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COMMUNITY ENGAGEMENT

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Introduction

Community engagement is a must thing to do for a local administration or council. The involvement of a community in local administration can help the administration to generate heavy outcomes. The involvement of local people can help the local administration to resolve issues, and establish sustainability in the operating area more easily. This report is related to community engagement. This report will outline various factors which are related to community engagement. The benefit of community engagement, and how the engagement of the community can help the local council to ensure sustainable living conditions for all people of the community will be outlined in the report. In this report, different social issues that prevailed in the Council of Croydon will be outlined and discussed. Further, the process of stakeholder consultation will be explained in the report. Furthermore, the process of communication used by the council will be outlined. Finally, the process of strategic implementation of feedback will be narrated in the report.

Croydon London Borough Council is the local authority for the London Borough of Croydon which is located in Greater London, England. It is one of the London Borough Councils, one of 32 in the UK capital of London. Croydon Council includes 70 councilors and 28 wards (Croydon Council 2023).

The prevailing social issues in the council and the procedures for stakeholders' consultation, communication, and strategic implementation of feedback.

Prevailing social issues in the council:

In Croydon Council, there are various numbers of social issues prevailed and those issues are:

1. In the Croydon Council, more than 2,000 households are in temporary accommodation and this is one of the major social issues in the council. Citizens are a valuable part of the council and the council is accountable for the good health and well-being of those people. Therefore if some households are residing in temporary accommodation then it is the responsibility of the Croydon Council to ensure that these household get their permanent residence in the right place (Croydon Health and Wellbeing Strategy 2023).
2. In the Croydon Council, the unemployment rate is 7.6% and it is another social issue present in the Croydon Council. A council is accountable for sustainable economic

conditions and the development of the local community. If the unemployment rate is 7% then it is clear that the council has not been able to create a sustainable economic condition in the local area. The increased unemployment rate will impact the lifestyle and well-being of people which is not excepted by the local council.

3. The estimation of the Croydon Council outlines that more than 10,000 people are lonely and more than 5,000 are facing extreme loneliness. This is a serious issue related to social life and well-being. Loneliness is a universal disease and the Croydon Council should take care of the issue. Loneliness can be an obstacle to healthy social life and well-being. Loneliness can lead people to frustration, anxiety, etc. Therefore, the Croydon Council should look to resolve the problem (Croydon Health and Wellbeing Strategy 2023).
4. 349 children that are aged between 10-18 are supervised by the youth justice team. Getting involved in crime and unethical issues in child age outlines a lack of supervision, proper administrative actions, etc. The Croydon Council holds accountable for the issue. The council needs to be more accurate, and specific and should find out ways of preventing such social issues. The young generation can be ruined due to this fact.
5. More than 47,000 adults in the Croydon Council are facing common mental health problems. Common mental health problems indicate common social issues that need to be prevented. Social issues such as unemployment, lack of financial capability, etc. The local administration is accountable for creating a sustainable social community, sustainable economic development, etc. The Croydon Council is responsible for creating a sustainable social community, sustainable economic development, etc (Croydon Health and Wellbeing Strategy 2023).

The procedure of stakeholder consultation:

Croydon Council has included different stakeholders in the council. Those stakeholders have the power of involving themselves in the decision-making of the council. The community, the national government, and other government departments are stakeholders of the council. All these stakeholders can impact the activities, and procedures of the Croydon Council. The plan of stakeholder consultation in the Croydon Council includes various processes and those are:

1. A local plan consultee database is one of the ways of consulting with stakeholders of the council. The Croydon Council has a list of different organizations and stakeholders for consultation. The council keeps this list updated according to the practice of the council. Those organizations and stakeholders who are listed for consulting are communicated by the council during the phase of planning documents (People and cultural transformation strategy 2023).
2. Web pages are also initiated by the Croydon Council to engage stakeholders in the process of the council. The council has an online web page where the information on planning is published. This web page always remains updated and people can find out detailed planning of the council on this web page. Also, the Croydon Council allows online participation in planning documents.
3. Print media is also included in the procedure of engaging stakeholders in planning and consultation. If the council finds out the necessity of using print media, then the council also uses print media. Advertisements are placed in local newspapers and Council communications (e.g. magazines, e-bulletins) promoting upcoming consultation periods and events. Local libraries also receive detailed planning and various promotional elements such as posters, etc are used.
4. Social media and interactive websites are used for engaging stakeholders in consultation. The use of social media has reached its peak; therefore, the Croydon Council will use different social media platforms to reach the maximum number of people. Reaching the maximum number of people will help the organization to ensure greater involvement of people in the community in planning documents and in understanding the planning process (People and cultural transformation strategy 2023).
5. Workshops and joint consultations are also part of engagement activities. The Croydon Council uses different workshops, and joint consultations to engage people of the community, and stakeholders in planning documents and in outlining the planning process. The council plans spatial planning service and the planning service will communicate with its external and internal stakeholders for joining consultation events. It will reduce inequalities and fatigue.

Procedure for communication:

The Croydon Council uses a range of different communication methods to ensure proper communication with its stakeholders. Those communication methods are:

1. Social media is one of the ways of communication for the Croydon Council. The council uses social media effectively to ensure proper communication with its stakeholders. The use of social media has increased and the council can reach the maximum number of people through these social media. Due to the fact the council uses social media platforms such as Twitter, and Facebook effectively. The effective use of social media helps the organization council to ensure greater reach (Statement of community involvement 2023).
2. Your account services are another kind of communication method used by the Croydon Council. Here, the user of the Croydon Council website can log in to the account. After login, the user will be able to find out relevant and updated news about the council. Using your account service will help the user to stay updated with the latest news about the council and also will help the user to communicate with the council.
3. Live broadcasts and recordings of all meetings are also available for users and stakeholders of the council. The council broadcast live meetings of the council and also ensures that all meetings of the council are recorded. Recorded meetings help the council to ensure better communication with stakeholders. Stakeholders of the council find out relevant information that is essential for them and also the council stays in touch with its stakeholders (Statement of community involvement 2023).
4. Your Croydon is the official app for stakeholders of the Croydon Council. In this application, users can log in. After login users will be able to find out relevant information about the council, planning process, documentation planning, etc. All this news and updates will be available to the user with just a click. The increasing use of the internet is helping people to use this feature to stay connected with the council and find out the latest and relevant news.
5. The use of newsletters, news releases, media queries, etc also part of communication for the Croydon Council. The council uses newsletters, and press releases to ensure proper communication with stakeholders. Stakeholders of the council find out relevant information about the council through newsletters, press releases, and media queries (Statement of community involvement 2023).

The procedure of strategic implementation of feedback:

The Croydon Council has initiated various ways of receiving feedback from its stakeholders. Stakeholders can outline their feedback in multiple ways to ensure that it reaches the authority. The council has initiated such ways. For example, an individual can contact the council through the official website of the Croydon Council. Also, an individual can compose an email to the council. The council also reaches out to its stakeholders for providing feedback on different factors. The process of executing feedback has certain stages and those are

Finding out the feedback is the very first step. The Croydon Council uses a range of mediums for gathering feedback from stakeholders. Therefore, the council finds out different feedback posted in different mediums such as email, the official website, etc. Finding out the feedback is important, otherwise, the council will not be able to progress further (Han *et al.*, 2019).

Finding out the issue related to the feedback is the next step. An individual can address feedback that is related to the mental health of people. The council is facing an issue of common mental health issues in many people. Therefore, the council will be able to determine that the issue which has been addressed has high intensity and can cause severe damage to the community.

Determining the effectiveness of the feedback outlined is the further step of the process. Here, the council finds out the effectiveness of the feedback. If the feedback is effective it will be determined by using different theories, data, etc. According to the determination of effectiveness, the council will decide whether the feedback will be implemented or it will be not.

Developing a strategy to execute the feedback is one of the crucial steps of this process. After finding out the effectiveness of the feedback, the council finds out the strategy for implementing the feedback. If the feedback is related to economic issues, then the council will find out strategies related to economic prosperity.

Establishing the feedback and monitoring it is the concluding stage. Here, the council will execute the feedback offered by a stakeholder. While executing the feedback the council will use a strategy to ensure the proper establishment of the feedback. After the execution of the strategy, the council will monitor the issue to find out the consequences generated by the feedback (Haldane *et al.*, 2019).

Conclusion & recommendations

Creating different job opportunities will help the Croydon Council to reduce the unemployment rate in the community. The unemployment rate is causing various kinds of problems. If the council creates more job opportunities, then the concept of a sustainable economy will progress further. Ultimately, it will ensure the social and economic growth of people.

Engaging people in the local community by arranging local involvement and participation programs will help the council to reduce mental health issues. Many people in the community are facing loneliness. Initiating community engagement programs can help the council to reduce the loneliness of people and also, they will be able to engage themselves in communication.

Promoting educational programs and moral practices will help the council to reduce unethical activities of minor-aged people. Promoting educational opportunities, and outlining moral values will help the council to reduce issues appearing in children of the community. Reducing children's crime and unethical issues can help the council to ensure a sustainable environment in the community.

Conclusively it can be outlined that the concept of community engagement can help a council get rid of various kinds of issues. Also, it can help a council to establish sustainability in the community. Firstly, it has been identified that the Croydon Council is facing an issue of common mental health occurring in many people. Further, it has been outlined that the council uses a range of communication methods to communicate with its stakeholders. Finally, the strategic process of implementing feedback has been outlined. Here, it has been identified that the process includes various stages such as finding out the effectiveness of the feedback, etc.

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