

THE BRIDGEWATER CANAL IN SALFORD
GREEN BADGE TOURIST GUIDE TRAINING COURSE

2018-2019



PROSPECTUS

Course Director: Tess Pike MA Hons. MITG

Course Provider:

EST.1761

Accredited by the Institute of Tourist Guiding

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Salford City Council



Course Aims

The course aims to train volunteers already engaged in leading guided walks in the area of the Bridgewater Canal in Salford to become professionally qualified and registered Green Badge Tourist Guides. 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 and Jersey. Those students who are successful in these examinations will be awarded the Institute's Green Badge for the "Bridgewater Canal in Salford" and will be qualified to offer guided walks and site tours to groups and individuals within the area of qualification. The Green Badge is a symbol of this national qualification and provides recognised evidence of excellence in guiding skills. The course forms a foundation for continuing professional development in tourist guiding.

Course Objectives

By the end of the course, the students will have developed the skills to:

- Select the most appropriate routes, sites and stopping places for walking tours within the area of qualification; these will be geared to meet the requirements of groups and individuals. They will have an appreciation of any special needs, expectations and interests of the visitors and take into consideration their health and safety, comfort and wellbeing;
- Present an effective tour commentary geared towards the target audience in terms of content, presentation and duration. It will be clear, accurate, entertaining and informative;
- Demonstrate relevant management skills, including maintaining an appropriate time schedule and dealing with unexpected eventualities e.g. inclement weather, accidents and incidents during the tour, late arrivals
- Demonstrate a range of effective and appropriate communication skills

Course Content

There are two components to the training programme:

1. An in-depth local and regional knowledge of the Bridgewater Canal and surrounding area where it passes through the Salford district
2. Guiding techniques – communication and presentation skills for guiding on foot and at sites

Subjects to be covered include: the history and building of the Bridgewater Canal within a national and international context; its associated industry; the railway; the architects and builders of the canal and other personalities; social impacts; architecture and the Worsley Mansions; places of worship in the local area; Canal ownership and stakeholders; early tourism and the Canal today; wildlife, public parks and the countryside; RHS Bridgewater; the Canal and the community; centres of population in the vicinity of the canal.

A student information pack and full syllabus will be provided at the start of the course.



Course Structure

The course is designed to be part-time. An introductory day on 19th July will be followed by a series of weekly sessions, predominantly during the day on Tuesdays in November, January, February and March, with lectures and practical training sessions included. In addition there may be occasional evening lectures. The days will be held in different locations throughout the Bridgewater Canal in Salford area. The two components of the Course Content form an integrated programme of study which includes:

- Lectures and classroom sessions – lecturers and tutors will cover the topics listed in the Course Content, by means of face to face lectures held in a variety of venues throughout the area
- Student-led discussions and presentations on subjects related to the syllabus
- Practical visits – visits to sites and villages throughout the area. Trained guides and site experts will provide training on these visits; however, students will be expected to do a considerable amount of the guiding to practise guiding techniques and skills. This will be followed by collective and individual feedback
- Communication seminar – a two-day seminar, concentrating on communication techniques and presentation skills for Tourist Guides. Health and safety, customer care and the widest possible access for all are stressed at all times
- Private study – although the course covers a wide range of topics and visits, students will be expected to do a considerable amount of private study. Project work and research for the practical sessions are an essential part of the course. Following the introductory day on 19th July (during which guidance will be given on the personal research required), students will be required to undertake, in their own time, a full familiarisation of the area through which the Bridgewater Canal passes in Salford. It is understood that the majority of students participating in the Green Badge training are already volunteers who are involved in various ways with the Est.1761 projects, including delivering guided walks, so will already have considerable existing knowledge, but all students will be expected to research the subjects given in the syllabus fully over the course of the training period. We recommend that students carry out recces together during the period of summer study and the course itself, as shared experiences provide more enjoyable visits, and the research work can be shared between students. This training does require commitment, but creates lasting memories of the discoveries made and the camaraderie experienced throughout.
- There will be regular breaks between each block of weekly sessions (including a month long break during the month of December), and these breaks are intended as study leave. It is expected that students will attend, participate and commit themselves fully in the programme of study.

Please Note: students are expected to have regular access to a computer (desktop, laptop or tablet) and email, as course communications will be sent out electronically. This may be through a local library if necessary.

A Student Handbook containing the full syllabus and programme will be given to all students during the introductory session.



Part One – Thursday 19th July 2018 – 1-day introductory session

This will be followed by a summer break - for private home study and individual research

Part Two – November to March 2018

The training will be delivered during weekly sessions held over 13 weeks. The days will generally run between 9.30am and 4.30pm, with individual student tutorials regularly scheduled after 4.30pm. The weekly sessions may be supplemented with several evening lectures if required.

- Four weekly sessions in November will be followed by a month-long break in December to allow time for directed self-study and work on the tour-planning project
- From January the training will be delivered in three blocks of three weeks each, interspersed with one week breaks for directed self-study
- A two day 'Communication Seminar' will take place during week commencing Monday 14th January. Students will be allocated to specific dates, which will be confirmed during the introductory session on 19th July 2018.
- The last official training session will be in mid-March, and the examinations will follow in the spring. Practice sessions for the examinations will be offered to the students between the end of the course and the examinations

Weekly sessions will take place on the following dates:

November: Tuesday 6th, Wednesday 7th, Tuesdays 13th, 20th and 27th

January: Tuesdays 8th and 22nd (2-day Communication Seminar: week commencing 14th January)

February: Tuesdays 5th, 12th and 19th

March: Tuesdays 5th, 12th and 19th

These sessions will combine talks about the canal and associated topics and the art of guiding with practical sessions (walks, sites, museum guiding). Sessions on examination preparation will be held towards the end of the course.

Christmas/New Year break – private study and project work will be required over this period

22nd January: Projects Deadline. Projects to be handed in for marking.

Final Assessment – anticipated dates: April 2019 (to be confirmed)

Having completed the course, The Course Director will submit students for practical and written assessment, administered by the Institute of Tourist Guiding. To gain the Green Badge qualification, students have to pass all the examinations: The examinations will take place over two individual days as follows:

Day 1: Written examination on the Bridgewater Canal in Salford

Day 2: Practical assessments on a walking tour and at a site

In addition, a 1,500-word project will be prepared by each student, based on a choice of three themes; this will be included in the exam assessments. The choices will be given out in late November with a submission date of late January.

Successful applicants will be awarded the Bridgewater Canal in Salford Green Badge and will be issued with the Institute's Registered Guide photo card at an award Ceremony (Date TBC)

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The Guiding Profession and the Institute of Tourist Guiding

The Institute of Tourist Guiding is the standard setting body, not only for Green Badge guides but for the whole of the tourist guiding sector. It accredits courses which meet its standards and provides examinations at White, Green and Blue Badge Levels. 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 its qualifications in general. Green Badge Guides are listed on the Institute web site, which is available to users of guide services.

Cost

There are two cost elements:

1. *Training Costs*

Course provider Est.1761 is covering the cost of training for all students. This cost includes tuition, admission and supervision on practical visits, and course learning materials. Also included is a two-day Communications Seminar on practical presentation skills for Tourist Guides, which will take place in January. Excluded from these costs are personal transportation costs, overnight accommodation, guide books or literature specific to historical or cultural sites and attractions.

2. *Institute of Tourist Guiding registration and examination fees*

Where applicants are existing (and participating) Bridgewater Volunteers at 1st June 2018, the cost of the Institute of Tourist Guiding registration and examination fees is being covered by Est.1761.

Other applicants (e.g. existing Blue or Green Badge Guides) are liable to payment of the Institute of Tourist Guiding registration fee (£106) and examination fees amounting to £450. These fees will be payable direct to the Institute and will be due as follows:

- registration fee: upon acceptance of a place on the course
- examination fee: by Tuesday November 6th

All successful candidates will receive a personalised Green Badge and certificate.

After qualification as a Green Badge Guide, students wishing to guide in a language other than their own mother tongue are encouraged to take examinations conducted by the Institute of Linguists on behalf of the Institute of Tourist Guiding, for which a separate fee is payable.



Application and Selection

Application forms should be sent to Shaun Clydesdale for receipt by Monday 18th June 2018

Via email: shaun.clydesdale@salford.gov.uk

By post: Shaun Clydesdale
 Bridgewater Co-ordinator
 Est.1761
 Salford City Council
 Regeneration
 Ground Floor, Salford Civic Centre
 Chorley Road
 Swinton M27 5FJ

- The closing date for applications is midday on Monday 18th June 2018
- Interviews: Applicants will be asked to attend a knowledge test and interview, including making a brief presentation, without notes, on a pre-assigned tourism topic on 25th or 26th June. Selected candidates will be informed in writing following the interview.
- Candidates' acceptance letters must be received by Friday 6th July
- Any candidate not registered as a volunteer on an Est.1761 project prior to 1st June 2018 must pay the Institute of Tourist Guiding registration fee of £106 by Friday 6th July.
- Candidates, of a minimum age of 18, will need to demonstrate an outgoing personality, smart appearance, good general knowledge, organisational ability, flexibility, a genuine interest in people and the motivation to develop their own business.
- Preference for places on the programme will be given to those living in the region who are already engaged as volunteers on an Est.1761 project. Those with existing tourist guiding qualifications may also apply, subject to payment of Institute of Tourist Guiding registration and examination fees.

