

REACHING THE 'HARD TO REACH'

In any consultation, our aim should be to reach all sections of our community. However, there will always be groups and individuals that are harder to involve. There may be a wide range of reasons why they don't take part (see our guidance note on barriers to involvement). The challenge is to think about who the hard to reach groups might be in your community and to find interesting and creative ways of engaging with them. This often means that you may have to consider more than one consultation exercise and/or means of communication.

WHO	POSSIBLE METHODS OF ENGAGEMENT
Weekenders	<ul style="list-style-type: none"> • Hold a weekend event – perhaps linked with a social activity • Targeted flyer/information leaflet • Village website • e-newsletter - keep them informed of what is happening • Online questionnaire
People who have lived in the village all their lives	<ul style="list-style-type: none"> • Collect oral histories • Local history/photo exhibition • Mapping - how things used to be • Timeline - personal and parish histories • Intergenerational activities - ask the young people to interview them
Housebound	<ul style="list-style-type: none"> • Arrange to go to them • Structured interviews • Questionnaire
Young people	<ul style="list-style-type: none"> • Ask them how they would like to be involved • Engage them through a youth worker, scout leader or the local school • Competitions • Social events • Photo or video consultations • 'Phone/text consultations • Use of online social networks • Youth questionnaire • Graffiti wall • Art projects

WHO	POSSIBLE METHODS OF ENGAGEMENT
Boarding school pupils/university students spending term time away from home	<ul style="list-style-type: none"> • Use village website and e-newsletter to keep them informed of what is happening • Use of online social networks, fora or surveys • Ask parents to pass on information
'Deeply rural' residents	<ul style="list-style-type: none"> • Identify who and where they are • Hold events at more than one venue • Offer help with transport • Good publicity - on routes in/out of the parish or at local meeting places e.g. the local shop • Website/e-newsletter • Design consultations to capture their perceptions of the community – their specific issues and needs
Long distance commuters	<ul style="list-style-type: none"> • Timing of events – at a time they can attend • Good publicity - on routes in/out of the parish or at local meeting places e.g. the local shop • Enable them to contribute from a distance, using email/website/e-newsletters/online fora and social networks • Questionnaires
People who prefer not to get involved in the community or attend meetings	<ul style="list-style-type: none"> • Questionnaire survey • Suggestion box in shop or post office • On line methods of comment
Vicar	<ul style="list-style-type: none"> • Involve in process - role of church in community, speak about plan in sermon, consultation in church etc. • Mapping/ timeline - work of the church in the parish
Military postings and their families	<ul style="list-style-type: none"> • Involve through forces welfare/liaison officers or childcare, school or other networks • Family fun day - provide crèche or activities for children to free up their parents to take part • Consider possible language and other barriers to involvement
20 - 40 year olds	<ul style="list-style-type: none"> • Questionnaire • Pub quiz • Online methods – websites, social media etc. • Through school or pre-school if they have children • Timing of activities – avoid early evenings when parents may be putting kids to bed etc.

WHO	POSSIBLE METHODS OF ENGAGEMENT
People who live on outskirts of Parish	<ul style="list-style-type: none"> • Ensure that they know that the consultation or activity includes them and is relevant to them • Good publicity for events needed - use on routes in/out of parish • Use places that they may visit – local school, pub, church • Personal approach • Questionnaire • Structured interview
Disinterested people	<ul style="list-style-type: none"> • One to one approach • Find out what interests them – make it relevant to their lives. Why did they choose to live here?
People with an agenda	<ul style="list-style-type: none"> • One to one approach - allocate someone to listen and then try to broaden their interest • Use tools that encourage them to see other points of view and to look for common ground
Single parents	<ul style="list-style-type: none"> • Provide childcare/crèche • Approach through school or pre-school, local shopping centre etc.
People without transport	<ul style="list-style-type: none"> • If possible, choose easily accessible venues or those linked to public transport • Offer a lift to events • Questionnaire • Online methods – websites, email, social networks
Local businesses and homeworkers	<ul style="list-style-type: none"> • Identify who and where they are • Identify a local business person or business organisation who may be prepared to champion the process within their local networks • Business questionnaire • Business breakfasts • Online methods – websites, email, social networks etc. • May also have help to offer!



Some bright ideas that have been used in Wiltshire:

- Breakfast consultation event
- Pub quiz
- Tethered balloon rides to look down on village
- Beer mat/placemat/tablecloth consultations
- Pizza and cola disco
- Dog show
- Film night
- Wish tree consultation
- Poster/art competition
- 'Dragon's Den' event



Planning and designing consultation and engagement events

If you are planning a community consultation or engagement event, Community First's EnAct Service team can help. To find out more, contact us using the contact details below or go to: www.communityfirst.org.uk

Further information

For further information, contact us at:

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EnAct is a service provided by:

