

Saxton Bampfylde



**APPOINTMENT
OF CHIEF
EXECUTIVE
August 2019**

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“Wild flowers, plants and fungi are the life support for all our wildlife and their colour and character light up our landscapes. ”





LETTER FROM OUR CHAIR

Society has finally grasped the fact that the environment has to be top of everyone's agenda. The recent coverage of climate change and biodiversity loss as existential threats to humankind has at last made us realize that radical solutions need to be found, and found quickly, to avert the worst effects. It has brought into sharp focus the success of Plantlife's contribution to valuing and protecting nature.

I am personally grateful for your interest in this leading role in our organisation. Our recent growth in supporters and our financial stability is enabling us to play an increasingly significant part in bringing nature back to the UK and beyond.

Our projects, that we deliver either alone but more significantly in partnership with others, such as Save Our Magnificent Meadows, Coronation Meadows, Back from the Brink, Saving Nature on our Road Verges, and Atlantic Rainforests cover all UK habitats. This means that across arable farmland, heathland, coastal dunes, ancient woodlands, grasslands and wetlands, we are driving great gains for nature.

From the open spaces of our nature reserves to the corridors of government, Plantlife works nationally and internationally to raise their profile, celebrate their beauty, and to protect the future of wild plants and fungi. And it is so exhilarating to see how people become motivated about the natural environment through the power of wildflowers.

Plantlife is now at a significant transition point. Demand for our expertise has never been greater. Neither has the demand for action on the ground to create more beautiful places and to stitch back the fabric of the countryside.

Our new CEO will be dynamic, energetic and charismatic, relishing the opportunity to make a transformational change in how our countryside looks and the benefits it provides for people. Supported by our wonderful staff, management team and Board of Trustees, this opportunity is a springboard for the right candidate to make a real difference for our environment, and to craft a lasting legacy for nature.

Professor David Hill CBE

Chair of the Board of Trustees

INTRODUCTION

Wild flowers, plants and fungi are the life support for all our wildlife and their colour and character light up our landscapes. But without our help, this priceless natural heritage is in danger of being lost.

Plantlife is the UK's leading charity dedicated to the conservation of wild plants. From the open spaces of our nature reserves to the corridors of government, we work nationally and internationally to raise their profile, celebrate their beauty, and to protect their future.

We have lost over 95% of our wildflower meadows since the 1930s, much of it as a result of intensive farming. Far beyond the abject loss of such beauty, the destruction of these habitats has had a catastrophic impact on our natural ecosystems, including steep declines in both butterfly and pollinator populations as well as drops in wider insect and mammal levels. Despite the environmental consequences of this destruction for issues ranging from biodiversity to its impact on our food systems, it is often unseen and widely under-reported. Current public policy commitments barely scratch the surface of what is required, while ensuring that current environmental protections are maintained post Brexit, also demands attention.

Plantlife is at the forefront of seeking to reverse this decline and engage the wider public in the importance of protecting and conserving our wonderful and often ancient species of wildflowers and fungi.

As a country, we are in a particular moment of wider public engagement and consciousness with respect to environmental issues and have a consequent opportunity to promote lasting positive change for our natural habitats. Plantlife has a key role to play in this movement and the appointment of our next CEO represents an

Our Mission

Plantlife's mission is to reverse the decline of wild plants and ensure that future generations can enjoy their beauty.

Our vision

Plantlife's vision is of a world where wild plants are thriving, valued and celebrated.

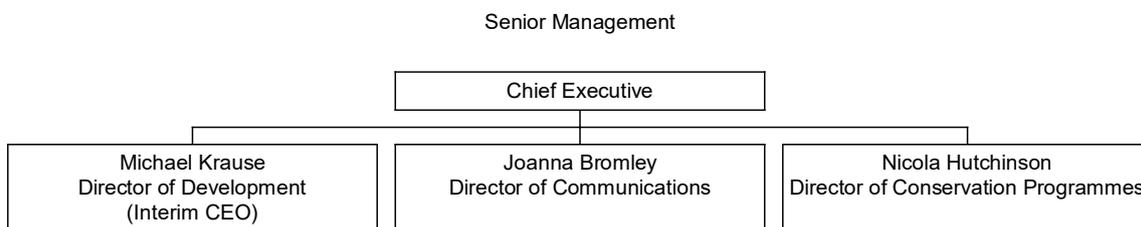
Our Goal

Plantlife's goal is to halt the loss of wild plant diversity

exciting and challenging opportunity to lead us into and through our next stage of development.

Our organisation

Plantlife is a registered charity in England, Wales and Scotland. It is governed by a board of trustees, chaired by Professor David Hill CBE. Our Patron is HRH The Prince of Wales. It employs approximately 44 full time equivalent staff, many of whom are based in its Salisbury head office with other staff spread across the UK. Critical to its work are our 12000 volunteers and members, providing around 14,000 hours of support annually.



Our team of dedicated conservation experts work with landowners, businesses, conservation organisations, community groups and governments, pushing boundaries to save our rarest flora and ensure familiar flowers and plants continue to thrive.

Our Work

Conservation

Plantlife has led the way on identifying habitats that are home to rare and endangered species developing a fabulous network of Important Plant Areas (IPAs) across the UK. Plantlife has identified 165 of these IPAs, probably the best places for wild plants in Britain.

IPAs form the focus for much of our conservation work. We work with landowners, farmers and partner organisations to improve conditions for plants and habitats and encourage their spread. We also have 23 nature reserves of our own, which are crucial in many of our conservation initiatives, such as our Back from the Brink species recovery programme run in conjunction with seven other charities and Natural England.

Other successes include our Save our Magnificent Meadows project, which saw the improvement of over 3500 hectares of grassland directly and a further 5500 hectares through advice to over 900 farmers and landowners.

Internationally, Plantlife was instrumental in the creation of the Global Strategy for Plant Conservation and we are a member of Planta Europa, a pan-European network of over 60 wild plant conservation organisations.

Advocacy

We advocate for wildplants with governments for the UK, Scotland and Wales, local authorities, government agencies and other stakeholders. From Brexit to the Government 25 year plan for the Environment, we play our role.

Our Road Verge campaign has entered its seventh year and has led to radical new approaches by the Highways Agencies and others in helping wildflowers to flourish in these areas.

We have engaged extensively with government, building a network of champions across Westminster, Holyrood and Cardiff to advocate on behalf of wildflowers and our work.





Engagement & Communications

We see a key part of our work as informing and enthusing others about plant conservation through our wider communications and have a range of programmes that involve the public in citizen science, learning about plants and through volunteering.

Our membership continues to grow, with a retention rate of 94% and we have serious ambitions to grow to a significantly greater number in the coming years.

Our media coverage extends to audiences of over 180 million and our wider communications reach continues to grow from our social media platforms to our extensive event schedules.

Our Nature Reserves

We own nearly 4,500 acres of nature reserve across England, Scotland and Wales where you can find over 80% of the UK's wild flowers.

Scarce and important wild plant habitats are protected within the reserves including hay meadows, chalk grassland, limestone pavement, culm grassland and blanket bog. At their best in the spring and summer, all of our nature reserves are open to the

public and can be found close by, as well as in remote and beautiful parts of the country.

A full listing of all our reserves can be found here :

<https://www.plantlife.org.uk/uk/nature-reserves-important-plant-areas/nature-reserves>

Our Strategy

We are mid-way through our 2016 – 2021 strategic business plan which has four long term strategic objectives

1. Taking action for plant conservation priorities on the ground
2. Enabling and advocating direct action for plant conservation by land managers and governments
3. Informing and enthusing others about plant conservation
4. Making Plantlife a sustainable organisation, responsive to key drivers of change.

FURNACE MEADOW AND BRICK KILN ROUGH

An example of one of our many reserves, Furnace Meadow is a magical area of old grassland and semi-natural woodland, set in the Sussex Weald.

Named after a 17th century ironworks, this reserve is delightfully situated in a small valley. Within its small area, it contains a range of habitats, from meadow to marshy grassland, scrub and stream. The ten-acre field had been neglected before we bought the land, but since grazing was restored in 1995 it has burst into life once more.

Banks sloping steeply down to the stream support a strikingly rich flora, with old grassland specialities like cowslip, pepper-saxifrage, pignut, zigzag clover and adder's-tongue fern. Ragged-robin, sneezewort and yellow iris grow in damper areas. The streamside is lined with scrub of blackthorn, hawthorn, willow, maple and alder. Beneath the trees, woodland edge species flourish, including bluebell and the delicate little "town-hall clock" moschatel. Dragonflies dart over the stream and roe deer graze the meadow.

Woodland riches

To the southwest of the meadow there is an area of ancient woodland, where hazel, maple, ash and goat willow have been coppiced – cut off near ground level so regenerating shoots can be harvested repeatedly. This provides shelter for wood anemone, dog's mercury, lesser celandine, bluebell and some earlypurple orchid. This is an area of ancient oak woodland, sharing many species with the Furnace coppice, including the largest colony of early-purple orchid in the reserve.

The plan also sets out twelve more specific goals over the five year period. Details of these goals and progress towards them can be found here :

[https://www.plantlife.org.uk/application/files/3615/3813/7741/Plantlife International - Companies House accounts YE 31March 2018.pdf](https://www.plantlife.org.uk/application/files/3615/3813/7741/Plantlife_International_-_Companies_House_accounts_YE_31March_2018.pdf)

Our Finances

Plantlife has seen increases both in unrestricted reserves and unrestricted income in recent years. Total income to the end of 2018/19 was £3,591,409.

Grants remain our largest income source, but we continue to diversify our income streams. We have particular ambitions to grow unrestricted income from individuals, major donors and corporates even further.





THE ROLE

The Chief Executive reports to the Chair and Board of Trustees.

The Senior Management Team reports to the Chief Executive and comprises an experienced and highly motivated team of the Director of Development, Director of Conservation and Director of Communications.

Purpose

This includes (but is not limited to):

- Promoting the mission, vision and values of Plantlife, through the delivery of the Strategic Plan, to champion the conservation of wild plants.
- Increasing Plantlife's reach and impact, representing and promoting Plantlife to a range of audiences including funders, Government, the media, other conservation NGOs in the UK and overseas, engaging and enthusing new audiences.
- Driving and further developing Plantlife's fundraising capabilities in order to increase resources in pursuit of Plantlife's objectives.

- Leading, inspiring and managing Plantlife's staff and volunteers
- Deploying and optimizing its assets and resources including ensuring sound financial management and effective, as well as efficient, administration and risk management.
- Successfully executing Plantlife's Strategic and Annual Plans to achieve the agreed objectives including tracking, monitoring, and reporting on performance.
- Oversight of all organizational governance and statutory responsibilities

Principal Duties

Strategic direction and governance

- Leading Plantlife in its mission to champion the conservation of wild plants and fungi through an externally focused work programme. The mission promotes the in situ conservation of wild plants through sustainable management and restoration.
- Shaping Plantlife's strategic operational plans and policies and leading their successful implementation.
- Representing and promoting Plantlife and its mission to reach an expanding range of audiences through the development of effective, personal relationships with key decision makers, including for example, government, business leaders, landowners, funders and environmental NGOs.
- Developing and maintaining strong and mutually effective relationships with strategic partner organisations to ensure collaboration and communication of Plantlife's key expertise, knowledge and impact.
- Working in partnership at UK level with other conservation NGOs to ensure that all organisations do more to protect and manage wild plants and demonstrate to potential funders the synergies that can be achieved through collaborative and partnership working.
- Championing the importance of sound science and evidence, to underpin the credibility and policy work of Plantlife, covering botanical, ecological and social sciences.



- Increasing Plantlife's profile throughout the media, including social media, to expand its reach and impact.
- Promoting Plantlife's mission, including the Important Plant Areas Project and related work in Eastern Europe, in support of the Global Strategy for Plant Conservation.
- Ensuring good practice governance, with a Board that has appropriate resources, guidance and professional advice, to fulfil its responsibilities.
- Working in a dynamic relationship with the Chairman and Board of Trustees, who will provide representational, intellectual and technical support, to steer delivery of the charity's strategic objectives.
- Working with the Board on the development and execution of initiatives including areas such as policy, and to secure funding from major donors, grantors, and corporate sponsorship.
- Ensuring appropriate and timely presentation, discussion and reporting on the progress and performance of the charity, its compliance, and on all matters relevant to the discharge of the Board's governance responsibilities.

Management, Operations and Finance

- Working collaboratively, building a culture of high achievement and accountability, where all staff and volunteers are valued and well equipped to do their job.
- Consolidating and expanding current income streams, to lead the delivery of the new Donor Development Strategy, and to seek increased membership through profile-raising activities and the development of member benefits.
- Being responsible to the Board for the overall financial health of the organisation ensuring proper control of expenditure and sustainable income streams.
- Ensuring the development and submission of the annual budget and work plan, and the systems and reports for monitoring annual plans and targets.
- Recording awareness of internal and external risks in an organizational Risk Register and ensuring that mitigating actions take place.
- Establishing and monitoring key indicators of the organisation's progress, impact, and financial health, ensuring good reporting mechanisms to the Board and management so they are well-placed to make decisions and to act where required.
- Taking and leading responsibility for statutory Health, Safety and Welfare and reporting to the Board of Trustees as necessary as well as formally on an annual basis.



PERSON SPECIFICATION

Competencies

Essential:

Ability to demonstrate –

- Passionate interest in the natural environment
- Evidence of the capacity and resilience to lead and grow an organisation in challenging circumstances
- An aptitude for strategic thinking and creative as well as effective approaches to problem solving
- Outstanding verbal, written, and interpersonal communication skills, including media experience
- Track record of engaging at a senior level with key decision makers, for example including Ministers, Senior Civil Servants and business leaders
- Ability to connect and engage with stakeholders, funding organisations and donors
- Proven leadership qualities with experience of running organisations, businesses or major programmes
- Successful operational, financial, and information management and reporting ability
- Clear understanding of statutory and governance responsibilities at senior level

Desirable:

- Good understanding of (but not necessarily experience of) working in the charitable sector.

TERMS OF APPOINTMENT

- The Chief Executive post is based at the head office in Salisbury, Wiltshire though it is anticipated that the successful candidate may not live in the Salisbury area as significant amount of time will be spent away from the office meeting prospective donors, stakeholders and Government officials as well as traveling to Plantlife's sites across the UK.
- The salary is negotiable, according to skills and capabilities. It is a permanent, pensionable, full-time appointment.

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Plantlife on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments, using code XAGABA

Click on the **'apply'** button and follow the instructions to upload a CV and cover letter evidencing how you meet the selection criteria, and providing full contact details of two referees. No referee will be approached without the candidate's prior permission.

The closing date for applications is noon on the 9th of September 2019. Following initial interviews with Saxton Bampfylde, shortlisted candidates will be interviewed by a sub-group of the Board in Salisbury. Shortlisted candidates will have the opportunity to meet members of the Senior Management Team on the same occasion.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

Saxton Bampfylde



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