



## **Trustee (Visitor Destination)**

Earth Trust is an environmental learning charity, no. 1095057, founded by our patrons Sir Martin and Lady Audrey Wood, which began operating in 1982. Earth Trust owns and manages 1,200 acres of farmland and forestry which includes Wittenham Clumps, a national research woodland, a wetland on the banks of the River Thames, and a visitor and education centre (Earth Trust Centre). It also manages community reserves in Didcot, Abingdon and Wallingford. Earth Trust hosts a full programme of events and activities including school visits providing access and engagement for over 150,000 visitors a year. We have c21 FTE staff and around 200 active volunteers. In 2016, Earth Trust received The Queen's Award for Voluntary Service - the MBE for Voluntary Groups.

The Earth Trust has a new strategic plan which will establish the Trust as a champion of accessible, natural green spaces. Through access to green spaces people enjoy and learn to appreciate as well as benefit from the environment that supports us. By developing a greater awareness of what it takes to look after our planet, we will have more knowledge about the impact of our decisions and actions. Today in Oxfordshire this agenda is highly relevant.

Our major challenge in the short term is to address the functional visitor facility and visitor management issues on the Earth Trust Farm. We plan a gateway with a new dedicated approach road, car parking, café, farm shop and loos, along with Earth Lab (a new skills and learning building) and interesting, engaging activities for the general public. This gateway will be a welcoming and functional destination that will enable us to engage with our visitors giving them a much better experience initial experience of the Earth Trust and sign post them across the farm to all that we have to offer.

We are governed by a Trustee Board, consisting of up to ten trustees, chaired by Graham Shaw, covering the duties set out by the Charity Commission:  
<https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3>

Trustees are also company directors.

## **This role:**

Different trustees take a specific interest in, or overview of, different areas of Earth Trust work and we are looking for a trustee who is interested in helping steer the development of the Gateway with experience of overseeing the development of a visitor destination and/or visitor facilities. Understanding of the tourism sector and visitor engagement would be beneficial. We have ambitious plans to develop the visitor facilities at the Earth Trust Centre establishing a café, farm shop, new skills and learning building and activities such as 'history street' made up of Iron Age round houses, Roman building playground and a Saxon building. Engaging people and communities in the building of these facilities (where applicable) and the running of the new Centre is a critical factor in our plans.

This trustee will sit on our Gateway Steering Group, a sub group of the main Board, which is chaired by a trustee, Lynda Atkins.

Trustee Role – Key words: Managing destinations, visitor/discovery centres, tourism, tourist economy

Supporting the Chief Executive advising on the strategy and implementation of our plans, you will become an important voice for visitor facilities and the visitor economy which we will value.

**Time commitment:** Quarterly Board meetings, quarterly Gateway Committee meetings, attendance at some events, volunteer work groups etc in order to observe engagement in action.

**Location:** Meetings generally held at the Offices at the Earth Trust Centre at Little Wittenham in South Oxfordshire. Activities at Little Wittenham or community reserves sites in South Oxfordshire.

**Remuneration:** Voluntary. Trustee expenses only.