

SCHOOL OF BUSINESS
LONDON CAMPUS

Regeneration Project: Rainham

Focusing on making better public spaces throughout the village.

Valentina Petkova 2232604

CODE / LCBB4002

TO / Nadeem Mirza

DATE / 04 August 2023

WORD COUNT / 1915

Contents

Introduction	2
What is community engagement? How do we improve the quality of societies through engagement?	2
Main body	3
Regeneration in Rainham	3
How does the local community in Rainham engage in key decisions and developments?	3
Research and Needs Assessment.....	3
Identifying Stakeholders.....	3
Communication and Outreach	3
Collaborative Decision-Making	3
Implementation and Evaluation:.....	3
Engaging the community members through planning process. What are the key options and approaches that were adopted in Rainham?	4
What is the engagement of community members in the planning process helping with?	4
Identify the relationship between the stakeholders and the strategies suitable for engaging them. Provide a detailed narrative of how different social media platforms can be used as an outreach to support the project.	5
Comprehensive strategy: social media and Rainham regeneration	6
How is socio-cultural integration achieved through collaboration and community engagement in Rainham?	7
Conclusion.....	7
Bibliography	8



Introduction

What is community engagement? How do we improve the quality of societies through engagement?

Transforming communities and ensuring the smooth operation of them becomes possible by higher community engagement. And this itself means for individuals to be more involved and be in active communication with variety of stakeholders such as local groups and organisations in aim to overcome common challenges, raise concerns, develop, and improve current and potential issues and other aspects that could (in)directly impact the local community (Rochester, 2010).

When people demonstrate active participation in the key decisions that are being taken for their local area, the sense of ownership helps to create a place that is a close match to their desired needs and goals. This investment brings development and growth to the community and helps it thrive.

Innovation and problem solving are the main drives for community engagement. New and innovative ideas immerge when variety of opinions are shared and exchanged, and this leads to new approaches and solutions that could address unique challenges introduced to the community (Rochester, 2010). Engagement and interaction also create a friendlier environment in which the members of the community establish easier communication with the local authorities and organisations. This collaboration between individuals and organisations could lead to a more open discussion in which accountable leadership from local authorities creates improvement and a true reflection of the needs of the community.

This report will provide analysis on the community engagement in the regeneration project occurring in Rainham, London. This project is of large scale and the objective of the report is to introduce the main stakeholders, analyse the relationship between them and investigate the approaches taken to ensure inclusive community engagement throughout the key decisions taken.

Main body

Regeneration in Rainham

How does the local community in Rainham engage in key decisions and developments?

Research and Needs Assessment:

Community engagement typically commences by conducting research to understand the challenges currently in place, the concerns within the area, and aspiration of the members of that area. How to participate is by joining focused group within the local area, consultations and completing surveys that could help set up a positive effect in the planning and development of the community (Gilchrist, 2009).

Identifying Stakeholders:

How to identify stakeholders and how are they within Rainham? Stakeholders are all the participants in a certain event, development, or process. In this scenario that would be variety of local businesses, local authorities, individuals (residents), legal governmental bodies and everyone else that has any kind of impact.

Communication and Outreach:

Effective community engagement is heavily reliant on accessibility, and that also means accessible and clear communication (Gilchrist, 2009). Expression of interest and opinion through variety of methods such as social media, newsletter, and other methods that the local communities may use.

Collaborative Decision-Making:

Engagement in workshops, planning session, forums. Allowing residents to express their wishes and help form a collaborative decision-making.

Implementation and Evaluation:

Upon the making of the decision, project planning is being implemented and regular evaluations are helping to assess how effective the impact of the community engagement really is.

For specific current situation in Rainham and its process of regeneration happening now, how effective the community engagement is will depend on the way this above principles are applied in addressing the unique set of challenges and future opportunities that the village faces. Here, it is key to also consider the demographics and culture dynamics when attempting to implement community engagement strategies (Gilchrist, 2009).

Engaging the community members through planning process. What are the key options and approaches that were adopted in Rainham?

Allowing the locals to have the chance to reflect their thinking and decisions in the planning process within their community is the goal for a healthy progress. The level of involvement of a resident or a local group will depend on variety of factors based on their interest, availability, status, etc (GOV UK, 2022) Some could also be engaged in the process as passive recipients of information, and other would take on a role that is more actively showing their opinion and desires. This happens through the expression of ideas and giving constructive and honest feedback.



What is the engagement of community members in the planning process helping with?

Engaging community members in the planning process is crucial element of the functionality for a local community. How does it happen?

Better decision-making: Involving community members in the planning process allows for a more comprehensive understanding of local issues, leading to better-informed and more effective decisions.

Enhanced Solutions: Community members possess local knowledge and firsthand experience, providing insights that may not be apparent to external experts, resulting in more contextually appropriate and sustainable solutions.

Increased Transparency and Trust: Engaging the community fosters transparency in the planning process, building trust between residents and decision-makers.

Long term Sustainability: Community involvement ensures that plans and projects align with the community's long term vision, increasing the likelihood of successful implementation and sustainability.

Identify the relationship between the stakeholders and the strategies suitable for engaging them. Provide a detailed narrative of how different social media platforms can be used as an outreach to support the project.

A variety of stakeholders are involved in the regeneration project in Rainham, and they all play an essential part in how the project is being shaped and the level of success it can achieve. These stakeholders include organisations, groups, local businesses, and other relevant groups (GOV UK, 2022). The effectiveness of a community engagement is determined by the specific concerns being raised and the level of contributions of each participating body and individual.

The roles of the stakeholders:

Residents: The most directly impacted stakeholder in this regeneration project would be the residents as what happens in their local area will impact their way of living and the lifestyle they must adopt coming from those changes. Residents should have the opportunity to engage and provide feedback for such regeneration projects to ensure that the needed amenities are being provided.

Local businesses: A key contributor in this regeneration project are local businesses. And a good strategy to engage them would lead to a high level of networking with the various partnerships to identify opportunities for collaboration and explore in what ways to enhance the local economy.

Community Organisations: Collaboration with community organisations gives the chances to tap into an already existing network of local support. This provides broader scope of opportunities for events, communication and connecting within the local community.

Local authorities: Having the support of legal organisations such as local authorities and government officials is a crucial for realizing projects and obtaining permits, funding, and the support. Meeting with relevant departments could help facilitate a proper understanding and a healthy dialogue that can lead to the success.

Developers and investors: Organising meetings with developers and attending the project presentations that are addressing the concerns could be beneficial to implicate mutual trust and alignment of the aims.

Comprehensive strategy: social media and Rainham regeneration

Platform	Target	Stakeholders	Opportunity
Facebook	Residents	Current residents, potential residents, investors, organisations, authorities	Community regeneration page that offers exchange of discussions surrounding events and development in the area
Twitter	Local businesses and organisations	Local businesses	Quick updates on current projects and the progress. To engage with local organisations and businesses and interacting with them with tags on posts.
Instagram	Residents	Current residents, potential residents, investors, organisations, authorities	Recording development progress of the area. Showcasing before and after images to stimulate growth and further discussions that engage the community.
LinkedIn	Investors	Investors, Residents, Organisations, Businesses	Share ideas and exchange knowledge. Form and attract partnerships.
YouTube	Community members	Residents, potential businesses, organisations, and authorities	Showcasing video content of regenerated areas within the area. What milestones have been achieved?
Local blogs	Local community	Local community, residents	Publishing articles and exchanging ideas
Online Surveys/ Polls	Authorities	Local community and authorities	Collecting feedback from residents to action improvement. Work with local authorities to realize this.

How is socio-cultural integration achieved through collaboration and community engagement in Rainham?

Socio-cultural integrations are the blending of social and cultural elements into a community, which provides the opportunity for harmony, understanding broader views and a sense of belonging within the community due to the high variety of background, cultures, and inclusiveness. Integration within such community is smoother and friendlier (Rochester, 2010).

Cross cultural communication and exchange happens more efficiently when there is an active participation of the members and a high level of engagement in the process of decision-making. It boosts the understating and breaks down the settled stereotypes (Rochester, 2010). This is also celebrated through variety of festivals and events that have the aim to encourage cultural variety and uniqueness. A vibrant environment is being created by using these methods for community participation (Gilchrist, 2009).

Overall, socio-cultural integration is accomplished through the participation and cultivation of the community by sharing mutual interest, respect, inclusivity and understanding. When active involvement is practiced within the community the capacity to solve and address challenges collectively as a community increases. Embracing the diversity is most likely to lead to a vibrant and socially integrated community.

Conclusion

In conclusion, community engagement is crucial for a thriving and harmonious for society to maintain its position and develop further. This establishes a healthier connection within its members and ensures that a positive change is being implemented allowing for transformation in the behaviour of the community in four significant aspects:

Empowerment and ownership: Community engagement is empowering individuals and groups involved in local decisions to be more active and be in the centre of decision-making that ensures the good position and well-being of the community through the active participation.

Inclusivity and Diversity: The process of engaging in the community exposes its members to interactions that are more diverse with people from variety of backgrounds. That way people get to learn about different perspectives based on cultures and sets the scene for a positive communication where all voices are heard and listened to and is responsive to concerns that affect the community.

Collaboration and cohesion in society: Community engagement is in fact the key part that ensures a strong and healthy bond is maintained amongst the residents and the other stakeholders involved and mentioned above. Working together is a powerful strategy and a tool that is crucial for providing a safer, stronger, and mutually supported community that is well connected and cohesive.

Innovation and sustainable solutions: Providing a wide range of ideas and perspectives in a community promotes innovation and broadens the skills for problem solving. This process ensures that sustainable solutions are introduced to the emerging challenges and moves the community into transformation that leads to a long term success.



Bibliography

Epshtein, M. (2019) Business community engagement for educational initiatives . Hershey, PA :, IGI Global.

Gilchrist, A. (2009) The well-connected community [electronic resource] : a networking approach to community development . 2nd ed. Bristol, UK ;; Portland, OR :, Policy Press

GOV UK (2022) Regeneration project: Rainham. Accessed at:
https://www.havering.gov.uk/news/article/664/first_plans_approved_for_havering_s_biggest_regeneration_project

Inman, P. (2010) The Community Engagement and Service Mission of Universities [electronic resource]. Leicester :, NIACE.

Moon, J.A. (2004) A handbook of reflective and experiential learning [electronic resource] : theory and practice . New York ;; London :, Routledge Falmer.

Rochester, C. (2010) *Volunteering and Society in the 21st Century* [electronic resource] . London :, Imprint Palgrave Macmillan; Palgrave Macmillan UK .