



INFORMATION FOR CANDIDATES

Visitor Management Officer

Grade 9: £25,951 - £27,668 per annum

Fixed Term Contract until 30th November 2019

37 hours per week

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CLOSING DATE:	12th October 2017
INTERVIEW DATE:	23rd October 2017

COMPLETED APPLICATION FORMS SHOULD BE RETURNED TO:

(CONFIDENTIAL)

HUMAN RESOURCES DEPARTMENT
BRECON BEACONS NATIONAL PARK AUTHORITY
PLAS Y FFYNNON
CAMBRIAN WAY
BRECON
LD3 7HP

Thank you for your interest in the post of **Visitor Management Officer** in the **Countryside & Land Management Directorate**

Applications must be received by **11.00 a.m.** on the morning of **12th October 2017**. Unfortunately late applications will not be considered.

Would candidates please note that it is not the practice of the National Park Authority to acknowledge applications, nor to inform candidates of the outcome of their applications. Please assume that if you receive no further communication, your application has been unsuccessful.

If you have a disability please indicate this to us in a covering letter. Should you meet the essential criteria and be called to interview, please let us know of any special requirements needed.

Please note that all application forms and supporting information will be securely retained for six months and we may contact you should a suitable vacancy arise. After six months all application forms and supporting information will be destroyed. Should you object to your information being retained, please could you let us know and we will destroy your application form after the outcome of the recruitment process.

Where candidates are invited to interview, it is the Policy of the Authority to contact referees at that stage. Please could you identify any problems this may cause on your application form under the relevant section.

Please note that when completing your application form you must be able to demonstrate how you meet the essential criteria set out in the person specification relevant to this post. You should also demonstrate how you meet the desirable criteria set out in the person specification, but do not be deterred from applying if you do not meet all of the desirable criteria.

National Parks in Wales

Wales' three National Parks – Snowdonia, Pembrokeshire Coast and the Brecon Beacons – were designated in the 1950s for their beautiful and dramatic landscapes. Combined, they cover an area of 4122 sq km, representing 20% of the land area of Wales. Together with Areas of Outstanding Natural Beauty, our National Parks make up around a quarter of the country's land mass.

All of our National Parks are protected by law and their statutory designation recognises their national importance and provides the highest degree of protection for their landscapes.

Each National Park has its own special qualities, landscape character and historical and cultural heritage. For those visiting or living in a National Park, they are a place to breathe – areas for access and enjoyment, quiet contemplation or a just a very special way of life - where people and nature have, and continue to, shape our surroundings. As such, they are also active, living landscapes providing employment to their local communities.

Keeping our National Parks special

To help ensure that our National Parks remain special, they have two purposes set out by the 1995 Environment Act. These purposes are to *safeguard natural beauty, wildlife and cultural heritage* and also to *promote opportunities for everyone's enjoyment and appreciation of the special qualities of the Park*. In addition we have a duty to foster the social and economic well being of the communities within the National Park.

All relevant public authorities (including the National Assembly for Wales, and the Welsh Assembly Government) also have a role to play in looking after our National Parks through the 1995 Environment Act's (Section 62(2)). This encourages organisations to consider the Park's purposes when carrying out work in the Parks.

The Role of the National Park Authorities

The National Park Authorities manage their respective National Park. They are freestanding authorities in local government and act as the unitary planning authority for their area. As such they are special purpose local authorities and are associate members of the Welsh Local Government Association.

They also work with partners to provide services for all sections of the community, including producing planning policies and managing development; facilitating the provision of local housing and promoting and encouraging sustainable development. They also provide a wide range of recreational and learning opportunities to help meet everyone's needs.

National Park Authorities – working together

National Parks Wales is the corporate body of the three National Park Authorities in Wales. It undertakes joint work, focusing upon key themes that support park purposes and help to deliver Welsh Assembly agendas, including:

Sustainable tourism and recreation ~ Managing the impact and expectation of over 20 million visitor days in the three Parks – with an estimated value of £720 million – and continually working to improve access for all and the health of the nation. The Brecon Beacons National Park is a holder of the prestigious European Sustainable Tourism Charter.

Planning ~ Working alongside Wales' 25 local planning authorities and its 22 unitary authorities to prepare land use planning policy and manage development through the planning application process.

Living landscapes ~ Fostering the socio-economic welfare of our Park communities by working with partners to develop initiatives to ensure a sustainable future. In 2005 the Brecon Beacons National Park became the first National Park to be awarded European and in 2016 UNESCO Geopark status.

Sustainable development ~ The three National Park Authorities in Wales are key players in delivering sustainable development by administering the Welsh Assembly Government's Sustainable Development Fund.

Working with the Welsh Assembly Government

As well as working to deliver continuous improvement in performance the medium term agenda of the Welsh National Parks Authorities is guided by the Welsh Assembly Government's *Policy Statement for National Parks and National Park Authorities*.

The Authorities will deliver the strategic policy agenda of the Welsh Assembly Government through meeting targets set out in its annual *Priorities Letter*.

Although primarily supported by the Environment department, our work will touch upon a wide range of Welsh Assembly responsibilities, including agricultural support, tourism, health, education, community engagement and recreation.

Through continuous investment from, and partnership working with the Welsh Assembly Government, Wales' protected landscapes will continue to benefit their local communities and, primarily via tourism, boost the Welsh economy.

The environment of the three National Parks of Wales supports nearly 12,000 jobs.

Studies have consistently shown that the protected landscapes of the National Parks play a key role in attracting visitors to Wales. The Parks in Wales receive 12 million visitors each year, spending an estimated £1 billion on goods and services.

The Brecon Beacons National Park Authority

The National Park Authority consists of 24 members, 16 nominated by the seven Local Authorities in the area and the other eight nominated by the Cabinet Secretary for Environment and Rural Affairs of the Welsh Assembly Government. The Authority has a gross revenue budget in 2017/18 of some £6.0m, funded by Welsh Government grant (£2.8m) a levy on constituent Local Authorities (£0.9m), use of reserves (£0.3m) and locally-generated income of £2.0m. Planned capital projects total just under £1m.

This split helps to ensure that the local and national interests are represented at National Park Authority level. There is a range of key committees responsible for managing the business of the Authority. In addition, working and advisory groups, both internal and external, have been established to help in the decision-making process. Some 103 full-time staff equivalents are employed in three Directorates – Countryside and Land Management, Planning and a Chief Executive's Directorate which includes Finance, IT, Legal, Democratic Services and HR. Staff and Members cover a wide range of activities and services and it is the key role of officers to provide advice and guidance to Members of the Authority to help them make decisions and set the vision and strategies for the Authority.

The Authority's key strategic document is *the National Park Management Plan* which sets our aim and vision for the Authority. These are reviewed annually. In addition to this, we have an approved Local Development Plan which provides the framework for future development within the National Park. With delegated responsibility for Rights of Way maintenance and management we are implementing the Authority's Rights of Way Improvement Plan. With a statutory duty to conserve the biodiversity, the Park's Local Biodiversity Action Plan (adopted in 2001) now receives increased support. These all link to provide a framework for the setting of our Corporate Goals and high level key work targets.

National Parks in England and Wales are Category V protected landscapes as defined by the World Conservation Union (IUCN). This recognises the involvement of people in shaping the landscapes. Like all National Parks in England and Wales, the agriculture is very influential in how the landscape is managed. A viable, profitable, broadminded and innovative farming sector, working in close collaboration with the Park's communities, local businesses and public and voluntary bodies is fundamental to the landscape's future management. Flexibility and adaptability will be important qualities to address the challenges of climate change, energy descent pathways and demographic and social changes ahead.

Visitor Management Plan

In 2014 the Authority approved a Visitor Management Plan (VMP) for the National Park based on the principles of linking site based interventions with targeted communications and partnership working. This Plan is available online at https://www.beacons-npa.gov.uk/wp-content/...in.../BBVMP_FINAL_300913.pdf.

Implementation since 2014 has been focused on site based work, particularly upland path improvements in the Black Mountains, where extensive investment has been made in erosion control and improving the visitor experience, alongside BBNPA's continued work to manage and maintain the public rights of way network.

Equally work by local communities has attracted visitors to shorter walks in the lowlands through projects like Rural Alliances and Offa's Country, enabling particular segments of visitors to enjoy the area in a structured way. Walkers are Welcome Groups have been established, Walking Festivals organised, an upland code of conduct agreed and website improvements made to help communicate to visitors key messages about responsible walking in the area.

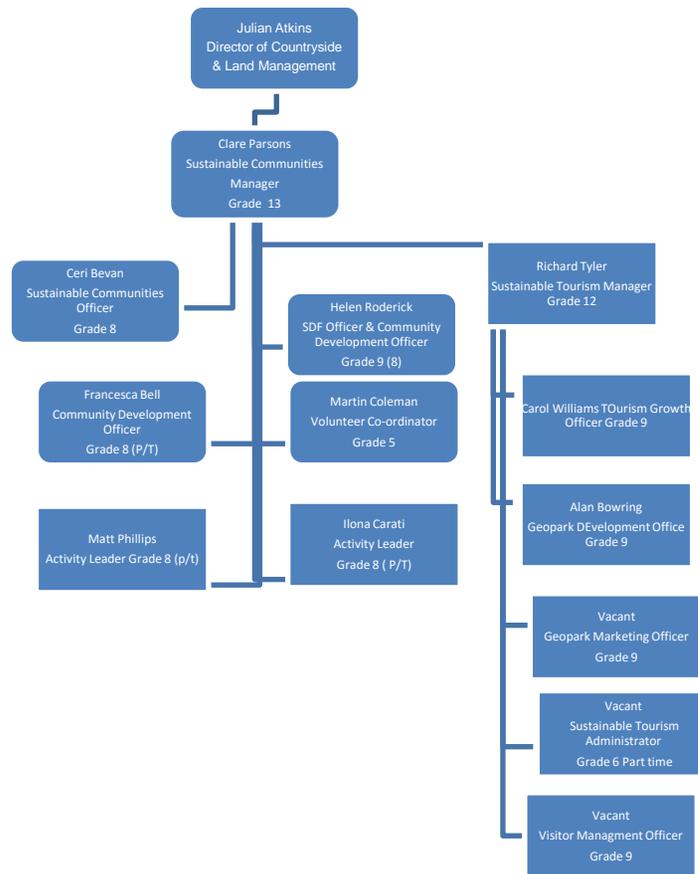
We now have Welsh Government funding for a project to take forward the coordination, communications and partnership roles and to establish a way of working that will last beyond the project period.

Visitor Management Project

The Project will comprise three parts:

- 1. Site Based Interventions** Three sites have been identified as priorities for visitor management intervention and requiring input from the project. For all these, the project will directly assist in implementation and/or form a bridge between site based managers and our various visitor communications channels – whether internally generated – website, social media, signage etc – or externally via partnership based tourism marketing or local community and business based information provision.
- 2. Behaviour Change** Behaviour change amongst visitors is a major challenge. A key role for the project will be planning and coordinating the destination's response to managing visitors and their dogs. Communications will be critical and we need to learn from experience elsewhere. We have set up a Psychology PhD Studentship starting in October 2017 based in Cardiff to help support this work and monitor the impact of practical work on the ground. The new post will work very closely with the student on influencing dog owners as well as litter/recycling. The post will review the current upland walkers code of conduct and work with NRW over their proposal to adopt something similar.
- 3. Landscape Scale Visitor Management** The strategic direction the Visitor Management Plan sets is engage key players in partnership-based decision making, focusing on specific area-based issues and seeking a resolution to them. The Authority has already defined Landscape Character Areas and these will be used as landscape units on which to base our work.

Achieving agreement will require a significant amount of time and discussion and some issues are well known between stakeholders. The objective of the Plan is to find ways to overcome these and to develop common objectives. Much will be based on communications and we need business and community interests to be involved alongside recreation interests, land owners/managers, common land graziers and the public sector.



BRECON BEACONS NATIONAL PARK AUTHORITY

Job Description

Job Title:	Visitor Management Officer
Responsible to:	Sustainable Tourism Manager, Brecon Beacons National Park Authority
Hours of Work:	Full time – 37 hours per week The post holder will be expected to attend meetings out of office hours for which time off in lieu will be given.
Date effective until:	30 th November 2019
Grade:	9

Job Purpose:

To develop and implement a wide range of innovative Visitor Management projects in line with the Brecon Beacons Visitor Management Plan as part of the Authority's commitment to sustainable tourism. All tasks will involve close cooperation with other Authority staff within a team approach.

Key responsibilities:

1. To work on a series of site based interventions, working closely with local residents and community interests, businesses, land owners/managers and other stakeholders to implement existing and developing projects.
2. To develop and implement behaviour change projects focused on visitors such as codes of conduct, dog management and responsible tourism in cooperation with the Cardiff University behaviour change PhD studentship and Natural Resources Wales.
3. To develop an innovative, landscape scale approach in line with the Visitor Management Plan's aspiration for locally agreed plans based on Landscape Character Areas. This will involve the development of discussion fora involving a wide number of stakeholders as well as the Local Access Forum. Once priorities are agreed the Visitor Management Officer will work with partners and colleagues to assist implementation.
4. To work with the Sustainable Tourism Manager to develop funding bids to enable the project to continue further and/or to implement key recommendations.

5. To work with BBNPA's Public Engagement Team as well as local partners such as Brecon Beacons Tourism to identify the best tools to communicate messages about visitor management/responsible visitor behaviour and to work with them on a programme of delivery.
6. To attend meetings, seminars and conferences as required.
7. To undertake any other duty, appropriate to the grade and nature of the post, as required by the Chief Executive or Director of Countryside & Land Management.

BRECON BEACONS NATIONAL PARK AUTHORITY

VISITOR MANAGEMENT OFFICER

PERSON SPECIFICATION

Essential Criteria	Method of Assessment
Experience of project management in a countryside management context	Application form and interview
Experience of communications and behaviour change work	Application form and interview
Relevant degree/HE qualification and/or significant experience in a closely related field.	Application form
A strong commitment to stakeholder engagement	Application form, interview and presentation
Excellent communications and negotiating skills	Interview and presentation
Self-motivated and enthusiastic.	Interview
Experience of or ability to engage in partnership and team working	Application form and interview
Good IT skills with experience of basic Microsoft applications	Application form and presentation
Current driving licence.	Sight of licence
Desirable Criteria	Method of Assessment
At least 2 years' experience in project management including budgetary control.	Application form and interview
Countryside management, communications or similar degree/HE qualification and/or significant experience in these fields.	Application form and interview

Demonstrated entrepreneurial ability	Application form and interview
Knowledge of the National Park area and its landscape management context.	Application form and interview
Ability to speak and write in Welsh or willingness to learn.	Application form and interview

NOTES FOR GUIDANCE FOR PERSONS TAKING UP AN APPOINTMENT WITH THE BRECON BEACONS NATIONAL PARK AUTHORITY AS

Visitor Management Officer

Salary

The salary range is from £25,951- £27,668 per annum.

Period of employment

Fixed Term Contract to 30th November 2019

Working hours

Full time – 37 hours per week

Salary is paid monthly (last day of month) into bank/building society account.

Annual leave entitlement

21 days per annum, plus 8 public holidays and 2 extra statutory days. Leave entitlement rises annually to 25 days per annum after 5 years service.

If you transfer from the service of an outside Authority to the Brecon Beacons National Park Authority, you are able to bring with you your accrued leave entitlement (accrued due to length of service) up to a maximum of 25 days.

Pension

The pension scheme in place is a standard Local Government one; the employee contributes 5.5% (up to £13,700) which rises to 5.8% (£13,701) of their contractual hours worked and the employer currently contributes 23%.

Location

The position will be based in the National Park Authority Offices in Brecon.

