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Community Engagement

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Introduction

As a local resident of Birmingham, I was extremely proud to witness the success of the Commonwealth Games held in our city. This project marked the first time in 18 years that Birmingham had hosted a major international sporting event, and it was truly incredible to see the city come together to make it a success (Visit Birmingham, 2020). The project was a highlight for the city, and the impact it had on the locals has been huge.

The project provided a platform for youth empowerment, with many young people getting involved in the organization and execution of the Games. This gave them the chance to develop their skills and gain experience in a wide range of roles. The Games also had a positive impact on the local economy, with significant investment in new infrastructure and facilities that will benefit the local community for years to come (Commonwealth Games - Birmingham 2022, 2022).

In terms of youth empowerment, the Commonwealth Games provided an opportunity for young people to engage with the project in a meaningful way. This included being involved in the planning and execution of the Games, which gave them the chance to develop their skills, build their confidence and gain experience in a variety of roles (Commonwealth Games - Birmingham 2022, 2022b).

The Games also had a positive impact on the local economy. Significant investment was made in new infrastructure, including a refurbished stadium, improved transport links, and new leisure facilities. This has not only provided better opportunities for local businesses but also improved the quality of life for the local community.

Finally, the Games had a major impact on the city's infrastructure. The new facilities, improved transport links and increased investment in leisure activities have all made the city a more attractive place to live and work. This has helped to attract more people to the city, which has resulted in an increase in the local population and a boost to the local economy (Bounds, 2021).

Overall, the success of the Commonwealth Games has been extremely positive for the city of Birmingham. Not only did it provide a platform for youth empowerment, but it also had a positive impact on the local economy and infrastructure. This has helped to make the city an even better place to live and work, and I am proud to have been part of such a successful project.

Body

I had the opportunity to attend the Commonwealth Games held in Birmingham in 2022. I was able to have a closer look at the working of the organizing committee and had a great experience that was truly remarkable. One of the biggest highlights of the event was its legacy. The event created many job opportunities for the people residing in the surrounding area which positively impact the locals by developing their standard of living. The event was also a great display of unity and celebration. With over 4,000 athletes from 71 countries, it was a truly international event that brought together people from different backgrounds and cultures and was the biggest highlight of the event (Hughes, 2022). I also observed that the management made sure to include a wide range of cultural performances, allowing everyone to experience the city's rich cultural heritage. Also, I could not find any environmentally degrading activities and actions which makes me sure that they are following the best environmental policies. This can be said, as I observed the organizing committee used renewable energy sources to power the event and used sustainable materials to construct the necessary facilities. They also conducted various talks and seminars to spread awareness about the importance of preserving the environment. Overall, the Commonwealth Games in Birmingham was a great success and a truly memorable event. It showed the world what Birmingham is capable of and left a legacy that will benefit the city for many years to come.

As the Commonwealth Games come to Birmingham in 2022, there is much anticipation and excitement surrounding the event. The city and its stakeholders must effectively engage the local community to ensure a successful outcome. I think the key to engaging the community effectively is to ensure that the primary stakeholders are involved and informed throughout the process. Birmingham City Council has undertaken several initiatives to ensure that this happens (Commonwealth Games - Birmingham 2022, 2022b). Firstly, the council has established a Community Engagement Forum which has been designed to ensure that local people are given the opportunity to have their say and discuss ideas about the games. I think it is an important part of the process as it provides an opportunity for local people to voice their ideas and concerns directly to the council. Secondly, the council has also taken the initiative to create a 'Community Engagement Action Plan'. This plan outlines the council's commitment to ensuring that the local community is involved in the planning and delivery of the games. The plan sets out specific objectives such as increasing public awareness of the games and providing opportunities for local people to get involved and shape the event.

According to me this is an effective way of ensuring that the local community is consulted throughout the process. Finally, the council has worked closely with local schools and community groups to ensure that they are fully informed and engaged with the games (Community Engagement Manager, 2022). They have held several events and activities to inform local people about the games and to provide them with the opportunity to get involved. This is an important way of ensuring that the local community is involved and has a say in the success of the games. Overall, Birmingham City Council have taken several initiatives to ensure that the local community is engaged in the planning and delivery of the Commonwealth Games. The council has established a Community Engagement Forum, created a Community Engagement Action Plan, and worked closely with local schools and community groups to ensure that they are informed and involved. This demonstrates a commitment to ensuring that the local community is consulted throughout the process and that their opinions are taken into consideration. This will undoubtedly be an important factor in the success of the games (Neighborhood Planning Guidance Note 12 Best practice community engagement techniques, 2013).

Looking back on the Commonwealth Games in Birmingham, I think there are a few things that could have been done differently. Firstly, I think the organizers could have done more to involve the local community in the event. Inviting residents to attend events and providing discounted ticket prices may have helped to generate more enthusiasm and support for the games. Additionally, I think the organizers could have done more to promote the events leading up to the games. This could have included more advertising, as well as using social media to reach a wider and more concerned audience. This would have helped to create more awareness of the games and possibly increased attendance. Finally, I think the organizers could have done more to secure sponsorships and corporate partnerships. This could have helped to cover some of the costs associated with hosting the event and would have also increased the visibility of the games. Overall, I think there were opportunities to make the Commonwealth Games in Birmingham a more successful event, but some of these were missed. With some more planning and forethought, I believe the games could have been even more successful. Although the commonwealth game is itself one of the most popular sporting events which does not need the community engagement approach, having one always adds to the target.

I was closely watching the Commonwealth Games held in Birmingham, I witnessed firsthand the impact of active consultation, communication, stakeholders' participation, and inclusion.

All these elements had a positive impact on the event and contributed to the overall success of the Games. Active consultation with the local community was essential in ensuring that the Games were a success. The local government consulted with local stakeholders, including businesses, community groups, and individuals, to ensure that everyone had a voice in the planning and organization of the Games. This enabled the local government to identify key areas of importance and to ensure that all members of the community were involved and engaged in the planning process (Commonwealth Games - Birmingham 2022, 2022d). Communication was also key in ensuring the success of the Games. The organizers of the event made sure that all stakeholders were kept informed and up-to-date on the latest developments, and that everyone had the opportunity to provide feedback and suggestions.

This ensured that all concerns and issues were addressed in a timely manner and that everyone was able to contribute to the success of the event. Stakeholders' participation was also essential for the success of the Games. This ensured that everyone had the opportunity to provide their input and that the decisions taken were based on the best interests of the community. Finally, inclusion was key in ensuring that everyone was included in the planning and organization of the Games. The local government made sure to involve individuals from all backgrounds and cultures, and that everyone had the opportunity to participate in the Games. This ensured that the Games were accessible to everyone and that everyone felt welcome and included. Overall, the impact of active consultation, communication, stakeholders' participation, and inclusion was clear. The success of the Commonwealth Games in Birmingham was due in large part to these elements, and the local government and stakeholders worked together to ensure the success of the event.

Commonwealth Games typically conduct research through a combination of primary and secondary sources. Primary sources can include surveys, interviews, focus groups, and direct observation. Secondary sources can include published reports and books, academic journals, and media accounts (de Ruyter et al., 2020). Community mapping is a useful tool for Commonwealth Games organizers to gain a better understanding of their local areas and the needs of the local communities they are hosting. This can involve gathering information on the demographics and history of the area, identifying key stakeholders, and analyzing the physical environment. Social engagement through social media platforms is an important part of the Commonwealth Games. This includes creating a presence on popular platforms such as Twitter, Facebook, and Instagram to engage with the local community and increase awareness of the Games. Impact analysis is an important part of the preparation for the

Commonwealth Games. This includes assessing the social, economic, and environmental impacts of the Games and assessing the implications of those impacts on the local community. Evaluation is an essential element of the Commonwealth Games, allowing organizers to assess the success of the Games and the effectiveness of their planning and execution. This can include evaluating the performance of the athletes, the quality of the facilities and services, the impact of the Games on the local community, and the satisfaction of the spectators. The best practices for Commonwealth Games research, community mapping, social engagement, impact analysis, and evaluation depend on the context of the Games and the local community in which they are being held. However, some general best practices include an emphasis on data-driven decision-making, an understanding of the local context, the use of technology, and a focus on sustainability.

Conclusion

In conclusion, it is clear that the best practices in community engagement approaches involve research, community mapping, social engagement, impact analysis, and evaluation. By conducting research, stakeholders can acquire an understanding of the needs of the community and the best way to meet them. Community mapping allows for a deeper analysis of the community so that the engagement process can be tailored to the specific needs of the community. Social engagement is essential to ensure that the stakeholders are actively involved in the process and that their interests are reflected in the project outcomes. Moreover, impact analysis and evaluation are necessary to measure the effectiveness of the engagement process and to identify areas for improvement. Through active consultation, communication, stakeholders' participation, and inclusion, successful community engagement projects can be created that benefit all parties involved.

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