

Thu 03/02/2022 12:50

Dear Colleagues,

### **Annual Leave Changes**

With news of a crisis in Ukraine, cost of living increases, interest rate rises and more parties in Westminster, I am glad to be able to provide a bit of good news. As I said in my last catch up email, the Board of Trustees have unanimously approved a proposal to increase FSC's annual leave entitlement as a recruitment and retention initiative. As promised last week, the detailed changes are set out in the attached document. I hope that you will agree that this decision signals the trustees commitment to support our recruiting and retention initiatives and to invest in our health and wellbeing. I know many of you are really pleased about these changes and the opportunities they present. Follow up letters will be sent out in due course.

I can also confirm that there will be one extra Bank Holiday in 2022 for the Queen's Platinum Jubilee: the usual late May Bank Holiday has been moved to fall on Thursday 2 June 2022 and the additional Bank Holiday will be on Friday 3 June 2022, so giving a four day UK bank holiday weekend from Thursday 2<sup>nd</sup> to Sunday 5<sup>th</sup> June 2022. If you have any queries regarding the annual leave changes or the additional Bank Holiday, please email [hr@field-studies-council.org](mailto:hr@field-studies-council.org)

### **FSC Strategy: Quadrant 2 Protect**

Continuing a very brief look at key elements of the [FSC Strategy](#), Quadrant 2 is Protect – ie *protecting and securing our core markets to sustain our charitable business*. Our core customers of schools and universities and the business that they bring us is by far and away our largest income stream. We are currently working towards a target for 2022 course fee income of £13.3m. Small percentage changes in this business either up or down have a big impact on us.

Even before the pandemic, we knew that FSC couldn't rest on our laurels. Other organisations were already looking to move into our territory by adding more of an education offer to their outdoor activities and adventure products. Covid, along with all its other problems, also disrupted the favoured booking slots that some of our long term customers held for years. It's with a lot of hard work by centre and sales staff that we have managed to accommodate most of their requests. Under the current circumstances our retention rate of 69% is promising although we are aiming for 80% and the sales conversion rate of 51% is good.

We are refreshing our offer to Universities because they often become long term clients with work being done with MSc researchers, FSC's data sets, and building upon our Marine research symposium at Millport and re-establishing our research conference at FSC Slapton. Universities also have the advantage of being slightly less subject to changes in the curriculum that schools have to follow. Being able to offer such a wide variety of habitats is something some of our competitors can't, which is why protecting our nature and habitats as mentioned last week also plays a role in protecting our income.

### **Next all staff talk**

I'm planning an all staff talk on Thursday 17<sup>th</sup> February at 3pm so please hold the date if you are able to attend. There will be more details next week.

### **What's going on?**

The answer is that lots of great activities and news worthy events are going on across FSC. Unfortunately the marketing team sometimes don't hear about it. On other occasions they only find out on the day or even after the event when it pops up on social media. This means that we are missing out on getting coverage and copy out in print and on radio. FSC works with a PR company

who are hungry for more FSC stories and copy for local, regional and national media and we need to make the most out of their expertise and extensive contacts. The marketing team are also working on a more structured communications grid to that we know what is going out and when. Selling in stories to journalists and news outlets can take a bit of time to do properly as it is often individually crafted or regionalised. So if your centre or team are doing something worth shouting about it's never too early to let marketing know.

**Institute of Outdoor Learning CEO Vacancy**

I am aware of the irony of pointing out a [job opportunity](#) when we have a number of vacancies ourselves, but this may be of interest to some of you. The institute is undergoing some significant change and FSC's relationship with whoever gets the job will be important.

**Royal Society of Biology Trustee Opportunity**

The RSB have let me know that there is an opportunity for member organisations such as ours to nominate a trustee. The details are [here on their website](#), and even if you are not interested in becoming a trustee, the RSB website is worth a visit.

Stay safe and keep well

Mark