



Charity Manager Recruitment

May 2025



Who are Farm Cornwall?

From early beginnings nearly 25 years ago in West Cornwall the charity has been supporting farmers, farm families and the wider farming community when they have faced challenges such as changing funding and regulations, challenging farm economics, well-being, physical and mental health challenges and problems of rural isolation.

With over 600 farms having been helped, that is essentially 1 farm supported every 2 weeks!



Farm Cornwall Achievements

- ✓ With over 12,000 people employed in the wider farming community there is no shortage of demand for the charity's services. Last year our Outreach staff covered over 35,000 miles in supporting the community.
- ✓ In recent times, the charity has supported the development of 'Cornish Ladies in Wellies' group that now has over 500 members throughout the County who meet and chat together, offering mutual support, farm walks and specific topic discussions from time to time.
- ✓ In the past 2 years another new group has been started called 'The Next Generation' to bring together 25 -45 year old farm people who often, due to farm commitments, have less opportunity to meet, socialise and just 'get off the farm'



Farm Cornwall Support in 2024

- ✓ Visited over 100 farms requiring 300 individual calls across the whole County of Cornwall
- ✓ Top 4 reasons for visits were Business advice, Mental health, debt advice and grant advice
- ✓ The top types of farm gaining support were Dairy, Beef, Arable and sheep
- ✓ In addition, 260 farms participated in the Farm for the Future Programme delivered on behalf of the Royal Countryside Fund
- ✓ 148 of these requested 1:1 follow-ups



Background to this new and exciting role

- With Farm Cornwall nearing its 25th Anniversary the 5 Trustees commissioned a review to ensure the charity was ‘fit for purpose’ in meeting the increasing demands of the farming community in Cornwall
- Nearly 30 recommendations were made and included
 - Endorsing a new constitution
 - Agreeing new Vision, Mission and Values statements
 - Recruiting more Trustees with a passion for the Charity
 - Creating a new website and branding for the charity (due by end May)
 - Establishing a new farm Forum to engage with landowners and land agents
 - Redefine the role of Rural Support Manager
 - Introduce the new role of Charity Manager

What can the new Charity Manager expect?

- Full support from the Trustees, the Secretary to the Trustees and the Rural Support Manager. Everyone sees the new role as pivotal to developing the charity
- Opportunity to use their initiative on a wide range of issues
 - especially sourcing and developing new funding relationships and new income streams;
 - furthering the effectiveness of the new website and social media
 - Identifying how the charity can further gain the trust of the farming community and develop new services to meet their needs
- An intensive induction programme to fully understand the work of the charity and to become skilled in offering '1st tier' service