
Overview

This standard is about providing information on specific aspects of cultural heritage to colleagues, funders, or the public. Cultural heritage can refer to objects that are on display or in storage or to historic buildings, structures, sites, settings, or intangible heritage.

It includes researching facts and stories, clarifying information requirements, providing information in the right format, encouraging questions, recording feedback, and passing on requests outside your remit.

This standard is for anyone in a cultural heritage organisation is responsible for providing information on specific aspects of cultural heritage to colleagues, funders, or members of the public.

Performance criteria

You must be able to:

1. use reliable sources to research the history of selected cultural heritage and the reasons why they came to be in a collection, on display or regarded as cultural heritage
2. identify a selection of facts and stories about selected cultural heritage that will be of interest to individuals, groups, or organisations
3. clarify the relationship of selected cultural heritage to other cultural heritage objects, structures, sites, settings, or intangible heritage under the remit of the organisation
4. use appropriate communication techniques to identify and clarify the information requirements of individuals, groups, or organisational representatives
5. provide current and relevant information on selected cultural heritage in accordance with the organisation's policies
6. encourage individuals, groups or organisational representatives to ask questions on selected cultural heritage at appropriate times
7. identify further credible sources of information when information requirements are outside the scope of your completed research
8. maintain the health and safety of individuals, groups or organisational representatives and the security of objects, structures, sites, or settings in line with legislation and organisational procedures
9. obtain information for individuals, groups, or organisational representatives as soon as possible after requests are made
10. pass requests for information that are outside your responsibility or expertise to appropriate people
11. record accurate details of feedback and requests from visitors and pass it to appropriate people in line with organisational procedures
12. return any borrowed information materials within agreed time scales

Knowledge and understanding

You need to know and understand:

1. research methodology and credible sources of information on the selected cultural heritage you are researching
2. how to access information sources and use library and information systems
3. objects, structures, sites, settings, and intangible heritage under the remit of the organisation and the type of relationships they have to each other
4. what objects, structures, sites, settings, and intangible heritage are of most interest to individuals, groups or organisations, and what types of facts and stories are usually requested by them
5. legislation and organisation policies and procedures relating to health and safety of people and security of cultural heritage objects, structures, sites, and settings
6. how to assist visitors with special needs and identify people who might need help
7. communication techniques to clarify the requirements of individuals, groups or organisational representatives, respond to enquiries and encourage others to ask questions
8. organisational policies and procedures relating to provision of information to colleagues, funders and the public including when it is appropriate to give it orally and when to produce materials
9. how to conduct informal tours and provide information, instructions, and directions to the public
10. how to produce instructions and guidance materials on selected cultural heritage
11. how to ensure that information on selected cultural heritage is current and relevant
12. how to seek assistance from colleagues
13. how to produce visitor feedback reports and keep records of visitor requests

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Relevant Occupations Arts, Media and Publishing; Managers and Proprietors in Hospitality and Leisure Services; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; Archaeology and Archaeological Sciences; Business Management; Functional Managers; Quality and Customer Care Managers; Artistic and Literary Occupations; Records; General; Leisure and Travel Service Occupations; Conservation Associate Professionals

Suite Cultural Heritage

Keywords provide information; collection; display; cultural heritage; artefact; historic buildings; structure; site; setting; intangible heritage;
