

# STAKEHOLDER ENGAGEMENT

## Guidance Note 2015



**Confor**  
Promoting forestry and wood

**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?

#### Planning or Developing Activities

e.g. New Planting, Revision of LTFPs, Significant Felling.

#### Management of Existing Activities

e.g. Access and Forest Management Interactions.

#### Tackling Problems e.g. Timber

transport disruption, fly tipping, unauthorised mountain bike trails.

### Who?

- Neighbours
- Community (Community Council, Development Trust, User Groups)
- Clients/ Agents
- Legal Interests e.g. wayleaves
- Special Interest Groups
- FCS & Statutory Consultees
- National NGOs
- Vociferous 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?

- Site Visits
- Small Informal/ Formal Meetings with key stakeholders
- Telephone contact with key stakeholders
- Attend meetings of relevant local groups.
- Website
- Advertisements/ Articles in Local Press
- Interactive workshop/ event
- Leaflet drop to all households

- Establish a Forestry Contact within Community Council or similar
- Advisory Committee
- Attendance at suitable local events e.g. shows, galas, etc.
- Newsletters
- Annual Surgery
- Annual Meeting with key stakeholders
- Notice Board at Forest Gate
- Website

- Site Visits
- Small Informal/ Formal Meetings with key stakeholders
- Awareness Raising via Local Press
- Attend meetings of relevant local groups.

### Helpful Resources

- Forestry Commission Toolbox for Public Engagement in Forest and Woodland Planning ([www.forestry.gov.uk/toolbox](http://www.forestry.gov.uk/toolbox))
- Scottish Government National Standards for Community Engagement (applies to public agency but handy guide) ([www.scdc.org.uk/what/national-standards/](http://www.scdc.org.uk/what/national-standards/))
- Royal Town Planning Institute Guidelines on Effective Community Involvement and Consultation ([www.rtpi.org.uk/knowledge/publications/](http://www.rtpi.org.uk/knowledge/publications/))

### 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.

