



# RECRUITMENT PACK

FARM MANAGER

# THANK YOU FOR YOUR INTEREST IN THE ROLE OF MANAGER OF OUSEBURN FARM.

I joined Ouseburn Farm as Manager in 2019. It has been a great privilege to work with the fantastic team of staff, trustees, volunteers and placements here at the farm over the last 4 years. This is a rare opportunity to join a highly regarded organisation in the heart of the Ouseburn Valley. The work we do makes a real difference to people's lives - they tell us every day.



Ouseburn Farm, or Byker City Farm as it used to be known, has been here since 1976. It was set up by local residents who wanted a place to raise animals and grow fruit and veg, and it still remains true to its community roots to this day.

Now, it is a thriving charity providing services for adults with additional needs, acting as a visitor attraction that's free to enter, and hosting a range of events and activities.

## We have a simple mantra:

This is a place for growing; plants, animals but most of all people.  
We cultivate joy here. And Learning.  
We nurture self-confidence and a sense of belonging.  
You'll feel it as soon as you walk through our door.  
Loves are being enriched  
Needs are being nourished  
It couldn't happen without our volunteers. Or your donations.  
We're a charity. Run for people, not for profits  
A community-spirited place where everyone is welcome. And valued  
This is a happy place  
A wholesome place  
A human place

Ouseburn Farm is a treasured resource for the people of Newcastle and surrounding areas, with generations of families visiting our animals and gardens. When the pandemic hit, the farm was forced to close and this precipitated a root and branch restructuring of our activities. With the help of the board, the charity focussed its priorities on supporting adults with additional needs and providing a high-quality, free to enter visitor attraction for our local community.

Now, after a period of growth and development, we are recruiting a new manager to lead the farm through its next chapter, and we are delighted that you are considering applying for the role. It really is a job where no two days are the same; managing such a broad range of people and activities is both challenging and hugely rewarding!

The rest of this pack will tell you more about Ouseburn Farm, and what we are looking for from you in terms of values and experience.

Thank you for taking an interest. I wish you the very best of luck if you do choose to apply.

**HUGH STOLLIDAY**

## THE ROLE

An exciting opportunity has arisen to join the team at Ouseburn Farm as Manager. You'll be responsible for leading the farm in all aspects of its work. You'll manage the staff team, ensuring that they are able to do their best work. You'll be an ambassador for the organisation, nurturing existing relationships and developing new ones. You will grow and develop the business side of the charity, ensuring its long-term success and sustainability.

Most importantly, you'll make sure that the farm is a safe place for everyone who comes through our doors.

Based at Ouseburn Farm in Newcastle, you will be part of the wider team of our parent organisation, Tyne Housing, making a positive contribution to the group's mission to help people get to a better place.

## ABOUT OUSEBURN FARM

Ouseburn Farm is a place for growing: plants, animals, but most of all people. We're a charity and working community farm in the urban heart of Newcastle upon Tyne.

Our story started in 1976 when parents from Byker took over a plot of land on the site where the Farm is now. They wanted their children to have access to nature, to grow their own food and take care of animals.

We're now a registered charity and remain true to our origins, giving 36,000 visitors a year the opportunity to learn about the origins of food and care for nature through engagement with farm life.

We are also a care farm and our placement programme for adults with learning disabilities, difficulties and ASD (autistic spectrum disorder) is central to our work. We help our placements to learn new skills and connect with nature, each other and their community through meaningful activity in our farmyard, gardens, kitchen, café and visitor centre.

We are supported by lots of volunteers who give their time and energy freely to help out at the farm. We work in partnership with a range of organisations, including Smile for Life Charity who run the cafe at the farm.

We are able to demonstrate the impact of our work. Thanks to a detailed [impact evaluation](#) conducted in 2023, we know that for our placements - adults with additional needs - and their carers, attending the farm makes their lives better. Meanwhile, our volunteers are able to build their confidence, gain new skills and make new friendships.



## ABOUT YOU

Above all you will be passionate about the work we do here. The farm is a special and unique place and we are looking for someone who can lead the organisation and support its mantra to be a place for growing.

- You will be able to lead and develop a team, ensuring that staff and volunteers feel valued and are able to contribute their best work.
- You'll be able to juggle lots of different priorities and pressures, as well as being able to see the big picture and work strategically to help the organisation meet its objectives.
- You'll also work closely with the farm's parent organisation, Tyne Housing, ensuring positive links are forged and maintained.

You might not have experience in all the areas on the job description but we are keen to hear from you if you think you could do the job!

## WORKING AT THE FARM

The role is full-time and occasional weekend and evening work may be required. Whilst mainly based at the farm premises in Newcastle's Ouseburn Valley, we are happy to be flexible to include some working from home. You will be able to access a range of employee benefits, including generous holiday allowances, access to an employee assistance scheme and CPD and training opportunities.

## WHAT NEXT?

Please send a cover letter and your CV to Louise Marsh, [louise.marsh@tynegroup.org.uk](mailto:louise.marsh@tynegroup.org.uk) by 9am on Monday 15th April. Your cover letter should explain how you meet the requirements of the person specification and what attributes you have that you would bring to the role. Interviews and assessment will be conducted on the 23rd April.

NB All applicants will be informed whether or not they've been invited for an interview.

If you'd like an informal discussion about the role, please email [hugh.stolliday@ouseburnfarm.org.uk](mailto:hugh.stolliday@ouseburnfarm.org.uk)



# JOB DESCRIPTION

## RESPONSIBLE TO:

Director of Programmes and Business Development

## RESPONSIBLE FOR:

The Ouseburn Farm Charity, and staff and volunteers employed at the Ouseburn Farm.

## JOB PURPOSE:

Working to uphold the organisational values, its ethos and 'mantra':

- To manage the Ouseburn Farm Charity and the delivery of services, amenities and projects at the farm
- To support the charity's growth and development under the supervision of the Director of Programmes and Business Development and Directors of Ouseburn Farm Charity

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## MAIN DUTIES:

- To provide overall management of the Ouseburn Farm Charity Limited, ensuring that the charity complies with current legislation, standards, regulations (including Charity Commission regulations) and management agreements, working within and supporting its governance structures.
- To lead on the implementation of policies, practices and procedures as determined by the Board of the Ouseburn Farm Charity Limited and in liaison with Tyne HA Board.
- To ensure effective business management with regard to the farm and land, buildings and amenities, ensuring high standards of animal welfare are maintained. This includes ensuring ongoing identification, mitigation and management of operational and organisational risks.
- Develop and implement sustainable business plans, working with the Board and stakeholders, ensuring that key performance indicators are met across the charity.
- With Tyne's Director of Finance, to manage the charity's budget, reporting on a regular basis to the Ouseburn Farm Board and achieving financial control against agreed budgets and targets.
- To manage and oversee implementation of health and safety measures in accordance with policies and procedures, ensuring standards are continuously monitored and met, embedding a culture that puts safety and wellbeing of visitors and service users first.
- To ensure that all regulatory standards relevant to business operations are fully met, ensuring continuous monitoring and review. This includes business critical requirements such as Food Hygiene and Safeguarding for Children and Vulnerable Adults.

# JOB DESCRIPTION

## MAIN DUTIES:

### Continued

- To ensure the charity's key projects, activities and amenities at the farm are delivered to an excellent standard, in line with agreed KPIs and the business plan, including provision of adult placements, the visitor attraction, educational/school visits, training, etc., working through the staff team to develop/deliver activities and events that improve the visitor experience, in particular:
  - To oversee the provision of placements for adults and young people with additional needs, working through the Adult Placement lead to uphold rigorous safeguarding and health and safety standards, ensuring robust service level agreements are in place and maintained within partnership delivery arrangements and;
  - To oversee the cafe and catering function of the charity's operations, ensuring achievement of consistently high standards of customer service and quality, in line with agreed KPIs and the business plan, including management of the current partnership arrangements with Smile for Life/Cafe Beam.
- To support, manage and oversee the existing staff and volunteer team, ensuring an effective experience for visitors, volunteers, trainees, service users and wider stakeholders and creating a positive and enabling workplace culture.
- Support the fundraising and marketing activity of the charity, achieving agreed outcomes and targets. This includes oversight of pipeline and existing funding opportunities and effective stewardship of existing funders and sponsors.
- Work with colleagues at Tyne HA to build effective working links between staff/volunteers and residents of the association and the activities of the charity.
- To undertake administrative functions in the maintenance of appropriate records and monitoring systems, ensuring compliance with GDPR at all times.
- To provide an ambassadorial role for the charity, developing effective relationships with key internal and external stakeholders and representing the charity with external agencies, regulatory bodies and stakeholders as required. This includes attending/ organising internal and external meetings, giving verbal and written reports as required, including at Ouseburn Farm Charity and Tyne Housing Association Board meetings.
- To oversee the communications function within the charity, ensuring effective internal and external communications, including established social media channels.
- Such other duties, as may be required by the charity's Board and Tyne Housing Association, consistent with the job purpose and the promotion of the farm and Tyne Housing Association.

# TERMS AND CONDITIONS

<b>ANNUAL REMUNERATION:</b>	£34,938 - £36,946
<b>HOURS OF WORK:</b>	37.5 hrs per week – including some evening and weekend work
<b>ANNUAL LEAVE:</b>	26 days excluding public holidays rising to 30 days after 5 years service
<b>NOTICE PERIOD:</b>	three months
<b>ADDITIONAL BENEFITS:</b>	Personal training and development planning A Travel Pass Loan Scheme A generous pension scheme Death in service benefits Full service employee assistance programme Wagestream Your birthday off following the probationary period + much more

All staff are employed subject to the successful completion of a six month probationary period.

Specific terms and conditions will be as stated in the Terms and Conditions of Employment document.

Support and guidance will be provided by the Director of Programmes and Business Development.

Ouseburn Farm holds a Better Health at Work Maintaining Excellence Award, is North of Tyne Good Work Pledge (standard) accredited and holds Silver Investors in People accreditation



# PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
<b>KNOWLEDGE, SKILLS AND APTITUDES</b>	<p>Excellent written and verbal communication skills, including presentation skills.</p> <p>Ability to recruit, motivate, value and develop staff and create a positive working culture.</p> <p>Ability to coordinate staff and resources on a day-to-day basis to ensure effective teamwork and resource planning.</p> <p>Excellent organisation and planning skills and ability to manage competing priorities.</p> <p>Ability to manage and administer budgets and to make financial assessments and projections pertaining to the Charity.</p> <p>Working knowledge and understanding of safeguarding measures for children and vulnerable adults.</p> <p>Good understanding of Health and Safety within a public-facing context, including relevant regulatory standards.</p> <p>Ability to develop, manage and sustain partnerships and effective working relationships with a range of stakeholders and partner organisations.</p> <p>Ability to work within established governance structures including Board or Trustees or similar.</p> <p>Ability to balance the needs and sensitivities of community groups and individuals using the charity's facilities with the business needs of the organisation.</p> <p>Demonstrable skills in:</p> <ul style="list-style-type: none"> <li>• Business/Service planning, monitoring and management</li> <li>• Identification and management of operational and organisational risks</li> <li>• Innovation and creative problem solving</li> <li>• Use of ICT and social media</li> </ul> <p>Tenacity, with a strong commitment to quality and high standards across all activities.</p>	<p>Knowledge and understanding of monitoring and evaluation and impact measurement processes.</p> <p>Knowledge and understanding of public-facing visitor attraction operations.</p>
<b>EXPERIENCE</b>	<p>Previous experience of managing or supervising diverse staff teams or volunteers.</p> <p>Experience in managing a business, social enterprise, charity or equivalent.</p> <p>Proven experience in reaching targets and achieving objectives within a business/operational plan or similar.</p>	<p>bodies and the management and reporting of charitable grants and/or corporate sponsorship.</p> <p>Experience in working in a setting with people who have additional needs.</p>



# PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>	Experience of working effectively with a range of stakeholders/partners and the community to deliver services/projects.	Experience in a tourist or leisure and visitor attraction setting.  Experience of managing a building.  Experience of commercial activity including retail or promotional activity.
<b>QUALIFICATIONS AND TRAINING</b>	A good standard of general education.  A recognised Health and Safety Qualification (e.g. IoSH) or a willingness to achieve it within the first 12 months in post.	
<b>ADDITIONAL REQUIREMENTS</b>	The ability to work flexibly including occasional weekend and evening work where required.	

