

Overview

This standard is about maintaining public relations for a wildlife management area 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.

To meet this standard you will be able to:

- develop public relations materials
- support public relations activities

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. See Glossary for some definitions that should help you with this.

Maintain public relations for a wildlife management area

Performance criteria

You must be able to:

1. clarify your responsibilities for maintaining public relations for a wildlife management area in accordance with the requirements of the public relations policy
2. present a positive image of yourself and your organisation
3. produce public relations materials that promote good public relations, reflect the public relations policy and comply with relevant legislation
4. support public relations activities in line with the public relations policy
5. conduct all communication with people in a polite manner
6. give accurate information and advice in respect to enquiries from the public regarding activities taking place on the wildlife management area
7. give accurate information and advice to people who may be affected by sporting activities
8. deal with any incidents of unauthorised access in a manner that best supports public relations
9. refer incidents that fall outside your area of responsibility, to an appropriate person or relevant authority
10. carry out all work in accordance with relevant health and safety legislation, codes of practice and risk assessment requirements

Knowledge and understanding

You need to know and understand:

1. the value of good public relations to the wildlife management area
2. your responsibilities for maintaining public relations for a wildlife management area
3. the legal rights and the limitations of access to land
4. the powers of the relevant authorised persons
5. the organisations that represent the interests of the general public in the countryside, including their area of operation
6. the importance of developing good working relationships with other land users, neighbours and other groups
7. the use of written communications and notices in maintaining public relations
8. how to communicate verbally with people in an appropriate manner
9. the policy of your organisation with regard to speaking to the press/media
10. how to deal with incidents of unauthorised access and maintain good public relations
11. how to deal with aggressive and abusive behaviour
12. the limits of your authority and when and how to refer incidents to an appropriate person or the relevant authorities
13. the health and safety implications, including those associated with lone working

Glossary

Game – legal game quarry species including deer

Wildlife management area – any area of land used for the provision of game-shooting activities

Access – entry onto the land facility or a building forming part of the sporting area

Materials could include:

- notices/signs
- written materials
- interpretation

People could include:

- other land users
- neighbours
- clients/visitors
- other groups
- general public
- press/media
- police/local authorities

Public relations activities could include:

- guided walks
- community engagement
- promotion of activities
- communication with the press/media

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