
Overview

This standard covers promoting the responsible public use of outdoor sites. You must show that you can communicate effectively with visitors and look after their welfare and safety, in addition to protecting the site, its character and its contents.

You should be aware of actual or potential threats, dangers or breaches of the law, both in general and those specifically related to the site in which you are working. You also need to know how to deal with breaches against environmental legislation with regard to protected species and sites. This may involve advising members of the public of dangers and being alert to suspicious behaviour.

This standard is suitable for Countryside Officers, Rangers, Wardens, Park Managers, Garden Managers, etc.

**Performance
criteria**

You must be able to:

- P1 welcome visitors in accordance with the organisation's policies
- P2 present a positive image of yourself and your organisation
- P3 promote the features of the site to visitors to enhance enjoyment and understanding of the site
- P4 provide visitors with suitable opportunities to express and clarify their requirements
- P5 provide information clearly to visitors and encourage them to ask questions about the site and the organisation
- P6 ensure that the pace, style and structure of your communications are suitable for the audience
- P7 care for visitors according to their needs and any organisational requirements
- P8 provide visitors with methods of obtaining assistance if it cannot be immediately provided
- P9 encourage visitors to use the site in a way which is consistent with its purpose and condition
- P10 encourage visitors to maintain their own safety during visits to the site
- P11 encourage visitors to maximise the potential of their visit and take advantage of what the site has to offer
- P12 identify visitors and other members of the public who may cause a threat or breach of the law and take the appropriate action to minimise any damage or risk
- P13 carry out all work in accordance with relevant environmental, health and safety legislation, risk assessment requirements and company policies
- P14 encourage feedback from the public on their experience of the site and communicate findings to the appropriate person
- P15 make changes in response to feedback which are within your area of authority

Knowledge and understanding

You need to know and understand:

- K1 organisational codes of practice and requirements for the care of visitors
- K2 the purpose and value of presenting a positive image of yourself and your organisation
- K3 the features of the site and your organisation to enable you to provide information and respond to queries
- K4 how to identify the needs of visitors, and when to engage and offer advice or help
- K5 the range of visitors that may be encountered
- K6 ways in which communication styles are adjusted according to the audience and location
- K7 who to refer visitors to when you are unable to provide assistance
- K8 why the organisation may have certain access policies or designated areas for public access
- K9 the needs of the site and the effects that visitors may have on it
- K10 the importance of balancing the needs of the site with the needs of visitors
- K11 your responsibilities under current environmental and health and safety legislation and codes of practice
- K12 legislation relating to offences against wildlife
- K13 the threats the public may pose to sites
- K14 how to handle people who cause a threat to sites in an effective, safe and courteous way
- K15 the organisational procedure for dealing with breaches of the law
- K16 how to obtain and monitor feedback from the public
- K17 the limits of your authority and competence and who to refer to if you need advice or guidance

Glossary

Visitors:

- adults
- children and young people
- families
- general interest groups
- special interest groups
- recreational users
- those with special requirements
- those for whom English is not the first language

Threats:

- to the site and its contents
- to flora and fauna
- to own personal health, safety or security
- to health, safety and security of others

Breaches of the law:

- theft
- criminal damage
- assault
- public order offences
- trespass
- wildlife persecution

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