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## Overview

This standard covers consultation and negotiation to protect or improve the use of land or marine sites.

This can include retention of existing good practice in the face of proposed changes. Consultation and negotiation will be undertaken with a wide variety of different interest groups. The standard emphasises working in partnership with others to achieve solutions and improvements.

The terms "land" or "marine" can be applied to terrestrial, water or mixed environments in both urban and rural contexts, including offshore areas to the edge of territorial waters.

This standard is for conservation and marine access workers who are involved in consultations and negotiations concerning the use of land and/or marine areas. For example, this may entail negotiations with landowners over habitat management or access rights, fishermen over joint use of sea areas or with statutory bodies over proposed changes in regulation of the use of land and/or marine sites.

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## Performance criteria

*You must be able to:*

1. identify any issues with current or proposed land or marine use
2. identify and engage the key interest groups and individuals associated with current or proposed use
3. explain opportunities for the protection/improvement of the land or marine use to the relevant key interest groups and individuals, and seek their views on these opportunities
4. consult and negotiate with the relevant key interest groups and individuals, in accordance with the interests of all parties involved, and within the relevant legal requirements and those of your organisation
5. identify and evaluate potential solutions to any issues with the current or proposed use of land or marine sites
6. develop recommendations for action to protect or improve the use of land or marine sites, in accordance with the relevant national legislation, local regulations, strategies, policies and codes of practice
7. conclude consultation and negotiation in accordance with the relevant legal requirements and those of your organisation
8. record the outcomes of consultation and negotiation and the recommendations for action with the relevant key interest groups and individuals
9. monitor the implementation and effectiveness of agreed actions

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## Knowledge and understanding

*You need to know and understand:*

1. the issues with the current or proposed land or marine use and how to judge the need for action
2. how to identify and engage key interest groups and individuals associated with current or proposed use of the land or marine site
3. why consulting and negotiating with the relevant key interest groups and individuals is important
4. a range of techniques for conducting and concluding effective consultations and negotiations
5. the ways in which the interests of other parties change as negotiations proceed
6. the technical and other potential solutions to issues and the means of evaluating their likely effectiveness
7. the relevant national legislation, local regulations, strategies, policies and codes of practice and the implications of not adhering to these
8. the different actions available to protect or improve the use of the land or marine site and the reasons for recommending a specific action
9. the importance of monitoring the implementation and effectiveness of the agreed action and how this should be carried out

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## Glossary

**Issues** could include:

- threats to biodiversity
- inappropriate use of land and coast
- poor maintenance of the site
- access

**Key interest groups and individuals:**

- landowners
- land managers
- local authorities
- community and other interest groups
- general public
- statutory and other agencies
- environmental specialists

LANEnC27

Consult and negotiate to protect or improve the use of land or marine sites



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