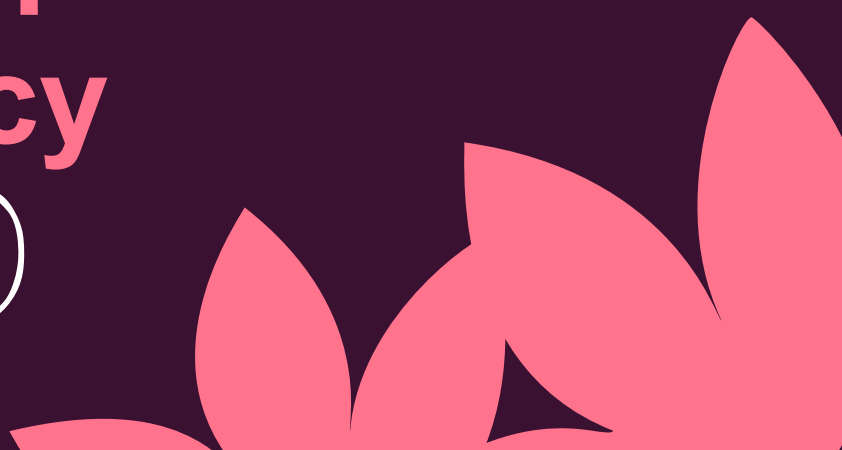




**Education
consultancy**
at **CHESTER ZOO**





Our consultancy service utilises Chester Zoo's education and engagement **EXPERTISE** to enable a broad range of cultural and conservation focused organisations to **IMPROVE** their programmes and increase their **IMPACT**, ensuring a future where wildlife and people can **THRIVE**.

OUR SUPPORT

Consultancy

Our expert team can tailor a package of support to enable your organisation to develop a whole new strategy for education and engagement, create new strands to your programme or quality assure and review existing provision. We can also provide practical support to develop content and resources, educational sessions or help to set up and operationalise new programmes and services. For zoos, we have particular expertise in the development of education plans to meet the requirements of UK zoo licensing, and BIAZA and EAZA accreditation.

Mentoring

Our mentoring offer is ideal for less experienced educators or those who work in small teams without in-house support from education specialists. We would match the mentee with one of our experts based on their areas of interest and needs. Mentoring support can be general or tailored to support the development of a particular project, from developing a new workshop or talk through to the development of an overarching education strategy for the organisation.

Operational delivery

Our team would take on end to end support for your education service, from developing an appropriate organisational strategy and devising the programme, through to recruiting, training and supporting a delivery team.

Training

Chester Zoo's conservation education and engagement team has an existing suite of training programmes and professional development sessions. Our experienced trainers are also able to develop bespoke packages tailored to the needs of your team, either separately or as part of a wider package of support. This can include using a 'train the trainer' approach to empower your team to develop and deliver their own in-house training programmes.

To find out more or to talk to us about your consultancy needs email us on educationconsultancy@chesterzoo.org.

AREAS OF EXPERTISE

Education planning and management

Having a written and fully agreed strategic plan for education helps to ensure that you are directing your resources into the most impactful and important education activities for your organisation. For zoos, it also ensures you are compliant with the requirements of UK zoo licensing, EAZA Education Standards, BIAZA Education Policy and the WAZA/IZE Conservation Education Strategy, as well as maintaining alignment with organisational objectives, local and national policy and the needs of target audiences. The Chester Zoo team have vast experience developing education plans at a range of scales. We've worked with a variety of organisations with diverse objectives, including international conservation NGOs, national museums, zoos,

schools and academy trusts. We have particular expertise in:

- **Use of theory of change and other programme design tools**
- **Increasing conservation, educational and commercial outputs and outcomes**
- **Stakeholder analysis and engagement**
- **Audience consultation**
- **Resource planning, including developing appropriate staffing structures, financial planning and developing education facilities**
- **Educator recruitment, development and training**
- **Embedding inclusion and access for all**





Formal education programmes

With 125,000 education visitors a year, extensive outreach programmes, almost 1,000 teachers engaged in our training programmes and networks across the education sector, our formal education experts have a lot of experience to draw on. We can help you with:

- Overarching programme design
- Curriculum linked workshop development and lesson planning from early years through to FE/HE
- Teacher engagement and training
- Practical classroom skills, including pedagogies for learning, student engagement and behaviour management
- Learning resource development, bespoke content writing, design and production
- Connecting to relevant UK education strategies, policies and curriculum
- Understanding and reaching the schools' market
- Working with SEND groups

Visitor engagement

Whether you want to ensure visitors have a great day out and/or increase the learning outcomes you achieve through engaging with them, we can support you to develop your approach, including:

- Content development for talks, tours and hands on activities
- Developing bespoke stories and games
- Storytelling techniques for different audiences
- Science shows and science busking
- Audience specific engagement techniques – from working with babies and toddlers through to elders with dementia
- Play based interventions and family friendly practices
- Logistical planning, staffing, use of resources, rostering and programme development
- Developing inclusive programmes



Outreach and community engagement

Reaching out and engaging communities where they are is key to developing successful approaches to inclusion. And, it can attract new audiences and new funders to your organisation. With the rise in evidence around the human wellbeing benefits of engaging with nature, there is increased opportunity in this area for zoos and other nature focused organisations to have impact in their communities. Our areas of expertise include:

- Using asset-based community development approaches
- Co-production techniques and processes
- Working with new, seldom heard and underrepresented audiences
- Creating programmes with audiences with complex needs
- Developing nature and wellbeing focused projects and programmes
- Facilitation skills
- Planning for off-site delivery



Youth engagement

Young people have been at the heart of our governance structures since 2019, and we've shared our youth engagement expertise with organisations as diverse as the IUCN and the National Trust. Alongside some of the young people we work with, we can help you with:

- Establishing youth voice mechanisms, including the set up and management of youth boards and advisory panels
- Using youth work approaches, and developing and measuring youth work outcomes
- Connecting with national and global youth engagement strategies
- Engaging teenagers and young adults
- Work experience and careers focused programming

Monitoring and evaluation

Whether you want to design a robust approach to evaluating the impact of your programmes, ensure you have the right tools in place or are looking for someone to come in and support you to evaluate your programmes, we can help. We're passionate about evaluation and the importance of applying robust social science techniques to understanding and evidencing impact. We can help with:

- Developing an evaluation plan – at strategy, programme or activity level
- Deciding on appropriate measures
- Using a range of evaluation methods, from structuring a formal survey through to embedding feedback mechanisms into your delivery
- Developing quantitative and qualitative approaches
- Interpreting results
- Ethical considerations



Volunteer management

Chester Zoo was the first zoo in the UK to achieve the highly respected Investing in Volunteers quality standard, and our team have substantial experience supporting others to develop their approach to volunteering. Our volunteer management experts can support you with:

- Volunteer policy development
- Documentation and processes, including volunteer agreements, policies and procedures
- Role creation and development
- Recruitment, induction and training
- Recognition and retention
- Inclusive practice

Safeguarding

Good safeguarding practice should underpin all work with children and adults at risk. If you don't have this in place or would like to improve in this area, we have experience supporting other organisations to develop:

- Safeguarding policy
- Procedures for managing safeguarding concerns and incidents
- Safeguarding culture
- Staff training and support



Behaviour change

Using the expertise developed through our well known Sustainable Palm Oil and UK Wildlife focused behaviour change work, we can help with:

- Effective behaviour change campaign design
- Application of behaviour change models and theory
- Developing appropriate interventions and resources
- Evaluating success



Conservation education theory and evidence based practice

Appropriate theory and best practice underpins all of our work, our team have particular research interests and a passion to share their expertise in:

- Conservation and sustainability education
- Behavioural science and conservation psychology
- Social science
- Nature connectedness
- Learning theory
- Nature and wellbeing
- Play



OUR TEAM'S EXPERIENCE

With a team of over 50 expert educators, we're sure we will have someone with the expertise you need to develop your education and engagement programmes. Here are just some of the experts you could be working with:

Dr Andy Moss (Lead Conservation Social Scientist)

is a social science research expert with over 15 years of social research experience in the global conservation sector. He has worked collaboratively with significant numbers of universities, research organisations, zoos, NGOs and international associations. He has produced over 30 publications, in diverse journals such as Conservation Biology, Conservation Letters, the Journal of Environmental Education, Visitor Studies and Nature. Specialising in quantitative social research methods, Andy has three broad research interests: trying to solve conservation problems related to people; the educational value of zoos and their role in promoting pro-conservation behaviour change; and understanding how zoos can play a more significant role in global conservation governance.



Caroline Heap (Senior Interpretation Manager)

is an experienced project and programme manager specialising in creative projects, with particular expertise developing exhibitions, visitor programming and large events. With a passion for visitor experience excellence and accessibility, Caroline has created visitor engagement, interpretation and learning strategies for organisations across the cultural sector, informed by her wealth of experience and Post-Graduate Certificate in Education. With everything she approaches, Caroline aims to embed her love of creativity, collaboration, and inclusivity.



Charlie Dale (Youth Development Co-ordinator)

has over 15 years' experience across a range of conservation education disciplines and roles in the UK and internationally. She specialises in removing barriers to participation, connection to nature, inclusive youth social action and co-production with communities. Charlie is currently responsible for co-ordinating Chester Zoo's youth engagement (12-25 years) activity, including events, supporting conservation career and engagement pathways and mobilising our youth network. She is passionate about inclusion and accessibility with particular interest in supporting young people with learning and physical disabilities to be engaged and represented in nature conservation. Charlie's interests include nature connectedness, wellbeing with nature, inclusion and accessibility.



Charlotte Smith (Director of Conservation Education)

has over 20 years' experience developing and managing education and community engagement programmes across the cultural and conservation sectors. Responsible for the development of all education and engagement activity at the zoo and internationally, Charlotte has particular expertise in strategic planning for education and has supported a variety of organisations to develop their education programmes – from community focused conservation NGOs to large networks. She is an experienced evaluator and has collaborated on several peer-reviewed publications. Her interests include leadership, children's play, conservation psychology, behaviour change, inclusion and nature connectedness.



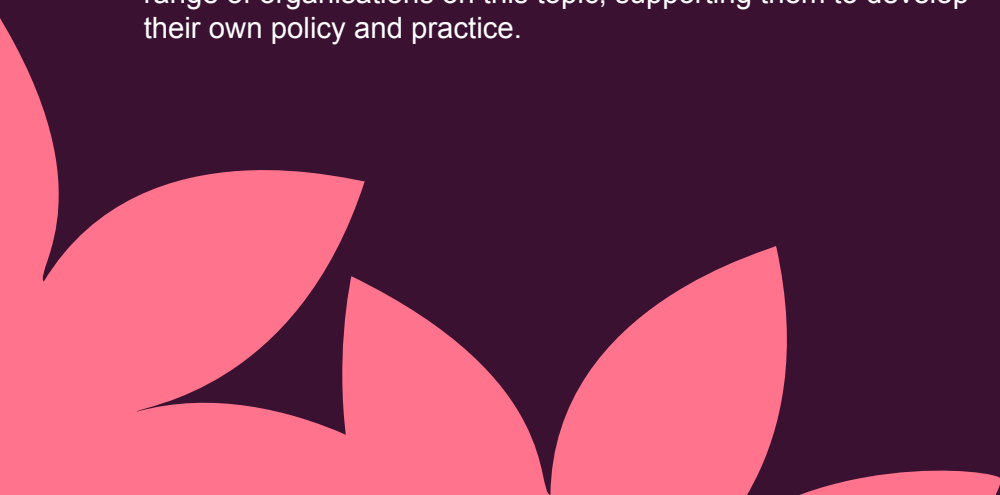
Lauren Walker (Digital Learning Manager)

specialises in creating digital content for educational use. She leads a creative team with skills in design, filmmaking and motion graphics, delivering online learning resources, toolkits for educators and learners, social media for educators and interactive AV projects. Lauren's expertise includes developing digital immersive experiences, sound design and visual media for large scale projections. She has a particular interest in co-production with young people and exploring real-world issues through creative media creation, such as podcasts, film-making and design, as well as the use of games and game-making techniques.



Lindsay Marston (Volunteer Manager)

has an academic background in Childhood and Youth Studies and over 15 years' experience leading high-quality volunteer engagement across the charity sector. She led the Chester Zoo team to achieve the Investing in Volunteers Award and is passionate about best practice in volunteer management. She believes great volunteering experiences can positively impact the lives of individuals and the organisations they support. She has particular expertise in safeguarding, and has provided advice to a range of organisations on this topic, supporting them to develop their own policy and practice.



Olivia Neville (Visitor Engagement Manager)

offers a broad range of skills gained from management roles at Chester Zoo, National Museums Liverpool, Royal Armouries Museum and ZSL London Zoo and Whipsnade Zoo. With a background in theatre and writing; creativity and developing new ways of thinking are integrated into her practice. Her repertoire includes creating public programmes, immersive storytelling, theatre shows and developing premium experiences and high-profile PR and VIP events. She has extensive operational management experience, leading teams and developing training. She is passionate about inspiring and connecting people to the natural world, alongside sharing scientific knowledge in creative and accessible ways.



Rebecca Finbow (Community Engagement Manager)

has over 15 years of experience working in the environment sector, developing and leading on community engagement and education projects in various contexts, from social housing to formal education settings. With expertise in collaboration and partnership working, her role at Chester Zoo utilises these skills to develop programmes that support and empower community groups and leaders to provide inclusive opportunities for their service users to connect with nature. She has particular skills in project planning, presenting projects for funders and project evaluation, alongside strategic development, notably in areas of sustainability, Education for Sustainable Development, EDI and employability.



Sean Dick (Schools Engagement Manager)

has a background in Zoology and Animal Behaviour and over decade of experience across a variety of roles and zoo education disciplines, both formal and informal. He, and his team, create engaging zoological and conservation content in the form of workshops, games, digital resources and toolkits. For the last seven years he has worked with pedagogical experts and schools across the country, to develop new models for embedding conservation into all aspects of school curricula, training educators and empowering young people to take action for wildlife and the planet. He has expertise in event management and delivery and leads on the delivery of large-scale events including National Conservation Education Awards and the zoo's annual Youth Symposium



In addition to our education and engagement experts, as part of a large organisation with talented people in a variety of disciplines, we can offer cross-disciplinary support and ensure we apply the right skills and knowledge to every task.



CHESTER ZOO