

Community Engagement

Assessment 1

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Table of contents

Introduction.....	3
Project planning.....	3
Conclusion.....	8
References.....	9

Introduction

The selected local authority to be researched for this product Haringey. Haringey is a district in north London. The borough was created from three former boroughs in 1965 and includes Enfield, Waltham Forest, Hackney, Camden, Islington and Barnet. Is quite a large area of more than 11 square miles. Some of the most representative landmarks from the borough are Alexandra Palace, Tottenham Hotspur Football club, Bruce Castle. In the borough there are very nice and prosperous areas in the west, but some areas in the east are deprived (Britannica, 2013).

Secondary data research

The borough of Haringey is the home of diverse communities and nationalities. According to the local census Haringey has more than 200000 people living in the borough, 24% are formed of young population age interval between 0 and 19 years old and more than 60% are aged between 20 years old and 64 years old. Only around 8% are people who are over 65 years old. The Ethnicity reports show that more than 60% of the population are non-white-british ethnic groups, with 20% other white non-non-brutish ethnic groups and less than 10% black ethnic groups (Haringey, 2021). The local council consider this diversity as a strength for the borough and aims to coordinate projects that are involving the community towards common purposes. There are different projects that are already put in place in collaboration with the community such as Play Streets initiatives , Neighbourhood Connects, Time Bank opportunities. The borough acknowledges that it does not have available great amount of funds and it has to use efficiently the public funds and to identify creative resources and obtain help from community and local business to create projects and tackle problems. That is why in some projects the council are benefiting of the help of volunteers and different agencies that can provide hep (Haringey Gov, 2022).

Project Planning

Community mapping

Community Mapping is the process through which there are identified the assesses of the selected area and there are evaluated opportunities and what it means to live in that area (Redding et al., 2011).

Based on the feedback from the population the local council has developed strategies and intends to continue to develop strategies towards creating spaces for the community to meet with each other, to create opportunities for the community to get engaged, to create options for learning new skills,

to offer support for lead regeneration and required change in areas where is needed, to have the opportunity to participate to decision making regarding the funds allocation (Haringey Gov, 2022). The selected area from Haringey Borough is Wood Green. Wood Green has often been criticised for lack of environmental education of the residents and the negative effects on the environment due to their ignorance. The community needs more green infrastructure to be more accessible to public , to have appropriate lighting, places to sit, but also it needs education to look after existing green areas and for future.

SWOT analysis of the community

Strengths- large number of successful local business

- large number of families

Weaknesses- lack of empowerment and guidance

- lack of information

Opportunities- education on environment

- building communities

Threats- lack of time

- reticence over participation with other communities
- reticence for novelty

Aims and objectives

This project will be a community education project. There are many green spaces in the area that should be more looked after and that would involve the community getting together to help towards the issues.

The aim of this project is to educate young generation and implicitly the parents to be more responsible towards the environment and it intends to have practical activities towards the improvement of local green areas.

SMART objectives

Specific- to educate the young generation on the major environmental problems and how to contribute towards that

Measurable- to organise two teaching sessions per month about water wastage, reducing plastic usage, electricity wastage, recycling, cleaning the green areas.

Achievable- to use rent one of the local churches on of the local hall centres for Saturday afternoon to organise the meetings

Realistic- to outsource help of professional environmentalists to volunteer towards teaching materials and sessions

Time bound- over a period of six months.

Short term goals

Based on the research on the Haringey borough characteristics it has been observed that there is a high percentage of young population. Also the population is very diverse and could find difficult to engage due to cultural barriers. The identified problems to be assessed are the lack of centres for the community to meet. Also it appears that the east part of the borough would need more help as it is a more deprived area. The segment to focus on is the children wishing the age interval 5 to 14 years old because it would have the parents support and would imply the parents to collaborate which would also build a more stronger community. The type of the project is to increase awareness for the young generations over the environmental problems.

Long term goals

It is intended to provide education related to environmental problems, how to look after the environment. It is intended to start as a trial project within the young generation over a limited period of six months, but if it is observed a shared interest and successful results, then the project can be applied throughout the entire borough.

Purpose: To educate the community towards the environmental problems and how to contribute to improve local area. The project aims to inform the children and parents at organised workshops to about importance of looking after our environment. Every session will have a themed topic with adequate content for the children to understand.

Timeline: The project will develop the community awareness towards the environmental problems over a trial period of six months throughout the spring period and summer. This educational project will bring the community together and will help to improve the local area and the environment.

Budget and method: some of the activities will be run by the volunteers, the cost of the renting the accommodation is intended to be sourced from local council and for any other materials needed for

the project such as bin bags, gloves, high visibility vests and other equipment for cleaning. The green spaces would be raised from donations from the community and the local business.

The project will be advertised on the borough's website, but also it will be created a Facebook page, an Instagram account which initially will have the purpose of advertising the project and raising donations to organise the project, but also to advertise the timeline of the project and offer the parents possibility to enrol their children. It will be distributed in the local primary schools flyers with the details of the project in order to let as many parts of the community aware of the project.

Along with the development of the project the social media will be used to keep updated the community, to show results and to get feedback from the community.

Benefits: This project will benefit the community to meet and discuss concerning environmental problems and will have the opportunity to be educated towards essential problems related to environment and to participate at local actions to improve the green areas.

Stakeholders

The stakeholders groups from this project are the community around Wood Green, the local council, the local business.

Roles

It is intended to create a team with various roles to manage the project. The team will be formed from volunteers who will be recruited through social media page and adverts on local groups. Parents will have opportunity to get involved along with their children in designing learning sessions, practical activities. Other members of the team will be in charge with raising donations. In the role of the community practitioner will be the project manager and oversee the entire aspects involved in the project from budget to selection of the meeting centre.

Communicate the plan

The project will be communicated to the local council to obtain support and funding. Also it will be communicated to local business, local schools and local community.

Management and control mechanism

The project will be lead by the community engagement practitioner. Prior the starting date of the project it will be a preparation period of 3 months to establish all the details related to the meeting, estimated numbers of participants, raising donations, to establish precise topic allocation for every

session and organising materials, to establish who will be in charge of teaching the children each session. To pin out which dates involve practical outings to collect rubbish from which specific green areas. This carefully planning will ensure the success of the project, would ensure the support of the local council and will aim for clear outcomes.

Tracking progress

Prior the starting date of the project it will be organised meeting weekly in order to finalise all the details in a short period of time. After the start of the project will organise meetings every two weeks after each session to check the progress and to see the efficiency of the learning session. In order to be tracked the progress of the project it will be maintained a close collaboration with the team members and it will be checked the progress in order to be presented to the council for approval and funding.

Data collection

It is intended to collect quantitative data form the parties involved. It would be handed short questionnaires at the end of the session monthly to the parents. It would be observed the participation of the parents and request feedback monthly about how they feel about the project, if the children are happy about the project and about the learning, if they feel more connected as a community.

It is intended to collect qualitative data through the projects social pages where the community is encouraged to give feedback over the project, over the progress and the results of the project.

It is recommended when more than 50 children were enrolled to stop the enrolment process in order to ensure there are the right capacities and resources allocated for the project.

Lesson learnt

The secondary data research has contributed to the knowledge on the borough of Haringey, the characteristics of the community and the reported problems. It has helped towards the decision making towards the segmentation process and the purpose of this project.

The importance of tracking the project on a weekly basis has helped keep the control of the project. The realistic approach towards the aims and timeline of the projects had made the project

achievable and should be taken into consideration the development of similar projects in other parts of the borough.

Conclusion

In conclusion the project has dual purposes to help educate the community on environmental issues and how to act towards that and to build the community stronger. Because of the age interval of the targeted segment it also involves the parents supervision which means engaging the community. The content of the materials is designed for the understanding of the children, but it is valuable information for all ages. It is a project with great potential that tackles major problems related to the environment such as plastic usage, water wastage, recycling and so on and it helps with the improvement of the local green areas by organising outings to collect rubbish and waste. It is an opportunity for children and parents to go outdoors and be active together towards a shared purpose and spend quality time.

References

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