



The Wildlife Trust for  
**Lancashire  
Manchester &  
North Merseyside**



# **Recruitment Pack 2024**

# About Us

We're one of 47 Wildlife Trusts spread across the UK, the Isle of Man and Alderney.

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) was founded in 1962 by people who knew they needed to take action for nature.

Since then we have grown to be the largest nature conservation body in the area. We are uniquely positioned to lead change in our region, working at a grass roots, local level, whilst also being part of a strong cohesive national movement.

We work to protect wild spaces, and re-introduce key species and habitats, protecting the biodiversity of our area so that nature can recover.

We work in partnership with other organisations, community groups, landowners and key decision-makers to inspire them to work with and for nature.

## At LWT we believe that:

- Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.
- The natural environment is under immense and growing threat, where we live and across the World.
- We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.
- Everyone can make a positive contribution to wildlife and can benefit from it.

## Our mission is to:

- Enable wildlife's recovery in our area by working in partnership with others to conserve, restore, create and connect habitats and to increase species abundance; and
- Connect people with nature and help them to take action for wildlife, wherever they are.

## Our vision

is that nature is recovering on a grand scale across Lancashire, Manchester and North Merseyside, and in our sea, and that everyone is able to enjoy our increasingly abundant wildlife.

## Strategic Goals & Ambition by 2030

1. Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

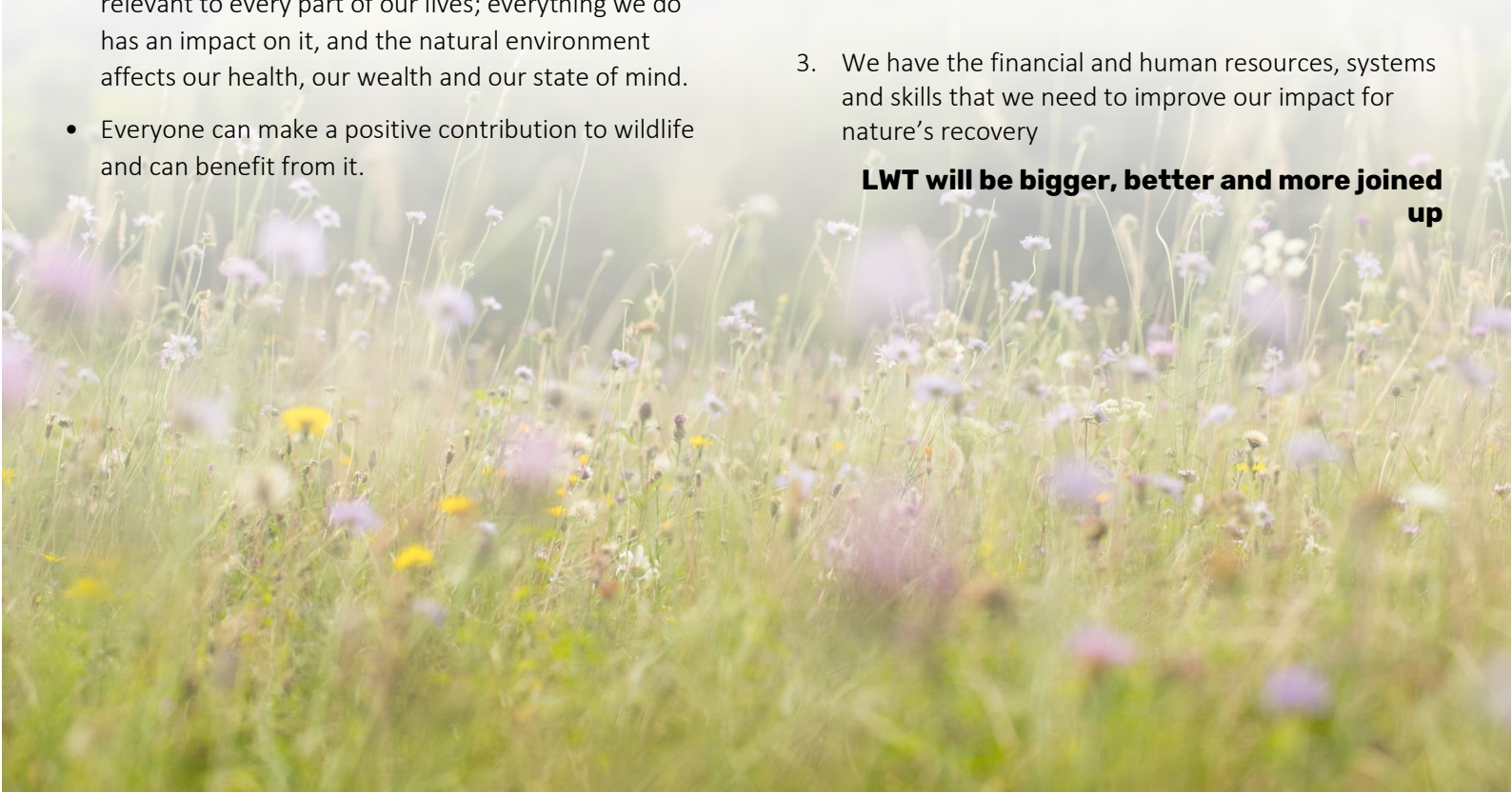
**30% of land and sea is in recovery**

2. People are better connected to nature in their lives and more are taking purposeful action for wildlife

**1 in 4 people are taking action for nature**

3. We have the financial and human resources, systems and skills that we need to improve our impact for nature's recovery

**LWT will be bigger, better and more joined up**

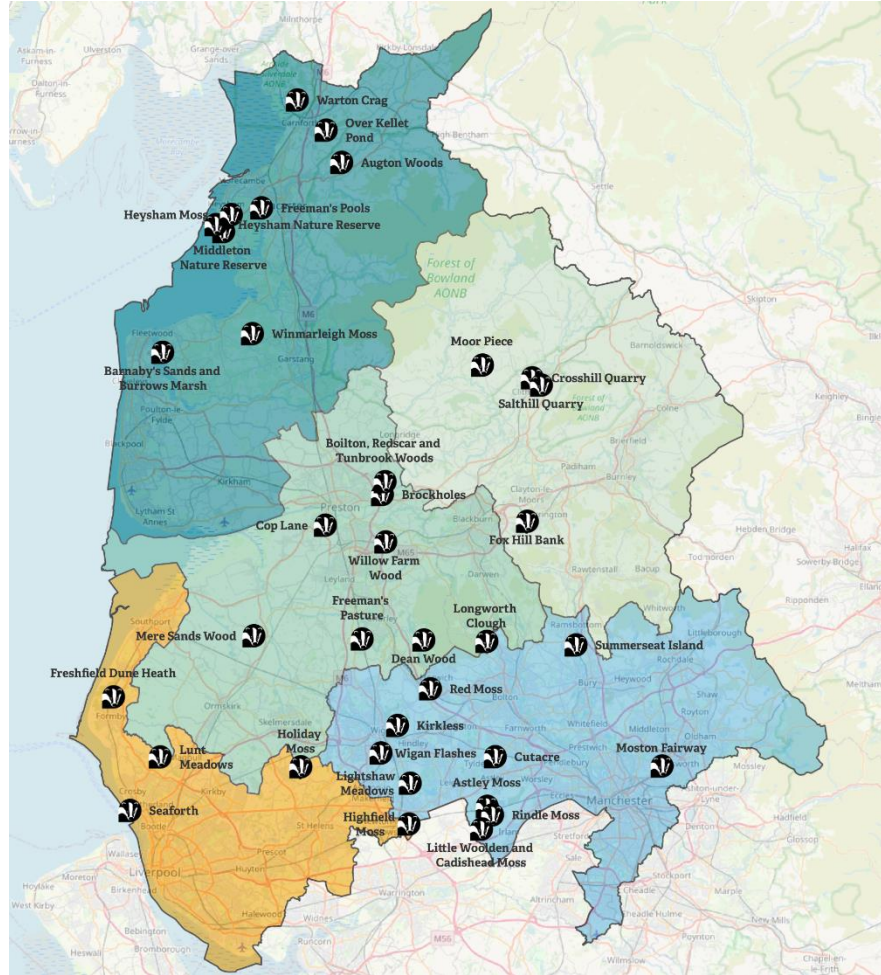


# Our Reserves

We have saved many special places, acquiring and managing many of them as nature reserves—we look after 50 sites (including 42 of our own nature reserves), and a total of around 1,300 hectares of habitat, creating a network where people and wildlife can thrive, on your doorstep.

We believe that limited mobility shouldn't mean missing out on wildlife. Many of our reserves have accessible paths and boardwalks, disabled facilities and accessible bird hides, so you can fully immerse yourself in the great outdoors and discover the wonderful wildlife that lives on your doorstep.

*We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.*



## Our Wildlife

**- OUR DOORSTEP-**



*We are working across the region to make a difference to our local wildlife, for everyone to enjoy*

Red squirrel by Mark Hamblin

## Our Impact

Our education team and project officers engage **more than 20,000 children** in wildlife-related activities

On average **every 10 miles** you travel in the region means you will pass a Wildlife Trust project

More than **28,000 members** support the Wildlife Trust in the region and 800,000 across the UK

More than **5,000 people** a year take part in walks and other events on our reserves

We have over **1,200 dedicated volunteers** supporting us on a regular basis, with their time, skills and experience - adding to the 750,000 volunteering across the UK

Our reserves cover more than **1,300 hectares** across the region

We own or manage **42 nature reserves** in the region

# Our Work

The Trust works across Lancashire, Manchester and North Merseyside to create a strong network where nature can thrive and people can benefit.

Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species, restoring threatened peatlands and collecting essential scientific data. We do this on land and at sea to secure a brighter future for both wildlife and wild places across our region.

Wildlife has a magical power to connect people from all walks of life and give local communities a sense of ownership. We are dedicated to opening up the natural world to absolutely everyone, improving peoples' health and wellbeing and helping locals forge new connections through a number of fantastic community projects. We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering to Wild Family and Nature Tots sessions. We also work in schools, delivering environmental education and helping improve school grounds. Our education team are leaders within the Wildlife Trust movement.

We are also leaders in delivering natural wellbeing. We believe that wildlife and nature have the power to instil confidence, heal the mind and help people meet their potential, which is why we champion a number of ecotherapy-based projects for both children and adults and the positive impacts to date have been phenomenal.

Find out more at [www.lancswt.org.uk/our-work/our-projects](http://www.lancswt.org.uk/our-work/our-projects)



# Strategic Plan

We will continue to work across Lancashire, Manchester and North Merseyside to deliver positive benefits for both people and wildlife. Our plan builds on the Trusts past successes and recognises how we need to evolve to meet the challenges ahead and remain a relevant, effective organisation.

**In all we do to achieve our strategic goals, we strive to:**

## **Champion** wildlife rich landscapes

We will use our 50 years of expertise to lead the way for nature conservation locally and work within The Wildlife Trusts movement to make a national impact. We will base our plans on sound knowledge and evidence.

## **Defend** wildlife and wild places

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

## **Inspire** people to take action for their local wildlife

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

## Base our work on sound **evidence**

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

# Our Future

## **- OUR WILDLIFE-**

***We can't make a difference if we do nothing. Now is the time to stand together for nature and take action for our local wildlife.***



# Our Culture

We are committed to protecting wildlife, restoring biodiversity and connecting people with the natural world in Lancashire, Manchester and North Merseyside. This commitment brings tenacity in dealing with challenges and huge personal satisfaction from successful projects.

We encourage a creative atmosphere where new ideas can flourish. People who thrive in our organisation enjoy a role where they take on a high level of personal responsibility for achieving outstanding results whilst building strong relationships both internally and externally.

We promote a culture where our staff, trustees and volunteers are Wild About Inclusion, where difference is celebrated, everyone can be themselves, feel respected and able to contribute to their full potential.

## What does an LWT team member look like?

### Integrity

- Acting in the best interest of the Trust and honouring our scientific foundations in all our activities. An honest and respectful approach to the core objectives of the charity, and the wishes of our members and funders.

### Team Player

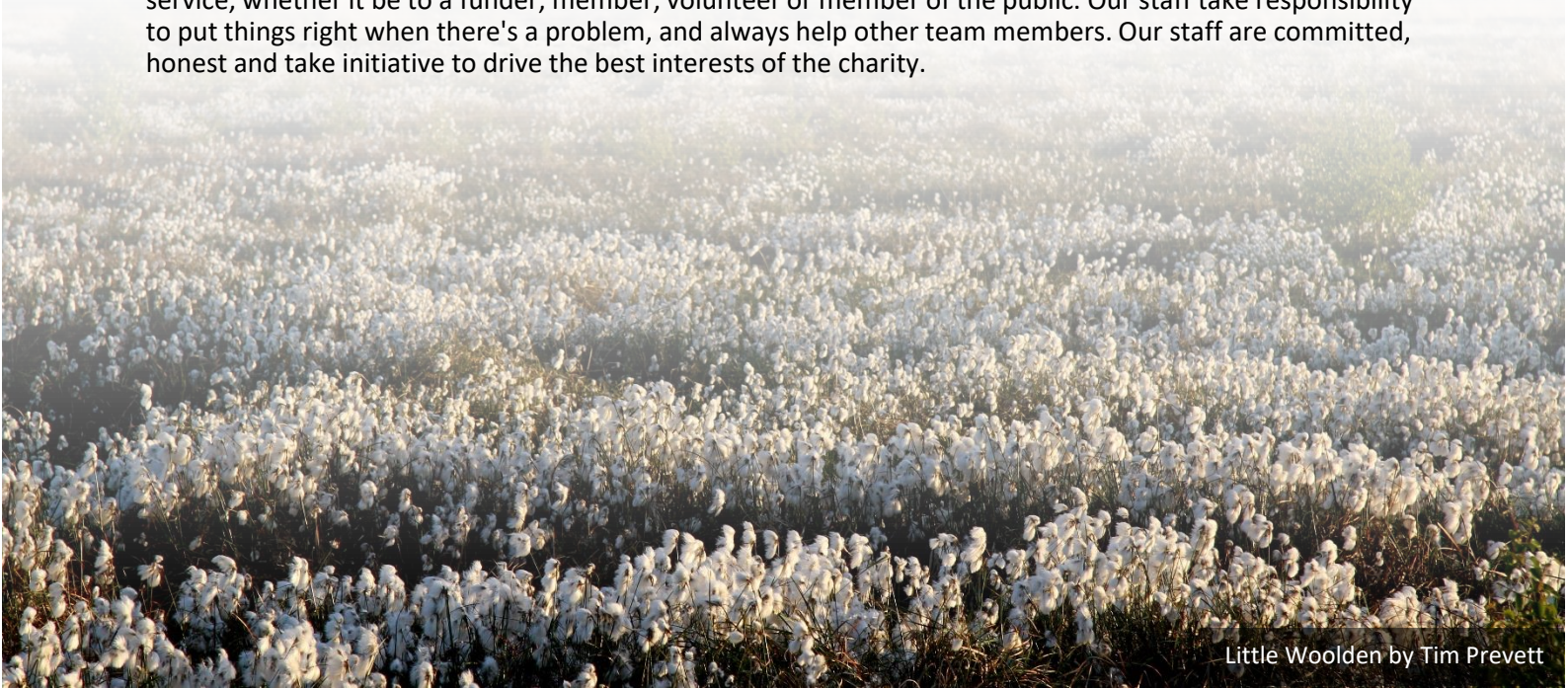
- A friendly, family atmosphere. Everyone is treated with the same level of respect and courtesy. The Chief Executive will often stop for a chat, and full staff meetings provide the chance to get to know others. We are one big team, and our staff are always ready to roll up their sleeves and help where it's most needed, regardless of their job role.

### Passion

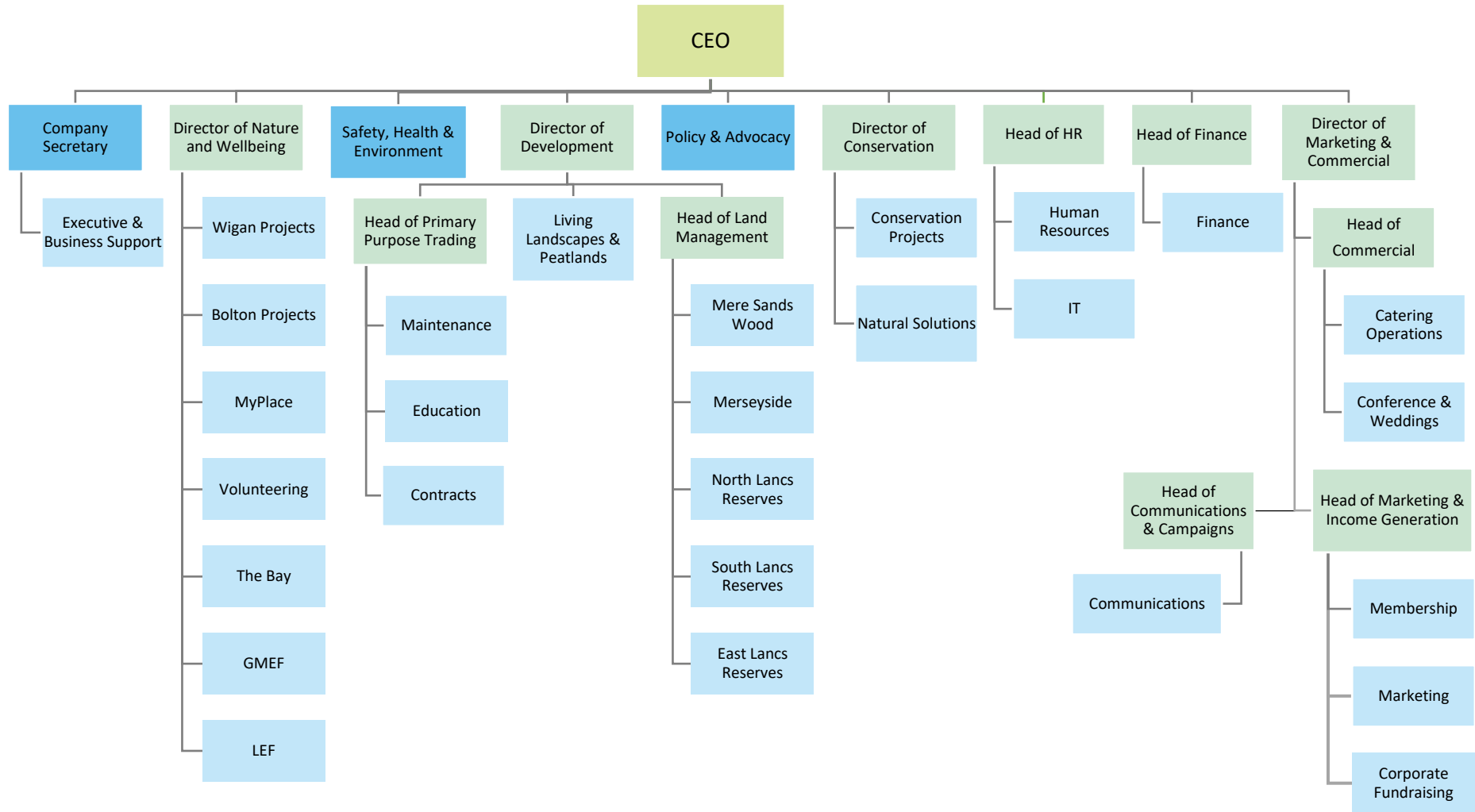
- Passion is at the very heart of every LWT team member. With a love of wildlife, a passion for helping make a difference, or a will to help and inspire others. From our staff to volunteers and our members, we have passion by the bucket load!

### Personal Responsibility

- Our staff are flexible in the way they work and adaptable to change. They provide exceptional customer service, whether it be to a funder, member, volunteer or member of the public. Our staff take responsibility to put things right when there's a problem, and always help other team members. Our staff are committed, honest and take initiative to drive the best interests of the charity.



# Lancashire Wildlife Trust Organisation Chart



## Job Description

**Post Title:**

Father Christmas

**Responsible to:**

Conference & Wedding Sales Manager

**Location:**

Positions available at:

Brockholes Nature Reserve, Preston New Road, Samlesbury, PR5 0AG and Moss Bank Park Bolton, BL1 6LU

**Hours of Work:**

Variable (Weekends & Evenings)

**Salary:**

£20.84 p/h

**Duration of post:**

Training from 16<sup>th</sup> November, shifts beginning from 23<sup>rd</sup> November up until end of December 2024

**Other:**

All candidates must have the Right to Work in the UK.

A DBS check will be required for this role and will be paid for by the Lancashire Wildlife Trust

### PURPOSE OF POST

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The purpose of the Father Christmas role is to bring the magic and joy of the holiday season to life for families visiting our festive events at Brockholes Nature Reserve in Preston and Moss Bank Park in Bolton. As part of a dedicated team of Father Christmases, you will collectively create memorable experiences for children and adults alike through personal interactions, storytelling, and festive activities. Your role, alongside your fellow Father Christmases, is to embody the warmth, kindness, and spirit of Christmas, making each visit to our events special and unforgettable.

In this team role, you will work alongside other Father Christmases to engage with a diverse range of visitors, including those with special needs, ensuring that everyone feels welcome and included in the holiday cheer. Whether hosting children in the traditional grotto, leading exciting light countdowns, or joining families for festive meals, you and your team will play a vital part in creating a joyful and inclusive atmosphere. The collective efforts of your Father Christmas team will not only entertain but also help to foster a sense of community and tradition that families will cherish for years to come.

Ultimately, the Father Christmas team is more than just wearing costumes; it is about being symbols of hope, joy, and generosity during the holiday season. Together, you will help build lasting memories for families, support the wider community, and contribute to the success of our seasonal events. We are looking for individuals who can step into this cherished role with enthusiasm, dedication, and a true love for spreading Christmas cheer as part of a collaborative Father Christmas team.

### KEY ROLES AND RESPONSIBILITIES

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It goes without saying that we are looking for someone who is incredibly gregarious, bubbly and outgoing and also fantastic with children so your key responsibility will be to be the heart and soul of our Christmas grotto and new evening event.

The responsibilities in the role will include greeting families in a warm and welcoming manner, posing for photos, listening to children's Christmas wishes and helping children select a gift.

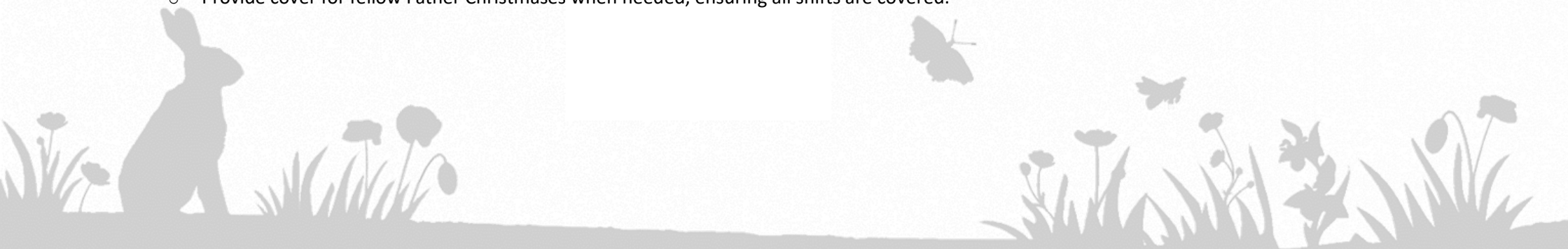
Father Christmas is a pivotal part of the Brockholes and moss bank park Christmas experience, delivering memorable and personalised visits to families.



## Job Description

### Activities and Responsibilities:

- **Hosting in the Grotto:**
  - Welcome children and their families into the grotto.
  - Engage in one-on-one conversations with each child, asking about their Christmas wishes.
  - Pose for photographs with children and families.
  - Distribute gifts to children.
- **Leading Christmas Events:**
  - Participate in evening events by leading countdowns for Christmas light switch-ons.
  - Engage with families from a stationary sleigh, creating a festive atmosphere.
  - Interact with visitors at Winter Fayres and other themed events.
- **Joining Meals with Santa:**
  - Walk around during Breakfast and Supper with Santa events, chatting with children and their families.
  - Hand out gifts and pose for photo opportunities.
- **Participating in Pop-Up Cinema Events:**
  - Welcome guests as they arrive, handing out snacks and drinks.
  - Engage with families and pose for photos before the movie begins.
- **Supporting Special Needs Sessions:**
  - Participate in SEN-friendly sessions
  - Assist in BSL and Makaton sessions, ensuring all children feel included. – training and or interpreters will be present
- **Assisting with Crafting Activities:**
  - Join in with crafting sessions, helping children with Christmas-themed activities.
  - Participate in storytime sessions alongside Mrs. Claus, engaging children in festive stories and crafts.
- **Collaborating with Event Staff:**
  - Work closely with elves and other event staff to ensure the smooth running of all Christmas events.
  - Provide cover for fellow Father Christmases when needed, ensuring all shifts are covered.



# Person Specification

## EXPERIENCE

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### Essential

- Working with Children: Prior experience in a role involving direct interaction with children, such as teaching, performing, volunteering, or childcare.
- Customer Service/Public Interaction: Experience in a customer-facing role, particularly in environments where creating positive, memorable experiences is key.

### Desirable

- Performance or Storytelling: Experience in performance, acting, or storytelling, especially in roles that involve engaging with an audience

## KNOWLEDGE

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### Essential

- Festive Knowledge: Familiarity with Christmas traditions, stories, and songs to authentically portray the role of Father Christmas.
- Health and Safety Awareness: Basic understanding of health and safety protocols, particularly in relation to events involving children and public interactions.

### Desirable

- Understanding of Special Needs: Awareness and understanding of the needs of children with special educational needs (SEN), including knowledge of or willingness to learn basic British Sign Language (BSL) and Makaton.

## SKILLS

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### Essential

- Communication Skills: Excellent verbal communication skills, with the ability to engage and entertain children and adults alike.
- Interpersonal Skills: Ability to build rapport quickly with people of all ages, making each visitor feel valued and welcome.
- Teamwork: Ability to work effectively as part of a team, collaborating with other Father Christmases, elves, and event staff.
- Adaptability: Flexibility to adapt your approach based on the needs of different children, including those who may be shy or have special needs.
- Time Management: Strong organizational skills to manage time effectively during busy events, ensuring that each visitor has a meaningful experience.

## PERSONAL QUALITIES

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### Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Enthusiasm for Christmas: A genuine passion for the holiday season and spreading joy to others, particularly children.
- Warmth and Empathy: A naturally kind and patient demeanour, with the ability to make children feel comfortable and special.
- Reliability and Commitment: A strong sense of responsibility, with a commitment to fulfilling all scheduled shifts and providing cover when needed.
- Professionalism: High standards of conduct, particularly when representing the role of Father Christmas, ensuring all interactions are positive and appropriate.

## General Terms & Conditions

<b>Holidays:</b>	28 days per annum (increasing with length of service), plus bank holidays, pro rata for part-time employees.
<b>Pension:</b>	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
<b>Hours of Work:</b>	Variable
<b>Duration of post:</b>	End of December 2024
<b>Closing Date:</b>	Sunday 27 <sup>th</sup> October 2024
<b>Interviews:</b>	<b>Applicants will be invited to interview as applications are received, so early applications are encouraged.</b>

**We reserve the right to close this recruitment if it is deemed that we have received a suitable number of applications. On this basis we would advise that applications are submitted as soon as possible.**

To apply for this position you are required to send an up to date CV to: [applications@lancswt.org.uk](mailto:applications@lancswt.org.uk) Please also include whether you would like to be considered for Brockholes or Moss Bank Park.

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

### TERMS OF REFERENCE

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.

#### **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.