PRACTICAL TOOLKIT / U01

Community Needs & Listening Survey

Listen to residents before designing a sport activity. Identify what people want, what makes participation difficult and which ideas need further consultation.

What you will complete

A short needs summary, a clear priority and a commitment to report back to the community.

How to use this document

1. Explain the purpose, make participation voluntary and ask only for information you actually need. Do not collect sensitive personal details on this worksheet.

2. Use a mix of short choice questions and open questions. Ask who may be missing from the responses.

3. Summarise themes without identifying respondents. Share the findings and check that the proposed response reflects what people said.

Ready-to-use check

[ ] Participation is voluntary.

[ ] Counts and limitations are reported honestly.

[ ] People will hear what happened to their feedback.

Original educational planning aid. All sample names, organisations and figures are fictional. Blank pages are printable write-in templates; no automatic calculations or form fields are included.

Further reading - consulted 15 October 2026

UNICEF - Community engagement standards

UNICEF - Developing a safeguarding plan

WORKED EXAMPLE / FICTIONAL

Community Needs & Listening Survey

Fictional listening exercise

Riverside Saturday Sport received 28 household responses. People could select more than one barrier, so counts below must not be added to calculate a number of households.

Question / theme	Illustrative finding	Planning response
What prevents attendance?	18 mentioned transport; 12 cost; 8 session times	Investigate a nearby venue and transport options
Which activities are wanted?	Requests included football skills and mixed movement games	Discuss a balanced six-session pilot
What would make the first visit easier?	Clear directions and a named welcome person	Create simple directions and a welcome role

Who is still missing?

The organisers have not yet heard from some caregivers with irregular working hours or families needing accessible facilities. They will consult these groups before finalising the pilot.

YOUR WRITE-IN TEMPLATE

Community Needs & Listening Survey

Template sheet 1 of 2 | Name / project: _____ Date: _____

Purpose; area; organiser; how findings will be used

Suggested introduction

We are exploring local sport activities. Taking part is voluntary. Please do not include private medical, financial or safeguarding information. You may skip any question.

1. Which activities would you like locally?

2. What makes joining difficult - location, cost, timing or something else?

3. What would help you feel welcome and able to participate?

4. Which days / times could work, and what have we missed?

YOUR WRITE-IN TEMPLATE

Community Needs & Listening Survey

Template sheet 2 of 2 | Name / project: _____ Date: _____

Theme	Number mentioning it	Possible response

Whose views are missing and how we will hear them

Priority to test; what we will report back; by when

How anonymous responses will be stored and disposed of