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## Overview

This standard looks at the skills required to deliver environmental interpretations to a range of audiences. You must have a good understanding of communication, and demonstrate ways of delivering messages effectively.

In delivering activities you must be aware of your audience's interests and abilities throughout and adjust your delivery method or style to suit.

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

**Performance  
criteria**

**You must be able to:**

- P1 ensure that you are adequately prepared to deliver the interpretive activity including resources, equipment and in a suitable environment
- P2 make sure that the pace, style and structure of activity are appropriate to the circumstances, interests and ability of the audience throughout
- P3 deliver all main messages using techniques which maximise understanding, and attempt to ensure these are understood
- P4 make opportunities available for the audience to maximise use of their senses
- P5 give further explanations or information promptly and clearly where there are indications that this is required by the audience
- P6 accommodate varying expectations among the audience as far as practicable
- P7 complete the activity to the scheduled timescale
- P8 continually monitor the safety and comfort of the audience according to the nature of the activity
- P9 where problems arise implement contingency plans and follow agreed procedures in the case of accidents or emergencies
- P10 gather information from relevant sources about the effectiveness of the interpretation, and evaluate it against previously set objectives
- P11 report any conclusions or recommendations arising from the evaluation to the appropriate people to aid future decision-making and planning
- P12 carry out all work in accordance with relevant environmental and health and safety legislation, risk assessment requirements, codes of practice and company policies

**Knowledge and understanding**

You need to know and understand:

- K1 how to identify hazards and assess risks
- K2 the importance of adequate preparation for delivery of environmental interpretation
- K3 the potential range of audience interests and abilities
- K4 the ways in which the pace, style and structure of activities can be varied to meet the audience's needs
- K5 the range of interpretive tools and techniques available, and the principles of their use in different circumstances to meet a variety of needs
- K6 techniques for interpretation that take account of audience abilities
- K7 good practice when using flora and fauna during the interpretation
- K8 means of identifying and improving audience reaction and understanding
- K9 how to ensure activities are completed within the scheduled time
- K10 means of monitoring audience safety and ways in which monitoring may vary according to the nature of the event
- K11 the action to take in response to accidents and emergencies or other contingencies likely to be encountered
- K12 potential sources of feedback on interpretation activities
- K13 the importance of evaluation to future planning and decision-making
- K14 your responsibilities under current environmental and health and safety legislation, codes of practice and company policies

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## Glossary

Interpretive activities: illustrated talks providing demonstrations, guided walks, story-telling, using environmental games or drama/enactments

Audiences: adults, children and young people, families, general interest groups, special interest groups, commercial users, recreational users, those with special requirements, those for whom English is not the first language, non-governmental organisations and statutory bodies

Abilities: sensory, mobility, learning

Senses: sight, smell, hearing, taste, touch

Interpretation techniques: use of audio-visual equipment, use of props and resources, audience involvement and participation

Range of issues: potential site hazards, environmental and social impact, site access and resource requirements, UK and EU environmental legislation

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