

Involvement of local people and growing assets

- Involving local people remains important to gain insight, increase reach, transfer ownership, and gain influence across the system.
- Relying on one way, only, to engage with local people is open to risk of a) message being diluted or appropriated b) complete breakdown in case of individual illness or capacity.
- Engaging with and nurturing existing groups and forums, where they exist, may provide more stability and ongoing relationships with a wider range of people.
- Committing to ongoing dialogue in partnership with end users and recognising the need for iteration to find approaches that resonate with local people is key to building local capacity to use it.



Key reflection questions

- To what extent are local people currently involved in influencing, designing, or implementing solutions to enable active lives?
- What more could you do to work with local people in your local area on an ongoing basis? What would help this/get in the way of this?