



TRUSTEE RECRUITMENT PACK

2024


CAMPAIGN for
NATIONAL PARKS


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WELCOME FROM OUR CHAIR AND CHIEF EXECUTIVE

Thank you for your interest in Campaign for National Parks. Our organisation was born from a social movement. We have radical roots in protest, anti-oppression and activism, which, 75 years ago, resulted in our first campaign success: the founding of National Parks in England and Wales.

The vision then was a simple one: National Parks as places where every citizen, no matter their background, could immerse themselves in the wonders of nature and spectacular landscapes. Even though society has changed so much, this vision still resonates today.

Launched last year, our strategy purposely sets out our intentions to build on these radical roots, centre social and environmental justice in our work, and campaign to ensure National Parks are representative and relevant to the nation today. We are looking for two new Trustees to join our Board to help us deliver this. Our strategy has three goals: better, equal and more National Parks, and we are explicit that securing reforms to address the inequalities in who visits, lives in and

governs National Parks is a central plank of our ongoing and future work programme. We know from our previous work, projects and evidence that ethnically diverse people are historically, and currently, marginalised within National Parks. We need trustees with skills and lived experiences to help us change this – both in our own organisation, and through our campaigning, all the National Parks in England and Wales.

It's an exciting time for National Parks, and, by joining our Board, you can make a big difference to secure the direction of our historic charity, building the diversity and sustainability of our movement, and by providing strategic oversight to our campaigns, advocacy and programmes, secure real impact in the Protected Landscapes and environmental sectors.

We look forward to hearing from you.

Andrew McCloy, Chair

Dr Rose O'Neill, Chief Executive



The team in the Senedd

ABOUT US

Would you like to make a difference for the National Parks of England and Wales?

From the peaks of Eryri to the ancient oaks of the New Forest, the National Parks of England and Wales are our most treasured heritage. Providing escape, adventure and wellbeing to millions of people, they are also home to some of our most endangered species and threatened natural habitats.

Campaign for National Parks is the only independent charity dedicated to securing the future of National Parks in England and Wales. Our independence from government means we can speak out for Protected Landscapes when no-one else can. Our mission is clear: we're here to unite, inspire and empower everyone to take action and enjoy wilder National Parks.

Founded in 1936, we bring together a campaigning collective of organisations and individuals from all walks of life united in common cause. Our first campaigns resulted in the creation of our National Parks. Now, inspired by our past, we fight for the future. We want a world where nature and people are thriving in our National Parks, where wildlife is wild and natural beauty is protected for generations to come. Where everyone, no matter their age or background, can access, feel inspired by and fight to protect the future of these truly amazing landscapes.

OUR VALUES:

Collaborative and inclusive;
Courageous and bold;
Constructive and dynamic;
Credible and trusted.

OUR VISION: Nature-rich National Parks for everyone

OUR MISSION: Inspire action for wilder and inclusive National Parks

Read our [strategy](#) and latest [accounts](#).

We are led and run on a daily basis by our Chief Executive, Dr Rose O'Neill, working with a expert campaign team with skills across policy, advocacy, public engagement, communications and fundraising.

We are funded by individual supporters, including our 'Friends of National Parks', organisational members and trusts and foundations. Our Friends receive our *Viewpoint* magazine twice a year, regular updates on our work from our e-newsletter and other benefits. Everyone is welcome to join.

Campaign for National Parks is a registered charity (no. 295336) and a company limited by guarantee (no. 2045556). The charity trustees are also directors of the company and voting members.



OUR COMMITMENT TO DIVERSITY AND INCLUSION

From the peaks of Eryri to the ancient oaks of the We value and respect all the differences that make us who we are, including age, cultural background, ethnicity and race, disability and mental health, neurodiversity, gender, gender identity and expression, sexual orientation, social background and lived experience. We believe that a diverse staff, volunteer and board team, coupled with a culture of listening to and acting on diverse perspectives, is crucial for effective leadership and good decision-making.

We have a long history of championing inclusive access in National Parks. Our MOSAIC programme ran for over 15 years, and, through a community champions model, supported thousands of people of colour and young people from low income backgrounds to have their first experiences in National Parks. The MOSAIC legacy includes new organisations, Mosaic Peak District and Mosaic Outdoors, who continue this work. From working with these communities, we know that our focus now needs to shift from supporting access outside, to securing places at the table in decision making. Our New Perspectives project (working with young people) has started this. As we look ahead to our future programmes of work, we need Trustees with experience and expertise to provide strategic oversight.

One of our key advocacy priorities is to secure Government change in legislation and policy including reform of National Park Authority governance, which we believe is absolutely fundamental to secure wilder, inclusive National Parks. Less than 2% of the 220 Board members of these government bodies are from ethnically diverse backgrounds and the average age is 65. As we ramp up this key campaigning area, we need trustees who can provide strategic oversight to support the charity as it brings people together to design and develop solutions for the future governance arrangements for all National Park Authorities.

JOIN OUR BOARD OF TRUSTEES

If you want to be at the forefront of tackling some of the most important issues facing humankind, for some of the world's most awe-inspiring places, we would love to hear from you.

We welcome candidates who can bring passion and commitment to our vision, with one or both of the following:

- Experience in working with under-represented communities, championing social justice and/or working with organisations to progress action on anti-racism, equity, diversity and inclusion.
- Commitment to EDI (equality, diversity and inclusion) and lived experience or an appreciation of the challenges faced by people who are under-represented in National Parks. For example, young people, those from low income or ethnically diverse backgrounds, LGBTQ+, or who are living with a disability.

New Board members will be offered a full induction and we do not require previous experience as a board member to apply for Trustee roles.

BEING A TRUSTEE - WHAT WE CAN OFFER YOU

Every charity has a Board – a group of volunteers who ensure that the organisation is effective in carrying out the purpose for which it was set up. Board members (the Trustees) have responsibility for overseeing the work of the charity, ensuring it is financially stable, is well run, and fulfilling its charity 'objects', as set out in its articles of association.

We have a strong team of trustees whose skills include strategic and business planning, campaigning and environment – all with a love and knowledge of National Parks. You can find out more about our current trustees on our website.

Our governing document (the Memorandum and Articles of Association) states that Trustees are responsible for controlling the management and administration of Campaign for National Parks.

A helpful summary of trustee roles and responsibilities can be found in Charity

Commission guidance The essential trustee: what you need to know, what you need to do.

Becoming a trustee is an interesting and compelling way to engage with the charitable sector. It is a role that will give back as much as you put in, and often much more. Though often challenging, a Board role will reward you with a wealth of personal and professional skills which are valuable for both work and personal life, while empowering you with a sense of contribution in the pursuit of a wider purpose.

Contributing to a great cause

Being a trustee is a powerful way to contribute to a community or to a cause you care about. As a trustee at Campaign for National Parks, you will play an integral part in good governance, not only ensuring the organisation remains viable and sustainable but also adhering closely to its mission and ethos, satisfying its stakeholders and working in the interests of its beneficiaries.

Strategic experience

Strategic experience can be hard to come by. It can often take decades to find yourself in a role which requires strategic oversight. A trustee role is a fantastic way of getting a head start on this, at once giving you the opportunity to develop and hone your critical thinking, problem-solving and analytical skills as well as developing vital strategic sensibilities and team-working skills. The strategic experience which can be gained through a board role can have an immediate and powerful impact upon your career, opening doors to new responsibilities and more senior job prospects.

Equally for those who have already had some strategic responsibilities, a board role provides an opportunity to use those skills in a different context.

Continued personal development

Joining a board offers personal development, not least because it allows you to adapt and apply everything you have learnt to date into a new context. Through a board role you can gain a clearer idea of your own professional strengths and weaknesses whilst simultaneously learning new skills. Understanding how to adapt your professional knowledge to useful and impactful ends is a good reminder of your own versatility, giving you confidence in your existing abilities

whilst challenging you to push the boundaries of your expertise.

Teamworking

As a member of our board, you are part of a team and will have the opportunity to apply your unique skills and experience while learning from others. Working closely with a passionate team of people who have different perspectives is often one of the most enjoyable aspects of the role. You will use your ability to collaborate effectively with others and challenge constructively the ideas of fellow trustees and the Director or Chief Executive. This is essential to ensure the board's strategic decisions are scrutinised and tested before being implemented.

Negotiating, empathising, listening, good humour and clearly communicating ideas and concerns are huge factors in this process and help to set the tone and culture of our board meetings.

TRUSTEE ROLE DESCRIPTION

Remuneration: This position is voluntary and unpaid. Expenses for travel and accommodation can be claimed if required.

Reports to: The Board of Trustees

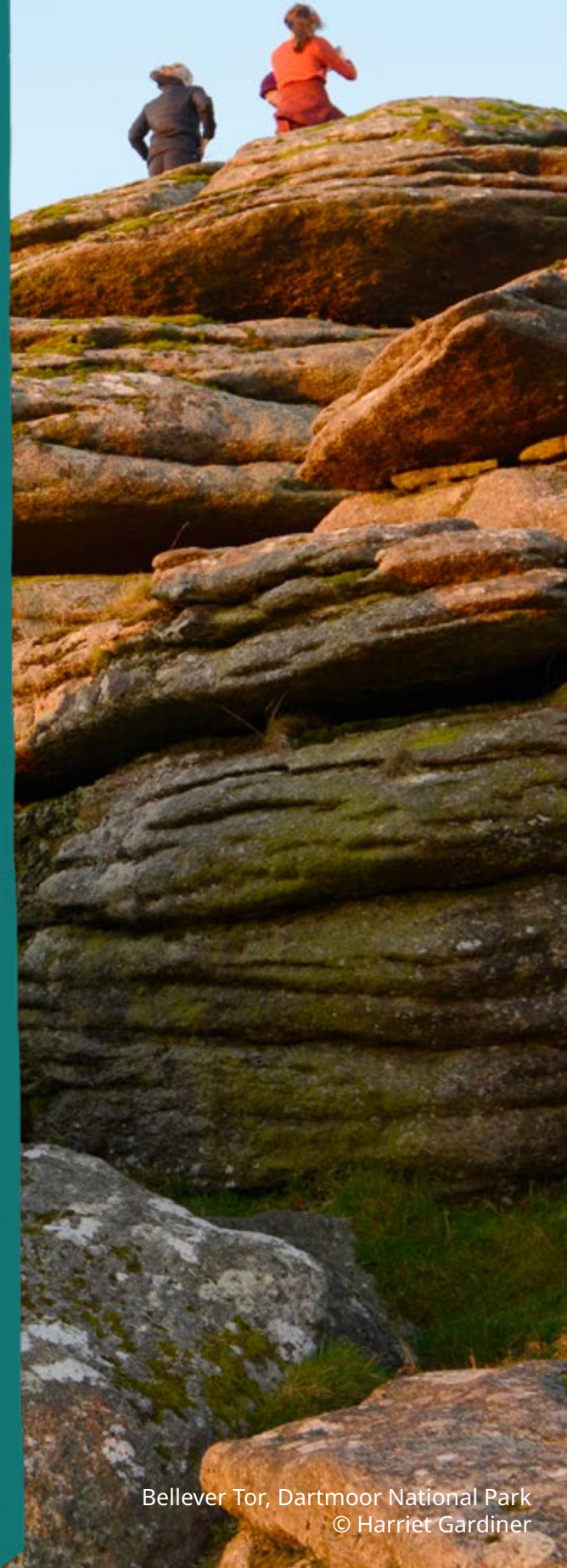
Location: Hybrid – meeting online, in London or in National Parks.

Time Commitment: Includes four Trustee meetings and up to two Council meetings, and participation in sub-committee or EDI Working Group meetings where relevant. Trustees will also provide advice and support to the Board and the staff team e.g. representing the organisation at events such as the annual National Park Protector Awards or advising on issues where this is related to their own professional expertise. Trustees are expected to attend an induction session, prior to their first board meeting. The overall time commitment is approx 1 day per month

Trustees are appointed for a three-year term, with opportunity for re-appointment up to a maximum of three consecutive terms.

The role

We are seeking Trustees with a passion for our vision of National Parks as places where every citizen, no matter their background, can immerse themselves in the wonders of nature and spectacular landscapes.



PRINCIPAL RESPONSIBILITIES OF TRUSTEES

Governance

- to ensure that Campaign for National Parks complies at all times with its governing document, charity law, company law and any other relevant legislation or regulations.
- to ensure that Campaign for National Parks pursues its objects as defined in its Memorandum and Articles of Association.
- to maintain proper financial control and ensure that Campaign for National Parks applies its resources exclusively in pursuance of its objects i.e. the charity must not spend money on activities that are not included in its objects, no matter how worthwhile or charitable those activities are.
- to set and maintain the vision, mission and values.
- to agree strategy and overall policy and evaluating performance against agreed targets.
- to ensure that Board has a clear, agreed and effective approach to supporting equality, diversity and inclusion throughout the organisation and in its own practice.
- to ensure accountability.
- to set up employment procedures and respect the roles of staff/volunteers.
- to support the Chief Executive and operational management of the organisation.
- to put in place and monitor the implementation of internal policies, which must include equality and diversity, health and safety and grievance and disciplinary procedures.
- to ensure that risk assessments for all aspects of the business are carried out.
- to safeguard the good name and values of Campaign for National Parks.
- to maintain effective board performance and ensure the effective and efficient administration of the charity including funding, insurance and premises.
- to promote Campaign for National Parks.
- to act in the best interests of the charity, never in the interests of yourself or another organisation.

DIVERSITY AND INCLUSION

Supporting a culture of inclusion and equality to enable us to recruit, retain and support skilled trustees, staff and volunteers from all backgrounds, so that our organisation is representative of and relevant to the wider population.

Supporting the board to assess its own understanding, practices and the charity's approach to equality, diversity and inclusion, using available data and, where applicable, lived experience, filling gaps with suggested discussion, learning, or research.

Participation in the charities' EDI Working Group (with other Board and staff members).



ADVICE AND GUIDANCE

Each Trustee should use any specific skills, knowledge or experience s/he has to help the board reach sound decisions. These may involve scrutinising board papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives and other issues in which the trustee has special expertise.

Essential skills:

- Passion for green spaces and nature in England and Wales and a commitment to our vision.
- Lived experience or appreciation of the challenges faced by people who are under-represented in National Parks (for example, young people, those from low income or ethnic minority backgrounds, LGBTQ+, or who are living with a disability).
- Experience in working with under-represented communities, championing social justice and/or working with organisations to progress action on anti-racism, equity, diversity and inclusion.
- A willingness to devote the necessary time and effort.
- An ability to think strategically.
- Good, independent judgement.
- An ability to think creatively.
- Ability to support and create a Board culture of inclusion and equality.
- A willingness to speak your mind.
- An ability to work effectively as member of a team.

You do not need to have previous Trustee experience, we welcome 'first time' board members and can support your development. You do need to have an interest and commitment to:

- Understanding and acceptance of the legal duties, responsibilities and liabilities of Trusteeship
- A commitment to Nolan's seven principles of public life; selflessness, integrity, objectivity, accountability, openness, honesty and leadership

A Trustee is required to act reasonably and prudently in all matters relating to the charity and must always bear the interests of Campaign for National Parks in mind.

Section 72(1) of the Charities Act 1993 disqualifies anyone who:

- has been convicted of an offence involving deception or dishonesty, unless the conviction is spent.
- is an undischarged bankrupt.
- has previously been removed from trusteeship of a charity by the court or the Charity Commissioners
- is under a disqualification order under the Company Directors Disqualification Act 1986

It is an offence to act as a charity Trustee while disqualified unless the Charity Commission has given a waiver under section 72(4) of the Charities Act 1993.





HOW TO APPLY

[Eastside People](#) is supporting Campaign for National Parks in the recruitment of this role.

Our goal is to remove bias from the hiring process so for the first stage of the process, we are asking skill-based questions, which will allow us to assess your approach to a problem and understand what knowledge and skills you can bring to the Board. Your answers will be anonymised, reviewed and scored by the selection panel. Please note that your response to each of the five questions shouldn't exceed 250 words. You can save your application and return to it later if you wish.

We will use these scores to shortlist for interviews, at which stage we will also review CV's.

Please click [here](#) to apply.

If you have any queries on this application process or would like clarification about any aspect of the post, please contact Bernice Rook, bernice@eastsidepeople.org.

We want you to have every opportunity to demonstrate your skills, ability, and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

The closing date for applications is Friday 6th December. Interviews for shortlisted candidates will be held in early Jan due to the break over the festive period.