



THE NATIONAL  
FOREST

Appointment of  
**Woodland Business  
Adviser**



# Welcome

Dear Candidate

We are delighted that you are interested in applying for the role of Woodland Business Adviser with the National Forest Company (NFC).

The National Forest is about so much more than trees. It is pioneering new ways of working to reconnect people and businesses with nature and create a place to grow together. 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.

This is an exciting time for us as we embark on the next phase of our ambitious strategy for the Forest. In 2018 we exceeded our target to get 70% of woodlands into active management, up from 41% in 2013, whilst also supporting over 2,000 volunteer sessions by Community Woodland Groups. This success is creating demand on the local woodland economy, from primary felling and processing through to sales and marketing. The National Forest Company has now been successful in securing external funding to develop this important area of work across the National Forest.

We're looking for a talented candidate who can lead this work, helping to set up, grow and sustain local woodland businesses. You'll provide support and advice to develop the woodland economy, increasing productivity, enabling greater investment in new areas, and improving marketing of wood products.

**John Everitt**  
**Chief Executive**





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# About the National Forest Company

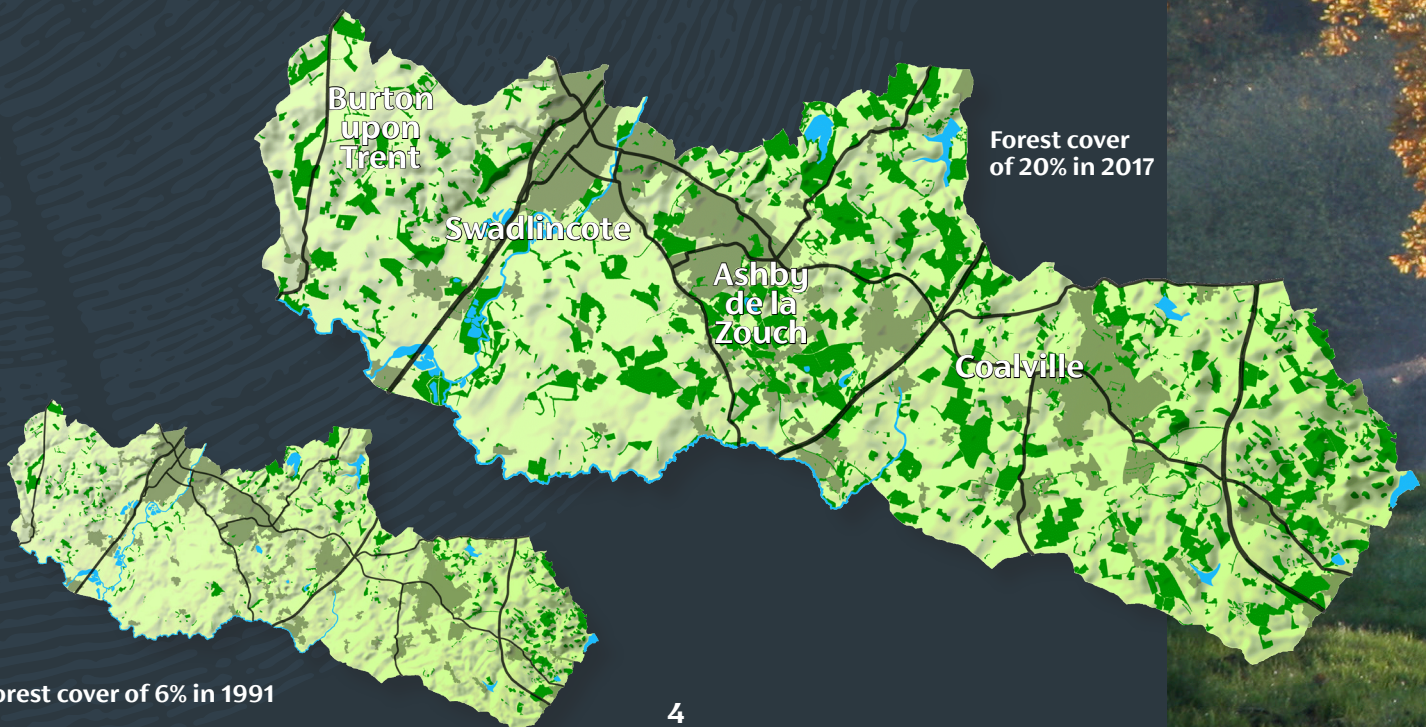
The National Forest Company (NFC) was established by Government in April 1995 to drive forward the creation of the National Forest initiative. It is a small, successful organisation that has recently secured charitable status, whilst also being an Arm's Length Body of the Department for Environment, Food and Rural Affairs (Defra). With around 20 full time equivalent staff and an eight-strong Board of Trustees, together with a wide range of delivery partners, the NFC is well placed to shape the next stage of the National Forest's development. Our approach is based on collaboration; to support and enable our partners to deliver the Forest, including landowners, businesses, public, private and voluntary organisations, as well as local communities. The Company has an annual budget of around £3 million and a dynamic, multifunctional team to drive forward the Forest's environmental, social and economic aims.

The National Forest Company operates by:

- Leading and championing a shared vision for the Forest with all our partners
- Enabling others through advice, facilitation, demonstration and sharing of practice
- Investing directly through grant giving, income generation and leveraging other support
- Demonstrating new ways of working through policy, evidence, research and innovation
- Promoting success through marketing, advocacy and communications

For more information please visit:

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



Forest cover of 6% in 1991



# 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 mixed 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.

Over 8.7 million trees have already been planted, with forest cover across the area increasing from around 6 per cent to more than 20 per cent. Thousands of hectares of land have been converted to woods and other habitats, using a range of grants for farm diversification, restoration of former coalfield and mineral sites, and community planting schemes. Already, the growing forest has created new jobs, especially those linked with wood-related businesses and at visitor attractions, as part of a steadily growing tourism sector now worth over £400 million per annum. Social 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 Rosliston Forestry Centre have matured, and new attractions such as the National Memorial Arboretum, Hicks Lodge Cycle Centre and the National Forest Way provide facilities for residents as well as contributing to a vibrant visitor economy.

- More than 7,000 hectares of new forest creation have been secured since 1991.
- 70% of woodlands in the Forest are now in active management.
- Over 20,000 people actively participate in the Forest each year, including over 2,000 volunteer sessions by Community Woodland Groups
- Around 80% of the total forest creation achieved has open access.
- Over 45 new sport and recreation facilities have been created including fishing, mountain biking, and orienteering.
- More than 100km of new cycleways have been created, including 60km of Sustrans routes.
- Visitor numbers to the Forest now exceed 8.7m per year.



# Creating working woodlands

The National Forest Company has been hugely successful in our woodland management programme to date with over 70% of woodlands within the National Forest now being actively managed by a wide range of landowners, managers and community groups. Whilst this is a significant achievement, and well ahead of the national average of 58%, we are aiming to go even further to achieve 80% of woodlands in active management by 2020.

This rapid progress is developing a valuable resource and a new economy for the area, as well as generating wider benefits. However, the success with management needs to be made sustainable through improved awareness, stronger local businesses, a broadening of markets, more robust community groups and more effective promotions.

With the support of the Esmée Fairbairn Foundation this project will build on our current approach to woodland management to pioneer new ways of working and develop a woodland culture that will spread the benefits of this nascent economy across our landowners, businesses and communities.

The project will increase the community's engagement with woodlands and their woodland understanding, supporting woodland businesses, growing use of wood fuel and increasing skills and stewardship.

Two new part-time posts of Woodland Business Adviser and Woodland Communities Adviser will together lead the project for the National Forest Company, working with others across the organisation and external partners.







# Main responsibilities

## Woodland Economy Business Support

- Provide advice to woodland economy businesses to develop and link up all levels of the timber supply chain, from felling and processing to wood products outlets.
- Support the growth of woodland economy businesses through business planning, marketing, provision of equipment, and building awareness of wood products arising from National Forest woodlands.
- Promote and administer a new business development grant/loan scheme to woodland economy businesses in (or near to) the National Forest.
- Initiate best practice training and communications for businesses to develop skills and knowledge in relation to wood fuel, marketing and the local timber supply chain.
- Initiate a new National Forest apprenticeship scheme with local businesses.

## Wood Fuel Systems

- Carry out a comprehensive audit of current wood fuel systems across the National Forest.
- Map current supply and demand for wood fuel across the National Forest
- Promote new installation of wood fuel systems, using the local timber resource.

## Marketing of Products & Services

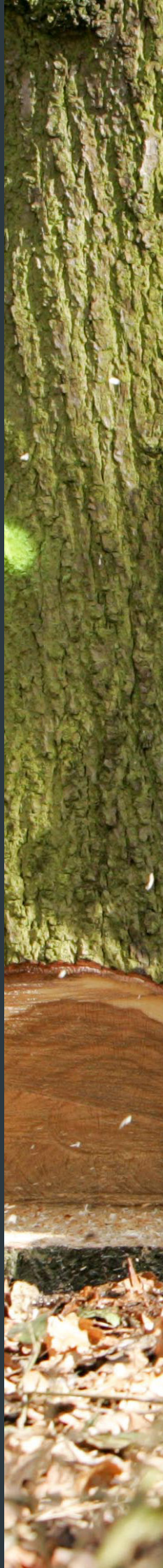
- Pilot a new wood fuel assurance and branding scheme, focussing on timber grown and processed in the National Forest.
- Develop a local campaign to promote the use of National Forest grown wood fuel for residents, businesses and other end users.
- Develop the National Forest website as an active online marketplace for timber products and services.
- Pilot a new income generation model with on-brand National Forest woodland economy businesses.

## Partnership Working

- Develop strong working relationships with local forestry-related organisations, contractors and wood fuel businesses.
- Develop practical support networks between landowners and forestry agents/ contractors, timber hauliers, forestry training suppliers, timber merchants and other wood products suppliers (e.g. wood fuel), to link up the local demand and supply chain.

## Corporate Development

- Develop a recording system for business development outputs and provide regular monitoring and progress reports.





# Qualities required

## QUALIFICATIONS & EXPERIENCE

- A degree in Forestry or Business Management.  
**Essential**
- At least three years' relevant experience.  
**Essential**
- Experience in working with and developing woodland economy businesses and assurance schemes.  
**Desirable**
- Experience of budget management and administration of grants.  
**Essential**
- Delivery of training programmes for individuals and businesses.  
**Desirable**
- Understanding of UK timber markets, supply chains, wood fuel assurance schemes and the woodland economy. Along with knowledge of current UK wood fuel assurance schemes and their success.  
**Essential**
- Knowledge of available wood fuel systems and their benefits.  
**Desirable**
- Good practical knowledge of sustainable forestry management practices, silviculture and the UK Forestry Standard.  
**Desirable**
- Awareness of current funding mechanisms for forestry business development.  
**Desirable**
- Awareness and understanding of the National Forest.  
**Essential**

## SKILLS & PERSONAL QUALITIES

- Excellent inter-personal, written and oral communication skills. Ability to communicate in a succinct, engaging manner and to build mutually beneficial relationships at all levels.  
**Essential**
- Good budget management skills and implementing value for money. Along with good project management skills with the capacity to deliver a varied work programme.  
**Essential**
- Proficient in word processing, spreadsheets, project management and other IT applications.  
**Essential**
- High level of enthusiasm, self-motivation and initiative. A good team player, working collaboratively in a multi-disciplinary team.  
**Essential**



# Terms of employment

## Hours

This is a part-time post on a fixed term of three years.

The contracted hours are 18.5 hours per week (excluding lunch breaks). The normal office hours are 9.00 to 5.30 Monday to Thursday and 9.00 to 5.00 on Friday with an hour for lunch. However, there is some scope for flexibility.

## Remuneration

The salary for this post is based on HEO grade within the current range of £28,320 to £31,840 fulltime. Pro rata at 0.5 of full time, this equates to £14,160 to £15,920 per year.

## Annual leave

Full time employees are entitled to 30 days' paid leave, together with the usual Bank Holidays, plus a further 2.5 days privilege leave. Pro rata, this equates to 15 days' annual leave plus 1.25 days' privilege leave.

## Pension

Civil Service Pensions Schemes may be available for the successful candidate.

## Place of work

The principal place of work for the post will be at the NFC Offices, Enterprise Glade, Bath Yard, Moira DE12 6BA.

## Unsocial hours

Due to the nature of the work some unsocial hours will be required in the evenings and weekends to ensure the effective implementation of this post. Time off in lieu is applicable for this role.

## Driving licence

Due to the rural location the post-holder will often need to travel and will be expected to have access to a vehicle available for use on NFC business, for which the NFC will pay mileage (currently 45p per mile).

## Policies and procedures

All staff are required to abide by organisational policies and procedures and to contribute to the smooth administration of the National Forest Company. This includes promoting and acting as an ambassador for the National Forest.



## How to apply

If you are interested in being considered for the role, please download and complete the application form which is available on our website: [nationalforest.org/about/who-we-are/careers](http://nationalforest.org/about/who-we-are/careers)

Please also ensure you complete and submit our diversity monitoring form. The information on the form will be treated confidentially and used for statistical purposes only. The form will not be treated as part of your application.

The closing date for applications is **midnight Sunday 21 October 2018**.

### Applications should be sent to:

Angela Beech  
Director of Corporate Services  
National Forest Company  
Bath Yard,  
Moiria,  
Swadlincote,  
Derbyshire DE12 6BA

Envelopes should be marked '**CONFIDENTIAL WBA/18**'.

Alternatively, you may email your application to [abeech@nationalforest.org](mailto:abeech@nationalforest.org)

Please use the subject header '**CONFIDENTIAL WBA/18**'.

Shortlisted candidates will be invited to interview at the NFC offices on **Wednesday 7 November 2018**.

### 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, pregnancy and maternity.



THE NATIONAL  
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## More information

National Forest Company

Bath Yard

Moira

Swadlincote

Derbyshire DE12 6BA

01283 551211

[enquiries@nationalforest.org](mailto:enquiries@nationalforest.org)

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

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