

**The Mersey
Partnership**

THE OFFICIAL TOURIST BOARD
FOR THE LIVERPOOL CITY REGION

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EUROPEAN REGIONAL DEVELOPMENT FUND

**JOINT PROJECT DEVELOPMENT DIRECTORS - Liverpool City Region
Blue Badge¹ Tourist Guide Training Programme - Phase One - February
to April 2012**

MAIN PURPOSE OF THE PROJECT:

To develop and obtain accreditation for a Liverpool City Region Tourist Guide Training Programme in line with The Mersey Partnership's requirements and in accordance with the Institute of Tourist Guiding (ITG) published criteria for a Level 4 (Blue Badge) course.

To recruit and select suitable candidates for the programme and ensure collection of fees.

KEY AREAS OF RESPONSIBILITY:

1. To jointly write, develop and produce a Liverpool City Region Blue Badge Tourist Guide Training Programme prospectus for approval by the Project Steering Group.
2. To submit a Liverpool City Region Blue Badge Tourist Guide Training Programme to the ITG for accreditation.
3. To organise venues, speakers and any other requirements for the programme in accordance with ITG published criteria and according to their knowledge and expertise of subject areas.
4. To organise the recruitment and selection process of candidates for the Liverpool City Region Blue Badge Tourist Guide Training Programme.
5. To attend and contribute to the Liverpool City Region Blue Badge Tourist Guide Training Programme Steering Group meetings to discuss development of the course programme.
6. To provide regular updates to The Mersey Partnership's Head of Visitor Economy Development on the development of the programme.
7. To develop a balanced budget for the programme and explore funding opportunities.

¹ The intention is to run a course that will be accredited as a Level 4 (Blue Badge) programme by the Institute of Tourist Guiding

Potential Project Extension – Phase Two

Subject to all necessary accreditation being obtained, a balanced budget and a sufficient number of suitable candidates being recruited to the programme, a further contract will be let to deliver the actual programme between March 2012 and March 2013. We are therefore seeking individuals with the right qualifications to deliver the eventual programme.

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REQUIRED QUALIFICATIONS AND EXPERIENCE:

The **Course Directors** for an Institute accredited Training Programme at any Level must be able to show evidence between them of at least **one** qualification from each of the **two** following:

- a) teaching/training** PGCE, Cert Ed., B. Ed or equivalent
OR substantial recent experience teaching adults
OR completion of (one) Institute recognised Training the Trainers Course plus involvement in one Blue Badge (Level 4) Training Programme as Assistant
OR substantial recent experience leading Training Programmes
OR substantial recent experience as Tutor on Blue Badge (Level 4) Tourist Guide Training Programme.
- b) guiding** The Institute recognised qualification of:
- Blue Badge to train Blue Badge;

In addition, the selected individuals will need to demonstrate that they possess strong communication and IT skills, self-motivation, excellent time management skills and attention to detail.

Fee

This is a freelance consultancy contract with a fee of £25 an hour inclusive of expenses. Travelling expenses are payable for a qualified Blue Badge trainer from outside of Liverpool City Region. The intention is to make the appointment(s) by Mid February. Your fee will be paid by the Association of Liverpool Tour Guides.

Further Information

A shadow project steering group is in place and some broad principles about the programme have been established.

- Approx 30 people will be recruited on to the programme
- The programme will run on weekdays averaging 11 hours per week over 22 weeks – there will be a substantial break over the summer months for self study
- The programme will run from April 2012 to March 2013.

Further information about Blue Badge Guide training programme criteria and accreditation can be found here:

[Institute of Tourist Guiding - Tourist Guide, Guiding Qualifications](#)

Applications

Please send your CV and a covering letter setting out how you meet the criteria for specific aspects of the Project Director role by no later than **February 1** to:

Pam Wilsher, Head of Visitor Economy Development
The Mersey Partnership, 12 Princes Parade, Liverpool L3 1 BG
Pam.wilsher@merseyside.org.uk. Tel 0151 237 3916