



THE NATIONAL  
FOREST



Appointment of

**Trustee**



## Welcome

Dear Candidate

We are delighted that you are interested in applying for the role of Trustee of the National Forest Company (NFC).

The National Forest is about so much more than trees. It is pioneering new ways of working to mitigate and adapt to the urgency of climate change and demonstrate sustainable living in a real place. The last two decades have seen the NFC drive forward the vision for the National Forest, taking it from a leap of faith to the success story we see today: a restored forest landscape; an emerging visitor destination; and the active support of local communities. But there is so much more to do.

With highly experienced and dedicated Trustees, a small but exceptionally committed staff team and immensely supportive partners, the NFC is well placed to meet the challenges ahead.

As we now plan our recovery from the coronavirus pandemic and shape a more positive future, we are looking for a new Trustee to join us.

Whatever background you come from, you will bring the skills to help steer us through these changes. In particular, as a specialist in community development you will help us to engage new audiences and inspire communities to embrace our vision. Above all, you will share our passion for the National Forest, building a sustainable future for the environment, economy and people across this area of central England. If you feel excited by the prospect of helping us to lead a green recovery, we would love to hear from you.

**Lord Duncan of Springbank  
Chair**

# The National Forest

The National Forest is one of the country's most ambitious and highly regarded environmental projects with sustainable development at its heart, transforming 200 square miles across parts of Derbyshire, Leicestershire and Staffordshire.

Established in the early nineties, it represents the first new broadleaved forest to be created in England for 1,000 years. As a growing environmental, economic and social asset, the National Forest is helping to enhance the landscape, regenerate local businesses and improve quality of life for communities.

The initiative aims to link the two ancient Forests of Needwood in the west and Charnwood in the east, restoring a landscape ravaged by coalmining and heavy industry. It provides a demonstration of the value of the natural environment with opportunities for people of all ages and backgrounds to engage with woodlands near to where they live and work.

The National Forest is a dynamic and vibrant area, with rolling farmland and newly planted woodlands alongside established businesses and start up enterprises. It is also home to some 220,000 people in the four towns of Burton upon Trent (famous for its brewing), Coalville and Swadlincote (formerly associated with the coal and clay mining industries) and the historic market town of Ashby-de-la-Zouch.



# About the National Forest Company

Since 1995, the National Forest Company (NFC) has driven forward the vision for the National Forest. The NFC operates as a small, highly successful organisation that has recently secured charitable status, whilst also being an Arm's Length Body of the Department for Environment, Food and Rural Affairs (DEFRA).

With around 25 staff, a Chair and a seven-strong Board of Trustees, together with a wide range of delivery partners, the NFC is well placed to steer the National Forest into the future. Our approach is based on collaboration; to support and enable partners to deliver the Forest, including landowners, businesses, public, private and voluntary organisations, as well as local communities. The Company has an annual turnover of around £3.5 million, a dynamic, multifunctional team and a culture of partnership.

The NFC:

- Leads and champions a shared vision for the Forest with all partners
- Enables others through advice, facilitation, demonstration and sharing of practice
- Invests directly through grant giving, income generation and leveraging other support
- Demonstrates new ways of working through policy, evidence, research and innovation
- Promotes success through marketing, advocacy and communications

To find out more about the NFC's work, please visit: [nationalforest.org/about](https://nationalforest.org/about)





## The story so far...

A lot has been achieved since 1991. Nearly nine million trees have already been planted, with forest cover across the area increasing from around 6 per cent to more than 21 per cent. Thousands of hectares of land have been converted to woods and other habitats, using a range of grants for farm diversification and urban greening, restoration of former coalfield and mineral sites, and community planting schemes. The result is a dramatic transformation where trees frame the landscape, wildlife is returning and a woodland culture is emerging.

Social and economic regeneration of the area has been as rapid as the landscape change, with formerly blighted towns and villages becoming increasingly attractive to residents with accessible natural greenspace on their doorstep. Major visitor centres, such as Conkers and the National Memorial Arboretum have matured, and new attractions including the Hicks Lodge Cycle Centre and the National Forest Way are providing facilities for residents as well as contributing to a vibrant visitor economy now worth over £471 million per year.

- More than 7,500 hectares of new forest creation have been secured since 1991
- 81% of woodlands in the Forest are now in active management
- Around 80% of the total forest creation achieved has open access for people
- Over half the primary schools in the Forest run regular outdoor learning sessions
- More than 100km of new cycleways have been created
- 9.1 million visitors now enjoy the Forest each year
- A programme of events including Plant a Tree days, the National Forest Trek and the Timber Festival are now in place.



## The next 25 years

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The Government's new 25-Year Environment Plan sets out the ambition to protect and enhance natural capital and describes the vital role this plays in increasing economic prosperity and improving quality of life. The NFC is at the forefront of this approach with a new 25 Year Vision that positions the National Forest as an exemplar for sustainable living, to mitigate and adapt to the urgency of climate change.

Over the next 25 years this will mean some radical changes, requiring bigger and longer-term thinking. The 25 Year Vision will drive real change in a real place, making the environment more resilient, improving the wellbeing of communities and making the economy more sustainable.

In the context of the coronavirus pandemic this is more important than ever, promoting a green recovery where the benefits will be felt by all.

The NFC will continue to pioneer and innovate to support existing stakeholders through the changes ahead and reach out to new partners to achieve the vision for the Forest. In the coming decades, the UK faces unprecedented environmental, economic and social pressures such as housing growth, shifts in farming practice and increased costs of healthcare. The National Forest can offer positive solutions to such challenges, bringing benefits to businesses, communities and visitors through the transformational power of trees.

For further details please visit:  
[nationalforest.org/greenprint](https://nationalforest.org/greenprint)

## Context for appointment

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The National Forest Company is now seeking to appoint a new Trustee to succeed Chris Holmes who will shortly have completed his tenure. This is a crucial moment in the development of both the National Forest and the National Forest Company, with a new 25-Year Vision for the National Forest, a new Corporate Plan for the Company, and a renewed focus and purpose in light of the urgency of climate change.

It will be essential to secure an individual of the right calibre, experience and outlook to join the Board as it oversees the organisation's development to deliver against these ambitious plans. This is an opportunity to work with one of the UK's most successful environmental projects, a highly professional organisation that is achieving extraordinary results through its passionate staff, Trustees, Ambassadors and wider supporters locally, regionally and nationally.

This role would suit a senior executive looking for a development opportunity, an experienced non-executive director, or an individual pursuing a portfolio career.

The National Forest Company relies on the experience and commitment of people of all ages and backgrounds. It operates as an inclusive organisation and welcomes applications from all.



# Trustee biographies

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The current Board comprises:

## Lord Duncan of Springbank (Chair)

Lord Duncan of Springbank is a working Conservative life peer who has sat under this title in the House of Lords since July 2017, and is currently Deputy Speaker. Ian is a policy influencer and legislator with experience across the UK and EU, with a career long focus on energy and climate change. He has considerable political experience, being a former UK Government minister (Minister for Climate Change from 2019 to 2020, and Minister in the Offices of Northern Ireland, Scotland and Wales between 2017 and 2020), as well as a Member of the European Parliament for Scotland from 2014 to 2017 where he was spokesperson for energy and climate change for the Conservative Group. Ian also chairs Confor, the Confederation of Forest Industries.



Image courtesy of UK Parliament

## Dr Tony Ballance

Tony is Chief Regulation Officer at Cadent Gas where he leads the company's decarbonisation strategy and is responsible for all aspects of economic regulation and the company's communications functions. He was until recently Director of Strategy & Regulation at Severn Trent performing a very similar role - and was appointed to the Board of Severn Trent Plc in October 2007. Tony has a background as an economic consultant in the utilities sector, as well as Ofwat's Chief Economist. He is a Council Member of the Regulatory Policy Institute. Tony is the NFC's Senior Independent Director, Chair of the Remuneration Committee, and sits on the Audit & Risk Committee.



## Jack Buckner

Jack is CEO of British Swimming responsible for elite performance in swimming, diving and Paraswimming. Prior to leading British Swimming, Jack was CEO of British Triathlon where he helped secure their best ever results at the 2016 Rio Olympics and Paralympics. Jack is a former European 5000m champion and two-time Olympian. After retiring from running, Jack worked for adidas in the UK, Germany and the USA, and as a Strategic Lead for Sport England. Jack has also spent 8 years as a Non-Executive Director for a NHS Foundation Trust hospital. Jack is Chair of the NFC's Tourism, Recreation & Communities Working Group and sits on the Development Working Group.



## John Everitt (Chief Executive)

John has worked in the environmental field for more than 25 years and took up the appointment of the NFC Chief Executive role in January 2015. He was previously Chief Executive of Nottinghamshire Wildlife Trust and a former Director of Conservation for The Wildlife Trusts, working on national policy and advocacy for more than a decade. John has held senior positions on national and regional forums and is currently a Member of the National Lottery Heritage Fund Midlands and East Area Committee and a Board Member for the Charnwood Forest Regional Park.



# Trustee biographies

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## Alison Field

Up until March 2019, Alison was the Area Director for Forest Services for the South East and London, where she was responsible for overseeing forestry grants and regulation across both urban and rural areas. She has an extensive track record with the Forestry Commission as well as with the private sector, providing valuable insight and experience across the industry. Alison brings a wealth of contacts and networks, including as a Fellow and Council member of the Institute of Chartered Foresters. She is also a non-executive Director for English Woodlands, and sits on the Advisory Panel for the Royal Forestry Society Journal. Alison sits on the NFC's Land & Forestry Working Group.



## Paddy Harrop

Paddy is Forest Management Director for the Central England Region for Forestry England. He has held a variety of roles within the Forestry Commission, leading work for the Commission nationally on education, recreation and marketing, as well as working on forest planning and management. His professional expertise in both forestry, communications and risk offers a range of skills to the NFC. Paddy is Chair of the NFC's Land & Forestry Working Group, sits on the Audit & Risk Committee, as well as having responsibility on the Board for Safety, Health & Wellbeing.



## Christopher Holmes

Chris works to tackle malnutrition in all its forms in the UK and overseas, with a particular focus on childhood obesity and the development of community resilience and sustainable prosperity. Following a 15-year commercial career in the food industry, most latterly as Marketing Director for Kraft Foods (now Mondelez), Chris has spent the last 15-years applying behavioural science to a variety of social issues with a focus on public health. Chris is Chair of the NFC's Development Working Group, and will be stepping down from the NFC Board in November 2020 having completed his tenure.



## Mike Kapur OBE

Mike is a successful businessman and qualified accountant with significant executive expertise in the commercial world focusing on both corporate and financial issues. His extensive non-executive experience includes the current Chair of the National Space Centre and Leicester City Football Club Community Trust, as well as previously held roles with the Confederation of British Industry and University Hospitals of Leicester Trust. Mike is also Lord Lieutenant of Leicestershire, a role he took on in 2018. He is Chair of the Audit & Risk Committee and sits on the Remuneration Committee.



# The Role of Trustee

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The role of Trustee of the National Forest Company is varied, stimulating and hugely rewarding, knowing that you are contributing to one of the most innovative sustainability initiatives in the country. The responsibilities are as expected for a Trustee of a highly professional Board, with key areas including:

- Committing to the ambitious vision, aims and values of the NFC as it works through an exciting period of change.
- Contributing actively to the Board's role in giving strategic direction to the organisation, setting overall policy, defining goals, and evaluating performance to achieve its aims.
- Ensuring overall governance and compliance for the organisation, contributing to relevant Committees and Working Groups.
- Ensuring the financial stability of the organisation and supporting sustainable income generation.
- Setting an entrepreneurial culture, and supporting the Chief Executive and Senior Leadership Team.
- Developing relationships and networking opportunities to raise awareness of the Forest and increase political, media and funding influence.
- Building the positive reputation, credibility and brand of the National Forest.





## Qualities required

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The National Forest Company is particularly keen to find a Trustee to fulfil a specific leadership role for the Board in community development, to help ensure the National Forest is shaped by its communities and the benefits are felt by all. This is likely to include skills and expertise in community engagement, enterprise and diversity, as well as senior experience at a strategic level and networks in the community sector.

Whilst Trustees bring their own diverse mix of skills and experience to the role, they will above all be:

- Energetic and engaging, able to inspire staff, other Trustees, supporters and partners.
- Committed to the values and vision of the National Forest.
- Knowledgeable and influential in their field.
- Team players who want to work collaboratively and harness the talents of others.
- Natural ambassadors who are passionate about what we do and able to communicate this to others.

# Terms of appointment

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## Length of appointment

The term for a Trustee is three years, commencing 1 January 2021, with the possibility of a second three-year term.

## Time commitment

The Trustee role requires the equivalent of approximately one day per month, to include preparation for and attendance at meetings. The Trustees will be led by the Chair and work closely with the Chief Executive and others, attending all Board meetings, supporting relevant Committees / Working Groups and representing the organisation externally.

## Remuneration

This is a 'pro bono' post and no salary is payable, but travel, training and other expenses reasonably incurred will be paid.

## Location

Board meetings are generally held at the National Forest Company's office in Moira, near Swadlincote, South Derbyshire.



# How to apply

If you are interested in being considered for the role, please submit the following by email to Louise Insley ([linsley@nationalforest.org](mailto:linsley@nationalforest.org)) with the reference CONFIDENTIAL TRUSTEE in the subject header:

- a comprehensive CV, and
- a supporting statement that addresses the skills and experience needed for this role, and outlines your motivation for applying.

Please also include a completed diversity monitoring form which is available to download on our website alongside this job pack:

<https://www.nationalforest.org/about/who-we-are/jobs/national-forest-trustee>

Our applicant privacy notice is available on our website:

[nationalforest.org/job-applicant-privacy-notice](https://www.nationalforest.org/job-applicant-privacy-notice)

## Equal Opportunities

The NFC is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.



## Appointment process

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The new Trustee will be appointed by a selection panel chaired by the Chair of the Board, Ian Duncan, and including Alison Field and John Everitt. An indicative recruitment timetable for candidates is provided below.

Once final dates are confirmed, these will be made available to applicants as soon as possible.

The successful candidate will be invited to join the NFC Board meeting on **Friday 6 November 2020** as an observer, and attend their first Board meeting as a Trustee in February 2021.

- Closing date for applications:  
**Monday 12 October 2020**
- Preliminary discussions with the NFC:  
**week commencing 12 October 2020**
- Panel interview, including a visit to the Forest, site tour and informal meetings (Covid-19 permitting):  
**Friday 23 October 2020**





## Further details

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Further details of the National Forest Company including copies of the Annual Report and Accounts, staff structure and strategy are available on our website to download alongside this job pack:

<https://www.nationalforest.org/about/who-we-are/jobs/national-forest-trustee>

If you have any queries about any aspect of the appointment process, need additional information or wish to have an informal and confidential discussion, please contact the Chief Executive, John Everitt on: [jeveritt@nationalforest.org](mailto:jeveritt@nationalforest.org) or 01283 551211.

The National Forest Company will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

**National Forest Company**

Bath Yard, Moira,

**National Forest Company**

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[nationalforest.org](http://nationalforest.org)

The National Forest Company is a company limited by guarantee (registered no. 2991970)  
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