



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Student name: *Aleksandar Chimshirov*

Student ID: *2235336*

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Introduction

Social development projects can be referred to those project that emphasises on the promotion of participation, encouragement of self-reliant strategies, development of indigenous sustainable capability and raising consciousness. Community engagement is an important aspect of social development projects because it aims to enhance engagement among community members to attain sustainable outcomes (Porter and Porter, 2019). Social development projects often make heavy investment for the betterment of the people so that any barrier or obstacle that restrain the individuals from reaching their goals can be removed in an effective and efficient manner (Oberai, 2022). These projects also stresses over the re-exploration of pre-existing capabilities and formation of new capabilities so that the transformational ability of a society can be strengthened in a better way. This essay is going to be based on a recently finished social development project of UK named Royal Liverpool Hospital whose redevelopment work is was recently completed in the year 2022. This social development project was started with the aim to provide better facilities to patients so that they can be cured efficiently and effectively. This essay will analyse the best practices that have been carried out while completing this project such as standards, community engagement principles and stakeholder's participation. Later, the essay will focus on some aspects in order to promote community collaboration, participation, inclusion and diversity.

Task

The Royal Liverpool University Hospital is regarded as one of the major research and teaching hospitals of Liverpool, England. Earlier, the hospital was facing difficulties while reaching to its full potential and serving to patients with maximum efficiency. Due to this, a major development in this hospital was started in 2013 and it was expected that the redevelopment project will be completed in 2017. However, the construction issues and the collapse of project's key contractor named Carillion have stretched the completion schedule of the project to 2022. It has been identified that the projected cost of this social development project was approximately 746 million British pounds but due to these construction delays and projects had increased this cost to over 1 billion British pounds. It has also been identified that this social development project has acted as a healthcare innovation for the people residing in Merseyside. This redevelopment project of the hospital has replaced the previous 1970s facility with the better and advanced facilities (*Royal Liverpool Hospital on track for 2022 opening, 2021*). This project has carried out various effective practices by adhering to different community engagement principles (Ajibola, Daud and Hammons, 2021). In context to this social development project, the principles of community engagement provide useful guidelines for enhancing the engagement of public in community decision making process in order to undertake the action of health protection, disease prevention and health protection (McMaughan and et.al, 2021). Understanding the community, maintaining transparency, inclusivity, diversity and equitable public participation are considered as the core principles of community engagement. This hospital's social development project has adhered to all these community engagement principles which in turn can be seen from the fact that it has maintained proper transparency and accountability towards the community member by showing the estimated and actual cost of the total project. Addition to this, the chosen social development project has also followed high standards which in turn can be analysed from the fact that the hospital's redevelopment project has emphasised on innovation and providing best possible care to its patients without compromising on any kind of facility. If stakeholder's participation is taken into account, then it has been identified that the social development project of Royal Liverpool Hospital has focused on the requirements of various stakeholders such as clinicians, NHS Trust, sub-contractors, carers and patients. These stakeholders can have varied needs such as regarding this hospital project such as large space for patients, sufficient parking spaces, development sustainability, high tech operating room, efficient clinical adjacencies and good medical environment etc. This social development project has addressed the needs of all of its stakeholders and fulfilled them by bringing a healthcare innovation. Addition to this, it has emerged as the largest hospital in the Liverpool city of England. Moreover, the design provided by one of the project's stakeholders named NBBJ Architects offers a non-institutional and healing environment. This stakeholder participation has several benefits which in turn can be realised by all stakeholders involved in the social development project (Lundgren and McMakin, 2018). Furthermore, the stakeholder participation has benefited this social development project of hospital and made this hospital the main emergency and accident centre of Liverpool which has the potential to deal with major trauma related issues of patients.

It is essential to consider that the Royal Liverpool Hospital redevelopment project has maintained a balanced relationship with all of its stakeholders even at the end of its completion. It can be inferred that the good relationship between these stakeholders has assisted this

projected in terms of achieving growth and success. It has also established various strategies to strengthen its relationship with stakeholders and encourage them to participate in the decision-making process of this social development project. Besides this, it has utilised several social media platforms in order to enhance the engagement among its stakeholders so that they can participate and give their contribution by carrying out distinct activities of the project.

Digitalisation has revolutionised and improved the social media platforms such as Facebook, Instagram and Twitter (Rochefort, 2020). In today's world, most of the people are highly active on social media platforms and it is advantageous for community to get engaged customer's through these platforms (Roach and Fritz, 2022). Some of the social media handles used by Royal Liverpool Hospital are Instagram, Twitter and Facebook. Many people use Facebook to get connected with other through internet and Royal Liverpool Hospital can post content related to campaign constantly and the main purpose of doing this is to get massive benefits as well as have to enhance global presence. Marketers of Royal Liverpool Hospital put more efforts in spreading awareness about its facilities at an affordable price.

It has also launched a programme related to improving digital skills and this helped at time of Covid-19 while redeveloping. As it has massive space and this allows government to make arrangements for virus infected people and digital platforms were used to interact with people. Community has posted all essential details on social media platforms so that maximum number of people can get details of its facilities and services. It also post motivating and engaging content regarding healthy lifestyle and this assist many people in curing disease and in living a healthy life. The approach of social media is not only limited to posting images and videos but they should be creative and engaging. People are more inclined towards engaging and interesting content rather than text content as this creates a sense of interest and makes it easier to spread worldwide. It has been seen that community is highly focused towards bringing uniqueness and creativity as through this, it is able to engage more people in less time. Further, Royal Liverpool Hospital also response back to queries of customer and takes suggestions regarding improvement of services. All these things put positive impact on community and assist in engaging internal as well as external stakeholders and it is also prominent to take some consideration while running ad campaign.

Participation of community is crucial as involvement of maximum people can aid in effective health promotion. This approach seems beneficial for Royal Liverpool Hospital as it helps in curing ill people at an affordable price. As there are more individuals are involved in community then it becomes easier to manage complexity. Quick decision-making assists in curing patients correctly and one of the easiest way to spread aware of community, social media platforms can assist in addressing this situation. Through running ad campaign along with motive of community, this can incline people towards Royal Liverpool Hospital and hence put positive impact on community.

Another prominent function is collaboration and community can be well managed and organised through coordinated manner and when there is engagement of all people, it becomes easier to fulfil ultimate goal of company and no other force can stop from attaining success. It is prominent for members of Royal Liverpool Hospital to work collaboratively rather than individually and through this, vital success can be achieved. It has been ascertained that community should serve purpose and align goals with members so as to

assist patients. Through social media platforms, members can form a group in which all members can work collaboratively.

There are various norms which are articulated by society and considered as a vital part of culture and it is prominent for community to must take care about socio-cultural integration and then put its working on priority. Royal Liverpool Hospital should identify characteristics of society and to do this, it should conduct market research and put efforts to find out cultural and social factors which may impact. To make it easier, Royal Liverpool Hospital can communicate with individuals so as to get better understanding of their social and cultural factor and serve best possible service. Through social media, Royal Liverpool Hospital is able to engage with its stakeholders and creates a sense of value within themselves. All these factors are significant and are taken into consideration by Royal Liverpool Hospital. By taking care of needs of community is able to achieve success and growth. Also, the community is helping patients and solving their issues using the able mentioned factors.

It is prerequisite for the community practitioners to adopt as well as implement the forward-looking approach for the betterment of the community members. This approach will surely provide them guidance and direction to achieve this purpose. By adopting this approach, Royal Liverpool Hospital can make further advancements and start further effective social development projects. This forward-looking approach is even helpful for identifying the external and internal factors that can put their impact over the community development

Conclusion

From this essay, it has been concluded that social development projects are meant to be carried out for the well-being of community members. Due to the involvement of community members, it is essential for these social development projects to enhance community engagement so that better decisions can be made regarding the project. Apart from this, these social development projects are also required to encourage all of their stakeholders to make active involvement in the project's decision-making process so that their interests and needs can be aligned with the goals and aims of the project. Since the essay has been revolved around an England based hospital whose redevelopment project was started in the year 2013 but due to some construction related obstacles this projected had to be completed in the year 2022. Although it has faced various issues, it has been identified that it has maintained strong relationship with its stakeholders and addressed their needs or requirements in an efficient and effective manner. It has also been inferred from the analysis that the effective stakeholder's participation has emerged as one of the main reason due to which this social development project has attained success and growth. Further, the essay has covered a way in which social media platforms can be utilised in order to get the outreach to support the project. The essay has highlighted different avenues to promote diversity , inclusivity, community participation and collaboration so that socio-cultural integration can be enabled in an effective and efficient manner. In the later part, the essay has explained the reason due to which community engagement practitioners are required to adopt and implement forward looking approach in order to provide education to community members regarding those external and internal factors that can affect community development.

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