



The opportunity local shops and businesses can play in community health and wellbeing

A How To Guide for public sector teams on working with local businesses to support residents



Foreword

When you think about local convenience stores, what comes to mind? Probably crisps, chocolate bars, pints of milk, vapes and help for sending parcels. Everyone uses them, there's always something we 'need'. They are also seen as vital community hubs, especially with other stores and businesses being lost on our high streets. That's why, when Neighbourly Lab thinks about these convenience stores, we are excited by their potential to reach people that we need to reach, that are isolated, have poorer health outcomes, but aren't yet being picked up by support services and are missing out on the benefits of community based support.

Thanks to the generosity of the National Lottery Community Fund, folks at the NHS in North and West Bristol, Public Health Teams in London Borough of Redbridge and the community organisations in both locations, as well as the positivity from local convenience stores; we were able to put our hunch to the test and see whether convenience stores could play a supportive and connecting role for residents who may need it through being distributors of health and wellbeing leaflets.

Whilst it is a simple idea in theory, in practice there were challenges to overcome - sometimes due to practicalities of running a small, busy convenience store and sometimes due to working with in a large and busy institutions and wanting to have a hyperlocal focus- it was worth it though. We have run successful trials and distilled how to make this idea work in practice, so that more people can be reached, in more locations and given the help and support they need. We see this as a preventative social prescribing model.

At its most functional, health and wellbeing information dissemination through convenience stores works. When customers picked up leaflet from the counter, they saw that it was relevant to them and had new information, to help them take action. It is another way that public services can reach their residents, and residents can get much needed help and support. The ideas and support on the leaflet is engaging but gentle, and invitations to get involved are encouraging and welcoming so it feels doable and targeted. In summary, key information is reaching people who wouldn't usually come across it.

There's much potential in this. We can now leverage the mechanism and use it for other information sharing and support giving - depending on who you want to reach. For example - information about early years support, or community activities, or housing and homelessness prevention can all be housed on the leaflet and it can be designed to target different people. They don't have to be convenience stores either - local cafes, pharmacies, barbers and hairdressers can all be harnessed to reach more residents in need of information and support. We can also think about the role of that people who work in these places can play, as connectors and encouragers for those more hesitant to pick up a leaflet and act on its contents. It can work without them, but if they are keen to support, it's even better.

We really hope you can see that it is possible and effective to use the power of your everyday social infrastructure spaces such as convenience stores to reach people with so they feel less isolated and more able to get involved in community life to improve their health and wellbeing.

A preventative social prescribing model

How public health and NHS teams can work with convenience stores and other local business to support their local communities health and wellbeing.

Public health and NHS teams

Focus is on the prevention agenda in the NHS. Awareness campaigns are aiming to reach the right people through different avenues.



Public health need to use innovative, cost effective methods to reach residents and encourage them to act on health and wellbeing information.

Convenience stores and local businesses

Local shops often want to help their community, but they don't always know what's going on.



They can play a key role as an effective distributors of information, reaching people where other systems and services may struggle.

The local community

People go to local stores, on their own terms. Part of the flow of everyday life, familiar and safe.



People can lack awareness of local information and support. This affects their ability to be connected to people and activities in the wider community.

The Benefits

The opportunity for councils and NHS teams

- Introduces a **new way to engage with residents** through a **preventative approach**, especially those who are not yet engaging with existing services and opportunities.
- **Complements your existing work** aims and projects with a community first/prevention approach.
- Is a **simple, cost effective** mechanism to invest in to **reach your community**.
- **Builds relationships** with new stakeholders in the **private sector**.
- **Future proof** for **digital options** such as generative AI, to support future content and production of this type of engagement.

The opportunity for local shops and other small businesses

- Opportunity to **develop** local **public sector relationships**.
- Good for their **social value** by contributing to their community and doing good for their loyal customers.
- Offers a **commercial benefit** through supporting footfall and marketing of their business.
- Offers an **easy way to get involved in benefiting the community** amongst their demanding schedules.

About this guide

We have developed this guide to make it simple and easy for public sector teams to work with local customer facing businesses on the high street, such as convenience stores, cafes, barbers and pharmacies; in order to reach residents with much needed information and support.

Our initial trial focused on convenience stores and we partnered with NHS and Public Health teams to gather the information for the leaflets. Whilst this focus was helpful, the principles, actions and mechanisms can be lifted and replicate it elsewhere. This means that the information source can come from other teams in local councils, and the distributors can be other places on the high street. All combining in the ability to reach more residents in our communities with much needed information, so they are less likely to be left behind.

We've distilled the 2 years worth of research and trials into 5 easy steps of working with local businesses for public engagement:

1. **Getting Started**
2. **Content Development**
3. **Distribution**
4. **Take up and Action**
5. **Measurement**

Under each step we explain why is important, give hints and tips of what to do, share some common watchouts and give links to further resources. We also offer suggestions around how to do deeper engagement so people from the community benefit from more regular interactions with people in the shops.

We include suggestions for stakeholders, a simple budget, templates, content and format ideas as well as impact measurement questions. We want to make it as easy as possible for you to reach as many people in your communities as possible

This how to guide is an output from the wider insights report '*Understanding the role shops and supermarkets can play in supporting community health and wellbeing*' that covers learning from our trials with both convenience stores and supermarkets.

Steps on working with local businesses for public engagement



1. Getting Started



There are many different and important moving parts in the early set up phase. They involve outreach and many conversations, to help share the idea of the intervention, build engagement and partnerships. It is likely that this intervention will fit in with what is already happening within existing health or community initiatives and it is about bringing them together.

The objectives of this phase:

- Building effective relationships and partnerships with stakeholders.
- Communicating benefit of the idea to ensuring wider sector buy-in for a impactful and far reaching project.

This phase is important because:

- It helps to establish an ongoing process and collaboration.
 - It helps to ensure the relevance and resonance of the project among residents.
 - It facilitates efficacy of implementation as clear roles and activities are more easily decided.
- It helps to ensure local place-based relevance.

Stakeholder engagement:

The key starting point is mapping out and engaging with your placed-based partnerships:

Connecting with internal stakeholders and sector partners:

- Make a decision on who is tasked to oversee and whose task it is to implement. - What team is best placed to lead this engagement? It could be your Community team with insights on the ground or Public Health team looking to focus on a specific cohort of the community.
- Identify your local community connectors/navigators to utilise their knowledge and relationships.
- Involve the communications team to drive the content and design.
- Establish a small budget for collating, printing and distribution.
- Establish partnerships with voluntary organisations that support what's going on locally to provide relevant information for the leaflets.
- Identify local connections on the ground in the hyper-local area that could help with engagement and distribution.

Local business engagement:

- Map local businesses in your chosen area and identify whom you may wish to work with.
- Establish any warm leads to shops and businesses from your stakeholders to build on as a starting point.
- Amongst your stakeholders, identify the best person/team to go out to engage with shops in person with a clear simple and inviting offer of how you wish to help their community and how this benefits them by taking part.



For deeper engagement:

- Harness the role of existing Community Connectors connections to build your stakeholder a take more of an active engagement role.
- Offer wider support/training to shops and small businesses who share an interest in taking time to engage with your initiative such as mental health awareness training or deeper insights into the content to increase their knowledge.
- Leverage the expertise and insight of residents in the local community through existing community champions or resident groups to co-design initiatives and ideas with you.



Hints and tips

- This can sit with various internal teams to increase information sharing.
- You could work with other local business in the local area e.g. cafes, hair salons.
- Give time to establish good partnerships and agreement of aims.
- Use contacts through your place-based partnerships to gather information about what's happening locally.



Don't forget/watch out

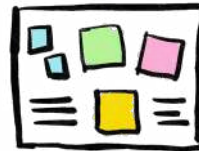
- Shops and small businesses are very busy with multiple roles to play. They may not have time or capacity to do extra work, so focus on identifying them as a key pillar in the community and a distributor.
- It is important to keep moving forward and not to get bogged down with meetings on logistics - keep it simple and just get relationships built.



Resources to help (In appendix)

- A. Stakeholder Mapping - Suggested partners list.
- B. Budget Planning - Insights on costings for resources.
- C. Comms wording - To describe the work to help get it off the ground.

2. Content Development



The development of content is the key aspect of making this whole project work! This needs careful consideration about the information being used, the tone of voice, language and variety of information. To make this most effective, it is best to include the range of partners and their activities and campaigns, to generate specific and targeted as well as wide-reaching and accessible information.

This process will likely gather momentum as the project picks up, so it is important to plan ahead where possible so that content stays relevant and accessible to the community it is intended to serve.

The objectives of this phase:

- Agreeing on the purpose of the information leaflet - who it is trying to reach, what information will help them.
- Agreeing on the design and layout of your leaflet.
- Agreeing on a mechanism for collating key information from stakeholders for ongoing content.

This phase is important because:

- It enables the communications team to lead on what they are expert in.
- It enables an agreed design and layout to be established suitable agreed by stakeholders
- It helps to ensure the relevance of the content linked to the outcomes wanting to be achieved.
- It builds relationships with all partners involved.

Identify the outcomes you want to achieve

- What are your aims for the content, who do you wish to reach with this initiative?
- What are the key outcomes for your residents?

Decide on roles and responsibilities

- Ensure all stakeholders are in agreement of the aims and that there is a final decision maker for content sign-off.
- Decide whose role is to coordinate the information and also design the leaflets which may be in different teams.
- Agree on who needs to see the leaflet once designed to ensure stakeholders are all happy before printing.
- Identify who are the best contacts locally to provide the 'what's on' information and that they are enabled to provide regular updates for the content. Is there a platform that exists to take your what's in info from already?

Design Principles

- The name of the leaflet needs to resonate with the community.
- Have a mix of what's on locally and health and wellbeing advice/information.
- Focused on an audience who are not yet engaging with activities.
- Suitable for those who may be digitally excluded.
- Warm and inviting language
- Attractive for residents to pick up.
- Easy to engage with for both residents and for shops distributing the information.

Agree on the content and design

- Follow the design principles.
- Agree leaflet design with partners for branding purposes.
- Agree regularity of the leaflet (monthly, bi-monthly etc.)
- Decide on the tone for your messaging.
- The focus of the leaflet could have different audiences or themes, be clear on this before each design to ensure there is a focus. e.g. is this for isolated residents, young mums, those concerned with the cost of living, etc.
- Future plan ahead on messaging and content as much as possible within your teams. Consider wider campaigns and events that could be shared via this mechanism. Some planning can be done ahead of time.
- Establish insights of what opportunities there are locally from your stakeholders across health and the voluntary sector to add to future content.
- Do you want to design magnets to go with the leaflets? They proved a useful incentive. Consider the design and message these can offer.

For deeper engagement:

- Harness the role of community connectors to support ongoing engagement with shops as part of their role to regularly visit for both distribution and supporting measurement. (See step 5)
- You can develop additional content from feedback from those working in the local shops and what they hear from residents.
- You could offer a direct feedback loop via emails, survey links or pop up sessions to residents to capture insight on future ideas and content.



Hints and tips

- The leaflet can cover different sections and topics but it's useful to consider how they complement one another in the messaging. You can follow our template or create your own. (see appendix D)
- Existing Public Health campaigns can help provide content to add to leaflets if this is what is needed locally. (see appendix E)
- Adding in relevant stakeholder logos to the leaflet can give it some rigor.



Don't forget/watch out

- There may already be successful information sources available. Can this compliment existing trusted designs or brands such as a local newspaper?
- The tone of the language used is important for residents to feel like the messaging is for them.
- Consider the diversity of your residents and if the leaflet may need to be translated to other languages.



Resources to help (In appendix)

- D. Leaflet template ideas.
- E. Public Health Content ideas.

3. Distribution



The distribution mechanism is a key logistical task that once set up can be embedded into a routine. This is where the shops and local businesses are essential!

For effective distribution, it will involve outreach and conversations with different people, to help share the idea of the intervention, build engagement and partnerships for the long term duration of the project.

It is important to keep moving forward and test out your ideas. It is likely that this intervention can compliment existing communication tools that are being used in the health and community space.

The objectives of this phase:

- Set up a mechanism for distributing the leaflet.
- Ensure stakeholders are all engaged ready to run the process.

This phase is important because:

- This is the key aspect of the steps where the resident comes into contact with the leaflet.
- Enables the community teams to be eyes and ears on the ground.
- Is the start of a regular touch point with shops and small businesses.
- Can capture feedback to feed into the content.

Logistics

- Arrange who does the printing of leaflets and set up a regular printing agreement.
- Organise delivery of new leaflets to shops on a regular cycle.
- Utilise time out in location to engage with residents on their thoughts and feedback.

Working with shops and small businesses

- Identify best location for leaflets to be placed in store for access but also to support the shop/local business needs.
- Ensure new leaflets are followed up with a visit to the shop/local business to highlight the content and answer any questions.
- Ask for feedback from them on a regular basis on how the mechanism is working for them.



For deeper engagement:

- Harness the role of community connectors to distribute leaflets and talk to shop staff about the content, reminding them the purpose so all staff in store are aware of the initiative and feel able to share the leaflet.
- Offer training to local businesses yourself of utilising existing training courses such as 'Make Every Contact Count' (MECC) <https://www.rsph.org.uk/our-services/training/making-every-contact-count-mecc-training/mecc-e-learning-courses.html>



Hints and tips

- Regular, in-person visits to shops and local businesses are needed, especially early on to develop a relationship and routine.
- Set up a code of working or agreement so the shops and local businesses know when to expect visits and has a clear outline of their role.
- Take time when handing out new leaflets to run through content with the business owner to help them engage with the content.



Don't forget/watch out

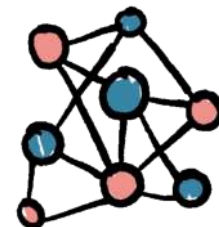
- Local shops especially are used to in person communication rather than emails and calls. Be clear in your communication on when you will share updates and plan the next visit when in person.
- Store space is a premium in small businesses, be prepared to suggest and try out different locations for the leaflets. make it more appealing.



Resources to help (In appendix)

- F. Community Connector responsibilities

4. Take up and Action



Take up and action of this initiative is very depended on the shops and small businesses hosting the leaflet and the residents engagement.

All of previous steps will put you the best position to success at this stage from involving your stakeholders, designing useful content and building a clear logistical plan for dissemination.

The objectives of this phase:

- The delivery of the leaflet to those who you wish to engage with.
- Action being taken that supports residents health and wellbeing.

This phase is important because:

- It is when the change you are trying to make will happen.
- It relies on the set up of stages 1-3 to be successful.

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There are a few steps in this process that will in turn result in the action which are as follows:

1. Shop/local business staff feel confident to suggest a customer takes a leaflet.
2. Customer identifies the leaflet is useful to them.
3. Customer takes the leaflet.
4. Customer engages with the leaflet.
5. Customer decides to take action from the leaflet.
6. Customer is given the information to enable them to take action.
7. Customer takes action.
8. Customer benefits from the action.

Collect feedback

At every opportunity gather feedback from customers and shop/local business to understand how it is landing and make necessary amends to the content and delivery.



For deeper engagement:

- Suggest conversations about the leaflet that shop staff can have and capture - key points for discussion. Have you seen this, does anything catch your attention? do you think you will act on it?



Hints and tips

- Insight gathering needs to be easy for busy staff to capture.
- Ask for feedback from residents and local businesses to continually evolve your leaflet content, design and purpose.



Don't forget/watch out

- The taking action part is hard to find out!
- Check up on where the leaflets are being placed. Space in shop is at a premium but the need to be in constant places that can be seen and picked up.



Resources to help (In appendix)

- G. Data capture sheet for local businesses

5. Measurement

Measurement is the final step to this intervention. It can take various shapes in order to provide evidence of impact. It can be kept at high level as the mechanism does not allow measurement of a user journey to monitor personal impact but utilising other measures will help prove this point.



The objectives of this phase:

- Proving value of the intervention.
- Showing impact.

This phase is important because:

- It helps to feedback to all partners.
- Warrants the resource spent.

The are a selection of way to measure impact for different stakeholders:

Measures for shops and local businesses

- Can be collected by shop workers in their everyday role.
- Question such as:
 - How many leaflets have been taken?
 - What is the feedback from customers?
 - How many conversation are you having?
 - What is missing that you are hearing from customers?

Surveys for customers

- To find out individual thoughts and actions taken directly from the leaflet.
- Can be done in shops/local businesses during visits.
- Can be added as a QR code to leaflets.
- Can be added to the back of leaflets and left back with the shop/local business.
- Could offer incentive prizes from the shop (with GDPR agreements in place on collecting contact details).

Measures for organisations advertising on the leaflet

- To add in the leaflet description in their own a 'where did you find out about us?' data capture box so they can feedback on new people attending activities/ events form this intervention.
- Creating unique text code on the leaflet for residents to sign up to support enabling data to be captured from the leaflet intervention.
- Asking for the leaflet to be brought to a new session with a unique code. Offer free refreshments for first visit.



For deeper engagement:

- Community Connectors can ask residents about if they find the leaflets useful, for feedback on content or what's missing for those they are not reaching.
- Further co-design sessions on content could be run with residents and partners.



Hints and tips

- Utilise the role of a community connector to capture impact data.
- Set up sessions within shops/local businesses to ask customers feedback.
- Speak to businesses to get ongoing feedback, capture quotes and insights where possible to help bring onboard other businesses.
- Consider adding a resident survey to the leaflet for feedback that is incentivised.



Don't forget/watch out

- It is hard to capture impact without being able to track a person's journey! - don't try to do it all.
- Filling in surveys can put people off participating.
- Recognise the shops have limited time to capture data.



Resources to help (In appendix)

- H.Customer survey questions.

Appendix

- A. Stakeholder suggestions
- B. Budget
- C. Comms to Shops
- D. Leaflet template ideas
- E. Public Health Content ideas
- F. Community Connector responsibilities
- G. Data capture sheet
- H. Customer survey questions

A. Stakeholder suggestions

NHS Health teams

- Can bring connections to NHS hubs, GPs, PCNs etc.
- Social prescribers and link workers.
- Supports community first and prevention policy angle.

Public Health - Council

- Can bring the prevention angle, DHSC health awareness drives. Funding opportunities.
- Supports community first and prevention policy angels.

Community teams - Council

- Can support connections locally on what's going on.
- Knowledge of existing programmes being run by council and other VCFSE's.
- Links to leisure and activity, libraries, parks teams for further local opportunities to add to content.

Communications teams - Council

- Utilise existing expertise in design and comms/marketing.
- Have connections across teams to support collaboration.

Community connectors/navigators

- Can bring connections to NHS hubs, GPs, PCNs etc.
- Social prescribers and link workers.
- Supports community first and prevention policy angle.

Voluntary, Community, Faith and Social Enterprise (VCFSE) organisations

- Can bring the prevention angle, DHSC health awareness drives. Funding opportunities.
- Supports community first and prevention policy angels.

Convenience stores

- Can support connections locally on what's going on.
- Knowledge of existing programmes being run by council and other VCFSE's.
- Links to leisure and activity, libraries, parks teams for further local opportunities to add to content.

Small businesses

- Utilise existing expertise in design and comms/marketing.
- Have connections across teams to support collaboration.

Community members

- They are the key audience but also contributor to the information and feedback on the process and any action taken.

B. Budget

This is designed as a low cost intervention that could be adapted. Costs that were used in the trials and considerations are as follows:

Item	Costings	Considerations
Printing	A4 single sided colour sheet £0.50 per copy	<ul style="list-style-type: none"> → Size of leaflet and number of pages → Colour vs black and white → How many it becomes cheaper the more printed → Is there a local business/group that can printing can be sent to?
Magnets	£0.44 each when ordered in a batch of 400.	<ul style="list-style-type: none"> → Will these be designed or ready made? → How many variations do you want? (could differ per issue) → Can this be used as its own marketing item? → It becomes cheaper the more printed → Are shops happy to offer free magnets?
Leaflet holders	£27 for 2 with holders for magnets	→ Do the shop have space for them, what type would they prefer (i.e. attach to a wall/ stand alone)
Staff costs	£20ph for 2 hours a month.	<ul style="list-style-type: none"> → We employed local voluntary leads to support delivery and engagement with shops. → Can be added to existing responsibility of those out in the community.



C. Comms to Shops

The first impressions with shops and local businesses in key and this needs to be done in person. Below is some suggested copy to help frame the ask.

Hi, my name is **XXX** and I work for **XXX**. We are working as a partnership between **NAME PARTNERS (Council/NHS/Health teams etc)** to run a health and wellbeing campaign working with shops/local businesses stores in this area.

We believe that by receiving a local wellbeing leaflet/news from a trusted member in the community such as yourself in a place that residents regularly visit, they will be more likely to act on the information.

This means that we are increasing the awareness and attendance of local events and activities that can increase residents' social connection contributing to an increase in their health and wellbeing.

We wish to produce a health and wellbeing leaflet for you to distribute in your store to your customers who will find this beneficial. This will also help support your business and role in the community. Are you interested in being part of this? or can I speak to the owner/manager about this?



D. Leaflet template ideas

The leaflet has no set layout or content. This depends on local need and activity available. Below are some ideas that were tested in the trials.

Community Invitations

A selection of local activities and events run in the community. Make them welcoming, with basic information on what, when and where. Where possible to compliment any health focus.

Health focus

A single health campaign focus, easily digestible and actionable locally. Can be local or taken from wider campaigns such as DHSC where you can download resources and images from the Campaign Resource Centre see section E. Should be locally appropriate.

Important numbers

Can be a separate section or within the contact info. Ensure there are phone numbers for those not digitally connected.

Monthly inspiration

Wellness ideas or quote for positive messaging.

Logos

Used to help give the leaflet some rigor and by in toe local shops.

Local shop/business section

This is suggested section to offer to the local shop/business that they can add to support their role in the community. Content could be offers to customers or personal news to support their community role.

LOCKLEAZE WELLBEING NEWS

FEBRUARY/MARCH 2025

COMMUNITY INVITATIONS

LOCKLEAZE NEIGHBOURHOOD TRUST
Providing information and opportunities to connect residents to support each other to improved mental and physical wellbeing.

WELLBEING WALKS
We are excited to be relaunching our regular Wellbeing Walks!
You are all welcome to join us on
Wed 19th February
Meet at the Hub at **10am**
Make February Fab!

COMMUNITY FEAST
To launch our programme of themed community feasts we are excited to invite everyone to the first Lockleaze liftar!
March 22nd, 6.30pm at The Hub

GENTLE EXERCISE
Pop down for a light workout.
First class is free with this leaflet! £4 afterwards
Mondays 10:15 - 11:15 at the Hub

VISIT US
Lockleaze Neighbourhood Trust
@The Hub, Unit 1, Gainsborough Square,
Lockleaze, BS7 9FB.
0117 914 1129
info@lockleazent.co.uk
www.lockleazehub.org.uk
www.facebook/thehublockleaze

HEALTH FOCUS

STOP SMOKING SUPPORT
When you quit smoking, good things start to happen. You'll begin to see almost immediate improvements to your health.
It's never too late to quit and it's easier to stop smoking with the right support. Why not start by downloading the free **NHS Quit Smoking app** to track your progress and get daily motivation?

Everyone Health
Provides free smoking cessation support to Bristol residents
Text **QUIT** to **60777** or call **0333 005 0095**
Email eh.bristol@nhs.net
Visit www.bristol.everyonehealth.co.uk

Smokefree Bristol
Can offer the following services:
• support to quit smoking
• nicotine replacement therapies and vaping
• what happens when you quit smoking
• how to find a free stop smoking service
Visit www.bristol.gov.uk/smoke-free-bristol

This month, why not drop in to see your neighbour for a cuppa?

Local shop/business section
Hi, I'm Kelly at Lockleaze Coffee Shop on Constable Road.
Come and try our delicious Pizzas and traditional Albanian menu!
Evening Opening hours: Mon-Sun 4-9pm.

Logos: Lockleaze Neighbourhood Trust, Community Fund, Neighbourlylab, North and West Bristol Local Partnership.

E. Public Health Content ideas

Some of your content could come from existing Public Health campaigns using this mechanism as a way to distribute the message. As part of the trial these were complemented with a local offer.

Examples we used in the trial included:

- **Winter strong vaccine campaign** - Supplemented by details on where locally to get the vaccinations with contact details of GP surgeries and pharmacies.
- **Quit smoking campaign** - Supplemented with any by local help contact numbers and/or groups to join.
- **NHS App campaign** - Supported with details of digital skills support groups offered locally.
- **Pharmacist First campaign** - With contact details of local pharmacies and what issues they can help you with.

You can register to access resources at: <https://campaignresources.dhsc.gov.uk/campaigns/>



F. Community Connector responsibilities

For our trials a locally connected person was key to supporting the work. We worked with different people in each location. Some linked to council roles, some NHS and some from Voluntary groups. We reimbursed people for their time for the trials as this sat outside their day to day role.

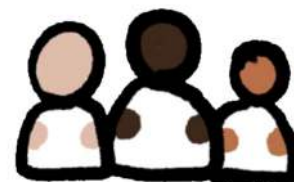
Community Connector time

- Upfront time to engage and develop relationships with small businesses in your local place.
- A few hours a month for engagement.
- Offering regular engagement to collect feedback and monitoring data - (if they are doing deeper engagement).

Community connector tasks

- Open and friendly building relationships.
- Know local area and what's on.
- Engagement with council/NHS teams on a regular basis.

This may fit in with existing community connectors work or you could consider offering the role to other voluntary connector roles and reimburse for their time/ cover costs.



G. Data capture sheet

A suggested data capture sheet for shops/local businesses visits

Data capture	
Date leaflets left	
Number of leaflets (and magnets) left from previous visit	
Number of leaflets (and magnets) left in drop off	
Location of the leaflet (add photo if useful)	
Feedback noted from shop workers	
Feedback from any residents	

H. Customer survey questions

An example of some simple feedback forms that can be used for residents.

1. How much you agree with the following statements In regard to **Community events**

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Before engaging with the leaflet I had a good understanding of community events available locally to me					
I regularly attend community events					
After picking up the leaflet I am more aware of community events					
After picking up the leaflet I am more likely to take part in a community event					

2. How much you agree with the following statements In regard to **Health awareness campaigns**

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Before engaging with the leaflet I had a good idea of health awareness initiatives					
I regularly engage with health awareness campaigns					
After picking up the leaflet I feel more aware of health awareness campaigns					
After picking up the leaflet I am more likely to act on the health awareness campaign.					

3. Do you have any further comments or feedback on the leaflet? (eg design, content, usefulness)

Thank you

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Marnie Freeman

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