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### Overview

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

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

This standard is for Environmental Conservation Workers, including access and recreation, who have responsibility for planning and preparing interpretive activities.

## Performance criteria

### You must be able to:

- Research information for interpretations
- P1 identify the intended audience for interpretation
  - P2 establish the nature, requirements and expectations of the intended audience
  - P3 formulate clear research objectives
  - P4 ensure your research objectives link the nature and requirements of the audience, the location of delivery, and the focus of interpretation
  - P5 use appropriate information sources effectively and economically
  - P6 assess all information obtained for accuracy and appropriateness to the intended audience
  - P7 identify and access additional sources of information where necessary
  - P8 ensure that throughout your research you acknowledge the contributions of others
  - P9 ensure that throughout your work you take account of the environmental and social impact of proposed interpretations
- Prepare interpretations
- P10 relate the planned interpretations to the location of delivery, the target audience, and the focus of interpretation
  - P11 carry out a risk assessment of areas being used for activities
  - P12 ensure that your plans take account of the outcomes of the risk assessment
  - P13 ensure that your plans allow for the use of a range of appropriate interpretive methods
  - P14 make sure that the style and structure of planned activities are appropriate to the circumstances, interest and ability of the audience
  - P15 ensure that your plans take account of contingencies
  - P16 negotiate and agree site access arrangements prior to any planned visits
  - P17 identify the required resources and confirm their availability
  - P18 ensure that your selected interpretive techniques are sufficient, and are consistent with interpretive objectives, site, event and budget
  - P19 promote and publicise the activity to the target audience

## Knowledge and understanding

### You need to know and understand:

- Research information for interpretations
- K1 why it is important to carry out and check research
  - K2 how to establish the nature, requirements and expectations of the intended audience
  - K3 the ways in which the needs of different audiences may vary, and how this impacts on your research
  - K4 why it is important to formulate clear research objectives
  - K5 how to link the needs of the audience with the sites to be visited and the focus of interpretation
  - K6 relevant information sources, and how to access and use them effectively
  - K7 how to check information for accuracy and relevance and reasons why this is important
  - K8 ways in which you can acknowledge the contributions of others
  - K9 how to take account of potential environmental and social impact of interpretations and reasons why this is important
- Prepare interpretations
- K10 your organisation's interpretive objectives and priorities
  - K11 importance of careful and thorough planning
  - K12 how to plan interpretations and select methods which address the needs of the audience, the location of delivery, and the focus of interpretation
  - K13 how to carry out a risk assessment and plan accordingly
  - K14 the range of interpretive methods, resources and approaches available, and their suitability
  - K15 the action to take in the case of difficulties or contingencies likely to be encountered
  - K16 how to identify what access arrangements need to be made and with whom
  - K17 how to negotiate and agree appropriate site access arrangements and the consequences of failing to make appropriate access arrangements prior to visits
  - K18 importance of confirming availability of resources and the consequences of failing to ensure required resources are available
  - K19 the range of promotional tools available, the principles of their use in different circumstances and how to access them
  - K20 the need for appropriate levels of confidentiality

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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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