


Thu 04/04/2024 08:30

Dear Colleagues,

### **Out with the old**

I know that some centres have been waiting for signage in the new brand so thank you for being so patient. But in the meantime, could everyone try to prevent the old brand making an occasional appearance on new items. The marketing team (aka Guardians of the Brand) do their best to spot and remove the old brand or rogue use of the 'FSC' acronym but that will take a bit of time as it pops up like a weed in the patio. When updating or tweaking previous documents please make sure you are using the most up to date version of the brand, particularly with customer facing items.

A  [Brand Assets folder](#) on the intranet has readymade templates for anything that you may need from branded stationary to PowerPoints and posters. If you do require something more bespoke please contact [marketing@field-studies-council.org](mailto:marketing@field-studies-council.org) who will be able to help you. Why does this matter? Because when we tested the old brand with customers and non-customers, the politest way of describing what was sometimes brutal feedback is that the old brand didn't do us any favours.


### **In with the new**

We have recently updated our Impact Report which you can either read in full or scroll through the highlights [here](#). It sets out our impact in both stories and statistics because its main audience is those who may wish to fund or support us in some way. It's also a useful document if you ever need some updated information about us or our projects, or you need to point people to something that sets out what we do and how we do it.

### **Cycle to work scheme**

This is an advanced notice that the scheme will be launched on 22<sup>nd</sup> April, by which time we might have some cycling weather.

### **Field Studies Council in the media**

Following the recent article about our Education Manager Jo Harris, Charity Today has done another great article about a member of staff. This time they have featured Epping Forest's Centre Manager Jo Vere, charting her career from the NHS to her current role. You can [read it here](#). There's also a feature article in the Shropshire Magazine about our 80<sup>th</sup> year and Preston Montford in particular. You can read the scanned  [article here](#) and there's also a [video](#) to go with it. The interviews were all done in one take whilst the rain held off. Well done and thank you to Jo, Joy and Arran for helping to raise our profile through the media.

### **Special Mention**

Today is the last day in the office for Andrew Jones (Stav) who is retiring from the finance team. He didn't want a big fuss but his colleagues wanted to nominate him for a special mention. He's been such a valued member of the team and not just because of his ability to answer complex VAT questions. We wish him a very long, happy and golf filled retirement.

### **Welcome to Field Studies Council**

At Juniper Hall, Oliver Rogers has been promoted to Senior Tutor and Teresa Canham has joined as an Administrator.

Becky Langman has taken on additional responsibilities at Slapton as a Trainee Tutor Coordinator.

Ashley Bryceland has joined Millport as a Casual Hospitality and Catering Assistant.

Previous catch ups can be found on the staff news website [here](#).

Best regards  
Mark