
Overview

Key Area Three is about supporting communities to come together and organise effectively so that they can collectively achieve their aims and exert influence on decisions that affect them. It concerns the skills and knowledge needed to work with groups of all kinds. It involves bringing people together, enabling them to agree what they want to achieve, and managing conflicts that occur and affect the community. It is about supporting groups to decide how to organise and campaign to get their views heard. It is of relevance to all Community Development practitioners.

This standard relates to the roles of Community Development practitioners in supporting or leading on the organisation of events and activities within communities. These events may include public meetings, workshops, open days, consultation displays and neighbourhood forums amongst others.

This standard is relevant to all Community Development practitioners.

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Organise community events and activities

Performance criteria

- You must be able to:*
- P1 establish the purpose and aim of any planned event or activity through negotiation
 - P2 consider who needs to be involved, how and why
 - P3 discuss the ideas with all interested people and organisations
 - P4 agree the details of the event or activity, ensuring that where and when it is held is suitable for the target audience
 - P5 ensure issues of access and inclusion for all have been considered and built into the plans
 - P6 agree the level and kinds of resources that will be needed and where they can be obtained
 - P7 list all the tasks to be done in advance and share them out between those willing to be involved
 - P8 ensure people have all the information they need to carry out their tasks
 - P9 encourage people to work with others and bring in new people to help wherever possible
 - P10 ensure that all health and safety and risk assessments are carried out
 - P11 ensure that all relevant legal requirements are met
 - P12 publicise the event/activity widely, using different kinds of publicity material and different media
 - P13 contact people to encourage them to attend and address barriers to their involvement
 - P14 obtain appropriate material to record events for a range of purposes
 - P15 ensure that groups understand the need to obtain people's consent before material, to which they have contributed, can be used
 - P16 follow up any agreed actions
 - P17 review the original plan and make necessary changes
 - P18 evaluate the event and use the conclusions of evaluation to inform future events.

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Knowledge and understanding

You need to know and understand:

The following knowledge and understanding statements relate to the four standards within Key Area Three. It is not necessarily the case that every Key Area Three knowledge statement relates to every standard, but it is likely that a knowledge statement relates to more than one standard.

The context

- K1 the contribution of social movements and community action in bringing about change
- K2 the impact of power and power relationships upon individuals and communities taking collective action
- K3 the benefits of recognising and valuing diversity
- K4 how discrimination and disadvantage impact on working relationships within communities
- K5 barriers to involvement in collective activities and ways to overcome them
- K6 how to develop community-based strategies which build the confidence, skills and independence of community groups
- K7 the importance of groups deciding on their own development

Setting common goals

- K8 the role of research and information to determine common concerns
- K9 appropriate techniques and approaches for the collective identification of common issues, such as gender, disability, age and culture
- K10 collective decision-making approaches to identifying and agreeing aims and objectives

Group dynamics and processes

- K11 how to facilitate collective approaches to group dynamics and development appropriate to the values of Community Development
- K12 equality and anti-discriminatory practice within groups
- K13 the impact of transient and changing populations on groups
- K14 structures which encourage open debate and accountability within groups
- K15 the roles that people take in groups and the support they need to be effective
- K16 methods of facilitating the review and development of group needs and capacity

Community organising

- K17 collective and participatory approaches to planning an event or activity
- K18 how to identify and access necessary resources and support for

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community events/activities

- K19 how to ensure compliance with relevant legislation and good practice in relation to planned events/activities, including how to undertake a risk assessment
- K20 how to effectively monitor and evaluate events/activities and incorporate learning into future planning

Conflict within communities

- K21 causes of conflicts within communities and wider society
- K22 common responses to conflict situations and the impact on group cohesion
- K23 different, and creative, approaches to conflict analysis and resolution
- K24 sources of mediation support available to individuals, communities and practitioners

Campaigning

- K25 models and techniques for collectively planning a community based campaign
- K26 the importance of making strategic alliances to build support
- K27 the factors to take into account when choosing methods of publicity and seeking media support for specific campaigns
- K28 how to influence and gain support via national and local political systems and structures
- K29 methods for evaluating community based campaigns

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Additional Information

Values

Key Area Three is underpinned by the five Community Development key values of: Equality and Anti-discrimination, Social Justice, Collective Action, Community Empowerment and Working and Learning Together.

The following examples correspond to each of the key values:

1. venues are used that welcome people from different backgrounds and meet the needs and circumstances of individuals attending
2. environmental considerations are taken into account in the planning and use of resources
3. opportunities are taken for collaborating with other groups in planning events/activities
4. the knowledge, expertise and skills of community members are used to their full in planning and running the event
5. reflective evaluation is carried out so that future events and activities can benefit

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