

Community Engagement Assignment 1

Part A: Analysing the Best Practices of Community Engagement in a Project or Business Environment.

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Introduction

During the global pandemic, the people who belong to the weak financial support are significantly facing the issue of hunger. Whereas, most of the people, who belong to the profession of daily-labour are getting significant hindrances with the maintenance of their social lifestyle during the outbreak of this global pandemic. Therefore, non-profit organisations like The Trussell Trust Food Bank significantly put its potential concentration on providing the service of foods to the poor and financially weak people with free of cost. This can potentially help people to efficiently survive during this global pandemic situation (Barker and Russell, 2020). Moreover, the organisation has eager to hold a social program across the country to fulfil the hunger of the poor people by providing efficient service of food items to them. In this aspect, the study will provide the brief knowledge about the organisational relationship with its stakeholders and the training process to make the employee more proficient to adopt various strategic approaches to deal with the factors of multiculturalism.

Identification and Establishment of Relationship of the Engagement with the Stakeholders

To engage the stakeholders with the organisational culture The Trussell Trust Food Bank, the organisation has put its focus on expanding the network of the organisation to prominently engage a vast range of suppliers with the organisational activity. In this aspect, to extensively grow the engagement of the stakeholders, the organisation utilise the social media platform to demonstrate their service and operations, and their activities. Due to which, The Trussell Trust Food Bank started to get a vast amount of donations like cash or high quality of food items during its organisational operation (The Trussell Trust, 2020). In this way, the organisation has got the success to open more than 1200 food bank centres across its vast network. Through which, the organisation has sorted the emergency food parcels for more than 28000 volunteers. Moreover, it also provides the food vouchers to the people due to which, people can get three days parcel of non-perishable food that helps to balance the human nutrition from the nearer food banks. Also, by the organisational significant operations, the UK government also donate a vast amount to develop the organisational operation and to help the organisation to meet with their aims of arranging the social program throughout the country.

Evaluation of Different Key Areas of the Organisation to Identify the Community Engagement Process

The Trussell Trust Food Bank is playing the most significant role as a vast supplier of foods to the poor people across the country. Thereby, the organisation consistently enhances its network in the market of the UK. The CEO of The Trussell Trust Food Bank, Emma Revie has planned to engage the entire community members, who are inefficient to earn money to get food for healthy living through developing its organisational supply chain system. In this way, between the year 2015 and 2016 the organisational supply of three days emergency food was in the amount of 1,112,395 (The Trussell Trust, 2020). However, by fetching the extensive growth within its operation, the organisation has been able to enhance its provision of three days of emergency food by 74% that means 1.9 million between the year 2019 and 2020. Moreover, during this global pandemic, The Trussell Trust Food Bank has organised a social program to widely expand its network for supplying the three days of emergency food to the poor and financially weak people.

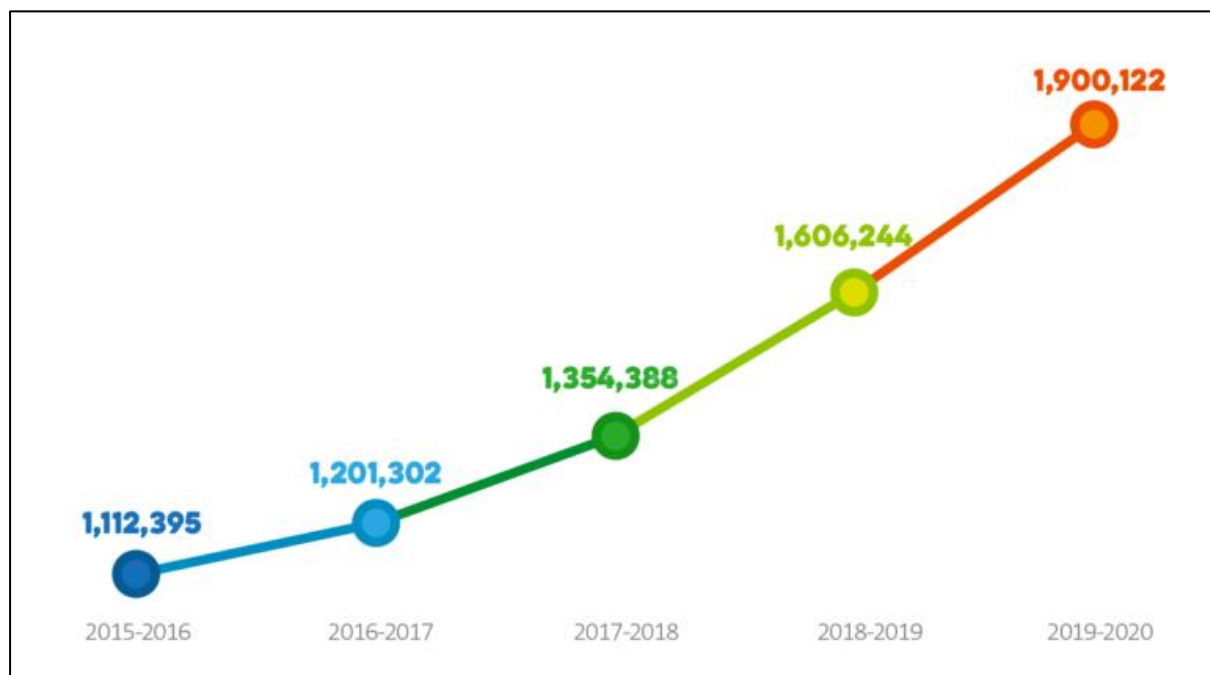


Figure 1: Increment of the Food Bank Uses in the UK

(Source: The Trussell Trust, 2020)

Explanation and Recommendation of the Skills and Strategies that need to Job Practices

To prominently make the career by efficiently engaging with the Trussell Trust Food Bank, the employees potentially need to develop its interpersonal skills to develop its performance in the organisation. **Firstly**, the employees need to develop their communication skill to appropriately communicate with needy people to proficiently understand their distinctive needs. Through which, the employees could deliver their service of food items to the people. **Secondly**, the employees need to be more efficient to take different kinds of responsibilities like stewardship, event planning, financial reporting, etc. during their job practices to develop their organisational skills. **Thirdly**, the employees of The Trussell Trust Food Bank need to be more sufficient to form an effective relationship with the community members (Willkomm, 2020). Through which, the employees can maintain a comfortable atmosphere between the community and the organisation. This efficiently helps to develop the organisational image across the country. **Fourthly**, the workers need to be more flexible while their job practices within the culture of The Trussell Trust Food Bank. This flexible manner provides the employees with significant support to meet with both the organisational needs and consumer's requirements. This makes them able to deliver the emergency three days of food service at any time. **Fifthly**, the staffs need to have the ability of creativity to fetch an extensive innovation within the organisational development process.

Moreover, The Trussell Trust Food Bank needs to implement and utilise some strategies to prominently develop the skills and workability of the organisational employees. Generally, during the outbreak of a global pandemic, the rate of hungriness has been enhancing throughout the country; therefore, the CEO of The Trussell Trust Food Bank has decided to implement some strategies to develop the employee skills. In this aspect, the organisation needs to provide the learning about the organisational network and its operation and activities to the employees (Augustine, 2020). With which, the employees could be able to develop their knowledge about the organisational activities. Moreover, to specifically develop their skills, the organisation needs to provide the appropriate experience to get the efficiency to develop their job practices. Thus, by getting little experience of struggling, the employee would be more efficient to prominently deal with any situation that occurs during their job practices.

Demonstration of the Organisational Utilisation of Social Media Platform to Publicity the Program or the Business

The Trussell Trust Food Bank significantly utilise the social media platform for outreaching its program and business operation or organisational activities.

- I. Donation Appeals:** By utilising the different social media platform like Facebook, Twitter, Instagram, YouTube, etc. the organisation shares its needs from society and from the government. Moreover, during the appealing through social media sites, The Trussell Trust Food Bank significantly gets the potential support and donation of economic from the government and the society (McPherson, 2020).
- II. Sharing of Stats and Data:** Moreover, during the utilisation of the social media sites, The Trussell Trust Food Bank prominently shares all of its organisational stats of the enhancement of its organisational activities, and the data and information about the organisational activities to grab the potent concentration of the society within their organisational operation (Augustine, 2020).
- III. Storytelling:** Also, the organisation shares all of its stories about its arrangement of the programs and activities. Through which, The Trussell Trust Food Bank has been able to grab the societal concentration to get an effective donation and other supports from the society (Last, 2020).
- IV. Be Part of Community:** Whereas, during the outbreak of COVID-19 pandemic the rate of hungriness has been enhanced; therefore, The Trussell Trust Food Bank has arranged a program to provide three days emergency food parcels to the people, who are surviving with hungriness and financial issues (McPherson, 2020). This helps the organisation to be a part of the community, by which, the society can efficiently share their problems with the organisation.
- V. Join in with Hash-tags:** By efficiently utilising different social media platforms, the organisation can join with the hashtags, like the most significant trend by efficiently influencing the society with their prominent service across the country (Defeyter *et al.*, 2020).
- VI. Be Prepared for Busy Times of the Year:** Moreover, during the utilisation of the social media platforms like Facebook, Twitter, etc. the organisation gets the information and knowledge about the community needs and governmental steps for developing the operation of this kind of non-profit organisation (McPherson, 2020).

Analysis of the Training that needs to the Employees to Deal with the Socio-Cultural Issues

During the outbreak of COVID-19 pandemic, the rate of socio-cultural issues has been enhanced due to getting pause within the consistency of social lifestyles. In this aspect, The Trussell Trust Food Bank needs to provide efficient training to its organisational employees to proficiently handle all the socio-cultural issues during its business operation. Therefore, the organisation needs to significantly fetch some extensive developed strategic approaches to develop the existing process of training provided to its employees. Thus, in this aspect, the trainers have started to provide a little experience of struggling in an emergency situation (Defeyter *et al.*, 2020). Through which, the employees could be able to get the prediction about the future emergency situation. Due to which, they can efficiently handle that situation by satisfying the victimised people. In this way, The Trussell Trust Food Bank has been able to significantly provide their emergency service of three days food parcel to the surviving people.

Consideration of the Adoption of Forward-Looking Approach to Train the Employees on Multiculturalism

Moreover, to provide the most sufficient training to the organisational employees, The Trussell Trust Food Bank has decided to implement the forward-looking approach to train the employees on multiculturalism. Generally, cultural diversity is greatly responsible for fetching the transformation within the organisational culture, and its acceptance helps an organisation to significantly work on the development of the organisational culture. In this aspect, the organisation has decided to utilise the forward-looking approach within its training process (McPherson, 2020). Therefore, to efficiently manage the cultural diversity or the multiculturalism, the CEO of the organisation needs to hire the cross-cultural component team leader to provide most efficient training and information to the newly recruited employees that help to make the efficiency to handle all the upcoming challenges within the organisational culture (Last, 2020). After, hiring and selecting the cross-cultural leader, the organisation needs to select some specific team members, who are efficient to prominently perform with the organisational network of The Trussell Trust Food Bank to provide them efficient training on handling different cultural people during their job practice. In this way, by getting the efficient training by the leaders of the organisation, the employees become more proficient to efficiently perform their jobs. Moreover, the CEO of The Trussell Trust

Food Bank needs to proficiently clarify the consumer's expectations towards the organisation, which helps to make a positive environment within the organisational culture of The Trussell Trust Food Bank.

Evaluation of the External Factors to Sustain Business Relationships

During the business operation of The Trussell Trust Food Bank, the network system is the most significant factor that for reaching near to the needy people, who are significantly surviving during the outbreak of COVID-19 pandemic. The fundamental motive of the organisation is to provide three days of emergency service of food parcels to the people by utilising its efficient organisational network (The Trussell Trust., 2020). However, due to maintaining the effective relationship with its network, the organisation needs to provide some profits and advantages to the member of its network system, and moreover, the organisation needs to be the medium of reaching governmental support to its network system. This proficiently helps to sustain a potent relationship between the organisation and its network system.

Conclusion

Throughout the evaluation of the entire study, it is concluded that The Trussell Trust Food Bank has got huge successes during its organisational operation by providing the efficient support to the people, who survive by the hungriness across the country. Therefore, to more prominently reach near to the people, the organisation has put its potential focus to help the daily-labourer during the outbreak of this global pandemic. Thereby, the Trussell Trust Food Bank has held a social program of providing three days of emergency service to the needy people in the UK.

Recommendation

The Trussell Trust Food Bank needs to recruit more efficient and highly skilled employees that are able to take the heavy load for helping the people. Moreover, the organisation needs to provide proficient training and appropriate knowledge and information about the organisational operation and activities to its organisational employees (Power *et al.*, 2020). Through which, the employees will be more knowledgeable and efficient to perform their responsibilities and fetch an extensive innovation and development within the organisational operation of The Trussell Trust Food Bank.

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