



# CASE STUDY

## The power of community engagement

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To deliver social value, regeneration should involve addressing local needs and issues involving both local stakeholders and developers to deliver positive outcomes for our communities. In this case study we will delve into the recent support the Business & Enterprise Team provided to Places for People a social enterprise that is currently in the process of building over 1,800 homes in East Wick and Sweetwater, a flagship mixed-tenancy development in the Olympic Park, which includes commercial units, green spaces, and play areas.

The team intends to return to volunteer at the food bank later in the year to continue its support for the most vulnerable and lonely people in Newham and apply for £3,000 in funding to support the centre's homelessness programme. Sadia Ahmed, Socio Economic & Community Engagement Manager for Places for People, stated, “The volunteers thoroughly enjoyed the day, and for many, it was a powerful reminder of how fortunate they are. The experience also opened the volunteers' eyes to the issues of homelessness.”

The goal for Places for People was to provide an inclusive team-building experience that would not only benefit the local community but also foster a sense of camaraderie among their employees.

This successful partnership between East Wick and Sweetwater and the Carpenters and Docklands Centre serves as an inspiring example of how businesses can make a meaningful difference through strategic community engagement. If you're looking to engage and support the local community in any way, why not get in touch with us?

The challenge for Our Newham Business & Enterprise was to identify a local community project that could accommodate up to 30 volunteers in a single day. After reaching out to various local community projects, the team connected with Ben North, the Operations Director for the Carpenters and Docklands Centre. The partnership forged as a result of our support between Places for People and the Carpenters and Docklands Centre exemplifies the power of collaboration in making a meaningful impact. By working together, both organisations were able to create a rewarding experience for the volunteers while positively influencing the community they serve.



On the day, the team of volunteers, painted the halls, including the toilets, and transformed the space using materials and resources donated by some of their contractors. Ben said, “it would have taken us weeks to accomplish what the team completed in just one day. This type of support makes a huge difference, allowing us to allocate our core funds to our charitable projects, and we are thankful to the Newham Business and Enterprise team for providing us with the link.”

**If you'd like to more information on how we can support you, please feel free to reach out to us**

**[OurnewhamBandE@newham.gov.uk](mailto:OurnewhamBandE@newham.gov.uk)**

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