

Candidate Brief



**PEAK
DISTRICT
NATIONAL
PARK**

Head of Resources

Peak District National Park Authority

October 2023

INVESTORS IN PEOPLE
We invest in people Silver



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Welcome

Dear Candidate,

I am delighted that you are considering applying to join our team. The new Heads of Service roles are being created to help the Authority become an affordable, resilient and effective organisation. These roles report directly to myself, as CEO, and you will become part of the new Senior Management Team that will help shape and guide the Authority as we address pressing national and international needs and fulfil our potential as part of the solution to many of the most complex challenges society faces.

The Peak District National Park is one of the largest, most multifaceted and dynamic National Parks in the UK. The Peak District was Britain's first National Park, established in 1951, and because it is so accessible (20 million people live within one hour's journey) it is incredibly important for both people and nature alike. It is an upland landscape of rugged moorland, limestone dales and small farming communities, home to a variety of important wildlife as well as precious habitats like peat bog which is vital in tackling climate change; but it also embraces both rural and urban local authorities, has more mineral sites than any other UK National Park and offers a wide range of popular recreational activities. In short, joining the Peak District National Park Authority may be the most exciting, challenging, fulfilling and worthwhile job you have ever contemplated in your career.

As part of the Senior Management Team and heading one of our four Services, you will play a vital role in helping ensure the smooth day-to-day running of the National Park. The well-coordinated team of officers, Members and volunteers are highly committed and work well together. There is always a lot going on, on many fronts, and as Head of Service you will be interacting with a range of colleagues, stakeholders and different audiences.

The creation of this new Service area brings together all that helps us enable, manage and resource our work, and share what we do with others. It will be a dynamic and multifaceted Service where you can really make a difference. We have a new finance system to implement, a new approach to legal provision to establish, a journey to be continued in creating a new culture for our people and the integration of functions and teams across the Authority to be sustained. You will need to understand and be comfortable with numbers, systems and people in this role. We will only be able to fulfil our potential as an organisation with a visionary, ambitious and dynamic individual heading up this Service.

Yours sincerely



Phil Mulligan

Chief Executive

Peak District National Park Authority



About the Peak District National Park Authority

Located at the heart of the country, the Peak District National Park is 555 square miles of accessible, world-class landscapes. It is the first upland reached when travelling from the majority of the South and is the watershed of three of England's major water catchments. It features geological contrasts of white peak limestone plateau and dark peak gritstone outcrops, providing a unique contrast between dramatic upland moors and more gentle lowland grassland, both supporting internationally important habitats and species.



This is a landscape shaped by people and industry since prehistoric times, with a wealth of internationally significant historical features and cultural heritage. It is a national park, with 38,000 residents, at least 20,000 jobs and around 13 million visitor days that with the wider county of Derbyshire generates almost £2 billion for the regional economy each year.

National parks were designated as protected landscapes for their natural beauty, wildlife and cultural heritage – the special qualities that make them so important. We are one in a network of 15 national parks across the UK and part of a global network. The Peak District National Park was the first national park in the UK to receive the designation (in 1951) for the international significance of the Peak District Moorlands and Dales outstanding landscape, environment and wildlife.

The Peak District National Park Authority is the guardian of the Peak District National Park. The purposes of our designation as a national park are to:

- Conserve and enhance the natural beauty, wildlife and cultural heritage; and
- Promote opportunities for understanding and enjoyment of the special qualities of the area by the public.

In doing this, our duty is to seek to foster the economic and social well-being of the local communities within the National Park.

As the UK's original national park, we are pioneering, always seeking to be one step ahead and looking to the future. This helps build and nurture public support for the National Park and our role in working to care for it. Our knowledge and expertise is respected. We are an independent, reasoned voice caring for the whole National Park and the communities who enjoy, live and work in it. This work is not carried out alone, but in collaboration with partners and local communities to conserve and enhance the National Park's special qualities.





Our special qualities

Special qualities define what is distinctive and significant about a National Park. The Peak District National Park has seven special qualities that we seek to conserve and enhance while promoting opportunities for people to enjoy them.



1. Beautiful views created by contrasting landscapes and dramatic geology



2. Internationally important and locally distinctive wildlife and habitats



3. Undeveloped places of tranquillity and dark night skies within reach of millions



4. Landscapes that tell a story of thousands of years of people, farming and industry



5. Characteristic settlements with strong communities and traditions



6. An inspiring space for escape, adventure, discovery and quiet reflection



7. Vital benefits for millions of people that flow beyond the landscape boundary

Current context

The Peak District National Park's popularity has endured and grown to such an extent that it can claim to be one of the most loved of all the nation's National Parks, a fact regularly showcased in national surveys. The careful balance to be struck between safeguarding this cherished landscape and allowing people to access and enjoy the Peak District was brought into even sharper focus by the pandemic.

“ Our national parks are ideally placed to address the critical issues facing the planet ”

Without question, our National Parks are ideally placed to be a beacon for the nation in addressing the critical issues facing the planet; climate change and nature recovery, and the challenges brought to life by the pandemic such as mental and physical health, along with 'nature deprivation'. This is particularly true of the Peak District National Park given our original, pioneering spirit.

This role was amplified through the independent Landscapes Review, and in considering its response to the review the Government has identified the key role National Parks play in a greener future for the nation. It has called for a focus on greater and more conjoined activity within National Parks and at their fringes. You can read more about the Landscapes Review and the recently published Government response [here](https://bit.ly/NP_Landscape_review) (bit.ly/NP_Landscape_review).

“ The Head of Service role will be integral to the delivery of our Management Plan vision ”

This new Head of Service role also comes as we embark on a brand new, ambitious Management Plan for 2023-28. A multi-stakeholder, partnership plan for the National Park as a whole and its many communities, the [plan](https://peakdistrict.gov.uk/nmpm) (peakdistrict.gov.uk/nmpm). sets out a vision across four key themes of Climate Change, Landscape & Nature Recovery, a Welcoming Place and Thriving Communities. The new Head of Service will be integral to the Authority's delivery of this vision, through a separate and more focused Authority Plan, working alongside the chief executive and other members of the senior management team. The Authority is also a partner in the region's sustainable tourism plan, another strategy launched this year.

Our core grant is funded by Defra and our operating and budget assumption is for a continued flat cash settlement from Defra for the next 2-3 years. Through prudent previous management of resources and effective forward planning, the Authority is in a solid financial position, with balanced budgets and reserves. In further anticipation of the real-terms impact of flat-cash settlements and in ensuring we are able to recruit, retain and successfully evolve our workforce, a restructure programme has been implemented.

This aims to ensure the Authority is cost-effective, robust and resilient for the future, with motivated and passionate staff and teams rewarded in line with industry peers through a revised pay strategy.



The Authority also has strong links with the Peak District National Park Foundation, a registered charity which has been supported by the Authority during its early years of development. Now operating fully independently, the Foundation plays a key role in funding specific projects across the National Park acting as an arms-length body helping to secure additional funds not available to the Authority itself.

Who works for the Authority?

We employ 250 employees (190 fte), 200 casual worker roles, and have a volunteer base of 800. You can find out about the invaluable contribution made by our volunteers [here](https://peakdistrict.gov.uk/volunteering) (peakdistrict.gov.uk/volunteering). The Authority is a value-led organisation with our core values of Care, Enjoy, and Pioneer having been adopted in 2020. The Authority has been Investors in People accredited since 2013 and progressed to achieve Silver in the latest assessment last April, which is only achieved by 15% of the organisations assessed. You can find a chart showing the structure of the Authority at [Appendix 1](#) (p15).

There are 30 Members of the National Park Authority; 16 are appointed by county, district, city, metropolitan or borough councils and 14 are appointed directly by the Secretary of State; of these, eight are appointed because they are specialists in the issues that affect the national park, six are parish councillors. Our Members come from a range of backgrounds and offer a wealth of knowledge and experience. What they all share is a passion for the Peak District National Park.

The Authority is an independent, free standing 'local authority' with national purposes. Members meet at the full Authority meeting eight times a year. The Authority has a number of Committees and Working Groups, which have specific roles notably Planning Committee and Programmes and Resources Committee and are responsible for making decisions in relation to the functions of the National Park Authority, determining the Authority's policies and ensuring that resources are properly allocated.

How are we funded?

National Park Authorities are independent bodies funded by central government, the Department for Environment, Food and Rural Affairs (Defra). This government grant underpins our work as an independent statutory authority with a core planning and regulatory function. You can find out more about national parks on the [Defra website](https://gov.uk/defra) (gov.uk/defra).

Around half of our resource budget is covered by the government grant (between £6.5-7m) as the National Park Grant. This figure has remained broadly static since 2012/13. In addition to this, income is generated from a variety of other sources such as other specific grants for projects, planning fee income, rental income, car park charges and retail sales at the visitor centres and cycle hire and commercial filming fees as well as support from the Peak District National Park Foundation. You can find detailed information



about our budget, including our annual statement of accounts, on our website [here](#).

Prioritising and reviewing our work

[The National Park Management Plan](#) (peakdistrict.gov.uk/npmp) is the framework in which Members and staff work. It aims to encourage everyone to work together to conserve and enhance the special qualities for the benefit of all. It is therefore not a plan for an individual organisation or group but a plan for the place. It is a partnership plan and describes for everyone what the main issues and priorities are. It then sets out how, together, we are going to tackle those issues over the next five years. Our own delivery against the plan is established through an Authority Plan.

We also report on our achievements in delivering our plans and you can review our progress and previous achievements [here](#) (issuu.com/peakdistrict/docs/performance_bp_2023_final).

Projects and partnerships

We work with a vast range of organisations and groups to look after the National Park and you can learn about a number of these initiatives [here](#) (peakdistrict.gov.uk/partnerships)



Job description

Job purpose

As a member of the Senior Management Team you will:

- Work jointly with the Senior Management Team supporting the Chief Executive and National Park Authority to achieve the Authority's aims and objectives, contributing to the wider strategic long-term development of the Authority and the implementation of the National Park Management Plan with a focus on the priority actions identified in the Authority Plan.
- Ensure all elements of our core values are embedded across your service so that they are focused on making a difference and delivering the best outcomes for our people.
- Ensure effective financial and operational management of all services and functions within your areas of responsibility and take joint responsibility as part of the management team for delivering the whole Authority budget and savings, taking a corporate and joined up approach alongside robust and reliable service financial management.
- Ensure effective partnership and stakeholder relationships across all services and functions within your areas of responsibility, and promote one team working approach across the Authority.
- Ensure service planning is shaped by and considers the Authority's key strategic plans and manage service performance through the accountability of your management team, allocation of resources, management of risks, and strong, inspirational leadership.
- Help set the strategic direction of occupational safety and health management, ensuring delivery and for monitoring and reviewing occupational safety and health performance.
- Work together with other members of the Senior Management Team to develop and deliver consistent representation of the Authority internally and externally.
- Support and promote the delivery and expansion of volunteering across the Authority, actively exploring areas in which volunteering can grow.

As Head of Service, you will:

Lead the provision of corporate resources and hold direct accountability for the administrative operations of the Authority; provide input for strategic planning, set goals for services, collaborate on policy implementation, and ensure the smooth running of the Authority according to established policies and vision.

	The Finance team, the Legal team, the Information team (which includes strategy & performance, communications, IT, and customer & democratic support), and the People Management Team (which includes human resources, volunteer management, and occupational safety and health).
	Chief Executive, Members, Heads of Service and team managers, UNISON/Voice and Staff Committee representatives, all staff and volunteers, occupational health and payroll providers, National Park Management Plan partners

Key responsibilities:

The Leadership and Management accountabilities identified below should be cross-referenced to the Investors in People standard, which identifies the key behaviours that post-holders will be expected to demonstrate.

Leadership - to deliver future outcomes:

- Lead and inspire.
- Live the Authority's values and behaviours.
- Empower and involve people.
- Understand and respond to the external environment.
- Develop capacity for the future.

Management - to deliver well:

- Structure work (including prioritisation, delegation and collaboration).
- Manage performance (people, money and outcomes).
- Practice a culture of recognition.
- Seek continuous improvement.

Service specific - to:

1. Safeguard the financial health of the Authority by monitoring and measuring the efficiency of the Authority's operational processes, to ensure that sound business practices are in place and applied.
2. Develop and maintain a meaningful operational performance framework and governance structure in order to hold managers to account for delivery of our contribution to the National Park Management Plan and the Authority Plan.
3. Lead Authority wide business continuity and contingency planning and have in place a plan to help guide our response to any unexpected significant disruption to service or an emergency.
4. Use the Investors in People Standard framework to shape, develop and champion the transformation programmes of the Authority; embed a positive, innovative culture which responds effectively and efficiently to the financial, service delivery, economic, and social challenges facing the Authority.

5. Oversee the development of a people plan for staff and volunteers to underpin the Authority Plan, ensuring the Authority has the skills and labour to deliver on objectives, against both expected and unexpected changes.
6. Champion and lead on efforts to promote the Authority's Equality, Diversity and Inclusion work.
7. Oversee development and implementation of a communications plan to manage the public and internal perception of the Authority, communicate corporate messages, respond to emerging situations with responsibility for the integrity and image of our brand to preserve the Authority's reputation at all times.
8. Champion best practice IT access controls and security, ensuring systems are fit for purpose and digital transformation of the Authority ensuring that customer requirements are at the forefront of developments.
9. Oversee provision of high-quality customer service and support for the public and across the organisation and champion working with officers and Members to ensure the Authority operates within a proper constitutional framework.
10. Develop long term, mutually beneficial relationships with partners and, where appropriate, integration of service delivery, to successfully deliver expected outcomes and benefits for the Authority.
11. Ensure the statutory duties of the Authority are met in accordance with legislation, guidance and regulatory requirements.
12. Impose the Authority's safeguarding policy as Designated Safeguarding Officer; ensure relevant staff and volunteers know how to raise safeguarding concerns, have had appropriate training, and can maintain accurate and secure records.
13. Ensure effective measures are in place to manage and mitigate risk to protect the liability, and the financial probity of the Authority.
14. Provide regular clear and concise reports to the CEO and Members on the progress of delivering the National Park Management Plan outcomes.

Safety notes/training

- Heads of Service shall allocate appropriate resources to enable Team Managers and the staff allocated to each service to discharge their occupational safety and health responsibilities.
- Heads of Service shall be responsible for putting the Authority's policy requirements into practical effect to manage workplace risks for their service(s). Though this may in practice be devolved to other staff and services, the responsibility will remain with the Head of Service.
- Officers are responsible for the day-to-day operational safety management of themselves and others working with them, for risks which they create or have control over. Key safety management tasks are identified in the Authority's H&S policy.
- Identified safety training for this post includes Display screen equipment, First aid and Fire safety awareness.

Special features of the post

- This post is designated as a politically-restricted post.
- It may be necessary for the post-holder to undertake duties outside of the normal working week (e.g. evenings and week-ends).
- Post-holder must have the ability to travel to meetings and events as required by the duties of the post.
- Officers are responsible for ensuring that they have up-to-date knowledge of the Authority's safeguarding policy in relation to children and vulnerable adults.

Person specification

Technical/professional requirements	Essential/Desirable	Assessment method*
*App = Application form; P = Presentation; S = Scenario-based exercise; I = Interview; Q/C = Qualification/Certificates		
a)	Proven track record of leadership at a strategic/corporate level and ability to translate strategy into workable action plans to ensure operational delivery.	E
b)	Educated to degree level in an appropriate subject or equivalent.	E
c)	A Consultative Committee of Accountancy Bodies (CCAB) qualified accountant and maintains professional membership of their accountancy body, with experience and understanding of Chartered Institute of Public Finance and Accountancy (CIPFA) codes of practice as applicable to local authority accounting.	E
d)	Proven experience in managing resources, including budgets, people and performance, with ability to lead and motivate teams of people effectively; cascading responsibilities to involve and empower individuals. Attained a management qualification such as ILM Level 5/CMI Level 6 or, evidence to demonstrate equivalent.	E
e)	Substantive relevant experience in operating within statutory and legal framework of financial regulations.	E
f)	Excellent communication and interpersonal skills, with the ability to engage and collaborate with a range of stakeholders, including government agencies, community groups and the public, with an ability to write clear and concise reports.	E
g)	Strong organisational and project management skills, with the ability to prioritise and manage multiple tasks and projects.	E

h)	Experience of using a range of change management and transformation methodologies to deliver impactful organisational change at pace	E	App/I
i)	Political acumen, tact, diplomacy and capacity to express shades of opinions and views; experience of dealing with politically-sensitive issues and working with board members.	E	App/I
j)	Experience of working effectively and impartially with Members of a Local Authority, and in supporting democratic decision-making processes	D	App/I
k)	An understanding of the various funding streams and income generating opportunities associated with land.	D	App/I

Our Values and definitions	Behaviours. At work, we...	Rev Oct 2020
Care We care for the Peak District National Park, the people we work with and all those we serve. It's at the heart of everything we do.	<ul style="list-style-type: none"> • Give our best. • Show respect for others. • Are open and welcoming. • Never compromise on safety and wellbeing. 	Interview
Enjoy We take pride in what we do and feel good about our contribution.	<ul style="list-style-type: none"> • Are proud of the work we do. • Find solutions to problems. • Keep things simple. • Work as one team. 	Interview
Pioneer We were born of pioneers. We will continue to explore opportunities to inspire future generations.	<ul style="list-style-type: none"> • Lead by example. • Never stop learning. • Always look to improve. • Embrace change. 	Interview

Terms and conditions of appointment

Salary range

We are currently waiting for agreement on our annual local government pay award, which is agreed nationally, and we are also consulting on an internal pay grade structure review. Together, they will increase the salary of the Head of Resources post to the region of £61,000 - £65,000. This post also attracts an additional allowance of up to £10,000 per year to carry out the duties under Section 151 of the Local Government Act 1972 and section 114 of the Local Government Finance Act 1988

Conditions of Service

The formal conditions of service are a combination of the Authority's local agreed employment policies and the nationally agreed for Local Government Services.

A grant of up to £8000 (free of tax and NI payments) is available if you need to move house to be significantly closer to your office base.

The post is politically restricted, and this will be written into your contract of employment. The principle of political restriction is based on a long-established tradition that Officers involved in advising Members should be seen to observe a policy of political neutrality.

The appointment is based at the National Park Authority's Head Office in Bakewell.

Normal working hours are 9.00 am to 5.00 pm Monday to Friday with at least 30 minutes for lunch. While full time hours are 37 per week, you will need to work the hours required to fulfil the job role properly. We operate a flexi time scheme and it applies to this post.

You will automatically be enrolled in the Local Government Pension Scheme (LGPS) which is a defined benefit pension with employer contribution of 19.57%. Full details of the LGPS, together with information about how to transfer any existing pension benefits, will be sent to the successful person.

We offer a range of staff benefits including hybrid working, 26-31 days holiday plus Bank Holidays and free parking. Please look at our [Total Reward Brochure](http://peakdistrict.gov.uk/totalrewards) (peakdistrict.gov.uk/totalrewards) to see what we offer.

Work base

The Head Office of the National Park Authority is in Bakewell, Derbyshire DE45 1AE.

The successful post holder should have access to a vehicle or the means to travel as required of the duties of the post.

You will be expected to be able to travel to meetings both around the Peak District and the wider country. Although use of public transport, where sensible, is the norm, you should have a full driving licence. You would normally be expected to use a pool car, but if you do use your own car this is reimbursed at the Inland Revenue fixed mileage rate (currently 45p/mile).

Contract basis

This is a full-time permanent position. We would consider a range of flexible working options.

Standard pre-employment checks

References

All appointments are subject to at least two satisfactory references being provided. Please be specific when providing addresses/contact details for your referees. One of the references must be from your present employer or, if not currently employed, your most recent employer. References are normally sought before the interview process. If this is likely to cause difficulty i.e. you do not wish your current employer to be approached, please provide a third referee.

Professional Membership/Qualification Checks/Verification of Identity

Checks will be carried out prior to final interview to confirm any qualifications/professional memberships which are listed as 'Essential' in the Person Specification or stated on your application. If you rely on qualifications equivalent to those specified, or stated on your application, you are responsible for providing evidence of how your qualifications meet the required standard. You will also be required to produce original documents to verify your identity at interview, one of which must be photographic identification.

Pre-Employment Health Assessment

You will be required to complete a health questionnaire, which is then used by the Authority's occupational health advisers to provide advice on any reasonable adjustments that may be needed to facilitate employment.

Closing date and interview

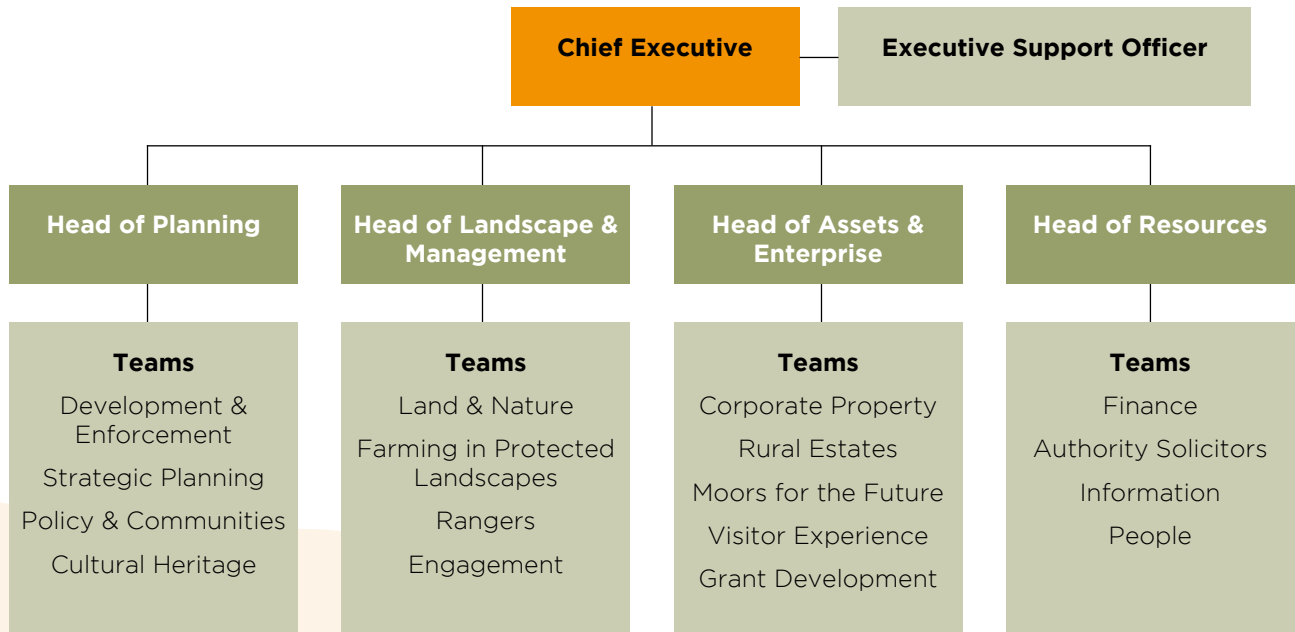
Closing date: Tuesday 21 November

Interview date: Thursday 30 November

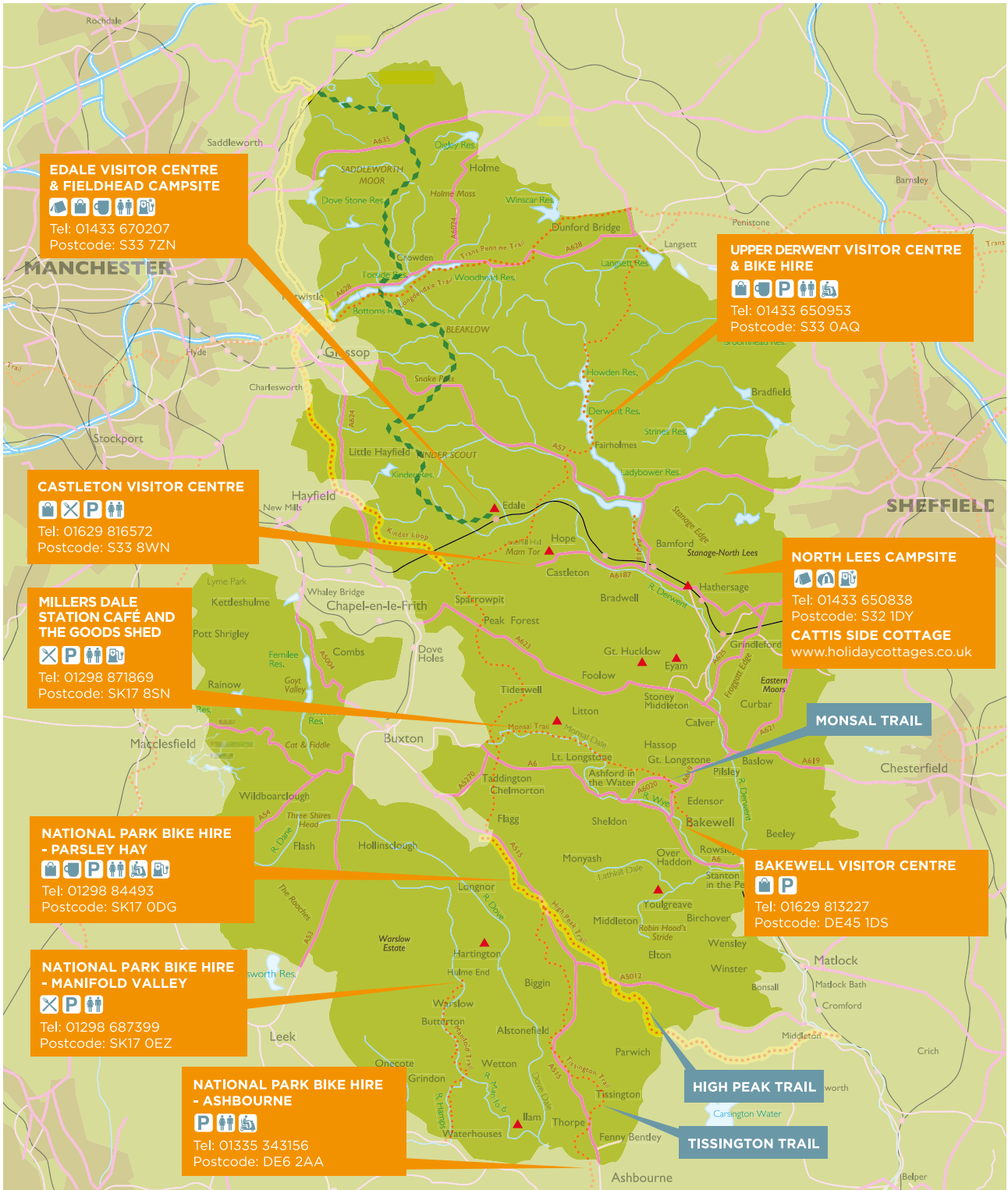
The assessment process will be held at our Head Office in Aldern House, Baslow Road, Bakewell, DE45 1AE, and will include a presentation and panel interview.



Appendix 1: Management structure of the Authority



Appendix 2: Map of the Peak District National Park



EDALE VISITOR CENTRE & FIELDHEAD CAMPSITE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01433 670207
 Postcode: S33 7ZN

UPPER DERWENT VISITOR CENTRE & BIKE HIRE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01433 650953
 Postcode: S33 0AQ

CASTLETON VISITOR CENTRE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01629 816572
 Postcode: S33 8WN

NORTH LEES CAMPSITE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01433 650838
 Postcode: S32 1DY
CATTIS SIDE COTTAGE
www.holidaycottages.co.uk

MILLERS DALE STATION CAFE AND THE GOODS SHED
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01298 871869
 Postcode: SK17 8SN

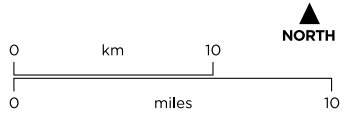
BAKEWELL VISITOR CENTRE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01629 813227
 Postcode: DE45 1DS

NATIONAL PARK BIKE HIRE - PARSLEY HAY
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01298 84493
 Postcode: SK17 0DG

NATIONAL PARK BIKE HIRE - MANIFOLD VALLEY
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01298 687399
 Postcode: SK17 0EZ

NATIONAL PARK BIKE HIRE - ASHBOURNE
 ☒ ☒ ☒ ☒ ☒ ☒
 Tel: 01335 343156
 Postcode: DE6 2AA

- | | | | |
|---------------------|-----------------------|--------------------|--------------------------|
| National Park area | Reservoir/river/canal | Shop | Mobility scooter hire |
| Pennine Bridleway | Pennine Way | Light refreshments | EV charger |
| Railway and station | Information centre | Café/tea rooms | EV charger (guests only) |
| A-road | YHA hostel | Parking | Camping |
| Trail | Motorway | Toilets | Camping pods |



*EV chargers coming online throughout 2023, please check our website or contact us before travelling if required for your journey.

Appendix 3: Our core values



Our Values

together as one team

Care

We care for the Peak District National Park, the people we work with and all those we serve. It's at the heart of everything we do.

- Give your best
- Show respect for others
- Be open and welcoming
- Never compromise on safety and wellbeing

Enjoy

We take pride in what we do and feel good about our contribution.

- Be proud of the work we do
- Find solutions to problems
- Keep things simple
- Work as one team

Pioneer

We were born of pioneers. We will continue to explore opportunities to inspire future generations.

- Lead by example
- Never stop learning
- Always look to improve
- Embrace change

Create a sense of wonder for everyone