

DOLPHINS AND DISHWASHING



SCOTTISH DOLPHIN CENTRE, MORAY



WDC'S SCOTTISH DOLPHIN CENTRE

65,000 ANNUAL VISITORS



OUR VISION

**A WORLD WHERE
EVERY WHALE
AND DOLPHIN IS
SAFE AND FREE**



MAXIMISING YOUR SMALL ATTRACTION'S POTENTIAL

- Developing links with the local community
- Making best use of a small exhibition space
- Creating a working environment that is agile and flexible



DEVELOPING LINKS WITH THE LOCAL COMMUNITY



We need local support to make progress in marine conservation

Calendar of Events
Extensive schools programme
Grants for school transport

DEVELOPING LINKS WITH THE LOCAL COMMUNITY



Hope the Humpback Whale



We support
RAF Lossiemouth:
events and
volunteering



DEVELOPING LINKS WITH THE LOCAL COMMUNITY

We rely on local people to visit in the quieter winter months, so to show our appreciation we:

- Provide gift vouchers for prizes for local fundraising events
- We use local suppliers for our café and gift shop
- We support Developing the Young Workforce (DYW) Moray by attending careers fairs, practise interviews



DEVELOPING LINKS WITH THE LOCAL COMMUNITY



Volunteering:
Data collection
Guiding tours
Leading school groups
Admin
Gardening



MAKING BEST USE OF A SMALL EXHIBITION SPACE



MAKING BEST USE OF A SMALL EXHIBITION SPACE



Porthole is projected
through a mirror above
so the floor is vinyl

Kids can jump all over it!

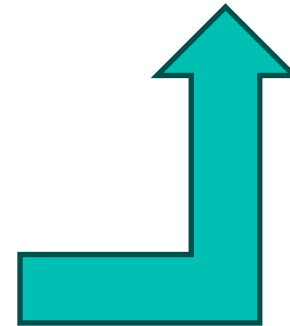
MAKING BEST USE OF A SMALL EXHIBITION SPACE



Make use of corners and small spaces:

Are you as tall as a porpoise?

MAKING BEST USE OF A SMALL EXHIBITION SPACE



Bones box folds
down neatly
when not in use

CREATING A WORK ENVIRONMENT THAT IS AGILE AND FLEXIBLE

Recruitment

We look for people who enjoy a busy, changeable environment

Flexibility should come from both sides – employer and employee

No public transport and small local population – staff retention crucial



CREATING A WORK ENVIRONMENT THAT IS AGILE AND FLEXIBLE

Good communication and planning

Train staff in other work areas:

Dolphins and dishwashing!



SUMMARY

- Local community: help us achieve our objectives
- Making best use of a small exhibition space: hints & tips
- Agile and flexible: We can provide a better visitor experience with a small team



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