

Work Experience: Case Study

C Johnson: KS4, June 2025

Learning objective: To undertake community research and outreach in order to understand the level of interest in a Membership Programme with Whitstable Maritime

Learning activities:

- Desk based research to determine the pros and cons of a membership programme
- Community outreach to understand what benefits people would value most in a programme? (eg, exclusive content, discounts, early access, community events)
- Both desk-based and in-person research to understand the price and frequency people would pay for membership
- Information analysis and interpretation – reviewing output of desk based and in-person research to determine how a membership programme could look
- Analysis to determine what makes people more likely to join and stay in a programme.

Learning outcomes:

- Developing interview questions to draw out information on membership programmes and community requirements
- Skills Development: Interviewing the Shipwright leading the Gamecock restoration and volunteers supporting this work
- Research: Use of facebook, Instagram, LinkedIn and website to gain knowledge about Whitstable Maritime supporters
- Confidence Building: Gaining confidence through following both the pre-prepared interview questions and asking probing, follow-up questions.
- Career Insight: Getting a glimpse into different career paths, eg heritage crafts, research, marketing & communications
- Presentations: Practical examples of how to prepare and present back information, eg powerpoint, reports, etc
- Understanding Work Ethic: The importance of punctuality, responsibility, and professionalism

