



POWER
Low Carbon Economies



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ANNEX 2

Best practice Identified and transferred

Section	Indication of content
1 Title of the best practice	Stakeholder analysis
2 Precise theme/issue tackled by the practice	Developing a strategic approach to community engagement activities should.
3 Objectives of the best practice	<ul style="list-style-type: none"> • Identification of community groups and key meeting venues • Identify interests and concerns of the local community
4 Location	<p><i>Country:</i> UK <i>Region:</i> Hampshire</p>
5 Detailed description of the best practice	<p>An important process before starting any community based engagement activities is a stakeholder analysis. This allow you to:</p> <ul style="list-style-type: none"> • Identify existing groups • Identify key meeting locations, • Learn about the concerns of the community, • tailor your activities to your audience. <p>Whitehill Bordon Eco Town community engagement Action Plan.</p> <p>Whitehill Bordon achieved Eco Town Status in July 2009. Once the MOD move out work will begin on a new town centre and approximately 3500 houses.</p> <p>East Hants County Council have been awarded £400,00 funding by DECC through their Low Carbon Communities Challenge to initiate a retrofit programme as part of an early wins campaign designed to help draw together the old community and the proposed new eco town.</p> <p>The scheme will provide interest free loans of up to £10,000 for up to 46 self nominating homes. It is hoped that the scheme will become self perpetuating after the first year.</p>

As part of the LCCC award a facilitator was designated to the project to provide support in the development of community engagement plans.

The first step in developing these plans was to carry out a stakeholder analysis.

The idea was to consider the people or groups in the community that the project wished to reach or influence and to identify pre-existing groups that are relevant to the projects community engagement targets.

A brainstorming exercise was undertaken where key stakeholders were identified and plotted onto a matrix in order to assess their suitability.

It was concluded that despite Whitehill Bordon being a poorly engaged community there were a number of groups which were very relevant to the development of the project. These were split into:

- Businesses
- Organizations involved in the Eco town
- Residents
- Young people
- Voluntary Organisations
- Vehicles for disseminating information

Actions to take were identified for each group category and timelines were established.

EHCC have employed an Eco-fit advisor and Community Engagement Officer to implement this plan with the support of The Environment Centre and TrisCo.

Timescale:

- January - 2010 LCCC Funding agreed.
- February - Engagement Planning meeting
- March - Plan agreed and shared with DECC
- April – Stakeholder Meeting
- May - Terms of Reference for stakeholder engagement group, Planning and implementation. Meeting with GAP and Groundworks solent
- June – Meeting with businesses. Eco-fit programme started or loans and insulation.
- March 2011- Project ends and review.

Hythe and Dibden Community Engagement Plan

tEC is working with Hythe and District Parish Council and New Forest District in Hythe and Dibden. A Community Engagement Plan was created to:

- clarify the roles of the partnership
- outline community engagement objectives
- document resources and support available
- analyse the community
- produce an action plan and timeline

The plan incorporates local policies and strategies relating to sustainability to be targeted through the project. In this case the parish council's CO₂ footprint reduction target, environmental policy and statement of intent for community engagement.

The partnership

If you are working in partnership with other third sector organisations, local authorities etc. it is important to describe the partnership and define the roles and responsibilities. This will ensure that all parties have a clear understanding of management structure.

Community engagement objectives

It is important to outline particular objectives of the project or initiative. These can be tailored to the community and the themes to be tackled. These objectives help to focus the development of project activities and the development of a communications strategy.

Community Analysis and context

CO₂ context

Depending on the focus of your work (in this case CO₂ reduction, you should investigate whether there are any complementary initiatives currently underway in the area or have been carried out in the past. This is an opportunity for you to learn from these efforts and refine your work programme.

What have we learned in terms of getting people involved

If you or any other local organisations (or members of your partnership) have worked in the area before these

experiences may help you avoid similar difficulties/barriers.

Resources and support

All resources and support on offer from the participating organisations should be documented. This includes:

- expertise in delivering training sessions, school programmes
- producing promotional materials,
- dedicated staff i.e. Energy Advisor,
- contacts with key groups and sources of funding,
- ability to provide incentives

Other community initiatives

Investigating other community initiatives can result in identification of complementary schemes, untapped resources and networks. It can also strengthen and add value to the work that will be carried out.

Community Context

It is important to investigate the concerns and talking points of the community you will be engaging with. Through the identification of 'hot topics' you may find a way in with different groups.

Hooks

Easy wins in terms of reaching your desired audience is through existing community activities or events already established within a community. For example an annual community festival, sporting event or summer fair.

Stakeholder Analysis

The creation of a community web links key buildings and meeting places within the community and the groups that meet there. From this analysis you can agree the groups to be targeted e.g. grandparents, allotment users, teenagers etc.

These steps are useful when developing your community activities and thinking about project communications.

Action Plan and Timeline

An action plan assist in mapping out the types of activities, resources, cost required. It is then possible to produce an action timeline which can be updated when appropriate.

	<p><i>Financial Framework:</i> The majority of work was undertaken by tEC through the TrIsCo project funding. Hythe and Dibden Parish council have contributed through in-kind support a total of £984.00</p>
6 Evaluation	<p>Possible demonstrated results (e.g. through indicators) Uptake and involvement of stakeholders in community engagement strategy. Possible success factors A strategic approach to community engagement activities.</p> <p>Difficulties encountered Some lack of trust from Key stakeholders in the communities' ability to deliver.</p>
7 Lessons learnt from the best practice	<p>A strategic approach is vital at the early stages of a community engagement strategy and key to this is conducting a stakeholder analysis. It saves time and money and can help avoid replication. It is also an extremely useful tool in helping to crystallize the vision for a project.</p>
8 Contact information	<p>Hythe and District Parish Council: http://www.hytheanddibden.gov.uk/</p> <p>David Shimpe, Hythe and District Parish Council: David.Shimpe@btconnect.com</p> <p>The Environment Centre (tEC): www.environmentcentre.com/trisco Helen Farley, tEC : helen.farley@environmentcentre.com</p> <p>Whitehill Bordon Eco Town: http://www.whitehillbordon.com/</p>
9 Other possible interesting information	<p>- Various documents (reports, presentations, etc.)</p>

10. Best practice transferred

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The plan has a number of supporting documents including a community web (mapping of key meeting locations and community groups)

tEC's activities have and are being developed and delivered with the use of this document.

Community Event at Hythe of Activity' event 29th May 2010.

The Hythe of Activity community event was highlighted as a potential hook. This community event had live music, activities, competitions, demonstrations and much more. This was a great opportunity to find out what's happening in Hythe.

tEC attended the event offering advice on energy efficiency in the home, insulation, renewable technologies, and grants available. The community was also able to sign up to receive an electricity monitor to assist them in reducing their CO₂ emissions.

A total of 14 residents were involved with 5 signing up for the monitors. This was quite a low turn out, mainly due to the extremely poor weather which resulted to tEC being relocated in the Church Hall where the live music was being played. This limited the number of citizens being involved.



