



THE NATIONAL
FOREST



Appointment of

Head of Land & Forestry



Welcome from the Chief Executive

Dear Candidate,

We are delighted that you are interested in applying for the role of Head of Land & Forestry 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. For more than 20 years the NFC has driven 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. We are now looking for a new Head of Land & Forestry to join us to help shape our future.

Whatever background you come from, you will play an active role in helping to navigate these changes, delivering an ambitious land and forestry programme, driving innovation, and increasing our profile and impact. 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 to lead us into our new era as a charity, we would love to hear from you.

Best wishes,

John Everitt
Chief Executive



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.

Over 8.9 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, 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 £428 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.
- 75% of woodlands in the Forest are now in active management.
- Around 80% of the total forest creation achieved has open public 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.

For further details please visit:

www.nationalforest.org/document/reports/NFCAnniversaryReport.pdf



A National Forest tree planting event

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 arms' length body of the Department for Environment, Food and Rural Affairs (Defra). With around 20 full time equivalent 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 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, a dynamic, multifunctional team and a culture of partnership.

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:

www.nationalforest.org/about



Sence Valley, Leicestershire,
a former opencast mining site



Community woodland management event

The National Forest – The next 25 years

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 National Forest is at the forefront of this approach with a strategy to create a resilient, accessible and sustainable Forest. Over the next 25 years this will mean a continued shift from creating the Forest to ensuring it is well managed, economically vibrant and enjoyed by people. This will include further improvements in the landscape, growth of the woodland economy, an increase in visitor numbers, and a broadening of initiatives to enhance community engagement.

We will continue to pioneer and innovate as we support existing stakeholders through the changes ahead and reach out to new partners to achieve our vision for the Forest. In the coming decades, our society faces unprecedented environmental, economic and social pressures such as a changing climate, housing growth and increased costs of healthcare. We believe that 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:

www.youtube.com/watch?v=PE5xhlanang&feature=youtu.be

The Role of Head of Land & Forestry

It's an exciting time to be joining the NFC as we build on what has been achieved so far and begin to realise the opportunities of the next 25 years. As the Head of Land & Forestry you will be responsible for leading and developing forestry policy and practice for the National Forest.

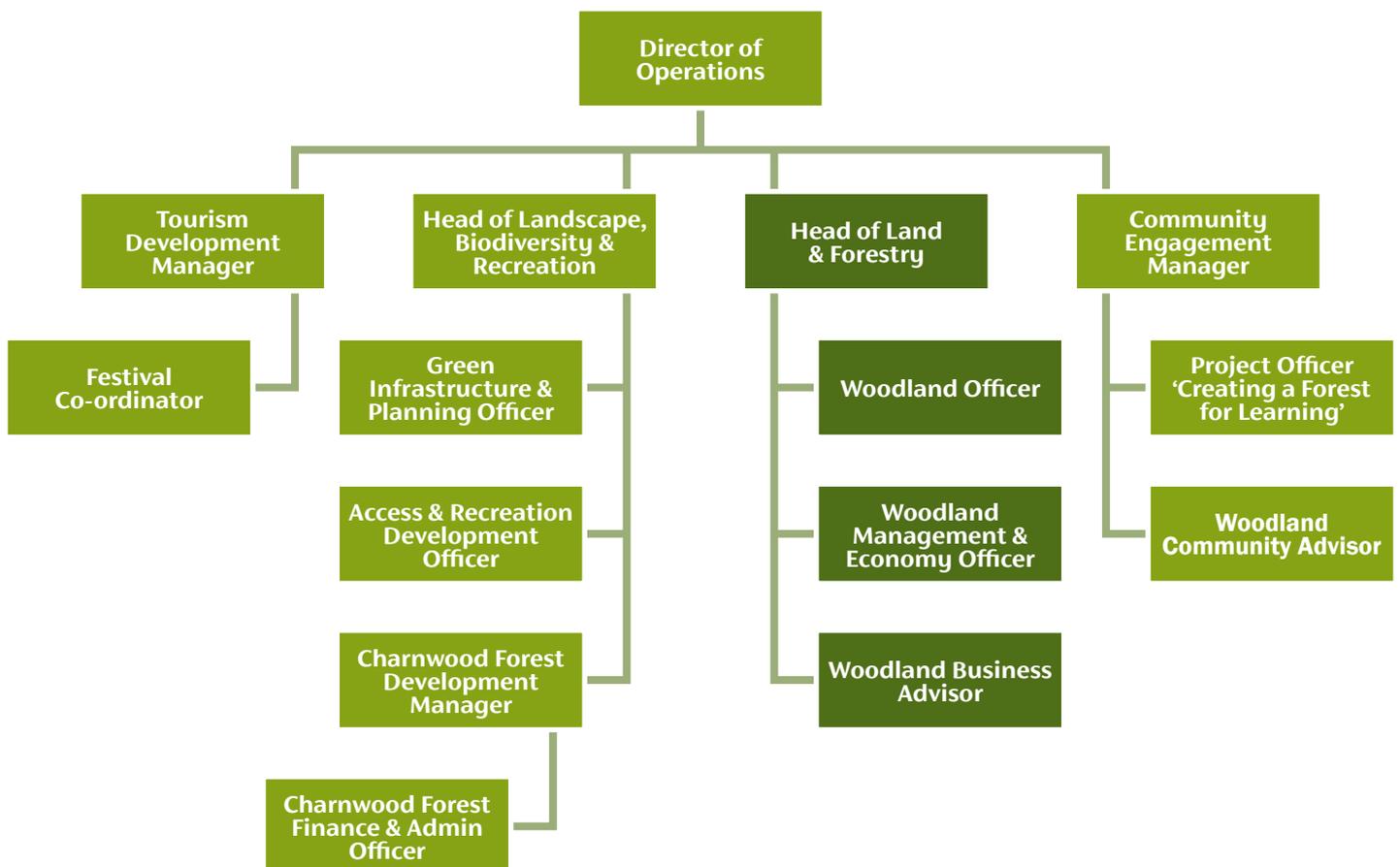
This includes driving forward the NFC's forest creation activity, sustainable land management, and support to the woodland and rural economy.

With strong local support and profile at a national level, the role will be challenging and stimulating, as well as being hugely rewarding. It offers an opportunity for you to make your mark in the sector.

You will be part of the NFC's Operations Team, contributing to a diverse programme of activity including biodiversity, recreation, landscape, tourism, heritage, green infrastructure, community engagement and evidence. With direct management of the land and forestry budget of c£1m, you will also work closely with the NFC's Development Team to help secure opportunities for income generation and marketing.

Reporting to the Director of Operations, you will work closely with the NFC Board and Working Groups. You will line manage the forestry team comprising the Woodland Officer, Woodland Management & Economy Officer and Woodland Business Advisor.

Operations Team structure



The work you will be doing

Forest creation

- Identify, develop and secure new opportunities for forest creation, working collaboratively with landowners, land agents, other special advisors and the wider forestry sector.
- Promote and deliver the NFC's suite of forest creation grant schemes to meet annual targets.
- Oversee delivery of the NFC's land strategy, including securing land acquisition opportunities, working with the NFC's retained land agents.

Sustainable land management

- Ensure delivery of the NFC's woodland management programme, incorporating biodiversity, landscape, recreation and community as well as silvicultural best practice.
- Lead the NFC's strategic approach towards biosecurity and tree health, including tree diseases and management of pests.
- Oversee management of the NFC's land holdings, to demonstrate exemplary management and showcase best practice.

Woodland economy

- Lead and develop an innovative and strategic approach towards the woodland economy.
- Oversee the facilitation of woodland and rural economy business development including collaboration, advice, grants and investment.

Income generation

- Explore and develop commercial opportunities through land-based businesses to generate sustainable income for the NFC.
- Secure funds to support land and forestry activity including restricted grants, new projects and products.

Policy and external partnerships

- Lead the NFC's input into national land and forestry policy and practice, contributing to the Forest's national exemplar role and 'centre of excellence'.
- Manage effective partnerships with existing and new stakeholders at a senior level to build relationships, harness support and advocate change.



A family day out in the National Forest

Assessment criteria

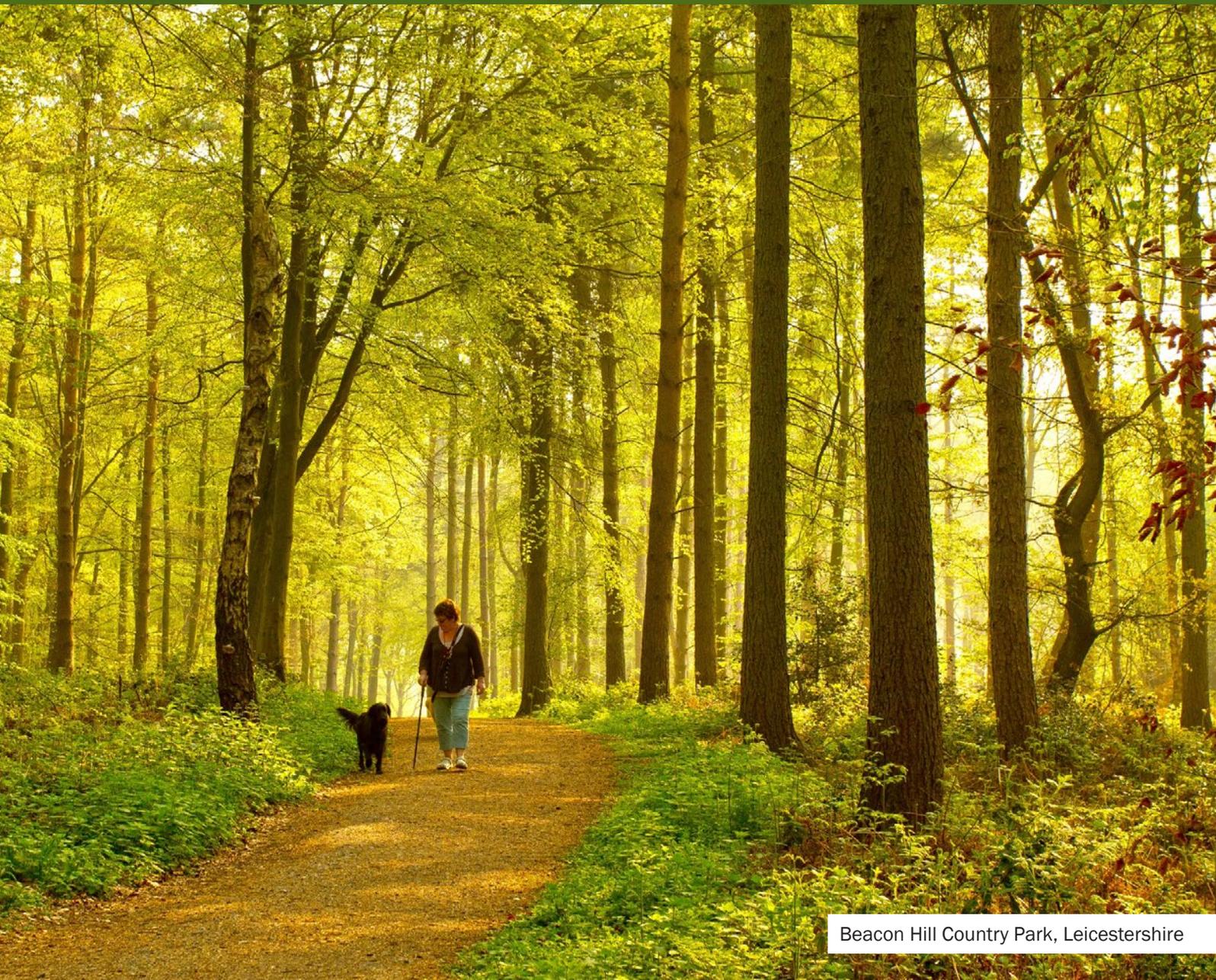
Experience and qualifications

- A forestry or related degree or post-graduate qualification. **Essential**
- Chartered Forester or working towards chartered status. **Desirable**
- At least 5 years' relevant experience in a similar role. **Essential**
- Experience of leading multi-purpose land and forestry work – e.g. creation, management, acquisition, economy, landowner engagement. **Essential**
- Experience of people, finance and project management at a large scale. **Essential**

Knowledge

- Knowledge of how to engage landowners in forest creation and deliver large-scale forestry creation schemes. **Essential**
- Strong awareness and understanding of sustainable land management activity including meeting UK Forestry Standards, biodiversity, landscape, recreation and community work, and health and safety issues. **Essential**
- Understanding of woodland and rural economy issues and market opportunities. **Desirable**
- Knowledge of commercial opportunities, grant schemes and funding for land and forestry. **Essential**
- Knowledge of the National Forest. **Desirable**





Beacon Hill Country Park, Leicestershire

Skills and personal qualities

- Leadership, strategic thinking and networking. **Essential**
- People skills to develop partnerships and cooperation between organisations, landowners, groups and individuals. **Essential**
- Strong project management skills including, people, finance and contracts. **Essential**
- Commercial acumen, and credibility to promote and maximise uptake of NFC grants and other opportunities. **Essential**
- Ability to represent the NFC in the national policy arena and wider sector. **Essential**
- Excellent written and oral communication skills. **Essential**
- Strong IT skills including Microsoft Office. **Essential**
- High level of enthusiasm, self-motivation, drive and initiative. **Essential**
- Flexible and positive outlook to generate ideas and motivate others. **Essential**
- Collaborative team player, able to work individually and across the organisation. **Essential**
- Ability to prioritise workloads and meet deadlines. **Essential**
- Commitment to environmental issues and equal opportunities. **Essential**



HRH the Duke of Cambridge planting the 8 millionth tree

Benefits of working with the NFC

This is a full time, permanent post of 37 hours per week. The successful candidate will be appointed within the Senior Executive Officer salary range of £35,188 to £40,310 per year.

Pension

An important part of the pay and reward package NFC offers employees is the option to join the *Civil Service Pension Schemes* arrangements. These arrangements offer a choice of two types of pensions:

- **Alpha:** This a career average pension scheme (defined benefit) that has a member contribution rate ranging from 4.6% to 7.35% dependent on your salary. The current employer contribution rate is c27% of salary.
- **Partnership pension account:** This is a stakeholder pension with a contribution from the NFC of up to 14.5% based on your age.

Generous Annual Leave and Bank Holiday Allowance

We offer 30 days' annual leave and 10.5 days public and privilege holidays.

Staff Bonuses

We offer end of year performance awards to our employees.

Place of Work

The principal place of work will be at the National Forest Company's office in the heart of the National Forest at Enterprise Glade, Bath Yard, Moira DE12 6BA. You may also be eligible for relocation expenses.

Learning and Development

Everyone at the NFC is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NFC' work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

Staff Wellbeing

We have various measures in place to assist with the wellbeing of our staff including:

- **Flexible working:** to allow for variations in your hours, or working from home, where this is compatible with business needs.
- **Employee Assistance Programme:** a free and confidential 24/7 telephone advice service available to staff.

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:

www.nationalforest.org/about/who-we-are/jobs

Please also ensure you have completed and submitted the equal opportunities monitoring form. The information on the form will be treated as confidential, and used for statistical purposes only. The form will not be treated as part of your application.

The closing date for applications is **Friday 14 June 2019**. Applications should be sent to:

Angela Beech
National Forest Company
Bath Yard
Moir
Swadlincote
Derbyshire
DE12 6BA

Envelopes should be marked 'CONFIDENTIAL HOF 06/19'.

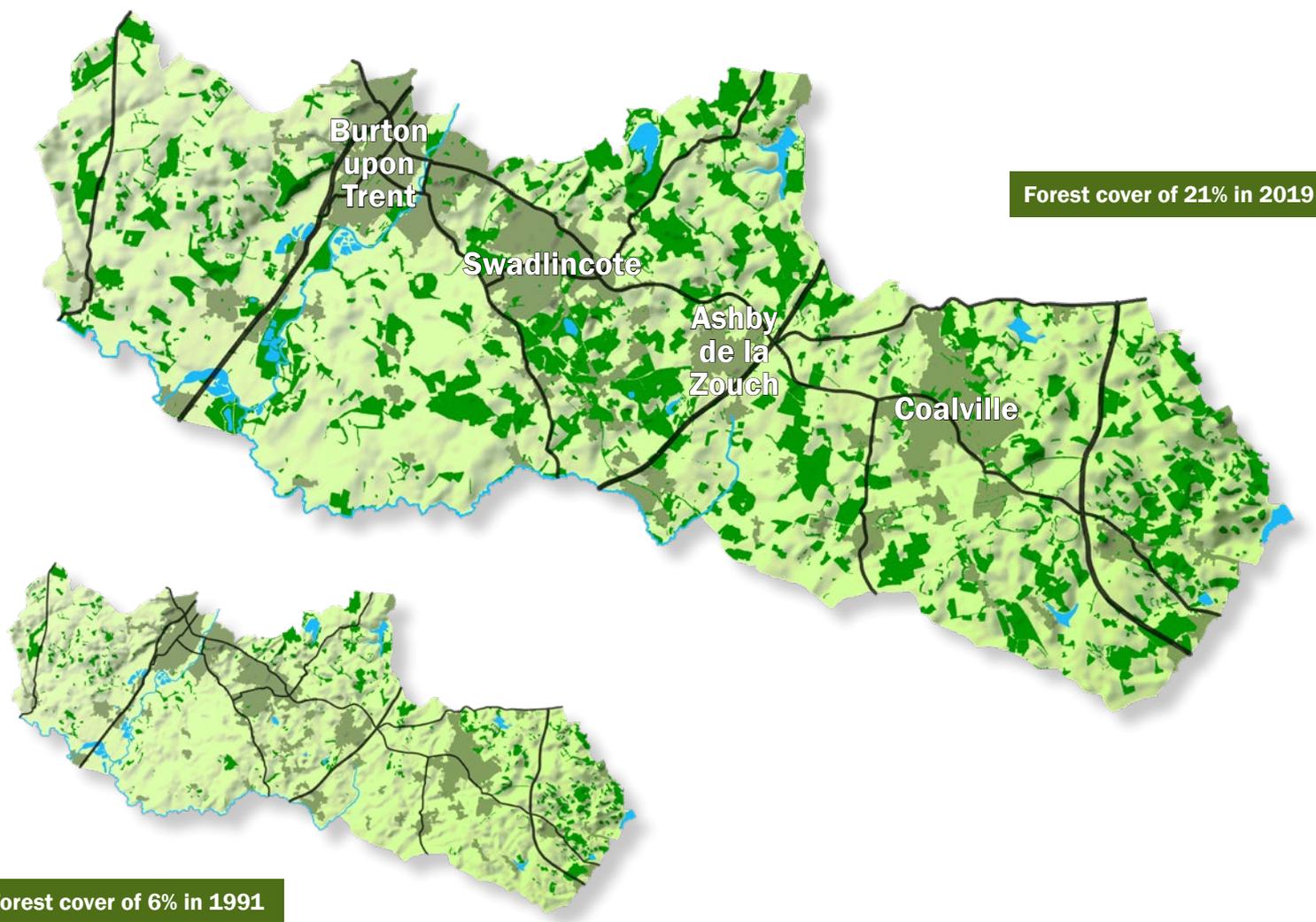
Alternatively, you may email your application to abeech@nationalforest.org Please use the subject header 'CONFIDENTIAL HOF 06/19'.

Shortlisted candidates will be invited to interview at the NFC offices on **Thursday 27 June 2019**.

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.

The NFC job applicant privacy notice is available on our website: www.nationalforest.org/about_us/employ/jobapplicantprivacynotice.pdf



National Forest Company

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The National Forest Company is a company limited by guarantee (registered no. 2991970)
and a registered charity (registered no. 1166563).



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