

MERSEYSIDE CIVIC SOCIETY

Rita Cheesman Award for Heritage Interpretation 2020

Citation: Liverpool City Region Blue and Green Badge Guides

This year is the 40th anniversary of Blue Badge Guides in Liverpool City Region and it is fitting that, together with Green Badge Guides who guide within the city of Liverpool, they should be recognised for their professionalism in interpreting our City Region to hundreds of thousands of visitors over the years.

Blue Badge and Green Badge guides are the official, professional tourist guides of the United Kingdom – recognised by the local tourist bodies and Visit Britain.

They are qualified to guide by the Institute of Tourist Guiding. The Institute of Tourist Guiding is recognised by Government. It owns the Blue Badge and the Green Badge and maintains standards by accrediting courses and examining candidates.

Blue Badge (Level 4) and Green Badge (Level 3) guides are trained to the same standard, the difference being the area of qualification – the Blue Badge covers all the region, the Green Badge covers Liverpool only.

Over the past 40 years Blue and Green Badge Guides have made an immense contribution to the growth of our visitor economy by helping visitors and locals to develop an interest and appreciation of the City Region's long and fascinating heritage and leading them to discover lesser known points of interest.

Blue and Green Badge Guides undertake an intense period of training and examination before they obtain their coveted Blue or Green badges. In addition to interpreting the historical, architectural, cultural and social context of their locality, they are required to develop 'tour craft' which ensures they can adapt their commentary to individual audiences and situations that arise when guiding.

Blue and Green Badge Guides have to be adaptable and flexible. One minute they are escorting cruise passengers on a half day City Sightseeing tour and the next offering a bespoke show round to high level VIP Business visitors. Each guide has their own specialisms which can range from the Beatles to architecture, Guided Walks or Coach Tours. Many of the guides offer tours in foreign languages.

Liverpool City Region Tourist Guides Association (formerly known as the MerseyGuides Association) has over 60 members, all of whom wear the Blue or Green badge with pride. <https://www.showmeliverpool.com/>

COLLABORATE \ CAMPAIGN \ CELEBRATE

Peter Colyer, Chair of Liverpool City Region Tourist Guides Association receives this award on behalf of the City Region's Blue and Green Badge Guides

(Pam Wilsher (MCS Council member), organiser of the very first Blue Badge Guide training programme in 1980 and former Head of Tourism Development at Liverpool City Region LEP)