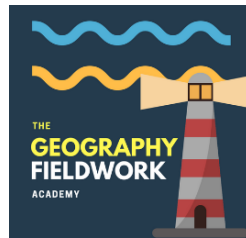


# The Geography Fieldwork Academy



## NEW FRANCHISE EXPRESSION OF INTEREST FORM

[www.geographyfieldworkacademy.co.uk](http://www.geographyfieldworkacademy.co.uk)

**Company profile:** Established in 2017 the Geography Fieldwork Academy (GFA) is an independent education provider specialising in supporting schools with the delivery of geography fieldwork investigations. Over the last 3 years the GFA has experienced considerable growth and consistent demand for our courses with over 250 different schools now attending our courses in Southwold and Hunstanton whilst developing a leading educational app in GeogIT.

In the Spring of 2019, we opened a new branch on the East coast in Skegness which over the last 12 months has become financially established working with a large number of schools from central and Eastern England.

We pride ourselves on the quality of our teaching and the resources which we create. Both centres are run by a lead tutor with considerable Geography teaching, fieldwork and examination experience. Each are supported by a group of geographers ranging from retired teachers, part-time teachers and geography university students, who work on an ad-hoc basis depending on the size of groups attending each course.

Our business model is based around the ethos of providing a more 'affordable fieldwork alternative' to the established national providers. We work with local facilities to hire a classroom or hall space to accommodate and present to our classes and recommend local accommodation providers to host our residential groups. Subsequently, as we don't own the facilities which we use, we are able to deliver our courses for significantly less than other providers.

We have established excellent working relationships with many local facilities, the local authorities, the Environmental Agency, the Marine Conservation Society and the Ordnance Survey. Collectively, we are increasingly building a reputation for an affordable, high-quality fieldwork alternative.



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Approximately a third of our courses involve local schools visiting as day trips, these are usually KS3 or GCSE students. The majority of our courses however, involve A-level students (aged 17-18) who are required to undertake more detailed investigations and visit us for either a 3 or 4-day residential course. During any given week we generally operate 2 residential 'slots' from Monday am to Wednesday midday and then Wednesday midday to Friday pm. These courses are extremely popular and we have schools signed up to them all year round, during the school term.



## Future opportunities

We are currently exploring potential franchising opportunities in new parts of the country to extend our fieldwork locations, with the intention of opening at least one new branch later this year. We are very keen to recruit fantastic, new lead tutors who will contribute to our growth nationally. The GFA aims to be at the forefront of curriculum changes, technological advances and ultimately become the leaders in fieldwork provision and expertise nationally.

At this stage we are inviting 'expressions of interest' from anybody who would like to open and successfully run our next GFA branch, wherever this is! If this is you, please complete the below form and return this to Chris Webster at [chris@geographyfieldworkacademy.co.uk](mailto:chris@geographyfieldworkacademy.co.uk) by the 8<sup>th</sup> March 2020. We will reply to you by the 16th March to respond to your initial application. If we would like to speak to you further about your proposed branch we will send you a full application form which details our 'Route to Start-up' and the franchise agreement. We would welcome a visit to our branch in Southwold, Suffolk to discuss a potential partnership further.



# The Geography Fieldwork Academy

Name of branch leader

Email address:

Mobile number:

## Teaching experience:

Current position / school:

Years' experience teaching the following:

KS3 Geography

GCSE Geography

A-level Geography

Experience of leading fieldwork:

Exam board experience:

How would you describe yourself as a teacher?

How would your students describe you?

Describe your view of fieldwork and the role it plays within Geography:



# The Geography Fieldwork Academy

## Your fieldwork proposal

Main location of your fieldwork base

Detail the geographical potential of this location (include key locations and issues to investigate)

Are there potential venues with classroom / hall facilities within walking distance of your key fieldwork sites?

Are there potential affordable accommodation facilities within 20-minutes drive of your key fieldwork sites?

## Your fieldwork team

Detail who and how you would deliver field courses from this branch (i.e. Would you go part-time? Who could support you?)

Finally, Why do you want to join the Geography Fieldwork Academy?!



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