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Assessment 2

Community Engagement

Reflection

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Introduction

The Commonwealth Games, also known as CWG, is the second largest sports competition in the world of the Olympics. It is held once in four years but only between the Olympic years. It is a world-class multi-sport where athletes from across the globe ensure their participation in the competition (Révauger, 2022). Recently, in 2022, the Commonwealth Games were held in Birmingham and proved to be one of the most successful events. It was one of the best showcase events where 877 medals were awarded, four world records were broken, and 96 commonwealth games records were broken. 1.5 million Spectators bought tickets to the event while making it one of the most popular events (Révauger, 2022). A reflective account will be stated to provide more depth on the success of the event. This reflection will give highlight the project, the economic development of the project and its success in terms of youth empowerment. Relevant theories and models will also be applied.

The highlight of the Project

The events of the commonwealth games took place in 15 venues which entertained 1.5 million fans. One of the important highlights of the event was that it aimed to deliver one of the most sustainable commonwealth games yet (GCF Media, 2022). It can be justified by the fact that this event created opportunities for being more accessible to most individuals. I also believe when I came across the information of the Commonwealth games that this was associated with Social Value Charter. To be more specific, it was known as one of the key contributors to the wider economic, social and environmental effects (Gavin et al., 2014). Not only this, but it also assured the creation of an inclusive environment where the audience and the participants were given an equal chance to participate in the event. More specifically, it was also known as one of the events or sports designed for everyone (GOV.UK, 2022). Every community member had access to the event, which also provided opportunities and benefits to each individual. Hence, it can be identified that the Commonwealth games were a key contributor to wider economic and social benefits.

Impact on the Locals

The Commonwealth games aimed to tackle the inactivity in the local communities and to engage underrepresented groups such as minorities and disabled individuals. These games helped to bring together individuals belonging to different communities and cultures. It allowed for the

integration of different cultures and enjoying the activities in the local space (Barrett, 2022). One of the other effects of the commonwealth games found among individuals was the increase in equality, diversity and inclusion (Carlini et al., 2022). Since the games were accessible to everyone, they also increased inclusion, diversity and equality while bringing the communities together. Hence, it can be identified that the project's aim to provide free accessibility to all individuals was fulfilled through this event.

Youth empowerment

Sports is one of the effective and key contributors to providing access to both men and women for self-employment. The commonwealth games provide credit to nearly a thousand individuals with access to training and development programs (Keech, 2018). The commonwealth games helped in providing job opportunities for individuals. This empowerment aimed to recognise the individuals (young people) as one of the societies' assets, building on the capacities of the young individuals for overcoming poverty and engaging the young people in the decision-making among individuals. Not only this, but youth empowerment was also assured when the young individuals were provided with job opportunities. They were given the access to contribute to the economy effectively.

Best practices on their community engagement approaches

One of the best practices that were carried out for community engagement was the fundraising that was ensured through this event. The national lottery funding was one of the ways to boost the opportunities for employment among individuals (Commonwealth Games, 2022). However, I believe it could have been done differently if the job opportunities had been posted on social media platforms. The social media platforms and the posted jobs could have provided opportunities and access to a wider range of work (Naruka, 2022). Some of the other ways of approach to community engagement were the access the community members to access the games through online means. It can be justified by the fact that this approach provided an experience to the individuals for the accessibility to the games. Hence, it can be examined that some effective strategies can be used to engage the community.

The commonwealth games could have done better way by providing improved recreational facilities to the individuals. The framework that could be used in future is delivering effective

training to individuals (Secretariat, 2007). The integration of the educational component could have been done differently. For instance, the players should have been allowed to endorse themselves to the brands. Their presence on social media could have made a difference. Hence, it can be identified that to improve the outcomes of the Commonwealth Games, and it could have been better to improve the self-resilience among the employees. Also, this self-resilience could have proven to be fruitful and could also have contributed to providing the best facilities to the audience in a big way.

Community Mapping

Community mapping shows the stakeholders and the teams that considerably use the resources, activities, opportunities and problems in the community. The commonwealth games were found to be one of the greatest opportunities for gathering societies (Falla et al., 2022). Over the years, the commonwealth games have proven to be one of the biggest events of all time. For the communities, a plan was drawn on how the communities could get involved effectively:

How does this affect the communities?	How can communities get involved?
• Closure of the roads	• Volunteering
• Parking restrictions	• Funding
• Impacts of game acts	• Spectators (including the ticketed and the non-ticketed events)
• Impact of the business	• Community grants and programmes
• Legacy of facilities	• Cultural Festivals
	• Live (Site Festivals)
	• Drop-in forums
	• A chance to learn about games and ask questions
	• Cross-partner attendance

Table 1 Community Mapping

Source: West Midlands Combined Authority (2022)

Table 1 suggests the community mapping and how the communities were part of the event. An environment of inclusion was created, and the community was involved and engaged through other means as well. This included a range of post-event, event and pre-event activities for the communities. To engage them in an effective way, a community forum was set before the event.

This activity was held in the libraries, art venues and sports halls near the games venue. It allowed the public to learn about the games before the advent of the actual event. Hence, this suggests that the community was effectively engaged in the event.

Active Consultation

Maintaining key relationships with the organisers of the event also holds considerable importance. In the commonwealth games, it was found that there were internal and external relationships (Gi Group, 2022). The internal relationship included the publication team covering the event and writing the details. Along with it, it also had the workforce and mapping of the end users. The consultants, contractors, and sponsorship partners were involved in the external relationship. However, it was also ensured that all the event deadlines were met on time. It was also important to work with the partners and key stakeholders to ensure the proper sharing of the information. Hence, it can be examined that the active consultation involved both internal and external relationships.

Stakeholders

The theory of the stakeholder suggests that primary and secondary stakeholders were part of the commonwealth games. The primary stakeholders of the event were the athletes who participated (De Gooyert et al., 2017). The secondary stakeholders of the event were the community who were involved in sharing the gaming experience. To effectively engage with the district, different community programs were designed for the audience. This also included the community legacy program, which was one of the contributors to engagement among the local communities (Coventry City Council, 2022). The volunteering and the community members' participation reflected the individuals' attention.

Communication

The communication for the event was effectively carried out through social media platforms. One of the effective ways in which the communication was carried out was through social media platforms. Social engagement through social media platforms has been ensured in the commonwealth games (Cole and Barras, 2022). Different social media posts were created, and community members were allowed to participate in social groups. Above all the social media strategies, one of the event organisers' strengths was video posting. The commonwealth games

particularly looked for the social media platforms, Facebook and Instagram, through videos (Kavanagh et al., 2022). The games had made a clear decision to utilise video strength throughout the social media channels. The theory of communication suggests that it is one way to engage and effectively communicate the message to the audience. The communication strategy and the social engagement were as follows:

Inclusion

This was one of the effective strategies used and introduced by the commonwealth games. Most of the community members could connect with other members (Wright, 2022). This helped in creating an unbiased situation among the members. One noticeable impact of this inclusion was creating a positive image of the commonwealth games. Not only this, but more people were prone to participate as a community members in the game.

Impact Analysis

The event's impact can considerably mean how much it has contributed to the country's economic development. One of the best ways to evaluate the effect of the commonwealth games is to study it through the model of the impact analysis effectively. The below-mentioned table is the impact analysis as follows:

Subject	The Individual	The Industry	The Community
Economic	• Expenditure • Job opportunities • Use Values	• Sales • Profit • Distribution	• Welfare • Engagement • Employment • Inclusion • Equality
Social	• Experiences with people belonging to different cultures • Networking	• Brand Image	• Reputation • Social Capital
Environmental	• Ecological Impact • Carbon footprints	• Use of the resources • Emission rights	• Quality of Life

Table 2 Impact Analysis

Source: Armbrecht and Andersson (2016)

Commonwealth Games 2022: Where is it drawing attention?

% adults in each market who have heard anything, positive or negative, about the Commonwealth Games either from friends/family, through the news or in advertising

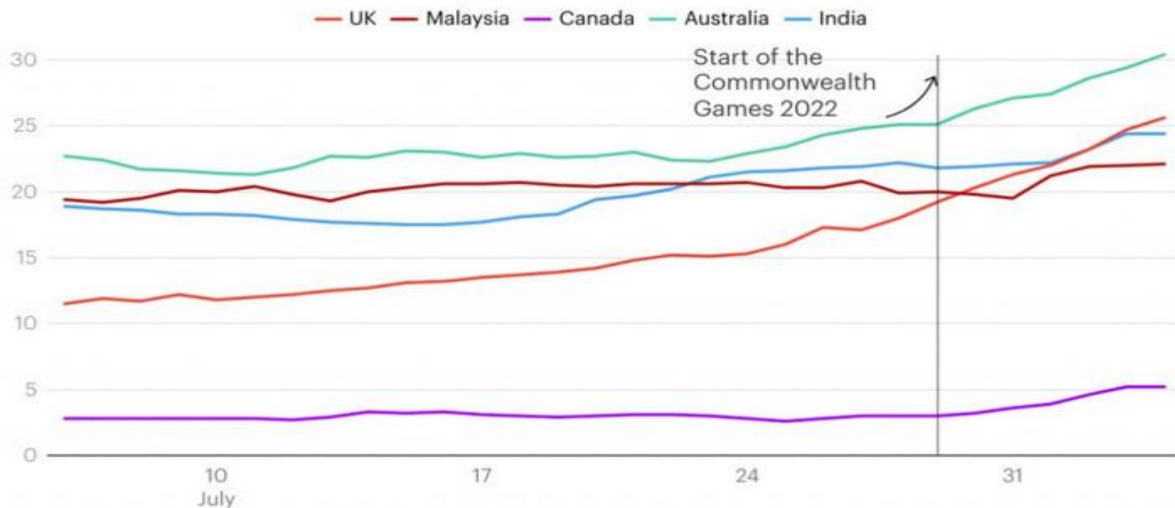


Figure 1: Attention of Community on Commonwealth Games
Source: Brennan (2022)

The community members also had free access to city festival sites, entertainment, and special event events. There was also an increased amount of community engagement present at the event. It can be identified that one of the effective strategies that could be used for effective community engagement is improving self-resilience (Naidoo and Grevemberg, 2022). The community-wide improvements, social inclusion and participation of individuals can considerably take place. Community engagement also broadly involves providing the best facilities to individuals

Conclusion

The Commonwealth games is a mega event held every four years. In the year 2022, the event was held in Birmingham. The project was found to be a success as most of the locals were provided with the opportunity to be engaged with the event. One of the key highlights of this event was that apart from the event, different activities were also designed for the communities to be engaged. For instance, a forum event was developed where the community members could ask questions about the event. This also provided an opportunity for networking among people belonging to different regions. In economic terms, the games opened new ways and access to job

opportunities and empowered the youth simultaneously. It would have been considered to design a community engagement plan for bringing further improvements to the event. There was also an active consultation of both the internal and external stakeholders. Not only this, but it was also assured through this event that there is an increased diversity and inclusivity in the event. The community were also provided with the opportunity to do volunteering. Also, the athletes were not allowed to do any form of sponsorship before the event. More focus was on video marketing and branding, and this could have been improved by actively engaging the athletes as well, as they are one of the key contributors to the event.

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