



About the 'The Bay: A Blueprint for Recovery'

'**The Bay: A Blueprint for Recovery**' is an exciting new programme made possible with funding from players of People's Postcode Lottery. **The Bay** will create a new narrative for recovery around Morecambe Bay that can help inform and inspire the recovery of other coastal communities across the country. Helping people recover from the effects of Covid19 and resulting social isolation, the programme will see systemic change and lasting legacy through the creation of permanent hubs, a network of community mentors, and embedded NHS social prescribing referral pathways, as well as digital resources that will continue to engage and inspire the whole population.

The programme brings together Lancashire Wildlife Trust's award winning *Myplace* wellbeing programme, the Wildlife Trusts' *Living Seas* coastal engagement experts, the bold vision of the Eden Project, Cumbria Wildlife Trust, and Lancashire and South Cumbria NHS Foundation Trust seeking the maximum benefit for people and nature, in our fight for recovery from the pandemic.

The Bay will capitalise on the huge national public interest as Eden Project North is created in Morecambe Bay, a unique moment in time to drive powerful momentum. The envisioned scale is part of the innovation addressing a climate, an ecological and a mental health crisis. Creating a scaled up whole population approach, the project will provide interventions supporting reduced loneliness and isolation, and improved health and wellbeing across our communities as we seek a recovery pathway from Covid19. Our Blueprint for Recovery will be promoted nationally.

We will encompass the wider area of Morecambe Bay, creating 3 delivery areas: Barrow-in-Furness, Morecambe, and Wyre.

More details can be found here: <https://www.lancswt.org.uk/news/morecambe-bay-play-key-role-pandemic-recovery>





About the Partnership

The Partners have very clear roles and complementary skills:

Building on the established success of **MyPlace** and existing social prescribing referral pathways, Lancashire Wildlife Trust (LWT) will lead the specialist health and wellbeing delivery, building new pathways with social prescribers and the NHS, as well as progression routes for participants moving between interventions and into wider community engagement opportunities.

LWT will co-ordinate the partnership and manage the Business Development Team focussing on legacy, evaluation, and developing the Blueprint that will be shared nationally.

LWT will also lead the delivery hub across the communities of Wyre, south of Morecambe.

The Eden Project will lead hub development directly in Morecambe, building pathways into long-term engagement through the Eden Project North development. With a focus on training, Eden Project will lead the Traineeships, building links with education establishments and academia and through the Morecambe Bay Curriculum.

Cumbria Wildlife Trust (CWT) will lead hub delivery in dispersed coastal communities across south Cumbria. As the lead for Living Seas North West, CWT will bring specialist community engagement techniques, and marine and coastal knowledge across **The Bay** area, that will help people connect to and understand the natural marine environment of Morecambe Bay.





About the post

The Bay Programme Manager:

This is a new programme funded by the People's Postcode Lottery. The post-holder will develop, steer and deliver the strategic development and implementation of 'The Bay: A Blueprint for Recovery', working with the *The Bay* Steering Group. The post holder will be managed directly by Lancashire Wildlife Trust but will work in close collaboration with The Eden Project, Cumbria Wildlife Trust, the Lancashire and South Cumbria NHS Foundation Trust, local interest and community groups, as well as other key stakeholders. We are looking for a highly effective individual to promote the programme and enthuse people about the spectacular nature of Morecambe Bay through NHS referrals, volunteering opportunities, events, social media and effective networking with a wide range of individuals and organisations.

Key priorities for the post holder will be:

- Lead, manage and co-ordinate, through *The Bay* Steering Group, the development, delivery and monitoring of 'The Bay: A Blueprint for Recovery' programme, in order to maximise its effectiveness and ensure that its objectives and targets set within the funding agreement are met.
- Maintain existing and develop new partnerships which will embed the activities of *The Bay* and support the fundraising required for longer term activity.
- Manage and monitor the overall financial budget of the programme ensuring that actual expenditure of projects within the programme are in line with grant allocation.
- Be involved in specific project delivery, particularly relating to supporting the development of referral pathways into the programme, and the creation of delivery Hubs within the community



Job Description – *The Bay* Programme Manager

Post Title:

The Bay Programme Manager

Responsible to:

Myplace Manager- Lancashire Wildlife Trust

Location:

This position can be based out of either of the three locations: Barrow-in-Furness, Morecambe, and Wyre, with regular travel between them, as well as travel across LWTs wider geography. Some home working will be required.

Hours of Work:

Full time 37.5hrs (5 days per week with some weekend working)

Salary:

£28,500.00 per annum

Duration of post:

24 Months

PURPOSE OF POST

To oversee the development and manage the delivery of *The Bay* programme across the partnership. Supporting both the practical delivery team, and the long-term business development. You will be passionate about both people and nature's recovery. Confident at managing a multidisciplinary team and partnership, you will be able to inspire individuals to work as one to deliver this exciting programme.

You will also have the vision and commitment to develop a long-term legacy, for both the communities directly benefiting, but also the wider sector by communicating learning nationally across other coastal partners.

KEY ROLES AND RESPONSIBILITIES

- Lead, manage and coordinate, through *The Bay* Steering Group, the development, delivery and monitoring of '*The Bay: A Blueprint for Recovery*' project, in order to ensure that its objectives and targets set within the funding agreement are met.
- Lead and manage both the delivery team and the business development team, and supervise workload to ensure effective management and use of resources to deliver *The Bay* programme.
- Manage, supervise and monitor the provision of partner delivery, specialist advice, and sub-contractual arrangements, to ensure the effective delivery of projects to set timescales. Working with staff and partners to seek opportunities to develop and improve projects and bring added value.
- Establish and manage a monitoring and evaluation framework in order to ensure the effective delivery of *The Bay* and the clear demonstration of what difference activity is making for people and nature.
- Supervise Partnership Agreements and ensure all partners are adhering to roles and responsibilities, providing support where necessary.
- Maintain existing and develop new partnerships which will embed the activities of *The Bay* and support the fundraising required for longer term activity. Ensure funders and the Steering Group receive regular communication, producing necessary financial, risk and progress reports to ensure the information is communicated at all stages of programme development and implementation, and partners have the ability to influence programme direction.

Job description

- Manage and monitor the overall financial budget of the programme, ensuring that actual expenditure of projects within the programme are in line with grant allocation. Prepare and submit quarterly reports and claims to PPL on time, and prepare annual reports and a final report for publication, detailing the aims of the programme, the activity undertaken and the outcomes achieved
- Oversee the marketing and communication of *The Bay* and ensuring it is targeted at the right audiences and uses all forms of media, including website, social media, events, shows, leaflets, presentations, and coordinate and attend events.
- Be involved in specific project delivery, particularly relating to supporting the development of referral pathways into the programme, and the creation of delivery hubs within the community, with a view to ensuring hubs can be sustained beyond PPL funding.
- Prepare and work to a forward strategy that will be based on consultations and feedback, influenced by new and existing partners, and seek appropriate funding where required in advance of the Programmes completion.
- Coordinate and attend programme Steering Group meetings and create project progress reports.
- Attend appropriate team meetings.
- Follow and comply with all policies and procedures of the Lancashire Wildlife 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 and volunteers as required.
- To uphold the working values and expectations.
- To carry out other duties relevant to your post as reasonably required by your line-manager.



Person Specification

EXPERIENCE

Essential

- Proven experience in programme management and co-ordination, including budget, time management, risk management and governance, with the ability to take on tasks from conception to completion.
- Experience of / involvement in working on nature-based activities with children and young people and/or adults.
- Staff and trainee management, including training and personal development.
- Partnership working, both internally and across a range of organisations.
- Event organisation and the ability to lead events.
- Experience of working with and training volunteers.
- Experience of writing successful funding applications.
- Working with press and other media.
- Report writing and production of technical documents.

Desirable

- Experience of leading nature and wellbeing programmes.
- Experience of delivering marine and coastal awareness activities.

KNOWLEDGE

Essential

- Knowledge of local coastal communities in the North West, in particular Morecambe Bay.
- A good understanding of health and safety issues (including risk assessments).
- Knowledge of nature and wellbeing delivery, as well as an understanding of the NHS.
- Project monitoring and evaluation techniques

Desirable

- A degree in a relevant environmental discipline.
- Knowledge of coastal habitats and species and survey techniques.
- Knowledge of teaching and learning techniques to engage a range of audiences.

SKILLS

Essential

- Excellent communication skills, both verbally and in writing, with the ability to speak clearly and confidently to a wide range of audiences.
- Ability to organise and prioritise diverse work programmes effectively, often to tight deadlines, and monitor outcomes.
- Ability to work independently using own initiative and co-operatively as part of a team working, as well as demonstrating leadership skills.
- Good IT skills with the ability to communicate and promote activities and key messages, as well as preparing concise and effective reports and documents.
- Full clean driving licence and access to a car with business use insurance, or a proactive and confident approach to active travel.

PERSONAL QUALITIES

Essential

- Ability to inspire others and generate support, action and empowerment.
- Ability to maintain high levels of professionalism, enthusiasm and motivation of self and others.
- Ability to be innovative, flexible and respond to changing situations and opportunities.
- A positive and mature outlook with the ability to demonstrate tact, diplomacy and integrity.
- Willingness to work outdoors on a range of sites in all weathers and walk reasonable distances when required.
- A strong affinity and passion for coastal and marine environments, and the work of the partners to take this work forwards.
- Willingness to travel and work evenings and weekends as required.
- A pleasant disposition and a good sense of humour.

General Terms & Conditions

- Holidays:** 25 days per annum pro rata, 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 ½ hours per week. Normal working pattern will be 9.00am – 5.00pm, but some weekend working may be required. 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 fixed-term basis for 24 months. 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:** Wednesday 14 July 2021

Interviews: W/c 26 July 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 'The Bay: A Blueprint for Recovery' project. 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.