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## Overview

This standard is about supporting people to develop their communication skills to represent their views and values and those of their peers, to others. It also includes identifying what the needs and interests of individuals or communities are and presenting their needs and interests accurately and fairly.

The importance of participation and the involvement of communities is implicit in the values which practitioners are expected to know about and to apply in practice. Encouraging people to take part and become involved in advocacy supports the development of and confidence.

The community development standards are arranged in six key areas:

1. Understand and practise community development
2. Understand and engage with communities
3. Group work and collective action
4. Collaboration and cross-sectoral working
5. Community learning for social change
6. Governance and organisational development

This standard is within Key Area Four.

## Performance criteria

### *You must be able to:*

1. choose models of advocacy to use
2. agree the key issues individuals/communities wish to address through advocacy, the desired outcomes and the information requirements
3. assist individuals/communities to engage with appropriate people, including decision makers
4. discuss and agree with individuals/communities opportunities to participate and to represent themselves
5. assist individuals/communities to collect sufficient and valid information to enable them to support and present their views and interests
6. agree with individuals/communities how to tailor their presentation of their views and interests to different audiences
7. assist individuals/communities with planning what they want to communicate
8. encourage individuals/communities to represent themselves and help them to develop strategies to cope with any constraints or barriers they face in doing this
9. support communities to understand and secure their rights
10. support communities to make use of their legal rights
11. review available information about the needs of individuals/communities and collect additional information so that you can advocate on their behalf where necessary
12. present the interests of individuals/communities to the audience, listen to the response of others and offer constructive feedback
13. record and maintain records of the information presented and the actions taken
14. review the outcomes of the representations with individuals/communities, and agree appropriate consequent actions
15. comply with relevant codes of practice, guidelines and ethical requirements and work in line with values

## Knowledge and understanding

### *You need to know and understand:*

1. your role and responsibilities within the advocacy of individuals'/communities' views and interests
2. models, methods and techniques of advocacy
3. typical circumstances where individuals/communities may need advocacy
4. factors affecting the ability of individuals/communities to participate and represent themselves
5. methods of assessing the skills and confidence of individuals/communities relevant to presenting their views and interests
6. the importance of establishing realistic goals for the outcome of representations
7. how to agree the advocacy needed with and for individuals/communities including the goals, information needed and how to present the case
8. the range of situations where representation may take place, and the factors to consider in preparing for these
9. who to contact in order to pursue the interests of individuals/communities
10. the type of information needed and how to obtain additional information to ensure accurate and fair advocacy
11. the importance of preparation when presenting views and arguments, the needs and expectations of the audience, and methods of achieving this
12. the difference between decision makers and those who influence the decision-making process, and the importance of each
13. communication skills appropriate to presenting views and interests
14. typical issues and areas of concern raised through advocacy and ways to resolve them
15. how to provide feedback and review the outcomes of advocacy
16. how to take any required action following the advocacy representation
17. how to support communities to develop their knowledge of relevant law and legal remedies
18. legal frameworks and where to signpost communities for support
19. legal, organisational and ethical codes of practice, guidelines and requirements relevant to your practice and role
20. the values and principles in relation to the requirements of this standard

## Values

Community development is underpinned by a set of values which distinguish it from other, sometimes related, activities in the community. These values are at the core of community development and underpin each of the standards. The values are;

1. Social justice and equality
2. Anti-discrimination
3. Community empowerment
4. Collective action
5. Working and learning together

The following examples illustrate how each of the community development values might inform practice in this standard. These statements are not part of assessment requirements.

1. the contribution of communities and groups is valued in terms of strengths, skills, knowledge and experience rather than monetary resources
2. mechanisms are put in place to support the involvement and representation of marginalised communities in networks and partnerships
3. the influence of communities is strengthened through collective and collaborative actions
4. processes and procedures reflect transparency and accountability to communities
5. learning from the diverse experiences of people within the network is encouraged and supported

## Glossary

### Advocacy

Entails enabling others to have a voice and get their views across. It is about ways in which power relationships can be addressed and rigid systems challenged.

### Collective action

Working together with others to achieve a common aim.

### Organisation

Any collection of people in the community, voluntary, public and private sectors and any hybrid configuration across these sectors. It refers to community groups, charities,

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community and social enterprises, statutory agencies, businesses.

### Support

The work a community development practitioner may undertake to ensure the group can pursue its aims. The types of activities may include: providing information, moral and motivational encouragement, researching particular topics, identifying sources of help, listening to group members' ideas and thought processes and reflecting them back, facilitating decision-making, acting as an advocate, coach, mentor, critical friend.

CLDSCCD17

Advocate with and on behalf of individuals and/or communities so that their interests are represented



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<b>Developed by</b>	CLD Standards Council Scotland
<b>Version Number</b>	1
<b>Date Approved</b>	30 Mar 2023
<b>Indicative Review Date</b>	30 Mar 2028
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating Organisation</b>	JETS
<b>Original URN</b>	New
<b>Relevant Occupations</b>	Community Voluntary Workers, Community Activator
<b>Suite</b>	Community Development
<b>Keywords</b>	community development; community development practitioner; community development practice; community development values; community development research; community development consultation; community development groups; community development methods

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