Beulah AFRICA
CONSULTING PTY LTD
CREATING SUSTAINABLE CHANGE

Socio-Economic Needs Assessment

SERVICE OVERVIEW

PROGRAMME OVERVIEW

Our Socio-Economic Needs Assessment and Community Mapping service offers a comprehensive, data-driven analysis of a community's social and economic challenges. By combining thorough research with local insights, we help organisations, governments, and stakeholders better understand the needs and priorities of the communities they serve. Many clients struggle to fully grasp the complexity of their communities, especially regarding diverse groups and vulnerable social segments. Our service uncovers these layers, providing a deeper, more nuanced understanding.

We use a mix of primary data collected through interviews and community workshops, and secondary data from reliable sources to create a detailed picture of both the challenges and resources within the community. Engaging directly

- Primary & Secondary Data Gathering
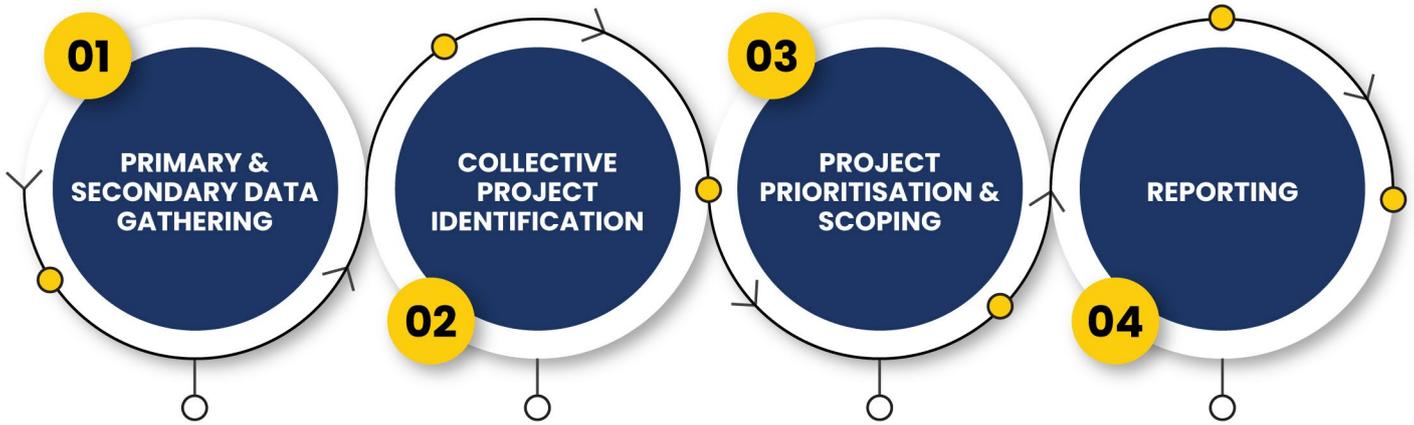- Collective Project Identification
- Project Prioritisation & Scoping
- Reporting

with local stakeholders ensures that all voices, including those of vulnerable groups, are central to the assessment process.

We map community assets, identify service gaps, and analyse socio-economic indicators to pinpoint critical needs and opportunities. Based on this, we provide actionable recommendations for targeted programmes and projects. We collaborate with clients and communities to ensure these initiatives are feasible, impactful, and aligned with available resources. Ultimately, our service helps clients make informed decisions that drive meaningful community well-being improvements.

01 PRIMARY & SECONDARY DATA GATHERING	02 COLLECTIVE PROJECT IDENTIFICATION	03 PROJECT PRIORITISATION & SCOPING	04 REPORTING
• Socio-economic studies • Geographical mapping • Community field data • Systematic participatory community assessments • Stakeholder mapping	• Community participatory planning • Problem solving & risk mitigation strategies • Community-based project prioritisation • Project beneficiaries identification	• Project viability assessments • Project scoping • Final project selection • Community assets identification • Theory of change and impact design	• Community needs analysis findings report • Identified & prioritised development areas • Social risk register • Mitigations & recommendations writeup • Impact framework design

DATA GATHERING & ANALYSIS ACTIVITIES

Secondary Socio-Economic Data

Secondary socio-economic data analysis involves data collection from trusted sources, including the municipality's Integrated Development Plan (IDP), Spatial Development Framework (SDF), Local Economic Development (LED) Strategy, and Statistics South Africa (Stats SA), to establish a baseline understanding of community demographics, economic conditions, and service delivery. This secondary data collection provides valuable insights into community dynamics, informing effective planning and development initiatives.

Key Resourceful People Interviews

Key Resourceful People (KRP) interviews involve structured engagement sessions with influential community stakeholders, including leaders, service providers, business owners, and officials. These in-depth discussions, conducted through face-to-face meetings, telephone calls, or online interactions, provide valuable insights into community dynamics, identifying strengths, opportunities, weaknesses, and challenges. Furthermore, these interviews verify and interpret primary data collected from other sources.

Social Group Interviews

A key tool in our primary data collection involves conducting focus group interviews with diverse social groups (e.g. elderly, entrepreneurs, seasonal workers, unemployed youth, people with disabilities). This ensures inclusive community mapping and effective project planning, and furthermore provides a deeper understanding of marginalised groups' livelihood strategies, vulnerabilities, opportunities, development challenges and needs, and how best to address these.

Geographical Mapping

Mapping is a method of gaining a community's perspective of the current spatial layout, issues which affect different parts of the area, and their available natural resources and urban environment. It also serves as a guide to identify possible future options to improve their living environment. It is not intended to get an exact picture of the area, but rather to capture community perceptions about issues and priorities within their spatial dimensions (e.g. crime hot spots, good soils, etc.)

Service Analysis

A Service Analysis is conducted to identify the different organisations and service providers operating within the community and to understand how important the community perceives their services to be. Furthermore, satisfaction with the current service delivery is evaluated based on quality and accessibility. Through this activity, services such as health, safety, education, skills development, and social support are assessed to identify service gaps and strengths.

Seasonality Analysis

Certain aspects of community life, like disease patterns, climate, food security, etc. exhibit strong seasonality. This exercise is valuable for comprehending the dynamic shifts that occur with changing seasons. It allows for targeted interventions and strategic planning, considering variations in disease prevalence, labor demands, agricultural cycles, and nutritional habits. Understanding these patterns is essential in addressing community needs to ensure they are better equipped to address seasonal challenges.

Long-term Social Trends

This analysis looks at long-term changes in the community, such as employment opportunities, food security, crime, and other factors that significantly impact the community. Through interactive discussions and thorough data analysis, the initiative explores the changing dynamics within the community over time. This comparative approach highlights community trends, emphasises the interconnected nature of social issues, and captures community perceptions related to these trends.

Community Historical Reflections

One of the best ways to understand a community is to develop a timeline with its members. This joint exercise identifies key trends in development, reflects on past successes and failures, and explores prevailing mindsets and barriers to progress. By mapping out these historical milestones, timelines help to clarify the connections between past events, present challenges, and future possibilities, fostering a more comprehensive understanding of the community's journey and its path forward.

Community Economic Analysis

An economic analysis of the community economics is conducted to understand the economic inflows of the community, the economic activities occurring within the community, and how financial assets are lost. Income-generating opportunities are identified, and the importance of enhancing financial literacy within the community is emphasized. This empowers community members with the knowledge and skills needed to make informed financial decisions for improved economic well-being.

Community Based Needs Analysis

Based on the 'crossing the river' analogy, community members participate in analysing their current reality, desired future, and potential barriers. This analysis uses a systematic and structured process. The process identifies strengths, weaknesses, opportunities, and threats, informing community-driven development goals and plans. This approach is community-led and participatory, developing self-sustaining solutions that promote community ownership and self-reliance.

Community Based Project Prioritisation

Following the community-based needs analysis, the project prioritisation activity involves a participatory process where community members rank their desired development outcomes and then vote for their top three priorities. This collaborative approach ensures community-driven decision-making, identifying and prioritising the most pressing needs, and aligning project implementation strategies accordingly. Additionally, it ensures local insights and voices shape prioritisation, rather than external perspectives.

Social Risk Register & Mitigation

During the intensive gathering and analysis of primary and secondary data, potential social risks are identified. Furthermore, contextualised mitigation strategies to effectively address these risks are developed. Collaboration with community stakeholders is considered to assess the likelihood and impact, prioritise risks, and design targeted interventions, ensuring the proactive management of social implications and enhancing community ownership and resilience.

TESTIMONIAL

"Beulah Africa's team demonstrated an exceptional level of professionalism, expertise, and dedication. Their approach was thorough, ensuring all relevant stakeholders were consulted, and all necessary data was collected and analysed to be easily understood. One standout aspect of their service was their ability to translate complex socio-economic data into actionable insights. Their report was clear, concise, and well-structured, providing us with a deep understanding of the socio-economic landscape and the specific needs of our target population. This has been instrumental in shaping our project strategies and ensuring that our initiatives are relevant."

– HP van Heerden - Environmetal & Social Manager, Scatec

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