

Understanding Needs, Wants and demands



**YOUR
WAY...**

**Let's get
better
together**

What is a Need?



- Something that is very important or essential rather than desirable. Such as food, shelter etc

What is a want?



- Something that is not essential but if you had it, it would make your life better. Something additional to your basic needs.

What is a demand?



Let's get
better
together

- An insistent request made as of right.

Why do we have to understand the Need?

- To help us plan - Are we on the right track?
 - To reduce duplication – who else is doing what we are doing
- To direct resources appropriately – are there better things to spend our money on?
- Is this what the community wants, what services want or both?

Planning – are we on the right track?

- What plans do we have available?
- Joint Strategic Needs Assessment (JSNA)
- Health and Wellbeing Priorities/Assessment
- Commissioning Plans
- Community Plans

Reducing duplication – who else shares your agenda

- Why would we reduce duplication?
- Saves money
- Reduces confusion
- Targets work appropriately
- Identifies others who can help

Who could also be working on the same thing as you?

- Spend 5 minutes in your group thinking about who else is working on the same subject as you are?



A tool for identifying others to work with - MAPPING

- A Physical Map
- A Stakeholder Map

What have we got and where do we go?



Mapping – why?



- To understand our area
- To identify what we have and where it is
- To confirm our understanding of what exists
- To understand what services currently provide, where and when
- To act as a baseline for information giving

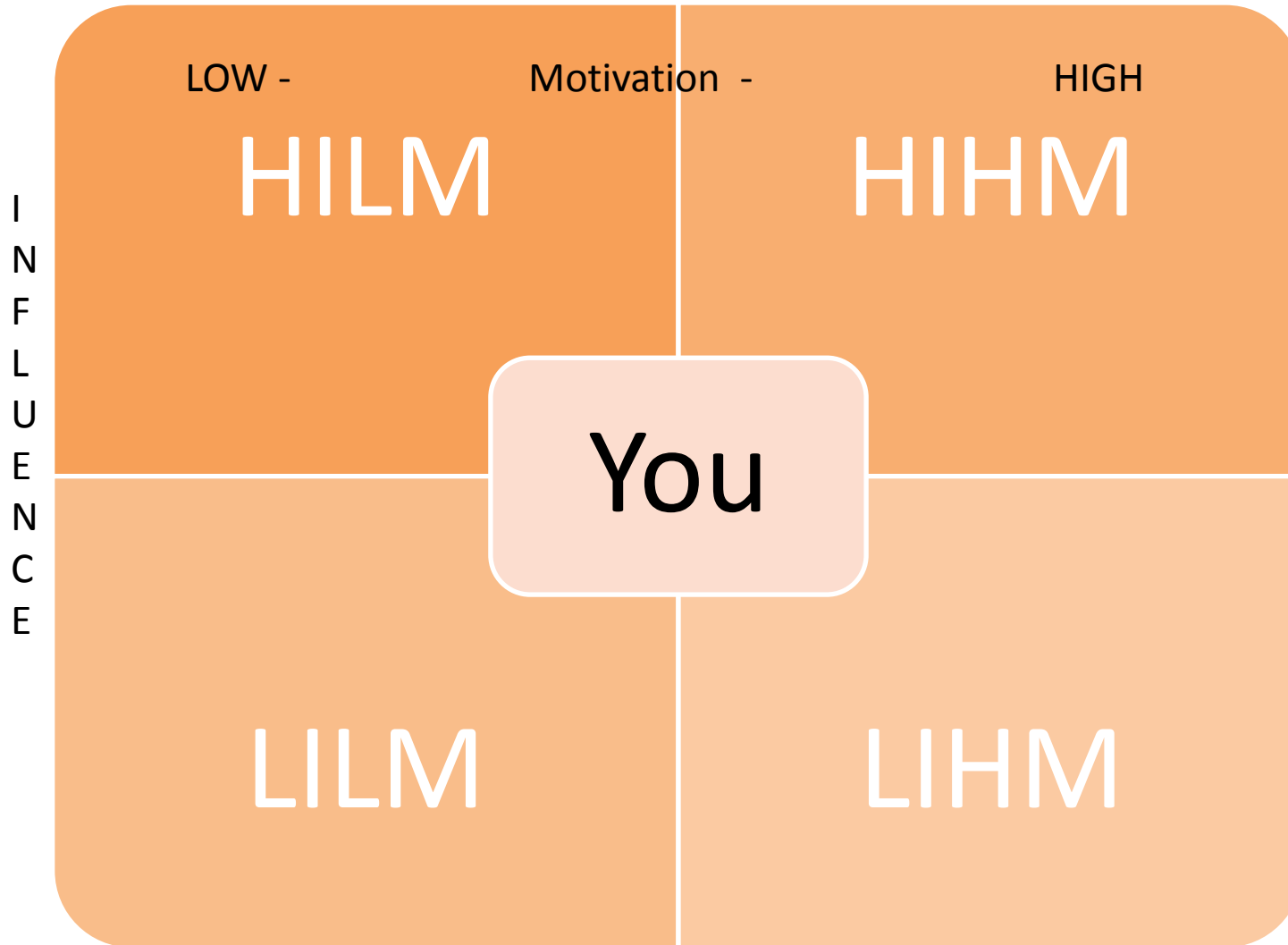
Mapping – How?

- Get a map and identify on the map where there are services such as those you are interested in.
- Get some help and split up the area into manageable chunks.
- Walk around or get on your bike! Talk to the people there and find out what service they provide and who can use them.
- List the name of the organisation, what they do, when they are open, names, referral processes, addresses and numbers of contact people.
- Bring all this together as one resource for you to use to signpost.

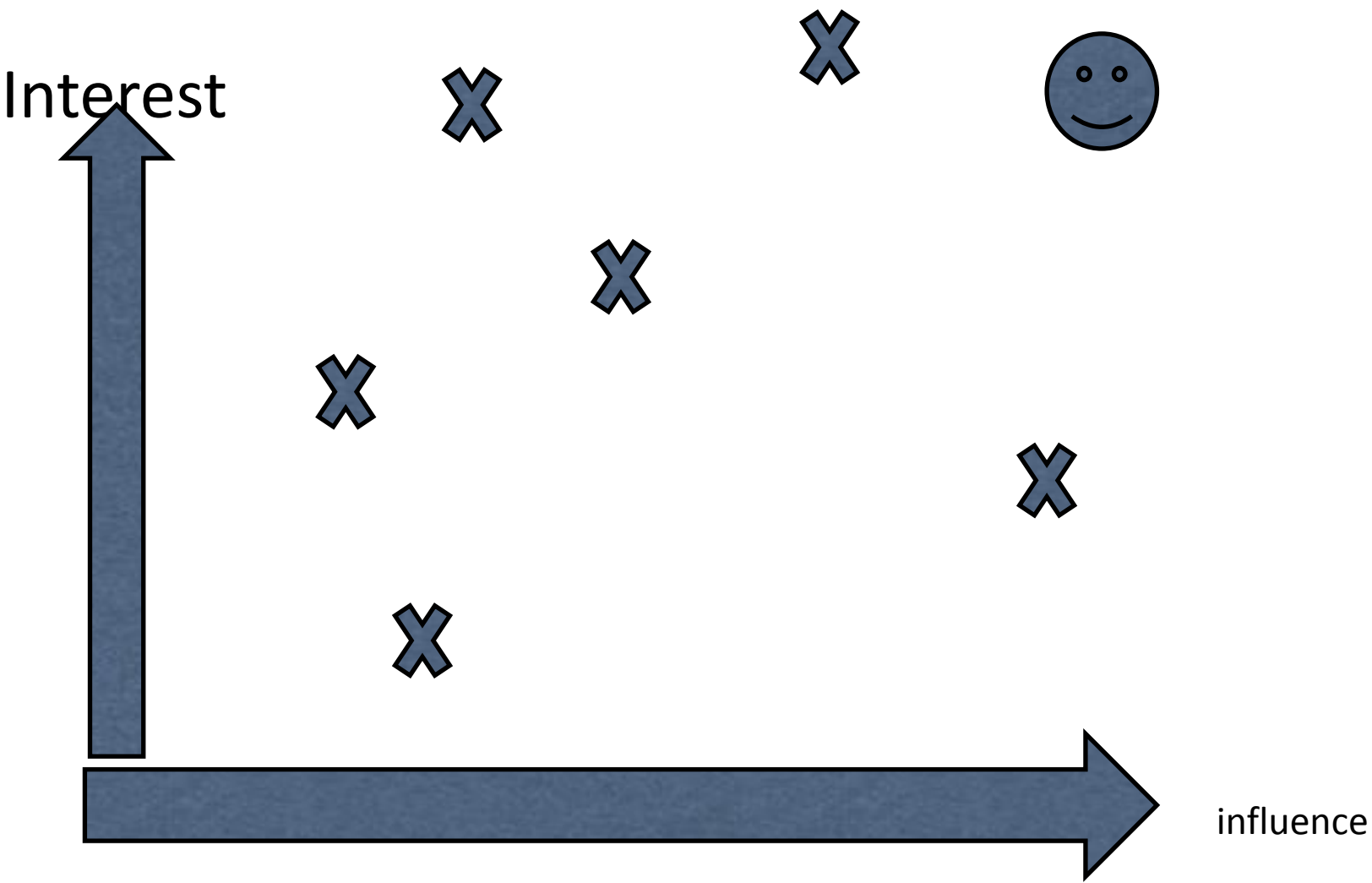
Other information

- Ask people you know if they have used the service. What went well and what didn't?
- Use your own networks – don't just focus on Council or NHS services: the voluntary sector may also offer services, and the community might already be doing it.

Stakeholder Analysis



Stakeholder mapping



Surveying?



- What do you need to know?
- Think up some questions – test them out with TARGET AUDIENCE
- Tick boxes are easier but open questions get more information. – What is an open question?
- Plan how you are going to do it – who, where and how?
- How many surveys do you need?
- Pilot the final survey

Summary



- There are differences in needs, wants and demands you need to prove your project serves a NEED.
- Who else is working on your project or could you add value to someone else's project?
- Who are your stakeholders and how do you intend to involve them?