



Lancashire,
Manchester &
N Merseyside

The Wildlife Trust for Lancashire, Manchester and North Merseyside

Recruitment Pack

2020



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?

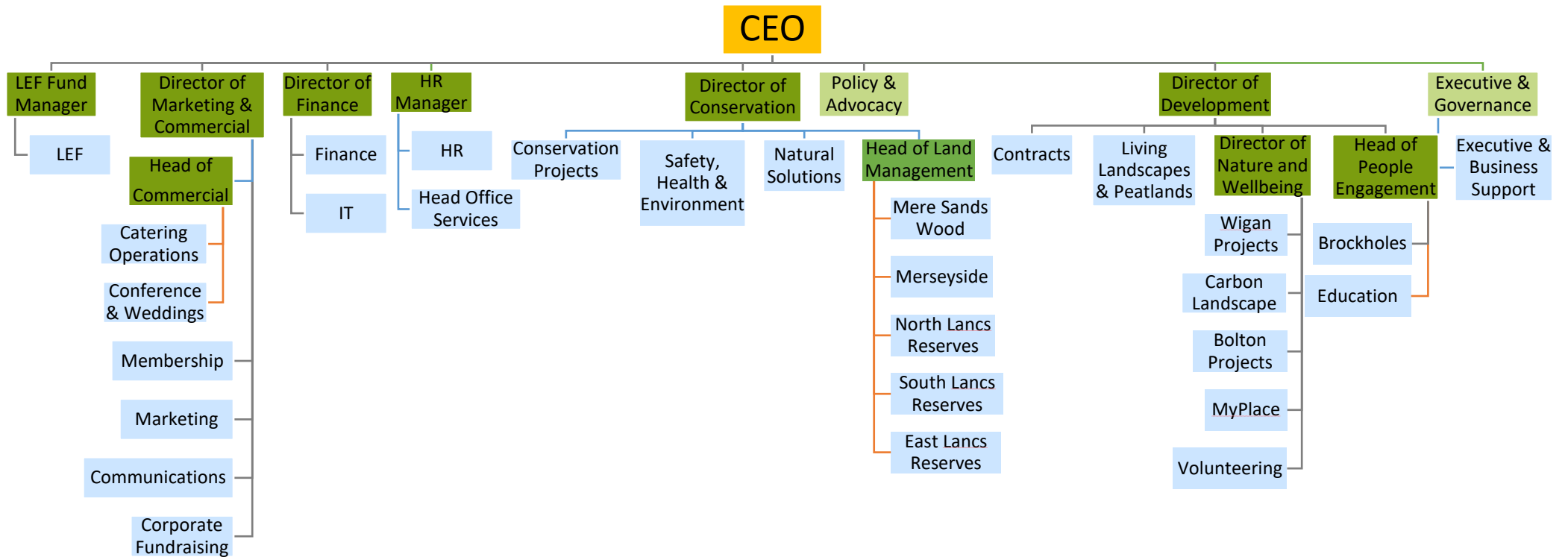
Passion

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



About the project

Thanks to funding secured from the Green Recovery Challenge Fund, nature is on the road to recovery in Greater Manchester. The bid, fronted by the newly established Greater Manchester Environment Fund (GMEF), put forward a programme of priority projects that will establish a network for nature across the county.

Green Recovery Challenge Fund



And it is great news for people working in the environment and those looking for green careers; 37 jobs will be created and safeguarded including 12 new traineeships.

The Greater Manchester Environment Fund (GMEF) is being established to deliver Greater Manchester's ambition for a "clean, carbon-neutral, climate resilient city region with a thriving natural environment", by aligning public and philanthropic funding, attracting private investment, prioritising limited resources and facilitating collaborative bids.

Managed by the Wildlife Trust for Lancashire, Manchester and North Merseyside, the fund will be launched in spring, but with the success of a collaborative bid to the Green Recovery Challenge Fund, some projects will start now to demonstrate a desire to provide networks for nature to flourish.

The bid is a collaboration between Environmental Non-Government Organisations who work across Greater Manchester and have been hardest hit by the pandemic. Mersey Rivers Trust, Canal and Rivers Trust, Northern Roots, RSPB, City of Trees, The Conservation Volunteers, Finance Earth, the Wildlife Trusts and the Great Manchester Wetlands Partnership have come together to support Greater Manchester Combined Authority's Build Back Greener campaign.

The fund will support Greater Manchester's Local Nature Recovery Network Strategy delivering 537 hectares of habitat restoration, which will benefit 2,758ha of connected landscapes:

- 48ha of wetland and lowland peat on the mosses in Salford and Wigan;
- 117ha of moorland peat on the Pennines above Oldham;
- 58ha of improved habitats, including innovative island habitat along the Ashton and Rochdale canals;
- 59ha of habitats along the River Croal and River Tame and areas within the Northern Roots project in Oldham;
- 255ha in woodland in Bury, Oldham and Trafford.

The aim is to fund natural flood management projects and peatland restoration transforming areas into carbon stores. There are pioneering plans to develop areas to attract private investment in carbon capture and storage, helping in the battle against Climate Change.

The fund will also support volunteering projects and campaigns to get children and families out into nature to improve health and wellbeing and encourage them to make lifestyle changes to benefit them and the natural world around them.

The Green Recovery Challenge Fund is a short-term competitive fund to kick-start environmental renewal whilst creating and retaining a range of jobs. It is open to environmental charities and their partners to deliver projects in England, delivering against the goals of the Government's 25 Year Environment Plan (25YEP), whilst helping to sustain and build capacity in the sector.

The Green Recovery Challenge Fund is funded by Defra and is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency

Job Description – Engagement and Communications Trainee, Kingfisher Trail



Lancashire,
Manchester &
N Merseyside

Post Title:

Engagement and Communications
Trainee - Kingfisher Trail

Responsible to:

Kingfisher Trail Project Officer

Location:

Environmental Resource Centre, 499-
511 Bury Road, Bolton BL2 6DH

Hours of Work:

30 hours per week

Salary:

National Minimum Wage

Duration of post:

12 months

PURPOSE OF POST

The aim of the Engagement and Communications Trainee is to provide an individual with the opportunity to develop experience and expertise in creative engagement of individuals and communities with urban nature.

The trainee will benefit from working across sites along the Kingfisher Trail and other key wildlife havens, supported by members of our team to plan, develop and facilitate family engagement activities as well as taking a pro-active approach to promote activities and project achievements; as well as capturing and communicating compelling stories across this fantastic wildlife landscape.

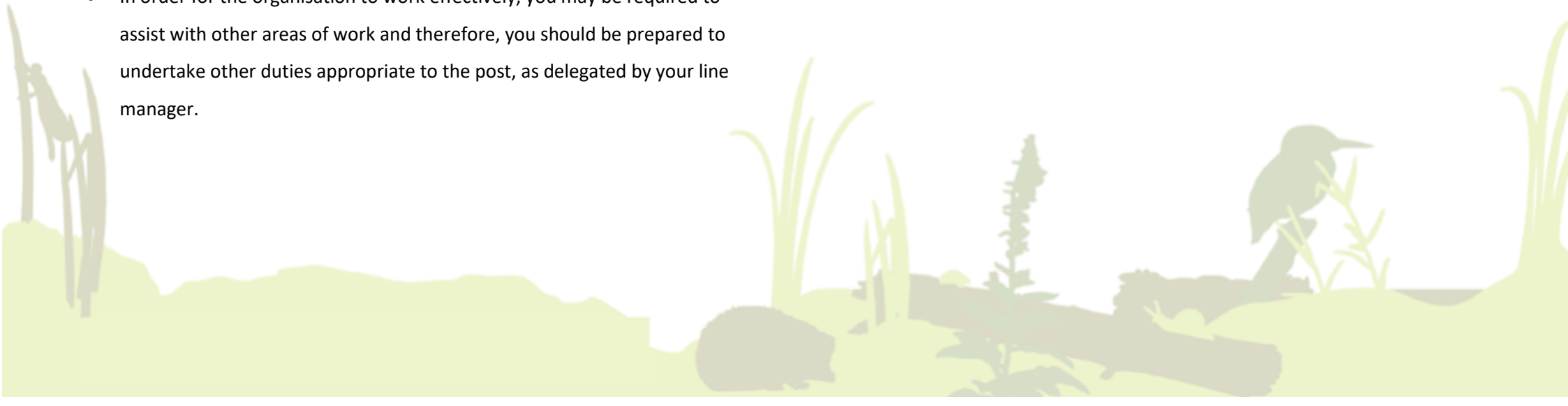
This trainee post is part of a programme of priority projects that will establish a network for nature across the county, funded through the Green Recovery Challenge Fund and managed by the Greater Manchester Environment Fund. Whilst being focused on the Kingfisher Trail, the trainee will work alongside other GRCF projects and trainees in GM; producing a portfolio demonstrating their new skills and a personal project report as well as co-ordinating a trainee led knowledge sharing event / celebration.

KEY ROLES AND RESPONSIBILITIES

- To carry out at least one discrete personal project of their chosen subject related to engagement / communication. A portfolio of their placement will also need to be completed.
- To support team members and local community groups with the planning, development, promotion and coordination of family engagement activities.
- Take a pro-active approach to developing stories, gaining coverage of special events and promoting activities, attending press events in person where possible.
- Monitor, analyse and report back on the success of all communications activities by implementing the relevant tracking procedures.
- To write copy for the Trust website, social media channels and membership magazine; as well as supporting our wider marketing and communications team with their activities.

Job Description

- To undertake a training programme, both external and internal, agreed through the personal development plan.
- To undertake any other duties and responsibilities in conjunction with objectives of the post and in support of the Wildlife Trust's work in Greater Manchester.
- To have a due regard of health, safety and welfare.
- The job holder is required to follow and comply with all policies and procedures of the Trust which includes the Trust's Health and Safety procedures in the workplace, ensuring personal safety and the safeguarding of the interests and safety of all staff, trainees, visitors, and others at the Trust.
- To work as part of a team alongside staff & volunteers as required.
- To uphold the working values and expectations of the Lancashire Wildlife Trust.
- In order for the organisation to work effectively, you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, as delegated by your line manager.



Person Specification

EXPERIENCE AND KNOWLEDGE

Essential

- Experience of writing copy in an engaging way, and the ability to write for target audiences

Desirable

- Knowledge of creative methods to emotionally engage audiences
- Knowledge of communications, public relations and journalism approaches, techniques and procedures
- Experience of raising awareness of wildlife issues
- Organising, promoting and or supporting the delivery of events or activities, preferably in an outdoor setting
- UK Wildlife fauna and flora

SKILLS

Essential

- Good communication, both verbally and in writing to a wide range of audiences.
- Good IT skills and competence with social media channels.
- A full UK driving licence

Desirable

- Ability to develop creative ideas and a pro-active attitude in 'making things happen'
- Organising and prioritising work efficiently, often to tight deadlines and monitoring outcomes.

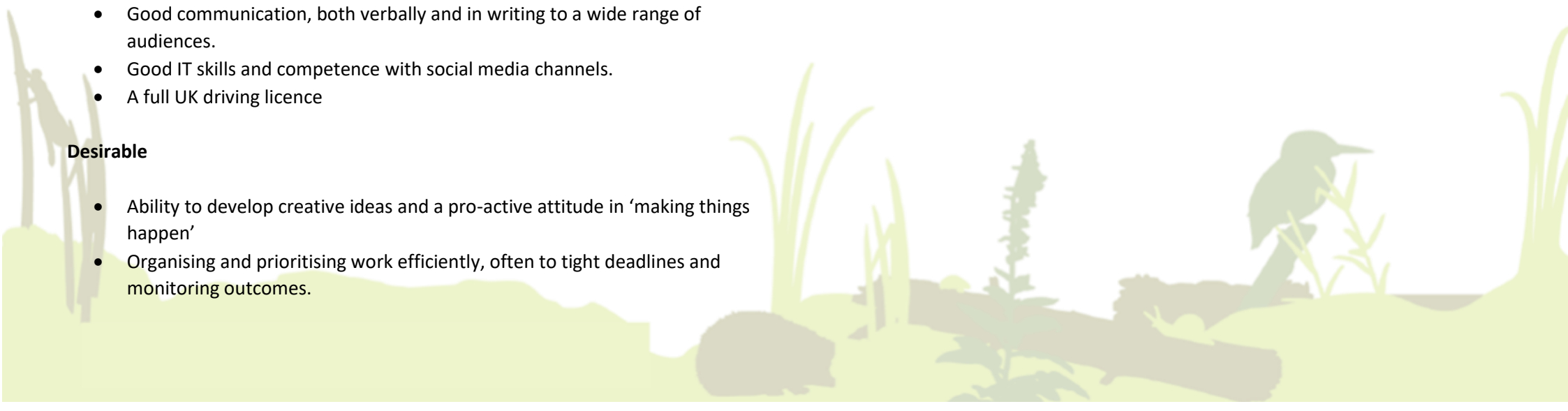
PERSONAL QUALITIES

Essential

- Ability to work well using your own initiative and co-operatively as part of a team.
- Highly motivated, enthusiastic and passionate about the natural environment.

Desirable

- Ability to connect with a wide range of people and inspire them about biodiversity and the natural environment.



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:** Part time 30 hours per week. 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 temporary basis for 12 months. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post. Proposed start date 15 March 2021 subject to permissions from landowners and funder.
- Closing Date:** Wednesday 10 March 2021
- Interviews:** W/c 15 March 2021

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

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse workforce will help us create our vision of people close to nature, with land and seas rich in wildlife.

To understand how we are performing, we ask that you kindly complete a Diversity Monitoring Form in addition to your application.

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 recruiting staff never see individual responses to the questionnaire.

Completed applications and diversity monitoring forms should be returned to: applications@lancswt.org.uk

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.