



Business Development Manager – Destination Reserves Recruitment Pack



Cornwall
Wildlife Trust

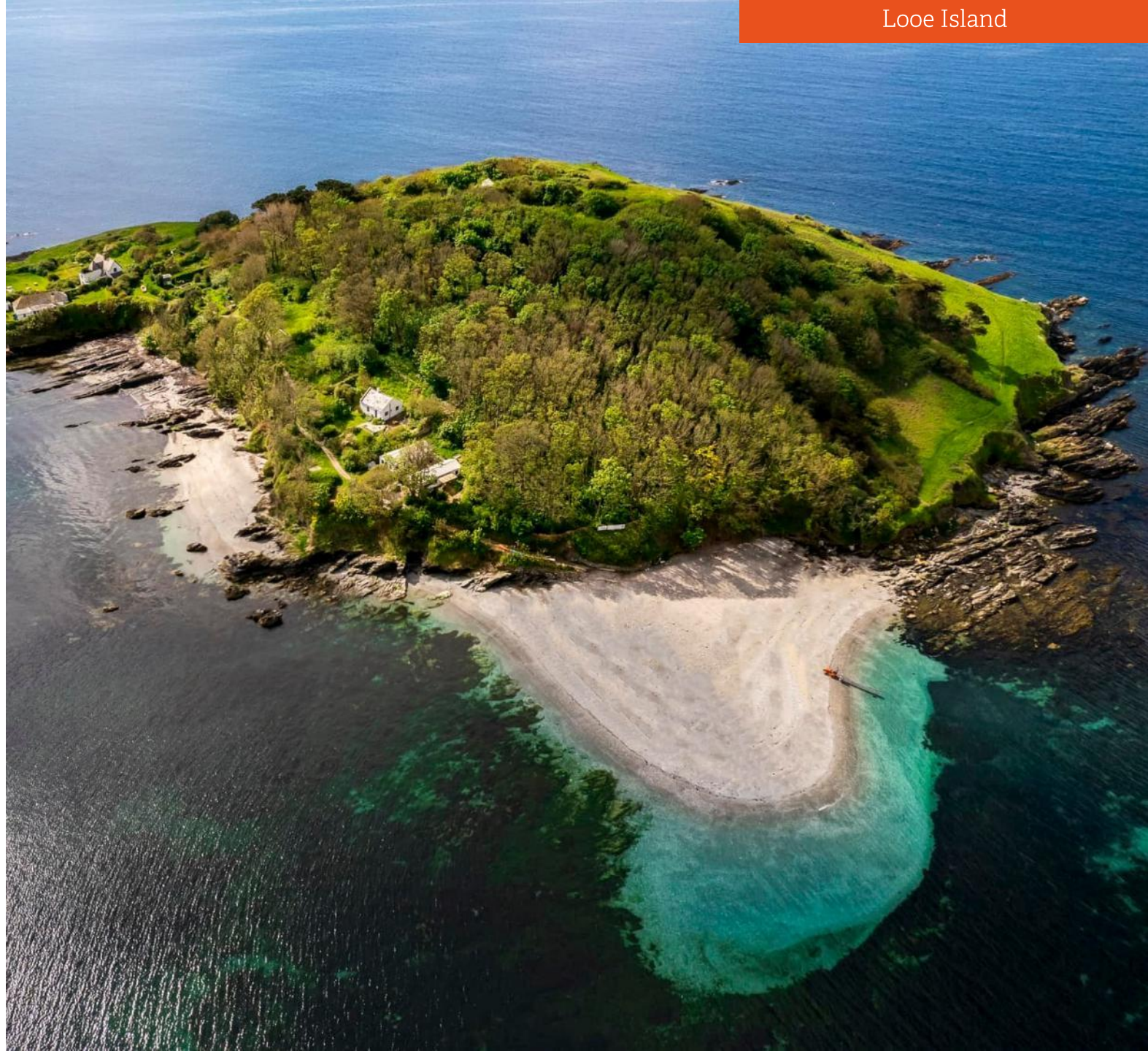
**Creating a Cornwall
where nature thrives**

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Introduction

From Matt Walpole, Chief Executive

Thank you for your interest in Cornwall Wildlife Trust. There has never been a more exciting time to join us.

Cornwall Wildlife Trust is working towards a wilder future for Cornwall, one that requires ambitious action across land and sea – strengthening our network of nature reserves, supporting farmers and fishers to expand nature-friendly practices elsewhere, influencing those in power whose decisions impact our environment, and inspiring people right across Cornwall to take action for nature's recovery.

To achieve our goals, we must look for new ways to engage people and new ways to generate income, making far greater use of our existing assets to do so. That's what this role is all about.

We have identified six nature reserves that we intend to develop as Destination Reserves, where we will deliver innovative, immersive experiences and activities for visitors, the income from which will be reinvested in our conservation work.

If you are an experienced business developer with a passion for nature and a desire to make a lasting impact, we look forward to hearing from you.



**Matt Walpole, Chief Executive
Cornwall Wildlife Trust**



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About us

Where we've come from

For more than 60 years, Cornwall Wildlife Trust has been working to protect Cornwall's wildlife and wild places. Although a local, independent charity, we are part of a national movement of 46 Wildlife Trusts, all with a shared purpose.

Our vision is of a Cornwall where nature thrives, with our wildlife and wild places valued and enjoyed by all.

A Cornwall where currently rare and threatened habitats and species are once again a normal part of our countryside, skies, and seas. Where healthy oceans, soils, rivers, wetlands, woodlands, moors, grasslands, sand dunes and other ecosystems are valued for the vital roles they play. Where every child in Cornwall grows up with access to beaches and green spaces. And where we're all connecting with, benefiting from, and taking action for nature.



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Our strategy

To halt and then reverse nature's decline, we need more space for nature (bigger, better and more joined-up), active nature restoration (not just the protection of what remains), and reduced pressure on nature everywhere (be that from development, pollution, habitat loss, intensive farming and fishing, or climate change). But we can't do this alone.

We will ensure more areas of land and sea are managed well for wildlife, by informing, involving and inspiring more people, from all spheres to take action for nature.

How? Through our four impact objectives ...

1

By **demonstrating** what is possible and **inspiring** others through our conservation delivery on the ground.

2

By **supporting** and **advising** others on how to reduce negative pressures and create positive outcomes for nature.

3

By **engaging** and **mobilising** individuals and groups to use their time and resources to participate in practical action.

4

By **campaigning** and **advocating**, as we use our collective voice to call for better decisions for nature from those in power.



Click the image above to read the full strategy.



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Our values

Everything we do at Cornwall Wildlife Trust is underpinned by our organisational values.

1. **We are Passionate and Inspiring:** We believe in our vision of a Cornwall where nature thrives and know that what we do matters. We are committed to our work and inspire others to join us.
2. **We are Knowledgeable and Authentic:** We bring expertise and credibility to our work, ensuring actions and decisions are grounded in integrity, accountability, evidence and practicality.
3. **We are Inclusive and Enabling:** We know we cannot turn the tide on nature's decline alone, and that everyone has a role to play. We listen to, learn from, collaborate with, involve, educate and empower others to deliver change.
4. **We are Focused and Impactful:** We are ambitious and determined to deliver impact. We recognise the need to be creative, applying bold new approaches alongside the things we know already work.



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Cornwall Wildlife Trust's ambitious plans to rewild Helman Tor, through the introduction of ancient native species, such as English longhorn cattle (pictured), Tamworth pigs, and beavers, are informed by and implemented in-line with our organisational values.

Photo: Jo Coumbe

The challenge

Our 2030 Strategy for Nature Recovery in Cornwall aims to ensure far more people are taking action for nature. To deliver this, amongst other things, we believe that we can make greater use of our nature reserves as places to engage and inspire the public.

The challenge, therefore, is to increase public engagement and income generation from nature reserves and associated assets, thereby supporting CWT's conservation work whilst inspiring and enabling more people to take action for nature.

We have identified six nature reserves that we intend to develop as Destination Reserves where opportunities for engagement could be focused. Some of these have associated infrastructure, including unmodernised residential property and other buildings, the potential of which is currently untapped.

To deliver this we are looking to develop and grow sustainable income streams, in particular those that make the most of our physical assets (nature reserves, buildings and infrastructure).



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Windmill Farm

Photo: Ben Watkins

The challenge

Our vision is of a well-developed set of Destination Reserves across Cornwall, delivering a financially viable programme of innovative, immersive experiences and activities, attracting new and existing audiences in ways that inform, inspire and motivate.

This could include state of the art interpretation facilities, guided tours, bespoke events, exhibitions and installations, educational courses, volunteer/participatory sessions, corporate team events, hosting community groups or student cohorts, facilities hire, overnight accommodation or residential lettings.

The anticipated results of the programme, besides direct income sufficient to cover costs together with a surplus to reinvest in conservation activities, would include greater visibility and recognition of CWT and a rising demand for our products and services; more visitors to Destination Reserves, leading to increased numbers taking action for nature either during their visit or subsequently, and; an increase in our supporter base, membership subscriptions and legacy pledges.



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Bartinney

Photo: Ben Watkins



Role summary

Purpose: To increase public engagement and income generation from nature reserves and associated assets.

Salary: up to £50,000 per annum pro-rata (Band B)

Hours: Part time (3 days per week)

Contract type: Fixed term (2 years), with the potential for extension

Location: Cornwall Wildlife Trust's HQ, based in our Five Acres nature reserve (hybrid working by arrangement)

Reports into: Chief Executive

Line reports: consultants, subcontractors, volunteers

Key internal relationships: Leadership Team, Management Team; Trustees; external partners, donors and potential investors



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Responsibilities

The role will contribute to the Trust's Strategic Objective 1 (Demonstrate & Inspire) as well as Strategic Objective 6 (Secure the resources we need). This will include:

- Work with the CEO and Leadership Team to capture ideas and appraise options for how the Trust might increase income generated from its nature reserves and associated assets.
- Create business and marketing plans for preferred options, informed by appropriate market research and with regard to commercial viability as well as the institutional and legal arrangements required for any new public-facing commercial activity by the Trust.
- Develop costed, timebound plans and funding/investment proposals for the development of up to six Destination Reserves, associated infrastructure and income-generating opportunities, in line with the Trust's values, ethos and charitable status.
- Identify and mobilise resources to support the creation of Destination Reserves and associated income generating opportunities, with an initial focus on the Helman Tor/Crenney Farm complex, on Looe Island and at Allet where the Trust is headquartered.
- Develop strategic relationships and partnership agreements with investors, delivery partners and key user groups.
- Trial a series of pilot income-generating engagement activities to generate experience and learning and to help refine subsequent roll-out.
- Work closely with the Nature Reserves team and Communities & Engagement team to ensure a balance between the conservation, engagement and commercial objectives within each reserve.



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Responsibilities continued ...

- Work closely with Fundraising & Communication teams to maximise exposure to relevant audiences and ensure growth in demand and uptake.
- Work closely with the Communities & Engagement team to ensure that engagement targets are met alongside income targets.
- Advise the CEO, senior colleagues and Trustees on all commercial aspects of the Trust's work.
- Adhere to all Trust policies, procedures and systems including equal opportunities, health & safety, safeguarding and data protection and ensure all staff in the department do likewise
- Keep open lines of communication with other departments within the Trust, championing and modelling cross-organisational collaboration between teams in support of the collective goals of the Trust's strategy
- Act as an ambassador for the Trust, forming and maintaining positive relationships with partners, donors, investors, volunteers, members, and others, representing the Trust in a professional manner that upholds its reputation
- Attend such meetings and Trust committees as may be required
- Any other duties as delegated by the Chief Executive.



Person specification

You will be experienced in developing and delivering successful commercial business models and working collaboratively across teams to achieve your goals. Specific requirements are outlined below (E = Essential, D = Desirable).

Knowledge & Experience

- Proven track record in developing and delivering commercial income streams relevant to the objectives of the Trust (E)
- Experience in an equivalent destination, estate management, hospitality, events or visitor experience setting (D)
- Experience in securing grant and/or investment funding for new business ventures (E)
- Experience of working in a charitable/non-profit context (D)
- Educated to degree level or equivalent (E)

Skills

- Ability to influence and build productive relationships with colleagues, partners and stakeholders (E)
- Solid financial/analytical skills including budgeting and analysis of return on investment scenarios (E)
- Excellent verbal and written communication skills, with strong attention to detail (E)
- Strong problem-solving skills, with the ability to find creative and innovative solutions (E)
- Strong facilitation skills with the ability to bring individuals with different views together and navigate an agreed approach (D)

Personal Qualities

- An entrepreneurial mindset and the resilience to turn plans into results (E)
- A creative thinker, with strategic vision and good judgement (E)
- Self-motivated and collegiate: able to work effectively alone and with colleagues at all levels (E)
- Organised – with the ability to handle multiple projects simultaneously whilst meeting deadlines (E)
- A genuine passion and commitment to our charity, its strategic objectives and cause (E)

Please note ...

This role may require occasional out of hours working, including the need to travel and for overnight stays.



Finally ...

Other details

- Cornwall Wildlife Trust operates excellent toil and flexible working policies
- Enhanced company holiday entitlement – starting at 25 days and rising to 30 days (one day extra for each year worked after three complete years served) plus Bank Holidays, together with an additional three days off during office closure between Christmas and New Year
- All employees have access to the Employee Assistance Programme (24/7 counselling service) and Employee health and wellbeing portal
- Stakeholder pension
- The successful candidate will have the opportunity to visit and spend time at some of Cornwall's most beautiful wild places

To apply

Please send a CV and supporting statement outlining your suitability against the person specification to recruitment@cornwallwildlifetrust.org.uk by **Midnight on Sunday 6 July 2025**.

Interview dates - Week commencing 14 July 2025.



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Photo: Ben Watkins