

LANGa14v1 - SQA Unit Code F9P4 04

Contribute to the development of public relations for a sporting estate



Overview

This standard deals with the competence required by individuals who are involved in maintaining public relations in support of game shooting activities. It has been developed so that it can be applied to any game population on any area of land used for game shooting. This standard is aimed at those who work in game conservation on either a full- or part-time basis, and can be applied to any sporting estate.

To meet this standard you will be able to:

1. develop public relations materials
2. maintain public relations in support of a sporting estate

This standard relates to the following applications or context:

Develop and effectively use materials:

notices

written materials

Obtaining and providing information to identify:

intended sporting use

game management activities

habitat characteristics

legal rights of public access

Conducting communication effectively:

in writing

verbally

Communicating with the following people:

land owners

police/local authorities

general public

Performance criteria

You must be able to:

Contribute to the development of public relations materials

- P1 contribute to the establishment of public relations policy taking account of organisation and legal requirements
- P2 obtain **information** to support the development of up-to-date materials which comply with current legislation
- P3 produce **materials** which promote good public relations, reflect policy and do not contravene the rights of individuals
- P4 present **materials** in a manner which promotes understanding
- P5 gain feedback and agreement from shoot management in respect to public relations materials

You must be able to:

Maintain public relations in support of sporting activities

- P6 maintain public relations by way of the accurate implementation of policy and effective use of public relations **materials**
- P7 conduct all **communication** with **people** in a courteous and polite manner that encourages goodwill
- P8 give accurate **information** and advice in respect to enquires
- P9 give accurate **information** and advice to people who may be affected by sporting activities
- P10 deal with any incidents of unauthorised access in a manner which best supports public relations for the sporting estate
- P11 refer incidents which fall outside area of responsibility, to an appropriate authority

Knowledge and understanding

You need to know and understand:

Contribute to the development of public relations materials

- K1 the value of good public relations to the sporting estate
- K2 the organisations and individuals most likely to be interested in receiving the materials produced
- K3 the powers of authorised persons
- K4 legal rights and limitations of access to land
- K5 the sources of further information and advice on sporting activities and access
- K6 the application and requirements of notices and written communications in maintaining public relations
- K7 how to effectively communicate information in a way which promotes understanding

You need to know and understand:

Maintain public relations in support of sporting activities

- K8 the value of good public relations to the sporting estate
- K9 the organisations and individuals most likely to be interested in receiving the materials produced
- K10 the powers of authorised persons
- K11 the legal rights and limitations of access
- K12 how to source further information and advice on sporting activities
- K13 the organisations which represent the interests of the general public in the countryside including their own area of operation
- K14 the use of written communications and notices in maintaining public relations
- K15 how to deal with incidents and maintain public relations
- K16 how to deal with aggressive and abusive behaviour
- K17 when and how to refer incidents to relevant authorities
- K18 the health and safety implications associated with incidents including implications associated with lone working

Glossary

For you to fully understand the content of the standard, and the activities it describes, it is important that you are able to understand the terms used within the standard.

The definitions below should help you with this.

Game

Legal game quarry species including deer

Sporting estate

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

Access

Entry onto land facility or building forming part of sporting estate

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