

Community Engagement

Assessment 1

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Introduction

Evaluation of the London Borough of Merton

For the community engagement project it has been selected the London Borough of Merton which is positioned in the south-west part of London and it has an area of approximately 14 square miles. It is not a very large borough in comparison with other boroughs, but it is very popular because of the tennis tournaments that are held here every year. There are five big towns: Morden, Raynes Park, Colliers Wood, Wimbledon, Mitcham with a total number of population over 200,000. This borough is also a very touristic area because of the historical characteristics such as Roman roads, industrial buildings, churches, architectural buildings. The London borough of Merton is composed of diverse communities and minorities and are welcoming many religious (Merton Gov, 2022).

The selected problem to be addressed through this community engagement project is the rise of criminality among youngsters. This is an educational project that intends to help the community and especially the young generation to focus on various activities such as sport and arts in order to stay out of street and not enter in dangerous gangs and commit juvenile infractions.

Community Engagement project

Strategic Planning

Strategic planning is “the art of creating specific business strategies, implementing them, and evaluating the results of executing the plan, in regard to a company’s overall long-term goals or desires” (Corporate Finance Institute, 2022).

“Community mapping is the process and product of a community getting together to map its own assets, values, beliefs or any other self-selected variable” (Coghlan, Brydon-Miller, 2014).

Community Mapping is an important part from the strategic planning and it introduces the areas that need to be addressed from the selected community. It has been decided to focus on the young generation segment because it has been observed that there is a lack of youth centres and other educational places for children over 10 years old after they start secondary school. This project will have an educational purpose to learn the targeted segment new skills related to sport and arts or to develop further existing skills and talents.

Aims and objectives

The aim of this project is to create a youth centre in order to help educate the young generation and to keep them focused on their skills and talent instead of becoming vulnerable and be part of criminality levels in the borough.

It is intended to build a new building in Raynes Park and if it is observed a big demand it can be built second youth centre in another town from the borough.

The objectives of the youth centre are to help the community to become stronger and more connected and to provide an educational environment for the selected segment.

SMART objectives

Specific: to build a youth centre for the age interval 10 to 16 years old where they can do sport and arts.

Measurable: to obtain all the required documentations and funding from the council and to start the building

Achievable: to ensure careful tracking and control systems

Realistic: to ensure the project is approved and to have available the resources involved

Time bound: 3 years

Short term goals

The short term goals relate to obtaining funds and building the centre. Outsourcing teachers and volunteers to help managing the centre. Engaging the community to help towards the project.

Long term goals

The long term goals relate to developing the youth centre, creating attractive programs and activities for the children to attend regularly and be involved in the community. Reducing criminality among youngsters by developing talent and creating passions to keep them intellectually engaged and active and to educate them.

Purpose: the purpose of this project is to help reducing the levels of criminality among young children but building a new modern youth centre where children can come and play sport or attend art workshops. This will benefit the community as a whole and will make the community stronger.

Timeline: This can be a lengthy project because it involves a large number of resources, but once the funding is secured then all the services can be outsourced from building planning to teaching assistance. Volunteers can help towards the project in any area they choose to get involved.

Stakeholders

This project will benefit the community which is the main stakeholder, but also the local council, the local schools.

Establishing roles

The roles can vary during the project because is a long term project, the local council will be have the main role in the project and will have to be informed at all times. Community will also be kept informed by a designated team member who will be in charge of the digitalisation of the project. The project will be communicated to the local authority and it will communicated to the public. The methods of communication used will be accordingly, formal and official communications, but also on social media and the council website.

Management and control mechanism

In the planning for this project will participate various teams from accountants to site managers. In order to keep control of the project it will be designated a project manager who will communicate with all the teams involved and will keep track of the progress of the project.

Data collection

Once the youth centre is on track and the construction is started it will be put in place more detailed aspects in relation with what type of sports will the community want to be able to practice at the centre and also what type of art will like to practice. The data collection will be realised by sending printed questionnaires to all the secondary schools from the Raynes Park area. The questionnaires will also be made available on the council website. It will be created different accounts about the project and the building of the new youth centre on social media such as Facebook, Twitter, Instagram in order to ensure that the the community will be informed. It will be distributed on social media the questionnaire related to the choice of types of sport and arts that there are desired for the new centre. This primary data collection will be realised over a period of three months and after three months the data will be evaluated and based on the answers and in correlation with the existing resources it will be selected the main activities for the youth centre.

Communication

This project is based on the community needs and it addresses the community needs. That is why it will be a great focus on communicating with the community in regards with the purpose of the project, with the objectives and aims of the project, with the short term objectives and long term objectives of creating the new youth centre.

It will be aimed for a continuous collaboration with the community thought social media platforms and through the council website. It will also encourage the schools to inform the project manager if the children show interest and want to get involved in the project even from incipient stages.

Social media nowadays is the most important way to reach communities because of the technological development and the internet becoming a commodity.

Conclusion

The proposed community engagement project focuses on a single segment of the community in order to increase efficiency of the project on short and long term. It has been proposed as an answer to the community problems the high levels of criminality in the young generation. It has also been suggested to address the need for the centres for children. It is an educational project for the children from the community, but it intends to be place of relaxation also. Where children can feel safe and where they can explore sport and arts and discover talents and passions.

References

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