

London Behind the Scenes



Alternative Tours Training Programme



Introduction

The East End of London is hailed by many as the new West End and its popularity with tourists is set to grow in the run up to the Olympics. WORLDwrite's *London Behind the Scenes* project aims to contribute to this growing interest in East London and all it has to offer by providing a series of alternative East London tours. These tours bring the streets of London to life by revealing hidden stories and explaining contemporary developments. These volunteer-produced tours are: accessible online with virtual routes interwoven with compelling historical archive and present day footage; on foot as entertaining and educative walking tours and on film as discursive and illustrative professionally made documentary shorts. The tours take you behind the scenes to discover insights into issues old and new that define the area today.

WORLDwrite volunteers have developed two on-foot tours, produced short films and used their own newfound learning and skills to develop a unique training programme accredited by the Institute of Tourist Guiding. In 2009 new and existing volunteers will produce new films that develop the themes and content of the tours, further develop the two walking tours to professional standards and offer accreditation to new tour guide trainees.

There are three component parts to the *London Behind the Scenes* project:

1. Developing alternative tours and tour guiding;
2. Making short documentary films;
3. Developing websites with interactive maps, text and photos for each tour, with the capability of showing the filmed documentary shorts.

WORLDwrite's tours follow fixed routes and in keeping with the charity's ethos and objectives, will promote international understanding. As such the tours follow, explore and consider key themes of global significance to excite and stimulate discussion.

The latest London Behind the Scenes tours

The docks tour tells an alternative tale of trade, dockers and Empire. From ships carrying Zanzibar ivory to West Indian sugar convoys, perfume and rum, St Katharine's docks was once home to the world's greatest concentration of portable wealth. But what really made Britain rich? This unique tour reveals all; the dirty secrets of the calling on line, the Great Stink, global adventures, dead elephants and the Blitz alongside the positive economic growth and grand plans which transformed lives.

The Brick Lane tour investigates the hidden stories and impact of the waves of immigrants who have made and re-made the East End, from the 17th century Huguenots to the Bangladeshi and Somali community of today. We discover the lesser known Huguenot role in the beer industry, the role of Jewish radicals, renowned philanthropists and the impact of 'remittances' on the world. This distinctive tour explores: multiculturalism; the changing meaning of race; early forms of discrimination affecting poor white workers; Irish immigration; the Jewish ghetto and the inspiring networks which fought and often won a better deal for all.

To watch the tours online, read reviews from the walking tours and more visit:
www.worldwrite.org.uk/londonbehindthescenes.

This pack outlines the training course for volunteers who want to get involved in further developing tours and tour guiding for the *London Behind the Scenes* project.

Course Management

The course is managed and run by WORLDwrite in collaboration with the Institute of Tourist Guiding. Sally Empson (a London Blue Badge guide, Institute of Tourist Guiding registered trainer and London Blue Badge Course Director 2001 and 2006) is the Co-Director with WORLDwrite and will oversee and tutor practical aspects of guiding. WORLDwrite's Director and Assistant Director will coordinate the course and lecture on specific areas. The charity will also employ - on a peripatetic basis - specialist lecturers to facilitate knowledge development.

Course Programme

Providing a great "alternative tour" requires in depth study and knowledge to ensure the tours are fresh, fascinating, insightful and rewarding. Volunteer trainees will be expected to undertake considerable background reading and research to become totally immersed and fluent in all aspects of the geographical tour areas, their history, context and present day significance. To become a tour guide requires knowing more than the obvious; it requires the ability to answer questions and the flexibility to focus on issues according to a particular audience's interests and needs. It also requires an understanding of health and safety issues, organisational skills, effective communication skills and customer care. The *London Behind the Scenes* course programme aims to ensure all aspects of professional tour guiding are covered and volunteer trainees are assisted to make their tours a valuable entertaining and educative experience for all.

Through this programme, tour guides may also opt to become the presenters/commentators for the filmed documentary shorts that will accompany these tours. Film and web training will be offered separately for volunteers more interested in the filmmaking and online aspects of the project. Volunteer trainees will follow a taught course and investigate a wide range of issues relating to each tour, as well as wider issues relating to tourism.

The course will involve:

- Tutor-led sessions;
- Guest lectures;
- Practical assignments;
- Research;
- Tour guide practice.

Volunteer trainees will be expected to use a variety of different sources to directly participate in acquiring the knowledge to shape two alternative tours.

Sources will include:

- Libraries, archives and information centres;
- Internet searches;
- Learning from existing tours, brochures and guidebooks;
- News reports and a variety of media;
- Visiting local sites and points of interest;
- Visiting and talking to people locally and in the tourism industry;
- Learning from guest speakers and lecturers.

Study Session Arrangements

The training will involve one night per week with a group of 15-20 young volunteers and some weekend days for lengthier, practical sessions. One-to-one supervision sessions and assistance will also be available.

Course Criteria

Volunteer trainees do not need previous experience or an established level of higher education but will need to:

- Complete an online application form and attend the introductory evening;
- Be aged 16 to 25 years;
- Be able to attend all taught and practical sessions;
- Be willing and able to undertake homework;
- To demonstrate an interest in the areas of study and tours;
- To demonstrate an ability to communicate;
- To demonstrate an understanding of written English (assistance will be provided to those who have English as a second language or are new to the UK).

Course Requirements for Accreditation

Volunteer trainees need to aim high and may opt for accreditation for their work to become tour guides. To achieve the Institute of Tourist Guiding Level 2 tour guiding certificate requires attending 50 to 70 hours of taught sessions, including 30 hours practical work and 120 hours home study.

Volunteer trainees will need to:

- Attend all course sessions;
- Undertake and present practical research;
- Develop a portfolio of work;
- Present a tour in the presence of an external assessor;
- Sit a short exam and provide written answers.

The taught sessions, detailed below in the outline of course, are two and a half hours each, unless indicated otherwise. There are 70 hours of training of which 34 are practical hours.

Outline of Course Sessions

The course aims to provide a good understanding of the themes and key issues explored on the tour routes. Each session will cover general material and tour specific material. Volunteer trainees will also have the opportunity to develop a tour further and choose a specific area or issue to produce further films from.

Guest lecturers with specialist knowledge of subject areas will provide short lectures, question and answer sessions and discussions. At least an hour of each session will be spent evaluating learning, developing tour scripts, practicing communication skills, reviewing homework and establishing further assignments. Recommended readings, questions to be considered and areas for home study will be provided for all sessions.

Session 1: Introduction

Thursday 19th February, 7.30 -9:30pm at the WORLDwrite centre

Introduction to the course and the tours including filmed material, background material, accreditation requirements, reading lists and home study.

Volunteer trainees will:

- Understand course components;
- Consider accreditation requirements and options;
- Be introduced to the tours and filmed material;
- Access background material and reading lists.

Session 2: St Katharine Docks and Wapping tour

Saturday 28th February, 10.30am to 12.30pm at St Katharine Docks

This is an on foot session to acquaint volunteer trainees with the St Katharine Docks and Wapping tour.

Volunteer trainees will:

- Become familiar with the walking tour;
- Understand the themes, content and points of interest on this tour;
- Be introduced to the art of guiding an alternative tour.

Session 3: Brick Lane tour

Sunday 1st March, 2.30 to 4.30pm at Brick Lane

This is an on foot session to acquaint volunteer trainees with the Brick Lane tour.

Volunteer trainees will:

- Become familiar with the walking tour;
- Understand the themes, content and points of interest on this tour;
- Be introduced to the art of guiding an alternative tour.

Session 4: The changing meaning of race

Thursday 5th March, 7.30 to 9.30pm at the WORLDwrite centre

In this session volunteer trainees will consider the changing nature of ideas on race throughout history. Material from the Brick Lane tour will be considered including archive material and footage.

Volunteer trainees will:

- Examine the changing nature of the concept of race, from Social Darwinism to modern multiculturalism;
- Explore the Brick Lane tour content and its main themes.

Session 5: Identity, culture and multiculturalism

Thursday 12th March, 7.30 -9:30pm at the WORLDwrite centre

In this session volunteer trainees will consider and discuss ideas of identity, culture and contemporary multiculturalism. Material from the Brick Lane tour will be considered, including archive material and footage.

Volunteer trainees will:

- Examine the politics of identity;
- Explore the roots of contemporary multiculturalism;
- Discuss what modern multiculturalism as policy and lived experience offer us today;
- Explore the Brick Lane tour content and its main themes.

Session 6: The history and role of immigration in the past to present today

Thursday 19th March, 7.30 to 9.30pm at the WORLDwrite centre

In this session volunteer trainees will investigate and discuss the role of immigration and emigration historically and UK immigration laws, policies and their consequences. Material from the Brick Lane tour will be considered, including archive material and footage.

Volunteer trainees will:

- Understand the role of immigration and emigration historically;
- Examine shifting attitudes towards these key issues;
- Explore the history of UK immigration laws and policies;
- Explore the Brick Lane tour content and its main themes.
- Discuss how and what to convey when there are contrasting opinions.

Session 7: The art of tour guiding

Saturday 28th March, 1-5pm in central London

This session will acquaint volunteer trainees with key elements of successful tour guiding, from engaging visitors and utilising a range of communication skills to knowing an area. Volunteer trainees will follow an established route with a professional tour guiding trainer.

Volunteer trainees will:

- Experience a professional tour;
- Understand levels of communication skills needed;
- Understand levels of understanding and knowledge required;
- Understand first hand the practicalities, health and safety issues, legal liabilities, pitfalls and possibilities involved in delivering a tour;
- Understand group management issues;
- Understand health and safety issues.

Session 8: The role and changing nature of production: Then and now

Thursday 2nd April, 7.30 to 9.30pm at the WORLDwrite centre

This session will provide volunteer trainees with an understanding of the nature and role of trade and industrial production historically. The shift to a service economy will be explored as well as the nature of trade today. The session will take East London as a case study.

Volunteer trainees will:

- Explore and understand the role of industrial production historically;
- Understand the changing nature of production;
- Examine the role of production in the economy globally;
- Discuss the importance of trade then and now;
- Explore the St Katharine Docks and Wapping tour content and its main themes.

Session 9: Trade and war

Thursday 16th April, 7.30 -9:30pm at the WORLDwrite centre

This session will explore trade and the two World wars and ways in which history is presented and revised.

Volunteer trainees will:

- Explore the role of trade and competition in the run up to World Wars 1 & 2;
- Consider and understand the way history is often revised and represented;
- Explore the St Katharine Docks and Wapping tour content and its main themes.

Session 10: The changing social landscape

Thursday 23rd April, 7.30 to 9.30pm at the WORLDwrite centre

This session will examine the development of the British economy and the changing nature of production and society.

Volunteer trainees will:

- Develop an understanding of the feudal economy and how society was organised then;
- Examine the shift from feudalism to mercantilism to the industrial revolution;
- Understand what made Britain the first super power and workshop of the world;
- Explore what this meant for people in Britain and overseas;
- Explore the St Katharine Docks and Wapping tour content and its main themes.

Session 11: The financial sector and service economy

Thursday 30th April, 7.30 -9:30pm at the WORLDwrite centre

This session will provide an understanding of the different sectors of the British economy, its relative strengths and weaknesses globally and impact on everyday life.

Volunteer trainees will:

- Understand the development of the financial sector and its role today;
- Explore the expansion of retail and the service economy;
- Consider the causes and consequences of a shift to a less productive economy;
- Consider the relative strengths and role of the key emerging economies globally;
- Consider the impact of global economic changes on the St Katharine Docks and Wapping tour area and different views on the subject;
- Discuss how and what to convey when there are contrasting opinions.

Session 12: Decision time and practice

Saturday 9th May, 11am to 4pm at the WORLDwrite centre

In this session volunteer trainees will choose which of the two tours they would like to guide. Each of the two groups will then decide which subject or issue relating to the tour's route or themes they wish to develop and work on for a short film.

Volunteer trainees will:

- Have the opportunity to choose which of the two tours they would like to guide;
- Have the opportunity to produce a short film to accompany their chosen tour as a group;
- Revisit the chosen tour routes and practice the 'stops';
- Share visual aids;
- Prepare and practice notes for each 'stop';
- Identify knowledge gaps.

Session 13: Practice tour guiding on chosen tours

Thursday 14th May, 7.30 -9:30pm

For this session volunteer trainees will for the first time, practice their chosen tour by delivering it to the rest of the group and to tutors. This session will bring together all the learning to date and incorporate it into the walking tour.

Volunteer trainees will:

- Practice the 'stops' on their tour in front of other volunteer trainees and tutors;
- Identify knowledge and guiding gaps from feedback;
- Work on refining the tour and tour delivery.

Session 14: Communication skills

Saturday 23rd May, 10am-5pm

This session will focus on engaging an audience and the tour guide's presentational skills. It will cover the positives and negatives of guiding and engaging visitors outdoors and will discuss problems to overcome, such as nerves, the weather, audibility and language.

Volunteer trainees will:

- Understand how to develop a rapport with visitors;
- Deal with questions;
- Speak effectively on their topics;
- Demonstrate good presentation skills;
- Demonstrate the importance of audibility in guiding;
- Understand the importance of top visual priorities;
- Demonstrate accurate time management;
- Demonstrate appropriate body language.

Session 15: Practice makes perfect

Thursday 4th June, 7.30 to 9.30pm

For this session volunteer trainees will have refined their tour guiding from previous feedback and present again their chosen tour to the rest of the group and tutors.

Volunteer trainees will:

- Practice the whole tour in front of other volunteer trainees and tutors;
- Identify knowledge and guiding gaps from feedback still to work on;
- Refine tour delivery.

Session 16: Film pitches and proposals

Thursday 11th June, 7.30 -9:30pm at the WORLDwrite centre

In this session volunteer trainees who choose to produce a short film to accompany their tour will pitch their proposals. 'Pitching' will involve providing a description of the visual story, who, how and where it will be shot to the other volunteers involved the project.

Volunteers will:

- Present their film proposal to the group;
- Receive feedback and decide next steps;
- Identify knowledge gaps and assign final research.

Session 17: Existing tours of the East End

In own time

Volunteer trainees will research and book onto existing tours to consider further what is currently on offer and to evaluate the strengths and weaknesses of existing tours. This will help volunteer trainees to better understand what is currently available, and to consider their own tours' unique features. These tours will be funded by the charity.

Volunteer trainees will:

- Join and take part in one or two existing tours of the area of your chosen tour;
- Assess and evaluate these tours;
- Discuss the experience and the merits of tours offered;
- Consider lessons for *London Behind the Scenes* tours.

Session 18: Practice makes perfect 2

Thursday 25th June, evening

Paired with existing tour guides or Blue Badge tour guides you will be the tour guide for the whole tour. You will concentrate on improving and finalising your tour notes and routes and receive feedback from either a qualified Blue Badge tour guide or existing WORLDwrite tour guide.

Volunteer trainees will:

- Practice tour notes and route delivery;
- Identify weak areas for improvement;
- Present the tour to their peers.

Session 19: Deliver a whole tour to your friends and family

In own time in week from Monday 29th June to Sunday 5th July

This session will concentrate on improving tour guiding through practice on the routes with peers and family as a test audience.

Volunteer trainees will:

- Practice tour notes delivery;
- Present a trial tour to their peers.

Session 20: Quiz night

Thursday 9th July, 7.30-9.30pm at the WORLDwrite centre

This session will test learning to date in an informal fashion with competing teams and quiz questions, mastermind-style challenges and a pub quiz finale.

Volunteer trainees will:

- Test their learning to date through informal challenges, quizzes and brain teasers;
- Assess knowledge gaps for focused revision.

Session 21: Mock practical exam

Saturday 18th July,

This is a mock practical assessment session with Sally Empson, your tutor and Blue Badge tour guide. Sally will assess volunteer trainees' delivery of their tours as in a real exam including selecting any one of the volunteer trainees to deliver commentary at any 'stop' on a tour route.

Volunteer trainees will:

- Deliver the tour to a Blue Badge tutor and tour guide.

Session 22: Review, evaluate and exam preparation

Thursday 23rd July, 11am to 9pm

In this session volunteer trainees can book to come individually or as a group to the WORLDwrite centre for support and supervision for written and practical exams. All trainees will also contribute to evaluating the training programme and its development.

Volunteer trainees will:

- Be provided with support and supervision;
- Prepare for their written and practical exams;
- Contribute to the development of the *London Behind the Scenes* project and in particular the tour guide training pack.

Session 23: Written exam

Thursday 30th July, 7.30-9.30pm

Volunteer trainees will sit a written exam to test their knowledge and understanding of tour development, content and delivery.

Volunteer trainees will:

- Sit a written exam.

Session 24: Practical assessment

Saturday 1st August, 10am-5pm

This is a practical assessment session with an external assessor who will assess volunteer trainees' delivery of their tours.

Volunteer trainees will:

- Deliver the tour to an external assessor.

Additional Notes

Web and film crews for the websites, interactive maps and short documentary films associated with each tour will meet separately, but may be invited to relevant lectures on this course.