NEEDS ANALYSIS SURVEY TEMPLATE

WHY THIS TOOL MATTERS?

You want to do something for the local community. You want them to discover the heritage around. You have a general idea of your project. But to make it successful and respond to the community's needs, you have to specify its goals. This is why you need to better understand your community's needs. This knowledge will help you define project goals tailored to the people you'll invite to participate. Matching goals to needs is half the battle.

HOW TO USE IT?

1. Questionnaires - distribute them among the members of your community and potential project participants. You can do that:
    a. Via online local social media groups,
    b. QR codes,
    c. Asking local organisations to distribute in their channels,
    d. Visiting local cultural centres, schools, etc.
    e. Asking your friends and their families to fill it out.
2. In-person meetings - prepare them as workshops, not an interrogation.
3. Collect respondents' feedback.
4. Specify your project's goal.

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TIPS

- Make a list of information you need from the community.
- Find some general information on the community attitude, knowledge or engagement in heritage-related initiatives or any other subject you'd like to cover in your project. These might be official numbers, statistics, or reports which you find relevant. This kind of analysis is called desk research.
- Decide how to conduct the survey.
  It can be:
  - Quantitative - online or printed questionnaire answered by a larger number of people.
  - Qualitative - in-person or online meeting(s) with individuals or small groups (so-called focus groups).
  - Combination of the two above-mentioned.
- If you want to prepare an online questionnaire, you can do it using various tools, like Google Forms, Kahoot, Genially or Menti Meter.
  If you want to prepare the printed one, consider designing it on a graphic application like Canva or GIMP. Nice layout is eye-catching!
- If you're planning focus groups, prepare the meeting as a diagnostic workshop.
- The needs analysis survey should be adapted each time to the project and target group.

QUESTIONNAIRE - EXAMPLE

Let's imagine you're planning a project aiming to highlight the forgotten heritage of your area. You can download the questionnaire linked to this tool.

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DIAGNOSTIC WORKSHOP - EXAMPLE

The workshop should be addressed to a specific group, e.g. adults, kids, or teenagers. The group should count up to 15 people. Plan your workshop for 1.5 hours, including a 10-minute break and a feedback round.
Exemplary of a diagnostic workshop skeleton:

Timing	Activity name	Description	Goal
5 minutes	Welcoming the participants	• Explaining the reason for the workshop. • Presenting the agenda.	To make participants aware of the workshop's aims.
10 minutes	Ice-breaker	Warm-up exercise that helps participants get to know each other and introduces the workshop topic.	The atmosphere will relax. the participants will feel more confident within the group.
15 minutes	Mapping the heritage	Each participant receives some sticky notes and a pen. They write on them the heritage-related things of their area. One sticky note = one thing. Afterwards, you put it together to check what repeats, what remains single.	You'll learn what participants know about local heritage and whether they associate it with more than just buildings.
20 minutes	Who needs heritage?	Let's imagine the oldest building (or another	To see how participants feel

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		important site) in town is going to be demolished, or that century-old tradition will be banned. Divide participants into three groups: defenders of the building, those who want to demolish, and external observers. Defenders and demolishers teams prepare and exchange their arguments in a 10-minute debate. The external observers watch the debate. Afterwards, everybody discussed wrapping up the subject and reflecting on the role of heritage in our daily lives.	about the heritage and its importance in general.
10 minutes	Break	Time for a quick call, toilet or a cup of coffee.	Participants will have time to refresh a bit and chat.
20 minutes	My heritage event	Work in groups of 4-5 people. Each group selects a heritage-related theme for their area and plans	This will tell you which events people would like to participate in,

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		an event/workshop or any other activity of their choice around it.	when, and under what conditions.
10 minutes	Feedback round + Goodbye	You ask one final question, and each participant answers it. Try to make the question as general as possible. Exemplary questions: Is the heritage of our area visible? Is there anything you found particularly interesting today?	It is a chance to hear participants' reflections on the heritage or the workshop itself.

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