



for a living planet



Community Engagement Impact Assessment Tool

Forms for participants

WWF-UK & CAG Consultants

August 2006

SAMPLE



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Draft Research Edition, August 2006

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Introduction

Welcome to the Community Engagement Impact Assessment Tool, which is being developed by WWF-UK and CAG Consultants to investigate the impact of community engagement on sustainable behaviour. .

The Tool is made up of the following three documents:

- **Guidance notes** which include:
 - an introduction outlining the Tool's purpose, key audiences, and policy links;
 - an overview of the process;
 - guidance on how to complete the tool
- The **forms** which make up the tool
- More detailed background in a **supporting information** document

This is the **forms** document.

Please read the guidance notes alongside the forms.

This document is a sample. It does not contain all the forms, only an example of a form completed for each stage as outlined in the contents page above. The process overview is available online at www.wwf.org.uk/community-engagement.

Stage 1: Setting up the community engagement

FORM 1A: INTERVENTION OUTLINE

Use this form to describe your intervention and what you hope to achieve. **Please read the guidance notes before you start.**

<p>This form is a sample. It does not contain all the questions, only an example of how the form will look once completed. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.</p>	
Project name	Greening Greentown
Purpose of project	To engage the community of Greentown in taking action on sustainable living.
Engagement activity	A group of residents to take part in a series of workshops and meetings to plan activities that will involve the wider community.
Engagement type	<p>Choose from one or more of the following types of community engagement:</p> <ol style="list-style-type: none"> 1. Workers identify a need and a response to this need which community members are invited to implement together with the workers. 2. Workers identify a need and invite community members to help develop a response to this need and then implement the response together. 3. Community members invite workers to help address a specific need or needs.
Engagement level	<p>Choose from one or more of the following:</p> <ol style="list-style-type: none"> 1. Giving information 2. Getting information 3. Forums for debate 4. Participation 5. Partnership

Form completed on:	Date: 1 st July 2006
Form completed by:	Name: A. Worker
<p>This form can be completed on-line at www.wwf.org.uk/cesd. Forms can also be returned by either fax or post to Rachel Brown at WWF-UK.</p>	
<p>WWF-UK Panda House Weyside Park Godalming, Surrey GU7 1XR</p>	<p>Fax: 01483 426 409 Email: rjbrown@wwf.org.uk</p>

Stage 2: Establishing the baseline

FORM 2A: COMMUNITY CHARACTERISTICS

Use this form to tell us about what kind of community the engagement is taking place in. **Please read the guidance notes carefully before completing this form.**

This form is a sample and does not contain all the questions. There are also questions about Indices of deprivation for the local area and on social capital in the area. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.

Group 1 – Basic demographics and community characteristics

No	Characteristic question	Number	Any comments on this information
1	What is the size of the resident population?	4302	Information from the neighbourhood statistics website
2	What percentage of the population are aged under 16?	20%	
3	What percentage of the population are aged between 16 and 64?	70%	
4	What percentage of the population are aged over 64?	10%	
5	What percentage of the population are women?	51%	
6	What percentage of the population are men?	49%	
7	What is the ethnic make up of the population?	Please detail: 95.13% white 0.93% mixed 2.13% Asian/British Asian 0.65% Black/Black British 1.16% Chinese/other	

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FORM 2B PRE INTERVENTION BEHAVIOUR
(for use when community stakeholders are involved in the activity)

This form is to be completed by community members and measures a baseline of behaviour, which can be retested later. **Please read the guidance notes before you start to use this form.**

This form is a sample and does not contain all the questions. There are a total of 19 questions, plus some information about the respondent. This question gives you a feel for the style of the questionnaire which aims to measure whether change in behaviour has taken place. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.

GETTING ABOUT

We would like to ask you some questions about how you get about and how you use transport

1. Do you make journeys by car?

Yes Go to question 2

No Go to question 4

2. Which of the following statements most closely relates to your car use? *Tick one only*

I have reduced the number of journeys I make by car	<input type="checkbox"/>
I have tried to reduce the number of journeys I make by car, but have found it hard to stick to	<input checked="" type="checkbox"/>
I am starting to reduce the number of journeys I make by car	<input type="checkbox"/>
I often feel I should reduce the number of journeys I make by car	<input type="checkbox"/>
I sometimes feel I should reduce the number of journeys I make by car	<input type="checkbox"/>
I do not feel the need to reduce the number of journeys I make by car	<input type="checkbox"/>

3. Please tell us more about why the statement you have chosen in question 2 relates to you?

I know I should travel less by car and I sometimes try to walk to school with the children, but I find it difficult to do if I'm busy or the weather is bad.

IN THE GARDEN

4. Do you have a garden, yard, balcony or window box

Yes Go to question 13

No Go to question 17

The following questions ask about activities you may choose to undertake in your garden or even on your window sill.

5. Which of the following statements most closely relate to you

I usually grow some of my own food	<input type="checkbox"/>
I have tried to grow some of my own food, but have found it hard to stick to	<input type="checkbox"/>
I am starting to grow some of my own food	<input type="checkbox"/>
I frequently feel I should try to grow some of my own food	<input type="checkbox"/>
I sometimes feel I should try to grow some of my own food	<input checked="" type="checkbox"/>
I do not feel that it is important to grow any of my own food	<input type="checkbox"/>

6. Please tell us more about why the statement you have chosen in question 12 relates to you

I think it would be good for the children to learn how to grow fruit and vegetables, but I don't really know much about it and we haven't got a very big garden. I also worry about the effects of chemicals in food.

Form completed on:	Date: 31 st August 2006
Form completed by:	Name: A. Worker
This form can be completed on-line at www.wwf.org.uk/cesd. Forms can also be returned by either fax or post to Rachel Brown at WWF-UK.	
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Stage 3: Recording during the engagement process

FORM 3B: RECORDING ACTIVITY

Use this form to record all significant activity or events during the intervention, **please read the guidance notes first**. Use one box per activity.

<p>This form is a sample of how you might record an activity. You would probably need to complete more than one of these forms. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.</p>		
<p>Type of engagement</p> <p>Please circle</p> <p>1 2 3</p> <p>If 'other', please state what</p>	<p>Engagement method used</p> <p>Insert number</p> <p>4</p> <p>If 'other', please state what</p>	<p>Other significant event</p> <p>Please state what:</p>
<p>Brief description:</p> <p>The community group have arranged a book swap event at the local school and have invited residents to bring along unwanted books and take away something new. This was an easy event for the group to get started and a way of letting the wider community know what they were up to.</p> <p>50 people attended in total over a 2 hour period on a Saturday morning.</p> <p>The group organised fair-trade and organic teas and coffees and provided an ideas board for people to suggest activities.</p>		

Form completed on:	Date: 30 th September 2006
Form completed by:	Name: A. Worker
<p>This form can be completed on-line at www.wwf.org.uk/cesd. Forms can be also be returned by either fax or post to Rachel Brown at WWF-UK.</p>	
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FORM 3C: OTHER FACTORS INFLUENCING OUTCOMES

Use this form to note down information about other influencing factors that may have an impact on how people change their behaviour during the course of the community engagement process. **Please read the guidance notes before you start.**

<p>This is a sample of a few of the areas that you may wish to record changes against during the duration of the project. You may need to complete it more than once. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.</p>	
Factor	Comment
Decisions by Elected Members	
Local policy	The local authority employed a waste reduction officer who provided extra resources and support for the project.
National policy	
National guidance	

Form completed on:	Date: 31 st October 2006
Form completed by:	Name: A. Worker
<p>This form can be completed on-line at www.wwf.org.uk/cesd. Forms can also be returned by either fax or post to Rachel Brown at WWF-UK.</p>	
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Stage 4: Testing impact

At this stage, the forms change to community characteristics, Post intervention behaviour and Post intervention consumer behaviour are completed again so that you can compare the impacts of the project before and after. For more information on how to become a project participant, visit www.wwf.org.uk/community-engagement.