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Recruitment of Trustees
Candidate information pack
May 2023

Welcome

Thank you for showing interest in the National Association for Areas of Outstanding Natural Beauty and the possibility of becoming a Trustee and potentially our next Chair.

You will be able to find a good range and depth of information by visiting our website (landscapesforlife.org.uk). This will give you insight into the work of the Board and its objectives. It will also lead you to the inspiring protected landscapes the National Association celebrates and seeks to advance the appreciation of and investment in.

The AONB cause encompasses a thrilling spectrum of public good across nature recovery, minimising the effects of climate change, health and wellbeing, and sustainable rural economies. It is also fundamentally an inclusive cause; from its inception in the wake of the Second World War it has been at the forefront of facilitating and encouraging the opportunity for all to benefit from the joy of access to natural beauty.

The AONB designations, and all of the current and potential virtuous things dependent on them, are dynamic landscapes crucial for the well-being of today and the foreseeable future.

If you share our passion for the appreciation and advancement of landscapes we look forward to receiving your application to become a Trustee.

Yours sincerely,

Philip Hygate FRSA

Chair



About us

The National Association for Areas of Outstanding Natural Beauty (NAAONB) has been described as a 'hidden gem' and is the leading charity that champions the 46 Areas of Outstanding Natural Beauty across England, Wales, and Northern Ireland. From the windswept uplands of the North Pennines to the balmy white sands of the Isles of Scilly, the magnificent Gower peninsula to the white cliffs of the Kent Downs; iconic, accessible, and distinct, they are the nations' landscapes.

The NAAONB vision is that the UK's Areas of Outstanding Natural Beauty are celebrated and thriving. Our mission is to make beautiful landscapes better, to champion beauty in people's lives, and to equip powerful coalitions to deliver.

The NAAONB is a charity and we have three objects:

- To promote the conservation and enhancement of natural beauty including the physical, natural, cultural and built environment in and around Areas of Outstanding Natural Beauty, other protected areas, and those areas for which such designation might be pursued.
- To advance the education, understanding and appreciation of the public in relation to the conservation and enhancement of natural beauty including the physical, natural, cultural and built environment of Areas of Outstanding Natural Beauty (AONB), other protected areas and those areas for which such designation might be pursued.
- To promote the efficiency and effectiveness of those organisations promoting or representing Areas of Outstanding Natural Beauty, other protected areas and those areas for which such designation might be pursued.

The work of NAAONB is set by our [Strategy and Business Plan](#).

Vision and values

Our vision is that the natural beauty of AONBs is celebrated and thriving. We have a fundamental passion for the environment, and firmly believe in tackling wider global

environmental issues through our collective local contribution. We believe that resilient landscapes underpin the wellbeing of society and the economy. We place great weight on the role of AONB teams, partnerships, and Conservation Boards in optimising the resilience of designated landscapes at the local level and champion the role that the NAAONB performs at the national level in supporting the individual and collective impact of AONB teams, partnerships and Conservation Boards.

We lead from the front, encourage innovation and foster creativity.

We take calculated risks to actively create a better future.

Our constitution

The NAAONBs is a registered charity (no. 1158871) and a company limited by guarantee (no.4729800). The charity Trustees are also directors of the company and voting members.

A copy of our [latest annual report can be found here](#).

Trustees are responsible for controlling the management and administration of the NAAONB, fulfilling its [memorandum and articles of association](#) and ensuring compliance with the Companies Act 2006 and Charities Act 1900. Trustees are elected by the membership.



Paul Howell

Board member opportunities

It is an exciting time for NAAONB and we are seeking up to five Trustees to strengthen our Board and equip us for the opportunities and challenges ahead, including our rebranding to become the National Landscapes Association, and the Glover Review, which considered the next steps for National Parks and AONBs in England.

There may also be the opportunity to become our next Chair as Philip Hygate stands down after twelve years of outstanding service and the Trustees vote for his successor from among the board members at the AGM in November. Candidates who are interested in becoming the Chair are invited to indicate this in their applications.

The importance of diversity

We are looking for people who can act as advocates for NAAONB and AONBs and who will be committed to our vision that the natural beauty of AONBs is celebrated and thriving. We are seeking enthusiastic individuals with an interest in ensuring our AONBs are landscapes for everyone regardless of ethnicity, class, sexuality or age. We are particularly interested in improving the representation of younger people, people with disabilities, and minority ethnic groups on our Board and would welcome applications from people with lived experience. We want our approach to diversity to support everything we do, and we expect all our Board members to demonstrate a personal commitment to diversity in all its guises. We are looking to reach a significantly broader range of audiences and want our Board to reflect this. In addition, we believe that people from different backgrounds bring perspectives and skills which create fresh ideas, thinking and approaches making the way work is undertaken more effective and efficient.

Being a Trustee – what we can offer you

Becoming a Board member is an interesting and compelling way to engage within 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 Board member is a powerful way to contribute to a community or a cause you really care about. As a Board member at NAAONB, you will play an integral part in good governance, not only ensuring the organisation remains viable and sustainable but that it adheres closely to its mission and works in the interests of all its stakeholders.

Strategic experience

People who have already had some strategic responsibilities will find that a Board role provides a great opportunity to use those skills in a significantly different context.

For those with the interest and ability but less experience, a Trustee role provides the opportunity to develop and hone your critical thinking, problem-solving, and analytical skills as well as developing vital strategic sensibilities.

Continued personal development

Joining a Board can be an absorbing experience, not least because it allows you to adapt and apply your skills, knowledge and experience in an entirely new setting. Even for people with previous board experience a Trustee role can give you a clearer idea of your own professional strengths and weaknesses while 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.

This is also particularly relevant as we are seeking candidates who would like to join the board and who might consider putting themselves forward for the Chair role later in the year.

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 whilst learning from others. Working 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. You will also use your knowledge and understanding to constructively challenge the ideas of fellow Board members as well as those of the staff team. This is essential to scrutinise and test the Board's strategic decisions before being implemented. Negotiating, empathising, listening and clearly communicating ideas and concerns are huge factors in this process and often help to set the tone and culture of Board meetings.

Role description

Location and time commitment

- Board meetings are held three or four times a year, for two to three hours, and we hold an AGM. Over the course of the pandemic, we met remotely and are continuing this practice; occasional face-to-face meetings may be required, possibly within an AONB.
- You will be expected to be available for formal and informal conversations with fellow Board members, and with the staff team between these meetings, as required based on the needs of the organisation.
- The overall time commitment is on average one day a month.

Remuneration

- These are unremunerated Board roles. All reasonable expenses are paid.

The staff team is dynamic, hard-working, friendly and welcoming, and the small team size allows for Trustees to have meaningful involvement in an organisation that is genuinely making a difference. We hope that new Trustees would wish to be more active than just attending the formal meetings. Trustees may be asked on a voluntary basis to be involved with other activities such as input to specific topic working groups, representing the organisation at events such as the annual AONB conference and advising staff members where this is related to their own professional expertise.

Responsibilities of Trustees

The role of Trustees is to provide the vision, strategic direction and governance for the charity. 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’](#).

The NAAONB can have a maximum of nine Trustees whose collective responsibility is:

- To ensure that the NAAONB complies at all times with its governing document, charity law, company law and any other relevant legislation or regulations to ensure that the NAAONB pursues its objects as defined in its Memorandum and Articles of Association.
- To maintain proper financial control and ensure that the NAAONB 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 vision, mission and values to develop strategy, set overall policy, define goals and set targets and evaluate performance against agreed targets.
- To ensure accountability
- To set up employment procedures and respect the roles of staff and volunteers
- To support the operational management of the organisation where appropriate

- To draw up and monitor the implementation of internal policies, which must include equality and diversity as well as health and safety policies and grievance and disciplinary procedures
- To oversee the organisation's strategic risk management
- To safeguard the good name and values of the NAAONB
- To maintain effective board performance and ensure the effective and efficient administration of the charity including funding, insurance and premises
- To be an advocate for, and promote the NAAONB
- To act in the best interests of the charity, never in the interests of yourself or another organisation

Selection criteria

We are looking for people who will bring a diversity of experiences and insights to our Board, whether from experience gained working directly in the landscape and nature sectors, or from elsewhere.

All Trustees must be able to provide evidence of the following:

- You have a personal passion for landscapes and nature - you don't need to be working professionally in our sector, but you do need to love it!
- You consider yourself a strong team player and can describe how you've worked collaboratively with others to deliver your ambitions
- You have a good understanding of how charities work
- You are a big-picture thinker, and have been involved in developing and/or delivering strategies
- You are committed to the principles of equity, diversity and inclusion in service provision
- The ability to express views succinctly and effectively in a Board environment making reasoned and well thought through contributions

In addition, we are looking for candidates who can provide evidence of at least one of the following criteria - we recognise that candidates may cover a number of these but please note that solid evidence of one is better than brief evidence of all:

- A practical understanding and appreciation of countryside and landscape policy and its delivery in AONBs
- Broad fundraising experience from public and/or private sources
- Experience in the arts and cultural sector
- Understanding and appreciation of the importance of community engagement in service provision
- Communications/marketing expertise in PR, social media or campaigning
- Expertise in building engagement with audiences previously under-represented amongst your customer base

If you are interested in becoming the Chair of the National Association, you must also be able to provide evidence of:

- Experience of managing and leading a committee or board in consensual decision-making, empowering members and supporting staff
- Being an influential advocate and respected leader in your field



How to apply

Application is by CV and a covering letter, maximum 1.5 sides of A4, which should indicate why you are interested in applying for a Board member role and how you meet the role requirements. Please send this to Lucinda Shaw at our recruitment partners Eastside People, lucinda@eastsidepeople.org. If you would like a call to discuss the role in more detail, please email Lucinda to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

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 **Mon 12 June** with interviews via video conferencing taking place towards the end of June/early July.



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