

COMMUNITY ENGAGEMENT: IN
PRACTICE



DEFINE COMMUNITY

A community is a group of people that come together that have a common set of goals, values, and work together to achieve that common goals.

WHAT IS COMMUNITY ENGAGEMENT AND DEVELOPMENT?

Community engagement and Community Development primarily deals with the practice of moving communities toward change, usually from a stalled or similarly suspended position.

IMPORTANCE OF COMMUNITY DEVELOPMENT AND ENGAGEMENT

- Increasing social stability and enabling citizens in underdeveloped communities to have more productive lives.
- Enhance a community's collective skill set may be credited with increasing education within a community as well.
- Community development can raise the standards of living for economically disadvantaged groups.
- Community development can help alleviate societal issues that are impacting the local community.

Developing relationships and maintaining an ongoing dialogue with local people and communities is crucial, as is using information obtained to influence future decisions that will affect the health of the community. Establishing effective working relationships across all parts of society will ensure that the needs of local people are understood and impacted on.

<https://www.involve.org.uk/wp-content/uploads/2011/09/Not-Another-Consultation.pdf>

UWTSD AND COMMUNITY ENGAGEMENT

"The strategy incorporates the delivery of light touch community engagement activity. This has the advantage of introducing higher education as a concept to those who are hardest to reach but also helps to fulfil the mission of civic engagement as propounded in the Hazelkorn Review and further developed in Public Good and a Prosperous Wales."

UWTSD Widening Access and Community Engagement Strategy 2017

IN PRACTICE





VIDEOS

WHAT DO WE HAVE IN COMMON?

Everyone get in groups of three and stand in a circle. Your task for the next two minutes is to find five distinctive things that the three of you have in common.

The three things cannot be job related or obvious (all are girls). Examples: All born in the same city, all have two siblings, all show an animal at the fair.

CREATIVE HANDSHAKE

Have members find three people they don't know very well (one at a time), shake their hand and look them in the eye. Now, have them find three more people they don't know well, and one at a time look them in the eye, and perform high fives. Now, have them find three more people they don't know well, look them in the eye, and perform over the back high fives. Finally, have them find three more people in the room, look them in the eye, and create a completely "new" handshake for themselves. Each of the three handshakes must be unique (although all of your participants will be watching and learning from the creative attempts going on around them). Ask any who are particularly proud of their handshakes to demonstrate for the whole group.

SPEED GETTING TO KNOW

1. If you could have an endless supply of any food, what would you get?
2. If they made a movie of your life, what would it be about and which actor would you want to play you?
3. If you were an ice cream flavour, which one would you be and why?
4. What's your favourite cartoon character, and why?
5. If you could visit any place in the world, where would you choose to go and why?
6. What's the ideal dream job for you?
7. Are you a morning or night person?
8. What are your favourite hobbies?
9. What are your pet peeves or interesting things about you that you dislike?
10. What's the weirdest thing you've ever eaten?



WHAT PARTNERSHIPS AND NETWORKS CAN WE WORK WITH?

CONTEMPORARY ISSUES

PLAN AN INFORMAL ENGAGEMENT EVENT

SOCIAL ISSUE
 POLICIES
 TOPIC
 STAKEHOLDERS/PARTNERS
 COMMUNITY LEADERS/ORGANISATIONS
 TIMING
 VENUE
 SCHEDULE
 OUTCOME

PRACTICAL ADVICE RECAP

- Don't make assumptions- identify barriers to participation, don't assume you know what they are.
- Get out and talk to people- traditional marketing methods don't always work. Meet people face-to-face, build relationships and develop trust. Research the local area. Find your advocates.
- Keep it local.
- Be flexible and responsive.
- Manage partner/funder expectations- they need tangible results but numbers don't always tell the whole story so passing on personal testimonials will provide a fuller picture.
- Celebrate the small successes.
- Integrate the groups with other activity.
- Play the long game- people expect you to leave after you've completed the work. It's important to make a commitment to the community.
