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Introduction

Community engagement is the process of engaging people with on the go of an event or specific task. Community is the prime stakeholder of completion of a task as they have direct and indirect influence on carrying out the task properly. Community engagement is not rendered by either a model, tactics or strategies rather it goes through objective accomplishment with some cumulative efforts towards goals (Cole and Barras, 2022). But there have specific guidelines and principles for task management which employs tools and techniques for best outcome in the long run. As of definition community denotes to a group of people whether from stakeholders, denizen or even it can be interest group. Community engagement is a collaborative approach where people work for achieving common interest addressing with similar interest, similar situations. Birmingham is cozy, welcoming, multi diverse and inclusive place where authority hosted great event like Common Wealth Games (Satizábal et al., 2022). Birmingham has ample of resources, sports, and culture, community pride which all are giving efforts for social cohesion and task achievement. Common wealth games held in Birmingham in the month of August, 2022 where 72 countries were participating around the globe. This is an integrated events where Men, Women and Para sports were held at the same time so this was a huge pressure in case of event completion and task management with effective managerial capabilities (Li et al., 2022). This assignment will focus on community engagement, their social cohesion, task engagement process, task accomplishment as well as their mode of information dissemination. This will also focus their engagement process, their economic, social advancement, and their discretionary efforts regarding community empowerment as well as environmental concern.

The body

Describe the project, and analysis the best practices that were adhered to, including community engagement principles, standards, and stakeholders' participation

Commonwealth Games held last august in 2022 where participants from more than 72 countries for attending this multi diverse events as Birmingham was declared as host of this vibrant games because England has previous experiences for arranging such events (Kim et al., 2022). Almost 1.3 million tickets were sold as this was first integrated event whereas a cultural exhibition was also held for demonstrating their core competencies about culture of the host community and the common wealth nations (Gohori and vander Merwe, 2022). Community engagement of Birmingham Common wealth games was structured, organised and framework basis where individual model provided guidelines and principles for the completion of this gigantic event.

9 Step Model of Community Engagement



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Figure: Community engagement model (Source: Gohori and vander Merwe, 2022)

Community has direct and indirect influence on arranging such event because they provide all kinds of resources whatever are required to manage such events. Community enrage may hamper progress and procedural effectiveness of an event. Community engagement with Common wealth games were following:

Reflection of strategies: Every little action of Common wealth games of Birmingham decorated and demonstrated through the reflective strategies of authority (Smith and McGillivray, 2022). Strategic managerial approaches of stakeholders like local government, central government,

common wealth games arrange all are reflected and implemented for the arrangement of this games.

Identification of stakeholders: Common wealth games authority targeted best substitute authorities for arranging the event. Mobilization of activities depend on stakeholders' approaches (Smith and McGillivray, 2022). Authority stratified number of stakeholders depending on mode of goods and services they provide likely foods, entertainment, accommodations, transportation, score counter, amenities providers, players, local guide, government authorities also included on stakeholders kinds. As stakeholders are prime community who engages to prop up quality of experiences and games thus their identification is important.

Defining the community: People having huge sum of chances we'd f experiences they can increase the bright side of Common Wealth Games (Smith and McGillivray, 2022). Thus community who served and engaged with the games are local people and government authorities as well as private authorities whose combined efforts made this game successful.

Ensuring community welfare : Commonwealth games was purposefully turned into the beauty as it created opportunities to enhance standards of living, quality of experiences, economic viability and also environmental sustainability which was great concern to the arrangers (Smith and McGillivray, 2022). Their previous experiences made it easy to ensure community welfare at a greater range.

Documentation and analysis of feasibilities of the: Commonwealth game was started at August which has seasonal challenges and during the bidding period authority collected data, information as well as provided incitement to the arrangers with their prudent analysis so that proper action can be taken in case of ensuring proper guidelines and direction regarding games (Smith and McGillivray, 2022).

Implementation Strategies: Planning for arranging the games was primary task but development of strategies was mostly critical as it is believed that conjunction of strategies reduces tiresome efforts of management (Smith and McGillivray, 2022). Community of Birmingham was empowered with the cozy efforts of completion of the games.

Progress evaluation: Community can get their best outcome from proper evaluation. Community and authorities of Birmingham was evaluated righteously as they identified their progress and

managerial recognition (Smith and McGillivray, 2022). Evaluation met their requirements for future capabilities and their professionalism regarding event management.

Identification of relationship between the stakeholders and the strategies to engage them

Commonwealth games came with ample of opportunities for bearing out utmost result for Birmingham people. Cozy and soothing relationship once made through arranging games sustain in the long run where people have opportunities to enhance standards of relationship with versatile people (Rowberry, 2022). Strong stakeholder's engagement create holistic and broad relationship with arranger and the community and this process will help to define more accepting level of perfection. Various strategies were followed during Commonwealth games to engage them are likely:

Identification the priority of stakeholder's relationship: There were two major stakeholders of Birmingham Commonwealth games such as the group who has vested interest and another group was affected by projected Outcomes of the event (Sharp and Finkel, 2018). Tailoring of engagement strategies could have influential impact on stakeholder's task accomplishment. The arranger had to keep close attention in case of community engagement on such issues as some stakeholders want specific information and outcome and other want high level insight from the games.

Gaining the trust of the stakeholders: Frequent communication with the local people enable local people empowered and the benefits of arranging such events (Stevenson, 2020). This kind of communication embolden local people and have support from the local with the final decision.

Maintain consistency for messaging and communication: Availability of information create awareness among the local community where they can trace out inconsistencies (Fitzgerald and Maharaj, 2022). Faulty message causes negative image, enrage people and damage trust of the local people which ultimately hamper event management.

Leverage opportunities of management: Community can engage itself with prime intension if they can reflect their ideas, views do that they can communicate properly (Naidoo and Grevemberg, 2022). Authority of Birmingham Commonwealth games arranged meeting with local and external stakeholders so that smooth operation and management of task can be possible righteously.

Do not avoid problems: Birmingham became successful because they did not avoid problems arose during event session whereas they focused on screening problems and took initiatives as to solve Problem in order to ensure satisfaction of the visitors and stakeholders (Postlethwaite et al., 2022).

Narrative about how social media platform can be used to support the project with different skills

Social media platform is kind of alluring people effectively with push and pull effects for completion of an events. Successful implementation of programs and events largely signifies cumulative efforts taken by the authorities (Pavlidis et al., 2020). Stakeholders are continuously moving towards social media as of their promotion and engagement of local people. Commonwealth games held in Birmingham disseminated information to create awareness of players and the communities.

Facebook: Facebook is a popular social media platform which perform and give opportunities for sharing views, ideas and experiences of users (McGillivray et al., 2022). Games Authority of Birmingham created content and posted on face book where people availed the opportunities of enjoying the games.

Instagram: Commonwealth games authority used Instagram to share video contents which increased amount of thrill of the games greatly (Dolezal and Novelli, 2022). Birmingham authority analyzed that 95% people saved videos whereas less than 10% people keep the text.

YouTube: YouTube is the major social media platform for sharing videos to the visitors and others (McGillivray et al., 2022). This is particularly designed to enhance excitement because broadcasting opportunity create live enjoying chance pf the games.

Twitter: Birmingham authority who was chief arranger of this games created multi dimensional relationship with local community and other stakeholders as publishing and broadcasting bring up with a fantastic relationship with others (Dolezal and Novelli, 2022). Communicating with others fosters chances of interpersonal relationship among stakeholders.

Analysis and exploration of relevant avenues which promotes collaboration, participation, diversification in case of socio cultural integration and multiculturalism

Birmingham 2022 Commonwealth games created legacy for maximum participation of community with the games for securing Excellency of the games (Cole and Barras, 2022). Their nostalgic participation and untuned efforts revealed huge opportunities for the multilateral agreements. Avenues for engaging local people are following:

National Lottery for employment generation: Fund rising from lottery amount about 7, 00,000 pounds which is a bulk amount for local young people age between 16-24 for engaging themselves with multi lateral sporting and recreational activities (Satizábal et al., 2022). This huge fund led to boost up local economy and Standard of their living.

Bringing local young people with mainstream power: Voice and engagement of young people made them part of decision making during Commonwealth games and even after the games (Satizábal et al., 2022). Working closely with multiple stakeholders they build a strong relationship which created a hub of their relationship for becoming part of mainstream.

Best part time job opportunities: Commonwealth games on Birmingham brought opportunities to the local people accomplishing financial activities which increased amount of income and enhanced their quality of life (Satizábal et al., 2022).

World Against single use plastic: During Commonwealth games various campaign arranged for protection of environment from pollution. Various environmental activist from different region pf England aggregated so that usage of plastic declined at a greater amount (Satizábal et al., 2022). Thus they engaged with various avenues during Commonwealth games.

United Birmingham: Activists from various organisations and social clubs raised cumulative voice live together live happily movement (Satizábal et al., 2022). This created opportunities for discovering grassroots and securing positive impact on local community and environment.

Consideration about adopting forward looking approaches for educating community members influenced by external and internal factors

Community engagement practitioner need to consider internal factors such as expectation of the employee and management, internal policies, target customers which affect task progress and management and finally finds out pitfall happens to the accomplishment procedure (Li et al., 2022). External impacts likely political decision, environmental factors, cultural affairs, social values and beliefs, economic condition of the host community and the visitors, geographical challenges which effect on decision making of the community engagement practitioners (Kim et al., 2022). If these external and internal factors are disregarded then total task accomplishment remain vacuum and over all matters fall into perilous condition. Successful accomplishment and finishing depends on consideration of internal and external factors.

Conclusion

Community engagement compasses activities of the organisers to set a goal and achieve that goal cumulatively. Commonwealth games in 2022 at Birmingham was a gigantic program where more than thousands of representative from more than hundreds of countries attended there (Gohori and vander Merwe, 2022). Aggregation of such big number of people and their management as well as local stakeholder's engagement is also challenging for the arrangers. Thus they developed specific framework and discovered the respective area where community can be engaged for betterment of the events (Smith and McGillivray, 2022). Although there was external and internal factorial influence but minimization of those influences set forthcoming capabilities for event organisers.

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