



Building Community Engagement

At a time when public services in the places we live and work are being severely cut, it is more important than ever to find out what motivates people to get involved in improving the places they love.

Engaging with a community means developing relationships with members and leaders of that community – understanding their needs, wants and desires for their neighbourhood and adapting to better meet their needs.

Gaining a deeper insight into the different attitudes and behaviours towards our local communities will reveal the true triggers and barriers to people participating in their area and help you to understand and apply the most effective messages and approaches to mobilise people in your area into action.

Course Aims

This one day course will provide delegates with practical guidance on how to increase community participation, inspire practical action and encourage people to take greater ownership and pride in their community.

Course Objectives

By the end of this training delegates will be able to:

- Identify potential triggers and barriers to community participation
- Analyse and use engagement group classifications to select messages and approaches
- Construct an outline framework to develop different approaches for varying sectors of the community
- Define what motivates community leaders and how to encourage others to follow them
- Recognise the practicalities in conducting community activity
- Utilise and apply tools covered in the course to support engagement

Who Would Benefit from Attending this Course?

This course is suitable for anyone involved in working with a community in areas of neighbourhood management, resident involvement, community group leadership, community education and awareness, etc. Housing providers, local authorities, local land managers, action-based charities and community groups may find this course highly relevant.

Course Duration

1 day

What have others said ?

*“Great information and guidance received on the course, the engagement information was very valuable”
Laura Altounyan, Birmingham City Council*

This course can be delivered in house to any number of your staff (subject to a minimum charge) and all our courses are delivered by experienced and qualified tutors who will deliver the course to ensure it meets your objectives. For more information or to request a quote please contact the Training Team on training@keepbritaintidy.org or by phone on 01942 612655