



University of Wales
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Community engagement process In The Princess Project

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1.Introduction

The Princess Project, an engaging social development initiative deeply rooted in the Maidstone community, goes beyond the traditional role of empowering young girls. It encourages active participation, fostering personal growth, boosting self-confidence, and inspiring girls to pursue their dreams (The Princess Project, 2023). This report delves into the significance of our involvement in The Princess Project and its impact on the social development of Maidstone. This report aims to provide an overview and evaluation of the community engagement efforts undertaken by The Princess Project, a nonprofit organization promoting empowerment and self-esteem among young girls. As a community engagement practitioner, I have been involved in various activities and initiatives, which will be highlighted throughout this report.

2. Main Body

What is The Princess Project ?

The Princess Project is community organisation based in Maidstone, Kent, United Kingdom who aim is to support disadvantaged mums with families provide them emotional, spiritual, social support with various resources and services.

For example collecting donations for a baby such as clothing, toys and equipment. The project provide welcoming and positive environment where families can find support with no cost. Therefore , offering practical support to families in need , such as financial planning and strategies and how to use further help if is necessary. The organisation create sense of community and connection among families who may be are isolated or struggling. Ingratiate them to became more self-sufficient and resilient by providing them the tools and resources they need to to thrive.

The Princess Project focus is on providing tangible support and resources to families in Maidstone area who are experiencing hardship or facing challenges (The Princess Project, 2023). Please, see Appendix 2.

The primary objective of The Princess Project's community engagement initiatives is to foster positive relationships with community members and stakeholders in order to create a supportive environment for young girls. The project also aims to raise awareness about gender stereotypes, body image issues, and the importance of self-confidence.

According to Carnegie UK Trust (2007), many people believe that diminishing presence of strong family, close-knit neighbourhoods, and community connection in British society coincided with a growing emphasis on individualism. This perspective is often symbolised by Margaret Thatcher's famous quote, cited in the Carnegie Report, stating that "there is no such thing as society. However the end of individualism is end. Carnegie UK Trust (2007) found that the end of individualism era is over. People are looking

for more engagement in community because that increase the well being schedule, support, security and knowledge. Please, see Appendix 3.

One of the key aspects of The Princess Project is the creation of a safe and supportive environment for young girls to flourish. Through various activities, workshops, and mentoring programs, the project offers a space where girls can express themselves freely, build friendships, and receive guidance from role models. By providing a nurturing atmosphere, The Princess Project helps girls develop a sense of belonging and emotional well-being (The Princess Project, 2023).

2.1. Strategies and Initiatives

The Princess Project (2023) utilises several strategies to effectively engage with the community:

a. Workshops and Training: The project organises workshops and training sessions for community members, including parents, teachers, and local leaders. These sessions cover topics such as promoting healthy body image, fostering self-esteem in young girls, and breaking gender stereotypes.

b. School Collaborations: The organization partners with local schools to run interactive sessions and presentations that address issues related to gender equality, self-worth, and overcoming

societal pressures. These collaborations have been successful in educating and inspiring young girls.

c. Awareness Campaigns: The Princess Project conducts awareness campaigns through social media, local newspapers, and community events. These campaigns aim to generate conversations about self-confidence, challenging traditional gender roles, and empowering girls to pursue their dreams.

d. Community Events: The project hosts community events like fundraisers, fairs, and exhibitions to create a sense of unity and raise funds for ongoing initiatives. These events enable direct engagement with community members and provide a platform for discussion and networking.

2.2 How Social Media can support the project ?

According to SproutSocial (2023), social media is platforms where you can promote your organisation and create your brand awareness using platforms such as Facebook, Instagram and Tweeter for example.

The Princess Project recognises the power and reach of social media in connecting with diverse audiences and spreading their message of empowerment for young girls. By harnessing the potential of different social media platforms, the organization can

effectively engage with the community and extend its outreach efforts. Below is a narrative illustrating how various social media platforms can be used to support The Princess Project:

a. Facebook:

Facebook provides a versatile platform for The Princess Project to connect and engage with a broader community. The organization can create a dedicated Facebook page to share updates, stories, and information about upcoming events and initiatives. They can also use Facebook Live to stream workshops or panel discussions in real-time, allowing community members to participate virtually. Additionally, the page can be used to facilitate discussions, share resources, and promote volunteer opportunities . Please, See Appendix A.

b. Instagram:

Instagram is a visually-driven platform that can be effectively utilised by The Princess Project to inspire and empower young girls. The organization can create an Instagram account to showcase success stories, uplifting quotes, and images promoting body positivity and self-confidence. Instagram Stories can be used to provide behind-the-scenes glimpses of events or workshops, while IGTV can feature longer videos of guest speakers or interviews with community leaders discussing gender equality and empowerment.

c. Twitter:

Twitter offers a fast-paced environment ideal for sharing concise updates and engaging in conversations. The Princess Project can use Twitter to highlight news articles, research, and relevant statistics regarding body image issues, self-esteem, and gender stereotypes. Through the clever use of hashtags, the organization can participate in existing conversations and start new discussions on important topics, thus attracting a wider audience and fostering engagement.

d. YouTube:

YouTube is an excellent platform for The Princess Project to share video content that educates and inspires. The organization can create a dedicated channel to upload video tutorials, empowering talks, and interviews with influential figures who champion girls' rights. Additionally, The Princess Project can collaborate with popular YouTubers or influencers to reach a larger audience and leverage their existing fan base.

Overall, by using these different social media platforms, The Princess Project can leverage their unique features to engage with diverse audiences, spread their message, and create a sense of community around their mission. It is important to tailor the content and approach to each platform while maintaining consistency in branding and messaging. Regularly monitoring and responding to comments and messages will also help build strong relationships and reinforce the commitment of The Princess Project to empowering young girls.

2.3. Promoting community participation, collaboration, diversity, and inclusion.

Those are crucial aspects when aiming for social-cultural integration and multiculturalism, as well as fostering multi-agency collaboration. These elements not only encourage the active involvement of community members but also create a sense of ownership, respect for diversity, and collective responsibility (Dawkins, 2023). To effectively encourage these values and ensure development in The Princess Project, a forward-looking approach is vital for the community engagement practitioner.

a. Creating Forums for Community Participation:

Organising community forums, town hall meetings, or focus groups allows community members to voice their opinions, share ideas, and actively participate in decision-making processes related to The Princess Project. This participatory approach ensures that the services and initiatives provided align with the community's needs, aspirations, and cultural backgrounds.

b. Networking and Collaboration with Community Groups:

The community engagement practitioner should actively reach out to various community groups, such as cultural and religious organizations, women's associations, or youth clubs, to establish collaborative partnerships. This collaboration encourages diversity, fosters inclusivity, and ensures that multiple perspectives and

cultural traditions are respected and incorporated into The Princess Project's activities.

c. Incorporating Language and Cultural Sensitivity:

Developing initiatives, materials, and communication strategies that are inclusive, culturally sensitive, and available in different languages is essential. The Princess Project should consider offering translated materials, interpreters, or culturally appropriate activities to ensure that individuals from all backgrounds feel welcome and can fully participate.

d. Empowering Local Leaders:

Involving local leaders, influencers, and respected figures from various cultural communities strengthens community engagement. These individuals can act as ambassadors, spreading awareness about The Princess Project's mission, and encouraging community members to participate. Local leaders can also play a pivotal role in promoting multi-agency collaboration by connecting The Princess Project with other organizations or government agencies working towards similar goals.

c. Celebrating Cultural Diversity:

Organising events, workshops, or cultural celebrations that embrace and celebrate diversity help create a welcoming and inclusive atmosphere within The Princess Project. These events showcase different cultural traditions, food, music, and artistic

expressions, fostering intercultural understanding and appreciation among both community members and project staff.

2.4. Forward-looking approach to development in The Princess Project as practitioner

a. Anticipating Changing Community Needs:

By adopting a forward-looking approach, the practitioner can stay ahead of evolving community needs and aspirations. Regularly conducting research, surveys, and needs assessments helps identify emerging challenges and opportunities, allowing The Princess Project to adapt its activities to cater to the changing dynamics.

b. Identifying Emerging Trends and Best Practices:

A forward-looking approach enables the community engagement practitioner to stay connected to broader social, cultural, and development trends. By keeping abreast of innovative practices, they can incorporate new ideas and strategies into The Princess Project's initiatives, making them more effective and impactful.

c. Promoting Sustainability:

Being forward-thinking involves considering the long-term sustainability of The Princess Project's initiatives. It necessitates exploring ways to enhance local capacity and ownership, fostering systems that can self-perpetuate community engagement efforts,

and creating partnerships that extend beyond the project's duration.

d. Nurturing Innovation and Adaptability:

A forward-looking approach fosters an environment that encourages creativity, innovation, and adaptability. This mindset allows the community engagement practitioner to experiment with new methods, technologies, or approaches to better engage the community and achieve desired outcomes.

By adopting a forward-looking approach, The Princess Project can ensure that its community engagement efforts evolve and align with the changing needs and dynamics of the community it serves. This approach promotes sustainability, inclusivity, and social-cultural integration, ultimately leading to positive and transformative outcomes for the project and the community as a whole.

3. Conclusion

In our active participation in The Princess Project, we elevate the social development of Maidstone by embracing a supportive community, building our own confidence, empowering others, developing new skills, and creating a lasting impact. As we continue to play an active role, we become agents of change, nurturing a generation of empowered young girls and fostering a socially developed community. The Princess Project reminds us that our participation holds the power to transform lives, shape futures, and create a more inclusive and thriving society.

4.References

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APPENDIX:

Appendix A

facebook.com

LCBB4002_LON: Online... Volunteering and Society... Full details and actions f... VieReader How To Use An Appendi... https://www.theadvocate...

facebook

The Princess Project

2.9K likes · 3.2K followers

Message Like Search

Posts About Mentions Reviews Services Reels More

Intro

A passion for mothers, all precious daughters of God the King.

Page · Non-profit organisation

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princessproject.co.uk

Rating · 5.0 (13 reviews)

Featured

The Princess Project

6 January 2021 ·

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Family Lunch Thursday Every Thursday through August

SCHOOL UNIFORM - FREE NEW & PRE-LOVED

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Photos See All Photos

SUMMER LUNCH BOXES Every day through the summer holidays Fusion are offering a free lunchbox for children.

Family Lunch Thursday Every Thursday through August

SCHOOL UNIFORM - FREE NEW & PRE-LOVED

NEW TOYS & GIFTS Toys mostly M16 & 12's or sometimes well over

Pop along for a coffee and take a look

Posts Filters

The Princess Project

13 July at 22:52 ·

These wonderful ladies decided to surprise their friend on her birthday by getting together over drinks and nibbles to make up a whole load of our new mum bags. What a lovely idea thank you so much!

32 1 comment

Like Comment Share

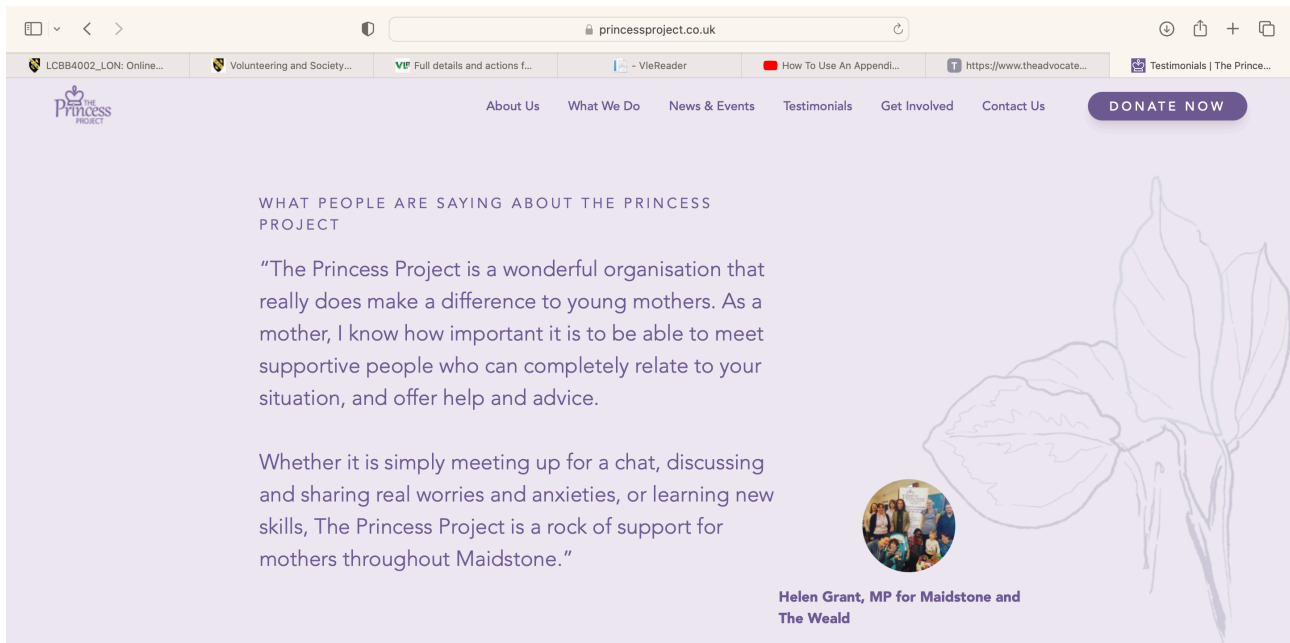
Bridget Jackson Wow! That's awesome!

Like Reply 2 w

Write a comment...

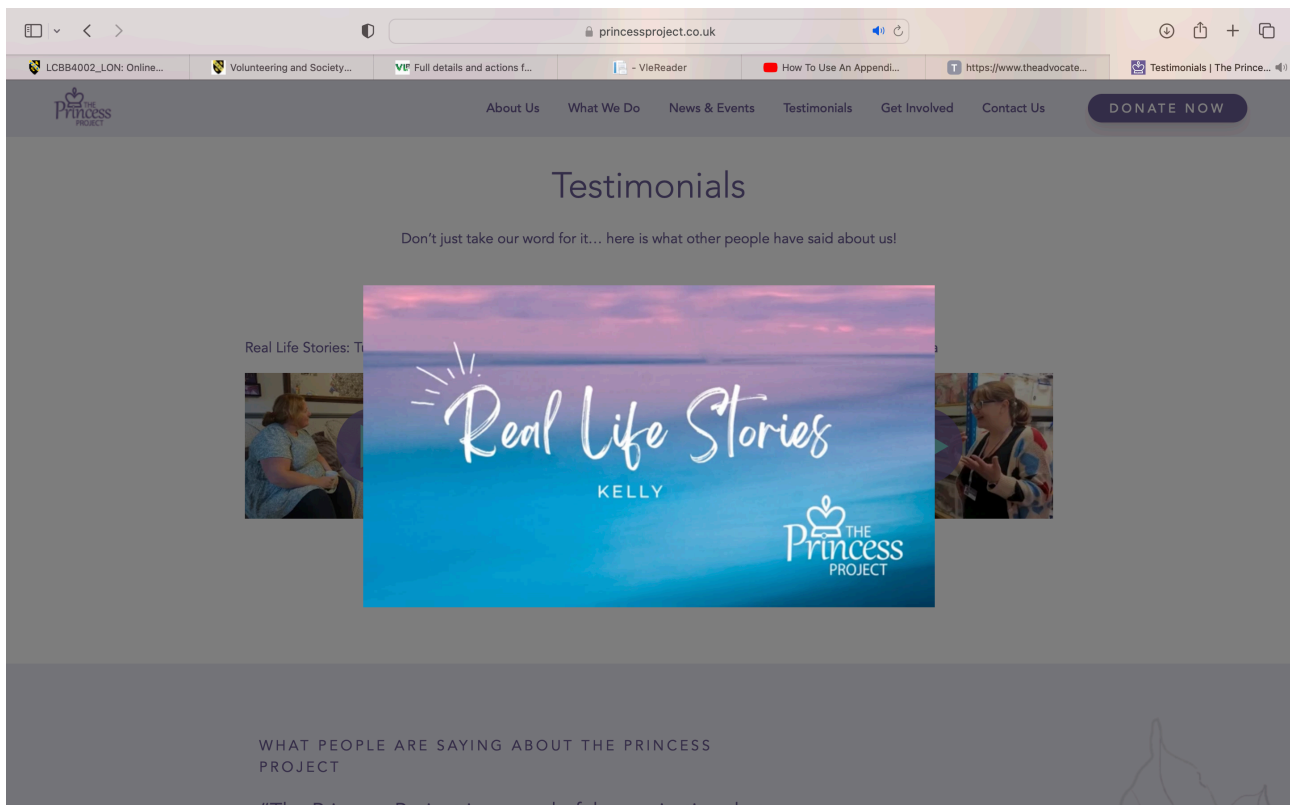
Appendix 2

<https://www.princessproject.co.uk/testimonials/>



WHAT PEOPLE ARE SAYING ABOUT OUR PARENTING GROUPS

<https://www.princessproject.co.uk/testimonials/>



Appendix 3

<https://r1.vlereader.com/Reader?ean=9780230279438#>

The screenshot displays the VLereader web interface. On the left, a dark sidebar contains a table of contents for the book 'Volunteering and Society in the 21st Century'. The table lists chapters 1 through 17, along with 'References' and 'Index', each with a corresponding page number. The 'Acknowledgements' section is highlighted. The main content area on the right shows the preview of chapter 17, 'Voluntary Action in the 21st Century'. The chapter title is '78 Volunteering and Society in the 21st Century'. The preview text discusses 'Contemporary values and mores' and 'Individualism', noting the decline of traditional family and community ties in British society, and mentions the Carnegie UK Trust report (2007) and the Carnegie Inquiry (2007). It also touches on 'Consumerism and choice' and 'Aspirations'.

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78 Volunteering and Society in the 21st Century

Contemporary values and mores

Individualism

There is a widespread perception that the decline of traditional family, neighbourhood and community ties in British society has been accompanied by a rising tide of individualism famously captured by Margaret Thatcher's slogan, quoted by the Carnegie report (Carnegie UK Trust, 2007: p. 25) that 'there is no such thing as society'. One symptom of this is the number of people who holidayed alone which rose from 9.6 millions in 1995 to 15.4 millions ten years later. More tellingly, 'the majority of UK citizens now believe that the best route to raising standards for everyone is to "look after ourselves" rather than "look after the community's interests"' (ibid.: p. 17). However, the Carnegie Inquiry found that other evidence suggested 'perhaps that this trend towards individualism had reached its apogee' (p. 25) as people felt the need for engagement as they pursued a well-being agenda and were freer to get involved by the shift to more flexible working arrangements.

Consumerism and choice

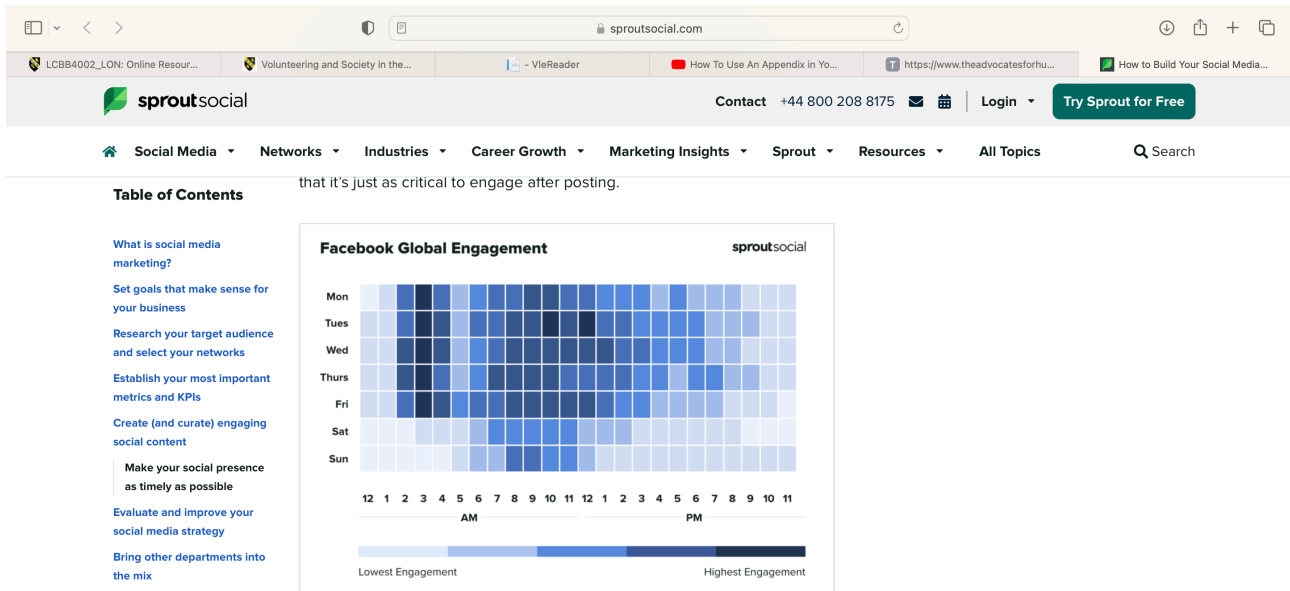
Rising individualism has been accompanied and fuelled by the growth of consumerism and the agenda of choice. As much of the population has enjoyed greater spending power and the cost of consumer goods has fallen in real terms, people have increasingly defined themselves as consumers. The range of choices available to them has increased dramatically. Some of this increase is market driven; in the 2000s, the average out-of-town Tesco supermarket offered a range of 40,000 products as against a mere 5,000 in the 1980s (Evans and Saxton, 2005). Some of this increased range of goods and services is the result of technological change, including a choice of 900 television channels (rather than the four available in 1990) and 600 different Internet service providers (ibid.). Some is the consequence of deregulation which has given us the choice of 22 gas and 16 electricity suppliers (ibid.). Furthermore, successive Conservative and New Labour administrations have adopted the rhetoric and practices of the commercial sector and sought to apply them to the work of government and the delivery of public services (Deakin, 2001).

Aspirations

There is growing evidence that the aspirations of UK citizens are 'high and rising' (Evans and Saxton, 2005: p. 19) and extend beyond the

Appendix 4

<https://sproutsocial.com/insights/social-media-marketing-strategy/>



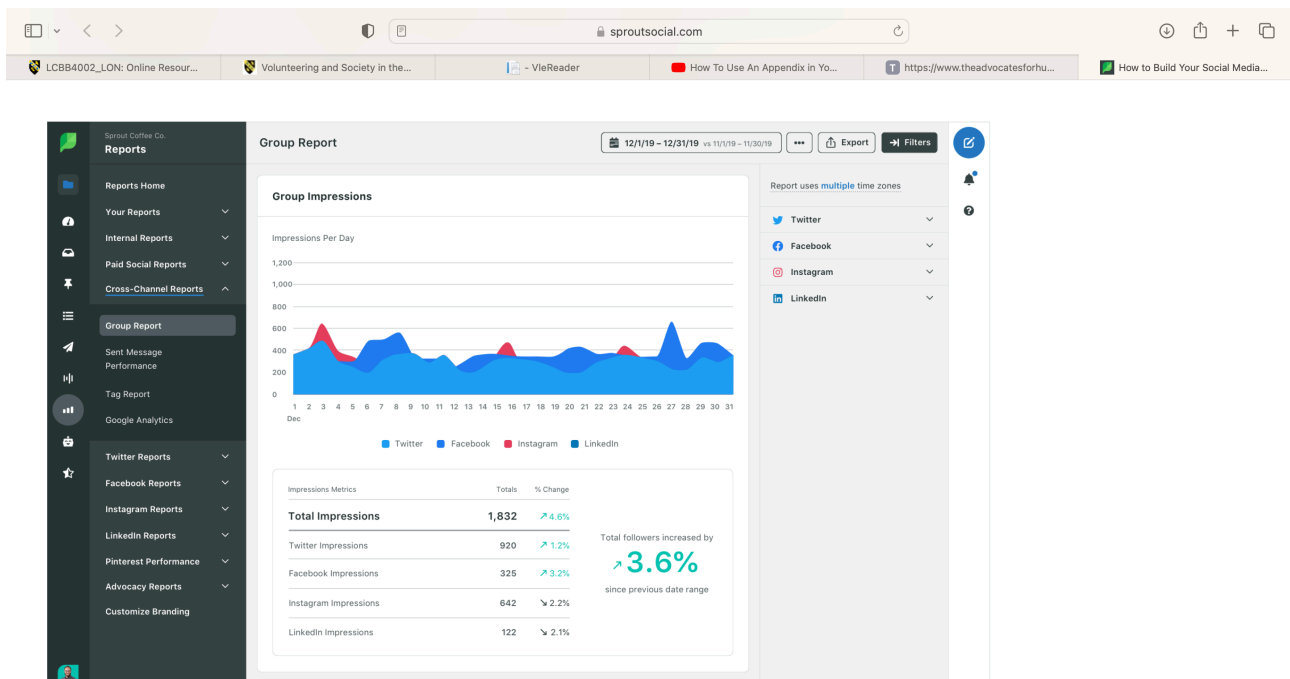
And that leads us to our next point.

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