

What skills might you need?

Putting the pieces together



1 Skills Audit

There are a number of stages involved in producing a neighbourhood plan and a diverse range of skills and expertise may be required.

It is a good idea to undertake a 'skills audit' of your local group in order to identify the existing capacity, skills, knowledge and expertise that you can draw on. You should then try to match this to what will be required for the production of the neighbourhood plan.

Doing a skills audit will also enable you to identify gaps or areas where further assistance and advice may be required, for example, from the wider community. It will also help identify the specific items and/or services you may decide to spend money on.

This template provides an idea of the type of skills that may be needed within the following broad categories:

- project management and team building
- community engagement
- developing content

The list is by no means exhaustive and should be used as a starting point to identify both general skills that can be transferred to the neighbourhood plan process and specialist skills available within your neighbourhood planning group. The particular skills required will vary depending on what your plan is seeking to cover, so you should keep an open mind about the skills needed (that may change as your plan develops).

It is recommended that you read [How to resource your neighbourhood plan](#) alongside this template. This resource provides further information and top tips on how to carry out a skills audit as well as explaining:

- how to identify resources and skills available within your community
- external sources of advice and guidance
- indicative costs of producing a neighbourhood plan
- ways to budget and finance your plan

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PROJECT MANAGEMENT AND TEAM BUILDING SKILLS

Overseeing the project plan and managing the process

Leadership e.g. lead a steering group or working group

Recruiting and enthusing volunteers

Organisational skills e.g. project management and administration

Administrative skills e.g. documentation of meetings, gatherings and events

Managing the budget and fundraising

Facilitation of meetings, gatherings and events

Marketing and publicity e.g. designing leaflets or producing articles for newsletters or publications

Engagement strategy e.g. the approach and methods to use, questions to ask and how to record and analyse responses

Website design and management

Market research skills e.g. analysis of responses to consultations

COMMUNITY ENGAGEMENT

Design and use of online survey and discussion tools (e.g. SurveyMonkey, CommonPlace, Stickyworld and Vox-up)

Social media skills e.g. Twitter and Facebook to update people on progress. May wish to post questions on forums such as LinkedIn

Design skills e.g. logo design, visual aids and illustrations to represent ideas, policies and projects and make the plan attractive and engaging

Written communication skills e.g. plan needs to be written in clear and concise English

DEVELOPING CONTENT

Town planning skills e.g. writing planning policies

Architectural, historic building and/or urban design skills to assist, for example, with character assessments

Statistics and spatial data analysis skills to interrogate the evidence base

Photography e.g. to make the plan accessible, attractive and engaging