

# Recruitment Pack



In this pack you will find background information about:

- Woodcraft Folk
- Your Team
- Strategic plan 2025-2030
- Challenges
- Recruitment process
- Working for Woodcraft Folk

## Introduction to Woodcraft Folk

Woodcraft Folk is a registered charity, passionate about co-operation, children's rights, youth leadership and outdoor education.

Woodcraft Folk was established in 1925, in response to the First World War, by young people seeking to build a better future based on peace, international understanding and equality.

Woodcraft Folk is open to everyone, providing play and youth work opportunities to children and young people up to 21 years. We support children to take the lead at every level of the organisation, including 50% of our Trustees being under 25 years.

Woodcraft Folk aims to achieve social change through education. Children and young people engage in weekly group activities, projects, youth led social action, residential and camping trips throughout the year. Our education programme is based on a number of key principles:

- Co-operative & sharing approach to life
- Nature and the environment
- Peace
- Equality & inclusion
- International understanding
- Rights of the child

## Woodcraft Folk key messages

### **We are Woodcraft Folk and...**

#### **... we change the world.**

We support our members to celebrate and question the world around them. We enable them to bring about the changes that they want in order to create a more equal and caring world.

#### **... we are youth led.**

We support young people to participate, take the lead, and make decisions about their programme and how the organisation is run. We empower them to become active citizens locally and globally.

#### **... we welcome everyone.**

Our groups, events, centres and volunteer roles are open to all. We do our best to remove any barriers to participation.

#### **... we are co-operative.**

We practise cooperation and teamwork through all of our activities.

#### **... we understand and respect our one world.**

We think it's important to learn about our environment and how we can take better care of it. We develop international understanding and friendship through our activities and exchanges.

#### **... we've been running since 1925 and we're still going strong!**

We've changed over the past century, but draw on our heritage and what we've learnt as we move forward.

For more information visit [our website](#).



## Introduction to the staff team

Woodcraft Folk employs 21 staff, divided across 3 teams:

- Membership & Programmes
- Centres
- Resources

The majority of the staff team work part-time, a third working directly in Woodcraft Folk's residential centres (Bibbins, Cudham, Height Gate & Lockerbrook). All other staff members are home based, spread across the country from Cornwall to Glasgow. Team members are funded through earned income, donations, group registration fees and restricted funds.

The team is supported by a network of nearly 2,000 volunteers who facilitate weekly youth groups at 200+ venues across the UK.

Woodcraft Folk is a unique charity, embedded in the co-operative movement, for 100 years it has been delivering a values-led programme to children and young people.

For more information see [Our Staff - Woodcraft Folk](#)

## More About your Team:

As Chief Executive Officer you will be responsible for:

- Head of Resources (28hrs)
- Head of Membership & Programmes (30hrs)
- Centres lead (7hrs)
- Fundraising & Development Officer (10hrs)

## Strategic Plan

Following two years of consultation with young members, volunteers and staff Woodcraft's Folk's ambition for its 100th year is to support more, and a greater diversity of, children and young people to benefit from activities grounded in Woodcraft Folk's aims and principles.

Our priorities include:

1. Increase the number of children and young people, particularly underrepresented children and young people, participating in Woodcraft Folk's values led educational activities
2. Increase the number and diversity of volunteers by reducing the barriers to participation and improving support
3. Remove financial barriers to participation for children, young people and volunteers and achieve organisational wide financial sustainability
4. Adapt activities to reduce Woodcraft Folk's impact on the environment and support climate resilience

For more information visit [Strategic Plan 2025-2030](#).

## Challenges

As with all charities Woodcraft Folk faces a number of challenges, including:

- Operating as one charity, utilising all energy and resources to create the greatest impact
- Inclusion and reach, reducing barriers to participation for children, young people and volunteers
- Recruiting and supporting local volunteers with limited infrastructure
- Meeting our sustainability ambitions at every level across the charity
- Financial sustainability as costs increase and traditional funding streams seem more competitive
- Effectively engaging Trustees and other volunteers who have the skills, experience and knowledge to support effective governance at national and branch level
- Oversight of compliance, to ensure the best possible experience for all

Woodcraft Folk Trustees have committed to better delivery, governance and being better known and understood. This includes:

- Prioritise and allocate increased resource to supporting all volunteers
- Build on and develop alternative ways of engaging more children and young people in our educational aims and principles
- Increase partnership working with organisations that share our goals
- Allocate staff time to monitor delivery of our educational aims and principles and obtaining feedback from beneficiaries
- Invest in updated systems to allow for regular whole organisation reporting on finances, activities and membership
- Invest in staff time to increase restricted & unrestricted income, reducing the financial burden on groups
- Ensure that structures throughout Woodcraft Folk are optimised to engage young people in participatory governance

## Recruitment process

Please submit your CV and responses to the application questions by **9am on Monday 26th May 2025**. Applications received after this date will not be considered.

Your CV and application responses will be scored by a selection panel against the person specification for the role. Scoring will be 0-4, rewarding those candidates who are able to provide relevant examples of how they demonstrate the skills and experiences highlighted in the person specification.

0	Item not mentioned
1	Mentioned but no example given
2	Addressed with an example given
3	Addressed with relevant example
4	Outstanding response

Applicants who score highest will be invited to interview, so please do take time to share how you demonstrate the essential requirements within the person specification document. There is no word limit, but do write concisely.

Interviews for this role will take place in central London, near Euston/Kings Cross.

Interviews are scheduled for **Thursday 5th or Friday 6th June 2025**. Shortlisted candidates will be notified by Thursday 29th May at the latest.

Any questions about the recruitment process should be directed to [recruitment@woodcraft.org.uk](mailto:recruitment@woodcraft.org.uk)

## Working for Woodcraft Folk

Woodcraft Folk is a Real Living Wage employer who seeks to be the best possible employer for an organisation of its size. Employees benefit from:

- Flexible and hybrid working environments
- Being part of a passionate team with shared values
- Working with a diverse team of young people and volunteers to make a difference
- 28 days annual leave pa + Bank Holiday entitlement (pro rata for part-time staff)
- Personal and professional development and training opportunities
- A free and confidential Employee Assistance Programme, providing health, legal and financial advice
- A clear expenses policy, with financial contributions made towards regular eye tests and purchase of prescription glasses
- Employee Handbook with clear policies and procedures in place
- Policies on leave and absence which go above the statutory minimum
- Regular communication with team colleagues through monthly team meetings, bimonthly All Staff meetings and an annual staff conference
- Dedicated staff representatives
- A union recognition agreement with Unite

Staff are surveyed annually to enable the Senior Management Team, staff representatives and Staffing Committee to continually improve practices.

## More information

For more information [staffing@woodcraft.org.uk](mailto:staffing@woodcraft.org.uk)