Handbook on Best Practices for the Planning, Design and Operation of Wetland Education Centres

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Session 1: What is the Handbook, how will it be used?
Chris Rostron, WLI / Nathalie Bays, Oak Hammock Marsh

Session 2: Master planning for Wetland Centres
Marie Banks, WWT Consulting

Session 3: Running CEPA programmes
Katelin Frase, Environmental Concern

Session 4: Financial Management
Nathalie Bays, Oak Hammock Marsh

Session 5: Discussion
All
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Wildfowl and Wetlands Trust, UK

WWT set up in 1946, now has 9 wetland centres
360 employees plus volunteers
Focus on visitor engagement and habitat and species conservation
International project work, including WLI
Strong link with Ramsar Convention
Handbook background

WLI manual produced in 2006
Conceptual
Need for more concrete support / advice
ERF and Ramsar taking lead role
WLI members and other centres attending
Week workshop in RoK to pull together case studies and best practice
1. Background to Wetland Education Centres
2. Planning or redeveloping a centre
3. Ensuring the financial sustainability of a wetland education centre
4. Wetland education centre location in relation to the site
5. CEPA programmes and learning content at wetland education centres
6. The importance of volunteers
7. Wetland education centres and sustainable design
8. Quality assurance
9. Continual professional development (CPD)
1. Do you need a wetland education centre?
2. Do you need to redevelop your centre?
3. Setting a vision
4. Understanding the masterplanning process (Marie Banks, WWT Consulting)
5. Masterplanning stakeholder engagement and team building
6. From vision to implementation
Ensuring the financial sustainability of a wetland education centre

1. Developing a business management model
2. Know your place in the market
3. Understanding capital budgets
4. Understanding operational finances
Wetland education centre location in relation to the site

1. Integrating people and wildlife
2. Considering the appropriate locations
CEPA programmes and learning content at wetland education centres

1. What is a CEPA programme?
2. Understanding learning
3. Interpretative planning
4. Consider moral and ethical issues regarding live animal displays
5. Interpretation is a specialism and may need external help / support
The importance of volunteers

1. What is volunteering?
2. Who are volunteers?
3. Why develop a network of volunteers?
4. What can volunteers do?
5. Keeping volunteers motivated
1. Consider all elements of sustainable design and development
2. Interpretation and education based on your sustainable solutions
3. Aspire to achieving national / international certification
4. Integrate sustainability into the daily management and operation of a centre
Quality assurance

1. The need for quality
2. Recognise the need for evaluation
3. Monitoring and evaluation
4. Think of both the costs and the benefits
5. External review
6. Believe the results

![WWT visitor segments](image)

- Learning Together Families
- Fun Time Families
- Social Day Out
- Social Naturalist
- Social Birder
- Interested Naturalist
- Interested Birder
- Expert Birder
- Sensualist
1. What is continual professional development?
2. Within the wetland education centre
3. The centre as a resource and provider of CPD
Using the Handbook in North America

Key Questions:
- How can we get this to the people that need it?
- Does it fit with your work? Should there be changes in emphasis or elements added / removed?
- Is there a need for a North America specific versions?
- Other comments / questions?