

Engaging   
Communities  
South West

*“An inclusive, innovative and independent champion for the aspirations of local people”*





# Introduction



Engaging Communities South West (ECSW) is a not-for-profit organisation offering a range of services, including community voice, facilitation of engagement events, data capture and analysis, report writing, communications support, training and service/project evaluation and review.

We provide these services to advance three key areas: Community Voice, Access & Empowerment, and Strategic Support.

## Community Voice

We deliver projects that help people and communities to make their voices heard. This includes managing the contract for award-winning independent health & social care community champion Healthwatch Torbay.

## Access & Empowerment

We deliver projects that empower people to have more control over their own lives, and improve access to the services and support that they need to live well. This includes another award-winning project supported by the NHS in Devon - Digital Health Devon. This e-learning project offers free public digital training on how to access local online healthcare and wellbeing services.

## Strategic Support

We support organisations in planning, communicating, evaluating and improving projects and services through a person-centred, community-responsive, and evidence-based approach. We are currently supporting the coordination of the delivery of the new digital inclusion strategy for Torbay alongside partners in the statutory and voluntary sectors.



*ECSW Chair Dr Kevin Dixon and Chief Executive Pat Harris*



# Services that deliver change

## ENGAGEMENT

Helping you understand what people value, want and need

Community engagement is an essential tool for all sectors. Whether you are planning new health systems, developing a new product or testing an idea to attract funding for your organisation, you need good quality data.

Engagement is good for communities. We help people to feel valued, listened to and able to shape the places, services and activities where they live.

Engagement reduces waste, improves wellbeing and can help bring communities together.

Our engagement team is rooted in local communities. We have the trust of local people who value our independence and respect our impartial approach. We can:

- Run focus groups, co-design workshops and advisory panels, including gathering relevant attendees
- Gather case studies & feedback from real people, including mystery shoppers
- Deliver effective, independent consultations with all stakeholders (including both statutory and private sectors)
- Set up & host bespoke engagement events in the community
- Engage with service users and the voluntary sector to deliver specific focus groups
- Utilise our community champion network to gather feedback
- Liaise with volunteers to help with projects.

## EVALUATION

A critical friend helping you to improve

Did your big idea work? Have you made a difference? What lessons have you learnt? What should be your next steps to ensure valued outcomes and impact?

Whether you are a small community group, a statutory provider of health services, or a local business providing care services, external evaluation is an essential part of your business planning process.

We can work with you so that you are asking the right questions, collecting the right quality data and presenting your findings in a way which informs and builds confidence in your future decisions.

We tell you what you need to know, not what you want to hear. We can:

- Design, host, run and market bespoke surveys and quality checks
- Research and analyse local data, information and markets
- Deliver effective, independent consultations with all stakeholders
- Write detailed reports on trends, issues and findings
- Evaluate impacts, outcomes and evidence-based recommendations.
- Evaluate projects and perform 360 degree peer reviews of your organisation.





## COMMUNICATION

### Helping people understand your organisation

Effective communication is at the heart of successful organisations. Projects need to incorporate a clear approach to communication which is strongly linked to their engagement with stakeholders. This includes the responsibility of producing a range of information for stakeholders, the local community, the general public, staff and the media about an organisation's work, standards and services.

Access to quality information has a major impact on the wellbeing of local communities. It is an essential element for providers and consumers and will help meet your customers' needs.

We offer an experienced independent information, communications and support service which can significantly add value to the reputation of your organisation. We can help create and deliver the right service for you. We can support you with:

- Effective marketing and communication, tailor-made to your needs
- Setting up and managing social media accounts such as Facebook and Twitter
- Public relations - creating key messages, press releases and media statements
- Marketing your organisation effectively by creating posters, leaflets, email newsletters, and other quality information that meets current information standards.

## DIGITAL SUPPORT

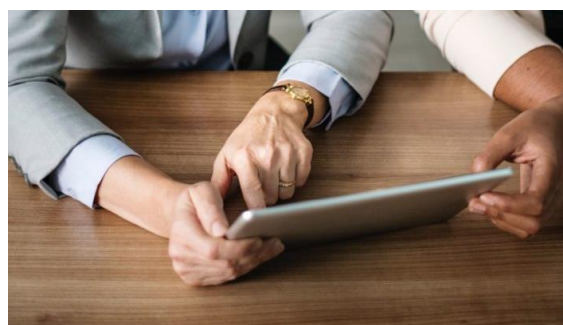
### Helping you become digitally-friendly

In this new digital era, organisations need to adjust their business models to reflect the changes this brings.

Focusing on the digital customer experience when it comes to achieving your goals can significantly reduce costs and create more satisfied customers.

We have a variety of tools available that can encourage the interactions between the customer and organisations taking place on digital platforms, such as mobile, desktop, iPad or other tablets. We can:

- Use our unique online rate & review feedback centre to allow you to receive real public feedback
- Provide you with a feedback 'widget' tool for your website, to encourage transparency and openness
- Support you with setting up and managing social media accounts, including Facebook and Twitter
- Design, host, and market bespoke online surveys via our premium, secure feedback tools
- Deliver experienced focus groups to test and feedback on your website or digital tools
- Create bespoke online e-learning training module packages for you to share with your workforce remotely.





## TRAINING

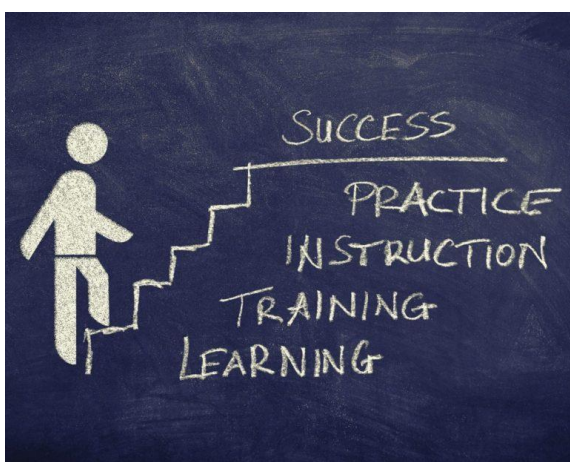
### Upskilling your staff and customers

Engaging Communities can help your organisation to be successful by offering training to your staff or customers.

We have a track record in building both community and digital skills.

Using our internal trainers or associate providers we can help design and deliver the right training for you. We can:

- Create bespoke online digital e-learning resources to deliver remotely
- Offer training on how to speak to clients, gather feedback and involve local people, including with co-production and design
- Show and advise on how to run an effective stakeholder consultation and meet your strategic community engagement commitments
- Provide you with the skills to carry out an efficient evaluation.



## Value for Money

### Offering services at a price you can afford

Engaging Communities South West offers a great choice of bespoke services and products, specialising in community engagement.

If it's professional, cost effective and value driven community engagement you are looking for, we have a solution for you!

We have in place the resources and infrastructure to respond quickly to new demands for work and ensure a quality provision.

All of our work is costed on the basis of a full recovery approach. We strive to be cost effective and efficient in all that we do, but quality work requires appropriate resources and we will price our work fairly and competitively.

*Our Mission is to transform the way local services are designed and delivered: we help make communities heard and enable responsive, person-centred solutions for providers.*

## Contact us

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