

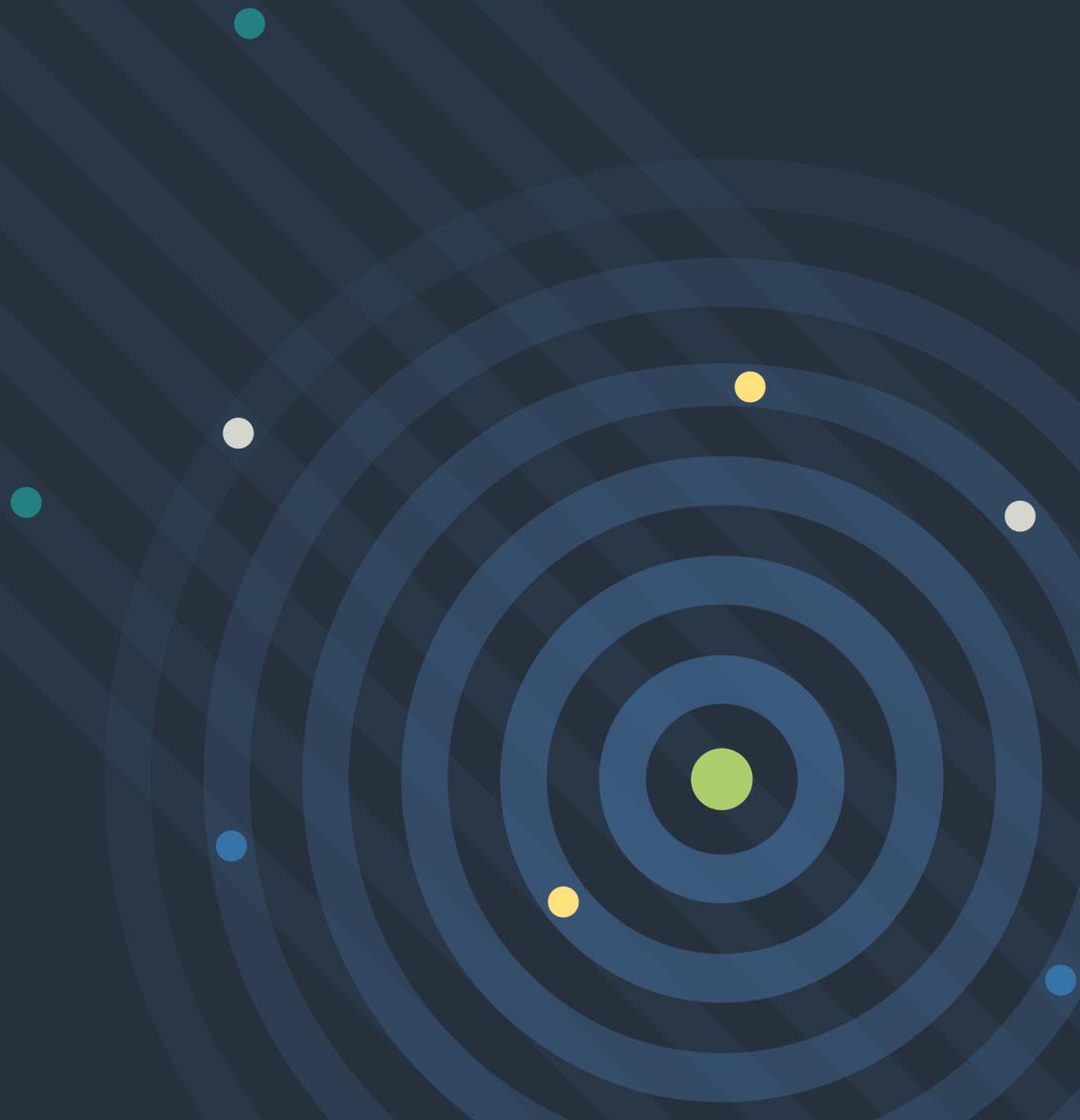
Attenti

Executive Recruitment Services

Friends of the Lake District

Chief Executive

Appointment Brief



Introduction

Thank you for your interest in the role of Chief Executive at Friends of the Lake District.

We are a confident, dynamic and financially resilient charity, dedicated to protecting and enhancing the extraordinary landscapes that make the Lake District and Cumbria so distinctive. Our purpose is to safeguard these places, rich in nature, culture, and beauty, so that they continue to inspire and sustain communities for generations to come.

Working collaboratively with a wide range of partners, we campaign, influence policy, and take practical action on the ground to conserve and improve these landscapes. Our work spans land management, nature recovery, climate resilience, planning, farming, water quality, and sustainable access, reflecting the complexity and importance of the Cumbrian environment.

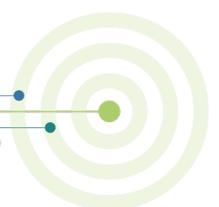
Our current Chief Executive, who has led the organisation with great success over the past three years, will be retiring this spring. We are therefore seeking a leader with the vision, energy and commitment to build on this momentum and guide the charity into its next chapter, maximising our impact across our Strategic Landscape Goals.

To thrive in this role, you will bring a proven track record of campaigning, influencing and advocacy, alongside significant experience in fundraising, partnership working, and managing complex stakeholder relationships. You will be an inspiring, strategic and values-driven leader who can motivate and empower our highly dedicated staff team, and engage our 6,000+ members and supporters, and strengthen our influence with partners, communities, and decision makers.

You will be an exceptional communicator, able to champion our mission, articulate our concerns and priorities, and represent Friends of the Lake District confidently across media, public forums, and all levels of government. Above all else, you will have a genuine passion and enthusiasm for our mission and a love of one of the most spectacular landscapes in England.

I hope you find this appointment brief both informative and inspiring, and that you feel encouraged to apply. I very much look forward to meeting you.

Malcolm Boswell
Chair



About Us

We are an independent charity and the only membership organisation dedicated to protecting and enhancing the spectacular natural landscape of the Lake District and Cumbria. We are a key voice in local, regional and national debates about how to manage land in one of the UK's most visited and valued landscapes. Our activities and interests range widely, including land management, the environment, climate change, nature recovery, and farming.

Our Vision

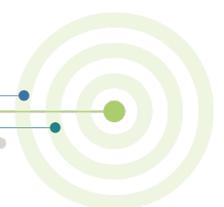
- Thriving Cumbrian landscapes – for nature, for people, for ever.

Our Mission

- We campaign for landscapes that are tranquil, rich in cultural heritage and environmentally healthy. We inspire and mobilise people to work in partnership with us to protect and enhance these landscapes for generations to come. We lead by example in demonstrating sustainability and conservation on the land that we look after.

Our Values

- **We make an impact.** We are committed to ensuring that what we do makes a real difference both to the landscapes of Cumbria, and to the lives of the people who live, work and visit here. We take time to reflect on our work, admitting and learning from our mistakes so that we can become more effective.
- **We are experts.** We draw on our expertise to make the strongest case for protecting and enhancing Cumbrian landscapes, and we are generous about how we share it.
- **We collaborate.** We know that teamwork and partnership-working are essential, and we foster good working relationships within our own charity and with other organisations. We collaborate in order to inspire and empower public authorities, allies, and communities to take action.
- **We are positive.** We work with enthusiasm and passion, and we inspire others to do the same. We take pride in what we do and celebrate our successes as a team, recognising the efforts made by staff, Trustees, volunteers, and members to deliver results.
- **We care.** We care for each other and encourage one another to cultivate a healthy work life balance. We recognise the positive effects that being out in the landscape can provide and encourage everyone to access this wonderful resource.



We are inclusive and actively look for opportunities to widen diversity among the people we interact with as a charity.

Our Strategic Landscape Themes

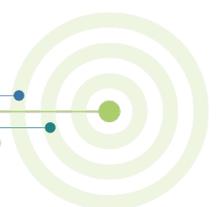
All our work is directed towards achieving five Strategic Landscape Goals:

- **Biodiversity & Climate:** We work for the protection and enhancement of ecosystems within the Cumbrian landscapes for the benefit of people and nature; we recognise the challenge of climate change in all that we do.
- **Water:** We ensure healthy water in Cumbria which benefits natural beauty, wildlife, cultural heritage and communities, and promote the tranquil appreciation of it.
- **Nature-Friendly Farming & Community:** We support resilient Cumbrian communities and their connections to the landscape, and we champion nature-friendly farming for its biodiversity, cultural and climate benefits.
- **Visits, Access & Transport:** We campaign to reduce the damage done by some forms of tourism, and for people to be able to travel sustainably to and within the Cumbrian landscape, without harming its natural beauty and tranquillity.
- **Planning & Development:** We support good planning practice that enhances landscape character, and we challenge inappropriate development that degrades landscapes, harms tranquillity and/or undermines transition to net zero.

As part of our Why Landscape Matters campaign, our publication [Why Landscape Matters; a Landscape Charter for Cumbria and the Lake District](#) sets out the commitment of Friends of the Lake District to the landscapes of Cumbria.

Please [click here](#) to see an overview of our history. Please [click here](#) to read our Annual Review 2024/25 and an overview of our continued impact, and [click here](#) to see our ongoing campaigns.

Further information about Friends of the Lake District be found at www.friendsofthelakedistrict.org.uk



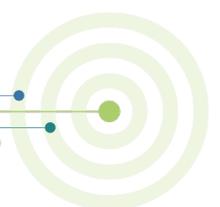
Role Description

The Chief Executive will lead the organisation through its next phase of development, building on strong foundations to maximise our impact across our five Strategic Landscape Goals. You will ensure that our campaigning, advocacy, land management, partnership work, and community engagement are coherent, effective, impactful, and aligned with our values and mission.

You will be responsible for the overall delivery of our strategy and the implementation of our operational business plan, ensuring that Friends of the Lake District remains financially resilient, influential in public debate, and deeply connected to the landscapes and communities we serve.

Key Responsibilities

- Represent Friends of the Lake District at local, regional, and national levels, strengthening our reputation as a trusted, expert voice on landscape protection
- Develop and lead key campaigns that advance our mission, ensuring our concerns, values, and priorities are communicated effectively to the public, partners, donors, and decision makers
- Diversify income generation and increase our fundraising capabilities
- Build and maintain influential relationships with a wide range of stakeholders, including government bodies, landowners, community groups, environmental organisations, and funders
- Grow, diversify and engage our membership
- Ensure the delivery of our operational business plan
- Motivate and support a high performing top team
- Role model our values, and lead and manage a multi-disciplinary team to deliver continuous improvement and consistent high performance against the business plan and operational budget
- Ensure the organisation's financial sustainability, overseeing robust financial planning, monitoring, and reporting across all income and expenditure streams
- Work closely with the Board to ensure the highest standards of governance, transparency, and organisational performance
- Ensure the organisation can respond effectively to changes in policy, environmental pressures, and unforeseen challenges while maintaining progress against agreed plans
- Provide timely, accurate information to the Board to support effective oversight and decision-making
- Ensure the organisation is compliant with all forms of legislation including the Charity Commission



Person Specification

You should be able to demonstrate and provide evidence of the following criteria listed under Part One within your documentation. These will be tested further at the discussion stage, along with the criteria listed under Part Two:

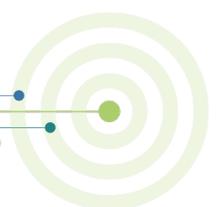
The successful candidate will give evidence of the following:

Part One

- A strong track record of successful campaigning, influencing and advocacy
- Exceptional public facing communication skills, with the ability to influence senior decision-makers, articulate complex landscape issues clearly, and engage a wide variety of audiences including media, partners, members, and the public
- Proven ability to build consensus, manage complex and sometimes competing stakeholder interests, and develop effective, long-term partnerships across sectors
- Significant experience of complex stakeholder management, working collaboratively and constructively with diverse organisations, communities, and interest groups
- A sophisticated understanding of fundraising, income generation and a demonstrable record of diversifying income streams
- A substantial track record of building, shaping, and motivating high-performing multidisciplinary teams, with the ability to inspire, empower, and support staff
- Sophisticated understanding of good governance, with successful experience of working effectively with a Board
- A successful record of strategic leadership, including developing and delivering organisational strategies and operational plans
- A track record of commitment to equality, diversity and inclusion, valuing differences to make better decisions and deliver better outcomes
- The ability to interpret changes in the external policy environment and translate them into internal policy and practice as appropriate
- Significant financial and commercial acumen, including budget management, financial planning, and an understanding of risk management
- A strong networker with the ability to build rapport and trust

Part Two

- Passion and enthusiasm, with ambition to drive forward a vision of the future success and effectiveness of the Friends of the Lake District as a key landscape charity
- Creative and strategic thinking, with the confidence to challenge assumptions, encourage new ideas, and promote continuous improvement



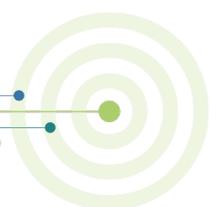
- An ability to grasp a range of complex and often competing issues in relation to: Land Management, Planning, Climate Change, Nature Recovery, Agriculture and Tourism
- The ability to think creatively, challenge the norms and constructively challenge others to ensure continuous improvement
- An alignment with and commitment to the Vision, Mission and Values of the Friends of the Lake District
- Superb political skills with a high level of emotional intelligence
- Resilience with the ability to handle tension, conflicts and reach consensus

Terms and Conditions

- Full time role with a salary of circa £90K PA
- Flexible and agile working
- A contributory pension scheme (employee 6% & employer 6%)
- 25 days annual leave rising to 29 days plus all the English bank holidays
- All applicants must have an existing Right to Work in the UK
- FLD's Head Office is Murley Moss, Oxenholme Road, Kendal, Cumbria, LA9 7SS.
- Given the role will require regular travel throughout Cumbria and occasional evening and weekend working, ideally the Chief Executive will live in or near the Lake District

Timetable

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| Monday 2nd March | Search commences, website and advert goes live |
| Monday 30th March | Closing date for all applicants |
| w/c 13th April & 20th April | Preliminary and informal conversations with Attenti and the Chair and Deputy Chair |
| 4th and 5th May (Early Evening) | Informal Interviews with Trustees |
| Wednesday 20th May | Final Panel Interviews in Kendal |



How to Apply

If you are interested in applying for this role, please do so via the Attenti website:

www.attenti.co.uk/FLDCEO

Please ensure you provide the following:

- A comprehensive CV including details of your achievements in each role (maximum 3 pages)
- A supporting statement. This should clearly set out how you meet each of the criteria set out in part one of the person specification. You should provide evidence in your statement and not simply a broad claim to have done it - give us examples and dimensions; tell us what this achieved and how it helped meet your organisations' goals
- Details of two referees, one of whom should be with regards to your current or most recent board level role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent

Closing date for applications is Monday 30th March 2026

Please ensure that you indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you. All applications will be acknowledged. Attenti will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

The Friends of the Lake District are committed to having a workforce that is representative of the community it serves at all levels of the organisation. We therefore welcome applications from all backgrounds and all sections of the community.

Please let us know of any accessibility accommodations you may require.

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants at Attenti

Anita Denton on 07725 554 802 - Anita.Denton@attenti.co.uk or
David Fielding on 07810 507 235 - David.Fielding@attenti.co.uk

