



Programme:BA Business Management

LCBB4002

Assessment 1

Analysing the best practices of community engagement in a project/ business environment: Morrisons LTD

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Introduction

The community engagement refers to the involvement and collaboration in the workspace for the welfare of the society and environment (Kumar *et al.* 2020). The report details the organisation phases that took to integrate the community engagement with the range of skills, strategies and knowledge that were applied by the employees. The application of various social media platforms to increase the reach of the company and the community engagement through these platforms is assessed. The training and development required to equip the employees for the community engagement targeted by the organisation is discussed in this report. The organisations commitment to the stakeholders and their responsibility towards the society is discussed in report.

Organisational Background

Morrison is a British Supermarket established in the year 1899 by William Morrison and succeeded by Ken Morison. The company headquartered at Bradford England and has more than 500 stores and home delivery service across Unite Kingdom. The Britain's fourth largest supermarket chain company sources, processes and manufactures grocery products and serves its customers in 11 million households. The company has around 110,00 employees that are dedicated to help their customers and save money every day. The company is listed on the London Stock Exchange (LSE) and is a constituent of the FTSE100. Morrison is a Yorkshire food retailer which has a history of over 100 years (Wm Morrison Supermarket PLC, 2020).

Analysing the best practices of community engagement in a project/ business environment.

Community Engagement has become a significant influence to determine the reputation of the company. The community engagement practices help the company to have a face of that is liked by everyone by being empathetic and developing the way they deliver their services. In the 21st century it is the need of the hour to acknowledge the cultural differences and also respect everyone from everywhere to provide an equal experience for the community. The following report will discuss the best practices that Morrison has employed for the community engagement.

1) Be known by the society

The people expect to know not just the company but also the people behind just the logo. The more people know who is working behind and have a face to relate to the more the customers will feel attached to the brand. If the company wants to deliver excellent customer service, the top management should be comfortable with coming forward and making themselves known by the society (Kumar and Kumar, 2020).

For Example: Morrison had launched a special 10 %discount for teachers and school staff respecting the work they did in the Covid-19 lockdown. The chief executive of Morrison, David Potts had empathised with the teachers and the school staff while addressing the challenges the teachers and the education sector has faced in these tough times. He further mentioned that this discount is a way of saying thank you to the teachers that work hard for the education of their students (Rugg, 2020). This gesture targeted a specific group of people that will continue buying from the company and will feel appreciated for the work they are doing. This increases the community engagement and the way the leader addresses the media and the customer's helps with the maintenance of the heritage and reputation of the company.

2) Scheduling Activities

Scheduling of activities helps with the engagement of the employees as well as the customers of the company. These activities are important for not only engaging the pre-existing consumers and employees but rather create a presence in the unexplored area and target new customers for increasing the footprint of the company (DuBois *et al.* 2020).

For Example: Sister Jossi is an individual who had dedicate her life towards the development of the society through her personal time and contribution. Sister Jossi had helped several

families in London throughout her life and now heads the steer right charity which was set up after the 2011 London riots. The company had organised a surprise birthday party for Sister Jossi which was celebrated with the employees as well as the community members (Morrisons Blog, 2020). By showcasing acknowledgement for the people who are dedicated towards the development of the society the company portrays a strong image of what it believes in.

3) Embracing the community input

The appreciation for the work of the community motivates the employees in the organization. The motivation factor is enabled through the appreciation of the effort that the employees put in. The community awareness increases with the increase in the appreciation for the people who have contributed for the society. The employee engagement and retention increases due to this creating a valuable and a long-term asset for the company (Albrecht *et al.* 2018).

For example: The Morison supermarket pledged a threefold increase in bonuses to the employees that came in for work amidst the coronavirus pandemic to appreciate the hard work and dedication the employees showcased in the tough times(Read, 2020). This acknowledgement of the hard work of frontline workers of the supermarket embrace the community input in the monetary terms that will develop satisfaction and motivation in the work environment. This token of appreciation recognises the work done by the employees and rewards the employees for putting in the extra effort for the community in the tough times of the coronavirus outbreak by risking their lives for the community.

4) Funding Charities

The Business environment of the organisation looks after the ‘giving back to the society aspect’ of the business to ensure the wellbeing of the society and to bridge the gap between the privileged and the unprivileged. The implementation of charity funds makes it a social responsibility of the firm to make provisions accordingly for the society that needs financial help. The funding also acts as a promotional strategy which will directly influence the reputation and goodwill of the company (Wooding, 2016).

For Example: The Morrison Supermarket has partnered with CLIC (Cancer and Leukaemia in Childhood) Sargent. The charity was selected by the employees of the company through a majority vote. The company had celebrated an entire month of September dedicated towards the young Cancer patients as a gesture for making them realise that they haven’t been forgotten. The families of the young cancer patients require emotional support more than the financial

support and the identification of this need led to the company to set up various meet ups and activities that will help the families of the young cancer patients deal with the unprecedented times that had aroused.

5) Environment Sustainability

The sustainability of the environment ensures the reduction of the harmful impact the organisation might have on the environment. The community and society is a group of people who are conscious about their lifestyle choices so as to minimize the resources they use and generate lesser waste. The companies and industries should employ the Reduce, Reuse and Recycle strategy to maintain the equilibrium of the nature (Van Heek *et al.* 2017).

For Example: The Wm Morison Supermarket plc has addressed the issue of the unsold food by donating the safe to eat food to the charities and groups that are in need. The products are discounted on the shelf but not wasted by the supermarket. Due to the unsold food programs the local communities and groups are given a chance to connect with the organisation. The groups come and collect the food from the store and enjoy it back at their place which improves the community engagement at the store itself when the groups come in. Currently Morrison donates food in around 400 organisations (Morrisons Blog, 2020). The impact that organisation has on these communities is widened by reducing the waste impact that they would have had instead if the company just scrapped the unsold material. The reduction in the waste generated by the company and the increase on the community engagement reflects in the profitability, heritage and reputation of the company.

6) Stakeholder engagement

The engagement of the stakeholder is an important factor for companies to consider while investing in community engagement. One of the major objectives of businesses are maximization of the shareholder's wealth. The stakeholder is the member of the group and the engagement of the stakeholder's decision while passing the policies and regulations in the operations of the business is an important aspect of decision-making process (Viglia *et al.* 2018).

For example: Morrison has always involved the key stakeholders in the decision making process by taking their views over the topic of discussion into consideration. The momentum of the business was maintained in the times of the pandemic by taking the decisions with the stakeholder's welfare being in mind. The company has also set up a crew that will be

responsible for the identification of the opportunities to create value for the stakeholder by building digital solutions. The way the Morrison's work is linked to the time the company spends to listen to the stakeholders. The management framework is prepared by considering the needs of all the stakeholders of the company (Morrison , 2020).

Social Media Engagement

The Social Media engagement of any company decides the reach the company can have through using the digital platform of communication. The social media engagement will involve a significant amount of people that are genuinely interested in the product and the focus group can be developed through right engagement from the marketing department to the customers and the potential customers of the company (Han *et al.* 2019).

For example: The Morrison Supermarket has a blog that showcases articles, posts and videos related to Lifestyle, Food, Family and Community (Morrisons Blog,2020). The topics showcased are exactly the topics that would be searched by the customers that the company wishes to target as their potential customer. The pre-existing customers can also access this blog for recipes and updates about the new launches and offers that company is offering. The blog creates an engagement of the community that will click on the interesting topics and have a good read or watch of the content posted on it. The company is very active on their blog especially during the Covid-19 crisis to maintain the community engagement of the brand.

The significance of the community engagement has been implied by examining the various projects that are employed by the Morrison to ensure the community engagement. The stakeholder engagement and social media marketing have also been addressed in the respective report.

Conclusions and Recommendations

The community engagement involves the employees of an organisation being educated about the multiculturalism and race and sensitive to the people they interact with. The community engagement in the case of an organisation is an institutional engagement where the employees that interact with the customers are a valuable asset to the company due to their interpersonal skills. The report has included the factors and characteristics of the community engagement projects that are employed by the Morrison .

The decisions taken by the leaders and how the leaders speak to the public through press releases directly affect how the community perceives the brand. The scheduling of activities helps the employees participate in tasks that are different from their daily activities and have a break from their mundane jobs ensuring their productivity towards the organisation. . Embracing the hard work of the employees enables the company to show how much it respects the work produced by the employees. The employees can be appreciated through monetary as well as non-monetary terms to showcase acknowledgement and make them feel that they are a huge asset for the company. The companies should make the necessary provisions to fund the respective charities without affecting the operations of the business and channel the profits for a good cause. The mobilisation of the resources in order to minimize the impact of the operational activities of the business and allocate the resources that will align with the business objectives is the key towards the sustainability of the environment. The conservation of the environment is a social as well as an environmental factor that should be considered for community engagement. The advertising or promotional strategies that are showcased through a social media platform are more personal and effective as the target groups can be aimed to achieve an optimum crowd at the outlets.

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