



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 three 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 strive to deliver an ambitious programme with government, business, partners, and communities, we are now looking for two new Trustees to join us.

Whatever background you come from you will bring the skills to help steer us through the changes ahead. With a particular specialism in either income generation or strategy and risk, you will have the experience and approach to complement the existing Board. Above all, you will share our passion for the National Forest, restoring this area of central England and showcasing a positive future through trees.

If you feel excited by the prospect of helping us to lead one of the most inspiring regeneration projects in the country, we would love to hear from you.

**Lord Duncan of Springbank PhD FGS
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 secured charitable status in 2016, whilst also being an Arm's Length Body of the Department for Environment, Food and Rural Affairs (DEFRA).

With around 35 staff, a Chair, and an eight-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 £6 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





The story so far...

A lot has been achieved since 1991. More than nine million trees have already been planted, with forest cover across the area increasing from around 6 per cent to more than 22 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 supporting more than 5,000 jobs.

- More than 8,000 hectares of new forest creation have been secured since 1991
- More than 80% of woodlands in the Forest are now in active management
- Around 80% of the total forest creation achieved has open access for people
- Around two thirds of primary schools in the Forest run regular outdoor learning sessions
- More than 100km of new cycleways have been created
- Over 9 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

The Government's 25-Year Environment Plan sets out the ambition to protect and enhance nature 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 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, creating a more resilient environment, improving the wellbeing of communities and making the economy more sustainable.

The NFC is already making rapid progress, doubling its annual forest creation targets, expanding delivery beyond its boundary and taking on new commercial ventures.

The NFC will continue to pioneer and innovate as we support existing stakeholders and reach out to new partners to achieve the vision for the Forest. In the coming decades, the UK faces unprecedented pressures such as energy security, 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

Context for appointment

The National Forest Company is now seeking to appoint two new Trustees to succeed Tony Ballance and Jack Buckner who will shortly have completed their 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 individuals of the right calibre, experience and outlook to join the Board as it oversees the organisation's development. 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.

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

As a Trustee, this is an opportunity to enjoy a diverse and interesting programme, a stimulating environment and a voice on the national stage.

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

The current Board comprises the following as well as two co-optees:

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.



Dr Tony Ballance

Tony is Chief Regulation Officer at Cadent Gas where he leads the company's decarbonisation strategy and is responsible for 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 UK Athletics, responsible for the governance, events, and development of athletics across the country. He is a former CEO of British Swimming and British Triathlon where he helped secure outstanding results at consecutive 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 Development Working Group and sits on the Tourism Recreation and Communities Working Group.



Penny Coates

Penny has broad executive and non-executive experience and is a Deputy Lieutenant for Leicestershire. She recently chaired the bid phase for the East Midlands Freeport, is deputy chair of Chester Zoo, a Trustee of the National Space Centre, Non-Executive Director for S4RB and an Advisor to the councils of Birmingham. Her executive career began with Mars then PepsiCo, followed by Boots then Asda before joining East Midlands Airport as Managing Director and progressing within the Manchester Airports Group. She has previously served in NED and Trustee roles in various organisations including Loughborough University, The Co-operative society, Luton Airport and Melton Building Society.



Trustee biographies

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 Trustee of Confor's Forest Industries and Education Provident Fund. 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.



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.



John Everitt (Chief Executive)

John has worked in the environmental field for more than 25 years and joined as the NFC Chief Executive 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 Chair of the Forestry Commission's Forestry & Woodland Advisory Committee for the East Midlands, a Member of the National Lottery Heritage Fund Midlands and East Area Committee and a Fellow of the Royal Society for Arts, Manufactures and Commerce.



The Role of Trustee

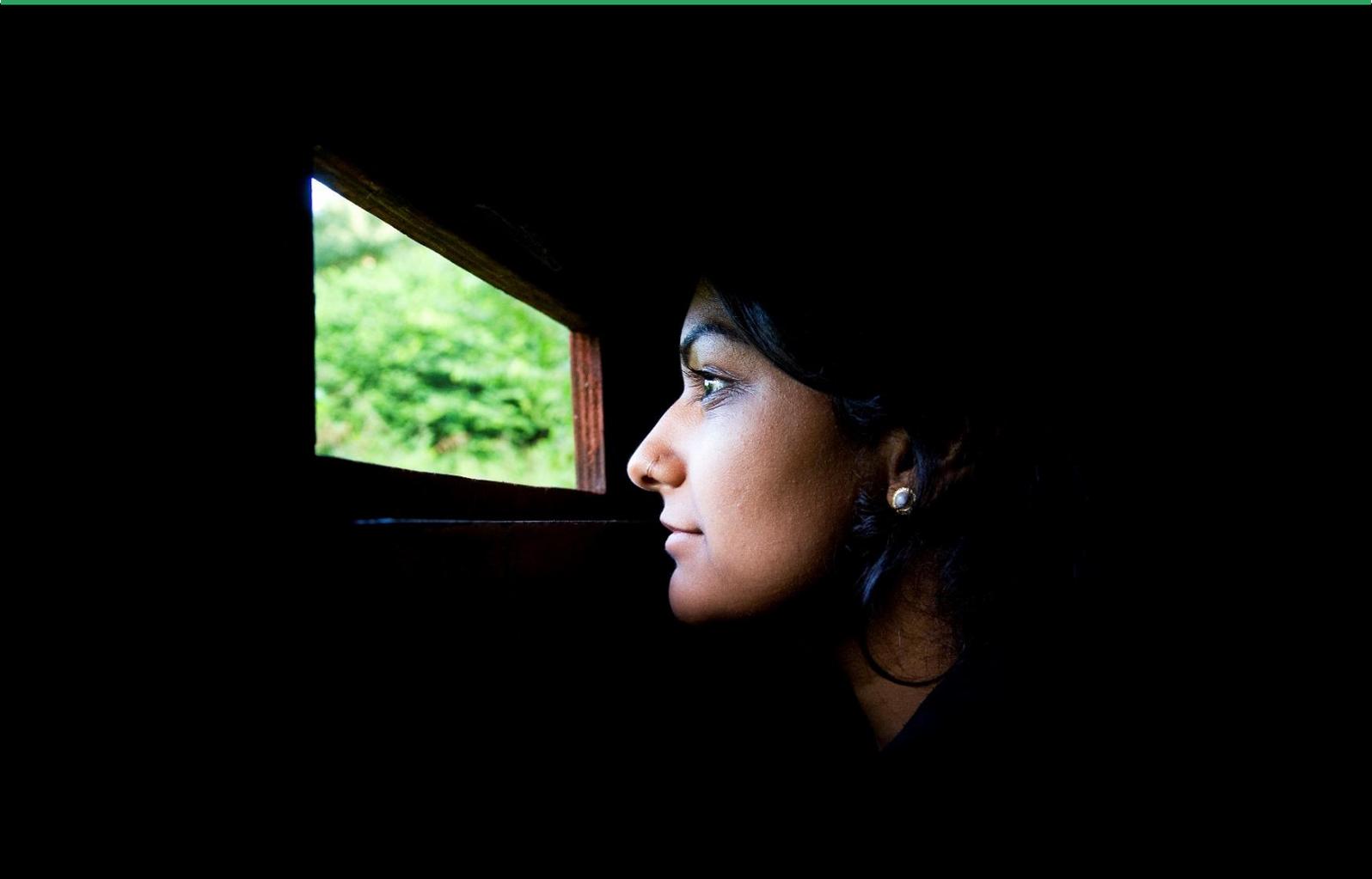
The role of Trustee of the National Forest Company is varied, stimulating and hugely rewarding, knowing that you

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

The National Forest Company is particularly keen to find two Trustees to fulfil specific leadership roles for the Board in income generation and strategy and risk. This is likely to include the following:

Income generation:

- Senior experience in fundraising or income generation at a strategic level and across a range of funding streams.
- Funder networks and insight.
- An entrepreneurial outlook.
- A clear approach to marketing and brand identity.

Strategy and risk:

- Senior experience in strategy development and risk management in a complex environment.
- Commercial acumen.
- An analytical approach.

- A strong understanding of finance and systems.

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

Length of appointment

The term for a Trustee is three years, commencing 1 January 2023, 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 senior team. They will attend four full Board meetings each year, support relevant Committees / Working Groups and have opportunities to represent the organisation externally.

Roles

Specific roles for these Trustees are:

Income generation – Chair of the Development Working Group.

Strategy and risk – Chair of the Remuneration Committee and Member of the Audit & Risk Committee.

Remuneration

There are 'pro bono' posts 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

To apply please upload your CV together with a supporting statement (of no more than 1000 words) onto the Prospectus website via the web link

<https://jobs.prospect-us.co.uk/jobs/details/hq00182172>

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format, please contact Prospectus on 020 7691 1920 or email:

executive.admin@prospect-us.co.uk

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

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

The new Trustee will be appointed by a selection panel chaired by the Chair of the Board, Ian Duncan. 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 attend their first Board meeting as a Trustee in February 2023.

- Closing date for applications:
13 November 2022
- Preliminary Interview with Prospectus:
W/C 21 November 2022
- Panel interview, including a visit to the Forest, site tour and informal meetings
W/C 5 December or 12 December 2022





Further details

Further details of the National Forest Company including copies of the Annual Report and Accounts, staff structure and strategy are available on our website:

<https://www.nationalforest.org/>

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 Alex Williams on: alex.williams@prospect-us.co.uk or 0207 691 1920.

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,
Moirā, Swadlincote, Derbyshire DE12
6BA

Tel 01283 551211

nationalforest.org

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



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