



**Morecambe
Bay**
Partnership



Recruitment Pack 2025

Registered Charity 1173489



Welcome from the Chair



Thank you for your interest in joining the team.

Morecambe Bay Partnership is a dynamic charity with a broad multi-sector view working for people, nature and heritage around the Bay.

If successful, you will join us mid-way through delivery of our 3-year business plan which sets out how we can be impactful in the face of a raft of challenges.

We'd like to welcome a new team member who would like to be part of a group of dedicated individuals who will motivate, support and challenge each other.

This pack will help you to find out more about the opportunity of joining us as a member of staff.

If you share our enthusiasm to make a difference and give something back to the Bay's communities, then we'd love to hear from you.

Kerry McLoughlin
Chairperson

Welcome from the Chief Executive

Thanks for your interest in joining our team!

Now is an exciting time to join us as we have secured multi-year funding to develop a meaningful programme of work with young people. The role involves taking an inclusive approach, where you'll support young people to identify and help solve environmental issues in the area, particularly those that matter to them. If you would like to share your skills to make a real difference to young people's lives, empowering them to act for nature & heritage where they live, we'd be delighted to hear from you.



Sarah Mason
Chief Executive



About Us

Morecambe Bay Partnership is a place-based charity which champions Morecambe Bay as a great place to live, work, study & visit. We work in partnership to help everyone appreciate, access & nurture the nature, landscapes & communities of this special place. We are a sustainability-conscious charity that strives to minimise our impact on the planet in all activities, and through leading by example.

Our charity's vision is for Morecambe Bay to be an exceptional place to live & an outstanding place to visit. A place where the local economy provides healthy, happy, low carbon living for everyone. Nature is more abundant, heritage is understood, protected & celebrated, and our culture is thriving.

We are unique. We are the only charity solely dedicated to championing Morecambe Bay in this holistic way, connecting people with the nature, heritage & culture of this special place.

We work by identifying needs, seizing opportunities, and galvanising partnerships. We work with partners and the community to achieve the best for the Bay. Together we strive to protect the unique Morecambe Bay area and bring benefits for everyone.

We believe the natural & historic environment of the Bay is under threat from climate change, unsustainable development & disturbance. We believe that equality, inclusivity, diversity & respect are vital in a fair society. We believe that people benefit from the intrinsic value of the nature, heritage & culture of Morecambe Bay & they can make a positive contribution to its protection.

We are a Charity working for People, Nature & Heritage in Morecambe Bay

The outcomes we want to see:

- ✓ Morecambe Bay is an outstanding destination for responsible tourism.
- ✓ People who live in and visit Morecambe Bay are respectful of nature, because they can access and enjoy nature responsibly and contribute to caring for it for mutual health and wellbeing.
- ✓ People who live around Morecambe Bay are well-supported to understand the effects of climate change and how they can adapt.
- ✓ Archaeology, heritage & our shared culture, are safeguarded to provide inspiration for all.
- ✓ Younger people are empowered to connect to their place.

Why Morecambe Bay?

Morecambe Bay is an outstanding landscape of spectacular scale and grandeur. Full of heart-stopping land and seascapes, shining sands, dramatic headlands, and ever-changing light. It's the largest intertidal area in the UK.



Morecambe Bay from Hampsfell, Photo credit: Robin Zahler



Silverdale coast at sunset, Photo credit: Nigel Hunter

The Bay supports an outstanding diversity of wildlife. It is one of the UK's most important biodiversity hotspots. The extraordinary diversity of habitats mean the Bay is home to internationally significant populations of birds, flora, and invertebrates.

Morecambe Bay also has an ancient and rich heritage. The coast is dotted with nationally significant World War features, impressive archaeology, and a rich fishing history. The Bay hosts important industrial and maritime towns and a city – Barrow-in-Furness, Fleetwood, Ulverston, Morecambe, Lancaster; graceful seaside heritage – Arnside, Grange-over-Sands, Heysham; and wild and beautiful rural villages. Farming and fishing, industry and creativity, culture, and tourism are vital to the area.

The Bay is home to diverse communities too, who look out to one another across the vast sands. Around 419,000 people live in the area – that's the same as the population of the cities of Bristol or Cardiff.

Working in Partnership

Our strength lies in our partnership and community-based approach. We coordinate action. We collaborate to find solutions to Morecambe Bay's challenges. We favour a joined-up and holistic outlook, working proactively, flexibly, irrespective of county or political boundaries, or institutional limitations, and across a large area.

Located just south of the Lake District, Morecambe Bay spans the counties of Cumbria and Lancashire. Its considerable geographic area encompasses a vast range of users, interest groups, organisations, public bodies, local authorities, community groups and the private sector.

We are uniquely placed to deliver coordinated support and aspirational programmes that bring multiple benefits for people and place.

This method of working enables us to forge strong partnerships with a wide range of networks to unlock multiple benefits in a way that no other organisation does. We know the area very well and have proved that our holistic and creative nature, heritage, environmental and responsible tourism programmes can be a powerful and inspiring catalyst for change.

Over the last 5 years our key programmes have begun to put Morecambe Bay on the map, with high profile responsible tourism initiatives being delivered alongside wide-ranging community programmes which develop a greater understanding and enjoyment of the Bay area's natural, cultural, and historic assets, and fostering greater care and better management of them.

Through these programmes we have made a significant contribution to the management of the cultural and natural heritage of the Bay, the health and wellbeing of local people, and have improved the skills of hundreds of volunteers.

Our people

Morecambe Bay Partnership is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission (Registered Charity Number 1173489). It was incorporated on 20 June 2017, having previously operated as an unincorporated organisation since November 2001 (Registered Charity Number 1089559) hosted by Cumbria County Council and several years previous to that as a department of the Council.

The charity is governed by a Board of skilled and knowledgeable Trustees who delegate the day to day running of the charity to the Chief Executive and staff team who are employed by the charity directly on fixed term or permanent contracts. *April 2025: the team consists of 2 full time & 5 part time staff.

Our staff now work from home within the Morecambe Bay area, for which a work from home allowance is paid and reasonable office furniture provided. We offer options to book hot-desking space for those that need it and meeting rooms to allow effective collaboration within the team. We meet regularly on-line and in person at different locations around the Bay, or at our small base at Grange over Sands. We (currently) have a lock-up where our kit is stored, in Kendal.

The Role

Salary: £29,872-£32,185 per annum pro-rata.

Contract: 30 hours per week (0.8 FTE) fixed term for 3 years. Some occasional evening & weekend work will be required to fit in with the young people you will be supporting, for which a time off in lieu system is in place.

Place: Home-based within the Morecambe Bay area. You will be expected to travel regularly to locations around the Bay coast (stretching from Barrow to Fleetwood) with an emphasis on the Lancaster/Morecambe area.

The role requires excellent communication skills, particularly empathy & understanding of the challenges faced by younger people & you'll need to be flexible and adapt to the needs of the people you are working with. Good organisational skills, the ability to liaise with & deliver in schools, community & youth groups & other settings with younger people & to work in partnership to achieve the best outcomes are all essential to this role. Occasional evening and weekend working will be required to fit the needs of the young people you will be supporting.

Although one role, it is supported by multiple funders including the Areti Charitable Trust, and the Ernest Cook Trust (which is acting as a match funder, awarding grants on behalf of the #iwill Fund from the National Lottery Community Fund & the Department for Culture, Media & Sport.) The latter specifically supports the role of Blue Mentor, which will be 50% of your time.

Morecambe Bay Partnership is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employees and volunteers to share this commitment.

In return for your hard work & dedication to the role, you can enjoy a range of benefits including:

- Flexible working with friendly & supportive charity colleagues where you are trusted to get on with work with minimal supervision.
- Feeling like you are doing something positive & which matters to the place where you live.
- A monthly home-working payment contribution to your internet, heating etc.
- A range of family friendly & progressive policies including a sustainable travel policy which gives up to 4 additional days holiday if you travel abroad without flying.
- 26 days annual leave, with 8 bank holidays added (pro-rata).
- Winter shut down of up to 5 days in addition to annual leave.
- Contributory pension scheme of 5% (employee contribution is 3%)

Person Specification

You'll have a love of working on collaborative community projects and a minimum of 2 years previous professional experience of working with younger people, particularly those experiencing challenges in their lives, through their economic or social situation or through different abilities.

We'd also like to appoint someone who has knowledge of & a love & enthusiasm for the natural world, particularly coastal or blue spaces, with which they can inspire and support community learning in this field.

The role operates around Morecambe Bay, which extends from Barrow in Furness in South Cumbria, to Fleetwood in North Lancashire. Whilst we strongly encourage & incentivise the use of public transport for our staff team, it isn't always possible due to the work we do, so the ability to drive & have access to your own car for work is important. We reimburse agreed transport costs, of course.

As the role supports younger people to act where they live, & to feel pride & passion for their area, we feel it's important that you live here too. This also helps

to minimise travelling within our large operating area. Due to the funding we have received there will be an emphasis on working with younger people in the Lancaster/Morecambe area of the Bay

| | Essential | Desirable |
|---|---|---|
| Qualifications | | <p>Training in relevant areas such as:</p> <ul style="list-style-type: none"> • Ecology, nature recovery, environmental management, climate change, marine science. • Community engagement and participation • Outdoor learning • Project management • Project evaluation • Outdoor First Aid |
| Experience To be demonstrated in the application | <p>Minimum 2 years' professional work experience in a similar field e.g. youth participation/youth voice/youth leadership/youth empowerment.</p> <p>Engaging with diverse communities.</p> <p>Working within a nature/environmental context (paid or non-paid).</p> <p>Leading environmental activities with youth groups, primary and secondary schools.</p> | <p>Youth leader, coaching or mentoring.</p> <p>Budget management and implementation.</p> <p>Writing funding applications for grants up to £5k</p> <p>Delivering multiple projects simultaneously.</p> <p>Partnership working.</p> <p>Use of social media in a professional setting.</p> |

| | | |
|--------------------------------------|--|---|
| | <p>Writing risk assessments.</p> <p>Monitoring and evaluation of projects including collecting data, participant feedback & report writing, analysing learning outcomes.</p> <p>Best practice in working with young people.</p> | |
| Knowledge & understanding | <p>Good understanding of the coastal environment & nature in the Morecambe Bay area.</p> <p>An understanding of the effects of climate change on coastal communities.</p> <p>Empathy for and understanding of the needs of young people, particularly with eco-anxiety.</p> <p>Safeguarding policy and best practice.</p> <p>Commitment to equal opportunities.</p> <p>Understanding of the true barriers faced by all young people in Morecambe Bay, particularly those from strategically undervalued communities.</p> | <p>Familiar with the geography, and socio-economic context of Morecambe Bay and youth provision.</p> <p>Appreciation of health, safety and well-being aspects relevant to work area.</p> <p>Best practice in outdoor learning techniques.</p> |
| Skills | <p>Excellent people and communications skills - able to reach new community audiences, build trust, communicate with and inspire a wide range of young people and their responsible adults.</p> | <p>Nature ID skills.</p> <p>Media communications e.g. writing press releases, creating social media and website content, presentations.</p> <p>Producing audience-specific creative interpretation and session materials.</p> |

| | | |
|---------------------|---|--|
| | <p>Able to work independently and manage own workload.</p> <p>Excellent organisational skills and initiative.</p> <p>Ability to be flexible and adapt to the needs of others.</p> <p>Integrity, sensitivity, tact and cultural awareness.</p> <p>Demonstrable teamwork.</p> <p>Microsoft 365, Word, Excel etc.</p> | |
| <p>Other</p> | <ul style="list-style-type: none"> • Demonstrable enthusiasm and passion for working with young people. • Ability to champion and advocate for Morecambe Bay’s environment. • Current driving licence with access to a car (insured for business use) and able to travel regularly (by public transport or car) around the Morecambe Bay / South Lakes area as required. • Preference for someone who lives within the Bay area. • Able and comfortable to work from home. • Able to work occasional evenings and weekends to suit needs of the young people you will be supporting. • Enhanced DBS Certificate. | |

Role Profile

Job Title: Youth Engagement Officer (Blue Mentor)

Line Manager: Team Leader; Engagement & Fundraising

Contract: 30 hours per week (0.8 FTE) fixed term for 3 years. Some occasional evening & weekend work will be required to fit in with the young people you will be supporting, for which a time off in lieu system is in place.

Place: Home-based within the Morecambe Bay area. You will be expected to travel regularly to locations around the Bay coast (stretching from Barrow to Fleetwood).

Key purposes:

1. Develop new ways of engaging young people in the nature and environment of Morecambe Bay, removing barriers, to create meaningful connections with their local blue spaces.
2. Empower young people from diverse communities with skills, knowledge and confidence, to understand their local environment & contribute to its care.
3. Build a network of organisations, charities, groups, schools and institutions in the Morecambe Bay area which are supporting young people and want to enable closer connections to nature and environmental youth social action.
4. Facilitate the creation of Blue Influencers groups of young people aged 10-14 & support them in the planning and delivery of youth-led environmental social action projects of their choosing. Apply for additional funding from the Ernest Cook Trust which is specifically for & on behalf of Blue Influencers groups.
5. Engage with 60 young people per year on the Blue Influencers programme.
6. Support 300 (minimum) primary aged children per year to experience blue spaces.
7. Evaluate and monitor youth programmes for Morecambe Bay Partnership (MBP) and highlight needs and/or future opportunities & partnerships in the community.

Key responsibilities

1. Support Blue Influencers from a diverse range of communities to deliver inspiring projects. This will include leading site visits and creating interactive activities to support learning.
2. Enable the groups to conceive and co-design projects with a clear plan for funding, delivery, and evaluation.
3. Facilitate Blue Influencers learning around coastal and marine environmental issues affecting their communities.
4. Ensure that all activity and engagement with young people complies with safeguarding legislation, policies and procedures.
5. Help the groups with press, promotion to share successes.
6. Be an active member of regional and national networks of Blue Mentors and youth/outdoor learning.
7. Evaluate, communicate & share the project outcomes, including project monitoring forms, facilitated group evaluation & online reporting.
8. Work with the Ernest Cook Trust Programme Manager to meet funding criteria and follow due diligence guidance.
9. Build local and regional momentum for environmental action amongst young people.
10. Attend training and networking events organised by the Ernest Cook Trust to develop professional skills.
11. Act as an ambassador for youth social action for Morecambe Bay Partnership.

12. Promote access for all to the countryside to a wider range of young people including those who rarely access the countryside.
13. Prepare written communications for MBP including news releases, newsletter, and website. Use social media effectively to publicise the programme, engage the wider local community and celebrate the programme's achievements as required.
14. Take responsibility for personal health, wellbeing, and safety and that of others whilst at work promoting a positive health and safety culture.
15. Contribute professionally to all aspects of the work of Morecambe Bay Partnership

This role profile outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. **These are covered in the work plan for the post.**

The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes of legislation, regulations, orders, funding commitments, rules and working practices, methods and procedures and reviews, as directed from time to time.

The role is supported by multiple funders including the Areti Charitable Trust, and the Ernest Cook Trust (which is acting as a match funder, awarding grants on behalf of the #iwill Fund from the National Lottery Community Fund & the Department for Culture, Media & Sport.)

How to Apply, Deadline and Interviews

Complete the application form (downloadable from our website) with a CV outlining your work and education history & send to Michelle Cooper (Team Leader: Engagement & Fundraising) michelle@morecambabay.org.uk

Applications should be received by **9am on Tuesday 4th March**

Please ensure that you apply by the deadline, as we will not accept applications beyond this date and time under any circumstances.

We will hold interviews on **12th March**; these may be online or in person.

Please note that due to the volume of applications we are likely to receive we are unable to update all applicants individually. If you do not receive a response from us within 2 weeks of the closing date, then your application will have unfortunately been unsuccessful in progressing to the next stage.

Thank you for your interest in working for Morecambe Bay Partnership