



Passport to your Future

'Your Future, your hands'.

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Information for partners.

Visitor Experience Trainee

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A message for our partners.

Thank you for working with the National Trust to enable people underrepresented in the National Trust audience to take up paid traineeships in areas where there is traditionally a skills shortage.

We want to encourage more diversity in our workforce in order to raise awareness of careers in heritage among under-represented groups and bring a more varied set of skills into our industry. We would like you to help us do this.

What will this document will tell you?

Part number	Information.
1.	What are the objectives of the Passport to your Future project?
2.	Why we are working with partners to help us reach our future trainees?
3.	How will you as a partner benefit from this relationship and how will your clients benefit?
4.	How can you find out more about the placement for your client? <ul style="list-style-type: none">➤ Accessibility audit.➤ Taster day➤ Application process➤ Interviews➤ Individual Accessibility Needs Audit.
5.	What do you need to do next?

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What are the objectives of the Passport to your Future project?

1. To enable 30 people over a three year period to gain knowledge, skills and experience in subject areas where there is traditionally a skills shortage, within the Heritage industry.
 - a. Intake 1 House and Collections
 - b. Intake 2 Visitor Experience
 - c. Intake 3 Historic gardening and Historic Parkland Management.
 - d. Intake 4 House and Collections Management started May 2013.
 - e. Intake 5 Visitor Experience starting November 2012.
 - f. Intake 6 Managing historic gardens starting May 2014.
 - g. Intake 6 Managing historic parklands and landscapes starting May 2014.

Each placement will last 12 months.

(The present recruitment is for year 5 of the project).

2. The marketing will be specifically targeted at groups underrepresented in the NT audience.
 - a. Black and ethnic minorities.
 - b. Long term unemployed.
 - c. Education under achievers.
 - d. People with disabilities
 - i. Learning disabilities;
 - ii. Mental health Issues;
 - iii. Physical disabilities.

The National Trust is using this project as a pilot to learn how to access groups underrepresented in their audience. The project will conceive, design, implement and evaluate new processes for reaching and recruiting the target audiences. The lessons learned will be embedded in future mainstream recruitment processes.

3. To embed learning and development in the heritage workplace, by delivering four new structured training programmes within the National Trust. Trainees on the Passport to your Future programme will pilot these training programmes before they become more widely available within the National Trust.



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Why we are working with partners to help us reach our future trainees?

We feel that the best way to reach groups underrepresented in the National Trust is to work with partner organizations that represent our target groups.

We have been working with a range of organizations including:-

Target group	Partner
Long term unemployed.	Job Centre Plus
Black and ethnic minorities.	Local community groups
People with disabilities <ul style="list-style-type: none"> i. Learning disabilities; ii. Mental health Issues; iii. Physical disabilities. 	Mencap
	SCOPE
	Shaw Trust
	Downs syndrome association
	Help 4 heros
Education under achievers.	Rathbone
	Job Centre Plus

We form relationships with the partners at national level and then seek local contacts within these organizations that the properties can work with.

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We also encourage the properties to work to develop partnerships with organizations close to their properties.

How will you as a partner benefit from this relationship and how will your clients benefit?

The first benefit to you as a partner is that you will have the opportunity to enable your clients to apply for this wonderful opportunity. Our main selection criterion is to find people that will really benefit from this opportunity. People from your client group may therefore really have the potential for success in gaining a place on this structured training programme.

We are looking to make long term relationships with our partners, so that we can employ people from our target groups beyond the placement.

To reach our target groups, it will take the properties time to build relationships with the partners and to create strategies on how to reach potential trainees. But in the long term there are many benefits for the properties and for the partners.

- a. The properties are being the pioneers in working out and trialling out new ways for the National Trust to reach these groups, so that the lessons learned can be embedded in long term recruitment processes for the Trust.
- b. The properties will come into contact with a number of people from the target groups during the Taster days, application process and interviews. They will only be able to appoint one trainee at the end of the process, but they will try to engage with other people that they have come into contact with, to try and increase the diversity of their volunteer base.
- c. The partnership relationships that they have created will hopefully be for the long term, and will give the properties the opportunity to reach people from these target groups, each time they need a new member of staff or volunteers.

How can you find out more about the placement for your client?

We have created an accessibility audit. This is available for you to look at so that you can correctly profile your client to the role. The accessibility audit looks at

- i. The property
- ii. The tasks the candidate will carry out.

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- iii. The skills the trainee will learn
- iv. General notes on access

It then looks at the barriers that people from the target groups may have at accessing the role and looks at strategies we can put in place to overcome this barrier.

You can read the accessibility audit for each property. These are available on the partners’ page of the web site.

Our recruitment processes are innovative:

TASTER DAY

We will be running Taster days at each of the properties early in September.

The aims of the Taster Day are to:-

- Find out how it would feel to work in a National Trust property.
- Get to know the team and to feel welcome at the property.
- Try out hands on activities and find out what you would be doing if you got the placement.
- Discuss with the properties, the barriers the candidates feel they may encounter in doing the role and to enable them to ask the managers about the strategies that may be put in place to enable them to overcome those barriers.

APPLICATION PROCESS

We do not require any knowledge, qualifications, skills or experience from people applying for this role.

Our selection criteria are:-

1. Somebody that shows passion and enthusiasm for learning about how to engage with the National Trust’s visitors, give them excellent service and inspire them with the stories of our special historic places.
2. Somebody that shows a commitment to pursue a career path in looking after visitors to heritage sites; bringing the spirit of places alive and running visitor services in an indoor or outdoor heritage environment.

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3. Somebody that can demonstrate that they will benefit from this experience by:-
 - a. Describing the benefit that this opportunity will bring to them as a person; how it will help them to build a different future and what impact this will have.
 - b. Describing how this opportunity will help them reach their potential.
4. The ability and skills to carry out the tasks required. The abilities and skills that are required can be seen on the document ‘What are we looking for in a Passport to your Future Trainee at *property name*’. (*This document can be found on the property page*).

When a candidate applies we just ask the candidate to give us their name, e mail address, answer a few compulsory questions and then answer a few questions that relate to our selection criteria. And that is all we are looking for!

How do candidates apply?

The candidates also have a choice as to how they apply.

They can apply by post, on line, through sending us a picture, by creating a 5 minute film or by making a Powerpoint presentation.

Why do candidates have this choice?

We have looked at the barriers that the candidates from our target groups may have when applying for the role and we have looked for methods of applying that would overcome these barriers.

INTERVIEWS

The properties will have two rounds of interviews.

At the first round of interviews we will meet most of our applicants, we will talk to them about how they will benefit from this opportunity and will find out whether they have the ability to do the job. We will also find out what they are interested in and talk to them about other opportunities at the property and in the Trust, if they are unsuccessful in getting the traineeship.

We will then invite selected candidates back for a second round of interviews.

INDIVIDUAL ACCESSIBILITY AUDIT.

After we have offered the job to the trainee, we will carry out an individual accessibility audit and think about what strategies we need to put in place to enable the trainee to access the role on day 1.

What do you need to do next?

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If you would like to work with us to let your clients know about this opportunity please contact the Project Manager Claire Poulton on Claire.poulton@nationaltrust.org.uk
