

Community Interviewers kick start Opportunity Vale of Evesham Project

BACKGROUND

Opportunity Vale of Evesham is an ambitious three year project to provide help to struggling communities in parts of the Vale of Evesham, and is being led by the Wychavon Strategic Partnership.

The project focuses on delivering improvements in some of the district's most disadvantaged areas, and targets 1,440 households living in the rural areas of Badsey, Broadway, Wickhamford, Harvington, Norton and Evesham.

Desk research has helped to identify the areas most in need of help from the project, and the things people most need help with, which so far have been identified as; skills and confidence, fuel poverty and health.

COMMUNITY INTERVIEWERS

A team of community interviewers, recruited from the local area, have been trained to undertake research in the target areas to find out from local residents what the issues are that they face, and what they most need help with in the next few years.

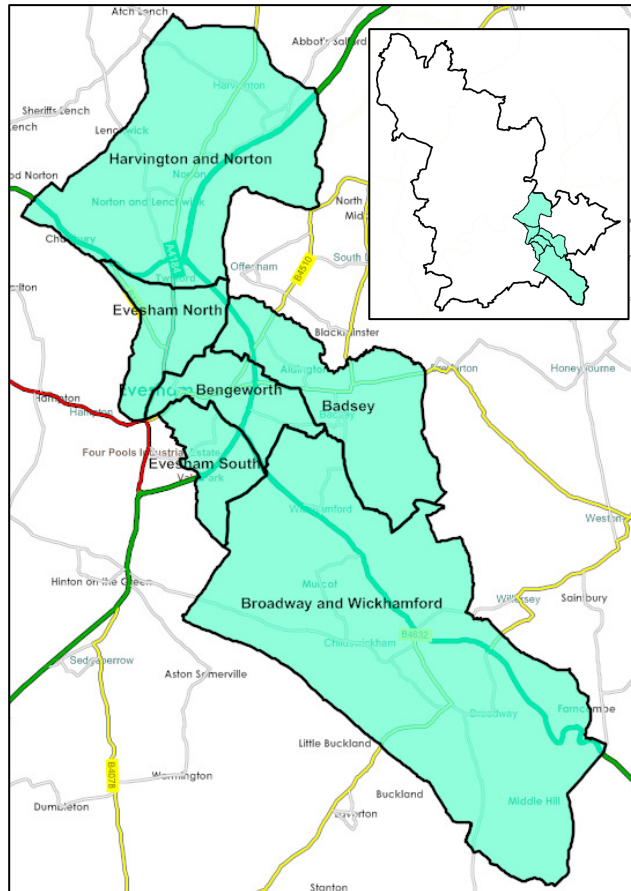
The community interviewers attended a compulsory half day training session prior to starting the project. The training, which was led by M·E·L Research, took place in a variety of locations across Evesham. During the training, the community interviewers had a chance to test out the questionnaire on each other, learn about research governance and ethics and gather some real life tips from professionally trained market research interviewers.

OUTCOMES

The results of the survey will be used to decide how and where the funding will be spent in the target areas. The results will also be used to set baselines, which can be monitored and tracked throughout the life of the project in order to evaluate its success at the end of its three year programme.

TESTIMONIAL

David Manning, Opportunity Vale of Evesham Project Manager, said '*M·E·L worked collaboratively with us to deliver the training for the community interviewers. The training was practical and hands on, and the community interviewers felt confident at the end of the session to start interviewing in their target areas. The community interviewers received a training pack and certificate at the end of the session to take away with them for future reference*'



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