

Internship: Case Study

B Long: Intern with The CrownEstate, 2025

Learning objective: To develop a baseline of the environmental impact of the Whitstable Harbour& Boat Show, focused on CO2 emissions, waste (predominately plastic) and bio-diversity. This baseline will enable better understanding of the impact of a show of this size and establish a set of recommendations to take forward for future shows.

Key Activities:

- Desk-based research to determine which metrics can help measure waste impact
- Both desk based and in-person research to develop a questionnaire which can be used both prior to and at the event
- Data analytics and interpretation – understand current conservation challenges and opportunities looking forward

Learning Outcomes:

- **Research:** Use of desk-based and in-person research to design the methodology for data capture through the event questionnaire
- **Skills Development:** Interviewing stakeholders to ensure the questionnaire is relevant and correctly pitched to event attendees
- **Stakeholder engagement:** Gain understanding of importance of building stakeholder relationships and gaining their support
- **Data:** Processing and analysis, evaluating and reporting, report writing and proposal making.
- **Confidence Building:** Gaining confidence through following both the pre-prepared interview questions and asking probing, follow-up questions.
- **Presentations:** Practical examples of how to prepare and present back information, eg powerpoint, reports, etc
- **Work Ethic:** Understanding the importance of punctuality, responsibility, and professionalism

