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COMMUNITY ENGAGEMENT

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INTRODUCTION

The report has aim to present the clear understanding of community engagement and how it can be achieve successfully. As community engagement is an important connector for the society top live in the same place and share mutual values, culture and beliefs. It is essential to be ready to provide help for the people which might result in improving their life. Community engagement is an essential part of society which binds all the people together and live with peace and prosperity. There are a lot of issues faced in society due to many crimes, internal affairs, discrimination, illegal acts and many other consequences which laid down the focus on society improvement and bring necessary development. Therefore, this report is going to discuss about Age UK which is a charitable institution that works for the well being of aged people. It is going to different that how these organisation differs in their vision and objective. Also, there will be some effective community approach and process which is used to drive effective practice for communication and maintaining relations.

MAIN BODY

TASK

Community engagement is all about putting concerns over the society and raise efforts to make welfare. There are a lot of issues came across the organisation which require strategies, policies and effective resources to drive solutions. Therefore, the stakeholders and volunteers play vital role in solving issues across wide community and keep every member satisfied. There are various roles and responsibility ascertain for the organisation which must be fulfil within limited time (Saltmarsh, and Johnson, 2020). Different organisation work for different purpose and objective in community participation. This would be understood by comparing two organisation that are described below:

Age UK	Right here Newham
This charitable institution was first founded in 2009. it was established for the purpose of providing welfare to older age group who seeks care, attention and love. The organisation involve utmost efforts in order to provide them	This organization is work for the health benefit of society people (Alonso, Decora. and Bauer, 2019). Many people suffer from mental disputes, depression, anxiety and other mental health problems. These problems are mainly

resources, communicate them, Give opportunity to raise their voice and launch recreational programmes for fun and entertainment (Cameron, nd FitzPatrick, 2021). These practices are perform by volunteers and stakeholders who are the active part of trust.	seen in young generation so the organisation provide support throughout the treatment and secure their life. Therefore, the organisation provide assistance to make them live happy irrespective of embarrassments.
The Age UK use different platforms to connect with stakeholders and help seekers. They have reputation across UK and build many collaboration which help them to identify issues. Also, the organisation use social media platforms to create awareness and attract general public for raising funds and charity.	The organisation provide home care services as the treatment goes for longer duration (Jordaan, nd Maharaj, 2018). They provide resources, medicines and mental support to the youth for overcoming with mental trauma. They Launch several programmes related to yoga which helps in great mental development.

Community engagement approaches

Community engagement must be support with best practice and approaches to achieve the aims successfully. There are some relevant approaches which will help Age UK to involve better decision in community engagement practices which are described below:

Community meetings: This is an effective approach for effective community engagement. It is necessary to conduct often meetings in which there must be involvement of stakeholders and volunteers (Papastavrou, 2019). This will helps in taking mutual decision and prepare strategies for engaging communities. As in case of Age UK, the company must held meetings and social media campaign which will be beneficial for taking new ideas and understanding society needs. The Age UK have recently conducted meetings by seeing the situation of pandemic that has lost ,any families and how they could provide better support to more elders (Rickard, 2020). Whereas, the Right here Newhem has to involve community of professional doctors and experts on the situation of patient so that, better treatment would be suggested.

Focus groups: as per this approach, the organisation must need to focus on the limited area of working. Focusing on smaller groups will lead to better resolving their problems effectively. Age UK needs to adopt this approach to indulge stakeholders for different groups. So that, they would provide better decision and carry out functions. This will eliminate the situation of chaos. Limited group of people must be focused by limited volunteers and stakeholders so that, they could control the activities as well as analyse the requirement of necessary resources in Age UK. So that, the issues will be come out properly and company will lead to gain better experience by focusing on smaller segments.

Therefore, Right here New hem has take the use of these approaches as they need to focus on the most potential patient to provide mental treatment. They need to go down in deep understanding about the actual problem of youth and find the relevant solution.

Web based engagement: this type of community approaches are vital to use web services for engaging key people in the community services. Digital tools are taking growth in society which influence on the use of internet (Kermish-Allen, Peterman, and Bevc, 2019). It is the most effective approach for Age UK and Right Here Newhem to adopt technology and engage practitioner who are interested in community programmes, ready to provide funds and donation. Also, social media and web based challenges helps in finding help seekers which would reach to organisation by seeing website blogs and campaigns. Therefore, right here Newhem using this approach in an effective way by taking virtual sessions with patients to feel them valued and asked.

Surveys: this approach is the traditional way of community engagement. Surveys helps the organisation to get actual data about people and identify what problems are prevailing in the society which are not yet disclosed. There are some issues and matter which does not raise in the society due to security pressure, embarrassment and shame. So that, surveys are necessary which are effectively use by Age UK (Sumida Huaman, and Mataira, 2019). As older people are not much aware about these organisation so they could not find help easily. Age UK identify these helps seekers and provide them assistance to engage stakeholders and community as well.

Effective and relationship of communication, active stakeholders participation and inclusion in community engagement

Community engagement is itself the concept about looking towards forward approach to make the society better. The effectiveness and well being of society are in hands of society well-

wishers which could be done through maintaining relations and communication. So that, effective communication is must for active participation and inclusion of stakeholders to keep them engaged for long time.

Effective communication: communication is the important key element in the community engagement. It ascertain delivering of ideas and facts with each other and promote inclusions. Communications will avoid any confusion and unnecessary issues. It is vital to engage and influence others (Ross, and Stoecker, 2017). The communication must be professional while talking with stakeholders so that, it would create positive impact on the organisations. In order to present ideas and share values, motivate stakeholders and keep people calm is all could be possible by effective communication. Age UK influence on effective communication through using social media platforms which ascertain connection through Facebook, Twitter and web channels. They also adopt different channels like radio and conduct meetings for clearing out the information in terms of taking decision and promote social welfare.

Stakeholder participation: stakeholders are those people who are involved in all the activities and functions of the organisation. These people are the key doer who take active participation in engaging community members together (Marçal, and Macedo, 2017). Therefore, they must be remain satisfied and stick to the goals and objectives. These could be employees, volunteers, customers and other members connected with the community services. Organisations like Age UK has much need of stakeholders to provide value assistance in the society who have great sense of society values, emotions and care towards helpless people. The organisation has their purpose to encourage involvement of these shareholders who could influence the society with their skills and moral values. Age UK has these effective stakeholders who put their efforts for the betterment of the lives of aged people. They provide them, a new experience of living by working through heat for the society.

Practice of inclusion: The practices of inclusion is effective in order to involve community participation. This involves mutual understanding over the function and practices perform by Age UK (Murray, 2017). This shows that, all the functions must be performed under the interest of all the people. So, one should take decision after the consent of others. It will help in generating facts and understanding about the people and analyse the informations and facts. This will maintain the relationship properly with the aim of community engagement. Therefore, it contributes in involving stakeholders at their best of their efforts which will lead to achieve the

goals and objectives carefully for Age UK (Amayo 2018). As there are many decisions which are required to take in group and requirement of community is required.

Process used to achieve best practices

Community engagement involves various procedures and process which is required to involve community involvement and look for the welfare of society effectively. These process are the systematic roadmap which will set a clear functioning to engage with community people. These process for Age UK are described below:

Start with research: the first and foremost function of the community engagement is to engage the people in the community. It is must to first start the research at the initial days it will helps the stakeholders and volunteers to find the issues and problems by involving in the community (Havrda, 2020). Research is the foremost function that must be carry out effectively so that, actions and decisions would be taken out quickly. Age UK is required research in the community through social media platforms, creating awareness and communicate with the society to find out the cause of ineffective life of older people (Roberts, 2018). The Age UK has any actions and rights of moving forward towards setting the life of aged people.

Community Mapping: community mapping is necessary to analyse the choices and needs of community. It will be beneficial for the stakeholders to identify the choice and take the decisions accordingly. So that, the organisation will use the resources effectively. people will be satisfied with the community practices. Age UK analyse the requirements of older people as every individuals is facing different problems which must be solved. This could be done through divide the people in different segments so that, problems could be analyse properly and solution will be effective.

Monitor performance: once all the research and community mapping will be done, it is necessary to monitor the performance well (Malek, Carbone, and Alder, 2017). After providing community welfare and stakeholders participation, it is require to monitor how all the practices is being carried out. There is need to check whether the functions are performing as per the research into the society. Monitoring will lead to show the improvement in the society and Age UK will be able to achieve their mission to secure maximum life of aged people.

CONCLUSION

The report has concluded that, community engagement is the vital concept which must be carried out effectively. Every organisation has their different function which creates difference in their community practices. Therefore, There are many community approaches which are useful to follow by organisation. The report has identified many practices and process to maintain effective relations, communication and stakeholder participation.

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