



# Altogether Better Inclusive Recruitment Grant Case Study

## Awarded to Derbyshire Wildlife Trust

Derbyshire Wildlife Trust (DWT) is a growing charity committed to achieving a vision of a Wilder Derbyshire. The Trust reconnects landscapes across the county and encourages communities to get out and discover wildlife on their doorsteps. They were awarded an Altogether Better Inclusive Recruitment Grant for the recruitment of a Trustee.

### Background

DWT were looking for a Trustee who had expertise in rewilding to join an established and engaged board and help drive forward their vision for a wilder Derbyshire. They wanted to appeal to as wide an audience as possible and reach a more diverse pool of applicants outside of their previous traditional network of applicants.

On review TPP found that Derbyshire Wildlife Trust had already made steps to make their Trustee recruitment more inclusive. They had taken time and care over their candidate pack and the language used was clear and jargon free. The imagery used throughout was engaging and the use of illustrative graphics and photos to highlight a diverse population against a backdrop of industry and nature was bold and effective.

DWT had highlighted ***“that nature belongs to everyone”*** and had included a strong D&I statement:

***“We’re focussed on dismantling barriers from Black, Asian and Ethnic Minority backgrounds and ensuring LGBTQ+ people were welcomed.”***

They had also included:

***“we place equal value on professional and lived experience from those who wish to champion nature and the role it can play to reconnect our communities with greenspaces. We strive to ensure that our Board is a safe space for Trustees and welcome applications from those who have been underserved and historically excluded from the natural heritage sector.”***

They had also stipulated within the pack the CEO would be happy to have any informal discussion with potential trustees. TPP were impressed with the information and candidate pack provided.



## The Challenge

TPP identified the challenge was going to be more around the actual recruitment and how to appeal to a wider audience bearing in mind certain caveats:

- The Trustee needed to live or be very familiar with the Derbyshire area/countryside/sites of interest
- Trustees needed to attend 6 board meetings a year face to face at DWT's head office.
- Trustees needed to have an understanding and passion for rewilding and natural solutions.
- It was desirable but not essential the Trustees understood the role and responsibilities of a board member and charity finance.

A constructive discussion was held between DWT and TPP to establish whether there was any movement on the criteria.

DWT acknowledged during the conversations with TPP while they understood the criteria set in the above points would narrow the candidate pool considerably, it was essential to ensure they delivered to the skill set that had been identified in a skills gap analysis exercise conducted by the Board and looking at their future strategy it was felt rewilding expertise was a necessary requirement.

## The Solution

- Although a voluntary role, TPP recommended that DWT should include Carer costs in the reimbursement of reasonable expenses.
- TPP recommended the use of a Board 'buddy' and extensive induction process for any new Trustee to allow people without charity Board expertise to apply (DWT already had this in place).
- TPP included a timetable of recruitment dates and clear details on application process in the candidate pack.
- TPP highlighted that TPP/DWT would support any assistance or adjustment at any point during the recruitment process in any enquiry.
- TPP wrote an inclusive advert which appealed to a wide audience and advertised the role across several sector specific jobs – Guardian Jobs, Charity Jobs, LinkedIn, Women on Board, Evenbreak, Inclusive Employees and posts across the TPP website and several social media channels.



*TPP "introduced new approaches to engage with passive markets"*

*Derbyshire Wildlife Trust*

# Timeline

TPP led a database campaign to 384 candidates registered in the Derbyshire area.

TPP carried out a headhunting campaign, targeting people in the Derbyshire area with rewilding expertise. Through research TPP identified and approached 55 people and had 34 responses. 27 wanted packs and initial discussions were held with a TPP team member. Those that decided not to apply felt they did not have the capacity to commit however the majority expressed an appreciation for the work DWT does.

TPP received 8 formal applications from a total of 33 expressions of Interest.

Based on rewilding expertise, geographical location knowledge, passion for nature and environment, and any strategic decision-making evidence, 6 were longlisted for assessment by the TPP team.

These candidates were interviewed against competency-based criteria that had been designed for this role.

All questions were sent through in advance to candidates to aid interview preparation.

Candidates were asked to fill in a D&I monitoring form.

An in-depth report was submitted with recommendation to interview the 6 (one dropped out prior to interview).

TPP recommended first stage to be remote and 2nd stage in person with the nominations committee.

All candidates were supported with interview trustee guidance and preparation prior to meeting with nominations committee.

Any request for a pre chat with existing Chair was facilitated.



## The Result

Out of the candidates interviewed, two had prior charity experience and one of those had been in a senior leadership role.

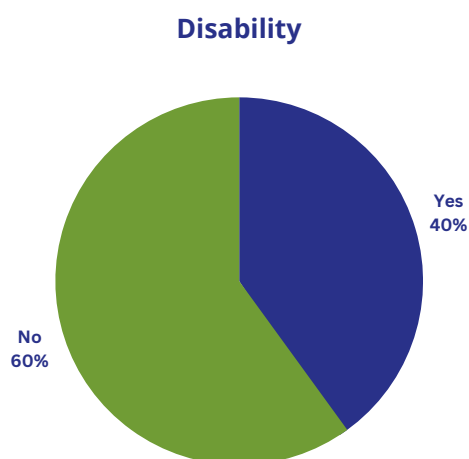
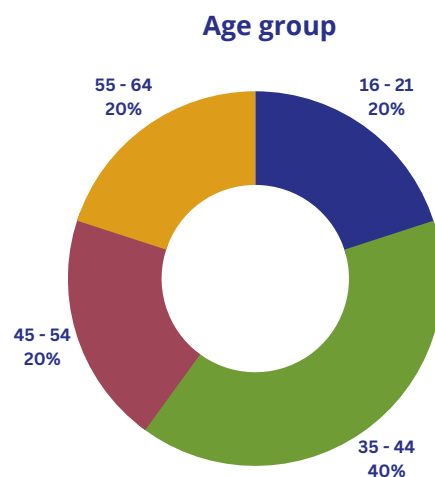
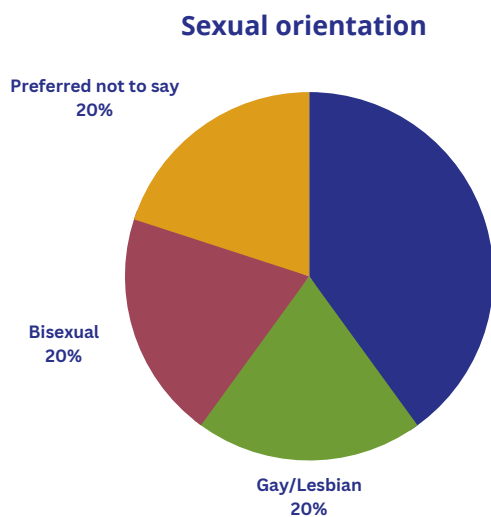
One was a young trustee who had gained some strategy experience whilst on a committee at university and the other two were from ecology consultancies and were used to advising stakeholders on decision making.

The nominations committee interviewed and felt that one applicant stood out in terms of understanding DWT, their role on the Board and how best they'd be able to support them. That person was offered and accepted.

They were a highly experienced ecologist who had expertise in rewilding, restoration ecology, ecological networks, green infrastructure, landscape conservation.

## Diversity & Inclusion

As part of the inclusive recruitment grant TPP surveyed applicants to monitor diversity. We have noted some key takeaways below.



# Learning

As a result of the recommendations made by TPP, Derbyshire Wildlife Trust said that they would *"continue to promote inclusive recruitment processes"*. They foresee this having an impact on their future inclusive recruitment campaigns *"leading to increased diversity"*.



## The top 3 benefits of working with TPP as recruitment partner

- *"Time saving"*
- *"More target reach"*
- *"Specialist knowledge in recruitment"*



**Derbyshire**  
Wildlife Trust

*"It was great working with the team, they were supportive and helpful throughout and we successfully recruited which was the aim of the campaign - thank you!"*



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