



Community Engagement Assessment 1

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Module code : LCBB4002

Module name : Community Engagement

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INTRODUCTION

The term community engagement refers to the interaction between public decision makers and communities into the decision making strategy to plan, assess, evaluate, and implements solutions to the issues that lead their effect on their environment and daily lives. Community engagement is essential for sustaining and building cohesive communities. There are various types of problems which is usually face by the public which includes environmental and social issues. There are different types of method of community engagement such as focus groups, community meetings, online engagement and surveys (Seering, Wang, Yoon, and Kaufman, 2019). This report is based on "The New Hospital Programme" at UK . The main aim of this programme is to provide healthcare services to the people of UK by involving the original budget £3.7 billion. In this report, there will be discussion about the description about the project, involvement of stakeholders, different approaches to adopt the project and ways to involve participation of community members in the project.

Description of the project

Boris Johnson pledged to establish 40 new hospitals in "The New Hospital Programme. Around 48 hospitals were chooses to participate, each and every hospital undergoing their own programme based on their funding requirements and specific needs. This project will be really helpful and beneficial for the people of UK to receive best healthcare services and will create value for the people of UK.

Community engagement principles, standards and stakeholders participation

"The New Hospital Programme" involves set of standards, principles and active involvement of stakeholder which contributes towards proper development of the project. There are different types of principles which is usually associated with the project and that helps in providing proper support. There is following description about the principles, standards and stakeholders participation.

Principle

- **Trust and transparency-** The project involve involvement of different members who follows trust and transparency in their whole process. It is vital for the members to maintain trust and transparency in their working pattern, communication and coordination process.
- **Collaboration-** It is important for the members of the project to focus on maintaining proper collaboration within their job role and work with the same objective in order to attain success of the project effectively.
- **Proper planning-** In order to carry put the new projects, proper planning must be done so that chances of any negative impact of external factors can be eliminated.
- **Sustained engagement-** Engaging participation of each and every individuals who is associated with the projects must be allow to contribute proper efforts so that innovative and creative ideas can be develop.
- **Actions and impact-** It is vital to ensure that actions taken by projects must lead positive impact on the surrounding and does not cause any negative impact.

Standards

- **Equality-** Each and every member of the project must have equal opportunities in context to the work and their should not be any type of discrimination and inequality practices.
- **Fairness-** Different departments members of the projects must be treated equally and fairly without any type of discriminations so that they can contribute best towards goal of the project.
- **Inclusion-** Different types of laws, acts and codes of practices, resources and good working environment must be follow within project.

Stakeholders participation

All projects involves active participation of different types of stakeholders who contributes their efforts towards success of the project. Employees, investors, government, customers and boards of directors are the core stakeholders who exist within the projects and helps in managing overall functionality. In context of The New Hospital Programme, there are different stakeholders who plays major role in performing the different tasks and delivers different types of benefits. The investors invest large number of funds to carry the different types of activities, employees helps

developing the projects and boards of directors focus on handling the work at higher level like decision making, fund allocation and partnership with other industries or group (Jiang, and et.al, 2022). There is following description about the different types of benefits which is receive through active participation of stakeholders such as:

Relationship between the stakeholders and the strategies suitable for engaging

In context of The New Hospital Programme, it is crucial to have good relationship between the stakeholders and the strategies suitable for engagement. Better relationship among the different stakeholders is crucial for the project in order to get the success in proper manner. All strategies must be develop in accordance with the interest and area of specialisation of the stakeholders so that they can able to carry the functions in proper manner(Molinillo, Anaya-Sánchez, and Liebana-Cabanillas, 2020). Performing strategies in teamwork and by maintaining proper coordination among them enables the members to contributes their best efforts and create a good image of the project in the market. With the help of proper support and efforts it can become easy for members to perform the complex situations and face the external factors which is available in the business environment.

Description about how different social-media platforms can be used to as an outreach to support the project

Social media platform are considered as one of the most effective resources which helps in taking the project at higher level in the market. Social media platforms helps in providing ability to the superiors and members of the project to assess the new market trends, performance of other players and informing the audiences about the project (Shawky, and et.al, 2019). In context of The New Hospital Programme, members of the organisation can be reach to different types of customers and communities through making use of social media channels such as Facebook, Instagram, YouTube and Twitter. These platforms involves mass number of users to whom the stakeholders can inform them with the help of providing them details and information. Interacting with users on regular basis can help project to develop their relationship with the users and can attract the customers towards the new projects.

Proper use of social media platforms helps in developing good image of the project in the target market sector which is crucial for maintaining sustainability. e-mail marketing, social media

marketing, digital marketing campaign, and other marketing strategies are most important tools which helps in informing and reaching to the mass number of customers. Also this can help in undertaking the queries and doubts of type customers and resolving their issues. There is following description about the different aspects which needs to be taken into consideration by the "The New Hospital Programme":

- **Socio cultural integration-** The New Hospital Programme focus on adopting all rules, ethical, social and cultural values related to the society while conducting their practices (Zartha Sossa, Halal, and Hernandez Zarta, 2019). The New Hospital Programme upload and share any content over the social media platform which is in favour of individuals social and cultural values.
- **Collaboration-** Working in collaboration with the diversified individuals with the help of social media platform can help in carrying the work in proper and efficient manner. The New Hospital Programme use such type of approach in order to share any type of information with different diversified individuals associated with the project over the social media platform (Ewing, Men, and O'Neil, 2019). Through this way, they able to develop new learning, knowledge in them and able to assist the positioning of the project which is set by The New Hospital Programme.
- **Community participation-** Posting and sharing posts, videos, photos and content related to the project can help in encouraging the participation of the communities. Instagram and Facebook are the two important and most accessible tools which can involve participation of all individuals of the communities to share the ideas and thoughts related to the situations and problems of the project (Saroj, and Pal, 2020). A good ideas and decisions can be generated through active involvement of the community members.
- **Multiculturalism-** The The New Hospital Programme involves different types of individuals who came from different cultural and social backgrounds. The New Hospital Programme post and share information which helps in promoting equality and diversity and does not leads any type of negative impact on the cultural and social factors. Such type of practices helps in creating value for the people of the planet and builds motivation in them.

Use of forward looking approach to educate community members on internal and external factors that influence community development

Business environment is highly dynamic which involves different types of internal and external factors that leads their impact on the performance of the community development. A forward looking approach is one of the best tool which helps in determining the future success of the projects. In context of The New Hospital Programme, it is important for the members of the community to know about the internal and external factors which is associated with the business and projects. The internal and external factors influence the performance of the project and it is vital for the members of community to make use of forward approach. It is first and foremost responsibility of the project stakeholders to have clear picture about both internal and external factors which can affects the performance.

- **Internal factors-** The internal factors of the The New Hospital Programme are the factors which involves within boundaries of the project such as employees, availability of resources, technological resources, project structure, values, physical resources and many others. These types of factors influences the performance of the project in both positive and negative manner(Utaminingsih, Widowati, and Witjaksono, 2023). It is crucial for the superiors of the organisation to prove training and development to the employees of the project with respect new strategies and infrastructure facilities so that they can accommodate the work in proper manner. Proper availability of resources and skilled workforce can help in accomplishing the goals in proper manner and leads a positive impact on on overall success of the project.
- **External factors-** The external factors are the one which is not in the hands of The New Hospital Programme as they exist outside the boundaries of the project. It involves rules, regulations, laws, economic factors and environmental issues (Ozen, and Ozturk-Kose, 2023). It is important for the superiors and stakeholders of the project to manage the project functionalities by taking account of the external factors. Organisation must compile with all rules, laws and acts developed by the government authorities so that chances of any negative impact can be eliminated and work can be perform in proper manner.

CONCLUSION

From the above report it has been discussed that community engagement plays major role in developing a good opportunities for the people of the surrounding and leads a positive impact on their lives. In today's world, there are various types of organisations who contributes their efforts towards the development of the society and work on non-profit basis by which they able to enhance the living standards of the society. It has also discussed that it is important for any organisation and projects to make use of social media channels in their practices by which they can able to reach to wider audiences and create positive image of their organisation and project in their mind. In the end of the report, it has been discussed that projects and organisations should make use of forward looking approach while conducting their activities which helps in determining the success of the project and present clear picture of the internal and external factors.

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