

Overview

This standard is about establishing links with groups, organisations and communities within which the Justice Sector works. This does not just mean the 'Justice Community' nor is it aimed solely at establishing contact with the 'hard to reach groups'. Communities refers to anyone who has an interest or stake in the work of the Justice Sector. The standard is aimed at encouraging managers across the Justice Sector to communicate and engage with the communities that they work with and among. The standard is not about developing a communication strategy but stresses the need to agree the aims and objectives of engaging with wider communities and what the desired outcomes are.

Establish and manage links with the wider community

Performance criteria

You must be able to:

1. establish a clear vision and strategy for engaging with wider communities
2. work with internal colleagues and external stakeholders to develop and agree the strategy and its implementation
3. identify and agree appropriate methods and channels to engage with wider communities
4. identify and agree roles and responsibilities within the organisation for promoting and taking forward engagement strategies
5. identify and engage with individuals and organisations in the community and gain their commitment to take community engagement forward
6. work with partners to establish contact with community organisations and agree and implement a meaningful consultation process
7. use information to identify communities' needs and expectations and enhance engagement
8. use appropriate communication methods and media to promote the involvement of the whole community in building positive relationships
9. promote a culture of championing respect for diversity and valuing cultural differences within the organisation to enhance relationships with communities
10. work with partners within the organisation and in the wider communities to identify actions that will help communities to engage positively with the sector and build public confidence
11. establish and maintain partnerships and networks to foster positive relationships with groups and communities
12. check actions and activities follow best practice in relation to equality, respect for diversity and valuing cultural differences
13. review and evaluate the effectiveness of strategies to enhance engagement with the wider communities
14. identify areas where changes to strategies could enhance the engagement of communities
15. work with internal and external partners to implement changes to enhance the engagement of communities

Establish and manage links with the wider community

Knowledge and understanding

You need to know and understand:

1. what is meant by wider communities within the context of your own organisation
2. what the organisation is trying to achieve by establishing and maintaining links with the wider communities
3. the importance of working in partnership to enhance community engagement
4. who the potential partners are and how to engage with them
5. why it is important that any consultation with wider communities is inclusive and meaningful and ways of demonstrating this
6. the different cultures and beliefs in wider communities and why it is important to understand these
7. how cultures and beliefs can impact on community feelings and behaviours
8. the importance of promoting and implementing best practice in relation to equality, respect for diversity and valuing cultural differences
9. how to establish and maintain consultation and communication channels with organisations, groups and communities and why this is important
10. the importance of evaluating community engagement plans and their effects
11. how to evidence and evaluate effective engagement with wider communities

Behaviours

1. You communicate effectively with internal and external stakeholders to gain their understanding and commitment
2. You demonstrate understanding of the sensitivities and concerns that groups and communities may have and work with them to overcome these
3. You recognise the opportunities presented by the diversity of people and value the benefits they bring to the organisation
4. You create a sense of common purpose
5. You ensure that the aims and objectives of the engagement strategy and plan are grounded in the aims and objectives of your own organisation
6. You demonstrate an understanding of others' needs, expectations and motivation, take an active interest in their concerns and manage their expectations
7. You find practical ways to overcome barriers
8. You use communication styles and methods that are appropriate to different people and situations
9. You evaluate the impact of your own and others' actions and experiences and use this to inform future strategies and actions
10. You construct opportunities for value added relationships

Skills

Communicating
 Negotiating
 Consulting
 Planning
 Reviewing
 Networking
 Analysing
 Monitoring
 Decision making
 Prioritising
 Influencing and persuading

Links to other NOS

This standard is stand-alone but could link with unit HG4: Develop and manage multi-agency partnerships

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