

Devon Way Sports Park

Community Engagement Summary Report



Prepared by STAR Development Group

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Appendix 1. Community Survey Report

Appendix 2. Feedback Event Report

1 Introduction

This Report summarises the actions and results undertaken by Dollar Community Development Trust/Dollar Glen Football Club to engage the community in the planning and proposals for the Devon Way Sports Park facilities and activities.

The report is supported by two main Appendices - the Survey Report and the Event Report.

STAR Development Group were appointed to:

- provide specialist advice on good practice in community engagement
- help design and promote the survey
- analyse the survey and prepare a survey report
- assist in the design and materials for the community event
- prepare this Community Engagement summary report

We also brought in the architectural design services of [City Architecture Office](#) for their experience of community projects and in particular sports facilities. City Architecture Office provided concept drawings and designs for the community event.

STAR Development Group provide consultancy services in community development, regeneration, community and stakeholder engagement. STAR has been working in small towns, rural communities and urban neighbourhoods since 1999, enabling communities to develop their own plans, strengthen local organisations and deliver successful projects. STAR worked with the Dollar community to prepare their first Community Action Plan in 2016.

More information can be found at www.stardevelopmentgroup.org

2 Preparation for Community Engagement

Preparation and Planning

At an early stage, the working group researched best practice and standards for community engagement. This led to a Community Engagement Plan, identifying the objectives, stakeholders, standards, methodology and timescales.

Objectives

The overall purpose of the proposed Community Engagement exercise was to involve organisations, identifiable groups and individuals in the early stages of planning and design of the Devon Way Sports Park.

The specific objectives were to:

- Investigate opinions on the vision for the proposal for community ownership and development of the DWSP and to what extent this meets the objectives of the Changing Lives Through Sport and Physical Activity scheme
- Propose new activity and sports programmes, other than football, that would use the sports park and the facilities hub
- Determine whether the design needs modifying to support these additional needs
- Understand support for community activities and sports that could use the areas surrounding the pitch
- Gather ideas about events that could take place in the sports park and with what frequency, and the benefits of these
- Investigate and promote opportunities for volunteering in the community

Stakeholders

Ensuring that everyone - of all ages, gender, abilities, location - in the community were able and encouraged to participate was the prime consideration.

In addition, there was a focus on specific stakeholder groups, identified as high priority. These were:

- Gowan Lea, Lovers Loan residents
- Clacks Council, Place and Planning
- Elected Councillors • Dollar Community Council
- Strathdevon Primary School
- Dollar Academy
- Sport, fitness coaches and providers

Standards

The National Standards for Community Engagement were identified as an appropriate model to use to ensure that best practice was followed, and high standards achieved.

Standard	Best practice	What we did
Inclusion	Identify and involve the people and organisations that are affected by the focus of the engagement	We identified the main stakeholder groups being local residents, young people, schools, sports groups, etc
Support	Identify and overcome any barriers to participation by our target participants	We reviewed all potential methods of engagement. We decided to hold the survey both online and delivered in paper copy to all households. We included the schools in working with young people & children.
Planning	There is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions	We worked with Dollar CDT, Dollar Glen football club, other local groups and stakeholders to agree the purpose and objectives, to design and implement the community engagement process. We reviewed the process and made changes as we went.
Working together	We will work effectively together to achieve the aims of the engagement	
Methods	Use methods of engagement that are fit for purpose	As above - we reviewed all potential methods and ensured there were both online and paper surveys, drop in events, street events and focus groups.
Communication	We will communicate clearly and regularly with the people, organisations and communities affected by the engagement	Regular meetings with the working group to update. Meeting on site with local residents. Updates in local press and on Dollar Glen Facebook page and Dollar Community Development Trust website
Impact	Assess the impact of the engagement and use what we have learned to improve our future community engagement	We reviewed the CE plan during the course and made alterations such as the timing of the drop in event, additional street events & focus groups sessions.

3 Promotion & Informing

Promotion of community engagement opportunities, and information about the project, was undertaken from an early stage and continued throughout the campaign.

- Devon Way Sports Park Open Evening attended by children and parents of the Dynamos (Dollar Glen FC children's teams) and the three local elected Councillors (June 2021)
- Creation of project information folders to develop understanding of issues
- Leaflet distributed to each household inviting a visit the area of sports park
- Signage at the sports park to stimulate community reaction to Have Your say invitation
- Street stalls 11 and 18 December to view folders and chat about main issues
- Social media postings to encourage street stall participation, press coverage of the street stalls
- New content on the DCDT website based on the backstory leaflet with links to how the project is being managed
- Email messages to people who attended the street stall sessions inviting further participation and urging completion of the survey
- Posters positioned at frequently passed points in the town
- Backstory leaflet delivered to every household with a copy of the Survey

4 Survey

There was a very good response to the Survey from 416 people out of a population of around 2,800. This represents around 15% of the population, which - for a survey of this type - is a good response rate.

The responses were very representative of the different age groups and genders in the community, and from across the community geographically. 7% of respondents considered that they had a disability, and we were delighted to have all these views.

There was overwhelming support for both the Vision (97%) and the proposal for Community Ownership (95%). 90% of respondents also supported the proposal for a Facilities Hub.

There was a very positive response to the invitation for volunteers, with 11 people volunteering to become coaches, over 70 people interested in joining new groups, and over 90 interested in volunteering to support the Devon Way Sports Park project.

Full Survey Report is provided in Appendix 1.

5 Feedback Event & other activities

The main participation activity was a weekend Feedback Event on 5th and 6th March in the Hive venue, fully accessible and offered as a drop-in to all maximum participation, taking account of all COVID restrictions.

In addition, a Children's Art Project was organised involving the Primary School. The results of this project were on display at the Feedback Event.

An additional Workshop event was held in advance, to expand the project Action Group and to develop further ideas to take to the Feedback event.

The Feedback Event in March provided:

- An exhibition of children's artwork and a Lego project
- A display of the "Story so Far" with the full background to the project
- A display of the Results of the survey
- A display of the proposed design of the facilities hub and sports park
- Opportunities for discussion and additional comments/proposals
- Opportunities to find out more about next steps and activities

Full Event Report is provided in Appendix 2.