

Overview

This standard covers researching and preparing environmental interpretive activities relating to sites or environmental topics. Sound research and planning is essential if interpretation is to meet the needs of a variety of audiences.

You must be able to identify the focus of the interpretation and the development of themes and messages.

You must carry out your work in a way that takes account of its impact on the environment.

This standard is for Environmental Conservation Workers, including access and recreation, terrestrial, marine and any other aspect of conservation, who have responsibility for delivering environmental interpretive activities.

Performance criteria

You must be able to:

1. identify the intended audience and location for the environmental interpretive activities
2. establish the nature, requirements and expectations of the intended audience
3. formulate research objectives that link the nature and requirements of the audience, the location of delivery, and the focus of interpretation
4. identify and use information sources effectively when researching environmental interpretive activities
5. assess all information obtained for its accuracy and relevance to the intended audience
6. acknowledge sources of information when carrying out research
7. consider the location, the target audience, and the focus of interpretation when preparing environmental interpretive activities
8. carry out a risk assessment of the areas being used for activities, and take account of this in your preparation
9. allow for the use of a range of interpretive methods
10. check that the style and structure of planned activities are relevant to the circumstances, interest and ability of the audience
11. take account of contingencies in your preparation
12. take account of the environmental and social impact of the proposed environmental interpretive activities
13. negotiate and agree site access arrangements prior to any planned visits
14. identify the required resources and confirm their availability
15. confirm that your selected interpretive activities are consistent with the objectives of the interpretation, suitable for the site and event and within budget
16. promote and publicise the environmental interpretive activity to the target audience

Knowledge and understanding

You need to know and understand:

1. how to establish the nature, requirements and expectations of the intended audience
2. the ways in which the needs of different audiences may vary, and the impact of this on researching environmental interpretive activities
3. why it is important to formulate research objectives that link the nature and requirements of the audience, the location of delivery, and the focus of interpretation
4. the relevant information sources, and how to access and use these effectively
5. how to check information for accuracy and relevance, and the reasons why this is important
6. the ways in which you can acknowledge the sources of information
7. your organisation's environmental interpretive objectives and priorities
8. the importance of careful and thorough preparation
9. how to prepare environmental interpretations and select activities that address the needs of the audience, the location of delivery, and the focus of interpretation
10. how to carry out a risk assessment of the areas being used for activities and adapt your preparations accordingly
11. the range of interpretive methods, resources and approaches available, and their relevance to the circumstances, interest and ability of the audience
12. the action to take in the case of difficulties or contingencies encountered
13. how to take account of the potential environmental and social impact of the environmental interpretations and the reasons why this is important
14. how to negotiate and agree site access arrangements for any planned visits and the consequences of failing to do this
15. the importance of confirming the availability of resources and the consequences of failing to do this
16. the range of tools available to promote the environmental interpretive activity, the principles of their use and how to access them

Glossary

Audiences:

- 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 the first language

Interpretation techniques:

- use of audio-visual equipment
- use of props and resources
- audience involvement and participation

Interpretive activities:

- illustrated talks
- providing demonstrations
- guided walks
- story-telling
- using environmental games
- drama/enactments

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