

Community Engagement
Module code: LCBB4002
Name: Renata Szabo
Student number: 2009640
Lecturer name: Molly Jack

Community Engagement Assignment 1

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Introduction

Community Engagement is the method through which an individual or an enterprise is able to provide services to the community in order to facilitate in economic growth. As per the statistical information provided by the global hunger index, it has been indicated that there are over 144 million children suffering from chronic under nutrition. This indicates that businesses that are aimed towards the development of these individuals through proper feeding channels are required. In this assessment, Brent Foodbank has been selected from the UK. This is a social enterprise situated in Vestry Hall, Neasden Lane, in London. Through this assessment, different eras of the business, community engagement techniques, utilisation of social media platforms and others will be elaborated. Furthermore, training and development requirement of the business for its employees shall be elucidated as well. In the final stages of this assessment, recommendations will be made in the market as well through complete advantage can be procured much more easily.

Analysis of the project / Organisation's best practices particularly on community engagement and stakeholder's participation

Overview of Brent Foodbank and its Benefits

Brent Foodbank is a community driven business that focuses upon helping local people that are facing food crisis. They are involved in many voluntary projects through which they are able to help set up food funnels through which people in emergency are provided aid. The business has a simplistic approach through which food is distributed to people in needed. The business has many help lines through which communication for food assistance is required to be communicated. This allows the scope of food vouchers to be issued, which can be used thereafter to visit any stores in order to visit Brent Foodbank to acquire specific food materials. Since the business provides a large range of providers, it directly provides food benefits to the poor and needy through providing them non-perishable food goods.

Different stakeholders

Brent Foodbank has different types of stakeholders for the enterprise that ranges from consumers, investors, executive heads and others. Especially in the context of the consumers, the business has an extremely positive relationship as they provide a wide range of services free to them. In the context of executive heads, the relationship is much more formal in nature. Owing to which, work processes are well maintained and food funnels are able to operate effectively.

Different Eras of the Brent Foodbank

Through analysis of the past performance of the business and its different eras, it can be understood the business has seen a variety of stages in its organisational cycle. In the initially stages of the business, it was difficult for the business to establish a good enough relationship in the market with its consumers, however through adequate marketing, enough marketing, this situation was able to be mitigated. In order to provide support to the community, forward approach strategies had been utilised by the business owing to which poor individuals were much less threatened by the business. Brent Foodbank used a range of skills such as communication, leadership over food items. Specific knowledge and strategies such as positive customer support, friendly attitude and knowledge over maintaining food supplies and stock levels were a method through which efficiency was reached in the market.

Different Social Media Platforms Outreach

There is range of channels that is used by Brent Foodbank in order to reach out to clients and establish good relationships. Social media platforms such as Twitter are presently helping the business to be able to reach out to potential investors, supportive consumers and more. The businesses has a range of food programme boxes through which a wide range of protein, carbohydrates and other food materials are provided to consumers. In order to connect appropriately with the stakeholders in the market a wide range of interpersonal skills are required.

Interpersonal Skills Required

These include verbal communication, non-verbal communication, listening skills, negotiation, problem solving and decision-making. These aspects are utilised in order to create good marketing posts and campaigns that are effective online. Furthermore, in order to understand what work in the market the ability to think critically will be able to empathise with other individuals is an aspect that is required. This will help in understanding the point of view of other individuals who are in need and help in connecting with them easily. Since the aim of the business is to focus upon eradicate hunger, efforts to communicate appropriate and eliminate hunger is one of the methods through which poverty can be minimised.

Brent Foodbank also provides an overview of the ways in which people can other locations also can reach out to the business, as the organisation possesses many branches through where food availability is made more apparent to people in need in several locations. Extended location reach on social media through boost posting and paid advertisement is an effective strategy that the organisation can initiate. This as a result will directly facilitate the business and its work processes to reach higher people who deserve assistance.

A large variety of investors is present for Brent Foodbank and its food endeavours, venture capitalists, angel investors, donations from normal citizens are a gateway that can enable the scope of having adequate funds through which food items to be procured. In order to accumulate food items at a nominal rate, bulk ordering with the reserves that are created is started. This allows many non-perishable items to be able for people who are suffering from hunger and need assistance.

Training and Development

Training and development are processes through which employees within the organisation are able to develop through ongoing work processes. In the context of Brent Foodbank, training in terms of managing food products, arranging stock are all-important aspects. Furthermore, development in terms of personality growth through good communication skills, leadership techniques and other aspects are all-essential that enables the product of managing other employees in the organisation and helping in creating effectiveness. Presently in the UK there are social-cultural issues that are prevailing that might include casteism, dowry, communalism, drinking, drug addiction, while the Brent Foodbank cannot address all these issues, the business has the chance of dealing with some issues such as drinking and drug habits of people in need. Specific food remedies and medical can be provided to these individuals through which, the scope of ongoing health wellness can be guaranteed.

Employees in Brent Foodbank must be trained in order to identify the issues that are being faced by the people that facing hunger so that medical aid and appropriate food items that can help health development can be ensured. Soft skills, time management skills, body language skills are some of the aspects in which training is required so that societal development can be reached effectively. These skills will help in creating competent subordinates that are able to enhance the customer experience of Brent Foodbank's target audience.

Multiculturalism

In the context of Brent Foodbank, it is vital that a multi cultural environment of work follow is created. This will allow the scope of creating a diversified work pool through which people with a range of skills can be put together. This will help in sharing skills and creating accountability through which overall growth that will enable the scope of creating varied work environment where career portfolios can be enhanced. For the future, it is important that an expansion strategy be considered by the business. This implies, being able to expand the branches of the business appropriately to many places through which higher stock, employees and funds will be required. In such as circumstances, it is essential more employees that are able to interact with external investors stakeholders are brought into company. This will directly help the business to be able to create an avenue through which internal food stocks and materials for business growth can be ensured.

External Factors in Building and Sustaining Business

Several external factors are present that in the UK that are a major factor which is operating against Brent Foodbank. These different factors encompass inflation, Brexit, corona virus, population and automation. All of these factors have positive and negative effect on the work process of Brent Foodbank. For instance, Brexit is a turmoil educing factors between EU and UK individuals and EU origin individual are at a higher margin of job threat. In the case of Brent Foodbank, it is essential that employee contract extension, incentives, rewards, and others be provided to the business. Increased inflation is a factor that is presently affecting the businesses in the UK and employment cost, recruitment processes are all becoming more expensive. Technology in the United Kingdom is presently facilitating businesses with increased automation in the production process. This directly facilitated in more customer buying food that might not use in excess and because of this, businesses such as Brent Foodbank have more availability to these items more effectively. Moreover, corona and its increased spread is a major threat to the physical businesses and its progress. This virus is making people more conscious to buy or take food products as well and items might transmit the same. Owing to this, sanitisation measures are being undertaken by Brent Foodbank in order to help in creating safety for the business effectively. It is through thoughtful processes such as food sustainability for people in need is created.

Relationship between the organisation and its Network Partners

There are range of food suppliers that Brent Foodbank can rely upon in order procure large amounts of food items such as canned beans, vegetables and other items effectively. Some of the top distributors from where the business has the chance of procuring food might be Empire Bespoke, Hider, Lewis Food, ICS and others. These top businesses have the scope of many packaged food items that might be needed by Brent Foodbank in order to help poor people in UK. Sponsorship from major private corporations such as NASM, Premier Global is a major networking avenue for the business through which extended collaboration can be created for the business in multiple locations for food items to be spread. Through of the above aspects, needs of the internal and external stakeholders has been addressed through which business functions and operations able to run much more swiftly has been undertaken.

Conclusion

Through this research, an investigation in the various services, which are being provided by Brent Foodbank, has been provided. Furthermore, the type of relationship that the business has created with its own stakeholders has been elucidated in this analysis. In the initial stages of this analysis, the many stages that the business has faced in its business cycle in the past have been detailed here. Following which certain requirements in the business for its employees has been illustrated here. Through this assessment, the different types of social media the business uses in order to create extended reach for the enterprise has been detailed here.

Multiple **recommendations** can be made in the case of Brent Foodbank so that the way in which community engagement and competitive advantage for the business can elucidated here:

- Brent Foodbank has the chance of offering training and development programmes to young individuals of age in the business so that employment scope to locals can be obtained. This will help in creating direct support through which ongoing community economic development can be assured.
- Strategic alignment with other major food businesses such as Boston Food Bank Lincolnshire, Manchester Central Foodbank and others can be created. This will enable the scope of sharing resources, allocating and collaborating on management decision-making processes and more.
- Brent Foodbank has the chance of directly making appeals to normal homes and citizens about food products that they no longer required. Since non-perishable food items have a long shelf life, collecting items from many sources will lead the business to have a huge stock of food items that it can use to aid the needed.

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