

## Manage public relations for a wildlife management area

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### Overview

This standard outlines the competencies required by individuals who are responsible for managing public relations for a wildlife management area. It has been developed so that it can be applied to a variety of situations.

This standard is aimed at those who work in game and wildlife conservation and who are responsible for establishing a public relations policy, managing public relations and supporting others in the maintenance of public relations.

## Performance criteria

*You must be able to:*

1. establish a public relations policy to support activities in a wildlife management area
2. seek specialist advice when required
3. communicate the requirements of the public relations policy to those involved in its implementation
4. advise on the production of public relations materials that comply with relevant legislation
5. manage public relations activities in a wildlife management area
6. monitor and evaluate the effectiveness of public relations activities and adjust activities and plans accordingly
7. maintain an awareness of relevant local and national issues that are likely to impact on wildlife management area activities
8. support others involved with the wildlife management area to maintain public relations
9. communicate with the public in a manner that promotes the understanding of the activities in a wildlife management area and maintains public relations
10. manage any disputes that are likely to impact on public relations
11. provide feedback to support staff on the development of good public relations
12. consult with users, neighbours and interest groups to obtain feedback on wildlife management area activities

## Knowledge and understanding

*You need to know and understand:*

1. the role of public relations in supporting wildlife management area activities
2. the principles of managing and maintaining public relations for a wildlife management area
3. the essential components of a public relations policy such as the promotion of activities, the roles and responsibilities, how incidents such as shoot disruption should be dealt with, communication with the media
4. where to obtain specialist advice
5. the relevant local and national issues that impact on public perception and the management of public relations for a wildlife management area
6. the features of the wildlife management area including land designations, rights of access and areas of special interest
7. national and local regulations relating to rights of way, access and the right to roam
8. the effective methods for communicating the requirements of the public relations policy
9. the role and impacts, positive and negative, of social media on the wildlife management area and how to manage these effectively
10. the methods that can be applied to resolve disputes
11. the role of the police and local authorities in supporting wildlife management area activities
12. the importance of developing good working relationships with neighbours and other stakeholders
13. the methods used for consulting with users, neighbours and interest groups
14. how the press and media operate, and methods for managing media relations

## Glossary

### Designations could include:

- National Park
- Sites of Special Scientific Interest (SSSI)
- Special Areas of Conservation (SACs)
- Special Protection Areas (SPAs),
- Area of Outstanding Natural Beauty (AONB)
- World Heritage Site (WHS)
- Archaeological site
- National Trust
- Nitrogen Vulnerable Zone (NVZ)
- Drinking Water Safeguard Zones
- Scheduled Monuments (SMs)
- Listed Buildings (LBs)
- Registered Parks and Gardens (RPGs)
- Registered Battlefields (RBs)
- Sites identified on the Historic Environment Record (HER).

### Sector guidance could include:

The Code of Good Shooting Practice

Deer Initiative Best Practice Guides

Scottish Natural Heritage Best Practice Guides

### Wildlife management area

Any area of land used for the provision of game-shooting activities

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**Suite** Game and Wildlife Management

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