



## Introduction

Community engagement is a common objective of big events. What this actually means in practice is interpreted in many different ways, and is often not clearly defined by event stakeholders.

### Joined up thinking on the who, why and how

A Community Engagement Planning Hand is a helpful tool to plan the following:

- Who will benefit from the event and the reasons behind this.
- What actions need to be delivered to achieve the desired level and nature of engagement.
- How responsibilities and resources are shared.
- Measuring how people have engaged before, during and after the event.
- What money and resources are needed to implement the plan.

## Steps for Community Engagement Planning Hand Success

Discuss the following five key questions with event stakeholders to help make the decisions needed to complete a Community Engagement Planning Hand template. This is a useful tool to help capture actions and who needs to do what to engage target communities through the event.

Reflect and make notes on the following questions which should prepare you for completing the planning hand template provided at the end of this template. Remember, the template and questions should be tailored to your specific event.

**1. Who are the target communities and why?**

*Identify specific communities which the event hopes to engage with to address local issues. Communities can be defined in different ways, according to the objectives, but may include attributes such as: geographic location, demographics, interests, and activity levels.*

**2. What is known about how to engage these target communities?**

*Work with community influencers to learn about potential barriers (friction) or opportunities (fuel) which influence community engagement with the event.*

**3. What is the goal for the level and nature of community engagement?**

*Community engagement can reflect participation at different levels – from ownership of an event reflecting a high level of involvement and impact to lip-service where, despite the rhetoric, participation amounts to nothing. Use the participation scale on page 2 to help be specific about the level of community participation you are aiming towards for your different actions, and agree a participation score and level on the scale to include in your plan.*



# Gameplan Community Engagement Planning Hand Template

Community engagement can reflect participation at different levels – from ownership of an event reflecting a high level of involvement and impact to lip-service where, despite the rhetoric, participation amounts to nothing. Use the participation scale below to help be specific about the level of community participation you are aiming towards for your different actions, and agree a participation score and level on the scale to include in your plan.

Position on Participation Scale	Score	Explanation
<b>Ownership</b>	9	Communities have ownership of all activities – there are no conditions to be met.
<b>Control</b>	8	Communities have control over all activities, but only within set conditions.
<b>Substantial delegation</b>	7	Partner organisations give substantial control over decision making to communities.
<b>Limited delegation</b>	6	Partner organisations give limited control over decision making to communities.
<b>Advisory input</b>	5	Communities have a formal advisory role.
<b>Genuine consultation</b>	4	Communities are properly and genuinely consulted.
<b>High quality information</b>	3	Communities are given high quality information.
<b>Controlled consultation</b>	2	Communities are consulted, but only on options constructed by those with the power.
<b>Lip-service only</b>	1	Despite the rhetoric, participation amounts to nothing.

**4. What engagement actions should be delivered before, during and after the event?**  
*Identify the key actions to be carried out to engage the target communities. For each action, make sure to indicate:*

- *Who has lead responsibility?*
- *Where the activity will take place*
- *Estimated timings for delivery*
- *Estimated costs to help identify a specific Gameplan Budget Checklist*
- *How the activity could be sustained after the event to shape Collaboration Kick-On activities and support longer-term community engagement and social impact.*

**5. How will successful engagement by target communities be measured?**  
*Identify a number of SPICED, SMART and Storied Social Impact Indicators to include in the Evaluation Plan to monitor community engagement. Consider the Social Impact Monitoring Tools that this might require.*



# Gameplan Community Engagement Planning Hand Template

## Gameplan Community Engagement Planning Hand

<b>WHAT NOW?</b> <i>Community engagement actions</i>	<b>WHY?</b> <i>Target beneficiary &amp; desired impact</i>	<b>LEVEL OF PARTICIPATION?</b> <i>Participation Score 1-9</i>	<b>WHERE?</b> <i>Venue for engagement activity</i>	<b>WHO?</b> <i>Lead responsibility</i>	<b>WHEN?</b> <i>Timings for delivery</i>	<b>HOW MUCH?</b> <i>Estimated cost to include in Gameplan budget</i>	<b>WHAT LATER?</b> <i>How to sustain this activity in long-term</i>
<i>Example 1. Community microgrant scheme for Tour de Yorkshire</i>	<i>Address financial &amp; physical barriers to participation of target geographical/ socioeconomic communities in ancillary event activities</i>	<i>Community Control 8</i>	<i>Community group venues and local business premises along the race route.</i>	<i>Named individual at Doncaster Council Leisure Services Events Team</i>	<i>X months Scheme to launch 6 months prior to the event</i>	<i>£xxxxx for implementation of the scheme and associated staff costs</i>	<i>Allocation of funding to continue the scheme at future events.  Ongoing staffing &amp; 'home' for the microgrant scheme at Doncaster Council</i>

