Title Research data for PhD Thesis on Advancing Environmental Literacy

Training for Instructors of Outdoor Adventure Activities

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Sensitive information that could identify the participant has been removed from the transcript. The participant’s name has been pseudonymized.

**Interview with Sam**

0:0:0.0 --> 0:0:4.880  
Ella Sutton  
And but it's like if it follows that’s fine and if it doesn't, that's fine as well.

0:0:5.240 --> 0:0:5.720  
Sam  
Sure.

0:0:9.280 --> 0:0:17.840  
Ella Sutton  
So in general, looking back on the course from, obviously it was a while ago now, what were the most valuable bits that you remember from it now?

0:0:18.970 --> 0:0:22.850  
Sam  
It was probably like the discussion, like the prompting of- Just putting it at the forefront of, you know, back into the loop of things we think about when we're developing courses and what how we deliver things and it's. Yeah, I guess putting that into our courses and having a discussion at all the staff and so also just having that meeting and making sure that everyone's aware that it's a priority basically so and yeah, giving people the opportunity to discuss and share elements to do with the topics basically.

0:0:59.500 --> 0:1:12.620  
Ella Sutton  
Yeah. Do you think it was more useful? Because when I did it for you guys, it was obviously just your outdoor centre as opposed to instructors from anywhere else. Do you think that was useful?

0:1:13.170 --> 0:1:28.130  
Sam  
I guess in that respect it gave us opportunity to really talk about exactly how it could affect our like business and courses and things. I guess if it was done with a more diverse group of people you might get a few new sort of discussions and sharing other ideas I guess, but then I guess on the flip side, it might not be as relevant. You know, if it was quite a varied group, the industry is so varied, you know, so yeah.

0:1:47.860 --> 0:1:53.260  
Ella Sutton  
And have you used any bits from the course in your job role since?

0:1:54.450 --> 0:2:1.50  
Sam  
I'm gonna write a lot of delivery of things myself, but I guess in terms of thinking about it a bit more, we have since built this thing just called like our Environmental risk benefit analysis sort of thing. So, we're trying to just get each course and go you know, how can we, you know, improve how we deliver, you know, like make people aware that we've really considered this a little bit more in terms of how we deliver it and the methodology, but that's probably where it's like some element towards that has probably gone into that. But that hasn't really been shared yet with the team. Like with the greater freelance sort of pool, which will come in due course, I guess.

0:2:44.950 --> 0:2:47.590  
Ella Sutton  
That's something interesting. Sounds cool! And then so in general, when- did you say you don't do a huge amount of the guiding now you mainly on the inside or?

0:2:56.650 --> 0:3:0.850  
Sam  
Yeah. Yeah, basically. Yeah, yeah. Myself. Yeah, personally.

0:3:1.720 --> 0:3:19.400  
Ella Sutton  
So, I guess this question might not be so relevant right now, but I was gonna say in terms of like having conversations about nature, how comfortable and confident are you in like integrating those conversations and that might be I suppose with clients and like ringing up with a view to booking not necessarily during the activity.

0:3:23.160 --> 0:3:29.800  
Sam  
Yeah, I guess I'll probably not the best person to answer that question exactly, but I don't- It's something we massively- Like it's not as relevant for our particular business like we don't have a massive huge amount of like free discussion with clients like a lot of what we would do would be like making people aware or integrating this into like our communications before and after courses and like building it into like people are really aware of what they're going to what it's going to be like when they come to us and that sort of thing and what we're teaching them, I guess like course content.

0:4:4.200 --> 0:4:16.360  
Ella Sutton  
Am I right that you the main things that you run right are like development courses rather than as much as the like, one off half day adventure kind of things, is that right?

0:4:14.850 --> 0:4:27.570  
Sam  
Yeah. Yeah. So, it's more like, yeah, skills courses. Like, that's probably like, 80% of our work. Yeah. I guess it's like limited within the like we discussed. They on the course basically anyway, but it's nice to consider you know, so we've got things to talk about with people if it's relevant.

0:4:41.260 --> 0:4:53.500  
Ella Sutton  
Yeah, yeah, I see. And so, when in terms of their motivations, do you think they have any motivations for learning more about the environment while they're on those courses or is it purely skills driven?

0:4:53.870 --> 0:5:20.910  
Sam  
Yeah, for sure. I think I'm not doing the hill walking navigation- That side of things. I think in the climbing world, there's so many high card skills to be delivering that people have really got a goal that they want to get out of it, which is like to be able to do X or Y. What is it hill walking as part of the activity, you're actually going for a walk, and you've got loads more opportunity to explore those ideas and things like that. So that is definitely somewhere that we'd take that further basically.

0:5:21.790 --> 0:5:22.630  
Ella Sutton  
Yeah. OK. So in in the first survey, I asked people whether they felt like the experiences they give people will change the way they value nature. A lot of people felt that that they did. And I was just wondering in what ways you feel like the activities or the courses that you run might change the way those kind of future instructors or future people might value nature?

0:5:56.650 --> 0:6:15.890  
Sam  
Yeah, I think it's like it's definitely intrinsic in what we do in terms of like we're making people aware these things exist and therefore they actually have a such fantastic time that they then in the future will like that then just naturally you end up wanting to look after it or enjoy it or share that with other people in the same way. I think that's kind of largely how a lot of the outdoors does work. So, I think that's we've been building that in for quite a while really. But it's like the education about nature. How great it is for all of us. Definitely. It's just a theme running out throughout our courses, and I think it's just getting out, you know, getting that message across to customers when they're up with us and before they come and afterwards and you know, things we can sign post to them, you know, on their journey as well.

0:6:52.650 --> 0:6:55.330  
Ella Sutton  
Yeah, absolutely. To carry it on afterwards.

0:6:55.790 --> 0:6:56.110  
Sam  
Yeah.

0:6:56.690 --> 0:6:57.810  
Ella Sutton  
Brilliant and in terms of when you sort of attend CPD courses or just any courses in general, what is it that you look for that makes them valuable for you?

0:7:12.770 --> 0:7:15.770  
Sam  
I guess something that's gonna create some change like afterwards, so something that can be to have some action points to go away with them to actually do so that that's something changes from when I started, you know. So if I do it, let's spend another time on something and don't really end up changing anything as a result of it or then that's not as valuable. But yeah, I think to be able to take something away that we would get that there's definitely going to be used or built into some sort of system or something. Yeah.

0:7:43.930 --> 0:7:44.570  
Ella Sutton  
Yeah. Nice. Cool. That's actually all of my questions that I've that I wanted to specifically ask, is there any bits that you think that you want to add feedback?

0:7:56.0 --> 0:8:24.80  
Sam  
No, I guess, I guess we haven't had as much. I guess the shame a little bit is when you're busy, you'll do a course like that and then you don't really and then you have lots of good ideas and you don't necessarily put the time aside to actually action it. And I guess we're probably guilty of that because you're trying to prioritise lots of things, I guess so, yes, that's the priority, but there's lots of other things. So, I guess it's the, you know, how do we continue to put this at the forefront? And so I guess maybe people did a course and then what could be quite nice if there was a- I don't know, a support group onwards or like a Facebook group or like just a monthly Mailer about some ideas and what other people are doing maybe because it's I guess it's a topic that that is there, but then it's easier to put aside when you've got a million other things to do. So, I think it's just that Oh yeah, that's a nice idea. Let's copy them, you know, I guess it's a great thing to do is copying! A great practise environmentally so something like that would be way, especially if you're like a central point. Well, you you're full of all this information, but nobody else is, because there are things to do, whereas this is your priority. So, it's good, I guess that would be useful to continue short sharing good practise, yeah.

0:9:14.770 --> 0:9:43.690  
Ella Sutton  
Yeah. Excellent. Yeah. Well, hopefully that will be something that can come and hoping to once I've sort of got the PhD side of it done, it will result in some materials that I can then share and put out and yeah, maybe it's better to share it. Like you say on a monthly thing rather than here you go. Here's here is all of it. Do what you want, maybe little in little bits would be better. So yeah, I can definitely keep you posted with material and at some stage it can be with you

0:9:44.940 --> 0:9:45.460  
Sam  
No. Yeah. I'm just giving feedback generally and I like we'll be on with this stuff anyway, but it'll just take this time.

0:9:58.690 --> 0:10:0.370  
Ella Sutton  
Right. Yeah. And else that you want to add?

0:10:1.730 --> 0:10:4.730  
Sam  
No, that's it. That's it. No, thank you. Cheers.

0:10:6.300 --> 0:10:6.740  
Sam  
Thanks.

0:10:3.670 --> 0:10:7.350  
Ella Sutton  
Perfect. Awesome. Thank you very much. Bye.

0:10:7.390 --> 0:10:8.270  
Ella Sutton  
Have a nice rest of the day.

0:10:8.730 --> 0:10:10.330  
Sam  
Cheers. Good luck with it.

0:10:10.820 --> 0:10:11.420  
Sam  
Bye bye.

0:10:10.530 --> 0:10:11.450  
Ella Sutton  
Thank you. Thank you. Bye.