

**East Midlands
Blue Badge Tourist Guide
Training Programme**

2021-2022

Prospectus



**Training Provider
The British Guild of Tourist Guides**

**Accredited by
The Institute of Tourist Guiding**

Programme dates and Covid-19: This programme was originally planned to commence in 2020. Due to Covid-19, it has been postponed for one year. The revised commencement date is April 2021. All dates shown in this prospectus are subject to the Covid-19 pandemic having been eliminated and government lockdown restrictions being fully and permanently lifted. Notes on the possible effect of the pandemic on the tourism industry are shown on page 6.

Programme Aims: The programme aims to prepare students to enter the tourist industry as professionally qualified and registered, *Blue Badge* Tourist Guides for the East Midlands tourism region. Registered tourist guides are qualified by examinations set and administered by The Institute of Tourist Guiding, the government-approved standard-setting and registration body for the tourist guiding sector in England, Northern Ireland, the Isle of Man and Jersey. Those students who are successful in these examinations will be awarded the Institute's *Blue Badge* for the East Midlands. The *Blue Badge* is the symbol of this national qualification. The programme forms a foundation for continuing professional development in tourist guiding.

The East Midlands Blue Badge region includes the counties of Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire and Rutland. The region covers 5,514 square miles (14,281 square km) and includes varied terrain, from coast to high Pennine moorlands, cities, delightful towns and enchanting villages. It contains a major National Park, a World Heritage site, coastline, pre-historic cave art, Roman remains, religious, industrial and arts heritage, together with a major Airport and excellent retail locations.

Programme Objectives: By the end of the programme students will be able to:

- Present an effective tour commentary
- Select the most appropriate routes, sites and stopping places for that tour
- Demonstrate an understanding of the composition of the area to satisfy the interests of visitors
- Maintain an appropriate time schedule
- Have a regard for the health and safety of both the visitors and staff.
- Demonstrate an ability to work both as an individual and as a member or leader of a team
- Demonstrate relevant management skills – dealing with for e.g. late arrivals, bad weather, road closures
- Demonstrate a range of effective and appropriate communication skills

Programme Content: There are four components to a *Blue Badge* Tourist Guide Training Programme.

1. **Background Knowledge** - giving a wide cultural background to Britain.
Subjects include (within a national and regional context): Physical Geography & Geology - History - Architecture & Landscape Design - Language & Literature - Visual Arts - Performing Arts - Constitution & Government – Monarchy - Multi-culturalism & Religion - The Economy, Finance and Taxation - Law - Education - Health and Social Services - Sport – Tourism, Cuisine & Hospitality - Countryside - Housing & Environment - Transport - Science & inventions
East Midlands regional Knowledge including towns, cities, coast and countryside.
2. **Local/Regional knowledge of the East Midlands** - giving an in-depth local and regional knowledge of the counties and tourist destinations within the Tourism region, among which are such attractions as; the Peak District National Park and Derbyshire Dales, Derwent Valley Mills World Heritage Site, the city of Nottingham, Sherwood Forest (Robin Hood Country) and the Dukeries, the Lincolnshire coast and Wolds, the cathedral cities of Lincoln and Derby, Bosworth Battlefield and the Richard III burial sites, Rutland Water, with the largest surface area reservoir in England.
3. **Guiding Techniques** - communication and presentation skills for guiding on foot, on sites and on a moving vehicle (generally a coach).
4. **Business and Marketing Skills** - working as a self-employed guide in the tourist industry.

Programme structure: The programme is based on a syllabus and is designed to be part-time, based on six intensive long weekends (Thursday – Monday) with lectures and practical training sessions included. In addition, there will be one or more lectures on Tuesday evening each week throughout the period October 2021 – March 2022. There are four components, which together form an integrated programme of study. These are:

Lectures and Tutorials: lecturers and tutors will cover the topics listed in the Programme Content. Lectures will be provided by a combination of face to face, classroom-based lectures, together with a series of web-based lectures delivered via the internet direct to learner's PC's (desktop, laptop or tablet). The face to face lectures will be delivered during the evenings of the six intensive study weekends, which will be located in a variety of classrooms and study centres throughout the region, all of which will be within a short distance of overnight accommodation (hotels, B&B's etc) should learners wish to avoid travelling each day. The cost of this accommodation is not included in the programme fee. The web-based, on-line lectures will be broadcast between 7:00pm – 9:00pm on each Tuesday evening. Each lecture will last for up to 2 hours. Learner's questions can be submitted by email with responses coming from the course after the lectures.

Tutored Tours and Practical visits: to sites, countryside, villages and towns throughout the region, together with three towns or cities which can be visited in a day from the East Midlands: York, Northampton and Stratford Upon Avon. Trained guides, tutors and site experts will provide training. Students will be required to utilise the in-depth information provided during the lectures and tutorials and the knowledge gained during their own private research (both desk and by travelling on a series of specific routes during the summer and between the intensive weekends). During the tutored practical sessions, students will be expected to do a considerable amount of the guiding, to practise guiding techniques and skills. These sessions will take place throughout the series of intensive study weekends, which are an essential part of the programme and should not be missed.

Communication seminar: a two-day seminar, concentrating on communication techniques and presentation skills for Tourist Guides.

At all times health and safety, customer care and the widest possible access for all are stressed.

Private study - although the programme covers a wide range of topics and visits, students will be expected to do a considerable amount of private study. Project work and individual research for the practical sessions are also an essential part of the programme. The holiday breaks are intended as study leave. It is expected that students will attend, participate and commit themselves fully in the programme of study. Applicants should note that there will be a wide range of locations around the East Midlands for the practical sessions. This requires a significant amount of personal travel to reconnoitre the locations and training routes. It also requires a prompt morning start and sometimes a late finish, a characteristic of the job itself. Depending on the approach taken and any existing knowledge, it is anticipated that this familiarisation may require a minimum of at least two days each week (or blocks of days as an equivalent) throughout the summer of 2021.

We recommend that students share transport, both during the summer familiarisation visits and when preparing for and attending the weekend training sessions. This not only keeps costs down, but such shared experiences provide far more enjoyable visits, and the research work can be shared between students. This training does involve a lot of hard work and commitment but creates lasting memories of the discoveries made and the camaraderie experienced throughout. Attendance during the introductory sessions provides the opportunity to explore possibilities for such team working throughout the course.

Please Note:

It is essential for students to have regular access to a computer (desktop, laptop or tablet), email and a good printer, as web lectures, hand-outs for lectures and communications regarding changes or additions to the programme are sent out using electronic systems such as email and drop-box.

A Student handbook containing the full syllabus and programme will be provided to all students during the Introductory session.

Programme Duration: April 2021 – March 2022

Part One –

Introductory Session – (Days 1 - 3) **Thursday 15th to Saturday 17th April 2021**

Introductory Session - (Days 4 – 5) **Wednesday 26th and Thursday 27th May 2021**

An introduction to the course, the region, and the skills of guiding with visits and demonstration tours

Between the sessions and during the remainder of the summer, private home study, individual research and intensive regional familiarisation of the five counties is required. A significant amount of private travel and research should be anticipated during this period and personal transport will be required for such travel.

Part Two – October to December 2021

Intensive study weekends will take place on the following dates:

October 7th – 10th (Thursday – Sunday) 4 days

November 4th – 7th (Thursday – Sunday) 4 days

December 2nd – 5th (Thursday – Sunday) 4 days

Times: (Thursday – Saturday 09:00 – 8:00pm daily) – (Sunday 09:00 – 5:00pm)

During the study weekends, **practical sessions** (coach, walk, gallery etc) will take place from 09.00 – 5:00pm each day (Thursday to Sunday) with **classroom-based lectures** from 6:00pm – 8:00pm on each Thursday – Saturday evening.

During the period September 2021 – December 2021, web-based lectures (predominantly the Background Knowledge lectures) will be broadcast on every Tuesday evening from 7:00pm – 9:00pm

A two-day ‘Communication Seminar’ will take place on two days during week commencing Monday 18th October. The dates will be confirmed during the introductory sessions in May 2021.

Christmas break – programme preparation and project work will be required over this period

31st January 2022. Projects Deadline. Projects to be handed in for marking

Part Three – January to March 2022

Intensive study weekends will take place on the following dates:

January 13th – 16th (Thursday – Sunday) 4 days

February 10th – 13th (Thursday – Sunday) 4 days

March 10th – 13th (Thursday – Sunday) 4 days

Times: (Thursday – Saturday 09:00 – 8:00pm daily) (Sunday 09:00 – 5:00pm)

During the study weekends, **practical sessions** (coach, walk, gallery etc) will take place from 09.00 – 5:00pm each day with **classroom-based lectures** from 6:00pm – 8:00pm on Thursday – Saturday evenings.

During the period January 2022 – March 2022, **web-based lectures** (Background Knowledge) will be broadcast on every Tuesday from 7:00pm – 9:00pm

Final Assessment - April 2022

Having completed the programme, The Programme Directors will submit students for practical and written assessment administered by the Institute of Tourist Guiding. To gain the *Blue Badge* qualification, students have to pass all of the examinations: The examinations will take place over several individual days as follows:

One Day	Background knowledge written examination.
One Day	East Midlands regional knowledge written examinations.
Three/four Days	Practical assessments on foot, on site and on a coach.

Please note: the days will not necessarily be consecutive.

In addition, a 3,000-word project will be prepared by each student, based on a tourism subject from a specified list; this will be included in the exam assessments. The choices will be given out in October with a final submission date of late January 2022.

Successful applicants will be awarded the East Midlands *Blue Badge* and will be issued with the Institute's Registered Guide photo card and certificate at an award Ceremony (Date TBC)

The National Background Knowledge paper, Communications Seminar and the Project, once passed, will be transferable to other *Blue Badge* Regions, if the candidate were to follow a programme of study for these.

Progression/Career Opportunities: The *Blue Badge* is the highest level of Tourist Guiding qualification available. However, guides are encouraged to continually update and develop knowledge and skills. Continuous Professional Development (CPD) programmes and events are available through the Institute and Regional Associations such as the British Guild of Tourist Guides and other such Tourist Guides Associations. Following completion of the examinations, the programme will include sessions on self-employment together with business planning and marketing for Tourist Guides.

Course Fees: The standard Course fee is £3,650; however, the Course Directors have agreed to special course funding from the course provider (The British Guild of Tourist Guides) which is available to the first 20 applicants, bringing the course fee down to **£2,900**. More about this and other funding possibilities can be seen below.

The course fee includes tuition, coach transport, admission and supervision on practical visits, coach travel where this is part of the training (but not driver gratuities), and other programme learning materials. Also included is a two-day Communications seminar on practical presentation skills, which will take place on weekdays in October.

In addition to the course fee, a non-refundable Application Fee of £30.00 is payable at the time an application is submitted.

Students are advised to take out suitable insurance against the cost of their personal withdrawal from the programme as once payment is made, no refunds will be given for withdrawal from the programme or any part of it, nor for non-use of any of the services provided. The British Guild of Tourist Guides reserves the right to cancel and refund all fees paid or to offer the programme at a higher fee if insufficient enrolments are received. Upon acceptance of a place on the programme, the fee is payable by Wednesday 7th April 2021.

N.B. The above fees do not include the Institute of Tourist Guiding examination fees (see below).

Examination Fees:

Please refer to the Institute's website (www.itg.org.uk) for confirmation of the fees. These are currently estimated at £1,450.00 per person for 2021 (2022 fees not yet published) and will be due, direct to the Institute, by 31st January 2022. This sum also includes a personalised Blue Badge and a certificate for successful candidates. There is an additional linguist test fee later (approximately £160) for those wishing to qualify to guide in a language other than their own mother tongue, unless this is English.

Programme Fees – Funding

As mentioned above, the British Guild of Tourist Guides (BGTG) will fund the first 20 students by £750, bringing the course fee down to £2,900. This funding requires a commitment from recipients to become members of the BGTG for at least three years after they successfully qualify, for which a subscription of £153 is at present payable annually (£145 on Direct Debit). This membership fee is subject to a possible small increase annually. The membership includes insurance to operate as a tourist guide, marketing, a profile on the BGTG website and many other benefits. The BGTG office can be contacted if you need to know more about membership benefits.

Subject to meeting certain conditions on status, it is also possible to apply for a further bursary from the British Guild of Tourist Guides known as Project 2020. A prerequisite is that you are offered a place on the course after interview. Full details will be made available on receipt of your application. For candidates who are aged under 30, it may also be possible to apply for a bursary for part of the fees from www.gomakeithappen.co.uk

Working as a Guide The role and function of a guide is to organise, inform and entertain. This rewarding work allows excellent opportunities to meet a wide range of people, to travel and to manage your own working environment. Guides in Britain are mainly freelance and self-employed. Work is seasonal, involving unsocial hours and usually obtained by direct contact with tour operators and other agencies. In addition, a guide with good marketing skills can successfully establish a strong client base. Depending on what type of work is being undertaken, tourist guides will charge a range of fees. As an example, for 'mainstream' guiding work, in English, in 2019-2020 freelance Regional Blue Badge guides negotiated fees in the range of £155-£185 per half day and £255 - £285 per full day.

Market recovery from the Covid pandemic

In 2020 Covid-19 created unprecedented disruption to UK tourism. It will take time to re-establish normality and nobody can predict the future of the industry. However, the UK has suffered similar barriers in the past, from Foot and Mouth in 2000 to SARS in 2016. The desire for overseas and domestic tourists to visit our amazing castles, gardens, stately homes, countryside, cities, towns, and villages and to take guided tours has always bounced back. Studying for the Blue Badge in 2021 during the re-growth of inbound tourism will enable candidates to work towards creating and providing visitor guiding opportunities from 2022.

The Institute of Tourist Guiding

The Institute of Tourist Guiding is the standard setting body, not only for *Blue Badge* guides but for the whole of the tourist guiding sector. It provides examinations and accredits programmes which meet its standards and provides examinations for Blue, Green and White Badges. Registration with the Institute of Tourist Guiding signifies that a Guide has achieved an accepted level of professional competence. The Institute of Tourist Guiding does not engage tourist guides but promotes the *Blue Badge* in general. Tourist Guides are listed on its web site, which is available to users of guide services.

Application and Selection

- Application forms should be submitted via the Course website www.guidetrainingeastmids.com together with payment by bank transfer of the £30 Application Fee, in accordance with the instructions on the application form.
- **The latest date for applications is 31st March 2021**
- A short-list of applicants will be asked to attend a knowledge test and interview, including making a brief presentation, without notes, on a pre-assigned tourism topic, during the **week commencing Monday 8th February 2021**. In addition, candidates will be asked questions on their organisational skills, flexibility, teamwork and reliability. Candidates, of a minimum age of 18, will need to demonstrate an outgoing personality, smart appearance, physical stamina, good general knowledge, organisational ability, flexibility, a genuine interest in people and the motivation to develop their own business.
- Selected candidates will be informed in writing following the interview.
- Course acceptance letters, with the full programme fee must be received by **Wednesday 7th April 2021**.
- Preference for places on the programme will be given to those fluent in English but whose mother tongue is other than English, English mother tongue speakers who are fluent in a foreign language(s), those already living in the East Midlands region, those already in the tourism or an allied industry, (particularly as local guides, historic house guides and those with experience in making presentations).
- Those with existing Institute of Tourist Guiding qualifications from other regions are encouraged to apply and should, in the first instance, request details of the Blue Badge Tourist Guide Candidates Scheme. from the course administrator.

Programme Directors:

Wendy Devlin BA MITG is a Heart of England, London and South West *Blue Badge* Guide. She has considerable experience as a *Blue Badge* Tourist Guide, Programme Director, lecturer and tutor and was Joint Programme Director on the Heart of England *Blue Badge* training programmes held in 2000/2001, 2006/07 and 2018/19. Wendy has served on the Executive Council of the British Guild of Tourist Guides, as a Board Director of the Institute of Tourist Guiding and is a past Chair of The Heart of England Tourist Guides Association.

Ian Jelf GradIPM MITG is a Heart of England, London and South West *Blue Badge* Guide. He has considerable experience as a *Blue Badge* Tourist Guide and was a tutor and lecturer on the 2006/07 Heart of England *Blue Badge* training programme and a Joint Director on the 2015/16 and 2018/19 courses. He was

Joint Programme Director on the Tamworth *Green Badge* training programme in 2012/13. Ian is a past chair of the Institute of Tourist Guiding Examinations Committee and is a past Chair of the Heart of England Tourist Guides Association.

David Waite MBA FITG is a Heart of England and South West *Blue Badge* Guide, a qualified accountant, and has extensive experience in training, both in Tourist Guiding and other industries. He was Joint Programme Director on the Heart of England *Blue Badge* training programmes held in 2006/07, 2015/16 and 2018/19 and Course Director of the 2019/20 North East England *Blue Badge* training programme. He was Programme Director for *Green Badge* training programmes for the City of Lincoln in 2003/4 and Tamworth in 2013/14 and is a Past Director/Company Secretary and Joint President of the Institute of Tourist Guiding.

All are recognised by the Institute of Tourist Guiding as registered Trainers.

Steering Group: The programme will be monitored by a Steering Committee consisting of representatives of the Tourism industry which will include where available:

- Representatives of one or more tourism bodies in the East Midlands region
- The Institute of Tourist Guiding Chief Examiner
- A management representative of a regional site or attraction
- The Chair – East Midlands Tourist Guiding Association (or similar)
- Representative of the British Guild of Tourist Guides training committee
- A management representative - Coach Company and/or Tour Operator
- The Joint Programme Directors