



Cornwall National Landscape



Role profile

Role title	Cornwall National Landscape - Farm Advisor
Corporate directorate	Sustainable Growth and Development
Service	Connectivity and Environment
Grade	3:1
Reports to (role title)	Farm Engagement Officer
Version	1.0
JE code	8586
Approving manager	Vicky Fraser
Date	May 2023

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Role purpose

To work with farmers and land managers in Cornwall National Landscape to deliver the Farming in Protected Landscapes (Defra funded) programme which is aligned to the aims of the Cornwall National Landscape Management Plan.

The role will be primarily supporting land managers through the agricultural transition over the next year, including supporting farmers to apply for and deliver funding for capital and revenue work proposals on farms, with a focus on nature, climate, people and place.

The Farming in Protected Landscapes (FiPL) programme is part of the government's Agricultural Transition Plan. It is a national DEFRA funded programme for protected landscapes (National Landscapes and National Parks). The programme is in the final year of delivery with an extension for staff to complete monitoring and evaluation of projects until September 2025. DEFRA have made additional funding available for FiPL projects throughout 2024 and we are hopeful these opportunities will continue in the coming months.

The Cornwall National Landscape FiPL programme is in its fourth year of delivery and the Cornish farming community have risen to the challenge with a high level of interest in the programme and a diverse and innovative portfolio of projects. One year remains under current funding and with a significantly increased budget we are showing what Cornwall National Landscape can do when we have the resources to enable significant environmental changes to our nationally protected landscape. Soil health has been a core theme of delivery so far and the FiPL farm engagement team are well placed to positively influence farmers in this unprecedented time of change.

A summary of projects funded to date can be found here: <https://cornwall-landscape.org/project/farming-in-protected-landscapes/>

Innovation will be required in order to encourage clusters of farmers to work with each other (some harder to reach), in order to bring about public goods and services benefits (as outlined in the government's 25 Year Environment Plan).

The grant fund associated with the programme will need to be promoted, administered, delivered, monitored and evaluated liaising with existing farm advisers as required. Although an administration function will be resourced separately, the postholder will be required to work up/ support and in some cases lead the overseeing of capital work projects on farms, keeping accurate records and undertaking quality assurance.

Our FiPL delivery, reporting and monitoring systems are set up and working, so the post holder will need to be straight out in the field meeting farmers and supporting their aspirations.

The post holder will require creativity, lateral thinking, and flexibility to solve any problems or challenges that arise, as well as to react to opportunities that could increase effectiveness of the project.



Farming in Protected Landscapes programme

<https://cornwall-landscape.org/>

Dimensions

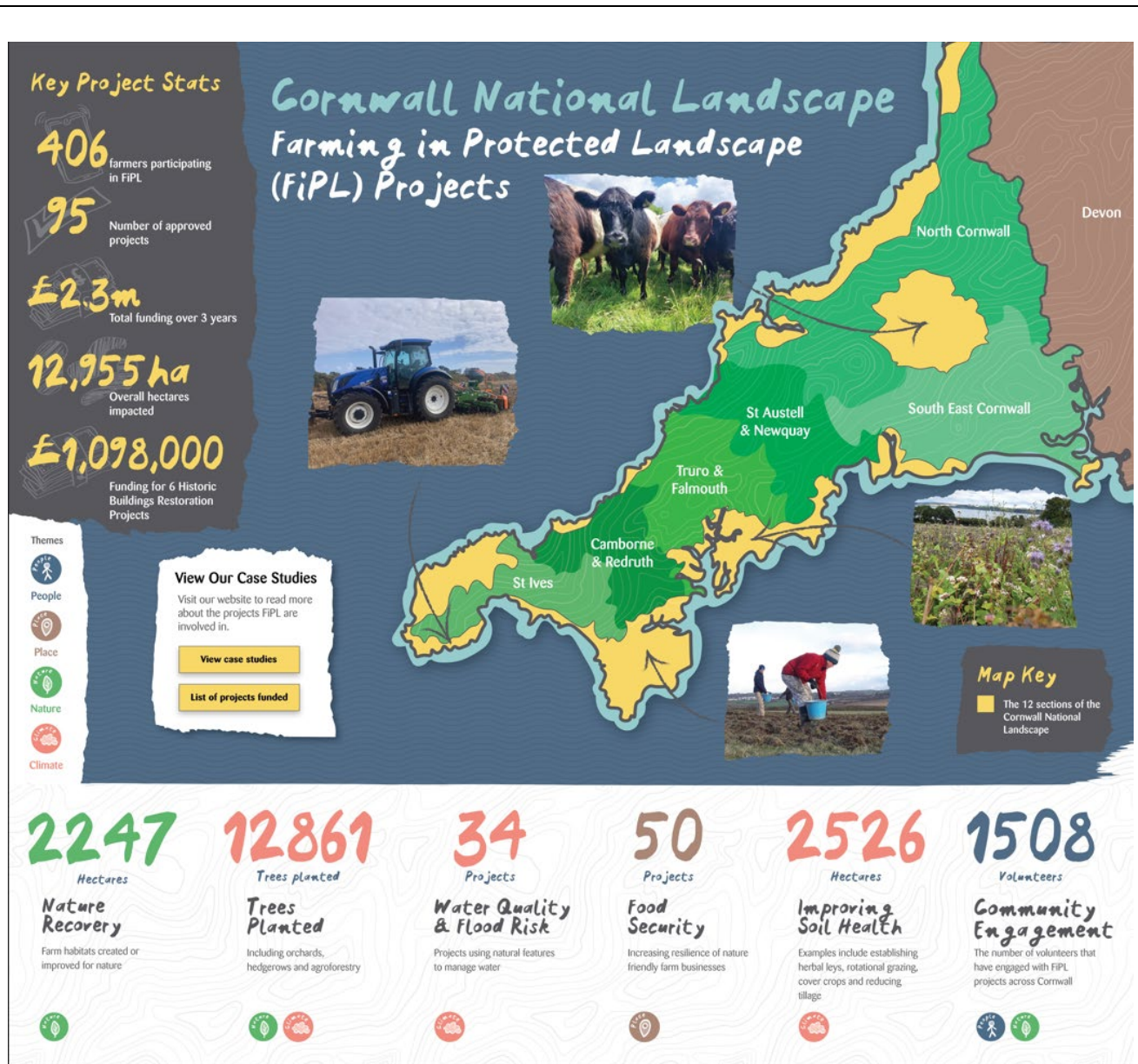
Annual financial accountability
The post holder will report against delegated budgets in consultation with the Cornwall National Landscape Farm Engagement Officer
Direct accountability for the following roles
Not applicable
Total number of employees that report to the role (directly and indirectly)
Not applicable – though the post holder will be supported by the FiPL Administration Officer, and the Project Support Co-Ordinator
Other key statistics
The post holder will support the Cornwall National Landscape Farm Engagement Officer in the reporting to Defra on a monthly, quarterly and annual basis in relation to the Farming in Protected Landscape Programme.

Context

Cornwall National Landscape is a nationally protected landscape covering approx. one third of Cornwall. The appropriate management of this landscape is set out in a 5-year Management Plan, the delivery of which is supported by a Partnership of 22 organisations.

The Cornwall National Landscape (AONB) Management Plan 2022 – 2027 is an interactive document which can be viewed here: <https://cornwall-landscape.org/the-management-plan/>

The operation of the Partnership is facilitated by a small staff team, 'The Cornwall National Landscape Team' who's role it is to co-ordinate and facilitate the delivery of the Management Plan through collaboration with Partners and to engage in direct delivery of projects and to enable adequate resources to undertake this delivery.



The Cornwall National Landscape Partnership

1. Cornwall Agri Food Council
2. Cornwall Association of Local Councils
3. Cornwall Council
4. Cornwall Heritage Trust
5. Cornwall Rural Community Charity
6. Cornwall Wildlife Trust
7. Cornwall & West Devon (UNESCO) World Heritage Site
8. Country Land and Business Association
9. Environment Agency
10. Environmental Records Centre for Cornwall & Isles of Scilly (ERCCIS)
11. Farming & Wildlife Advisory Group (FWAG)
12. Historic England
13. National Farmers Union (NFU)
14. National Trust
15. Natural England
16. Southwest Coast Path Association
17. University of Exeter in Cornwall – Environment & Sustainability Institute
18. Visit Cornwall
19. Westcountry Rivers Trust
20. Forestry Commission
21. Falmouth University
22. Inclusion Cornwall

The Cornwall National Landscape Team is core majority funded by Defra (75%), with match funding from Cornwall Council and the National Trust.

The Cornwall National Landscape Annual Report 2022-23 details the outputs and achievements of the last financial year.

The Cornwall National Landscape Partnership's 20 vision (2016 -2036)

The Cornwall National Landscape is a national asset, critical to Cornwall's economy and the wellbeing of communities. The special qualities of the Cornwall National Landscape are conserved, enhanced and appreciated by all who live, work and visit, inspiring those people to be connected with the landscape.

It is our intention that the status of the Cornwall National Landscape, as a nationally and internationally important protected landscape – with equal status and protection to a national park, is recognised and understood by all. This includes the landscape characteristics that combine to give the Cornwall National Landscape its natural beauty, unique identity and sense of place. Through effective Partnership working the protected landscape plays a crucial role in nature recovery, resilience to climate change and conservation of the historic and natural environment, by consideration of four key priorities: People, Place, Nature and Climate.

With inclusivity at the heart, everyone should be supported to understand the value of the Cornwall National Landscape. These stakeholders benefit from a protected landscape that provides the opportunity for prosperity, good health and a high quality of life, allowing them to recognise, contribute, and reinvest in the landscape in order to sustain these benefits in the long term.

Accountabilities

Cornwall Council is a dynamic organisation and the particular duties and accountabilities may vary from time to time without changing the general character of the role or the level of responsibility entailed. Individual objectives will be agreed via the PDS appraisal process

- To provide a point of contact between the Cornwall National Landscape Partnership and potential applicants to the FiPL programme.
- To support the Farm Engagement Officer (FEO) on provision of conservation, land management, farming and access advice and guidance, to promote high quality applications to the FiPL programme.
- To support applicants with their applications (and where necessary help guide subsequent delivery), especially those applicants that are 'harder to reach' or cluster/ group applications.
- To support the work of the FiPL Local Assessment Panel, including the provision of summary reports and presenting applications to the panel where required.
- To support the production of grant agreements and associated documents to initiate newly approved projects
- To ensure compliance with the terms and conditions of support offered under the programme, including the management of multi-year agreements.
- To support the monitoring of progress towards the completion of funded projects.
- To support project and programme level evaluation, including reporting to Defra and the National Landscape Partnership.
- To help to ensure that action undertaken through the Programme is consistent with the established purposes and complementary to the purpose of National Landscape designation

- To undertake other duties as required, consistent with the responsibility level of the post, as directed by the National Landscape Lead.

This document outlines the duties for the time being to indicate the level of responsibility. It is not a comprehensive or exclusive list and the duties may be varied from time to time which do not change the general character to the job or the level of responsibility entailed.

1. Contacts & Relationships:

The main activity will be to provide accurate and innovative advice to farmers and land managers to support them to get the best outcomes for their farm business through the agricultural transition. The primary daily contacts will be with farmers and other land managers including community groups and charities. However, close and frequent engagement with partner organisations, existing farm advice providers and farm industry representatives (e.g. Cornwall Wildlife Trust, NFU) is important.

The challenge will include the need to build trust with the farming community in order to attract individual/ clusters of farms to engage with ELM programmes including entry into Countryside Stewardship, SFI and Landscape Recovery. The project will always seek the best deal for the farmer whilst supporting them to deliver the FiPL and Cornwall National Landscape priorities of People, Place, Nature and Climate – which may not always involve issuing a FiPL grant.

You will be an integral member of the Cornwall National Landscape Team and in that capacity will need to support, as necessary, other team members using your technical expertise. You will also be expected to develop working relationships with your counterparts in similar positions in other National Landscape Teams.

2. Decisions - Discretion:

You will contribute to producing a written recommendation relating to each capital project, for approval by the Local Assessment Panel. The information you provide will need to be accurate, evidenced and reliable. You will support landowners ensuring that clear specifications and guidelines are issued for grant activities outlining site issues and risks and the need for consents & permissions to be taken into account, with objectives met.

The postholder will need to use the Cornwall National Landscape (AONB) Management Plan and Defra's National Framework Document and other associated documents (such as the Local Nature Recovery Strategy) to guide and inform capital work projects and how they need to connect together (where possible) to deliver multiple objectives.

The post holder needs to be able to get ideas across in an imaginative, inspiring and non-confrontational manner, primarily to the farming community, in one-to-one situations, small groups as well as larger audiences.

You will support the management of the dedicated FiPL budget with oversight provided by the FiPL Farm Engagement Officer.

3. Decisions - Consequences:

Accountability for decisions will rest with the Farm Engagement Officer, but the postholder will be responsible for providing information to inform decisions which should result in the successful development and implementation of a series of individual capital interventions by relevant land managers and the overall delivery of

the FiPL programme in line with Defra expectations. Over the course of the four-year initiative, it should result in building knowledge and capacity within the Cornwall National Landscape Team on engagement with the farming community and establish trust and effective working relationships for the future.

Poor advice provided on agricultural transition from the postholder could lead to poor decision making by land managers, leading to loss of trust and reputational damage. Poorly constructed applications for capital work may not 'fit' with farm business management, be undeliverable and not meet the schemes objectives.

Lack of ability to secure sufficient, high quality capital work projects on farms could lead to funding targets not being met and reputational damage. Poor written recommendations to the scheme's assessment panel could lead to potentially high-quality schemes being rejected, loss of reputation and slipping timescales.

4. Resources:

The post holder will be responsible for the proper use and maintenance of equipment and materials for any project. They will be responsible for the storage of data relating to any project, including personal contact details, and will comply with Cornwall Council's regulations in relation to data protection.

5. Work Demands:

The post holder's workload will be subject to any project's detailed deadlines and targets, including those for reporting progress. At busy times there may be conflict between the need to undertake report writing for the Assessment Panel, oversee contractors, provide agricultural transition support to landowners and work up more capital work proposals. The post holder will be expected to plan major tasks well in advance, maintaining flexibility in timeframes to ensure unanticipated demands can also be met.

Due to the varied nature of the post, the post holder will regularly need to effectively prioritise their work, as well as maintain progress on multiple activities. It is likely that demands will be placed on the post holder by a variety of contacts via direct contact, telephone calls and emails. This will be challenging and will put pressure on the post holder, who will need to manage expectations and differing agendas in a sensitive and diplomatic way.

6. Physical Demands:

There will need to be significant amounts of the working week spent out on farms, meeting land managers and contractors, walking around farms to look at proposals as well as in the office/ working from home. Digging soil examination pits will be a regular feature of the role.

The terrain in the area can be exposed, steep and rough in places with a myriad of lanes and paths making navigation difficult at times. Most land is enclosed, but there are also many commons and open areas with semi-natural wetland/ woodland habitat.

7. Working Conditions:

It is expected that there may be some evening and occasional weekend work required, in order to best engage farming communities. The working conditions will be a mixture of home and office working.

Site visits and events may result in exposure to riverine habitats, inclement weather or extremes of heat and cold for short periods. Care needs to be taken with farm

livestock and dogs. A Site Visit Risk Assessment will be required to assess H&S hazards and risks.

8. Work Context:

Cornwall National Landscape's office is New County Hall, Truro. The expectation that this role will be mixed - with home working, office and site-based work.

There will be periods of lone-working as this post involves some direct liaison with partners and stakeholders.

There will be infrequent occasions where this could be confrontational. There will be times when the post holder must promote the needs of the project which may not accord with the aspirations of others, in these situations may be stressful and difficult but not expected to be threatening.

The post holder may work outdoors in inclement weather conditions, which may be unpleasant, but there will be minimal risk to personal safety.

9. Knowledge & Skills:

This is a varied and challenging post in a range of disciplines that require the post holder to have a wide range of skills, knowledge and experience in environmental and social issues.

The job holder will need to be educated to a degree level in natural resources or a similar area or have the equivalent professional qualification and or experience.

The post holder will need to have knowledge and experience of project management on farms, delivery and evaluation.

The post holder will have a practical understanding of the agricultural transition and current and future agri-environment schemes (ELM) and be up to date with the latest developments in this fast-moving area.

It will be important for the post holder to have excellent interpersonal skills and communication skills both written and verbal as the post holder will be required to deal with a wide range of audiences, primarily land managers and their agents.

It will be important that the post holder understands the social and economic issues affecting National Landscapes and rural communities generally.

A key requirement is that the post holder has a strong track record working in and enthusiasm for environmental conservation on farmland, engaging directly with local farming communities, with understanding and experience of protected landscapes, and habitat management restoration and creation and climate mitigation & adaptation highly advantageous.

The post holder will need excellent problem-solving skills and a proven ability to manage conflicting priorities and maintain progress on multiple activities.

The post holder must have good IT skills. They need to be competent in using of Microsoft Office and its applications, such as Word, Excel, Access and Outlook. A track record of using GIS in project development/ delivery is desirable and they also need to have the ability to adapt to changing technologies.

Corporate accountabilities

Information security and governance

Manage information in line with the Council's policies, procedures and guidance on subjects such as Data Protection, Freedom of Information, confidentiality, information security and sharing, the information lifecycle and data quality, to ensure compliance and efficient and effective information governance

Safeguarding

Maintain awareness of Council policies and practices regarding the safeguarding of children, young people and/ or adults who may be at risk. Report concerns/ allegations in accordance with corporate guidance and procedures

Equality & Diversity

Work to eliminate unlawful discrimination, harassment and victimisation and report incidents as they occur. Treat everyone with dignity and respect and ensure individual's needs are met. Challenge inappropriate behaviour and language constructively, advising on alternatives so the opportunity for change can be considered

Customer Experience

Drive to continually improve customer satisfaction and maintain a clear and consistent focus on delivering outstanding customer experience

Health, Safety and Wellbeing

Proactively manage health and safety risks and lead on the creation of a positive health and safety culture to safeguard the health, safety and wellbeing of yourself and others. Understand your health and safety responsibilities and lead on compliance with council policy and procedures.

Key objectives

- To ambitiously support and enable FiPL programme delivery and spend Defra's year 4 funding through innovative projects that meet nature, climate, people and place priorities.
- To raise the profile of the Cornwall National Landscape and bring knowledge and expertise into the team
- To create strong relationships with landowners and farmers through the programme
- To contribute accurate and concise detail on applicants to the FIPL Local Assessment Panel – where required delivering a concise and informative presentation of applications with the ability to answer questions when asked
- To participate in reporting progress on delivery throughout the year to DEFRA and the Cornwall National Landscape Partnership
- To support delivery of a thorough and meaningful monitoring and evaluation programme
- To organise and lead farmer engagement events where required
- To support grant beneficiaries in effective delivery of their grant agreements
- To provide information to the National Landscape unit related to farming and conservation

Competencies and other requirements

We use the following criteria below to assess your suitability for the role; please refer to the recruitment & selection column to establish at which stage the criteria are assessed. Requirements assessed at the 'Application' stage represent the minimum essential requirement for shortlisting purposes

Behaviours	Recruitment and selection
<p>Working together You understand and focus on customer satisfaction and work well with colleagues and partners.</p> <ul style="list-style-type: none"> • You deliver exceptional customer service – you understand and are attentive to the needs of your customers • You listen to the views of others and seek them out • You support and show consideration for others • You work well with colleagues and partners and acknowledge the different ideas, perspectives and backgrounds of others • You are committed to the protection and safeguarding of children, young people and vulnerable adults • You share information and expertise with others • You are honest, you respect and you build relationships of trust • You share your achievements and acknowledge the achievements of others 	<p>Application and interview</p>
<p>Results focus This is about being willing to take initiative and action to seize opportunities for self and others to contribute to the financial and business success of the team/service area. It is about identifying potential opportunities to achieve team/organisational objectives and anticipating barriers and/or risks to delivery and taking action to address them. This includes:</p> <ul style="list-style-type: none"> • setting appropriate clearly defined objectives and standards, ensuring self and others understand the links between corporate, service, team and individual objectives • planning activities and projects well in advance, taking account of potential changing circumstances and problems, adjusting plans when circumstances demand • effective and efficient use of resources (people, processes and systems) to achieve best value • monitoring progress against deadlines, milestones and standards • driving projects or activities to achieve results and addressing performance issues impacting on delivery • interprets risk assessments and contributes to/develops risk management plans, ensuring compliance with legislation and council policy and procedures 	<p>Interview</p>
<p>Resourceful You apply expertise, solve problems and make improvements to deliver the best possible customer outcomes.</p>	<p>Application and interview</p>

<ul style="list-style-type: none"> • You plan and organise your work and manage your time effectively • You gather relevant information, analyse it and make timely informed decisions in the course of your work • You are flexible and adaptable • You respond constructively to change • You demonstrate financial awareness relevant to the job you do • You use your initiative and are creative in problem solving • You deliver results and demonstrate commitment to serving customers 	
<p>Personal responsibility You take responsibility for your work, your environment and your development.</p> <ul style="list-style-type: none"> • You are trustworthy and reliable • You pay attention to your own health, safety and wellbeing and that of others • You acknowledge errors, report them as appropriate and play your part in addressing them • You appropriately challenge unhelpful behaviour • You seek feedback and review your own contribution • You are open to change and improvement • You take responsibility for your development • You are enthusiastic about and take pride in your work • You act as an ambassador for the Council to our customers 	Interview
<p>Engaging leadership You create a healthy and engaging working environment by building trusting and supportive relationships, encouraging development, recognising achievement and tackling underperformance</p> <ul style="list-style-type: none"> • You give clear direction, you delegate appropriately and you provide a supportive environment in which team members can learn, grow and take responsibility • You take opportunities to influence and contribute to strategic planning and development • You help your team to understand how their work contributes to delivering the Customer Service Promise and what the Council is trying to achieve • You create opportunities to interact personally with all members of your team, you actively encourage team members to share their views and concerns and you give feedback on the outcome • You take time to understand the strengths of your team and you encourage and support their development • You coach your team to fulfil their potential and recognise individual and team achievements • You identify and effectively address your responsibilities for customers, people, finance, performance and change management 	Interview

No.	Functional competencies	Recruitment and selection
	Experience	

FC1	Successful working with farmers and land managers to achieve conservation objectives, including through agri-environment schemes.	Application
FC2	Practical experience – land assessment, survey, restoration and management.	Application
FC3	The implementation and monitoring of management plans and programmes of work.	Interview
FC4	Project and budget management. Writing detailed and accessible reports. The delivery of grant support for activities including conservation, access or farm sustainability	Interview
FC5	Dealing with a broad range of people, local community and their representative organisations. Ability to develop ideas and present them persuasively	Application
FC6	(Desirable) Significant direct experience of protected landscapes and their management	Application
FC7	Ability to work using own initiative, to generate ideas and to motivate others	Application
	Practical Skills	
FC8	Ability to negotiate and build relationships with farmers, land managers and landowners to enable them to collaborate for nature conservation and ecosystem service outcomes.	Application
FC9	Strong and well-practiced ecological field skills	Application
FC10	Ability to communicate effectively both orally and in writing and to articulate and win support for habitat management and the integrated management of the National Landscape, particularly with farmers	Interview
FC11	Knowledge of emerging opportunities through Environmental Land Management (E.L.M) schemes	Interview
FC12	Knowledge of High Nature Value Farming, its opportunities and challenges.	Application
FC13	(Desirable) A good practical understanding of soil and soil health and how it can be improved	Application
FC14	Ability to fulfil all spoken aspects of the role with confidence and fluency in English	Application & Interview

Other requirements	Recruitment and selection
The normal duties of this role will involve the requirement to attend / host out of hour's meetings and events and it is a condition of employment that you exercise satisfactory level of flexibility in order to fulfil the objectives of the role	Interview
The normal duties of the role will involve travel on a regular basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle.	Application

This position is subject to a criminal records disclosure check.	Yes
This is a politically restricted position.	NO