

Module code :LCBB4002

Community Engagement

Assessment 2

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INTRODUCTION

Community engagement is referred to the process that is used to improve or solve the issues that are faced by the community by the group of people. The group of people are created according to the special interest, geographic proximity, and similar situations (Tirres and Schikore, 2020). This report is being prepared to compare the two projects that are organized for the well-being of the community. The name of these projects is 'The Hunger Project' and 'Realizing Youth Potential Project'. The best community engagement approaches made by both the projects will be discussed. The report will also include the effects of stakeholder's participation, effective communication, and inclusion. 'Realizing Youth Potential Project' (RYP) is organized by the UK based company named Action West London. Some frameworks will be applied to examine the issues that are causing an impact on the project.

RYP project is funded by the young people of London. The main motive of this project is to support the children who are aged between 15-18 years who are facing legal issues due to improper guidance (Action West London, 2021).

ABOUT ACTION WEST LONDON

Action West London is a UK-based non-profit organization that help the people between age 15-24 by providing them job opportunities, internships, and apprenticeships. The company also provides education to children below the age of 18. Action West London is headquartered in London, UK. It has helped millions of children by making various initiatives. The main motive of the company is to change lives through education, employment, and enterprise (Action West London, 2021).

THE BODY

DIFFERENCE BETWEEN BOTH THE PROJECTS

In assessment 1, the program chosen is 'The Hunger Project' in which the group is focusing on the issue of hunger. The team of people working on spreading awareness regarding the issue of collecting funds for the people who are facing this issue. This issue is mostly faced by the people who have poor financial conditions and are not able to buy food. The project selected in assessment 2 is named as RYP project (Realizing Youth Potential Project). The motive of this project is to identify the potential of youth and provide them guidance and support to select an appropriate career path (Minocha et al., 2017). The difference between both the projects are discussed below:

The Hunger Project	Realizing Youth Potential Project
To support the poor people and work on eradication of hunger.	To support children in choosing the appropriate career path by developing skills in them.
Focus on people with poor financial conditions.	Focus on children aged between 15-18.
Conduct sporting and leadership events.	Perform activities to develop skills in children.
Funding is done through donations.	Funding is done by young people of the city.

(Source: Denning, 2021)

Comparison of both the projects

Both the projects are charity based and work for the well-being of the community. The organizations that are organizing these projects are non-profit organizations. Both the projects will help the people in overcoming the issues they are facing (Denning, 2021). The Hunger Project and Action West London are UK-based organizations that work for the well-being of people and support them in making the better tomorrow. Various

activities are performed by the organizers of the project that help identify the issues that are faced by people. The volunteers of the projects are the people who want to engage themselves in serving the country (Denning, 2021).

Community engagement approaches made by Action West London

Community meetings: Community meetings are considered an effective way of sharing information. The best thing about these meetings is the direct interaction of organizers to stakeholders. Non-profit organizations such as Action West London focus on conducting community meetings to maintain relationships with stakeholders (Maiden et al. 2021).

Strengths	Weaknesses
• This is the best approach to share information and collect feedback. • This can be used to gain the attention of the media for the project.	• Stakeholders might not get attracted if the theme of the project is not very effective. • The publicity done by the media might be negative if the conference is not handled properly.

(Source: Maiden et al. 2021)

Focus groups: The Action West London attracts small groups of stakeholders through creating focus groups. The focus group interview highlights the main issues that are faced by people and the stakeholders that are involved in the discussion are from a similar community (Maiden et al. 2021).

Strengths	Weaknesses
• The focus group interview is an effective way of identifying the major issues.	• An experienced facilitator is required to make the process effective.

• The conflicts are solved easily in small groups.	• Sometimes it is difficult to make a decision when two stakeholders have different perspectives.
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(Source: Maiden et al. 2021)

Surveys: The opinion of the community can be identified by arranging surveys and asking questions to the group of people. This might result in mass outreach. The volunteers of Action West London ask questions regarding the issues that are faced by the children who are aged between 15-18 (Maiden et al. 2021).

Strengths	Weaknesses
• It is a cost-effective and quick way to interact with a large group of people. • The data can be easily compared with the data collected by another group of stakeholders.	• This method is not very effective in establishing community relationships. • Mostly, the response rates of surveys are less than 20%.

(Source: Maiden et al. 2021)

Online engagement: The method of web-based engagement is useful in attracting so many stakeholders. Also, it is useful in spreading awareness regarding the motive of the project. It includes social media, online discussion programs, and web-based survey systems (Maiden et al. 2021).

Strengths	Weaknesses
• The data can be collected in an effective way and a large number of audiences can be reached. • This method is convenient and flexible for the participants it	• People who are not active on the internet might face difficulties in attending the survey. • People might be concerned about privacy.

removes the barrier of time and location.	
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(Source: Maiden et al. 2021)

Approaches made by organizers of the hunger project are completely different from the approaches that are made by the organizers of the RYP Project. These approaches are described below:

Start with women: The organizers focus on giving the priority to the women. They provide all the facilities to the women including the opportunity of the job of their level. Women with poor financial conditions and not fixed earning facilities are supported by the organization (Lambie and Sims, 2018).

Strengths	Weaknesses
• Women are becoming independent and getting paid. • Women empowerment is promoted.	• Many women are not able to do jobs due to insufficient time. • Sharing information is difficult.

(Source: Lambie and Sims, 2018)

Mobilize community: The organizers of the Hunger Project are highly involved in connecting people through building online communities. This method helps to connect a larger number of populations who are in need (Lambie and Sims, 2018).

Strengths	Weaknesses
• It connects the potential of people. • The barrier of location is removed.	• Some people are not active online. • Many people are not aware of the technology.

(Source: Lambie and Sims, 2018)

Engage local government: The organizers engage the government by performing various activities in which the approval from the government is required and the support of the government is required if the fund required by the project is high (Lambie and Sims, 2018).

Strengths	Weaknesses
• The trust is built easily. • The involvement of the government makes the process more effective.	• The paperwork is time-consuming. • When the political parties are changed then it affects the profitability of the project.

(Source: Lambie and Sims, 2018)

The reason why both projects use different approaches

The approaches made by both the projects are different because of their different motives. The approaches made by the project is dependent on the motive of the project. Hunger project works on supporting the poor people whose financial conditions are not good. Therefore, the need support of the government in some activities and their priority is women (Álvarez-González et al., 2017). However, Action West London focus on the children who are being criticized because they are non-intentionally involved in criminal cases and want to get rid of them to select a better path for the future. So, the focus of the RYP Project is made on the children who are age between 15-18 (Álvarez-González et al., 2017).

Impact of different factors on community engagement

Effective communication: The best communication practice is done through social media marketing. The use of social media allows Action West London to create pages and spread awareness of the project through connecting people. The messages of the charity organizations are easily delivered by effective content generation (WHO, 2020). Many people come in contact with the organizers of the RYP Project due to which the company can help more people in making their life stable. Also, it is the most effective way to share

information. Action West London can use the method of crowdfunding to raise the funds of the company while staying active on online platforms (WHO, 2020).

Stakeholders' participation: Action West London provides opportunities to stakeholders to share their opinions, knowledge, and needs. The company brings a diverse range of stakeholders together so that it can select the common way for community engagement through listening to the ideas, information, and opinions provided by the stakeholders from a different region (Asad, 2017). Through enabling stakeholder participation, the company can set the appropriate process of developing, shaping, identifying, and executing employment strategies (Asad, 2017).

Inclusion: Inclusion leads to positive outcomes and increasing the value of an organization. Inclusion is important because it promotes equality and diversity. Through inclusion, Action West London encourages its staff and board members to listen to each other and learn something from the past experiences of others. The Action West London also observe the steps taken by other non-profit organizations to reach their objectives and follow the required actions to provide its services to more people (Asad, 2017).

Principles of community engagement

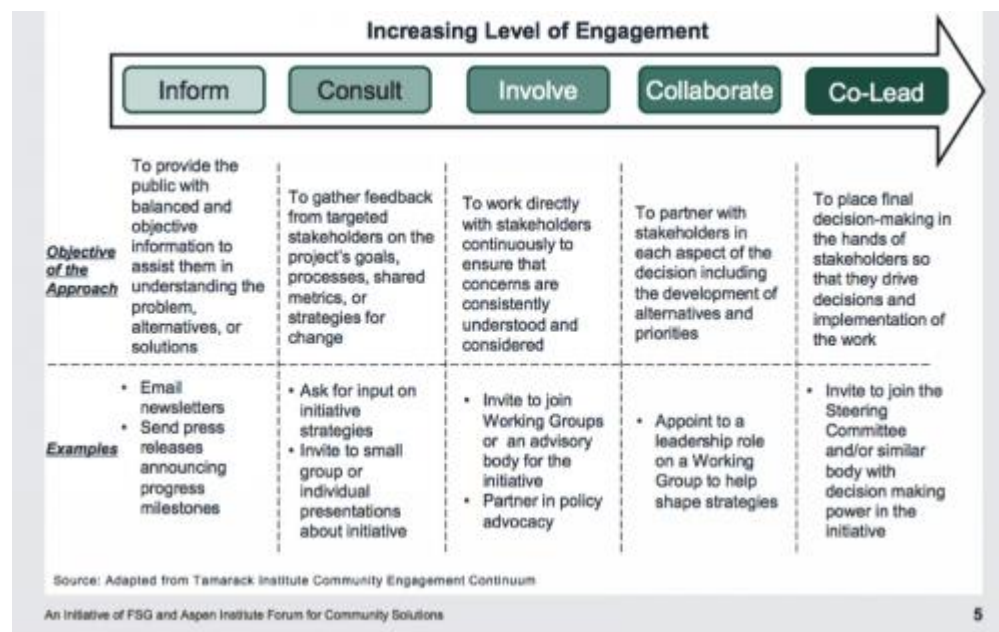


Figure 1: Principles of community engagement

(Source: Wieland, 2020)

Inform: It is very important to choose the most effective way through which the organization can provide information about its services to the public. The information should be regarding the problems solved by the company, the alternatives available, and the suitable solution of the problem (Steinmetz et al., 2021). Action West London provides important information to the public through social media platforms, newspapers, and campaigns. The services provided by the company is regarding education, enterprise, and employment (Steinmetz et al., 2021).

Consult: The stage of consulting includes collecting feedback from the stakeholders about the strategies that can be to get the expected outcomes. These strategies can be used to effectively work on the project and accomplish the objectives of the project. The organizers of Action West London are currently working on the project named 'Realising Youth Potential'. The company uses the technique of stakeholder participation to generate strategies for the success of the project (Wieland, 2020).

Involve: This stage means that the organizers of the project are involving stakeholders in their decision-making. This action is taken to ensure that the uncertainties are controlled instantly and the operations are performed well. The stakeholders of Action West London are its partners in advocacy. The company prefers to discuss every action with stakeholders before implementing it (Wieland, 2020).

Collaborate: The company appoints the person at the position of the leader so that the processes can be performed smoothly and effective strategies can be generated. Action West London collaborates with its stakeholders as it is beneficial in spreading the awareness of the project. Due to this, the company can provide its services to many people who are in need (Wieland, 2020).

Co-lead: Most of the non-profit organization like Action West London and The Hunger Project takes the final decision after the approval from stakeholders. This is done because the stakeholders have great knowledge about the outcomes of strategies used and conditions of the people in need. It helps Action West London to understand the needs of the people and fulfilling those needs by making available important resources (Wieland, 2020).

CONCLUSION

This report is performed to understand the factors to increase community engagement by focusing on the non-profit organization Action West London. The projects that are discussed in the report are The Hunger Project and Realizing Youth Potential Project. The different approaches made by the organizers of the project are discussed including the importance of involving stakeholders in decision-making. The impact of different factors on community engagement is also examined. Lastly, the principles of community engagement are explained.

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