



THE FARMING LIFE CENTRE

SUPPORTING FARMING & RURAL LIFE
IN THE PEAK DISTRICT

The Agricultural Business Centre, Bakewell, Derbyshire, De45 1AH

T: 01629 810903

E: info@thefarminglifecentre.org.uk

www.thefarminglifecentre.org.uk

Charity No: 1130259 Company No: 6718297

Rural Resilience and Business Development Coordinator

Job Description

Job Title: Rural Resilience and Business Development Coordinator

Salary: £15 per hour (FTE £29,250)

Hours: 15 hours per week (Flexible)

Responsible to: Farming Life Centre Charity Manager

The post is offered as a one year contract from February 2021 to January 2022. Any extension of the contract will be dependent upon securing further funding post January 2022. The post is offered as a freelance contract on a self-employed basis.

Funded predominantly by the Prince's Countryside Fund, the project aims to proactively reach and engage with rural residents and communities across the Peak District and surrounding area; supporting them to improve long term business sustainability and develop more resilient communities.

The role of the Rural Resilience and Business Development Coordinator is to offer support and engage with 'hard to reach' rural families and communities, encouraging individuals to access support within their community. A 'Rural Hub' will be created where communities can come together and develop a network of support, where families and individuals become more resilient and rural/farm businesses develop business skills to ensure their businesses are financially viable and successful for future generations.

The ultimate aim of the project is to gain the confidence of rural communities to enable individuals to speak to us early, engage with a range of practical and resilience services/support in a timely way and be better placed to be able to maintain their mental wellbeing.

The project will deliver:

- Farming/Rural forums and training events
- One-to-one support to individuals or farm/rural businesses – focussed on resilience and sustainability
- Rural business support
- Information and signposting to advice and support services
- Opportunities for peer networking and building/maintaining relationships

Outcomes of the work of the Rural Resilience and Business Development Coordinator:

- Farmers and rural residents will have increased confidence to enable them to engage with a range of practical and resilience services and support in a timely way, manage their business issues proactively, improve their wellbeing and keep their farming business going.
- Rural businesses will demonstrate increased viability and sustainability as a result of accessing workshops/training in topics such as; cash flow planning, enterprise profitability and business planning/development.
- Farmers and rural residents will have increased access to people and information that can support them to develop resilience in their business and in their wider lives. They are more positive about their mental health and resilience
- Farm businesses survival, business diversification and new enterprises formed; the local rural economy benefits from increased farm business survival, resilience, diversification and the format of new enterprises.

The role of the Rural Resilience and Business Development Coordinator will involve:

A - Building and Maintaining Network and Contacts

The Rural Resilience and Business Development Coordinator will:

Build a wide ranging and effective network of contacts within the services associated with farming and rural life across the Peak district and surrounding areas.

This might include: Peak District Land Management Advisory Service, Catchment sensitive Farming Officers, Rural Chaplaincy, Peak District National Park, Derbyshire Rural Health Team, District Council/Local Authority Services, DEFRA, Rural Payments Agency, Farming Community Network, rural accountants, veterinary services, local NFU branches and others.

B - Engagement

The Rural Resilience and Business Development Coordinator will:

1. Proactively engage with members of the Peak District and Staffordshire Moorlands Farming and Rural communities through attending natural gatherings/video conferencing opportunities.
2. Develop effective working relationships with farmers and rural residents to allow the delivery of one-to one support.
3. Maximise project reach through promotion of events, resources and information through the use of social media, the website and other material.

C - Training

The Rural Resilience and Business Development Coordinator will:

1. Organise a range of training events and forums to include the following themes: basic accounting, business planning, diversification, business grants, use of social media, marketing, local support and mental health/wellbeing awareness.
2. Source guest speakers and experts to deliver presentations/workshops.
3. Generate interest and promote events through appropriate channels.

D - Delivery of Support

The Rural Resilience and Business Development Coordinator will:

1. Carry out an individual needs assessment – customised to the particular circumstances of the business or personal situation.
2. Develop an action plan in order to provide appropriate information, advice and support to assist the business/individual to work towards achieving goals agreed.
3. Provide signposting and introduction to services in order to ensure that the most appropriate support agency is engaged to resolve and move forward with the issues identified.

E - Reporting

The Rural Resilience and Business Development Coordinator will:

- Provide regular updates in the form of quarterly reports to the Charity Manager.
- Keep confidential records of all 1-1 meetings, telephone calls, emails etc.
- Organise steering group meetings.
- Provide a case study.

F - Other

- The Rural Resilience and Business Development Coordinator will carry out any other duties related to the project which may be relevant as agreed with the Charity Manager.
- This post is self-servicing in terms of administration.
- Some flexibility is required as attendance at evening and weekend meetings and events may be necessary occasionally.
- Travel to all areas of the Peak District, and occasionally more widely will be required.

Person Specification

ESSENTIAL

- A good knowledge of voluntary sector services available across Derbyshire and more widely.
- An understanding and experience of farming and rural communities.
- An understanding of the challenges faced by people living in rural communities.
- Knowledge of basic accountancy skills.
- Up to date knowledge of grants available to support farm/rural businesses.
- The ability to communicate effectively and build positive relationships with a wide range of people and organisations.
- Be familiar with the Agriculture Act 2020.
- Good self-management, problem solving and organisational skills.
- Self-motivated, able to effectively project manage, set targets and monitor progress.
- Excellent IT skills including, word processing, databases, e-mail, and the internet.
- Car ownership or access to a car and current driving license **or** a practical alternative means to travel throughout the Peak District.

DESIRABLE

- Experience of working in the voluntary and community sector either as a staff member or volunteer.
- Experience of providing information in a variety of media to clients.
- A background in farming or associated businesses – able to discuss farming matters knowledgably.
- An understanding of the challenges of delivering services in rural areas.
- Some experience of working with data, and of good practice relating to the storage and use of data.
- Familiar with the Environmental Land management scheme.