



LCBB4002 – BA Business Management

Module: Community Engagement

Assessment: 1

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Part: A - Community Engagement Process in Projects

Introduction:

In this approach, the essential requirement is that the community engagement approach is taken across this consideration critically over this manifestation as we are the community engagement practitioner for the commonwealth games held in Birmingham. Over this manifestation, we must critically evaluate how the community engagement measures should be promulgated for the local community. All the areas and the considerations in which the local community could be the most reactive focused on the constraint. All the measures, steps, or procedures adopted to engage the local community would be critically focused on this manifestation. Along with that, we have to render the previous (Existing) literature of all types through which an insight would be gained regarding the observation of other entities to ensure a viable engagement approach for the local community.

Furthermore, multiple options would also be added in this manifestation through which it would be analyzed, from which a single option needs to be taken forth the viable community engagement process in this manifestation. In addition, we will also determine the difference created by society and economy through a credible engagement with the local community. We have to achieve community engagement and the way –which would be achieved proper follow-up of community engagement strategies. (HanoverResearch, 2013)

The body:

What is the project?

We are the community engagement practitioner on the premises of the commonwealth games to be followed in Birmingham. The primary approach that has to be focused on in this project is to entail a critical evaluation regarding the context of how best community engagement could be achieved in the Commonwealth games; all the measures and options would be rendered in this project regarding community engagement.

Best practices adhered to the community engagement:

Over this context, we have to promulgate the best practices related to community engagement. The best or critical practices related to community engagement could be taken forth as;

- After knowing the initiatives of community engagement, it is necessary to provide mutual learning, as anyone could have something to teach and learn. The best technique to engage the community is to provide them with a learning opportunity based on the place they are gathered. For instance, if we consider the Commonwealth games held in Birmingham; if the community would be taught about any game; or any sportsperson; they would get immediately engaged with that communication. In this consideration, mutual learning would be one of the critical practices to engage the community.
- In addition, the second best practice to ensure community engagement is mutual respect. If any conflicts occur within the community, it should be focused on this consideration that equality should be promoted to all professionals irrespective of their nature, intensity, and type. Equal respect and empathy would contribute toward the efficiency of community engagement. It would contribute to a sense of community that respect has been provided to everyone; their indulgence would increase.
- Thirdly, for community engagement, it is necessary to conduct an in-depth investigation of the capacity of the crowd. After analyzing the crowd, it is the fundamental approach to focus on the readiness of the crowd. As a community engagement practitioner of the commonwealth games in Birmingham; it is essential to determine that either the community intact is ready for the engagement techniques, or strategy that has to be implemented on them. If it has been analyzed that the community is not ready to be engaged, so there is no use of any engagement technique in this consideration.
- For effective community engagement, one more practice that would play a key role in community engagement could be focused on the approach of engaging a person related to the specific niche through which the community can be targeted across this consideration. However, if we have to engage the community of the commonwealth games, we have to incorporate such personalities who had previously excelled in the commonwealth games, or they might have grown to extraordinary fame and recognition in the commonwealth games previously. Therefore, adding an individual or group of individuals would contribute the most to engaging the community if they were previously famous in that community approach.
- As community engagement practitioners, it is also crucial for us to have a meeting with the community leaders who have previously engaged large communities. Their

help would contribute the most in determining all the major problems that do exist in community engagement. Moreover, they would also suggest a reliable technique for community engagement. (CBC, 2022)

These are some of the significant best practices that are best suited to the consideration of community engagement.

Methods of community engagement:

- Direct engagement with the community in a crowd
- Social media engagement with the community
- Email Engagement
- Website updates

Community engagement principles:

First and foremost, the initial principle of community engagement in this consideration could be analysed as the approach to the planning process. It has been focused that what has to be the community, and how it could be communicated. This principle also leads to investigating all the needs, and requirements of the customers in this consideration in a critical manner. (PENN STATE, 2021)

Diversity (inclusive and demographic):

It should be focused on that people belonging to different cultures, genders, ages, income groups, and ethnocentric backgrounds contribute to forming a community in this consideration. Manage people from different ethnocentric groups would be focused on this principle. (Patrick, April 25, 2012)

Purpose sharing and collaboration:

It is essential in community engagement that all the community should share a similar purpose to become part of the community. For example, people who visit the commonwealth games might have this purpose to become present at a sports competition. (GALLUP, 2019)

Learning:

To engage the community, it is crucial to prompt anything that contributes to forming a viable context for the community. Learning is one of the significant approaches to the community engagement process across this consideration. (HICKS, 2017)

Standards of community engagement

- Involving people
- Identifying issues the communication
- Determining the purpose for communication
- Collective working
- Viable methods that fit with community engagement. (SCDC, 2022)

Stakeholders participation in community engagement:

In community engagement, it is necessary to focus on the constraint of the internal and external stakeholders in this manifestation. Internal stakeholders could be the management, employees, and professionals of the organisation. Furthermore, external stakeholders would be the shareholders, government entities, and suppliers. (Simon, August 3, 2022)

For the selected project of the commonwealth games, the stakeholder participation complies with the approach that all the workers should also be involved in the engagement process. In addition, the external stakeholders should also be involved in the community engagement process of this consideration. Over this manifestation, it could be focused that their attention counts the most. (Magan, 2019)

It could be focused on that the best practices have been devised adhering to the principles, standards, and shareholder participation in community engagement.

Identifying the relationship of the stakeholders and the strategies required to engage them through social media platforms:

For the viability of the project, it is necessary to gain potential investors who can tend as the stakeholders. It could be noticed across this consideration that dependency on the modes of technology has drastically increased. Social media platforms are widely used to engage communities. It is only because of this reason that a large number of users have been found on social media platforms in the era of today specifically. From social media, a positive image of the project could be shown to the stakeholders through which they can get

interested. For engaging the investors, it is fundamental to let them know their financial gains. (David Eccles School of Business, November 20, 2012)

In addition, to engage the professionals who need to be in the management could also be followed through social media platforms and a hiring campaign should be taken forth to include them. It could be noticed in this approach that because of the large number of people available on social media platforms; it would contribute equally to engaging the internal, and external stakeholders collectively across this consideration. (Beer, 2011)

Similarly, as a practitioner of community engagement; the technique of social media would also be viable to deploy both internal and external stakeholders.

Detailed narrative of how social media platforms could be used;

Only because a large number of people use social media platforms, it could not be the viable approach through which the stakeholders could be targeted to achieve support for the project.

It requires some of the significant marketing skills through which viable marketing could be followed on social media. The more viable would be the marketing, the higher would be the engagement.

In addition, advertising through social media should also be so viable that it should target a specific segment over this consideration. Creative thinking is also required for marketing purposes.

It does require a lot of professional and marketing skills; to engage the stakeholders that would support the project of the Commonwealth games. (Moreau, 2019)

Avenues for community participation and collaboration:

The participation of the community can only be achieved through deploying all the best practices; it is the core approach that would assure the consideration of engagement. All the measures should be accurately followed to achieve efficient community participation. Furthermore, collaboration could also similarly be achieved by the adherence of the best practices; because the best practices adhere to the community engagement principle of collaboration. (PENN STATE, 2021)

Avenues for diversity, and inclusion to enable socio-cultural integration, and multi-cultures:

To be more specific with the approach of being a practitioner of community engagement in the premises of commonwealth games in this consideration. It could be focused on this manifestation that there would be higher means of diversity as people belonging from different cultures, ethnocentric backgrounds are the part of this culture. For community engagement, a man should be followed that could adhere to the integration of society with culture. It should be a technique that could be used for multi-cultures. (Beer, 2011) (Patrick, April 25, 2012)

To educate community members on internal and external factors that influence community development

There are multiple internal and external factors that exist to influence the community development in this consideration. To be specific with the Commonwealth games project, the education to the community about all the internal and external approaches should not be taught to the community. It is optional to let the members know about the internal and external factors in this consideration. Only the specific approach that has to be communicated to the community should be focused rather than any internal, and external factors should not be rendered to them.

Conclusion:

In this approach, we have critically analysed the approach of community engagement in this consideration. The project that we have promulgated in this consideration is named Commonwealth games that are about to be held within the premises of Birmingham. Therefore, in this approach, we have focused on the best practices of community engagement. In the best practices, we have focused on the mutual learning, mutual respect, analysing readiness, and capacity of the crowd. Furthermore, it also deals with the manifestation of deploying a previous famous entity for the community. Last but not least, the best practice that has been evaluated across this consideration is that they should focus on meeting with a viable expert of community engagement, and ask for any recommendations. Contrary to this, three primary methods of community engagement have been focused in this consideration. The core principles of community engagement have also been rendered across this context in

a critical way of this consideration. In addition, the standards, and stakeholder involvement has also been congregated in this acquisition. The main emphasis is kept on the aspect of how viable engagement could be achieved. Along with that, we have added the concepts of how the social media platforms are followed to ensure the engagement of both internal, and external stakeholders in this manifestation. Furthermore, we have also discussed the avenues for community participation, the avenues for diversity, and inclusion are also promulgated in this approach. Therefore, we have followed an in-depth investigation, and critical evaluation of the community engagement in this consideration.

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