



THE NATIONAL
FOREST

Appointment of

Head of Land and Forestry

Welcome

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).

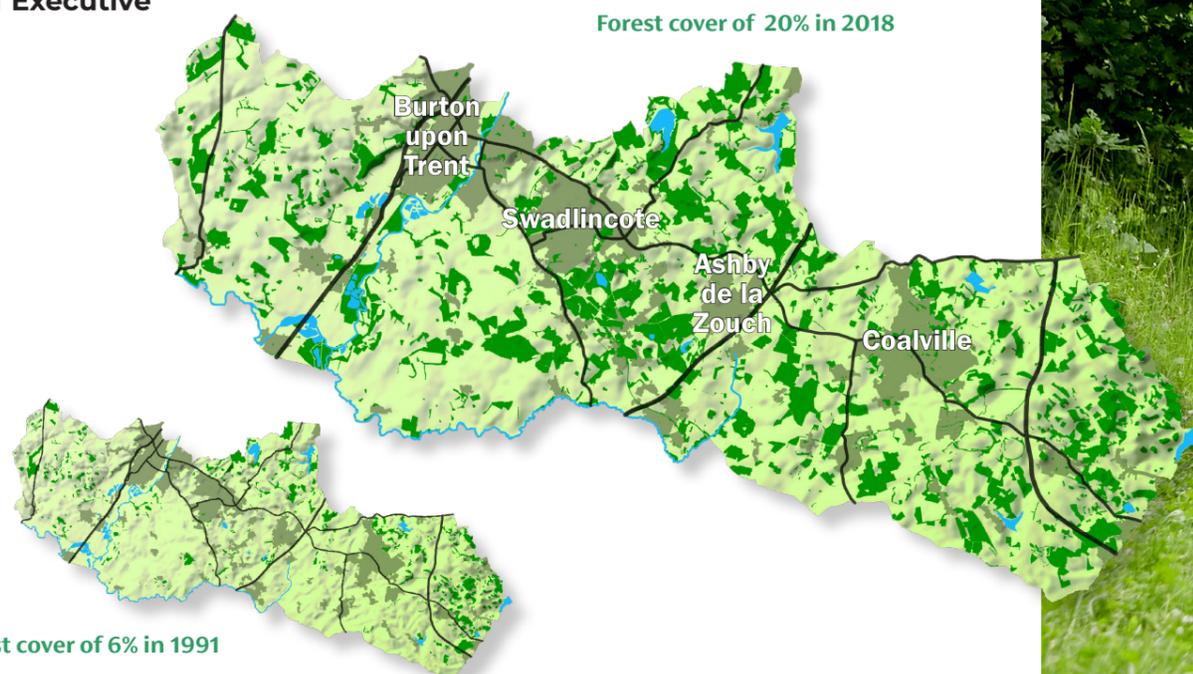
The National Forest is about so much more than trees. It is pioneering new ways of working to reconnect people and businesses with nature and create a place to grow together. For more than 20 years the NFC has driven forward the vision for the National Forest, taking it from a leap of faith to the success 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 8.7 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 £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 the National Memorial Arboretum have matured, and new attractions including the 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.
- 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.

For further details please visit:

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



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. We are 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, 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.

- 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_us

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

As the Head of Land and Forestry you will be responsible for leading on the development and implementation of the National Forest Company's strategic approach to land and forestry activity.

Utilising land assets and wider land-based policy and practice to maximise environment, economic and social benefits in line with the 25-year vision for the National Forest. This will involve influencing national and local policy and practice for forest creation, sustainable land management, and support to the woodland and rural economy.

Reporting to the Director of Operations, you will manage the NFC land and forestry team and budget, have oversight of the NFC landholdings portfolio, secure external funding and develop income generation opportunities to support existing and new programmes.

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.

Main responsibilities

Strategy and partnerships

Lead the NFC's input into national land and forestry policy and practice, contributing to the Forest's national exemplar role. This will include influencing partners and developing policy documents for consideration at a national and local level.

Lead on the development, implementation and review of the National Forest Company Land Strategy and Policy, which will provide a framework for effective management of NFC land acquisition, development and disposal.

Manage effective partnerships with existing and new stakeholders at a senior level to build relationships, harness support and advocate change.

Chair or facilitate NFC technical and stakeholder groups (eg Heart of the Forest Landowners' Group, Woodland Owners Club), and represent the National Forest on external partnerships and forums.

Assets and funding

Explore, develop and secure commercial income opportunities through NFC landholdings, joint venture arrangements and NFC products and services.

Secure a tree planting pipeline which meets NFC product demands (eg e-dedication, plant a tree events and corporate sponsors). This will require the acquisition of land, working with NFC's retained land agents, and minimising long-term management costs through effective disposal of sites.

Identify and secure funds and resource to support forest creation and wider environmental benefits, including through restricted grants; working closely with the NFC Development Team as well as external partners, businesses and communities.

Forest creation and land management

Achieve NFC forest creation targets through a range of delivery mechanisms, including identifying and testing new and innovative approaches, and working collaboratively with landowners, land agents, other special advisors and the wider forestry sector. This will require maintaining an up to date understanding of the land market, potential investors, new policy and best practice.

Steer and support delivery of the NFC's woodland management programme including its strategic approach towards biosecurity and tree health, including tree diseases and management of pests.

Ensure efficient and exemplary management of NFC's landholdings, showcasing best practice, including responsibility for health and safety.

Oversee the design, promotion and delivery of NFC's suite of forest creation and woodland management grant schemes to meet annual targets.

Work with colleagues to incorporate biodiversity, landscape, recreation and community as well as silvicultural best practice throughout all NFC forest creation and land management activity.

Woodland economy

Contribute to development of an innovative and thriving woodland economy, including acquiring evidence for economic opportunity, engagement of landowners in markets for timber and wood products, and linking up the local demand and supply chain.

Corporate development

Be a member of the Operations Team, contributing to regular planning, budget and performance reporting as required.

Inspire, lead and manage the land and forestry staff to deliver annual programmes, targets and project objectives. This includes management of restricted projects and overseeing delivery of grant programmes to time and budget.

Ensure effective financial and performance monitoring systems are in place and maintained.

Promote land and forestry activity and the National Forest through the media and website in conjunction with the Development Team.

Contribute regularly through presentations and reports to the NFC Working Groups and Board as required, including facilitation of meetings.

Undertake other relevant duties as directed by the Director of Operations or Chief Executive.

Qualities required

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)*

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)*

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)*

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

A full driving licence is required as the post-holder will often need to travel and will be expected to have 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.

Benefits

This is a full time, permanent post of 37 hours per week. The successful candidate will be appointed within the Grade 7 salary range of £46,612 to £54,320 pa.

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:

[nationalforest.org/about/who-we-are/jobs](https://www.nationalforest.org/about/who-we-are/jobs)

Please ensure you have completed and submitted the equal opportunities monitoring form. The information on this 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 Monday 21 October 2019.

Applications should be sent to:

Angela Beech
National Forest Company
Enterprise Glade
Bath Yard,
Moira,
Swadlincote,
Derbyshire, DE12 6BA

Envelopes should be marked '**CONFIDENTIAL HOF 09/19**'.

Alternatively, you may email your application to:

abeech@nationalforest.org

Please use the subject header '**CONFIDENTIAL HOF 09/19**'

Shortlisted candidates will be invited to interview at the NFC offices on **Friday 8 November 2019.**

Our applicant privacy notice is available on our website:

<https://www.nationalforest.org/job-applicant-privacy-notice>

Equal opportunities

The National Forest Company 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.





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More information

National Forest Company
Enterprise Glade
Bath Yard,
Moirā,
Swadlincote,
Derbyshire, DE12 6BA

01283 551211

enquiries@nationalforest.org

nationalforest.org

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