

Thu 11/06/26

Dear Colleagues,

Every Child Outdoors

Many of you will have noticed our new fundraising campaign [Every Child Outdoors](#). Behind the campaign, a significant amount of research and testing has been done to discover which messages and images resonate best with each target audience in order to maximise the impact. This type of research will often stop those of us who are too close to an issue or not the target audience from making assumptions.

For example, we're finding that our supporters and people like them, respond very well to images of people being taught, e.g. a young person in nature being shown something by an educator. This is possibly because they see something of their own experience, either as the teacher or the student. They also prefer messages about the benefits of getting outdoors and closing the education gap. For a broader audience of people who don't know us so well, they seem to respond better to nature pictures and messaging about inspiring the next generation, improving access to nature and personal development.

The team will continue to measure, monitor and refine as this campaign rolls out and campaign material will also be making its way out to centres as well as online to ensure it resonates.

May's Media Work

Press and PR work was particularly busy last month with a mix of sector thought leadership articles and regional news content resulting in 33 separate media hits reaching an audience of 1.1 million people with 61 brand mentions. The month was anchored by two pieces, a double-page editorial in Horizons on the new curriculum and enrichment entitlement, and a feature in [Education Business](#) advancing the case for our adventure learning programme. Both of these firmly positioning the charity as an authoritative voice in the national conversation around curriculum reform.

There was continued coverage of HRH The Princess Royal's visit to Millport, regional coverage for the charity's [Shrewsbury Mayor's Award](#) while targeted media work leveraged the charity's consultation response to the government's child poverty strategy with coverage in the spring edition of [Education Today](#) and also Charity Today. PR activity supporting recruitment for the [Young Darwin Scholarship](#) which once again was oversubscribed demonstrating our ability to inspire the next generation of environmental scientists.

New V levels in England

Earlier in the year, we responded to a consultation on V (Vocational) Levels. They are level 3 qualifications that will sit alongside A Levels and T Levels. V Levels are to provide broad, vocational qualifications for students who wish to explore a range of routes. They will be comparable in size to an A Level and can be studied alongside them. They will blend applied learning with practical assessment, and their content will be linked to occupational standards set by Skills England.

A list of potential subject areas was proposed and the one with the most overlap with what we teach is Agriculture and Land management to be rolled out from 2029. However, the

government also acknowledged that consultation responses (including ours) also suggested applied science variants around environmental sustainability and green skills. More research has been promised on whether these subjects could be taken forward too.

Special Mention

This week's special mention is a thank you to Zena Plaskett for all her work on transforming the [Employee Hub](#). The feedback has been that it's truly useful and helpful with key documents all in the same place and information that is really easy to find.

Welcome to Field Studies Council

David Knowles has joined the team at Dale Fort as Seasonal Hospitality & Catering Assistant

Kerr Brown has joined the team at Millport as Casual Hospitality & Catering Assistant.

Best regards

Mark