

What does our community want?



This question is important because...

We know that the most important key to success is to tailor your work to the people you want to work with. If you impose an activity on a community just because you think it would be beneficial it's unlikely to work. There may be specific reasons why what you are thinking of doing won't work at this point in time or in this particular place. You won't be able to offer everything that everyone wants, but by consulting with people about what you can offer and what they believe will work you are much more likely to develop a successful project which will be welcomed. You will better understand what motivates them and will keep them coming back.



Research

Remember to ask people about the non-physical benefits they would like to achieve too. The University of Strathclyde's evidence suggests that people are as much motivated by fun and meeting other people as by becoming active, and that becoming active can positively impact on people's wellbeing.

Key messages

- ✓ Ask people – conduct consultations with groups and a sample of individuals. Involve potential partners / referrers.
- ✓ *Keep* asking them – check out your ideas and plans.
- ✓ Consider asking about: what, where, when, how, cost, transport, individual v/ group sessions.
- ✓ Consider different ways to capture what the community wants and desires.
- ✓ Motivate participants during activities by reminding them why they wanted to become more active.