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Introduction

Community engagement is mainly based on the democratic beliefs and ideas that everyone who has got affected with the issues which has been impacting their community should be provided with opportunity to give their views and opinions in the decision-making processes (Dumlao, R., 2023). However, it provided a promise that the participation of the public can lead to influence the decision which can further impact the service provision, future vision, and community sustainability. Community engagement is one of the most important parts of the daily life as it consists of including people to make effort for the welfare of the society. Every individual in the society must take a stand for the betterment of the community and people living in it that is why community engagement is important in the society. In every country, people, government and organization should work collaboratively for creating and realizing the sustainable vision for better future of the community. The report aims to present a brief understanding of the community engagement by showing on the best practices used by the Royal Liverpool University Hospital in their social development projects. The report will also involve critical evaluation of different approaches and principles of community engagement. Further the report will involve the ways in which research has been conducted through different social media platforms.

Main Body

Social developments project are the ones which mainly focuses on rediscovering the pre-existing approaches and creating new ones for strengthening the ability of the community to transform the society. The social development project of UK's Royal Liverpool Hospital begins with the aim of providing better care and facilities to the citizens and patients in order to provide them with better care and treatment of in best effective manner. The main aim of the organization is to provide support and assist to the community so that people can live a happier, healthier, and fairer lives. The employees in the organization are working together to deliver best healthcare services to the patients. This mission can be achieved by their four strategic priorities such as great innovation & research, great care, great ambitions, and great people.

Community engagement approaches

There are different engagement approaches which can be use by the Royal Liverpool university hospital in order to improve the community engagement. These approaches are beneficial in as it will assist them in achieving their organizational goals and objectives. these approaches are shown below.

Community participation approach- community participation approach can be defined as the methods which can be used by the hospital to engage and involve their community members in the process of decision making and further it involve processes by which people take responsibilities of their own health and building their capacity of contributing to the development of the community (Taylor, 2021). This approach can provide benefits to the Royal Liverpool university hospital because when more and more people will be involved then it will assist in providing effective health promotions. The community participations will be local leaders, families, parents and other groups. By using the community participation approach, the doctors in the hospital and other community group can work in partnership to take important decisions health related issue in order to achieve positive health outcomes.

Surveys- surveys is and another community-based approach which can be used by the Royal Liverpool University hospital in order to identify the opinion of the community (Babaei, Locatelli and Sainati, 2023). This approach will be useful for the university hospital as it will aid in collecting appropriate information regarding the health issues of their patients and other problems faced by them. by using this approach, the organization will be able to understand the community, and this will assist in maintaining transparency, diversity, inclusion and equal participation of the public. The surveys will further the hospital in identifying those community group who are in need of support and assistance.

Forward looking approach- the forward looking is known as development approach which can be used by the organizations to consider their future developments. For every organization whether it is health care or any organization, it is crucial to future development whenever the hospital is making any plan or project it must the consider the use of modern equipment and techniques (McMaughan and et.al, 2021). The forward-looking approach can be proven beneficial for the hospital is may lead to bring betterment of the society and the people living in it. The use of forward-looking approach can help the hospital to make better plans and strategies for their future. They can even identify the internal and external factors

which can lead a great impact on the community and this approach will also assist the hospital to take better decisions for their future.

It has been reflected from the analysis is that hospital is serving the community and is also working hard to attain their goals and objectives and implementing ways to provide peaceful life to the people living in it.

Discuss the impact of active consultation, communication, stakeholders' participation, diversity and inclusion and multi-agency collaborations

Community engagement plays important role in making the particular project more successful by involving participation of individuals. Active consultation, communication, stakeholders' participation, multi-agency collaboration and diversity are the core components of community engagement. These components leads their positive impact on the performance of the projects and helps in attaining its success. There is following description about the different core components of community engagement which have been taken into consideration by The Royal Liverpool University Hospital:

Active consultation- Active consultation in community engagement plays important role which enabled the members of the community to actively participate by giving their ideas and thoughts. Taking active involvement of each and every individual helps in generating innovative and creative ideas by which it becomes easy to move forward towards the success of the project.

Communication- Communication is one of the most important component which helps in catering the community services. Sharing and receiving information helps in performing the work in smooth manner without leading any type of negative impact. In order to communicate the services of the Royal Liverpool University Hospital, it is essential for the members of the organisation to focus on delivering and informing the people through communication channels (Coffelt, and Smith, 2020). Social media channels e-mail marketing, campaigns and many other digital channels are the important platforms which helps in communicating the new project and its services among the members of the society.

Stakeholders participation- In order to make the project more successful, it is important to active involve the participation of each and every stakeholders. Involving participation of each stakeholders helps in developing best creative and effective approach towards the project. Maintaining trust, harmony and proper communication chain is vital for stakeholders participation towards the project of The Royal Liverpool University Hospital.

Diversity and inclusion- Carrying project is proper and systematic manner, it is important to have proper balance among diversity and inclusion. Carrying all work in accordance with the interest of the community people as well as members of the project helps in creating positive impact on their mind (Goldberg, Kessler, and Govern, 2019). Also respecting the social, cultural and economic backgrounds of everyone leads positivity among them and make people more motivated by which it becomes easy for them to perform the tasks of the project effectively.

Multi-agency collaboration- Collaborating with others helps in carrying the tasks more properly. Multi-agency enables the stakeholders of the Royal Liverpool University Hospital to work in partnership with other agencies by sharing resources, information and aims of the project ((Solomon, 2019). The multi-agency collaborating helps in eliminating the occurrence of any type of risks and negative impact on the project.

Steps for attaining the best practices

There are several different types of approaches and steps use by the organisations for performing the tasks more effectively. Proper following effective process helps in reaching to the set of desired goals in systematic manner. There is following description about the different types of steps in context to Royal Liverpool University Hospital:

Conducting research- The first and foremost step is to conduct research regarding the issues which people faced. There are several internal as well as external factors which have their direct influence on the overall performance and the profitability growth. It is crucial to conduct research about all aspects which is related to the project. Proper research about the needs, market performance, community member's problems and many other factors helps in making the planning process of the project stronger. Conducting research over the needs of the people and problem which they faced related to healthcare services provide proper knowledge to members of the Royal Liverpool University Hospital to take their steps accordingly. Also researching about the codes of practices, regulatory frameworks and many other aspects helps in providing appropriate guidance.

Community mapping- Community mapping allows the projects to identify the problems which people face and the type of help and efforts they need for meeting their requirements. Through such ways, the members of the project able to analyse the requirements, support and needs of the society by which appropriate actions taken by them accordingly (Alam, A., 2022). In addition to this, the actions and steps of the organisations frame in accordance with the available situation a problem by which attaining objectives becomes easy for them.

Social engagement through social media platforms- Social media platform is consider as one of the most effective tool for creating awareness about the services of the Royal Liverpool University Hospital among the members of the society and attracting them towards the project. There are different types of social media channels such as Instagram, twitter, YouTube, e-mail and many others allows the project manages to inform the target customers and the members of community about the project. In addition to this, it allows to involve the active participation of different members towards the project from different boundaries of the globe by which the image of the project can be enhanced.

Tracking performance- Monitoring performance of the project is another steps for checking whether the project able to accomplish its goals or not. Effective use of tools and techniques is important for measuring the performance by which the areas for improvement can be analysed properly. Proper analysis of the current and standards performance of the project helps in presenting the clear picture about the performance gap which needs to be complete. Royal Liverpool University Hospital focus on measuring its performance whether they are able to meet the requirements of the people of the society or not.

Therefore, it is crucial for the organisations and projects to properly implement such type of approaches in their practices in order to attain the objectives properly. Effective implementation of all stages helps in carrying the project from its initial stage to final stage. All these stages properly used by the Royal Liverpool University Hospital which created proper knowledge and understanding about the society and helps in framing actions with respect to that.

Conclusion

Form the above given report, it can be concluded that community engagement plays a vital role in leading a better society to live. The efforts done by people of the society can help in the welfare of the nations. it has been analysed that every organization have different aims and visions which they wanted to attain for their long-term success. In this report, different approaches of community engagement have been discussed such as community participation, surveys and forward-looking approach which can be used by the royal Liverpool hospital. Further the report discuss about the impact of impact of communication, active consultation , diversity and inclusion stakeholders' participation and multi-agency collaborations. It important to involve active participation of all stakeholder towards the project by which new and creative ideas can be developed. The active consultation made is easy for the project managers and stakeholders to handle the different types of external factors and challenges which exist and can have their impact on the project performance. It has been discussed it is crucial to involve the core components of community engagement while conducting community-based practices so that the set of objectives can be attained effectively. Also Different types of tools and techniques is vital for mapping the progress and practices of the project. In the end of the report, it has been discussed about different stages which is follow for attaining best practices in community engagement such as Conducting research, community mapping, social engagement through social media platform and tracking performance.

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