



# Professional Practice

Subtitle

# What we are going to cover today:

- Introduction case study and portfolio and how the lectures will work
- Researching the industry
- Contacts for project – how, when, why?
- Activity – industry research portfolio set up for future use
- Self reflection and USP



# Aims and Objectives



- To understand the approach taken here - business case and project/session case
- Understanding of different organisations
- Familiarisation with the industry
- By the end of this session students will have a list of conservation communicators in the local area and an idea of what they offer
- They will develop an idea of where their interest lays – both as an “organisation” and as a lesson plan
- Have started to consider themselves in the market for opportunities and competition

Developing a business case for  
communicating conservation

# An Introduction to Fire and Air



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# Business Plan

Fire and Air is an educational and socially responsible business that aims to re-connect people with nature, in particular woodlands, by utilising concepts such as those found in forest schools, mindfulness, cognitive behavioural therapy and earth education.

We aim to work with all ages promoting life long learning and wellbeing

Fire and Air aims to connect people with nature. This will be achieved through offering

- Forest schools - on going sessions for schools at woodlands based near them or in school grounds
- One off sessions for schools as above
- Offering forest school training to teachers and interested parties
- Offering woodland birthday parties
- Offering monthly children's activity sessions
- Offering wellbeing and team building sessions to businesses
- Offering woodland experiences to small groups, using MBCT as a basis for wellbeing
- Offering eco-mind experiences to people with learning difficulties and mental health needs.
- Offering newsletters and activity ideas for people to try on their own



Researching the  
local provision

# Mapping provision



- As a group you are to:
- Create a map of organisations that offer conservation communication in the local (Essex) area.
- Think about:
  - Location
  - Type of offering
  - Intended audience
  - Type of organisation (business, NGO CIC)
  - Organisational aims
  - Any contact details
- This serves three purposes – to explore the competition, to find opportunities and to find your niche



# How can you find out who is providing conservation communication opportunities?

So where to start

Research the local area

- IOL
- FSA
- NAEE
- Government provision
- FACE
- ECO-schools
- Countryside jobs service
- Green job(s)

# Fire and Air - Competitors and Contributors in local area.

- Acorn Forest schools - <https://acornchildcare.co.uk>
- The Parks Trust - <http://www.theparkstrust.com/education/education>
- Marston Vale - <http://marstonvaleforestschool.co.uk/?page=whoarewe>
- Beds Borough Council - [http://www.bedford.gov.uk/education and learning/early years and childcare/working with children/forest schools.aspx](http://www.bedford.gov.uk/education%20and%20learning/early%20years%20and%20childcare/working%20with%20children/forest%20schools.aspx)
- Forest Owl - <http://forestowl.co.uk/>
- Dawn and until Dusk - <http://kidsdawntildusk.co.uk/>
- Oxfordshire CC - <https://www.oxfordshire.gov.uk/cms/content/forest-school>
- Northants CC - <http://www.northamptonshire.gov.uk/OutdoorLearning/training-development/Pages/forest-school-leaders.aspx>
- Fingertips – <http://fingertipspreschool.com/>
- Branching out – <http://wild4woodz.synthasite.com/BOFS.php>
- Sunny Coppice – <https://www.facebook.com/sunnycoppice.forest>
- Down the Woods – [www.downthewoods.org.uk](http://www.downthewoods.org.uk)
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- Greensand Trust - <http://www.greensandtrust.org>
- BBOWT Wildlife Trust - <http://www.bbowl.org.uk/>
- BCN Wildlife Trust - <http://www.wildlifebcn.org/>
- Marston Vale - <http://marstonvale.org/>
- RSPB - [www.rspb.org.uk/](http://www.rspb.org.uk/)
- Beds Education Directory - [http://www.greensandtrust.org/pdfs/edu%20directory%20for%20schools FINAL.pdf](http://www.greensandtrust.org/pdfs/edu%20directory%20for%20schools%20FINAL.pdf)
- Chilterns Education Directory - [http://www.chilternsaonb.org/uploads/files/education/Chilterns outdoor education providers directory 2013.pdf](http://www.chilternsaonb.org/uploads/files/education/Chilterns%20outdoor%20education%20providers%20directory%202013.pdf)

# Fire and Air Example

- **Acorn Forest schools**

- Operate on site at Salcey Forest
- Applied for Tender (which Fire and Air got)
- 27 years of operating
- Have site across MK and Northampton
- Wide market base
- Mostly experienced with under 5s
- Forest school experience but not much on environmental education

- **Northamptonshire Council Environmental Education**

- Supported and offered by Northants County Council
- Expensive - £10 per day!
- Several sites
- Slightly limited offerings
- Several qualified staff, three separate sites

- **MK Parks Trust**

- Based across Milton Keynes
- Several sites
- Costs £3 or £10 for full day with on site facilities
- Lots of offerings
- LOtC registered
- No forest school training



# Developing your session and plans



# Starting to develop your ideas

- Find out who offers what in a similar area in the market that you might want to work with
- Think about the opportunities and competition
- Who is who?
- Plan how you might approach them
- Plan alternatives just in case

# You and your autobiography



- Think about you – and your interests.
- Spend some time on self reflection and produce a half page outlining what you think you can offer.
- Don't be modest – include everything!
- Be creative

## About Me

I am an experienced environmental and heritage educator with a wide variety of skills, and knowledge of different settings and situations. I have worked with schools, charities, children from ages 2 upwards and adults covering the whole range of ages and abilities.

I have been an education manager for over 10 years developed education opportunities for schools and the community and managed a team overseeing diverse projects.

I enjoy working with a team, managing and developing staff, and networking. I am creative and have a good understanding of strategic planning and enjoy creating future goals and vision and the process of mapping out ways in which to achieve these.

I have good knowledge of:

- Market
- Industry
- Networking
- Schools requirements
- Funding
- Mindfulness

I have qualifications in

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- BSc Psychology, MSc conservation and MSc education
- PGCE (science), Cert Ed (adult Education
- Forest school level 3 and level 4
- Level 3 Management
- First Aid
- Trained teacher of mindfulness
- Trained to teach PAWs B, mindfulness in schools
- Studying a PhD in wildlife and wellbeing

I am experienced in

- Running a successful environmental education programme
- “Start from scratch” environmental education
- Setting up education programmes
- selling to schools
- Working closely with schools
- Networking
- Working with adults and children
- Working with SEND
- Running family days and monthly clubs, birthday parties
- Delivering teacher training
- Schools grounds consultation
- Delivering forest school training and sessions
- Running mindfulness sessions for adults, children, educators and parent/children combinations.
- Running a business
- Working with land owners.