



# HOW TO RUN A LISTENING CAMPAIGN



**A local listening campaign is a great starting point for engaging with your community and finding out what your neighbours think are the positives and negatives about the area, and where the strengths, skills and assets might be.**

**T**he findings can help you get to know your neighbours, and build trust and relationships in your community. It can also help you recruit participants for community activities, approach partners or apply for funding.

## STEP-BY-STEP

### 1 **DECIDE WHAT THE AIM OF YOUR LISTENING CAMPAIGN IS**

You can use a listening campaign in your community to:

- Reach out to and meet your neighbours
- Better understand the attitudes, hopes and challenges faced by your community

- Gauge whether your neighbours are keen to act on common challenges or aspirations
- Test whether the project/action ideas you had in mind are in line with the hopes and concerns of your community

You can attend [community organisers listening training](#) (available virtually or in-person), or seek support from their [local community organising hub](#) before undertaking a listening campaign in your community.

Community Organisers

[www.corganisers.org.uk](http://www.corganisers.org.uk)

### 2 **BUILD YOUR QUESTIONNAIRE**

Ensure your questions are simple, engaging and concise, and take a max of 10 minutes to complete.

We recommend questions are open-ended. The questionnaire is designed to be carried out anonymously, to ensure you are getting the most honest responses.

If you decide to collect personal information using a specific question for that purpose (Q10 in our sample), you must follow **GDPR guidelines** and think how you will store and use the collected information.



A sample questionnaire can be downloaded here or from [ourwatch.org.uk/running-events](https://ourwatch.org.uk/running-events). Please adapt the questions to suit your community and your engagement objectives. You can add questions about existing community resources and local heroes (individuals and organisations that are active in your community), or questions about hopes and ideas for the future of the community.

### 3 DISTRIBUTE YOUR QUESTIONNAIRE

This questionnaire can be used during doorstep engagement, community walkabouts or community events. You can also use an online tool, such as **Survey Monkey**, and promote via **email**, on **websites**, in local **Facebook** and **WhatsApp** groups, and on community networks such as **NextDoor**. You can also ask local partners and organisations to help disseminate the survey through their channels and networks. Ensure you clearly

give an end date, so people know how long they have.

If you decide to use the questionnaire through doorstep engagement, ensure you log a risk assessment for the activity.

We recommend all face-to-face listening activities happen in pairs to minimise risks. Asking a couple of neighbours or a local organisation/community group to help might be a good way of bringing them on board and involving them in your community action.

### 4 ANALYSE THE RESPONSES

Collate the responses in the way that suits you best – a **spreadsheet**, **Word document**, **pie charts**, etc. – and look for common themes. Are there certain issues that keep coming up, or a local organisation that everyone is praising? Draw out the patterns of concerns and positives, and keep an eye out for any possible partnerships or community assets that are mentioned.

Refer back to the original aim of your listening campaign, and see how your findings help to move you further to understanding how you might go about responding to the issues you've identified.

### 5 CONNECT AND ACT!

Use your findings to approach partners, organisations, residents, the council, the police, and any one else in your community that you think may be interested in helping to make a difference.

Formulate a plan of action and get to work! Your next step could be to specifically discuss some ideas around 2 or 3 common issues your listening campaign has raised.

The findings from a community listening campaign can help you:

- **Start community conversations**
- **Reach out to partners**
- **Create a joint community strategy**
- **Build wider community partnerships**
- **Bring stakeholders together**

**GOOD LUCK, AND REMEMBER – NEIGHBOURHOOD WATCH IS ALWAYS HERE TO SUPPORT YOU!**



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