

ASSESSMENT 1 COMMUNITY ENGAGEMENT

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Part A: Planning Community Engagement:

Introduction:

Community issues or challenges are any problems that can occur in any community event or any charitable organization. The issues must be resolved to maintain the operations of the organization in a proper way. Especially any local authority or charitable organization may face a lot of community issues such as crime, lack of recreational facilities, domestic violence, use of drugs, management issues, insecurity challenges, social deprivation, and many more. The Charity Aid Foundation is a UK-based registered charitable organization that was established in 1971. The headquarter of this organization is situated in Kent, United Kingdom. This organization acts as a service provider to different international charitable organizations and trustees and the production of many associated services to the donor organizations. It is a non-profitable organization that mainly deals with the assistance of any financial needs to various other organizations in the UK and outside the UK. This particular organization tries to arrange a fundraising campaign for sports activities and has to face a major problem of lack of recreational facilities and this has become a serious community issue in the successful planning of the project. In this context, this report is going to discuss the community issues regarding the projects of the organization and the probable solutions to the issue.



Image 1 & 2: Logo of CAF & Charities Aid Foundation

(Source: Carter, Williams and Cosijn, 2019)

Overview of the Report:

The community engagement program:

The Charity Aid Foundation often arranges various financial assistance programs for many recreational events like various physical activities, social programs, campaigning for some wellness of the society such as blood donation camps or other resident camps, all for the betterment of society. Currently, this charitable organization is trying to arrange a community engagement program by the arrangement of a fundraising program for a sports activity. This sports activity is the para Olympic program specialized for physically disabled persons.



Image 3: Community Engagement

(Source: Viglia, Pera, and Bigné, 2018)

Community engagement principles:

The Charity Aid Foundation orients several community engagement principles in the arrangement of its current program of fundraising for the para Olympic for physically disabled persons.

- Thorough planning and arrangement of the program

- Collaboration of support institutions or community
- Empowerment of the local community (Carter, Williams and Cosijn, 2019)
- Trustworthiness and transparency in the overall program
- Active participation of the local community
- The good impact of the overall program on the society

Despite the principles and ethics, the organization has to face a major issue of deficiency of recreational facilities during the arrangement of the program. This challenge may include lack of equipment necessary for sports, unethical practices, lack of funds, and many more.

Advantages of the participation of the stakeholders:

The organization is facing a major challenge of a deficiency of recreational facilities and advantages in planning the whole program of fundraising. The first problem Charity Aid Foundation faces is the lack of available resources and funds. Additionally, the problem of lack of morale, unethical treatments, lack of available land to operate this sports program, inadequate supply of necessary equipment is common problems. In this context, the active participation of the stakeholders may clear many of the problems with their valuable assistance and involvement. The advantages are as follows.

- The stakeholders are important in the assurance that the plan of the project must meet the actual requirements of the society.
- The stakeholders can motivate and support the local people (Schmidt-Hantke et al., 2021)
- An atmosphere of trustworthiness may be generated by which the unethical treatment may be reduced.
- The stakeholders' participation may reduce the risks associated with the entire project.

Relationship between the stakeholders:

The stakeholders of this project may be the employees, the fund providers, suppliers, and of course those individuals whose betterment is the purpose of the program. All of them must have a common interest for the success of the program. The stakeholders' relationship can be maintained by their corporate behaviors and reputations (Ji et al., 2017). The strong relationship among the different stakeholders establishes a power base so that the project would be successful and all the stakeholders can unite and raise their voices against the issue of lack of recreational activities and any unethical occurrence.

Strategies suitable for engaging the stakeholders:

The engagement of the stakeholders is the most important in this context so that the community issues of a deficiency of recreational facilities can be resolved. Without proper engagement, the stakeholders cannot participate in the project activities and the issue may be neglected resulting in a failure of the purpose of the project. Various strategies can be taken into account in engaging the stakeholders together to fight against the issue. After the identification of the suitable stakeholders, social media platforms may become an appropriate tool for engaging them. The usage of social media now can bring a positive outcome (Xu and Saxton, 2019). The effective strategies are as follows.

- Maintenance of an efficient presence on social media platforms may attract the stakeholders.
- The interested stakeholders may be found by searching for their conversations.
- The content, benefits, and purpose of the entire project should be shared with the stakeholders to generate their interest in the project.

How can social media be used to prevent the challenge by supporting the program?

Nowadays, social media platforms have become the most opportunistic tool for engaging the local people and stakeholders in a community engagement event. This platform can give the chance to gather a number of people in one common area within seconds. The stakeholders may be informed about the current project for the well-being of the society and may share their ideas to coordinate the event. The Charity Aid Foundation must produce useful and attractive content about the current project of a fundraising campaign for the sports series for specially challenged persons. The content creation must need the creative skills of the specialized employee for that particular job. The interrelationship between the social media content creator is also important (Viglia, Pera, and Bigné, 2018). The interested people may be attracted to the relevant content and may try to engage themselves in the noble project. The stakeholders must have several interpersonal skills to do something for the good of society such as,

- Creative skills
- Collaborative skills
- Cooperative skills
- Teamwork
- Flexibility

By this engagement, they can share their own opinions for solving the problems of lack of funds or resource deficiency and can help by monetary or any other assistance to fight against the challenge. In this way, the entire program would be successful with the active participation of the stakeholders.

Relevant avenues to promote recreational services:

Some relevant revenues to promote the recreational facilities by the charity aid foundation are-

- Develop a maintenance program for the UK to ensure that existing packaging is in good condition.
- Develop events to fill gaps in pavement networks, specifically in routes close to schools, transport stops, and stores.
- Embrace a park plan to grow a long-term sight for the park and categorize its execution.
- Establish or adopt park plan standards to determine the minimum park area per resident and types of playgrounds.
- Develop events to recognize small vacant lots that can be turned into pocket parks, specifically in dimly populated areas (Bowers, 2021).
- Enhance access to social and personal recreational services for communities with disabilities by reducing costs, increasing working hours, and developing traditionally correct events.
- Make events for out-of-school activities such as dance lessons, town-sponsored sports, supervised games, and other public or private outdoor activities.

Socio-Cultural Integration and Multiculturalism:

Rest plays an important role in studying and developing abilities. In particular, organized sports give children the chance to learn from coaches, teachers, and mentors. Children participating in teams acquire important leadership qualities and enhance social skills like sharing and collaboration. The Charity aid Foundation helps the community to remove the lack of recreational facilities culturally.

Culture, Arts, Drama, and Music programs with a focus on culture provide different but equally important tools for developing imaginative thinking, resolution-making, and issue-solving. They develop social expertise, including teamwork, negotiation, conflict intention, and liberality for differences, and individual skills like personal responsibility, persistence, autonomy, and honesty (Mlambo, 2020). Social capital defines the connections, systems, and norms that help accumulate work. It is made when people come cooperatively for a common

goal or purpose that goes far beyond personal interests and includes the concept of interconnectedness. Social capital is generated by involvement in community or social cooperative structures such as religious groups, political parties, community associations, sports or cultural associations, and active involvement in civic events like coming forward or voting. Multiculturalism is essential because it weakens and breaks the veil of ignorance (Allan, 2019). This is essential because it often stimulates dialogue between completely different cultures with completely different perspectives. Culture and leisure are important financial contributions to society. Economic benefits come from direct jobs in the arts and cultural industries and indirect diffusion through tourism, local investment, and exports (attracting a wide range of entrepreneurs, including those related to lifestyle and cultural choices). The new geography states that societies must take into account elements as well as lifestyle and cultural selections that attract large numbers of people to thrive in the era of the knowledge economy, entrepreneur. Recruitment is a more important driver than taxes and regulations.

Community Management:

Community engagement uses a variety of tools and strategies to achieve success. It also focuses on building and building trust as an important part of long-term, sustainable communication, and impactful governance. Community is as well a broad expression utilized to refer to a mass of people, such as shareholders, interest groups, or civic masses. Community engagement is a method to give members of society access to worthy social conditions and events so that they feel they can make a meaningful donation to these events and grow functional capacities to be fully involved (Zhou et al., 2019) The charity Aid Foundation has to take a forward approach to remove the facilities of recreation. Meeting the requirements of an increasing population in mature town areas is linked with diverse dynamics like population solidity, land access, and civic diversity. It also needs a distinct idea compared to developing before-built areas or developing new areas (Whaley et al., 2019). It is based on the concept of a multifunctional facility that provides greater flexibility to help non-traditional events. Building a more calculated community center providing facilities promotes social bonding and opportunities to meet. Based on the advantages of logic and generally accepted best practices like lifelong sports in Canada, to ensure that the most important conditions for physical ability are reasonable, accessible locals, and suitable for facility users. Increased awareness of local context increases public funds and provides better service by giving residents across the region access to chances outside of the jurisdiction.



Image 4: Community Management

(Source: Hanafiah Jamaluddin and Kunjuraman, 2021)

Based on the strategies, describes how communities can go beyond an open strategy and work together to implement the city's strategic priorities. Understand that the latest assets must be based on growth, but aging assets also require replacement, replenishment, consolidation, or reappointment (Hanafiah Jamaluddin and Kunjuraman, 2021). Aging configuration may have to be shut down when the requirement no longer manages or assumes major responsibilities through other services.

Conclusion and Recommendations:

Lastly, some recommendations will be given to the Charity Aid Foundation. Like, development of the latest services in the community along with the direction of growth and renovation of existing public leisure facilities.

- Communities and their partners can maintain and improve animations of public spaces and amenities to maximize return on investment. The communities' key promise should be to clarify the kinds of changes the community offers their partners and others should strive to provide locals.
- Detailed recommendations for each facility by the community by developing a utility Strategy. It should be described how the city will take a more tactical concept of capital project planning. A description of what the city has become and will continue to work with other groups to achieve common goals and give chances. The growth of this concept is based on attentive public and shareholder commitment, thorough research,

and substantial planning and evidence so far in their position for the community and its partners.

- The application of the capacity planning approach should be reviewed on a regular basis. This time in this regard, it should be reviewed and revised according to the capital plan to determine future direction. These suggestions will be traced and communicated in future iterations of the concept to guide and affect future capital expenditure in facilities and public recreation.
- Annual business plans for branches of public and leisure organizations may also contain several recommendations. The dialogue process began with the social and masses planned for review by the City. As the latest details become present, approaches can adjust to maximize public investment and maximize the societal advantages of these important and vibrant public spaces.

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