

SFJ LG8

Identify and consult on strategy options



Overview

This standard is about identifying and developing strategy options, and presenting the case to decision makers.

You will need to organise and analyse information. You will need to engage with decision makers and stakeholders, for example different departmental functions within your organisation. You will need to present the case for the strategy to decision makers.

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Performance criteria

You must be able to:

- P1 identify valid strategy options, relevant surveys and research which address the most significant priority issues and which establish baselines from which performance can be measured
- P2 identify stakeholders, including other departmental functions, who are likely to be involved in and affected by any proposed strategy options
- P3 develop with stakeholders a range of proposed strategy options
- P4 plan and set up methods of consultation which will produce the suitable range of valid opinion on proposed strategy options in line with the purpose of the consultation
- P5 present strategy options to people and groups who are interested and informed, and summarise their feedback
- P6 consult specialists who have valid and reliable opinions, identify requirements, options and key trends, and summarise them accurately
- P7 evaluate feedback against relevant criteria,
- P8 identify conflicting needs of different groups and users including the level of support and opposition:
 - P8.1 describe how these needs might affect strategy options
- P9 influence, where needed, other providers or departments, to ensure successful delivery
- P10 set up additional surveys if the information and opinions available are insufficient or in conflict
- P11 assess how strategy options will impact on baselines and how they will affect different stakeholders and circulate the assessment to the stakeholders for comment and feedback
- P12 summarise the results of the consultations, and present the results to relevant decision-makers

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Knowledge and understanding

You need to know and understand:

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| K1 | what to identify as valid alternative strategy options, relevant surveys and research which address the most significant priority issues |
| K2 | how to develop strategy options |
| K3 | appraisal techniques for local authority interventions |
| K4 | what relevant baselines will enable impacts to be measured |
| K5 | how to present and negotiate strategy options to people and groups who are interested and informed |
| K6 | who you identify to be stakeholders who are likely to be involved in and affected by proposed strategy options |
| K7 | how to assess how strategy options will affect different stakeholders |
| K8 | how to influence others to ensure successful delivery |
| K9 | how to circulate the assessment of strategy options to stakeholders for comment and feedback |
| K10 | how to summarise feedback on strategy options |
| K11 | how to consult specialists who have valid and reliable opinions |
| K12 | how to summarise requirements, options and key trends |
| K13 | how to summarise the results of consultations |
| K14 | how and why to plan and set up methods of consultation which will produce the full range of valid opinion on proposed strategy options |
| K15 | how and why to identify requirements, options and key trends |
| K16 | how and why to set up additional surveys where the information and opinions available are insufficient or in conflict |
| K17 | how to present the results of consultations to relevant decision-makers |
| K18 | what to identify to be the conflicting needs of different groups and users, and the level of support and opposition |
| K19 | what to describe as the possible effects of conflicting needs of different groups and users, on strategy options |
| K20 | how and why to evaluate feedback against relevant criteria |

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Additional Information

Scope

- 1 Strategy options:**
 - 1.1 development and improvement plans
 - 1.2 new settlements and developments
 - 1.3 local and action areas
 - 1.4 public utilities
 - 1.5 resource use
 - 1.6 anti-pollution
 - 1.7 community benefit programmes
 - 1.8 public and private space
 - 1.9 traffic & transportation (land use impact)
- 2 Stakeholders:**
 - 2.1 land and property owners
 - 2.2 occupiers
 - 2.3 funders
 - 2.4 contractors
 - 2.5 public authorities
 - 2.6 professional advisors
 - 2.7 pressure groups
 - 2.8 community benefit programmes
 - 2.9 the general public
 - 2.10 businesses
 - 2.11 business organisations
 - 2.12 other local authority functions
- 3 Methods of consultation:**
 - 3.1 formal
 - 3.2 informal
 - 3.3 fact finding procedures
- 4 Present:**
 - 4.1 orally
 - 4.2 in writing
 - 4.3 graphically
 - 4.4 using computer models
- 5 Appraisal techniques in local authorities (below list is indicative only and is subject to change over time):**
 - 5.1 Green Book (HMT) and Magenta Book (Cabinet Office Research Unit)
 - 5.2 A guide to Social Return on Investment (Cabinet Office of the Third Sector)
 - 5.3 Offpat Project Advice Note 2/06
 - 5.4 Spatial analysis
 - 5.5 Other techniques as appropriate
- 6 Criteria:**
 - 6.1 social

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- 6.2 community
- 6.3 cultural
- 6.4 legal
- 6.5 business, economics and markets
- 6.6 financial and budgetary
- 6.7 planning policies
- 6.8 institutional and organisational policy
- 6.9 political
- 6.10 environmental
- 6.11 climate change
- 6.12 low carbon design
- 6.13 short and long term needs
- 6.14 time and phasing
- 6.15 technical
- 6.16 health, safety and welfare
- 6.17 accessibility
- 6.18 security
- 6.19 employment and skills

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