

Community Engagement

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Introduction

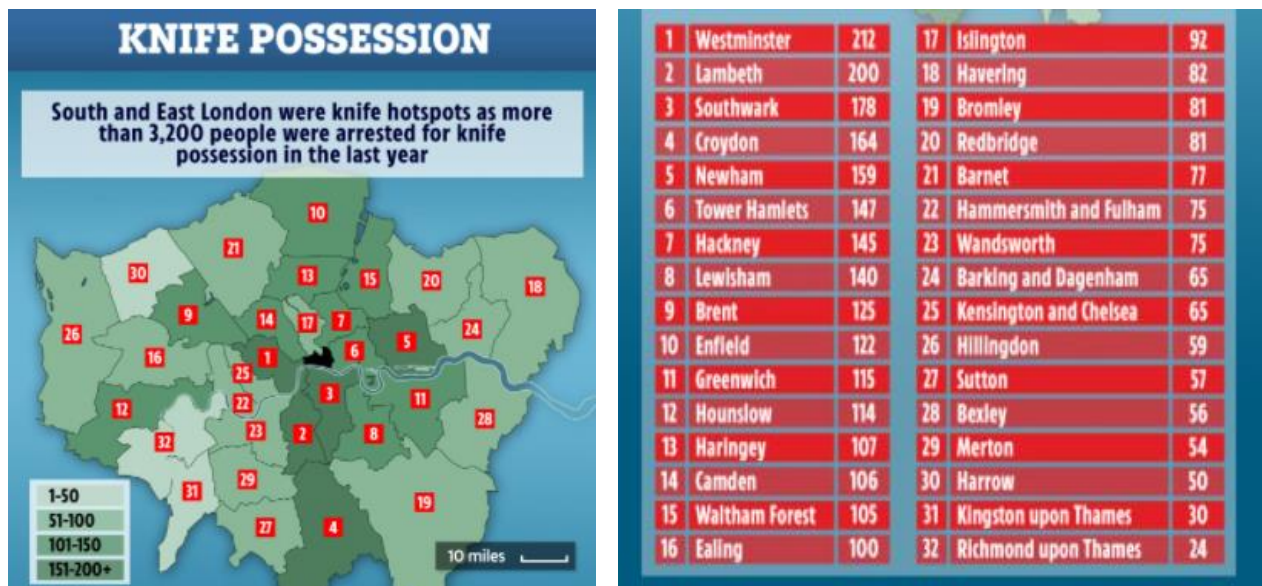
This has been an ideation based report where being a community engagement practitioner, a writer would be analysing the stakeholders relating a particular societal issue to bring a programme for that particular community (Bringle, 2015). The case would be put forward through the management of the planning addressing the group of NGO or any charitable organisation to be a part of their objective in the development of awareness and creating research on core-issue existing in a community.

For countless years, United Kingdom just has the highest rate of robberies committed by adolescents aged 13 to 24. Typical acts tend to involve alcoholism, street violence, knife crimes, etc. Such completion of these activities, unfortunately, resulted in the deaths of a considerable number of young people throughout the decades. British authorities were worried because the frequency of robberies committed by knives has been increasing and exceeds the previous year though total year after year (Wheller, 2021). The victim's behaviour, contextual upbringing, behavioural, and mental conditions always have a role in the occurrence of numerous knife-enabled acts.

So, being a project planner to address the parents and these youths in a locality based programme powered by The Ben Kinsella Trust and this programme will be connecting through bridges and try to educate through highlighting the harms if found caught and guilty among the youth.

The deadliness of the Knife-crime

Knife-related robberies increased by 21.52% in the United Kingdom between 2016 and 2017. It has been witnessed the maximum amount of knife-attack victims with assaulting scars in 2017 since 2012, including a 13-year-old subject, Britain's youngest abuser of knife crime (Pinder, 2020). In the UK's research survey, approximately 100 deaths in London had been executed with knives.



Graph 1 and 2: Deadliness of the Knife-crime; Source: (Wheller, 2021)

Stabbings have been the leading reason for death in London (SOUTHWARK) in 2019, per the Sun news. There were 147 individuals who died by dagger-stabbing. Throughout London, an equivalent of 10 persons was seized with daggers every day (HM Government, 2021). In 2019 July, 3100 individuals had been arrested for knife carrying in South and East London alone.

Description of the programme



Figure: **Workshop program**; Source: (Ben Kinsella, 2021)

As there has been a growing rate of knife crimes and there has been no straight-cut solution as per the data of increment by 5% to 12% in each year from the year 2014 to 2019 (Liz, 2021). So, the crime rate should be declined through lighting up the knowledge and the zeal for being a good human being in the society unlike being pressured by gluttony, hunger for money and being unjust towards the needy (Statista, 2021). In addition, action has been taken and being recognised by the anti- knife-crime organisation, Ben Kinsella, to aware school going youths (James, 2007).

Like the program, example stated above and Online-resource distribution facilities to collaborate with other NGO's and local authorities would be a way to invite their education in the programme that has been planned in the area of London (SOUTHWARK) because of the outrageous trend of crime-scene via Knife has been grown and insecurity of the people here at night has been bounced up blatantly (Pinder, 2020). This would be arranged in 3 schools of that area consecutively on 25, 28 and 30th of July 2021. So, this should be a daylong session with the support of the speakers from Ben Kinsella Trust for 150 seat students and 100 seats parents and authorities.

Best practices on community engagement principles

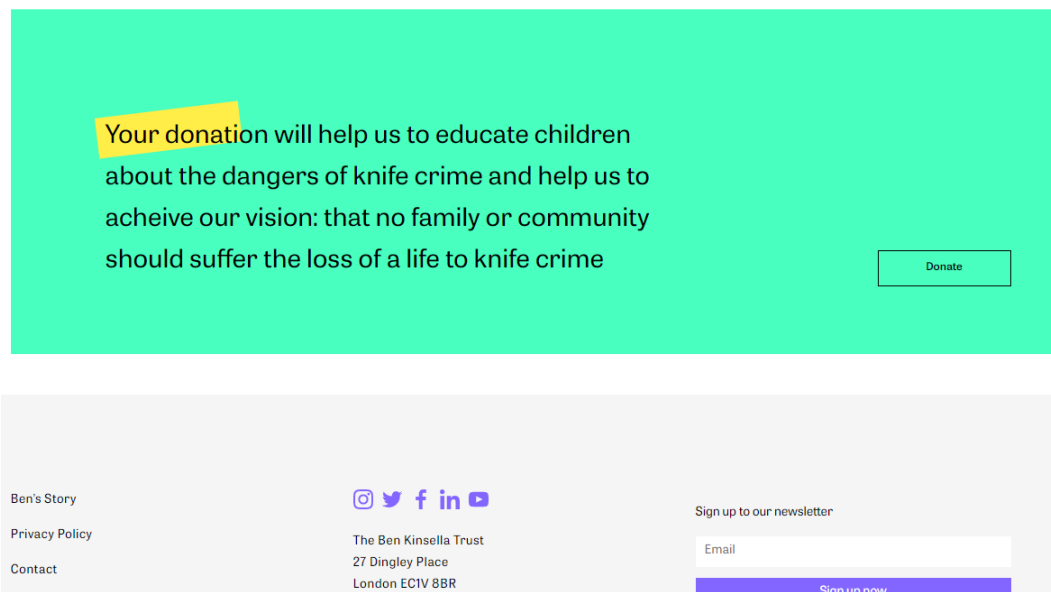


Figure: **Best practices**; Source: (Ben Kinsella, 2021)

To acknowledge the community, investment over the activities for recreation and supporting them through their potential can be the best way (Kendig, 2017). As the INSECURITY has been the Buzz topic and Knife crime has been plunging into the city of London, the appropriate strategies to aware this young community of (years 13 to 24) and their parents (years 35 to 50) should be attached and given equal rights in the society (HM Government, 2021). The relationship among them would be made better through the objective of the program so that these youth can be joining the happiness as well as the society to the fullest.

- ❖ There would be a game of parent vs. Child where the reminiscence of the forgone memory lane would be portrayed for the audience to create the bridges (Lock, 2018).
- ❖ Again, examples of young stars who committed this crime and then being punished would be highlighted in the projector like a story to hit the psychology of the School-going youngsters ((years 13 to 24) to clarify the aftermaths of such crime.
- ❖ Finally, the changed people would be brought for the speech to share their thoughts on doing such crimes would be attracting the stakeholders and audiences out there. This 300+ seats based program would be fruitful through this integration of the thoughts and vanishing the gaps from, the youths and everlasting reality to check such crime in the society.

Community engagement would be placed by the mentioned theories (socio-cultural integration and multi-culturalism) for this particular range of people illustrated in the next phase.

Socio-cultural integration

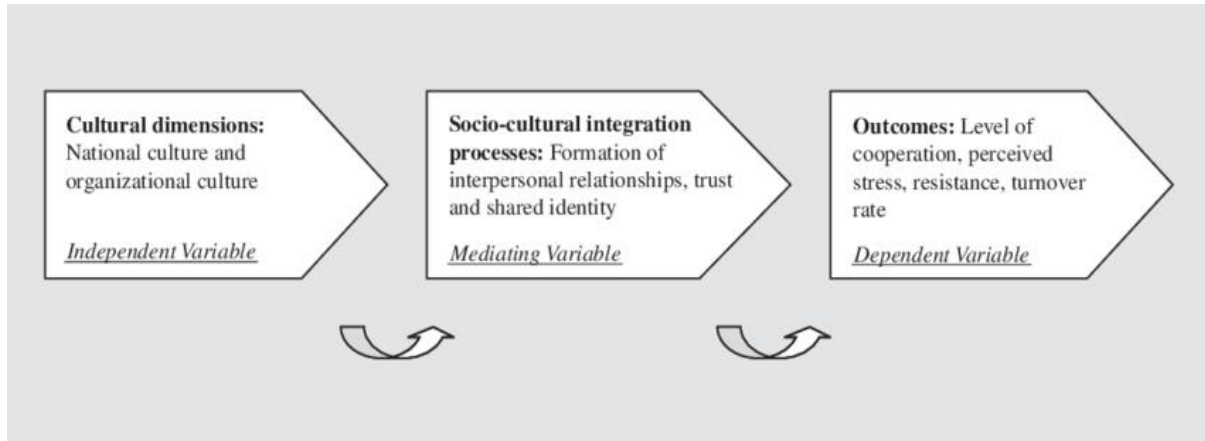


Figure: Socio-cultural integration; Source: (Author)

The ideation would be made through these mentioned points that would be holding the charges for the community of the youth who would be saving themselves from such heinous activities like Knife-crime that enforces insecurity in people's lives.

- ❖ Empowerment– Culture and society can go hand in hand (Watson, 2014). Therefore, youth would be given knowledge via integration of the cultural dimensions and through that empowering them would be made.
- ❖ Consideration– incorporating their needs in the policy making process
- ❖ Equal rights– access to basic services such as housing, employment, education, health care and social services
- ❖ Community participation– access to social interactions and participation to social, cultural or political activities

Several points to be made regarding the native London culture to define the youth and the recreation activities for a positive development of their nature and future professions. Parent's supports and early interventions regarding bad and impolite culture would be the key (Liz, 2021). Taking part in social services through Scouting could be a solution that would be prescribed via meeting. Now escaping the financial and demographic-based culture would not

be possible, hence, the authority would be liable for taking action for supporting them and upgrade our children with the world's different culture.

The event featured a number of practice examples looking at the key challenges for implementing social inclusion at the local level, including the issue of making successful practices more transferrable.

Multi-culturalism

Multiculturalism refers to the presence of many cultures, where the way of life comprises racial, religious, or cultural groupings (Watson, 2014). And mostly, this is reflected in conventional behaviours, cultural ideologies, patterns of thought, and linguistic methods (Lock, 2018). The Youngsters tend to involve in alcoholism, street violence, knife crimes had been alarming as part of this Multi-culturalism as kids get manipulated psychologically.

Such completion of these activities, unfortunately, resulted in the deaths of a considerable number of young people throughout the decades (Statista, 2021). Therefore, taking stands via this program has been so crucial to get the connection and integration of the idea to connect the audiences and the stakeholders.

Benefits of stakeholders' participation

Allowing the vital consequences to the stakeholders

Street crime in London had been increased by leaps and bounds and agreed by the researcher of Statista.com. The city has experienced and reported 15490 knife offences, up from 14740 in 17-18, when the figure was just 12110 (Wheller, 2021).

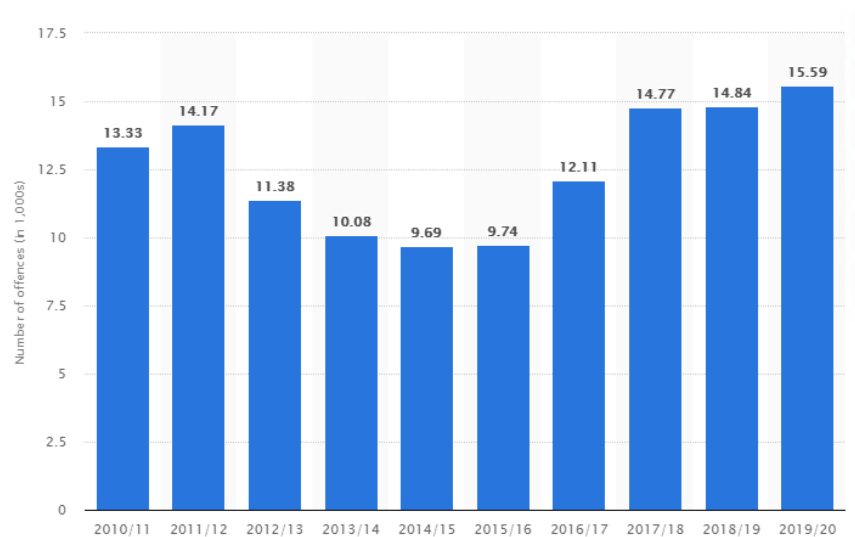


Figure: Statistics of knife-Crimes; Source: (Statista.com, 2021)

So, the audiences and the other authorities would be recognised this issue and take recreational plan of the problem addressing this community (Kendig, 2017). Basically. This has been the motto of this community program arrangement by the support of Ben Kinsella to ignite the Excellency

Addressing Psychological support to the youth for a better crime-free world

Additionally, the psyche behind each sort of violence, the many reasons for the offences, and potential ways to lower the frequency of knife crimes in Britain were mostly unclear (Liz, 2021). Psychological support to the youth for a better crime-free world would be necessary and all the stakeholders would guide thoroughly with this concept and that would be a trend-setting impact.

The necessity to adopt a forward-looking approach

For educating and nurturing the community stakeholders like teachers, youth, parents, authorities and so on there must be a need for the forward-looking approach (Ben Kinsella, 2021). These internal and external factors for letting our kids to be a robber end of the day would be communicated properly by the community engagement practitioner to reap the success after all.

Promoting moral values

So, to get up from such a situation, recommended approach would be to gather the people and the community in the society to have the data and the specific management of youngsters to have moral values (Watson, 2014). This program and activation of the practices of equality and assuring security would prevail. So, the stakeholders (teachers of the classrooms, parents of these students) would be given the rightful duty to be more connected and communicative with them to raise them as good human beings and social beings.

Sufficient Bonding with data and availability of resources

The people would be connected with free resources with the help of this day-long program (Kendig, 2017). There might be a lack of narrative and statistical research that will illuminate academics and researchers with behavioural science and psychology, security agencies, and other NGOs by spotlighting evidence relating to this specialised crime, observations of behaviour, and suggestions. Mismanagement of accuracy management among the stakeholders would be dealt with as the representative of UK authority would be there too.

Strategies for engaging the community

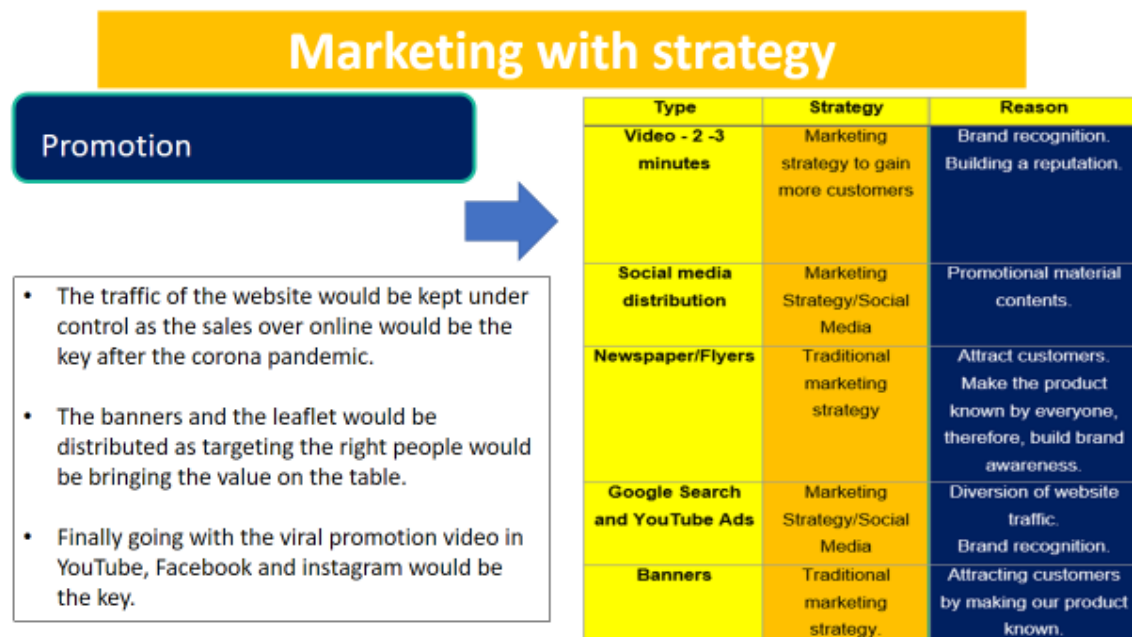


Figure: **Strategies for engaging the community**; Source: (Author)

Using the strategic marketing plan touching Social media platforms would do the job for the promotion. Again as a charitable organisation, man freelancers would be doing it for free and with lower charge in the SEO, Google AdSense segment.

The video of taking care of the children at the early, and teenage time would be taken to the parents' end via the YouTube and Instagram marketing and social media hashtag challenge to stop this crime (Bringle, 2015).

Again to collect donations for the Ben Kinsella Trust, its website would be always supportive with 24/7 Chabot services (James, 2007). Therefore, this would be connecting and selling the tickets of the program in the future. The particular program mentioned in this time, the Hotline numbers will be there for students and parents to get ideas and to join the online and offline sessions amidst of Corona pandemic.

Conclusion

Summary: There might be a lack of narrative and statistical research that will illuminate academics and researchers with behavioural science and psychology, security agencies, and other NGOs by spotlighting evidence relating to this specialised crime, observations of behaviour, and suggestions. Again, for future work, there should be a notable topic like discrimination in the society that would be addressed by the team to look for another community engagement program to aware society to make this world an even better place.

Recommendations: Parental support and early intervention in cases of poor and impolit6e culture would be critical. Participating in social services via Scouting might be a remedy that is prescribed through a meeting of the program given to the schools of London, UK.

Now escaping the financial and demographic-based culture would not be possible. Hence, the authority would be liable for taking action for supporting them and upgrade our children with the world's different cultures.

For being more successful in future, the data should be the evidence on this crime scene. If nearly 50 to 60 percent drop is seen in the Knife-crime in the next 2 years that would be the success of such attempt of the community bonding and development. Therefore, success would be possible through connectivity and constant marketing for the best solution.

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