

Sandy Hill Engagement Project

Scope of work

We were approached by The Hale Community Centre as they wanted to better understand the needs of their local community and how they could further tailor their services. Through working with the Centre Manager, we agreed a bespoke package of initial needs analysis, engagement with local residents and a report of our findings.

Background

The Hale Community Centre is on the Sandy Hill estate in Farnham. Although Farnham is a wealthy area, the Sandy Hill Estate is recognised as having high levels of health inequalities in the area.

Phase 1 – Needs Analysis

Through the analysis of national and local statistics we presented figures and findings to further understand the needs of the community. This needs analysis also shaped our next engagement phase.

Phase 2 – Immersive listening/engagement

Working closely with the centre manager, we undertook engagement with the 'Girly' group that were in year 7 of secondary school and aged between 11 and 12 years of age. Through discussions with the 'Girly' club leader, we designed a session which would put the girls at ease and help them feel comfortable in taking part and chatting to us.

Our engagement session included:

- An informal discussion about what was important in the girls' life, their siblings and pets, activities they like to do outside school and what they thought about school
- We facilitated a creative activity, where the girls could illustrate their responses and reactions to questions by drawing and decorating with stickers and emojis
- A card was given to each girl to write down or draw their aspirations
- We also invited parents to come and chat to us whilst the session was underway, for a more in-depth interview
- Each girl took home a goody bag which included a flyer with QR code link to a survey for their parents / carers.

The findings from the needs analysis, immersive engagement and parent interviews were collated into a final report and shared with the centre manager to help shape future services.

"What can I say! Both myself and the Chair of Trustees who I sent it to have been in tears reading this. It is fabulous, thank you, and will be so helpful in many ways. We have a strategic planning meeting next week and this will be so useful to inform decisions about future objectives and outcomes so the timing is great."

- Centre Manager, Hale Community Centre