

Hard to reach groups

Outcome 1 of the Parks for People programme is 'increasing the *range* of audiences' and Outcome 3 is 'increasing the *range* of volunteers'. It is not sufficient to simply increase *numbers* of visitors or volunteers; the project must look at increasing the *type* of audiences/volunteers. These may include currently under-represented groups, or 'hard to reach' groups.

The new monitoring spreadsheet asks for baseline data and targets for 'hard to reach groups' for both outcome 1 and 3.

The documents you need in order to complete the hard to reach groups section are;

- Audience development plan and volunteer plan (or activity plan)
- Area profile statistics
- Visitor/volunteer survey statistics

What is a hard to reach group?

A hard to reach group would be any group of existing or potential park users or volunteers who are currently under-represented. These might be;

- BME groups (black and minority ethnic)
- Elderly people
- Disabled people
- Young people
- Men
- Women

How do you identify hard to reach groups?

To work out what your hard to reach groups are, you should compare your area profile statistics to your visitor/volunteer survey profile. For example; your area profile may show that within 1km of the park 10% of the population are from BME backgrounds. However, your visitor survey results show that only 2% of park visitors are BME. BME groups would then be a hard to reach group. Or you might find that you have no volunteers under the age of 50, but your area profile shows a large proportion of young people.

Also, consult your audience development plan and volunteer plan (or activity plan), submitted in your original bid. For example, if you have identified increasing the number of a *specific* group i.e. targeting disabled groups to their park then this represents a hard to reach group.

What needs to be included in the monitoring spreadsheet?

Once you have identified your hard to reach groups you will need to look at your area profiles and visitor and volunteer survey results. For each identified hard to reach group input;

- The % identified in the area profile

- The % found in the visitor/volunteer survey
- An appropriate target for increasing the % of users/volunteers from this group.

If you would like more help or advice with identifying hard to reach groups, please contact Ian Hepburn on 0161 212 1100 or ian.hepburn@hallaitken.co.uk