

Thu 18/09/25 08:32

Dear Colleagues,

Secondary Geography Quality Mark with Centre of Excellence

Congratulations to the Education Teams at six of our centres who have achieved the above status: Juniper, Rhyd-y-creuau, Slapton, Flatford, Nettlecombe and Blencathra. The feedback from the Geographical Association on the submissions make for very heartening reading and is a reward for all the hard work to deliver the best possible customer service.

Here are just a few of the comments from the moderators *"the section on creative fieldwork techniques is very strong"* and *"this is an outstanding submission"*. More than one centre is commended for creativity and the quality of the course resources provided for students. Well done to all of you.

Marketing Blitz

With schools returning, we are aware of the hard work that has to go into securing every single booking. So far in September marketing have sent out over 70,000 named emails, tailored for different audiences. The team have made use of market research carried out over the summer to further improve how we present our courses to appeal more to key stage 2 and 3 teachers. The sales team have crafted tailored responses for the different audiences too, ensuring messaging is consistent across customer journeys.

Direct email campaigns for Scottish primary and another for Scottish secondary schools were sent in August when the schools went back and campaigns in September have included national primary, key stage 3 and upper secondary emails – each with versions for Wales including Welsh translation. There have also been additional emails and direct mail to promote adventure at Preston Montford, Birmingham, day centres, forest school training and international schools, plus a range of print and digital advertising.

This is alongside the ongoing marketing of biodiversity courses, publications, hire a canoe, leisure courses, fundraising campaigns and members newsletters.

Education Safety training

In the last week of August there was an education induction day for new education staff within Safety Week at Blencathra. It was a really good day of learning, sharing ideas and embedding Field Studies Council's delivery models with lots of keen new recruits. A wet but happy photo is below.



Members Event at Juniper

We welcomed 17 Field Studies Council members to Juniper Hall on Tuesday for our inaugural members' event. Gemma gave an overview of the fundraising activities so far and our flagship programmes Grants for Schools and Young Darwin Scholars. We were joined by Julia, a 2024 Young Darwin Scholar, who had a Q&A with David about her experience doing Urban Geography in Birmingham. Tim Burt gave an overview of his time with our charity and some of his research projects at Slapton.

Nick was on hand to answer all their historical questions about centres, team members and where the pet badger from Juniper went. After lunch Sarah gave them a guided tour, there was much interest in the pond with water boatmen, snails and a beautiful dragonfly. The day ended with a discussion on what they would like to see from their membership and the next fundraising campaigns. A big thank you to Sarah and her team for looking after everyone so well. It was a lovely day with some donations pledged and interest for further events.



Survey Reminder

The Staff Pulse Survey landed in inboxes last Thursday, and we're pleased to see that over a quarter of you have already responded - thank you! A big thank you also to managers who have displayed the QR code in workplaces, making it easy for colleagues to take part using their phones. If you haven't had a chance yet, there's still time - the survey is open until **midnight on Sunday 28 September 2025**.

Special Mentions

Due to a recent scheduling clash, Robyn Landy, Em Kendall, and Grace Phillips saved a situation by being happy to step in at the last minute to complete an important piece of work for Education Manager Jo Harris, with Chloe Toornieni expertly corralling the troops.

Best regards

Mark