

## Volunteer Role Description

### Evaluation volunteer

Westonbirt's world renowned tree collection attracts over 450,000 visitors a year. Visitors come not only to appreciate Westonbirt's historic Victorian landscape and internationally important tree and shrub collection, but also to enjoy a broad range of events and activities targeted across different ages and interest areas.

Our Visitor survey volunteers undertake a hugely important role helping us to understand our visitors and market more comprehensively, find out more about the experience and the impact of our group programmes. Opportunities are available to join this small and friendly team and we would love to hear from you.

#### What's involved?

- ✧ Engaging with day visitors and Friends members to collect feedback and carry out surveys.
- ✧ Observing visitors and recording visitor journeys.
- ✧ Observing facilitated groups, engaging with participants to record data.
- ✧ Data entry: entering your survey answers / observations within a provided data entry system.
- ✧ Transcribing focus groups data and other qualitative content.

#### When

- ✧ We carry out regular surveys throughout the year. Frequency depends on our business need and therefore we do need you to be relatively flexible in terms of availability.
- ✧ We expect you to carry out at least 10 sessions throughout the year, depending on evaluation programming.
- ✧ Surveying and observations will take place in most weather. However, we may cancel if the weather forecast looks to be bad *throughout* the day, as this has a huge effect on general visitor numbers.
- ✧ Surveys are usually taken place near welfare facilities, e.g. the Welcome Building and central hub.
- ✧ Where surveys are done within the tree collection itself, this is expected to be done in pairs, and regular breaks for welfare should be taken.
- ✧ Survey session duration is flexible, although we would expect a minimum of two hours (to include data entry.)
- ✧ Observation duration is dependent on project: some community observations could be between 10am – 3pm. Visitor observation duration can be more flexible, but we would expect a minimum of two hours per session.

#### We'd like you to be

- ✧ an excellent people-person with a warm, calm and positive approach.
- ✧ able to remain focused and unbiased.
- ✧ reliable, discrete, have good attention to detail.
- ✧ computer literate (proficiency in Microsoft Word and Excel advantageous). NB Other systems such as Survey Monkey may be used to collect data; training is provided.

#### We will

- ✧ Provide new starter training and ongoing help and guidance.
- ✧ Give you an on-site radio for communication.
- ✧ Pay a contribution to the cost of volunteering travel.
- ✧ Help you to complete the Disclosure and Barring System checks (DBS) *if required*.

#### Please send your application to us

By email at [alice.chadwick@forestryengland.uk](mailto:alice.chadwick@forestryengland.uk) or by post to **Alice Chadwick**  
Westonbirt, The National Arboretum, Tetbury GL8 8QS

[www.forestry.gov.uk/westonbirt-volunteering](http://www.forestry.gov.uk/westonbirt-volunteering)