## Stakeholder Engagement

**Guidance Note 2015**

Stakeholder Engagement: the process of involving people in the decisions that affect them.

**Consult:** To have regard for a person’s feelings or interests in making plans or decisions.

### When?

<table>
<thead>
<tr>
<th>Planning or Developing Activities</th>
<th>Management of Existing Activities</th>
<th>Tackling Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g. New Planting, Revision of LTFPs, Significant Felling.</td>
<td>e.g. Access and Forest Management Interactions.</td>
<td>e.g. Timber transport disruption, fly tipping, unauthorised mountain bike trails.</td>
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</tbody>
</table>

### Who?

- Neighbours
- Community (Community Council, Development Trust, User Groups)
- Clients/Agents
- Legal Interests e.g. wayleaves
- Special Interest Groups
- FCS & Statutory Consultees
- National NGOs
- Vocal Detractors
- Neighbours
- Community (Community Council, Development Trust, User Groups, Local Schools)
- Clients/Agents
- Legal Interests e.g. wayleaves
- Special Interest Groups
- Neighbours
- Community (Community Council, Development Trust, User Groups)
- Local Authority
- Local Councillors, MSPs, MPs

### How?

<table>
<thead>
<tr>
<th>Site Visits</th>
<th>Establish a Forestry Contact within Community Council or similar</th>
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<tbody>
<tr>
<td>Small Informal/ Formal Meetings with key stakeholders</td>
<td>Advisory Committee</td>
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<tr>
<td>Telephone contact with key stakeholders</td>
<td>Attendance at suitable local events e.g. shows, galas, etc.</td>
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<tr>
<td>Attend meetings of relevant local groups.</td>
<td>Newsletters</td>
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<tr>
<td>Website</td>
<td>Annual Surgery</td>
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<tr>
<td>Advertisements/ Articles in Local Press</td>
<td>Annual Meeting with key stakeholders</td>
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<tr>
<td>Interactive workshop/ event</td>
<td>Notice Board at Forest Gate</td>
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<td>Leaflet drop to all households</td>
<td>Website</td>
</tr>
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<tr>
<td>Awareness Raising via Local Press</td>
<td>Attend meetings of relevant local groups.</td>
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### Helpful Resources

- Forestry Commission Toolbox for Public Engagement in Forest and Woodland Planning ([www.forestry.gov.uk/toolbox](http://www.forestry.gov.uk/toolbox))

### Lessons Learnt

- One size does not fit all – it’s about the right thing at the right time. Knowing what works takes time.
- Speaking to people in advance of an activity rather than after can identify issues before they arise.
- Style and tone are as important as what is said/done.
- Make yourself known and available to stakeholders/communities as this can help avoid problems escalating.
- Listening skills are essential. Often foresters want to solve problems and take action when just listening works.
- Take time to understand the problem. It may not be what you first think.
- Face to face always works better in difficult situations.
- Avoid ‘town hall’ style public meetings.
- Visual aids (but not just maps) and ‘active’ feedback sessions work well.
- Admit mistakes, rectify and move on.