witton & Winnington areas**
- ii. Education attainment in Witton, Rudheath & Leftwich**
- iii. Benefit claimants in Witton, Rudheath & Leftwich**
- iv. Think Family approach**
- v. NEET in the Witton & Rudheath areas**

Environment & Transport Priorities

- i Train theory - use train stations as focal point to drive improved access to key areas**
- ii Increase use of rural attractions and links to town centre e.g. Marbury Park**
- iii Condition of highways**
- iv Access to transport in villages**

Community Safety Priorities

- i ASB on waterways with focus on Barnton**
- ii Drunk & rowdy behaviour in the Town Centre & Castle areas**
- iii Burglary**
- iv Vehicle ASB in Witton**
- v Neighbour disputes in the Witton & Castle areas**

For further details and a copy of the APB Action Plan

http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx

Appendix F - Marketing and Communications Sub group Work Plan

Aim	To achieve this we will	Timescale	Lead Person	Update
Keeping Communities Informed				
<p>Ensure that local residents feel they are kept informed and have access to relevant information about their area.</p>	<ul style="list-style-type: none"> • Promote website for Northwich and Rural North Area (pilot area) www.talkingwestcheshire.org • Launch of talkingwestcheshire.org website • Create N&RN space at Information Centre displaying current literature • Continue to advertise Northwich and Rural North area team including partner organisations in the CWAC Partnership Bulletin • Explore how Northwich and Rural North Marketing and Communications sub group can use Social media such as Twitter, Text Messaging, You Tube to encourage community engagement and involvement • Development of QR Codes for the Northwich and Rural North website • Develop a list of notice boards run by Village Halls, Community Associations, Local Shops, Town and Parish Councils. 	<p>November 2010</p> <p>To be determined</p> <p>June 2011 - Ongoing</p> <p>Quarterly</p> <p>Ongoing</p> <p>Start June 2011</p> <p>Ongoing</p>	<p>N&RN Area Team and Selina Simpson</p> <p>N&RN Area Team and Selina Simpson</p> <p>N&RN Area Team</p> <p>Lyn Brown</p> <p>Marketing and Communications Group</p> <p>Fiona Dunning/CWAC Innovations Unit/CWAC IT</p>	

Aim	To achieve this we will	Timescale	Lead Person	Update
	<ul style="list-style-type: none"> • Develop a list of the publications within N&RN - incorporating the deadlines for articles, publication dates and contact person. • Develop Community Engagement Calendar each year – with at least one partnership event each month. • APB vision – ‘The hidden gem of Cheshire’ Advancing history, life and opportunity – to be developed and used to badge sub group activity. • Promote APB vision on westcheshiretogether and talkingwestcheshire websites. 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Marketing and Communications sub group</p> <p>Community Engagement Sub group</p> <p>APB Partners</p>	
<p>Promote Rudheath and Witton Together – Neighbourhood Management</p>	<ul style="list-style-type: none"> • Neighbourhood website for Rudheath & Witton: <ul style="list-style-type: none"> - Hosted by Rudheath High School - Maintained and supported by Community Reps and Volunteers - Local involvement in its development with High School children • Rudheath and Witton Together newsletter to be produced and circulated. 	<p>Ongoing</p> <p>Quarterly</p>	<p>Steve Newson</p> <p>Steve Newson</p>	

Aim	To achieve this we will	Timescale	Lead Person	Update
Obtain information in an accessible and timely manner.	<ul style="list-style-type: none"> • Provide opportunities for local people to highlight issues they would like to be kept informed about – i.e. partnership event and promotion of tracker survey. • Use Community Forums as a mechanism for providing information to local communities and developing the Market Place approach for Partners prior to the Community Forums. 	<p>Ongoing</p> <p>Quarterly</p>	<p>Calendar of Events</p> <p>N&RN Area Team, Ward Councillors, Town/Parish Council</p>	
Improve people’s perceptions of Northwich and Rural North area	<ul style="list-style-type: none"> • Ensure all partners are aware of the Tracker Survey and it is used at key events to obtain local intelligence and priorities. • Compare the results of the Tracker Survey over 18 month period. 	<p>Ongoing</p> <p>2011 - 2012</p>	<p>All Partners</p> <p>Northwich and Rural North Area Team</p>	

Our objective is to	To achieve this we will	Timescale	Lead Person	Update
Consulting our Communities				
<p>Improve the way the Northwich and Rural North Area Team consults with residents, businesses and local organisations.</p>	<ul style="list-style-type: none"> • Establish a database of residents who wish to be engaged/consulted/informed and their preferred involvement methods. • Continue to build relationship with Voluntary, Faith and BME Communities, schools and local churches through the Community Engagement Plan. 	<p>Ongoing</p> <p>Ongoing</p>	<p>Fiona Dunning, Community Engagement Sub Group (Incl, N&RN Area Team, Chester Voluntary Action, Cheshire Comm Dev Trust, Cheshire Comm Action, Link Up, Local churches, racial equality council)</p>	
Collaborate & Empower				
<p>Build stronger communities through stronger and more effective Ward Member engagement</p>	<ul style="list-style-type: none"> • Issue weekly/monthly briefing email to ward members – include sub groups updates, events promotion and future work plans. • Promote Councillor blogs on talkingwestcheshire website. • When relevant issue Monthly Members briefing update – providing details of: <i>Future programme Promote Community Forums and Area Partnership Boards as the mechanism for Local Councils to raise local issues</i> 	<p>Quarterly</p>		

Appendix G – Tracker Survey

Date: ___/___/2011

PLEASE CIRCLE YOUR ANSWER

Health & Well-being	1 How do you rate your overall health	Very good	Good	Fair	Bad	Very bad	
	2 In a typical week, how active are you for at least 30 minutes	5+	3-4	1-2	Never		
	3 Which of these issues are of personal concern to you	Over weight	Smoking	Alcohol misuse	Poor diet		
	4 How happy have you felt over the last 4 weeks	Very happy	Happy	Ok	Unhappy	Very unhappy	
Economy & Education	1 How important is it to you to have job opportunities	Very important	Fairly important	Neither important or unimportant	Fairly unimportant	Very unimportant	Don't know / not applicable
	2 How easy do you feel it is to find work in the local area	Very Easy	Fairly Easy	Neither easy or hard	Fairly hard	Very hard	
	3 How do you rate the choice of further education provision in this area	Very good	Good	Fair	Poor	Very Poor	
	4 How informed are you of places that provide adult learning/new job skills in your area	Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know
Environment & Transport	1 How often do you use public transport; i) Train ii) Bus	Once a week Once a week	Once a month Once a month	Once a year Once a year	Never Never		
	2 How satisfied are you with: i) train transport ii) bus transport	Very Satisfied Very Satisfied	Fairly Satisfied Fairly Satisfied	Neither satisfied or dissatisfied Neither satisfied or dissatisfied	Fairly dissatisfied Fairly dissatisfied	Very dissatisfied Very dissatisfied	
	3 Do you know who to contact to report a pot hole	Yes	No	Don't know			
	4 How satisfied are you with cleanliness of the local area	Very Satisfied	Fairly Satisfied	Neither satisfied or dissatisfied	Fairly dissatisfied	Very dissatisfied	
Community Engagement	1 How informed are you of events (including Community Forum) in your area	Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know
	2 In last 12 months how often have you given unpaid help to a group, club, organisation	At least once a week	At least once a month	At least once a year	Not given unpaid help	Don't know	
	3 What are your feelings of pride and belonging to your immediate neighbourhood	Very strong	Fairly strong	Not very strong	Not at all	Don't know	
	4 How informed are you about getting involved in local decision making	Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know
Community Safety	1 How safe do you feel in your local area during the day	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know
	2 How safe do you feel in your local area after dark	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know
	3 Do you feel like there have been improvements in community safety in your local area in the last year	Yes	No	Don't know			
	4 How informed do you feel about improvements in community safety in your local area	Very informed	Fairly informed	Neither informed nor uninformed	Fairly uninformed	Very uninformed	Don't know

Appendix H – Marketing Calendar and Publication Listing

Weekly

- Email APB, Councillors and Parishes – What has been happening this week in the area.

Monthly

- Community Engagement Plan Events
- News articles from partners for:
 - Partnerships Bulletin – Talking Together
 - Parish Bulletin via Emma Stevens or ChALC
- Send partners, and APB, news to wider partners for their bulletins
- Send partners, and APB, news to parishes for their noticeboard and newsletters
- Website updated including action plans and new messages and features
- Have a monthly special focus e.g. parks, community centres
- Targeted e-marketing via db network, Google?
- Market stall promotion/consultation in the Town Centre
- Newsletters
- TV clips for websites

Quarterly

- Community Forums “You Said, We Did” to include news about Community forums, positive messages, consultations, engagement activity, voluntary and community sector.
- Community Forum template developed so we can update as and when, add our script and emailing/posting to interested parties.
- Community Forum events to have a market place to promote APB plans, service news, engagement activity, volunteer opportunities, consultations.
- Targeted marketing via GIS system database
- Member’s only meetings – Ward councillors within the Northwich and Rural North Area meet with the local area team to discuss issues and be updated on APB activity.
- Tracker Survey results
- News from APB, Councillors and Parishes for CWAC Talking Together newsletter including:
 - National news translated in to localised effects
 - Update on Tracker Survey results
 - Budget Spending
 - APB Plan update
 - Community Forums newsletter “You Said, We Did”

Annual

Annual Report

A template for the layout of the annual report to be produced, making the production of the formal report and the subsequent 'glossy' easier to compile.

Below is a timetable that should assist in completing the annual report:

- | | |
|-------------------------|---|
| February | - Begin writing the first draft of the Annual Report. Obtain the approval of APB chair. |
| February – April | - Add any new information as deemed necessary – have it approved by APB chair. |
| April – May | - Final version of the Annual Report produced. |
| May- June | - Present to annual council or LSP |
| June | - Present to Northwich and Rural North APB |
| June | - Post out to Community Centres, Libraries, Sports Centres, Health Centres, Youth Centres, Tenants and Residents Groups.
- Place to Annual Report on the website |

Publication Listings

Existing news outlets	Who to contact?	Publish date	Publish deadline
N&RN website (twc.org)		On-going	N/A
Partnership Bulletin & Talking Together Newspaper		Mid month	End of month
CWaC Parish News		18 th of month	
Media releases			
Photo Call			
Guardian		Weds	Week before
Internal CWaC i-west news		Weds	
Enforcement Team			
Cheshire FM			
Police news bulletins			
CCDT news			
Weaverham News			
Frodsham Life		Monthly	
Buy Sell			
Mid Cheshire Independent			
WVHT			
Contact		Quarterly	
i-Contact		On-going	N/A
Rudheath and Witton Together Website / Facebook		On-going	N/A

Publication Listings

Parish news outlets	Who to contact?	Publish date	Publish deadline										
Antrobus		Monthly	Approx. 2 weeks before end of month										
Barnton, 'Tunnel Top'		5 times per year											
Comberbach		6 times per year											
Cuddington and Sandiway, 'The Round Tower'		Monthly	Mid-Month										
Davenham													
Frodsham Post		4 times per year	1½ months prior to next issue <table border="1"> <thead> <tr> <th>Issue</th> <th>Deadline</th> </tr> </thead> <tbody> <tr> <td>MAR Jan</td> <td>Mid -</td> </tr> <tr> <td>JUNE Apr</td> <td>Mid -</td> </tr> <tr> <td>SEPT July</td> <td>Mid -</td> </tr> <tr> <td>DEC</td> <td>Mid - Oct</td> </tr> </tbody> </table>	Issue	Deadline	MAR Jan	Mid -	JUNE Apr	Mid -	SEPT July	Mid -	DEC	Mid - Oct
Issue	Deadline												
MAR Jan	Mid -												
JUNE Apr	Mid -												
SEPT July	Mid -												
DEC	Mid - Oct												
Hartford News		10 times per year											
Helsby News		4 times per year	Summer – 1 st June Autumn – 17 th Aug Winter – 9 th Nov										
Kingsley		Monthly	21 st of the month										
Little Leigh, 'Grapevine'		Quarterly											
Marston		Bi-Monthly											
Whitley		Monthly											

Appendix I – SWOT Analysis

Strengths	Weaknesses
<p>Free parking in N&RN Good parish councils Good track record of partnership working in N&RN Expanding local network of groups – signpost to APB info Higher focus of CWAC attention on Northwich regeneration at the moment Green Spaces Largest area of green space next to a town within the UK Rivers Educational attainment Green infrastructure History Low unemployment Locality position – M’cr/Warrington/Chester/Motorways Heritage – Salt/Rivers/Canals Good project delivery e.g. land restoration Transport links History of partnership working – desire to improve N&RN Good examples of voluntary groups Voluntary groups – esp Arts and Drama People like living in the area Political stability for four years</p>	<p>Frodsham/Helsby and Northwich – very different characters Perception of Northwich Lack of suitable rural housing for young people and the elderly Northwich and Frodsham Town Centres Lack of investment in N’wich Town Centre Inward looking – low aspirations Local public transport – especially at night Busy roads (A559) Pulling together all partners news/info – very time consuming</p>
Opportunities	Threats
<p>Northwich Woodlands Anderton Boatlift Increased joint working Partnership working Changes in system/society Green spaces in N&RN Town and Parish Council newsletters Localism Bill General power of competence Community asset transfer Regeneration – Big Local Funding – job creation Attractive countryside N&RN website – be ‘The Place’ to go to for local info New planning framework Lion Salt Works Increased tourism Town and Parish involvement</p>	<p>CWAC focus on Ellesmere Port Dominance of Chester Cuts to funding/service provision Swamped by Chester Chester/Warrington Instability in structures/organisations around us because of the political environment Legislation changes c300 new homes</p>

Appendix J – PESTLE Analysis

Political	Economic
<p>CWAC - Chester focussed authority Engage Town Councils We know the ward Cllrs – 4 years stability Exploit community ownership agenda Unleash the Hidden “Gem” Localism Bill – Big opportunities Use the parishes Lack of co-ordination Tory CWAC v Labour N’wich Town Council NHS changes and boundary changes Big Society Local press blows hot & cold about N’wich Huge differences in Town and Parish involvement</p>	<p>Increasing cost of fuel (lots off-grid) Baron’s Quay – Northwich Vision Lack of cash reserves Job creation/job clubs Funding Social enterprise Community Empowerment CIC – Community Interest Companies Recession – Public Sector debts N&RN vision – The Hidden Gem! Cost of petrol and food rising Increase in demand and expectation – e.g. Health Services Good Access – M6, Train, M’cr, L’pool & Chester. Affordable housing and renting</p>
Social	Technological
<p>Affluent rural areas v Areas of deprivation in N&RN Volunteers – some areas good v other limited Third sector support Think Family approach Use of faith sectors Raising aspirations Residents perceptions and willingness/appetite to get involved Ageing population Sharing services Unemployment</p>	<p>What’s the state of broadband access in rural areas? Bluetooth Level of internet access Neighbourhood networks NICE guidelines – impact on services Youth ideas Use of Apps and QR codes</p>
Legislative	Environmental
<p>Neighbourhood plans Localism Bill Localism and devolvement of power Public Services Bill Localism – community led plans can gain useful feedback New planning framework – more developments, less restrictions NHS reforms Funding cuts Academy</p>	<p>Largest area of green space next to a town within the UK Northwich woodlands and rivers History and heritage Green footprints Cost of petrol rising – an opportunity? Two rivers Limited public transport within N&RN Heavy used of motor vehicles Tourism</p>

Appendix K – USP

Unique Selling Point

**Northwich and Rural North APB Vision
“The Hidden Gem of Cheshire- Advancing History, Life and Opportunity”.**

What makes N&RN special? What makes N&RN different?

Information Delivery Hub
Character, History, Lots to do and see
Countryside roads
Heritage – Salt/Industry/Canals

What is it that residents want from us?

Residents don't necessarily want anything from the APB – they want to see improvements and are possibly not fussed how they came about
Clear relevant information for residents/visitors

What are N&RN unique selling points?

APB – Catalyst
Good access to motorways esp. M56 and M6
Diversity – A mixture of great assets to develop (transport, green spaces, history and salt)
Rural Villages

Why would people read/use our information?

APB (or whatever you call it) helps to make things get better, bring people together, raises issues on our behalf (Champion for N&RN)

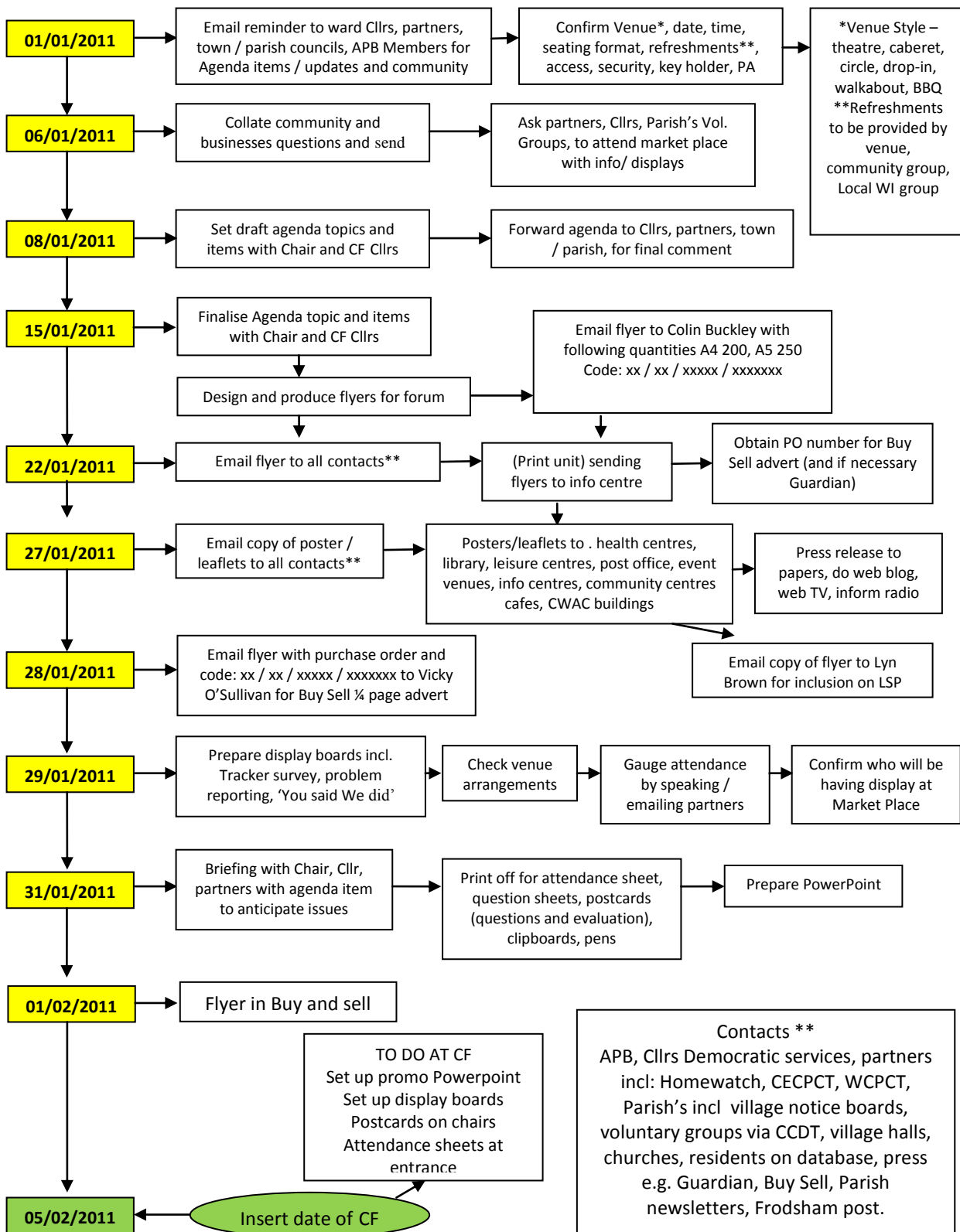
Read/Use info – Because its useful, easy to read (catches the eye), pertinent, not preachy, show them how to get involved

What image do we want to promote?

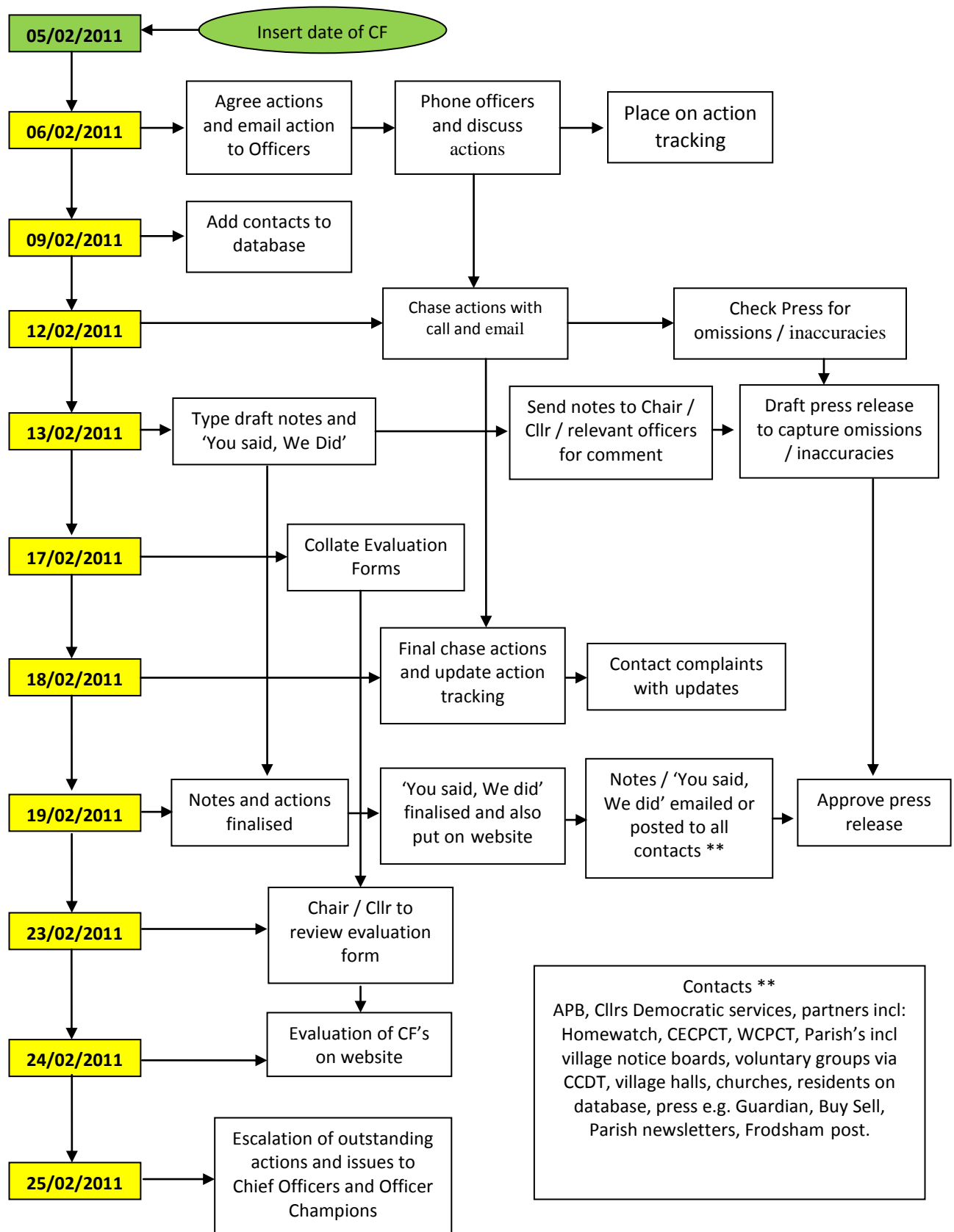
Nice area to live, work and visit

Appendix L Pre and post community forum process

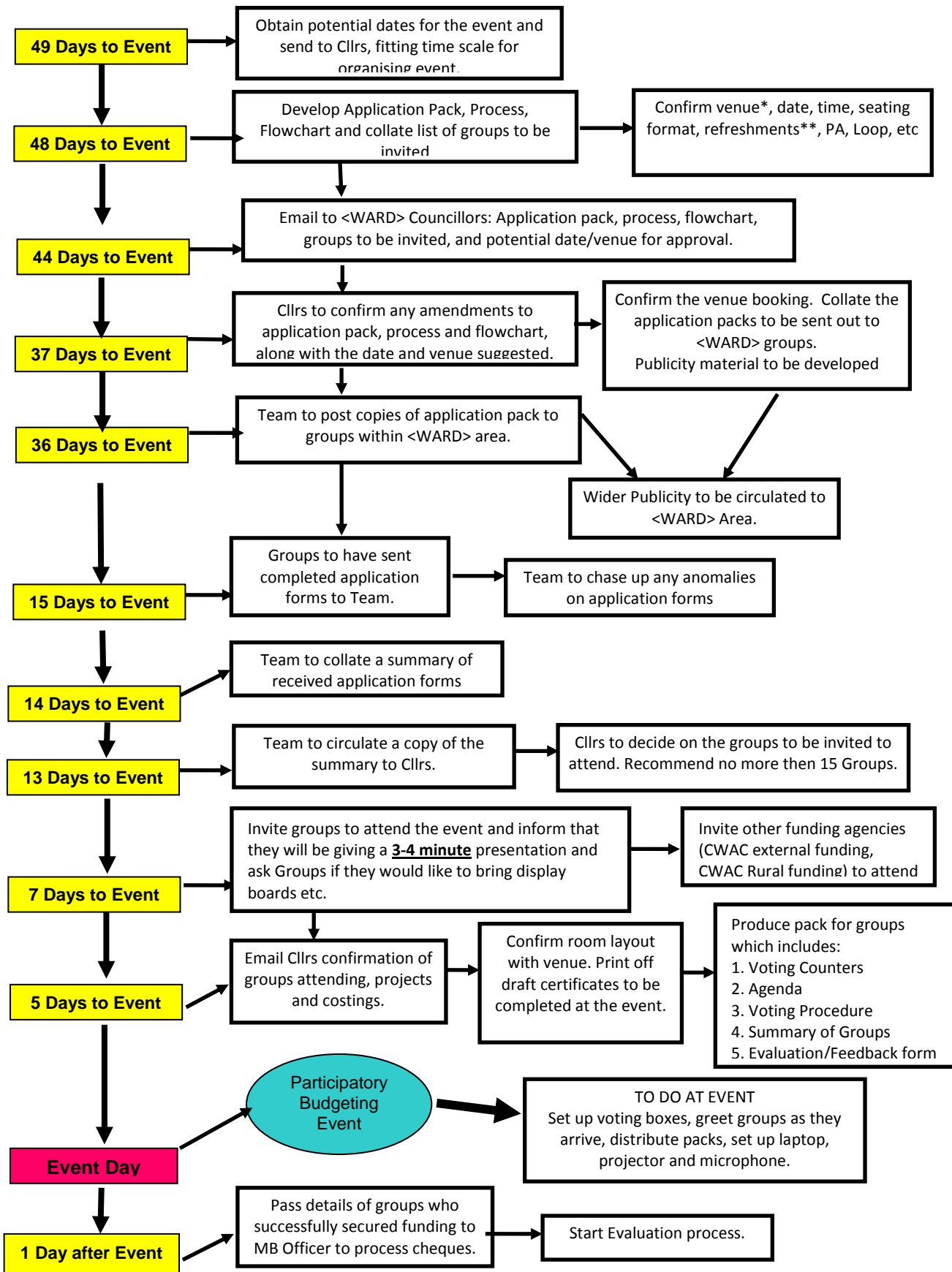
Pre-Community Forum Process



Post-Community Forum Process

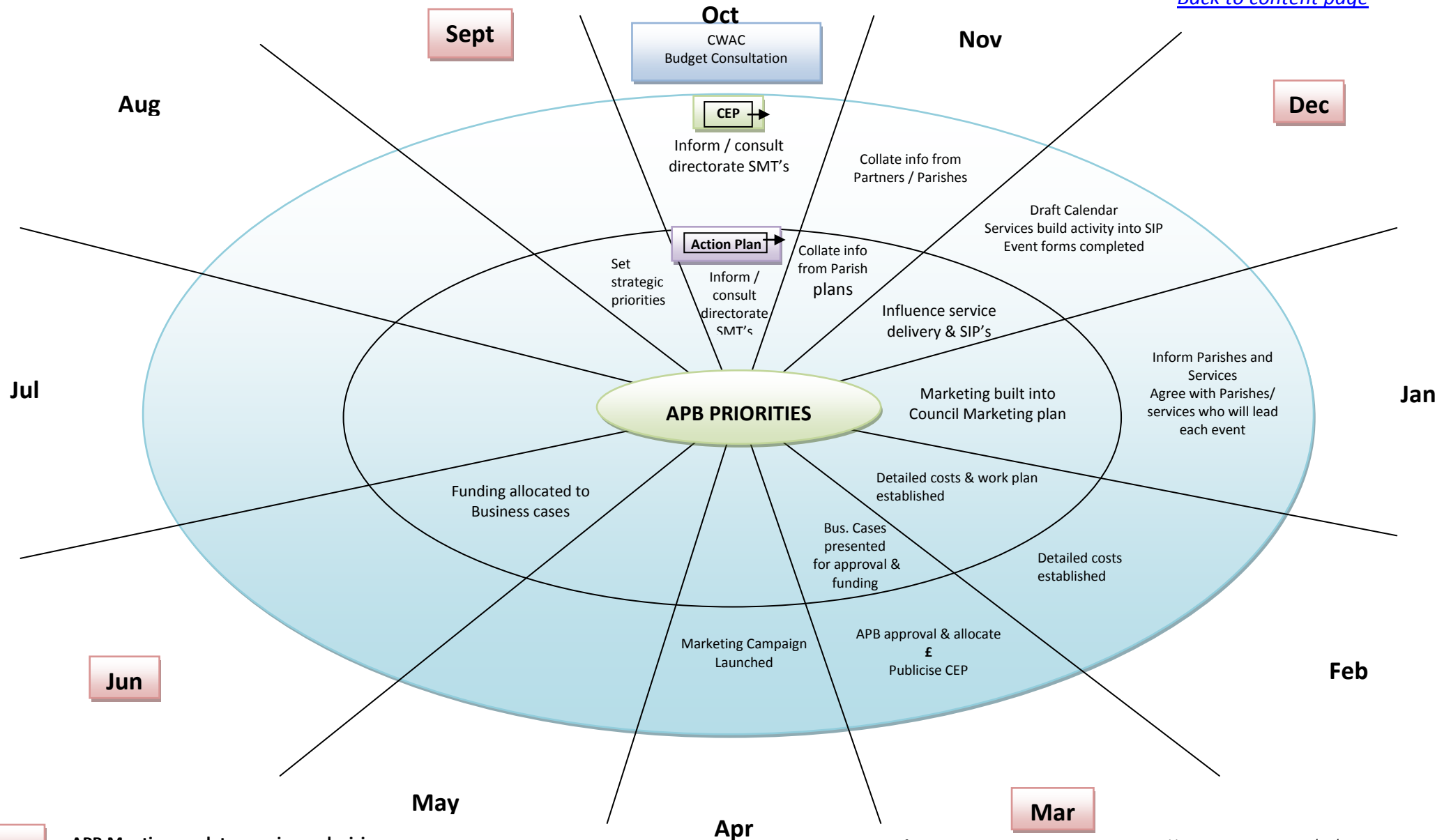


APPENDIX M – Participatory Budgeting Process



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APPENDIX N – APB Priorities Circle Diagram



 = APB Meeting, updates, reviews, decisions