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This research seeks to critically evaluate the St Albans 2013 to 2023 Strategy focusing on community engagement and utilisation. The goal is to draw insightful conclusions and provide strategic guidance for the future endeavors of SARA, specifically for their 2024-2033 Strategy.

Our research question is; How well were community aspirations achieved in the 2013 to 2023 strategy? And how well can St Albans Residents Association ensure community ownership of the future strategy values are fed into decisions in the next 10 years.

Our approach involved regular consultations with SARA, the development and distribution of surveys, conducting interviews, data analysis, and feedback sharing to facilitate a comprehensive study.

The key findings were that majority of the community picked up, and utilised the 2013 to 2023 Strategy reasonably well. However, improvements of bridging knowledge gaps, inclusivity of St Alban's diverse population, enhancing communication, and maintaining community interest could be better adopted for the next decades strategy.

Major shortcomings and limitations included; time, small group size, lack of interviewees, and sampling selection methods.

In the future, we recommend efficient time management as we fell short on survey research and there are several intricacies involved in survey creation. Incorporating more open-ended questions in surveys and giving priority to interviews as a valuable source of qualitative data would have enriched our project and ensured a more comprehensive understanding of the subject matter.



As stated earlier in this report, our main research topic question was broken down into three





The methods identified above have provided useful responses to benefit our group and SARA. The data collection process of the two surveys completed provided significantly more respondents than we anticipated. The survey allowed respondents to identify relevant evaluation questions and areas where the S

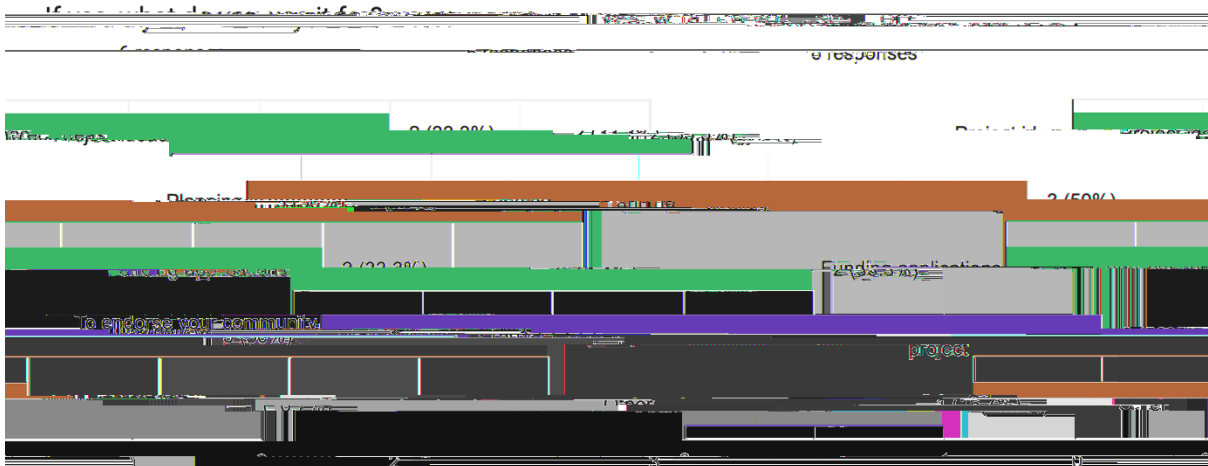


consciousness, which is essential for a community-driven approach. However, the "no" responses raise questions about the Strategy's reach and effectiveness. Understanding why some community members are unaware is vital for SARA to address potential gaps in engagement, communication, or strategy implementation.

*Pie chart showing the responses to 'are you aware of the Strategy?'*

*Figure 2* provides the second question in the survey asking participants whether their organisation uses the Strategy. Among the 16





. Multiple choice check boxes showing what organisations use the Strategy for.

Figure 4 was a linear scale asking participants to indicate how helpful the Strategy has been for their organisation, 1 being not useful, and 5 being very useful. Overall, 38.5% of participants indicated the Strategy was most helpful. 1 participant selected a '4' on the scale, while 2 participants selected both '2' and '3' on the scale, and 3 participants indicated a '1' on the scale. This suggests that a significant portion of organizations has found value in the Strategy and perceives it as beneficial for their operations. However, it is noteworthy that a proportion of participants had mixed feelings.

These mixed responses to the Strategy's usefulness underscore its varying impact on different organisations within the St Albans community. The positive feedback (ratings of '4' and '5') suggests that for a significant number of participants, the Strategy aligns well with their needs and aspirations. Conversely, the '1' ratings may signal areas where the Strategy could be improved. Understanding the specific concerns or limitations experienced by these organisations is crucial for enhancing the Strategy's applicability in the future. It is also essential for SARA to recognize the divergent perceptions within the community and work to accommodate various organisational needs, ensuring that the Strategy remains a valuable resource for as many stakeholders as possible. These results emphasise the need for ongoing communication and adaptation in the Strategy to meet the evolving demands of the community.



*. Pie chart showing the participants willing to be contacted to organise an interview to get a better understanding of the Strategy.*

Lastly, to gain insights in interest on the future 2024-2033 Strategy we asked whether respondents would be interested in hearing about how their organisation could use the future strategy to strengthen their projects. *Figure 6* presents 56.3.8% were interested while 43.8% were not.

*Pie chart showing the participants that are interested in hearing more about the future St Albans Strategy 2024-2033.*

In the survey targeting the 2012 survey contributors, we achieved a total response rate of 11 participants. Their valuable input resulted in 7 figures that significantly contribute to our analysis of the Strategy's impact on the community.

*Figure 7* provides insights into the respondents' memory of their ins

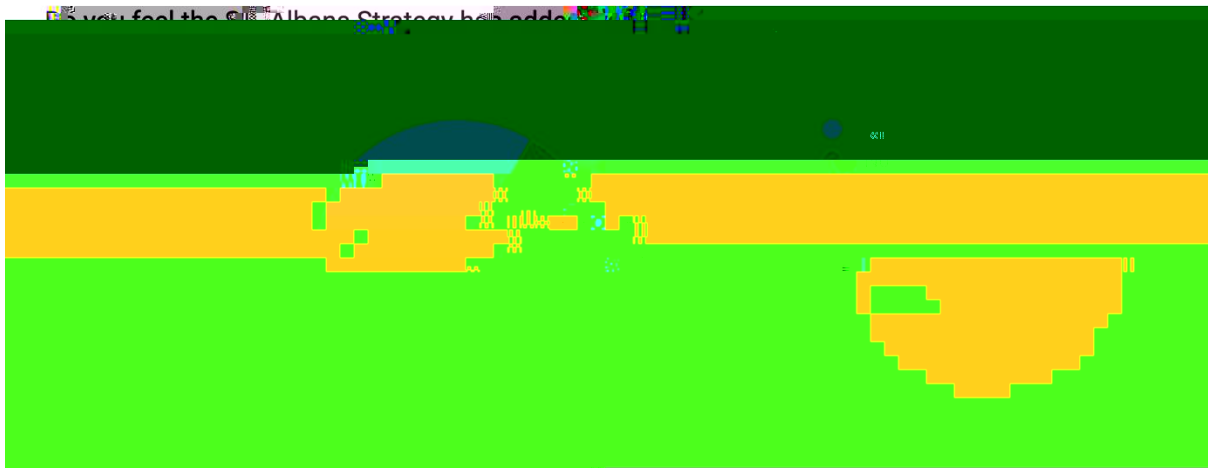
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*Figures 9 and 10* enable us to understand participants awareness of the link between the 2012 survey and the Strategy, as well as their knowledge of specific projects stemming from this strategy. In *Figure 9*, 55.6% of participants were not aware of the connection between the two surveys, while 44.4% recognized this linkage. *Figure 10*, on the other hand, revealed that 50% of participants were aware of specific projects resulting from the Strategy, while the remaining 50% were not. It is noteworthy that participants provided additional information in *Figure 10*, citing specific projects like the Edgeware swimming pool and the St Albans Community Centre. These results indicate variations in participants' knowledge about the strategy's origins and specific projects, providing valuable insights for SARA's effectiveness.



Figure 11 reveals participants' perceptions of whether the Strategy has added value to the St Albans community. A significant majority, 80%, expressed a positive sign by answering 'yes,' indicating that they believed the strategy has added value to the community. However, it's important to acknowledge that 20% of participants responded with 'no,'. These results underline the varying perspectives within the community regarding the impact and effectiveness of the Strategy, which is a crucial aspect for SARA to consider when planning for the future and ensuring the Strategy aligns with the community's aspirations and values.



*Pie chart showing if the participants felt if the St Albans strategy has added value to the St Albans community.*

Figure 12 asked if the participant would be willing to be interviewed for further research of this project. This question had 10 responders with 77.8% indicating 'no' they wouldn't be willing, and 22.2% said 'yes', they would be willing. The majority declining interviews may reflect a range of factors, such as time constraints, preferences, or other considerations. Understanding these dynamics is valuable for SARA in planning future research and engagement strategies and ensuring they align with the community's preferences and priorities.



broader representation of the entire St Albans community population could have yielded a more comprehensive dataset and deeper insights. Given the diversity of the St Albans community, as highlighted in our literature reviews, it was important to involve a wide range of



