
Overview

This standard is about consulting and working with the local community. The emphasis is on building a relationship with local people - farmers, landowners, local parish councils, local schools, local community groups and so on - through consultation and co-operation.

Community groups and local residents can exert a great influence over the success, or otherwise, of environmental conservation which is influenced by effective communication.

This standard is relevant to all those who need to work closely with the local community.

**Performance
criteria**

You must be able to:

- P1 identify opportunities for consultation and collaboration with the local community in accordance with organisational policy
- P2 establish and maintain contacts with relevant sections of the local community
- P3 work with the local community to encourage an understanding and awareness of environmental objectives
- P4 actively seek reactions and opinions where the work of the organisation is likely to affect individuals and groups from the local community
- P5 gather and evaluate all relevant information where conflicts of interest arise and seek specialist advice where necessary
- P6 develop recommendations for action and obtain organisational agreement
- P7 keep relevant people within the organisation informed of the outcomes of work and consultations with the local community
- P8 communicate effectively with others throughout your work using appropriate methods

Knowledge and understanding

You need to know and understand:

- K1 types of opportunities available for consultation and collaboration with the local community
- K2 ways in which contact with the local community can be maintained
- K3 the reasons for, and importance of, contact and consultation with the local community
- K4 the likely impact of the work of the organisation on the local community
- K5 the importance of encouraging understanding and awareness as part of the consultation and collaborative working
- K6 methods of facilitating effective community consultation
- K7 potential and actual conflicting interests: between different community groups, and/or between the organisation and community groups
- K8 methods for resolving conflicts of interest
- K9 the limits of your responsibility in consulting and working with the local community
- K10 different methods of communicating and keeping others informed

Glossary

Opportunities for consultation and collaboration:

- formal
- informal

Conflicts of interest:

- between the needs of the organisation and the needs of the local community
- between the needs of different individuals and groups within the local community

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