

Overview

This standard is about building and maintaining effective working relationships with local or central government, community and pressure groups towards developing their awareness and understanding of the issues important to you.

It includes understanding their start point, developing messages and targeting those to be approached, and involvement in relevant decision-making processes by lobbying these groups or individuals.

Performance criteria

You must be able to:

1. identify different stakeholder groups within the political environment, and establish their requirements and interests in relation to your organisation's objectives
2. monitor political environments, and identify issues relevant to your organisation's objectives
3. assess the potential impact of identified issues and proposed legislation upon your organisation, identifying potential opportunities and threats
4. anticipate likely future scenarios based upon a realistic analysis of trends and developments
5. develop and agree objectives and strategies to address opportunities and threats, including identifying:
 - key stakeholder groups to be targeted
 - activities to maximise influence
6. identify activities and political communication methods designed to fulfil the agreed objectives and strategies
7. engage in the direct or indirect lobbying of politicians and stakeholders towards achieving agreed objectives, using different techniques to effectively present ideas and arguments
8. listen actively, and ask questions, clarifying points to check mutual understanding
9. monitor and evaluate the effectiveness of lobbying and related activity, adjusting plans and actions accordingly to achieve the stated objectives
10. build and maintain effective professional relationships with key political stakeholders
11. operate within relevant legal and regulatory frameworks and codes of practice

Knowledge and understanding

You need to know and understand:

1. legal, organisational and policy requirements relevant to your role, the role of others in your organisation and the activities being carried out
2. the relevant national and local guidelines, policies and procedures available and how and when they should be accessed
3. key external and internal developments affecting your organisation, its services, their impact, and the implications for public affairs campaigns and lobbying for influence
4. your organisation's key stakeholders, their interest and requirements relating to your organisation
5. the structure of government at local and central level, and the principal differences between these
6. government procedures and protocols, the workings of government, and the lobbyist's role in exercising influence
7. public policy and administration process
8. mechanics of the legislative process, and associated procedures
9. public affairs techniques and how to use these to influence government and stakeholders
10. why it is important to show sensitivity to the needs and interests of others

Glossary

Domestic Abuse

A pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality. The abuse can encompass but is not limited to, a combination of psychological, physical, sexual, financial and emotional abuse.

This definition also includes so-called 'honour' based violence, female genital mutilation (FGM) and forced marriage. Children also experience domestic abuse when witnessing domestic abuse.

Intersectionality

The interconnected nature of social categorisations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage

Needs led approach

A form of advocacy that places the survivor at the centre of interventions and support work. This means listening to their story, concerns and struggles and identifying strengths. It results in the collaborative production of support packages that are specific to survivors' individual needs. A needs-led approach is an empowering endeavour that pays attention to survivors' intersectional circumstances, avoiding the traps of institutional bias or ineffective responses

Strength based approach

Recognising that individuals have strengths. These strengths are recognised and built on as part of aiding recovery.

People at risk

An individual who is defined as in need of special care, support, or protection because of age, disability, risk of abuse or neglect

Sexual Violence (see also definitions below that may be used covering sexual abuse or sexual assault)

Similar in nature to sexual abuse, but this term is more often used to describe brief or single incidences, such as if sexually assaulted by a stranger

Sexual Abuse

Undesired sexual behaviour by one person to another. This is often carried out by force or by taking advantage of the other person. This term is generally used when the sexual behaviour is regular or over a prolonged period of time.

Sexual Assault

Any unwanted sexual behaviour that a person has not consented to. This can range from rape to voyeurism or exhibitionism, to unwanted touching above or under clothes.

Trauma Informed Practice

An approach to health and care interventions which is grounded in the understanding that trauma exposure can impact on a person. Practitioners will work in ways so as to not inadvertently retraumatise impacted people and with an emphasis on client safety, choice, collaboration and empowerment.

SFJHG101

Manage political relationships and lobby for influence



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