



Lancashire,
Manchester &
N Merseyside

The Wildlife Trust for Lancashire, Manchester and North Merseyside

Recruitment Pack

2019



About Us

Our wildlife has declined by 60% in the past 50 years and people are becoming more disengaged with their local wild places. We are a membership organisation, and we could not continue our work without our members support.

We are part of the Wildlife Trusts movement, the UK's leading conservation charity dedicated to all wildlife. We are your local charity, working hard to improve your local area for wildlife and for you.

The Wildlife Trust for Lancashire, Manchester and North Merseyside was founded in 1962 by people who knew they needed to take action.

We are now the largest nature conservation body in the area working at a grass roots, local level whilst also being part of a strong cohesive national movement.

We work to protect wild spaces, and re-introduce key species, protecting the biodiversity of our area so that nature can recover.

We work in partnership with other organisations, community groups, landowners and key decision-makers to inspire them to work with and for nature.

We have the powerful voices of over 28,000 members, whose invaluable support we simply could not do without.

We have an army of 4,000 volunteers alongside our team of 180 staff working across all areas of our charity to make a difference.

We are passionate about inspiring people of all ages, with over 20,000 children reached each year through our education activities, and hundreds of thousands of people each year through our visitor centres, events and reserves. We are leaders in utilising nature to improve the health and wellbeing of all.

Our Vision

To create a region rich in wildlife for all to enjoy, keeping nature at the heart of everything we do.

Our Mission

To support nature's recovery by reconnecting and restoring wildlife and habitats on land and at sea, inspiring people to value and take action for wildlife.

Our Aim

To lead the way for nature's recovery and connect people with nature on their doorstep. We want to create an environment where wildlife can thrive without threat and ensure people value the importance of nature to their health and wellbeing.

Our core objectives

- To protect, create and enhance wildlife in our region, creating living landscapes and living seas
- To stand up for wildlife and the environment
- To inspire people about the natural world and encourage everyone to take action for wildlife
- To foster sustainable One Planet Living, where the functioning of the natural environment is appreciated as essential for supporting life
- To ensure our work is based on knowledge and sound evidence
- To be recognised and respected for our work
- To grow our resources and increase support for our mission
- To ensure the organisation is effective and fit for purpose

Our Reserves

We have saved many special places, acquiring and managing many of them as nature reserves—we look after over 1,288 hectares of havens for rare and threatened species and habitats.

1	Abram Flash	23	Middleton
2	Astley Moss	24	Moor Piece
3	Aughton Woods	25	Moston Fairway
4	Barnaby's Sands and Burrows Marsh	26	Over Kellet Pond
5	Bolton, Red Scar and Tunbrook Woods	27	Pleasington Old Hall Wood
6	Brockholes	28	Salthill Quarry
7	Cadishhead Moss and Little Woollen Moss	29	Seaforth
8	Cross Hill Quarry	30	Summerseat
9	Cutacre	31	Upper Coldwell Reservoir
10	Dean Wood	32	Warton Crag
11	Foxhill Bank	33	Wigan Flashes
12	Freeman's Pasture	34	Willow Farm Wood
13	Freeman's Pools	35	Winmarleigh and Cockerham Moss
14	Freshfield Dune Heath		
15	Haskayne Cutting		
16	Heysham Moss		
17	Heysham Nature Reserve		
18	Hghfield Moss		
19	Holiday Moss		
20	Longworth Clough		
21	Lunt Meadows		
22	Mere Sands Wood		

OTHER PLACES TO SEE

36	Seven Acres
37	Cuerden Valley Park
38	Fyde Dunes
39	Sefton Coast
40	Lightshaw Meadows
41	Red Moss



We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.

Our Work

The Trust works across Lancashire, Manchester and North Merseyside to create a strong network where nature can thrive and people can benefit. Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species and collecting essential scientific data. We do this on land and at sea to create Living Landscapes and Living Seas.

We are also passionate about inspiring and engaging people of all ages about the natural world, because we firmly believe no one will protect something they don't care about. We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering to Wild Family and Nature Tots sessions. We also work in schools, delivering environmental education and helping improve school grounds. Our education team are leaders within the Wildlife Trust movement.

We are also leaders in delivering natural wellbeing. Our ground-breaking partnership with the NHS, MyPlace is making a huge difference to the way young people with mental health issues are able to seek help, and the positive impacts to date have been phenomenal.

Find out more at www.lancswt.org.uk

Our Wildlife

- OUR DOORSTEP-

We are working across the region to make a difference to our local wildlife, for everyone to enjoy



Our Impact



Our education team and project officers engage more than 20,000 children in wildlife-related activities



More than 5,000 people a year take part in walks and other events on our reserves



On average every 10 miles you travel in the region means you will pass a Wildlife Trust project



We own or manage 35 nature reserves in the region



Some 1,200 volunteers work for your Wildlife Trust regularly – adding to the 750,000 volunteering across the UK



More than 27,000 members support the Wildlife Trust in the region and 800,000 across the UK

Our reserves cover more than 1,288 hectares across the region



Our Strategic Plan

2016-2021

Over the next five years, we will work across Lancashire, Manchester and North Merseyside to deliver positive benefits for both people and wildlife. Our plan builds on the Trusts past successes and recognises how we need to evolve to meet the challenges ahead and remain a relevant, effective organisation. **We will:**

Champion wildlife rich landscapes

We will use our 50 years of expertise to lead the way for nature conservation locally and work within The Wildlife Trusts movement to make a national impact. We will base our plans on sound knowledge and evidence.

Defend wildlife and wild places

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

Inspire people to take action for their local wildlife

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

Base our work on sound **evidence**

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

**“Find your place on the planet, dig in,
and take responsibility from there”**

Gary Snyder



Our Future

- OUR WILDLIFE-

*We can't make a difference if we do nothing.
Now is the time to stand together for nature
and take action for our local wildlife.*

Our Culture

We are committed to protecting wildlife, restoring biodiversity and connecting people with the natural world in Lancashire, Manchester and North Merseyside. This commitment brings tenacity in dealing with challenges and huge personal satisfaction from successful projects.

We encourage a creative atmosphere where new ideas can flourish. People who thrive in our organisation enjoy a role where they take on a high level of personal responsibility for achieving outstanding results whilst building strong relationships both internally and externally.



Integrity

Acting in the best interest of the Trust and honouring our scientific foundations in all our activities. An honest and respectful approach to the core objectives of the charity, and the wishes of our members and funders.

Team Player

A friendly, family atmosphere. Everyone is treated with the same level of respect and courtesy. The Chief Executive will often stop for a chat, and full staff meetings provide the chance to get to know others. We are one big team, and our staff are always ready to roll up their sleeves and help where it's most needed, regardless of their job role.

What does an LWT Team member look like?

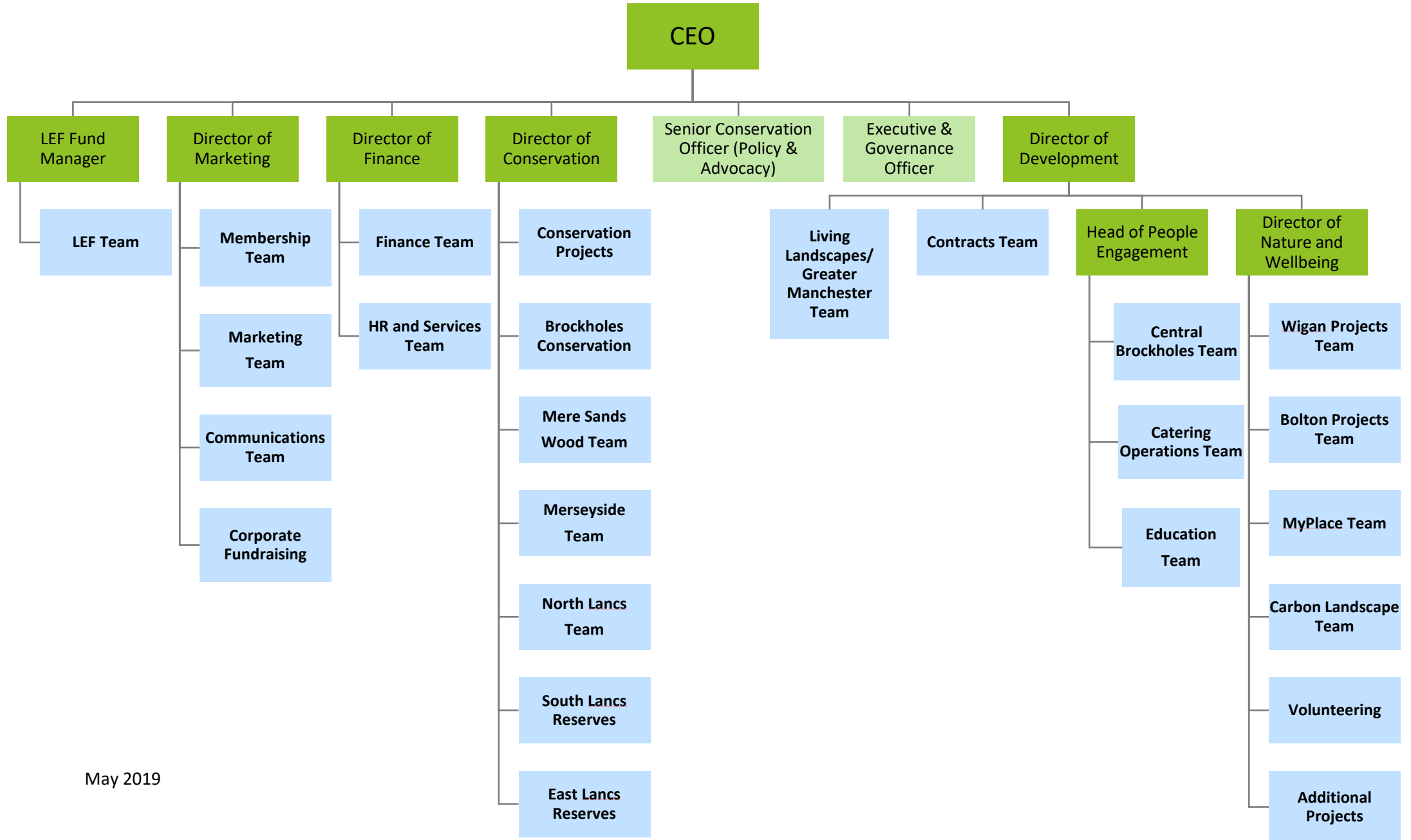
Passion

Passion is at the very heart of every LWT team member. With a love of wildlife, a passion for helping make a difference, or a will to help and inspire others. From our staff to volunteers and our members, we have passion by the bucket load!

Personal Responsibility

Our staff are flexible in the way they work and adaptable to change. They provide exceptional customer service, whether it be to a funder, member, volunteer or member of the public. Our staff take responsibility to put things right when there's a problem, and always help other team members. Our staff are committed, honest and take initiative to drive the best interests of the charity.

Lancashire Wildlife Trust Organisation Chart



May 2019

Commercial Catering at the Lancashire Wildlife Trust



Lancashire,
Manchester &
N Merseyside

The Wildlife Trust for Lancashire, Manchester and North Merseyside launched its first major commercial venture in 2011, when Brockholes Nature Reserve was launched. Several years ago, the Trust decided to take the catering at Brockholes in-house in order to maximise the potential profits at the site, which will all ultimately help fund the delivery of the charities objectives. Brockholes is a flagship visitor centre, with a strong conference, events and weddings offering in addition to the day trade.

More recently, the Trust has taken over operating the café at Moss Bank Park in Bolton, and has plans to develop a further catering facility at our Mere Sands Wood visitor centre in Rufford.

Each catering operation has a dedicated manager. This role will be to provide leadership and cohesion between our sites and to develop a strong, commercially viable catering offer which showcases the values of the Trust and has the customers' needs at its heart.

This is a varied and challenging role which would suit someone with a strong catering background and a passion for food and customer service excellence. The Trust is a leading conservation organisation, so you must be willing and able to develop an offer which reflects this ethos and appeals to our target markets.

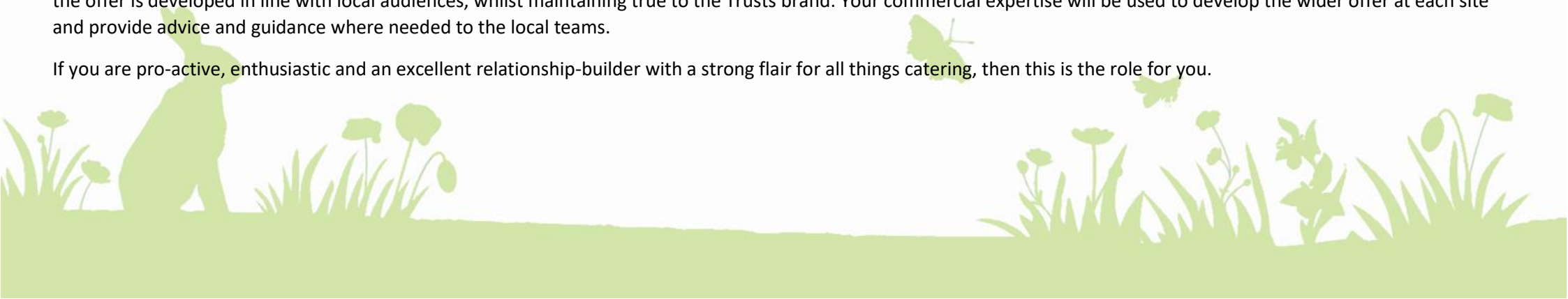
You will provide support and guidance to a team of catering managers, and deliver a pro-active approach to refining our catering offer. You will be a strong leader, with excellent communication skills and the ability to develop strong working relationships with the teams at each sites, working together to drive our catering offer forward, and co-ordinate our approach.

Your commercial acumen will be vital to success; you will have a keen eye for spotting improvement areas, and the ability to develop and implement new processes in order to achieve this.

The profit made from our commercial activities is re-invested back into each site. Your aim is to generate enough profit to fund the core conservation work of the Trust, whilst delivering a top class customer experience.

You will need an entrepreneurial flair, and the ability to adapt between strategic thinking and effective delivery. You will work closely with each catering manager to ensure the offer is developed in line with local audiences, whilst maintaining true to the Trusts brand. Your commercial expertise will be used to develop the wider offer at each site and provide advice and guidance where needed to the local teams.

If you are pro-active, enthusiastic and an excellent relationship-builder with a strong flair for all things catering, then this is the role for you.



Job Description – Catering Development Manager



Lancashire,
Manchester &
N Merseyside

Post Title:

Catering Development Manager

Responsible to:

Director of Marketing

Location:

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY (with travel across Lancashire, Manchester and Merseyside)

Hours of Work:

37.5 hours per week

Salary:

£30,000 - £32,000 per annum
(depending on experience)

Duration of post:

24 months, with the possibility of extension.

PURPOSE OF POST

This role will act as an internal consultant, working to drive catering and related commercial income through our Visitor Centres in order to generate funding for the delivery of the charities objectives.

KEY ROLES AND RESPONSIBILITIES

- Develop our catering offer and products across all sites, working with existing catering managers
- Embed practices and procedures to improve our GP%
- Develop a staff training programme to deliver excellent customer service standards
- Standardise and monitor our food hygiene and health and safety procedures
- Drive sales initiatives across all catering sites, working closely with the marketing team
- Lead on the development of the café within our new visitor centre development in Rufford (due July 2020)
- Develop a 'catering manual' to be used across the Trust and the wider Wildlife Trust movement
- Work to develop a suite of core suppliers, maintaining a local food approach
- Take advantage of multi-site buying opportunities

Job Description

Product and Offer Development

The post holder will be required to work closely with the catering and marketing teams to develop a strong catering offer, which reflects the ethos of the Charity whilst driving commercial income and hitting Gross Profit targets:

- Work closely with the Marketing Team to conduct competitor and comparator analysis
- Review and develop performance against brand positioning and ethos: style, price points, customer base review, environmentally friendly
- Develop and deliver customer service training and maintain high standards through the establishment of a regular training programme
- Review of restaurant presentation, cleanliness and ambience
- Work with the Marketing Team to co-ordinate regular mystery shops
- Review seasonal offerings
- Develop effective methods for sales generation
- Review and source key suppliers, emphasizing sustainability and provenance

Gross Profit delivery

The post holder will be required to support each catering operation in achieving gross profit targets by implementing strong practices:

- To work closely with the Trusts finance and admin teams to set up and embed an efficient flow of information, utilising and developing the existing EPOS and financial reporting systems available
- Improve monitoring processes and menu costing techniques with a view to improving the overall GP
- Improve the process for monitoring staff costs against revenue
- Work closely with the Catering Managers at each site to embed processes to achieve commercial efficiency and profit generation

- To bring key catering operations at Preston and Bolton into profit, by implementing a clear plan to become more commercially efficient in line with the commercial development strategy
- Work closely with the Catering Managers to review and enhance the catering offer at all sites, which is competitive in the marketplace and in line with the Trusts core environmental values
- To embed this into the development of a new catering site in West Lancashire

Standardise procedures

The post holder will be required to ensure each site has the benefits of being part of a group, whilst enabling them to maintain their local appeal:

- Develop a comprehensive kitchen manual for all food hygiene, health and safety and menu costing/preparation specification sheets, thereby ensuring a consistent approach is adopted across all catering sites
- Develop and conduct regular in-house hygiene audits to ensure standards are maintained at all times
- Integrate EPOS system across all sites to ensure effective monitoring of sales and performance
- Work closely with the Marketing Team and Catering Managers to develop an offer which is on-brand, and a pricing structure and menu which is suitable for each local market
- Review and develop the accurate recording of wastage

Driving Sales

The post holder will be required to work closely with catering teams and the marketing team to identify potential areas to drive sales, whilst ensuring gross profit is achieved

- Cross-selling between sites
- On-site promotions and offers
- Maximising the potential of high-footfall periods to drive sales

Reporting

- Regular reporting against targets to Lancashire Wildlife Trust Senior Management Team and Brockholes Enterprises Limited Board will be required



Person Specification

EXPERIENCE

Essential

- Good level of general education
- A minimum of three years' experience in a commercial catering background at a management level
- Experience of developing and implementing business development strategies
- Proven track record of achieving targets and commercial success
- Creative flair with a passion for excellence in both food and customer service
- Experience of developing and delivering staff training
- A full drivers licence and access to your own vehicle
- Experience of working with EPOS systems

Desirable

- Educated to degree level or equivalent in business, finance or a related field
- Experience of project management
- Well-rounded commercial experience, in fields wider than catering

KNOWLEDGE

Essential

- A sound grasp of the scope, nature and development potential of the product area
- Proficient in Microsoft Word, Excel, Power Point and MS Outlook

Desirable

- Knowledge of the third sector
- Relevant professional qualifications

SKILLS

Essential

- Excellent persuasive, influencing and negotiation skills in a commercial environment
- Excellent oral and written communication skills with an ability to persuade and influence
- Excellent organisational skills with an ability to prioritise need, plan and implement appropriate actions and monitor and evaluate outcomes.
- The ability to adapt to situations
- An entrepreneurial flair
- Strong ability to problem-solve and take a pro-active approach
- Able to tackle problem areas in a positive way

PERSONAL QUALITIES

Essential

- Commercially minded
- Entrepreneurial approach
- Trustworthy and with high personal integrity
- A natural leader and relationship-builder
- Calm under pressure

General Terms & Conditions

- Holidays:** 25 days per annum, plus 3 occasional days per annum, increasing with length of service.
- Pension:** The Trust contributes to the NEST Pension Scheme. Full details will be provided.
- Hours of Work:** Full Time 37.5 hours per week. Normal working pattern will be 9.00am – 5.00pm. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend working.
- Duration of post:** This post is offered on a permanent basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
- Closing Date:** 26 July 2019
- Interviews:** 8 August 2019

To apply for this position you are required to complete an Application Form which can be downloaded from our Website: www.lancswt.org.uk/jobs

Completed applications should be returned to: applications@lancswt.org.uk OR The HR Department, The Wildlife Trust for Lancashire, Manchester and North Merseyside, The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY.

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

Safety, Health and Environment Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Safety, Health and Environment (SHE) at Work Policy and associated SHE policies and guidelines. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that the SHE Policy is up to date and continuously reviewed and evaluated.

Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff handbook, the Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.