

Student Name : Hena Rodriques

Student ID : 1921350

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Module Lecturer's Name: Molly Jack

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WALTHAMSTOW LEISURE CENTRE FOR COMMUNITY DEVELOPMENT PROJECT

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Introduction

Community development is the way where the community people are supported by various organisations for the welfare of the peoples of a particular community. It empowers the community members to develop themselves stronger and excess connected communities. It is the holistic approach in the field of human development, human rights, collective actions, self-determination and social justice. These development programs are instructed by the community members for the actions and the evaluations that are to be taken at every stage as possible. This topic will include the community development program of Walthamstow leisure centre, their relationship with the stakeholders, how they connect their program with the help of social media.

Relationship with the stakeholders

The stakeholder is the persons who are interested in the business of Walthamstow leisure centre for having benefited from it. The stakeholders can have various types of investors, suppliers, customers and employees (Carreño Godoy, 2016, p.43). The stakeholders which have been observed in this were employees, communities, creditors, government, owners etc. The relationship with the stakeholders is quite good with the business, as they believe that a good relationship helps the organization to reach their goals easily. Moreover, it is also important that the stakeholders are also having the same balance of relationship with the business. The Walthamstow always tries to maintain a good relationship with their stakeholders; they always make sure that the stakeholder's requirements have been fulfilled properly.



Figure 1: relationship with the stakeholders

(Source: Carreño Godoy, 2016, p.43)

The business tries to apply various strategies to create a good relationship with its stakeholders:

Share information with the stakeholders: the Walthamstow disclose every situation of the business to their stakeholders so that they are fully aware of it. The business always tries to maintain a good quality picture in front of their stakeholders. This disclosure also includes information about any community projects to their employees that are to be performed in the coming future (Carreño Godoy, 2016, p.43).

Listen to the stakeholders: the Walthamstow discuss any kind of projects with the stakeholders and also listen to their ideas and thoughts as well. It helps to make a proper decision about any future programs to be performed. This makes the stakeholders that their words have provided with a good suggestion to the project.

Discuss the issue: the business always makes sure that any issue arises have been discussed properly with the stakeholders who will help to get multiple outcomes to solve the issue. It gives benefits to every individual stakeholder to get equal interest to resolve any issue. The business believes that more the stakeholders the more the powerful strategies.

Realistic promises: the Walthamstow makes proper communication with the stakeholders so that they can help the business to provide positive outcomes in the project. They also share their views with the business in order to make any changes if requires. However, there are various guidelines of the government that the business follows before proceeding with the projects.

Identify the outcomes: the business makes the plan about the desirable outcomes that are going to be achieved in social programmes (Shaw *et al.* 2016, p.16). They also share this information with the stakeholders so that they also have the same interest and expectation in the project.

Ways to engage with the stakeholders

Communicating with the stakeholders helps the business to share their ideas of the projects (Aquino *et al.* 2018, p.25). It helps them to share their views with a large number of peoples at the same time. There are various ways that have been observed that how Walthamstow use to communicate with their stakeholders are social media, conference calls, newsletters etc.

Social media: social media is the most powerful tool that Walthamstow use to communicate with their stakeholders. This media is very helpful as they can easily share their idea of community programmes at less time.

Newsletter: the business sometimes shares the information of the community programmes like expenses, time, and resources with the help of the newsletter. It helps the shareholders to get the proper idea about the project estimations and also provides the business, their own ideas and views on it.

Conference calls: the conference calls are the most common medium to communicate with the stakeholders. The business often uses this mode as it helps to shares their ideas and views immediately to their stakeholders.

Eras of the organization

At the beginning the organization mainly developed as a mere sport facility focused on earning profits. This speaks for connecting with stakeholders like investors and creditors and compelling them to invest in their activities. Attention to community needs was little in the early period of establishments as the centre was focused on connecting with customers based on value offered to customers. Slowly the centre evolved to taking note of the needs of the local community. This was done to customize the service that this centre was offering. In this phase, the stakeholders that emerged to be more important for the centre are neighborhood and community groups. The centre slowly began to introduce leisure activities for customers and offered them enriched experiences. Variety activities of fitness were introduced within the centre and were introduced as a part of offerings offered to customers. Some of the fitness and leisure activities presently offered by this centre are Yoga, Box fits and Fit Beats.

Engagements with the government as stakeholders by this centre recently came into light as certain government councils supported an investment worth of £ 1.3 million investments. This was mainly needed for regeneration and refurbishments (exerciseprofessionals.net, 2019). On having this support, the centre also invested £ 24 million across its major five facilities and introduced many things like changing rooms and resurfaced outdoor pitch.

Evolution of community engagement

The community engagement in Walthamstow has been evolved with the bits of help of partners, stakeholders and the owners of the business. They have formed this community in order for the wellbeing of the people, by introducing various physical, social activities which will help the community to improve their health. However, the cost of these community programmes is found

to be relatively low. Their main motive is to increase awareness among the community with the help of their shareholders. The evaluation of community engagement developed by the agenda of the program me. They start finding the areas of work and to provide the services at free of cost, Walthamstow shared their ideas and views with their stakeholders in order to get more idea to process the programme.

Range of skills

Skills are the ability to undergo any actions to achieve the organizational goal. Peoples who are working in these development programmes required various skills, these skills are very helpful in order to develop the community. This work is easy as it requires the proper blend of art and science. The business has the numerous numbers of candidates that are highly skilled in the field of community development (Hazin, 2020, p.43). They already have experience in the relevant field for more than two years. The Walthamstow has divided their skills workers into two parts one is general workers and another is domain-specific workers. The general workers include the leader to operate the programmer; team works etc, on the other hand, the domain-general workers includes the workers who are going to perform the tasks. The Walthamstow still looking for more employees who wanted to join a part of the program me, however, they need to have good social and political skills, good team-building skills.



Figure 2: Range if skills for employees

(Source: Hazin, 2020, p.43)

Knowledge and strategies

The community programmes are depended on the area that they are going to perform. Walthamstow uses various strategies in order to improve community engagement. Their main goal is to choose an economy which has no proper health conditions. They use five strategies for the development of the community. A cultural person will help to develop the different ideas of work. The employees spend there most of the times in different places which helps them to understand the need to develop programmes. The business also provides there employee the best training in order to complete their task effectively and efficiently (Waweru, 2015, p.2349). They organize various training programmes which help their employee to build the need and importance of cultural developments.

Social media that Walthamstow use to support the programs

Uses of mass media have become the most important aspects of promoting development programmes. Walthamstow uses various media to social media to support their programmes. They believed that it the most effective way to shares their ideas and views regarding the community programmes with a numerous number of peoples as possible. In this 20th century social media is known to be as the powerful weapon to share any issue of the community to the peoples. It is also used to develop the community by connecting thousand of peoples at the same time with the ease of social media. This media also helps to gather more informative ideas from the public in order to develop strong ideas. There are different types of social media that the business uses are media platforms, online platform and media platform. The business used to shares the images, videos, documents etc of the programmes in order to increase the number of public. They also use, a platform where they received feedback from their peoples about the programmes, it helps to build them stronger than before. These feedbacks are helpful for them as it contents valuable information on the projects. Another network is the social media site where they can connect with the peoples.

They also use social media for the promotion of their business promotion and growth as it helps them to boost their sales and brand. In this 20th century, people like purchasing goods online as

they feel it more easy and comfortable. It proves intense potential to the business in the competitive market. However, Walthamstow still lacking behind in the social media site and are unable to connect with the maximum number of peoples.

Interpersonal skills: the interpersonal skill will help them to interact with a numerous number of people in large worlds. These skills will help them to make positive solutions in order to achieve the organizational goal. These skills include communication skills and listening skills.

Training and development in order to equip employees

The Walthamstow provides various training to their employees before they start their career as the socio-cultural activities. This training program me includes various number of live training sessions, workshops which help their employees to developed knowledge and skills in the field of social activities. They also provide various experiences with employees for success in the training. The workshops help them to understand the cultural and community to develop their knowledge.

They developed the skills of awareness and knowledge. The awareness helps the employees to get the proper idea of the cultural activities and to complete those in a healthy and effective manner (Rowe, 2018, p.390). This awareness includes various region of work, the challenges that are going to be faced, and the ways to overcome those challenges. The employees have to go through with the exercises in order to aware people about cultural development programmes.

In the section of knowledge, the business provided training like seminars; webinars etc (Gittel and Wilder, 2016, p.341). In this section the business provided various example of previous corporate social responsibility they have performed. Skill will help the individual to focus their facts and ideas in the cultural program me. They are allowed to imply and share their own ideas and facts about any cultural practices they have performed before.

Forward-looking approach

The Walthamstow need to apply various forward-looking approaches in cultural development as it will help them to achieve their organizational goal. The business to put more focus on this topic as it will make their business a step ahead in comparison to their key competitors. This practice will the business to attract more investors and employees and will help to boost the consumer's thoughts for the business (Whitbourne, 2017, p.62). The business will be easily able

to get more investors in it in order to get more finance and will make a good relationship among them by creating a good business environment in future.

The advantages of using this approach are that it will also help to boost employees for the works. Happy employees will lead to a successful organization in future.

External factors

The external factors that are been observed in this were customers, suppliers, investors etc. The Walthamstow face various external factors which influence their business in many ways. The rise in the competitor is the first factor which is affecting the business of them. The business needs to come up with various strategies and techniques which will help to keep a step ahead from the competitors (Braden and Mayo, 2017, p.191). However, the idea of social-cultural development will help them in the rivalry markets.

Recommendation

The Walthamstow are using various strategies in order to improve their business in the competitive field. The way they have chosen will help them in this rivalry market however they still need to focus on the various external factors which might disrupt them to achieve their organizational goal. They need to provide adequate knowledge to their employees which will help them to succeed in their projects. It can also be recommended that evaluation of the empowerment model will help them to reach community engagement.

Conclusion

This topic can be concluded that the uses of cultural development will help the business of Walthamstow to have a good reputation in the market. However, there were various challenges that have been seen in this is that external factors which are effecting them more. The use of the social media platform will give them a good advantage but the cost of applying new technologies will affect the revenue of them. They still need to come up with various ideas and strategies to improve their community programmes successful.

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