

How to plan an equalities PLE project

You can use this framework to help you plan and deliver an effective equalities PLE project. It outlines some of the things you need to think about and the techniques you will need to use to reach your audience and achieve your aims.

You may want to add your own ideas or adapt it to a specific project.

What's the issue?

Ask yourself:	Actions or techniques you can carry out
What is the issue and how does it affect your clients?	<ul style="list-style-type: none"> • Clarify the problem • Ask subject experts • Ask intermediaries who work with your clients • Talk to the people or agencies on the other side of the problem.
Are there any other projects or agencies already addressing the issue?	<ul style="list-style-type: none"> • Make contact with local agencies and support groups to find out what else is happening and how/if you can work together.

Know your audience

Ask yourself:	Actions or techniques you can carry out
Who are they?	<ul style="list-style-type: none"> • Decide who your target audience is
What is their situation?	<ul style="list-style-type: none"> • Research the demographics of your audience - age, gender, education, income, ethnic background etc can all influence how groups of people deal with issues and interact with agencies. Find out what barriers your audience may face and how the emotional aspects of their problem may affect how they deal with it.
What is your audience capable of and comfortable with?	<ul style="list-style-type: none"> • Think about what skills your audience will need to deal with the issue. • Ask intermediaries and support groups for advice on how your audience uses information, what processes and agencies they are most familiar with and likely to use.

What's your purpose?

Ask yourself:	Actions or techniques you can carry out
What is this project trying to achieve?	<ul style="list-style-type: none"> • Raise awareness • Increase knowledge and understanding • Improve skills and confidence • Get people to take action • etc

What will you deliver and how?

Ask yourself:	Actions or techniques you can carry out
How will you decide what messages, processes, key learning points etc to include?	<ul style="list-style-type: none"> • Refer back to the needs of your audience • Ask experts in the topic • Ask support groups and intermediaries who work with your audience • Run a small pilot of the project with a sample of clients to find out what they need to know
What form will your project take?	<ul style="list-style-type: none"> • Workshops • Street outreach • Information products • Training sessions with service providers • Local press work • Etc
What about other formats, languages and accessibility?	<ul style="list-style-type: none"> • Find out what formats are most accessible to your audience • Research what languages might be spoken and read amongst your audience • Consider what adjustments you can make to ensure that all sections of your target audience can access your project, for example, picking accessible venues, making sure childcare isn't an issue, etc.
How will you reach your audience?	<ul style="list-style-type: none"> • Through your organisation • Through intermediaries such as support groups, social services, GP surgeries etc • Through promotion on websites, in libraries and local newsletters etc. • Through outreach – going to the places where your audience goes – markets, shopping centres, festivals, football games etc.

How will you evaluate it?

Ask yourself:	Actions or techniques you can carry out
How will you monitor the project?	<ul style="list-style-type: none">• Record how many people interact with the project, and the equality breakdown of those people.• Record how many sessions are delivered, how many information products distributed, how many referrals made, number of visits to website etc
What do you want to evaluate?	<ul style="list-style-type: none">• The project design• The quality of the activities or materials• Who accessed the project• The effects it had• Something else?
What techniques will you use?	<ul style="list-style-type: none">• Getting feedback from users and others through self completion questionnaires, interviews, focus groups and diaries etc.• Using an evaluator to understand how things work in practice, through observation and taking part in activities with users to find out what they get out of it.

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