

Overview

This standard covers engaging with the public on outdoor sites. You must show that you can communicate effectively with the public who are visiting the site and look after their welfare and safety, in addition to protecting the site, its character and its contents.

You should be aware of actual or potential threats, dangers or breaches of the law, both in general and those specifically related to the site on which you are working. You also need to know how to deal with reckless and anti-social behaviour and breaches of environmental legislation relating to protected species and sites. This may involve advising members of the public of dangers and being alert to suspicious behaviour.

It also includes engaging with local communities.

This standard is suitable for those working in Conservation, Estate Management, Gamekeeping, Farming, Forestry, Horticulture etc.

Performance criteria

You must be able to:

1. present a professional image of yourself and your organisation
2. welcome members of the public who are visiting the site, in accordance with organisation policies
3. promote the features and value of the site to visitors, to enhance their enjoyment and understanding of the site and its purpose
4. provide relevant information, advice and guidance to different members of the public to meet their needs in accordance with organisational procedures
5. care for visitors according to their needs and organisational policies
6. encourage visitors to use the site responsibly, in a way that is consistent with its purpose and condition
7. encourage visitors to maintain the safety of themselves and any accompanying persons, children or dogs during visits to the site, and make them aware of dangers
8. make visitors aware of the site policies regarding dogs
9. encourage visitors to maximise the potential of their visit and take advantage of what the site has to offer, including any opportunities to assist in conserving nature
10. take action to manage visitor pressure, in accordance with the procedures of your organisation
11. identify any reckless or anti-social behaviour by members of the public and take the required action
12. identify members of the public who are breaching the law, collect evidence of the incident, without putting yourself in danger, and take the required action to report it to the police or other appropriate authority
13. engage with local communities to promote organisational activities and build relationships in accordance with organisation policies
14. explore opportunities for community involvement in organisation activities in accordance with organisation policies
15. carry out your work safely, in accordance with the relevant health and safety legislation, risk assessment requirements, codes of practice and the policies of your organisation
16. encourage feedback on engagement with the public and communicate your findings to the relevant person
17. make changes in response to feedback, within your area of authority

Knowledge and understanding

You need to know and understand:

1. the purpose and value of presenting a professional image of yourself and your organisation
2. the relevant legislation, codes of practice and requirements of your organisation for engaging with the public
3. the importance and purpose, within your remit, of engaging with the public and local communities
4. the features and value of the outdoor site – to enable you to provide information and respond to queries
5. the ways to engage with the public, encourage positive interaction and adjust communication styles according to the audience
6. the types of information, advice and guidance required by members of the public and how to provide this
7. the range of different members of the public that may be encountered in your place of work
8. why the organisation may have certain access policies or designated areas for public access
9. the importance of encouraging visitors to maintain their safety while using the site, and making them aware of dangers
10. the importance of visitors controlling dogs to protect staff, other visitors, livestock, wildlife and the safety of the dog
11. the needs of the site and the effects that visitors may have on it
12. the importance of balancing the needs of the site with the needs of visitors, and the action to take to manage visitor pressure
13. the legislation relating to offences against wildlife and the environment, and other legislation relevant to the site
14. the threats the public may pose to sites and how to handle members of the public who cause a threat to sites or who exhibit reckless or anti-social behaviour
15. how to use de-escalation tactics to deal with conflict
16. the procedure to follow when dealing with breaches of the law, including reporting requirements and who to report to
17. ways to maintain contact with local communities and build relationships
18. different levels of engagement with local communities and methods of facilitating effective community consultation

19. the importance of promoting community understanding and awareness of the role and purpose of the organisation as part of consultation and collaborative working
20. the opportunities for community involvement in organisation activities and different factors to be taken into account when evaluating potential opportunities
21. how to resolve potential and actual conflicting interests when working with local communities
22. the relevant health and safety requirements in relation to yourself, your colleagues and the public, including for lone working
23. how to obtain and monitor feedback from the public
24. the limits of your authority and competence and who to refer to if you need advice or guidance

Glossary

Breaches of the law:

- theft
- criminal damage
- fire raising
- illegal metal detecting
- illegal use of drones by thieves to see what is available on a site
- litter and fly-tipping
- assault
- dog attacks on livestock, wildlife and people
- public order offences
- trespass/breach of access regulations
- heritage crime
- wildlife crime e.g.
- disturbance
- persecution
- poaching
- release into the wild of Invasive Non-Native Species (INNS) or species of plants or animals outside of their native range

Threats:

- to the site and its contents
- to natural and built heritage
- to flora and fauna
- to your own personal health, safety or security
- to the health, safety and security of others

Value of outdoor sites:

Engage with the public

- social value
- economic value
- intrinsic value (clean air/CO2 reduction, natural capital)
- health and wellbeing
- historical/cultural value

Visitors:

- adults
- children and young people
- families
- less able and vulnerable people
- general interest groups
- special interest groups
- recreational users
- those with special requirements
- those for whom English is not their first language

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Relevant Occupations Access Officer, Forestry, Estate Worker, Farmer, Park Ranger, Property Manager, Ranger, Gamekeeper

Suite Environmental Conservation, Game and Wildlife Management, Horticulture, Treework, Incident Management in the Land-based Sector

Keywords visitors; public; wildlife crime; community
