



ISLE OF WIGHT COMMUNITY PLANNING RESOURCE PACK



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The Community Planning Guide
Resource One:
Steering group model constitution

Many communities have found it useful to adopt a written constitution for the parish plan steering committee. It helps give a direction and focus to the process, and reduces the likelihood of misunderstandings. Here is an example of a constitution you could use:

Name:

The name of the organisation shall be the (name) Parish Plan Steering Committee, hereafter referred to as the committee.

Purpose:

The purpose of the committee shall be to act on behalf of the parish council to carry out the following tasks:

1. Investigate and identify support for the parish plan
2. Identify sources of funding
3. Take responsibility for planning, budgeting and monitoring expenditure on the plan and report back to the parish council on these matters
4. Liaise with relevant authorities and organisations to make the plan as effective as possible
5. Identify ways of involving the whole community and gather the views and opinions of as many groups and organisations in the community as possible
6. Determine the types of survey and information gathering to be used
7. Be responsible for the analysis of the survey, the production and distribution of the final report
8. Identify priorities and timescale for local action in the action plan including lead organisations and potential sources of project funding
9. To report back to the parish council on progress, issues arising and outcomes from the exercise

Membership:

The committee will include up to 12 elected or nominated members.

No more than two of these members will be members of the parish council.

Election to the committee will take place at a meeting open to the public. Any resident or person, particularly those representing a local group, may stand for election to the committee. Residents may also nominate representatives for election to the committee.

The committee may co-opt additional members at its discretion, so long as the total number of co-opted members does not exceed the number of elected members.

A person shall cease to be a member of the committee having notified the chair or secretary in writing of his or her wish to resign.

Officers:

At the first meeting the committee will elect: a chairperson, a secretary, a treasurer, a publicity officer and a volunteer coordinator. All other committee members should have a specific role, to be agreed by the committee

Meetings:

The committee shall meet every two months as a minimum, or as may be required. At least five clear days notice of meetings shall be given to members by written notices left at, or sent by post to the member's last known address. All notices of committee meetings must detail the matters to be discussed

Every matter shall be determined by a majority of votes of the committee members present and voting. In the case of equality of votes the chair of the meeting shall have a casting vote.

The committee may decide the quorum necessary to transact business – with a minimum of five members.

The secretary shall keep a record of meetings in a minute book, and circulate minutes to members of the committee not more than 14 days after each meeting.

Working groups

The committee may appoint such working groups, as it considers necessary to carry out the functions specified by the committee. Each working group should have a nominated chair but this person does not have to become a member of the steering committee.

Working groups do not have the power to authorize expenditure on behalf of the committee.

Working groups will be bound by the terms of reference set out for them by the steering group

Finance:

The treasurer shall keep a clear record of expenditure, where necessary, supported by receipted invoices.

Members of the community who are involved as volunteers with any of the working groups may claim back any expenditure that was necessarily incurred during the process of producing the parish plan. This could include postage and stationery, telephone calls, travel costs, childcare costs.

The treasurer will draw up and agree with the committee procedures for volunteers who wish to claim expenses and the rates they may claim.

The treasurer will report back to the committee and the parish council on planned and actual expenditure for the project, and liaise with the parish clerk to set up a petty cash system and enable cash withdrawals and payment of invoices to be made as required.

Changes to the constitution:

This constitution may be altered and additional clauses may be added with the consent of two-thirds of the committee present.

Dissolution of the committee:

Upon dissolution of the committee any remaining funds shall be disposed of by the committee, in accordance with the decisions reached at an Extraordinary Meeting open to the public in the area of benefit called for that purpose. No individual member of the committee shall benefit from the dispersal.

The return of any unused funding given as grants to the committee may need to be considered if this was part of the condition of the grant.

The Community Planning Guide
Resource Two:
Terms of reference for working groups

If your steering committee decides to divide the work among smaller working groups, you may decide to agree 'terms of reference' for those groups. This will ensure participants understand what they are being asked to do and the limits to their powers. Set out below is an example that you may like to use as a model.

(Name) Parish Plan Steering Committee: Terms of reference for working groups

The purpose of each working group is to assist the parish plan steering committee (PPSC) to prepare an action plan for the community. Each working group will tackle a specific issue, or set of issues, or the needs and opportunities facing a specific group of people within the community.

Each working group should:

1. Clearly set out its purpose eg. " to help young people (under 18 years) in the community identify their needs, ideas and concerns and to develop an action plan to meet these needs."
2. Outline how it will gather information and carry out consultations.
3. Set out the timescale and estimated costs of gathering information and carrying out consultations.
4. Produce a short action plan setting out:

What is proposed?

Why the action is needed

Who will be responsible for taking the action?

When will the action be taken forward?

How the action will be implemented and how much it will cost?

5. The working group must be able to demonstrate that projects it has identified have the support of the local community and show that they have, where relevant, discussed projects with other organisations who will be able to assist in carrying out the action.
6. Each working group will appoint at least one, but preferably two members, to attend the regular PPSC meetings (those persons may already be members of the PPSC).
7. Each working group will be responsible for organising its own meetings and must provide a summary progress report to the PPSC meetings.
8. Financial expenditure in excess of £50 must be approved by the PPSC. Receipted expenses for reimbursement should be passed to the steering group treasurer on a monthly basis with reasons for the expenditure clearly given.

The Community Planning Guide
Resource Three:
Example of Volunteer Job Description

Title of job: House to house delivering
Description of tasks: Delivering love it/ hate it flyers, community questionnaires and final Parish Plan to a designated patch of houses. You will be contacted two weeks before delivery is needed to establish a convenient date for dropping off the papers and date of delivery. Delivery can be in day or evening to suit your convenience
What it will involve: Walking from house to house and posting through letter-box. There will not be a need to knock on doors or ask people questions
Who will be involved: You will be part of a team covering the whole community. The team will be led by XX, X is contactable on XXXXXX
Number of hours tasks will take: Each delivery will take a maximum of one hour
Length of commitment: Three deliveries over the 12 month period it will take to do the plan
Who to contact? If you would be interested in this job please contact Name, address, Tel No, email

The Community Planning Guide
Resource Four:
Questions to think about when starting your plan

Topic	Prompt questions
Equalities-principles need to be considered for each section	<ul style="list-style-type: none"> • Are you aware of the equality profile for your community? • Have you engaged with community groups or leaders who support people in the following groups - disability, sexual orientation, black and ethnic minorities, gender, religion/faiths, and age? • Are you confident that your approach does consider the needs and requirements of all minority groups? • Do you need to research those needs and requirements?
Children & Young People	<ul style="list-style-type: none"> • Are children and young people being encouraged / supported to get actively involved in the community planning process? • How are children with disabilities being involved in community planning? • Do local child care facilities meet demand? • What facilities / activities are available for children and young people?
Community Safety	<ul style="list-style-type: none"> • Do you know what the actual crime rates are for this area? • Do you feel that these are a correct reflection of what the community experiences? • Do you wish to do some research to verify these figures? • Do you wish to research what the actual concerns and priorities of the community are as compared to the actual crimes?
Economy	<ul style="list-style-type: none"> • Do local employers have difficulty in finding premises when expanding? • Do employers have difficulty in recruiting staff? • Is there enough car parking in town centres to meet the needs of shoppers and businesses? • Are businesses in town centres happy with general amenity standards in town centres? <p>Is there an adequate range of jobs for young people?</p>
Environment (Open Spaces)	<ul style="list-style-type: none"> • Consider the wider area, eg environment, agriculture, landscape • Identify local features • What is important to the community eg footpath, village green, pond, monument? • What scope is there for improvement/change eg adding a playground, bench, bus shelter, trees? • Are there management / maintenance issues?

<p>Environment (Built)</p>	<ul style="list-style-type: none"> • What is the existing character of the town/village? Is it consistent or does it vary? • Can you identify different areas of distinct character? What are their key characteristics? • What are the existing patterns of development? (eg transport routes; building styles, ages and materials; areas or buildings of special historic interest; other locally distinctive features...) • What are the most valuable features? • What features detract? • Opportunities for improvement? • Is the quality of public spaces all that it could be? (eg streets, village greens, squares, civic spaces, etc) • How well do public spaces relate to the buildings that adjoin them? • How could public spaces (including streets) be improved? <p>Is the environment pedestrian-friendly? Could it be made more so?</p>
<p>Health</p>	<p>There are two aspects to health:-</p> <ol style="list-style-type: none"> 1. Preventing ill-health and promoting wellbeing What causes ill-health in your community – stress, unemployment or poorly paid employment, age, gender, poor housing, availability of transport, poor environment and access to leisure? Are there opportunities for exercise? What access is there to fruit and vegetables? (Access includes not only physical access like transport, but also barriers such as income and knowledge).How many people smoke? Is there excess alcohol consumption? 2. Health services when you are ill (mostly NHS) Where is the nearest surgery? Is it accessible (consider opening times, transport, information given)? What is the biggest ill health issue? What causes this and availability of remedies? What is access to secondary care like? (Hospitals) How much do you know about the services provided? Do you know how to contact local services providers?
<p>Housing</p>	<ul style="list-style-type: none"> • Do you feel that the cost of housing is a problem in the area? • Do you have any personal experience of this, e.g. living in overcrowded accommodation, or friends/family having to move away from the area Please specify? • Would you like to see a small number of new affordable homes provided for local people if suitable land could be found? <p>If you cannot afford to buy your own home, or rent one without assistance, are you on the Council's Housing Register?</p>
<p>Leisure</p>	<ul style="list-style-type: none"> • What is known about the needs of the community? Is this knowledge shared? • How many sectors of the community are catered for? • Why does it matter where provision is located or how it is operated? • How can leisure provision and activities assist with other objectives? • How could the community be engaged in projects, operations, volunteering.....?

Lifelong Learning	<ul style="list-style-type: none"> • Are any of your local schools planning on being an extended school, if so what are the implications for your community? • Are any of your local schools exploring having a school travel plan, if so can any of the plans and funding contribute to the community plan? • What are the opportunities for adult education and training locally?
Older People	<ul style="list-style-type: none"> • What is the age profile of people living in your community? Does this link to any specific issues impacting on older people? • Have specific efforts been made to engage with age-based groups including older people? • Do you understand the needs of older people - what they need more of and what they need less of? • Do you know of all the relevant facilities and understand the support mechanisms already in place?
Tourism	<ul style="list-style-type: none"> • Does a Community Tourism Group exist, if not do you want to set one up? • Has an audit and gap analysis of local tourism assets been undertaken? • Has a destination benchmarking exercise been undertaken? • Has a resident's tourism perception survey been undertaken? • Has a community tourism workshop/action planning event occurred? • Have you consulted with Isle of Wight Tourism for a reality check?
Transport	<ul style="list-style-type: none"> • How do people without cars cope (get lifts, bus, community transport etc)? • What are the 3 most serious traffic related problems within the Parish? • What are the 6 most serious road maintenance problems within the Parish? • Should the Parish contribute towards schemes to address traffic/transport problems? • If residents want people to drive more slowly through their village will they do so in other villages & towns?

Community Planning Guide
Resource Five:
Suggested format for Parish Plan Report and Action Plan

There are probably as many ways of presenting a parish plan as there are parishes. However, rather than searching through many examples to find the right format for you this guide gives some tried and tested ideas. The information is divided into two sections; the first looks at general format and the second how to enhance the document.

Format of a Parish Plan:

1. Foreword. You may wish to start off with a foreword, perhaps from the Chair of the steering group or a local community leader eg church, district councillor
2. Introduction. A brief synopsis of why you decided to do a parish plan, who was involved in doing it, how you have attempted to reach all sectors of the community and how long it has taken
3. Snapshot. A profile of your community. This could include census information, history, environmental details, community facilities, community services, local businesses, transport, health services. This information will provide the reader with a good understanding of your community and set the scene for issues that are raised through consultation. The profile will also be useful when applying to grant making trusts for funding
4. Issues. Identifying the issues – describe the activity you organised to find out what local residents think of the community. This may be a drop-in session or a love it / hate it survey. It is quite a good idea to include what people like about the community and the community vision, if one has been established. List the issues that the community has identified as needing further action; these will form the basis for the questionnaire
5. Consultation. The consultation results will probably form the bulk of the report:
 - Describe the consultation process you have undertaken, how many questionnaires went out and your level of response
 - Take each question in turn and describe the response you have received (usually in %)
 - Add any comments made (these may need to be précised)
 - Add any commentary that you feel adds relevant information to the question
 - Identify if some form of action needs to be taken and if so what sort of action

6. Action Plan. The action plan is the final section of the parish plan and you may wish to consider it as being able to be a stand alone document. An action plan is usually set out as a table and brings together all the actions from the consultation indicating how they will be actioned, who will take the lead, any other organizations that need to be involved, what priority the action is and timescale for achieving it. Keep the information factual and objective. See Resource Six: Model Action Plan.
7. Circulation. Create a distribution list for hard copies of the plan. You will ideally have a copy for each household in the community, local councillors, district council officers, local businesses, tourist points, library and schools. It is a good idea to have a clear link to the plan on your website so that it can be viewed and downloaded by anyone else interested.

Making your Parish Plan attractive and readable

1. Size, most plans are A4 spiral bound plain white paper with perhaps a coloured front sheet. Avoid using glossy paper and if using coloured paper or print be aware that certain shades are difficult for people with colour blindness eg dark reds, blues, greens and purples with black ink.
2. Think about the type and size of font being used. Font should be a minimum of 12pt but preferable 14 pt. Some members of the community may have sight impairment and need larger print versions. Larger print size is usually between 16 and 22 depending on the font used. The Basic Skills Agency recommended the use of Comic Sans MS for text as it uses a natural 'a' and makes it easier to read for people with learning difficulties. However older people find a standard Ariel font easier to read.
3. Keep the language you use simple, avoid jargon and fancy terminology. Use bold to emphasise new sections or paragraphs. Consider if you will need translations for any members of the community for whom English is not a first language. A useful translation company for languages other than English is Language Line 11-21 Northdown Street, London N1 9BN 02075201400.
4. Local maps and pictures can bring text to life and highlight points being made by the community. People who are visually impaired love pictures but avoid the text wrapping around the picture as this makes it difficult for them to follow. Consideration should be given to the number of pictures or maps used as they can make the plan difficult to download and more expensive to print
5. Similarly, insert comments made by members of the community. This can make lively and sometimes amusing reading

**The Community Planning Guide
Resource Six:
Model Action Plan**

Action	Activities	Completion date	Lead and key people	Funding	Priority
Main action taken from the consultation section of the report	Sub actions / tasks needed to achieve main action	When you would like to see this action achieved by or date that it has been achieved	Who will take the lead from the steering group? What other agencies need to be involved?	Will you have to apply for additional funding for this action? If so who?	Is this high, medium or low priority for the steering group?

The Community Planning Guide
Resource Seven: Sample project plan

A public meeting was held on mid February and it was agreed that the community wished to proceed with a parish plan.

Action	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
1st steering group mtg to elect committee, discuss community strategy and LDF, and draw up initial project plan	X											
Steering group starts to build a profile of the community and advertises information on the parish plan in the local newsletter, newspapers and on the parish website		X										
Steering group launches parish plan and love it/hate it flyer at May fayre.			X									
Letter to all group leaders with flyer			X									
Young people invited to 'pizza and coke' event			X									
Steering group analyse flyer returns & cluster				X								
Action	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Steering group prepare questionnaire for distribution in Autumn					X	X						
Make sure flyers are around for tourists to complete over the summer					X	X						

The Community Planning Guide
Resource Eight: Sample budget forecast

Budget item / Expenditure	Estimated cost	NFDC	PC	Other	
10 Steering group meetings in committee room at village hall					
£5 per evening	50			50	Hall committee gave room free
Refreshments for meetings	30		30		
Full page advert in parish newsletter	75			75	Church gave space for free
Stall at May Fayre	10	10			
Display material for stall	30	30			
Printing love it / hate it flyers	120	120			
Pizza & coke evening hall cost	50	50			
Refreshment costs	100	100			
Questionnaire printing	250	250			
Final report and action plan printing	500	500			
Postage	20	20			
Misc expenses for volunteers eg travel, childcare	150		150		
Totals	1385	1080	180	125	

The Community Planning Guide
Resource Nine:
Involving the community

The key to a successful parish plan is total community involvement. But you should not sit back and wait for people to come to you. You will have to reach out and contact them in ways which are interesting, entertaining and, most of important of all, ways which suit their lifestyles. Think about how you might involve people who don't normally get involved in parish council or village affairs. Don't assume they will not want a say. Most people will respond positively, if approached in a way that is sensitive to their situation and background. You might not have all the groups below in your community. But it is important that all those who do exist are consulted and have a chance to contribute to the parish plan.

Group	Some suggested methods
Schoolchildren (5-11)	<ul style="list-style-type: none"> ■ Run a competition, getting the primary children to draw what they like and dislike about the community. ■ Get the primary school children to make a model of the village (as in "planning for real") which could be used as a feature at a general consultation event. ■ If you decide to use a questionnaire, consider doing a separate one for schoolchildren (5-11).
Young people (11-18)	<ul style="list-style-type: none"> ■ If you're doing a questionnaire, you might consider drawing up a separate one for young people – or even better, get them to draw up their own. ■ Young people take a task group or facilitator on a guided tour of the area, pointing out likes and dislikes. ■ Young people make a video showing the 'Good, Bad and Ugly' things about the community from their perspective – or a video competition. Result could be part of the parish plan document. ■ Set up a youth forum for young people to express themselves – this could become an annual event. ■ Some young people might be enlisted to help with delivering and collecting questionnaires ■ Countryside rangers may have ideas for involving young people.
Over-60's	<ul style="list-style-type: none"> ■ A discussion meeting with refreshments, allowing people to talk in a relaxed atmosphere about their hopes and fears. Informality is a key here.
Young + old Carers	<ul style="list-style-type: none"> ■ Older inhabitants discuss their memories with local children. The children then consider what kinds of positive change in their surroundings they would like to see through their lifetime ■ See if you can provide a stand-in so carers can take part in events and consultations. ■ You could use it as an opportunity also to consult the person being cared for
People with visual, hearing or mobility impairment	<ul style="list-style-type: none"> ■ On any publicity include contact numbers for transport to public meetings & events.

	<ul style="list-style-type: none"> ■ Ask attendees if they have any needs eg 'loop' system, papers in large print, hard chairs ■ Ensure the venue meets their needs eg. wheelchair access, disabled toilets, handrails, good lighting ■ Think about recording all information on audio cassette. ■ Consider providing a sign interpreter for major events, or use premises already fitted out with an effective 'loop' system.
Women's Institute, Townswomen's Guild	<ul style="list-style-type: none"> ■ Write to them inviting comments, and offering a speaker to attend a meeting. ■ May be willing to help with providing refreshments at an event, or administrative tasks.
Church + other religious groups	<ul style="list-style-type: none"> ■ Write to them inviting comments, and offering a speaker to attend a meeting. ■ May be able to help with an offer of accommodation for meetings. However be aware this may mean people of other religions may not attend. ■ Ask if you could include an article in their magazine, or an insert to be delivered with the magazine.
Scouts & Guides	<ul style="list-style-type: none"> ■ Might be enlisted to help with delivering and collecting questionnaires, possibly for a contribution to funds.
Groups with regular bookings at village hall, listed in parish magazines and elsewhere	<ul style="list-style-type: none"> ■ Write to them all, inviting comments. ■ Offer to attend one of their sessions to tell them about the parish plan, and obtain feedback
Local history group	<ul style="list-style-type: none"> ■ Will probably have maps, surveys and other information you might want to use or update.
Camera or photography club	<ul style="list-style-type: none"> ■ May be able to help with illustrations, or information collection.
Landowners	<ul style="list-style-type: none"> ■ May be able to provide a venue for an event. ■ May have additional contacts in local government, business etc.
Visitors	<ul style="list-style-type: none"> ■ Could be invited to post comments in a suggestion box.
People living in outlying or more isolated areas	<ul style="list-style-type: none"> ■ Make sure they are informed about public meetings, events etc. ■ Lay on transport for those without it and don't forget to mention this in the publicity. ■ Make a special effort to talk to them face to face.
Playgroup	<ul style="list-style-type: none"> ■ Contact playgroup committee members for their input. ■ Use a playgroup session to get children to draw or talk about their likes and dislikes. ■ You may be able to use playgroup facilities as a crèche when holding consultation other events.

Farmers & agricultural workers	<ul style="list-style-type: none"> ■ Contact through school, pub, social events. ■ Make use of their existing networks. ■ Encourage them to put up a representative on the steering committee. ■ Consult them over timing of events – eg. Avoid lambing, harvest time etc
Young farmers	<ul style="list-style-type: none"> ■ May be able to help with transport and muscle-power. ■ Might have ideas about making public events more fun.
Young people and others who have left the village but might want to come back	<ul style="list-style-type: none"> ■ These people often return for village events like football final, or carnival. ■ Contact via friends and relatives, old school newsletters and websites like Friends Reunited.
2nd home and holiday home owners	<ul style="list-style-type: none"> ■ Knock on their doors and leave a leaflet if not there. ■ Try contacting holiday home owners through the local tourist office, lettings agency or website. ■ The local tourism partnership may be able to help contact them
Football team and other sports clubs	<ul style="list-style-type: none"> ■ Hand out flyers to spectators at local matches. ■ Find out where they socialise or train, and contact them there.
Armed forces	<ul style="list-style-type: none"> ■ May be self-contained, but wives and children often have needs and concerns relating to the area. ■ Contact them through their community liaison officer, or the school, or shop.
Housing estates	<ul style="list-style-type: none"> ■ Find out if they have a residents' group or if not suggest they nominate someone to act as their spokesperson.
Garages, petrol stations, garden centres, shops, banks	<ul style="list-style-type: none"> ■ May have comments to offer, as well as window displays for posters and information. ■ They might also be able to offer help in kind, such as photocopying or prizes for filling in questionnaires.
Allotments group	<ul style="list-style-type: none"> ■ Identify a spokesperson. ■ Visit the allotments to canvas opinion. ■ They may have a newsletter which might take adverts or information about meetings, etc.
Gypsies and Irish travellers	<ul style="list-style-type: none"> ■ The local council may have a liaison officer who will advise about best ways of consulting. ■ Visit them and discuss in person.
Refugees	<ul style="list-style-type: none"> ■ Contact a spokesperson or local support group. ■ Consider translating leaflets or finding an intermediary who speaks their language if necessary.
Black and other ethnic groups	<ul style="list-style-type: none"> ■ Consider if community events will conflict with beliefs and practices. ■ Think about how you will promote the parish plan and make positive efforts to involve ethnic minority groups

Health centre/surgery	<ul style="list-style-type: none"> ■ Request for posters to be displayed on notice-boards. ■ Involve community based health care professionals such as the health visitor, district nurse or midwife in discussions and consultations. They are often aware of patient's needs and concerns.
Campsites	<ul style="list-style-type: none"> ■ Request for posters to be displayed on notice-boards. ■ Post leaflets in regular visitors' pigeon-holes or direct to static caravans.
Local tourism partnership	<ul style="list-style-type: none"> ■ Contact a spokesperson. ■ Use their networks for reaching members
Small businesses and self employed people	<ul style="list-style-type: none"> ■ Make sure you include them in your surveys, especially if they live outside the village. ■ Working from home ■ They may have their own groups and links with other villages.
Shift workers + weekly commuters	<ul style="list-style-type: none"> ■ Remember that different people work different hours, different days of the week and often different hours in different seasons. ■ Make sure timing of events and calling times accommodate their availability and if they don't, allow for alternative times or ways of consulting them. ■ Think ahead so seasonal workers coming into the community for short periods can be heard too.
Public transport users	<ul style="list-style-type: none"> ■ Contact organisations like rail user groups, transport partnerships, bus and private hire operators. ■ They may have newsletters that could carry adverts or information about meetings, etc. ■ Get a volunteer to ride the route, distributing leaflets.

The Community Planning Guide
ResourceTen:
Consultation & information gathering techniques

There are many different ways of consulting the community. There is no specific requirement for you to choose one rather than another. The important thing is for you to choose the methods that best suit your needs.

Think about what sort of people you want to contact. Do they have regular meeting places? Are they mobile? Do they have access to computers and the internet? Are they literate? One of the most effective methods of consultation is simply going out and talking to people, in places where they meet or enjoy a hobby or past time.

Think also about the sort of information you are looking for. Does it only apply to a particular group of people, does it require special analysis, can it be explained in words or does it need to be seen?

Informal consultation methods

Method	Description	Pros	Cons
Produce a flyer for every household	<ul style="list-style-type: none"> Telling them about the process and how it's to be conducted Remember to include a contact number 	<ul style="list-style-type: none"> Everyone sees the same written information 	<ul style="list-style-type: none"> Might be expensive Not everyone reads Time-consuming to distribute
Special meeting	Invite everyone to a special event in e.g. village hall possibly with workshops, facilitators	<ul style="list-style-type: none"> Opportunity for people to hear at first hand and ask questions 	<ul style="list-style-type: none"> People might not turn up
Publicity in newspapers, supplements, local news letters etc	Whatever you decide to do, make sure you tell the local press and radio, including the parish magazine	<ul style="list-style-type: none"> Usually free Reach a wide audience 	<ul style="list-style-type: none"> May not reach everyone Information may not be accurate May not be included due to shortage of space
Suggestion boxes	<ul style="list-style-type: none"> Put these at strategic places around the village, inviting comments, suggestions 	<ul style="list-style-type: none"> Easy for people to use No pressure on participants Confidential Can be done in respondents' own time 	<ul style="list-style-type: none"> Random Might get vandalized
Informal chats in pub, at a shop, outside school	<ul style="list-style-type: none"> Have a list of questions on a clipboard and ask the same questions to everyone 	<ul style="list-style-type: none"> Targets specific groups People might speak more freely Captive audience Gives comparable sets of answers 	<ul style="list-style-type: none"> Not necessarily inclusive

Write to all clubs, societies	<ul style="list-style-type: none"> • Ask members to identify issues of concern, make suggestions • Offer to send a speaker/facilitator 	<ul style="list-style-type: none"> • Covers a range of interest groups 	<ul style="list-style-type: none"> • Not everyone is in a club or society
Hold an 'Ideas' competition	<ul style="list-style-type: none"> • A way of stimulating creative thinking and generating interest. This could use a variety of media, including drawings, written suggestions, or video 	<ul style="list-style-type: none"> • Can be infectious • Taps hidden talents • Can double up as a skills search for use in other aspects of the plan 	<ul style="list-style-type: none"> • Competitive element might put some people off
Run a drop-in event one weekend	<ul style="list-style-type: none"> • Get people to write up issues or wishes' on flip charts or use sticky "post it" labels • Offer drawings or pictures as alternative to written words • Offer refreshments and possibly an attraction • Consider providing a crèche and transport for elderly or isolated residents 	<ul style="list-style-type: none"> • Can be an opportunity to socialise and have some fun • Flexible – people can choose when they come and take as long or short a time as they want 	<ul style="list-style-type: none"> • Some people might be away or unable to attend that weekend
Run a competition for schools	<ul style="list-style-type: none"> • Ask the children to draw pictures of what they like or dislike about the area and what they would like to see 	<ul style="list-style-type: none"> • Fun for the children 	<ul style="list-style-type: none"> • School timetable may not have time Some children may not bother to do it at home
Jigsaw	<ul style="list-style-type: none"> • People take photos of different parts of the area to illustrate what they like/dislike about it. These are then mounted at workshops and comments invited 	<ul style="list-style-type: none"> • Visual • Can be used to illustrate the final plan • Can participate in the feedback stage, even if don't/can't take photos 	<ul style="list-style-type: none"> • Not everyone enjoys or feels able to take photographs
Walkabout	<ul style="list-style-type: none"> • Young people from the village, including the primary school and youth club are invited to join local residents on a 'walkabout' to help generate ideas for improving the area. • It involves them taking an hour long walk 	<ul style="list-style-type: none"> • A sociable and relaxed opportunity to sound out ideas • Group activity generates discussion • Being there may provoke more 	<ul style="list-style-type: none"> • Weather-dependent

	around the village with the aim of identifying current problems and possible solutions for the future regeneration of the area	ideas than an inside event	
Planning for Real®	Residents create a large 3D model of the neighbourhood, which is used at open meetings. Participants then use suggestions on cards to contribute their ideas. Though developed for urban areas, some rural parishes have used this technique and found it helpful and enjoyable. Some have used the idea of a model without using this particular product, eg. in schools. If you think of using Planning for Real be careful of infringing copyright, and to be most effective you will need the expertise of a trained facilitator	<ul style="list-style-type: none"> • Very visual format • Good for all ages 	<ul style="list-style-type: none"> • Is expensive • Aimed at urban areas rather than spread out rural ones • Requires space to use and store the model
Parish Maps	This is a visual and interactive technique for gathering information about a parish. It encourages people to share and chart information about their locality as a first step to becoming more involved in its care. The map could take the form of a picture, photo montage, banner, mosaic, or tapestry. The final product is a parish map which show what people value, would like to improve or change in the place where they live. This could be a good starting point for a parish plan and the map could later kept on permanent display in the parish	<ul style="list-style-type: none"> • Visual • Participative • Cheap 	<ul style="list-style-type: none"> • Not a comprehensive information gathering exercise, but useful as part of the process

Questionnaires and surveys

The questionnaire survey is one of the tried and tested methods of collecting information in rural communities. A well-planned and implemented survey can be very useful in finding out what's most important to people in the village, and as a basis for applying for grants. Before you draw up your questionnaire, talk to the Community Development Officer at Rural Community Council who will show you sample questions and questionnaires for guidance. In addition the IW Council Consultation Officer will advise on the draft questionnaire and analysis process. This will enhance the value of the final Parish Plan and help those consulted to take the findings seriously, with knock-on benefits for funding and planning decisions.

Planning your survey

Whether you decide to compile the questionnaire yourself, or use one of the computer packages on the market, you will need to make some basic decisions:

- Who are you going to ask? Every household or every person over a certain age?
- Will you have a separate survey for children and young people?
- How will you deliver and collect the survey? Door to door ensures a good return rate but is time consuming. You could have a collection box in the village shop or accessible public places instead. Alternatively you could buy a licence for a Freepost address for returning the survey. Some parishes have offered prizes for the collector with the highest number of completed forms, or in the form of a lottery attached to each completed form – the prize going to the household whose ticket is drawn out of a hat
- Write a clear introduction explaining why you're asking the questions and giving contact numbers for people needing help filling it in
- Explain that the information will be confidential and not traced back to the writer
- What format? Multiple choice tick-boxes are easier to analyse than written answers
- Keep the questionnaire as short as possible, focusing on the main issues of concern in the area
- Use simple, direct language
- Avoid personal or intrusive questions (eg. income)
- Use coloured rather than white paper
- Test your first draft on some volunteers and amend if necessary
- Allow space for people to make their own comments
- Provide an envelope for return
- How will you gather information from people with poor literacy and numeracy skills?

Tips on conducting a questionnaire

Most parishes use volunteers to deliver and collect the questionnaire. Below are a few tips for collection and delivery:

- Provide deliverers with identification badges or cards
- Check your public liability cover
- Encourage volunteers to speak to every householder, not just to push the envelope through the door
- Give your volunteers a 'crib sheet', so they can answer questions like "What is a parish plan?" "Is it confidential?"
- Arrange date and time for collection – about a week after delivery
- Offer to help with filling in if necessary
- Keep a record of where you've delivered and where householder is out
- On collection, ensure questionnaire is complete – assist if necessary
- Seal the envelope in front of householder, if not done already
- If offering a prize, hand over lottery ticket on receipt of completed questionnaire
- Keep a record of households which have returned questionnaires

The Community Planning Guide
Resource Eleven:
Love it / Hate it survey

3 things I love about living in XX	3 things I hate about living in XX
3 things I would like to see improved in the future	

Thank you for taking the time to give us your ideas, please return the form to XX

If you would like to find out more about the parish plan or offer some help please print your name address and phone number and someone from the steering group will contact you.

Name

Address

.....

Tel No

The Community Planning Guide
Resource Twelve:
SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

