



## **Hartcliffe Community Farm Community Engagement Report**

**Purpose:** To gain the community of Hartcliffe's 3 key principles to be included in the invitation for 'Expressions of Interest' of organisations wishing to provide a community resource on the existing Hartcliffe Farm site.

### **Engagement**

- To hold conversations with over 100 people including community groups and social media
- To produce a brief report with no more than three principles for the site based on the aspirations and constraints listed
- To host an online workshop with organisations that are interested in submitting an EOI so they can learn more about the process and ask questions with officers from Parks and Property Services

### **Timescale**

Engagement period from 27<sup>th</sup> July to 5<sup>th</sup> August 2020

Report completed by 7<sup>th</sup> August 2020

Online workshop to be scheduled for early September 2020 (DTBC)

### **Method**

We aim to establish a consensus on three principles to be included in the Invitation for 'Expressions of Interest'

We particularly, but not exclusively, targeted families with children so contacted existing organisations who work with this group, including users/customers of organisations who are current tenants on the site such as Fixx Bike Workshop and Hartcliffe Tiny Farmers. We contacted the Morrison's Community worker, utilised existing local Facebook sites and contacted existing members & stakeholders involved with HWCP.

We used social media, an online survey, conversations, and direct text messages adapting to use accessible language to ensure we have gained a wide range of views including children.

To ensure as much as reasonably possible that each response relates to one response per individual, i.e. restricting participants on devices and collecting names and postcodes via text and in person.

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## Resources used

- External Consultant Time – Devise questions and carry out a survey on Survey Monkey/contact with organisations and stakeholders/write report and conduct online workshop.
- HWCP staff time – contact key members of the community, post on social media and send direct text.
- BCC community development – In-Kind engage with people/Ideas on who to contact.

## Community Feedback

In total we received 174 responses.

### Online Survey

We published a survey asking the Six questions below:

**92** people took part. Most of them directly online with some verbal and entered online by agents of HWCP.

“Bristol City Council have agreed to include 3 key principles in the ‘Expression of Interest’ that any organisation interested in taking ownership of the site would need to demonstrate.

Whilst all the following are important, HWCP would like to understand what are the 3 most important principles to the community so we can advise Bristol City Council.

*Closes Midday 5th August 2020*

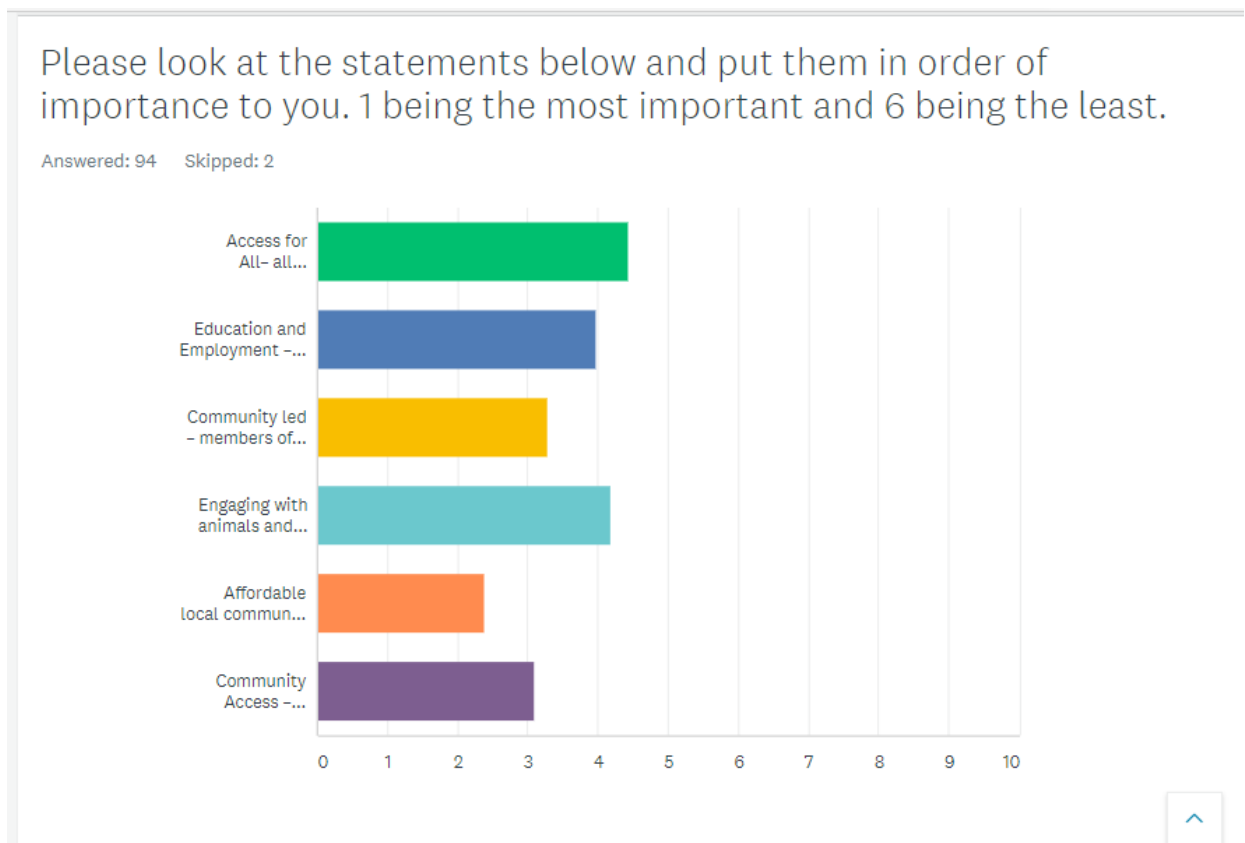
1. **Access for All**– *all members of the community will be able to access the site and safely take part in activities e.g. wheelchair access, pushchair access, activities for those with sensory impairment, baby changing facilities.*
2. **Education and Employment** – *members of the community, particularly young people, will have access to work experience, opportunities for volunteering, accredited training, and paid employment.*
3. **Community Lead** – *members of the community will have a say and be able to support the running of the activities on the site.*
4. **Engaging with animals and nature** – *members of the community will have access to a range of opportunities to inspire their appreciation and understanding of the care of animals, growing fruit & vegetables and how important the natural world is to our lives.*
5. **Affordable local community and business space** – *members of the community will be able to hire safe spaces for family gatherings, educational activities, and meetings. Whilst services and businesses who serve the community will have access to affordable private letting space.*

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6. **Community Access** – members of the community will be able to access the farm site free of charge and the site will be open to the community minimum 5 days per week.”

Online responses as follows:



### Text, Conversations and Social Media

Members of the community were asked via social media, conversations, and text messages to rank in order the 3 most important principles.

**82** people took part (we have names and postcodes). These were the responses:

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1. 🧑🧑 - Access for all
2. 🎓 - Education and Employment
3. 🙌 - Community Led
4. 🐷 - Engaging with animals and nature
5. 🍰 Affordable local community and business space
6. 🆓 Free Community Access

Responses so far read (included in top 3):

1 - 87  
2 - 43  
3 - 46  
4 - 78  
5 - 31  
6 - 46

## Analysis of responses

The principles that were chosen in the top three by the most people are -

- 1. Access for All (152),**
- 2. Engaging with animals and nature (123)**
- 3. Education and Employment (97)**

However, it should be noted that many people were keen to see an element of community leadership in the running of activities on the site (84). The respondents online were given the opportunity to let us know if they had been to the farm site in the last year, 55 of the 94 respondents had visited the farm site. As well as to see the animals, many were drawn to the site for other activities and organisations located there and stated they valued this community resource.



## Feedback

"I previously went more when the children were younger and at a time when the farm improved, and more activities and community input was happening. I believe the site should continue to be a community project for local families. Animal, Nature and Environmental Sustainability Focused but I have always felt it needed more modern and strategic thinking, funding, and better use of the site"

"I think it's a fantastic asset to the community and with the right management and funding could offer so much more."

"I visited the little farmers play group which was amazing. Bigger PR push needed for that."

"The farm is very easily accessible to us and the community and is not very expensive, especially for families with kids who can visit the farm easily and play in the garden. My kids called the Farm "old Macdonald had a farm."

The feedback shows all 6 principles have merit and may be considered in some form within the EOI however the top 3 Community Principles are clear.

- 1. Access for All (152),**
- 2. Engaging with animals and nature (123)**
- 3. Education and Employment (97)**

Melanie Monaghan Training and Consultancy, 6<sup>th</sup> August 2020

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