

CCSCCS73 SQA Unit Code H8Y6 04

Deliver community engagement for a creative and cultural organisation



Overview

This unit is about delivering community engagement activities in a cultural heritage organisation to encourage new target audiences, customers or visitors to engage with your work or to develop ongoing relationships with current community groups. It is also about providing your current audiences, customers or visitors with activities which they will benefit from, and enjoy.

Performance criteria

- You must be able to:*
- P1 develop an understanding of your organisation's community, working with your line manager to develop an engagement plan
 - P2 attend relevant training to work directly with communities and community organisations according to local needs
 - P3 identify local and regional audiences, customers or visitors that you will work with, and their needs
 - P4 research community activities, interests, programmes, exhibitions and events from previous engagement
 - P5 identify 'barriers' that inhibit community engagement and look at how these can be overcome
 - P6 develop programmes to appeal to various community audiences, integrating events or programmes with other engagement activities
 - P7 identify finance and funding for your activities, working with others in the organisation on these areas
 - P8 market activities where necessary, using the most appropriate method to suit the audience, working with others in your organisation responsible for marketing where necessary
 - P9 experiment with new approaches to professional practice and community activities
 - P10 develop ongoing networks and sharing of practice for community engagement in the sector
 - P11 use self-evaluation as a way of learning together and improving practice
 - P12 provide practical opportunities for improving the communities understanding of your work
 - P13 work with communities and others in the organisation to identify new engagement activities relevant to local needs
 - P14 evaluate the success of your community engagement programme against your aims and objectives

Knowledge and understanding

You need to know and understand:

- K1 why you and your organisation have chosen to engage with communities
- K2 the importance and benefits of engaging community
- K3 how to engage with communities; various methods and types of engagement
- K4 how to develop an approach to engaging with other local organisations
- K5 how to use training and/or standard frameworks to deliver best practice
- K6 how to engage with people and communities in a respectful way
- K7 models of research that can contribute to organisational and community learning
- K8 how to evaluate your community engagement methods

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