

ASSESSMENT 2: COMMUNITY ENGAGEMENT REFLECTION

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Introduction

Community engagement takes a strategic approach to managing interaction and relationships between the community members and local authorities in the project (Barrera, 2018). The participation of citizens, communities, and other stakeholders is required for these processes by governments and other commercial and civil society organizations in community projects (Quick, and Bryson, 2022). Based on the project done in task one (The project is to construct a community health care center at Foleshill (UK), this reflection discusses how to coordinate community engagement effectively. This will consider a range of best practices, approaches, principles, models, and standards discussed in task 1, community health care center construction project at Foleshill (UK). The reflection also aims to describe the difference between the project (social/economic) projects and evaluate the best practices of the community engagement approaches of the project; the reflective report will also evaluate what I could do differently and why. Further, the reflective reflection will discuss differences active consultation, effective communication, inclusion, and stakeholders could make in community engagement. Also, the reflective report will explore social engagement through social media and the impact of the use of social media. The reflection will then give a compelling summary of the community engagement process.

The social projects aim to better the social well-being of the citizens or the community by the local authority, government or the community. While economic projects aim to retain and improve economic development, such as job creation (Budig et al., 2018). The community health

care center construction project at Foleshill (UK) is a social project that aims to provide health care services, some free and others at nominal charges. It involves using land and existing resources for industrial and commercial projects.

According to task 1, I have identified that the best practices are key to the success of every project; first, for the project to be successful key steps that include first there local authority needed to convey a kick-off getting before initiating the building of the health care center. At this first meeting, all of the project's stakeholders are invited, and a discussion is held on how each relates to the project's goals (Brown et al., 2020). A meeting to begin off a project brings all of the people involved together and introduces them to one another, which helps develop a communication plan. The goals of all parties are brought into alignment by the project managers.

The second practice is establishing the community project scope and objectives. This should include project goals, deliverables, the standard of performance, and the project constraints. Having proper project scope management and consent from all stakeholders is crucial. Additionally vital are early declarations of the project's scope and aims. The third practice is the communicate effectively. Successful community engagement involves good communication. Local authorities and project management are obligated to keep stakeholders informed throughout the project. First, you should get together with all of the project's stakeholders to effectively build a plan that will benefit everyone. These should also involve the collection of feedback from the community. Including a feedback loop in the process of completing the community project can ensure satisfied community members, and Project managers should also solicit the team's feedback. There is always room for advancement.

The local authority involved in the community project must also create a resource plan. Just like other projects, the resources available to community projects are limited. Due to the fact that team members and project managers frequently have to manage multiple projects, it is essential to have effective resource management. The utilisation of resources is mapped out in a resource plan. The principle of transparency must be ensured in community engagement. Transparency in community engagement is the highest emphasis (Firestone et al., 2018). One of the reasons why agile project teams perform better than others is because of this. When everyone is on the same page and can see the bigger picture, it makes it much simpler to collaborate with the community on projects. The project should be documented and communicated to the community through social media and other platforms.

Always keep a detailed project journal in which you explain every decision. When there is sufficient documentation, the community can swiftly understand the project's progress (Barrera, 2018). If a problem of the same nature happens in the future, you and the other project managers can refer to the project record. Many people in charge of projects let themselves get distracted by the documentation and end up losing sight of their ultimate objective.

From task 1 (community health care center construction project at Foleshill (UK)), I have identified that the project is a success when the key principles of community engagement are followed. These ensure the collaboration and involvement of the community richly (Dessart, 2017). According to David Mathews, Kettering Foundation (2008), there are seven key principles of community engagement. These include Careful planning and preparation, including planning on the community's communication, e.g., through social media platforms in the case of the

community health care center construction project at Foleshill (UK). The second principle is Demographic diversity and inclusion, which is that community engagement should include engagement members of the community from different demographic, including different ages, gender, and social class; through this, a range of thoughts and views can be collected (Reed et al., 2018). The third principle is collaboration and shared purpose; everyone in the community projects should be working toward the same objective to have a Shared Purpose. A common goal serves as a driver, an aligner, and a unifier.

Both stakeholders' and the community's morale and performance are boosted. The fourth principle is openness and learning. The openness of the project and the desire to learn to stimulate participation from the community. This can involve listening to participants and stakeholders such as the government, institutions, and community members to investigate fresh ideas without having the outcomes predetermined. Evaluate community engagement activities. Discover new options for the project, and apply what you've learned about the community (Ferreira et al., 2020). The fifth principle is transparency and trusts the community is involved in processes that are both open and transparent for the project. It is important that public records, which should be accessible to the community and stakeholders like organisers and sponsors, be made available online and on notice boards.

Additionally, the thoughts and ideas of the community should be documented. The sixth principle is the impacts and actions. Participants need to be aware of the potential dangers (Langer et al., 2017). When community members understand that their involvement will result in positive socioeconomic outcomes, they are more willing to contribute to various projects. The

last principle of community engagement is Sustained Engagement and Participatory Culture (Bobbio, 2019). Active community participation Create initiatives and organizations that encourage high-quality public participation.

Community mapping helps the communities accomplish the projects' goals and objectives. It ensures identifying the new resources, avoiding duplication of the resources and services, cultivating new relationships and partnerships, and encouraging community collaboration in the projects. It also ensures alignment and coordination of resources and identifies new resources to enhance, develop and sustain goals (Quick, and Bryson, 2022). Community mapping involves four steps: pre-mapping/ assessment, mapping, implementing the strategic map results, and evaluation. Community mapping can be at different levels, including local and state-level mapping.

Using social engagement through social media platforms, including Twitter, Instagram, and Facebook in community engagement ensures participation and large community audiences in the projects (Reed et al., 2018). These social media platforms can show videos, comments, and feedback about the projects, enhancing community engagement. The use of social media makes it possible for residents and communities to participate directly and openly in discussions. The community can pose questions, share their perspectives, and provide feedback regarding the community projects through social media. It is also possible to use social media to target certain audiences. For instance, one may use Twitter to target people with a high level of education. Social media usage allows for sharing photographs and videos regarding the progress being made in an approachable manner while also fostering fun (Kimminau et al., 2018). The use of

social media allows the community to accept the development as information can be easily available and disseminated through such channels. Besides these, the local authority involved in the community health care center construction project at Foleshill (UK) should involve physical meetings, and print media as not every member of the community and stakeholders are available through social media.

What I could do differently and why

Since the community health care center construction project at Foleshill (UK) is a social project involving health, creating project managers and teams who specialise in health services would see the success of the projects. Rather than focusing on the social media platforms, including Twitter, Instagram, Facebook and LinkedIn, most of the community can be engaged through frequent meetings as this project involves a small geographical area (Kimminau et al., 2018). In the community health care center construction project at Foleshill (UK), I have identified seven principles; however, in the project, I would identify practical principles that can be used in the project and not enforce all the seven principles; some might hard to fit the community engagement in this project. For the project to be successful prior documentation on how the community will be engaged should be in place, this will also show that the project aims to incorporate their views and thoughts even before initiation. To engage the community easily, I would also hold public and in-house meetings and reach out to the community leaders as they can easily explain the project objectives and goals to the community. Additionally, the organizations and the people that reflect the communities with which the health care center construction project is to be done.

The participation of community members and other stakeholders is essential to a successful community engagement process. Consequently, it is necessary to acknowledge, comprehend, and incorporate multicultural leaders and organizations (Lee, 2020). Finding community individuals and organizations with a good reputation is necessary. During the time that an endeavour to engage the community is being carried out, one should prioritise informal conversations and gathering places over formal meetings, presentations, and settings. Exceptional initiatives to engage the community look for large enterprises, such as public health departments that can become community benefit allies.

How differences active consultation, effective communication, and stakeholders inclusion could make in community engagement

Active consultation allows the community to articulate their concerns, identifying the appropriate responses and solutions to the problems faced by the community (Seering et al., 2019). The community's consultation takes four forms: full public, targeted. Post-decision, and confidential. The parties involved in an engagement should already have a relationship built on trust and mutual respect for one another to succeed. The cultivation and upkeep of positive relationships help to ensure that participation and consultation are carried out in the most productive manner possible and that misunderstandings are kept to a minimum (Beresford, 2019). Stakeholders' inclusion also minimises the resistance in the community projects, which might come when others. Inclusion also ensures every person/stakeholders involved in the community development projects either directly or indirectly participate. It reduces barriers to the success of community development projects and is supportive.

Conclusion

The project in task 1 (construction of a community health care center at Foleshill (UK), can only be successful when community engagement is maximised. This includes using best practices such as communication with key stakeholders and social media platforms such as Twitter, Facebook, and Instagram. Additionally, the seven principles for community engagement ensure the community engagement process. Community engagement entails working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. This can be done to address issues affecting those people's well-being. It is an effective tool for bringing about social and economic transformations in the community. It involves putting the community at the heart of every project, developing unique approaches and strategies to engage them, ensuring communication and feedback, and listening to the views and thoughts of the community.

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