

Bury St Edmunds Green Badge and White Badge Tourist Guide Training Programme 2026 Candidate Prospectus



Training provided by:
**The Bury St Edmunds Association of Registered Tour Guides in
partnership with St. Edmundsbury Cathedral.**

Accreditation pending from:
The Institute of Tourist Guiding

1. Programme Objectives

The Programme aims to prepare students to enter the tourist industry as professionally qualified and registered Green Badge/White Badge Guides for the Bury St. Edmunds area; the Programme is open to all.

Registered Tourist Guides are qualified by examinations set and administered by the Institute of Tourist Guiding, the government-approved standard-setting and registration body for the tourist guiding sector in England, Northern Ireland, the Isle of Man and Jersey.

Those students who are successful in these examinations will be awarded the Institute's Green/White Badge for Bury St. Edmunds. The Green/ White Badge is the symbol of this national qualification, and this Programme forms the foundation for continuing professional development in tourist guiding and may also be a 'stepping stone' to the Blue Badge of the Institute.

2. Programme Content

During the Programme Green Badge candidates will cover the following:

- 1) Local knowledge covering:
 - The historical eras of the town
 - Present day Bury St Edmunds
 - Architecture and history of the Abbey site
 - Architecture and history of the town
 - Stories and anecdotes of Bury St Edmunds
 - Leisure and culture in Bury St Edmunds
 - Introduction to St Edmundsbury Cathedral & St Mary's Church
- 2) Practical Guiding techniques, including presentation and communication skills.

During the Programme White Badge candidates will cover the following:

- 1) Local knowledge covering:
 - St Edmundsbury Cathedral
 - Architecture and history of the Abbey site
- 2) Practical Guiding techniques, including presentation and communication skills.

3. Programme Structure

This part time Programme involves integrated study achieved by a series of formal lectures, practical visits/training sessions, and home study. The minimum required hours are twenty hours for the White Badge candidates and eighty hours for Green Badge candidates.

In addition, practice will focus on the necessary Guiding skills required for success. Green Badge candidates will also be required to produce a specific tour outline as an independent research project.

All sessions will take place in the evenings or at weekends.

4. Assessment

In order to achieve the Green Badge qualification candidates are required to pass all of the following elements:

- Specific local knowledge (written papers)
- Specified tour planning project (1,500 words)
- Practical Guiding town walking tour

- Practical Guiding tour within a notable local building

In order to achieve the White Badge qualification candidates are required to pass all of the following elements:

- Specific local knowledge (written papers)
- Practical Guiding examination tour within a notable local building.

The Programme will run over the period of two semesters, commencing in January 2026 and finishing in mid-summer 2026. White Badge candidates will attend for one semester and Green Badge candidates for both.

Formal sessions will normally be held on **Thursday evenings** (commencing **8th January 2026** with a full candidate induction session) from 7pm-9pm at the St. Edmundsbury Cathedral Learning Centre for all candidates.

Practical sessions will take place each week on Saturdays for all candidates until late spring. Practical sessions for Green Badge candidates will then move to Sundays.

Other practice sessions will take place each week at other times and locations as agreed with candidates by their mentor.

5. Self-Directed Study

Structured home study, background research, project work and practicals are an essential part of the Programme.

In this context, candidates should expect to spend several hours each week on this aspect (total notional 180 hours) and should be prepared to use holiday breaks as study leave time.

A reading and website list, together with mentor direction, will be provided to help with the home study aspect.

6. Assessment Dates

(Please consider provisional at present)

Green Badge

| | |
|---------------------------|---|
| Written paper | Provisionally by 19 th July 2026. |
| Research Project | Final submission provisionally by 14 th June 2026. |
| Practical Tour 1 / Tour 2 | Provisionally by 19 th July 2026. |

All assessments will be in English and the practical tests will cover walking tours of both the town and St Edmundsbury Cathedral.

Should a candidate fail to attain a pass in all of the four elements then they must be successful in at least two elements in order to repeat just those elements in which they failed.

In addition, candidates will be expected to attend sessions on communication skills and emergency first aid training.

White Badge

Practical Tour Provisionally by 18th April 2026.

All assessments will be in English and the practical test will cover walking tours of St Edmundsbury Cathedral.

In addition, all candidates will be expected to attend sessions on communication skills and emergency first aid training.

7. Programme Fees

Green Badge

The all-inclusive and subsidised fee for 2025/26 is fixed at **£400**, which once paid will not be refundable.

White Badge

The all-inclusive and subsidised fee for 2025/26 is fixed at **£200**, which once paid will not be refundable.

White Badge candidates will be eligible to convert to a Green Badge candidate on payment of the additional fee providing they have passed all elements of the White Badge course.

A bursary may be available where there is evidence of genuine financial hardship.

8. Interviews and Selection

Application Forms are available from the Course Administrator Melanie Mills via bseguiding@hotmail.com and should be returned to her by e-mail.

The deadline for applications is **5pm, Friday 10th October 2025**.

Applications received after this date will not be considered.

A shortlist of applicants will be invited to attend an interview on one of the following dates:

- Monday November 3rd 2025.
- Tuesday November 4th 2025.
- Wednesday November 5th 2025.

The Interview Panel will consist of representatives from the Bury St Edmunds Association of Registered Tour Guides (Programme Director/Assistant Director) and St Edmundsbury Cathedral.

9. Candidate Profile & Commitment

Candidates must meet the minimum age of 18 and will need to display an outgoing personality, verbal dexterity, smart appearance, physical stamina, flexibility, a real interest in people as well as a thirst to learn new facts and skills.

Candidates must also be aware that both Programmes are fairly intensive and demand real commitment in order to achieve success in all the elements.

Candidates must also appreciate that in a location such as Bury St Edmunds, the scope for income is limited and the guide role very part time and seasonal.

10. Guide Profile

To help you decide whether this Programme is for you, the following are the **personal qualities and skills** that you should possess, as they are an essential foundation for any successful guide:

- A good command of the English language and excellent oral communication skills
- A sound base of general knowledge/memory and be able to recall key points of interest on the tour
- Be confident at speaking in public with a voice that can be heard in noisy environments
- An enjoyment of meeting people with good engagement and people skills
- A keen interest in local and general history
- A neat and tidy appearance
- Punctuality, reliability, confidence and conscientiousness
- Enough physical stamina to walk at least two miles in 90 minutes in all weather conditions (Green Badge)
- Have the ability to provide excellent customer service.
- Be able to work independently as well as in a team.

On successful completion of the Programme, the **fully qualified Green Badge guide** will:

- Possess an excellent knowledge of the town of Bury St Edmunds and its environs
- Be experienced in managing small and large groups of people of varying ages
- Be able to vary walking routes at short notice to suit individual requirements
- Be able to meet time schedules
- Be aware of any possible risk to clients during a tour
- Be aware of clients with specific needs
- Be able to lead a tour being mindful of health and safety requirements.

- May be paid expenses for each tour.

On successful completion of the Programme, the **fully qualified White Badge guide** will:

- Possess an excellent knowledge of St Edmundsbury Cathedral
- Be experienced in managing small and large groups of people of varying ages
- Be able to vary walking routes at short notice to suit individual requirements
- Be able to meet time schedules
- Be aware of any possible risk to clients during a tour
- Be aware of clients with specific needs
- Be part of the team of Cathedral volunteers

11.About the Training Team

Green Badge

Programme Director: Mike Dean

Mike is a current Blue Badge Guide, qualified since 2000 and a Member of the Institute of Tourist Guiding.

He is educated to degree standard, holds qualifications in Education, is a Fellow of both the Royal Geographical and Royal Meteorological Societies and has over 40 years' experience of teaching, managing and strategic planning within post-16 education and training.

Assistant Programme Director : Adrian Tindall MA FSA MCIfA AITG

Adrian Tindall is an accredited Green Badge Tour Guide, an Associate of the Institute of Tourist Guiding and Chair of the Bury St Edmunds Association of Registered Tour Guides.

He was a professional archaeologist for over forty years, serving as county archaeologist for Hereford and Worcester, Cheshire and Cambridgeshire. He is a Fellow of the Society of Antiquaries of London, a Member of the Chartered Institute for Archaeologists and a Trustee of West Stow Anglo-Saxon Village Trust.

Programme Administrator: Melanie Mills

Melanie undertook the training programme to become a Green Badge Guide of Bury St Edmunds and qualified as a guide in 2017

Her job as PA to a Consultant Psychiatrist in town is worked on flexible hours, which enables her to continue as a PA and to be active as a Guide. She believes this role of Programme administrator would enable her to use both her experience as a tour guide and as an experienced PA to help promote and run what we intend to be a most successful course.

White Badge

Assistant Programme Director: Sarah Friswell

Sarah Friswell is the Visitor Experience Manager at St Edmundsbury Cathedral. This role involves the recruitment and training of the volunteer tour guides and organisation of rotas for daily, group and Tower tours

She has over thirty years' experience in the tourism industry, working at the Tourist Information Centre in Bury St Edmunds, as Overseas Marketing

Assistant for East of England Tourism and as Head of Visitor Services at Kings College, Cambridge. She qualified under the Tourist Board scheme as a Blue Badge guide for Bury St Edmunds in 2000 and guided in the town for seventeen years.

Programme Lecturers, Tutors & Mentors

These will be drawn from experienced Bury St Edmunds qualified tour guides, people working in the tourism industry and well-respected specialists in the subjects to be covered in the syllabus.

Each successful candidate will be allocated an individual mentor who will provide support and constructive feedback on all aspects of the Programme.