

Thu 25/08/2022 10:38

Dear Colleagues,

Comprehensive data sets

We will shortly have a year's worth of really detailed and granular data relating to key metrics and in particular on our bookings and rebookings. This not only means that Andy Cawthray is in his happy place, but we will shortly be able to share some useful insights about new and emerging patterns of business that will help us with everything from customer retention to accurate forecasting. It should also shed light on whether booking patterns are settling into a new post covid shape or have gone back to previous patterns. It will be good to be able to move away from comparisons with our last full pre covid year of 2019 because so much has happened since then.

Are we nearly there yet?

Apparently a statistician has created an algorithm to predict a child's time to meltdown on a long car journey. Could this be used to predict when the public have had enough of long drawn out leadership elections? Ten minutes without Haribo's would be my bet although I have so far resisted including my policy officer's more acerbic observations on the process. I probably need my comments to remain politically neutral until the result is known. But it's safe to observe that it has gone on for a very long time and the political vacuum that has resulted has, frustratingly, left us in limbo on several policy fronts.

Updating the Impact Report

Work is starting on updating our [impact report](#). Instead of being an annual report or a simple narrative account of our activities, the Impact Report allows us to showcase how the work we do impacts directly on people and the planet. In particular it allows us to highlight lesser known aspects of our work and tell stories about what we do beyond the curriculum courses that we are known for. Each year we archive older pages and add new ones. If you have been involved in a project that has had an impact on even just a small number of people or piece of land please let Joy know j.blizzard@field-studies-council.org. In particular we are looking for good stats and stories, first hand quotes from those impacted by our work, and great quality photos.

National Heritage Lottery Fund- have your say

The above fund is a large one and its definition of heritage includes landscapes and nature, not just built heritage. Its focus on making heritage more accessible for 'all' means that there is considerable overlap with our objectives. Even before the pandemic it's strategic priorities recognised the need for nature to be in better condition and the importance of connecting people to it. The fund are now asking people and organisations to [have their say](#) on the next set of priorities. We have done a response for those working in heritage, but there's a shorter survey for those who are interesting more broadly if you wanted to take part.

Castle Head visit

Continuing my regular rounds of visits to centres, last week found me at Castle Head where they have been hosting National Citizen Service visitors for the last couple of weeks. Thank you to Ella for hosting me. It was, as ever, good to meet some of the staff there and hear their views.

Welcome to the Field Studies Council:

Kirstin Harvie is our new Hospitality and Catering Assistant at Millport

Helen Murray has jointed Amersham as an Environmental Education Tutor

Jenifer McKenna is Head Office's new Natural History learning Course Administrator

There's no catch up next week as I am on leave and have been told very firmly to set an example and leave non-essential emails alone.

Stay safe and keep well

Mark