
Overview

This unit is for archaeologists whose role includes supporting communities and community groups to engage with the historic environment, identifying how they would like to engage and what support they need to do so. In doing so, it is about identifying new audiences as well as providing support for individuals and groups already engaged in historic environment activity.

**Performance
criteria**

You must be able to:

Identify potential local user groups.

- P1 Develop an understanding of your organisation's existing links with the community/communities
- P2 Identify other existing local groups or other potential audiences
- P3 Identify where potential exists for new groups to be formed
- P4 Identify potential barriers that may inhibit community engagement and how these may be overcome

Evaluate the needs and wishes of groups

- P5 Discuss and clarify aspirations with communities/groups
- P6 Work with communities/groups to identify new engagement activities relevant to local needs
- P7 Challenge community aspirations where they may conflict with the legitimate aspirations of others

Develop activities to support the engagement of groups with the historic environment

- P8 Research previous engagement activities by your own organisation and by local groups and individuals
- P9 Identify the appropriate level of support required for different groups
- P10 Experiment with different approaches to professional practice and community engagement
- P11 Develop appropriate tools and material to support the engagement of groups with the historic environment
- P12 Promote and apply appropriate professional standards

Evaluate the effectiveness and impact of work with groups

- P13 Use self evaluation as a way of learning together and improving practice
- P14 Develop ongoing networks and sharing of practice for community engagement
- P15 Evaluate the success of your work with communities/groups against your aims and objectives
- P16 Invite community responses to the work you have done with them

Integrate work with groups into other work programmes where appropriate

- P17 Promote and publicise the work of communities/groups you have supported
- P18 Consider, and where appropriate implement opportunities for community

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Support community engagement with the historic environment

- participation in other work programmes
1. Develop mechanisms for a two-way flow of information between your organisation and communities/groups.

Adopt an ethical approach to community engagement

- P19 Apply relevant technical and ethical standards of work
P20 Be sensitive to any continuing relationship between the historic environment and living, successor or descendant groups

Knowledge and understanding

You need to know and understand:

- K1 The importance and benefits of supporting community engagement
- K2 How to research your communities and their needs
- K3 How to identify barriers and ways to overcome them
- K4 How to communicate with different groups in a respectful way (including listening skills)
- K5 The importance of relevant technical and ethical standards
- K6 Why professional standards are important in community engagement
- K7 How to adapt methodologies for different groups while maintaining best practice
- K8 How to evaluate your support activities
- K9 How to promote your activities to different audiences
- K10 Relevant legislation and health and safety requirements for working with volunteers

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