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#### Overview

Local residents, community groups, service users, other local authority functions, businesses and business organisations can exert a great influence over the success, or otherwise, of the design and implementation of programmes that impact on those communities.

The ability to communicate effectively with these people, whether formally or informally, leaves an impression that goes far beyond the information imparted.

This standard covers your ability to consult and engage with the local community and community issues. This may be through specific projects or becoming involved in longer term projects. By consulting and engaging the local community you will be able to design research, projects and services around their needs.

The emphasis is upon building a relationship with local people, local community groups and local businesses, where applicable, through consultation and co-operation, and by understanding how your organisation's work affects local people.

Consultation must include an element of education and awareness raising for it to be effective. By working with those you consult you are making them aware of what they are being asked to do and that they understand the implications of their feedback.

# SFJ LG1

## Consult and engage with the local community

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### Performance criteria

*You must be able to:*

- P1 identify those in the local community who are most appropriate to engage with
- P2 identify how to work with different service users in ways appropriate to their needs
- P3 identify opportunities for consultation and co-operation with the local community,
  - P3.1 seek specialist advice where required
- P4 establish and maintain contacts with relevant sections of the local community
- P5 engage in ways that meet the needs of the local community to develop understanding and awareness, formally and informally
- P6 seek the opinions of the local community where the work of the organisation is likely to affect the local community using the appropriate methods

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### Knowledge and understanding

*You need to know and understand:*

- K1 the purpose of the local community and the different stakeholders within the local community
- K2 types of opportunities available for co-operation and consultation with the local community
- K3 ways in which contact with the local community can be established including written, verbal and social media communication
- K4 the different types of specialist advice available and how to access these
- K5 the reasons for and importance of contact and engagement with the local community
- K6 the likely impact of the organisation's work on the local community
- K7 the importance of ensuring that those you are liaising with understand the issues upon which they are being consulted
- K8 the different methods used to gauge community opinion

# SFJ LG1

## Consult and engage with the local community

<b>Developed by</b>	Skills for Justice
<b>Version number</b>	1
<b>Date approved</b>	January 2013
<b>Indicative review date</b>	January 2018
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Skills for Justice
<b>Original URN</b>	SFJ LG1
<b>Relevant occupations</b>	Researcher; Economic Development Officer; Communications Officer; Public Services professional
<b>Suite</b>	Local Government Skills
<b>Key words</b>	Community; consultation; engagement; co-operation; local; opinion; engage; business; design