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Assessment 1 Community Engagement

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Introduction

The Commonwealth Games are a series of sporting events held every four years. It hosts competitors from 72 members and territories. The Commonwealth is considered one of the associations spread over the world. It accounts for 2 billion people and constitutes 30% of the total population (BBC News, 2022). The 2022 commonwealth games have just ended. It has been identified that the commonwealth games are one of the main contributors to equality, diversity and economic development. Hosting major events is considered a vehicle for the nation to make positive changes in the global environment. This development is also, in turn, regarding economic and social development. There has been an increase in the output by up to £140 million (Lyons, 2022). Some of the other aspects include such as community engagement and inclusion. Community engagement is one of the important factors that are a part of the commonwealth games. This report will highlight and evaluate the local community's community engagement. It will also identify the areas in which they were most active and the adopted approaches. Also, it will consider the utilised engaged community members throughout the planning process. It will also examine community consultations, community development, inclusion, and other issues.

The Body

The commonwealth games were held in Birmingham, United Kingdom, with the opening on 28th July. Birmingham is diverse as a nation that welcomes sport, culture and community, providing opportunities for accelerating and strengthening inclusion and cohesion (Commonwealth Games, 2022). This was described as a game for everyone, ensuring it reached every city.

Community engagement principles

The first initiative that was taken in the commonwealth games was about funding. The community was engaged through the financing. A Birmingham City Council created £6 million Commonwealth games community fund (Department for Digital, Culture, Media and Sport, 2022). This initiative aimed to help the communities to be able to access, be connected and be part of the games. This was considered one of the chances for people to be one of the parts of the local area (Council, 2017). Some of the principles used in this were to foster a culture of change in which local people would participate in funding. It can also be justified by the fact that Sports is one of the contributors to the empowerment of young people. This initiative was initially taken to address

and increase the citizens' knowledge about a community. Not only was this, but it was also taken to strengthen relationships and cohesion among the members. Hence, this initiative was taken to ensure community cohesion and connection.

Standards

Some different rules and standards were followed during and after the games. To ensure the health of the community members, all the athletes and officials were required to take a Polymerase chain reaction test before travelling to Birmingham. Since the games were undertaken during the pandemic, it was assured that all the people would undergo testing to reduce the threat of COVID-19 (Rawson et al., 2022). Through the event organizing committee, the games were at low risk of spreading the pandemic. The community members were also considerably allowed to book their tickets through online means such as Facebook and the website. Hence, this determines that quality standards were assured during the events.

Stakeholder Participation

The stakeholders are identified as individuals influenced by the company's decisions. They considerably have an interest in the project's success and are interested in sponsoring it. Some of the Commonwealth games' prominent stakeholders include employees, game participants, fans, marketers, government, media, distributors and investors. Among all these stakeholders, it has been identified that it is important to engage the fans, who are one of the company's important stakeholders. Carlini et al. (2022) examine that fan engagement is identified as providing an end-to-end experience for the audience of sports for their entire journey. This usually starts from the beginning of the game till the end of the game. As per one of the articles published in the Guardian, it was identified that the organisers of the commonwealth games in Birmingham left most of the community members disengaged (Murray, 2022). The games were assessed in several key areas, such as legacy, procurement and community engagement. Thus, this was identified that a large group of communities, including the minors, were not fully engaged with the advent as one of the important stakeholders. For this cause, there is a need to provide an environment of inclusion for the participants. It can only be possible if they are provided with the right platform to be engaged. Some of the prominent strategies that could help to be involved the stakeholders include:

Promotions and Deals

Most individuals use social media in this new age, and this should not be denied that the community or individuals can get discounts (Balfour, 2022). This is one of the effective marketing strategies.

Giveaways and Contests

Giving giveaways is also one of the effective strategies used by the commonwealth games to attract the attention of the audience or the community.

Hanging Out on Social Media

There is no better way of engaging the fans or the community through social media. One of the keys to effective engagement is creating shareable content by using these channels (Barrie, 2022). Among them, a unique hashtag could be made that could serve as a connection point with the fans and the community collaborators. Creating a community about the brand or the event can also be one of the effective strategies that the owners of the Commonwealth games could use.

Avenues to promote community participation, collaboration, diversity and inclusion to enable socio-cultural integration and multiculturalism

Ensuring diversity, inclusion, community participation, and inclusion is one of the key enablers of socio-cultural integration and multiculturalism. It allows the participants to fully participate with one another and create an inclusive (Council, 2017). The hosting of the event is itself one of the key contributors to the increased diversity. The community who participates can also see the sportsmanship across the individuals.

Strategies for engaging stakeholders on various social media platforms

According to Castelló et al. (2016), it is critical to determine the composition of stakeholders to establish successful communication venues for participation. Daily information sharing is necessary for community engagement to ensure that all stakeholders are on the same page and aware of the program's status. According to Commonwealth Games stakeholder mapping, the project includes a larger region, the closeness is significant, and the partners represent diverse demographic groupings, necessitating a unique communication platform (Cho et al., 2017). However, they have a fantastic professional relationship marked by hard effort, cooperation, and a common goal. As a result, some social media channels that might be used to boost engagement include:

Whatsapp

This social media platform's purpose is to bring all users into a single community so that information can be appropriately shared (Stohl et al., 2017). They are following Whatsapp facilitates communication between individuals or groups of persons across cities, countries, and continents by sending real-time text messages. It is the least expensive form of communication because all you need is an internet connection. Stakeholders can conduct video conferences to address urgent issues and share project progress images with the team. Whatsapp offers the benefit of offering group and individual video and voice conversations, and it is easy to use. Rural residents who are less literate are involved in the Commonwealth Games. Thus Whatsapp provides them with a flexible way to communicate and monitor the program's success.

LinkedIn platform

Physical interactions between stakeholders are becoming less common due to improved social media tools that encourage distant meetings and stakeholder involvement. However, many groups are struggling to sustain their outreach efforts. Organisations have used platforms such as LinkedIn to keep stakeholders up to know on project progress, according to (Cho et al., 2017). This is achieved through reporting achievements and milestones. Because the Commonwealth game involves residents and government organizations, using a professional network like LinkedIn promotes effective communication and information exchange among the parties.

Facebook Platform

The most individualized social interaction medium is Facebook. Facebook promotes a coordinated strategy for stakeholder interaction that welcomes individual and corporate involvement. Facebook enables massive volumes of content to be readily and rapidly shared with many stakeholders worldwide. It allows stakeholders to switch connections to obtain content from certain companies (Castelló et al., 2016). Because of the opportunity for stakeholders to voice their feedback by liking or sharing the post, the commonwealth games can leverage Facebook in information sharing. People who cannot receive information from Google can do so through friends posting posts.

Twitter

This platform encourages the trending of information through hashtags, which may stimulate games to convey information to many people in a single post. Social media platforms allow for

audio, video, and messaging transmission, which Commonwealth stakeholders may utilize to disseminate information, activities quickly, and other essential information. One of the benefits is the opportunity to interact with partners and reach out to a large number of individuals at once, promoting social integration and cultural variety. Additionally, according to (Castelló et al., 2016), these platforms help increase website traffic by increasing content availability and accessibility and providing the chance to measure success based on user feedback. As a consequence, these platforms increase the success of an organization.

Both internal and external causes influence community development

The diversity of stakeholder norms, beliefs, likes, dislikes, values, and perceptions are internal elements impacting community development (Farooq et al., 2017). These aspects might occasionally make it difficult to carry out projects. On the other hand, the success of the Commonwealth Games may be threatened or enhanced by external variables such as political, technological, cultural, and environmental concerns. But community engagement experts must have a proactive stance when teaching locals.

Forward-Looking Approach

There have been several factors that contribute to and influence community development. These have much of an impact as much as they have on the community by themselves. Community development tends to occur within diverse community contexts (Johnson et al., 2020). The practitioners can adopt different approaches, such as participatory and community economic development. This will help to bring the community members together and promote community development at the same time.

The significance of choosing a forward-looking strategy

The capacity to analyse the current state of something to predict its future state is referred to as a looking-forward approach (Quisumbing and McNiven, 2020). As a result, community engagement practitioners must analyse internal and external elements impacting the games to plan strategically on techniques that will assist the game advance and reaching its goals and objectives. Commonwealth Games focuses on Friendly Games; thus, it is critical to adopt this method in analysing projected results and how they might affect and improve society (Castelnovo et al., 2016).

Conclusion

Finally, community participation delivers long-term answers to the neighbourhood's socioeconomic difficulties. Understanding community needs leads to community development and socioeconomic empowerment. Every community participation program must have a practical strategy in place if it is to succeed. According to the New Deal for Communities program, the effort was excessively ambitious, as seen by the limits of Area-Based Initiatives. Representatives were more concerned with quick outcomes implying that the long-term aim was not met. All projects should be focused on meeting their immediate and long-term objectives. All program stakeholders should have the project's best interests in mind and work together to ensure they are met for quality success and more effective community participation. As a result, the community was empowered. It is sometimes necessary to consider a more specific project with a limited scope to guarantee that the intended objectives are accomplished.

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