

LANNEC26 - SQA Unit Code F8JG 04

Prepare and deliver interpretive and educational activities



Overview

This standard looks at the skills required to interpret environmental issues to a range of audiences in a clear and effective way. The standard also covers the planning and delivery of activities which are educational in nature e.g. through giving illustrated talks, providing guided walks, story-telling, using games or drama/enactments.

The elements are:

1. Prepare interpretive activities
2. Deliver interpretive activities

Element 1 is about preparing to deliver interpretive activities. Planning should include the identification and development of themes and approach, including use of language and ensuring that time-length is suited to the audience. You will also be prepared for contingencies.

Element 2 requires that you must be aware of your audience's interests and abilities throughout and adjust your delivery method or style to suit, using a range of delivery tools and techniques to assist their understanding and retain their interest.

Performance criteria

You must be able to:

Prepare interpretive activities

- P1 select subject matter that conforms to the organisation's interpretive objectives
- P2 match subject matter to the site, the target **audience** and type of activity
- P3 work closely with those who are responsible for your **audience** to maximise the value of your planned activities
- P4 **plan activities in line with health and safety requirements**
- P5 prepare opportunities for the **audience** to maximise the use of their senses
- P6 make sure that the style and structure of planned activities are appropriate to the circumstances, interest and ability of the **audience**
- P7 make contingency plans in case the **audience** is different from that anticipated, or in the case of ill-health or bad weather
- P8 ensure that your selected **interpretive techniques** are sufficient, and are consistent with interpretive objectives, site, event and budget
- P9 promote and publicise the activity to selected **audience**

You must be able to:

Deliver interpretive activities

- P10 make sure that the pace, style and structure of activity are appropriate to the circumstances, interests and ability of the **audience** throughout
- P11 deliver all main messages in ways which maximise understanding, and attempt to ensure these are understood
- P12 make available opportunities for the **audience** to maximise use of their senses
- P13 give further explanations or information promptly and clearly where there are indications that this is required by the **audience**
- P14 accommodate varying expectations among the **audience** as far as practicable
- P15 ensure that during walks, you follow a pace and route suitable for the **audience**
- P16 complete the activity to time
- P17 use **interpretive techniques** appropriately and effectively
- P18 continually monitor the safety and comfort of the **audience** according to the nature of the activity
- P19 follow agreed procedures to remedy or secure the situation where accidents or equipment failures occur
- P20 gather information from relevant sources about the effectiveness of the interpretation, and evaluate it against previously set objectives
- P21 report any conclusions or recommendations arising from the evaluation to the appropriate people to aid future decision-making and planning

Knowledge and understanding

You need to know and understand:

Prepare interpretive activities

- K1 your organisation's interpretive objectives and priorities
- K2 the process of selecting and agreeing subject matter
- K3 the relationship between individual projects and the organisation's overall objectives
- K4 how to link activities to the curriculum
- K5 the range of potential audiences; process of selecting and agreeing a target audience
- K6 the relationship between location, target audience and type of event
- K7 responsibilities of self and visitors under health and safety legislation; consequences of not observing health and safety regulations
- K8 techniques for interpretation that make use of audience senses and particular approaches for individuals with sensory impairment
- K9 the range of presentation styles and structures available; principles of their use according to the circumstances, interests and ability of the audience
- K10 action to take in the case of difficulties or contingencies likely to be encountered
- K11 the range of interpretive tools and techniques available; principles of their use in different circumstances to meet a variety of needs
- K12 the range of promotional tools available; principles of their use in different circumstances and how to access them

You need to know and understand:

Deliver interpretive activities

- K13 the potential range of visitor interests and abilities
- K14 the ways in which the pace, style and structure of activities can be varied to meet visitor needs
- K15 the range of techniques and delivery styles that can be used and reasons for selecting particular technique or style; ways of maximising audience use of their senses
- K16 means of identifying and improving visitor reaction and understanding
- K17 techniques available to meet varying audience expectations
- K18 the process of matching the pace and route of the walk to audience needs and the reasons for selecting specific routes
- K19 scheduled time for completion of event
- K20 planning of activities to meet time constraints
- K21 the range of interpretive tools and techniques available; principles of their use in different circumstances to meet a variety of needs
- K22 means of monitoring audience safety and ways in which monitoring may vary according to the nature of the event
- K23 action in response to equipment failure, accidents or other contingencies

LANNEC26 - SQA Unit Code F8JG 04

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likely to be encountered

K24 potential sources of feedback on interpretation activities

K25 importance of evaluation to future planning and decision-making

Additional Information

Scope/range related to performance criteria

Prepare interpretive activities

1. **audience:**
 - 1.1. organised parties
 - 1.2. individual members of the public
 - 1.3. people with special needs
 - 1.4. people with special interests
2. **interpretive techniques:**
 - 2.1. use of audio visual equipment
 - 2.2. use of props
 - 2.3. audience involvement and participation

Deliver interpretive activities

3. **audience:**
 - 3.1. organised parties
 - 3.2. individual members of the public
 - 3.3. people with special needs
 - 3.4. people with special interest
4. use the following types of **interpretation techniques:**
 - 4.1. use of audio-visual equipment
 - 4.2. use of props
 - 4.3. audience involvement and participation
5. **evaluate** the following:
 - 5.1. stated objectives
 - 5.2. audience interest
 - 5.3. health and safety
 - 5.4. time and resource constraints

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