

Board Report - Projects & Engagement: February 2022

Date	Engagement	Purpose	Outcome/Data	Further Development
Jan '22	Data Analysis	A report has been created which draws together findings from various surveys completed by the Centre or other local organisations since August 2021.	See attached report. https://docs.google.com/document/d/1QDKk4WdsniNZBlqIBg-Fhzczb_tSuM2w6wPrY6lqZEc/edit?usp=sharing	Any useful findings could be cascaded to the team to inform projects and assist with funding bids.
On-going	Researching different evaluation methods / processes.	Testing Helpforce data base	Work has begun on trialling the database's suitability. Using Community Fridge as blueprint. This data base has the potential to assess the impact we are making to various stakeholders including: <i>Service users, staff, volunteers & local organisations/businesses.</i>	Continue to work through database and work with Help Force to develop this effectively.
Jan '22	Launch of monthly e-newsletter	To update subscribers to the centre about what has been happening and what's on. To offer a new digital engagement with the centre and potentially widen our 'audience'.	130 subscribers were sent the email (Including 18 new subscribers to centre communications) 72 opened email 4 clicks (to Hale Community Centre website)	Establish a regular rhythm for sending out emails each month. Investigate emails that bounced back. Seek feedback from recipients about how useful they found the email: information/layout/ease of use etc. Increase opportunities for people to click on links within the email to widen promotion of a projects aims.
On-going	Increasing Digital Engagement	New Contact post card & QR Code Created. Developed new material for flyers/posters/social media promotions.	Since November 9 new subscribers (mostly from Upper Hale and Folly Hill) have signed up to contact list and are now subscribed to monthly newsletter. How they heard about us: 75% - Social media 25 % - Live locally/word of mouth	Develop MailChimp usage. Monitor for new subscribers. Continue with consistent use of social media as a method of keeping in touch & engaging wider audience.

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Dec '21 to date	<p>Entrance Hall Project</p> <p>Furniture to be changed:</p> <p>Share Store cupboard:</p>	<p>Mural artwork – to create a welcoming image, which links to Hale Community Centre logo and promotes activities at the centre.</p> <p>New bench installed.</p> <p>To promote our offer of re-using useful items, the cupboard is a scaled down version of Share Farnham store opened during the Pandemic.</p>	<p>Mural paintwork is now completed.</p> <p>People are sitting on the bench. Other seating will be added where appropriate and clutter will be removed.</p> <p>Increased use evident:</p> <table border="1" data-bbox="958 528 1173 695"> <thead> <tr> <th>Date</th> <th>Coins</th> </tr> </thead> <tbody> <tr> <td>28.10.21</td> <td>5</td> </tr> <tr> <td>14.01.22</td> <td>35</td> </tr> <tr> <td>07.02.22</td> <td>34</td> </tr> </tbody> </table>	Date	Coins	28.10.21	5	14.01.22	35	07.02.22	34	<p>Groups that use the centre will be given a picture frame to update with news or info on their project.</p> <p>Paint work to be completed.</p>
Date	Coins											
28.10.21	5											
14.01.22	35											
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Nov '21 to date	Volunteer Research	Exploration of the value of volunteers and the central role they have within the centre. Also exploring and the personal benefits of their experience as volunteers.		Method for evaluating this is being developed via the Helpforce Model.								