



Scotland Business Development Consultancy brief for The Orchard Project

Who we are

The Orchard Project is the only organisation solely dedicated to the creation, rejuvenation and celebration of community orchards in the UK. Our team of staff across England, Scotland and Wales work with communities to develop thriving and productive community orchards, supporting groups to grow, harvest and enjoy their own local fruit. We have a track record of working with communities in deprived areas and 75% of the orchards we have planted are in the top third of areas in the UK with the highest indices of deprivation.



Our Vision and Aims: Our vision is that everyone living in urban areas is within walking distance of a community orchard. Through our community urban orchards, we hope to strengthen communities, improve peoples' wellbeing and build resilience.

We're dedicated to creating inspiring cities lush with nature-rich, well-cared-for, community-run orchards. These spaces are used and valued by a wide range of people that are producing and distributing substantial amounts of healthy fruit, and food produced from that fruit, for a significant number of people.

At the heart of our work is a community development approach to orchard management. Involving and supporting volunteers in their own community to manage their orchard is the best way to integrate the needs of communities with the needs of urban orchards.

The opportunity

The Orchard Project is seeking to develop our work in Scotland to raise the profile of urban community orchards, secure new funding and cement new partnerships to address issues such as well-being, community cohesion, social isolation, food security, climate crisis and biodiversity loss. Our current Scottish team is comprised of 2 x 0.6 FTE Project Managers based in Edinburgh and Glasgow. The Project Managers are embedded in their local communities but the majority of their capacity is taken up with delivery.

We are seeking a well networked, business development minded individual with experience both in the food growing sector and working strategically at policy level. Someone with their finger on the pulse!

The specific outputs that we require from consultancy are:

- Draw up a map of funding prospects for our central belt Scottish orchards both from statutory and grant funders
- Identify new leads and develop existing leads we have for projects and funding
- Advocate for The Orchard Project with both local and national government to get introductions to key decision makers.
- Draw up recommendations for areas where we can make the most impact in different policy areas , in order to access relevant funding for new projects – e.g. green infrastructure, urban planning, health and well-being, community cohesion, urban agriculture, biodiversity
- Based on these recommendations and leads – to work alongside our Head of Fundraising and local Project Managers to develop and write funding bids for Scottish projects. Our target for fundraising begins at £50K. We anticipate this will take up the most time.
- If the consultant is able to secure funding which leads to a pan-Scotland programme, we would be interested in this as a potential outcome.

Skills and experience that you would need:

- 5 years' experience of working in a business development role or similar
- Excellent knowledge of stakeholder management and developing relationships
- Recent experience of working effectively with a range of commissioners, funders and other stakeholders in related fields
- Demonstrable experience of successful fundraising
- Well-networked in the central belt of Scotland
- Great interpersonal skills and a can do attitude
- Passion and knowledge about sustainable agriculture/permaculture/organic growing

Budget and timescales

We envisage that the work will take place from January – March 2021 and have an indicative budget of £2.5K for this work. We are open to suggestions from the consultant on the best way to allocate this to achieve our outputs and outcomes.

Instructions for Tendering

Please send a CV, Equal & Diversity form and cover letter highlighting how your experience would support this project and outlining your approach to ella@theorchardproject.org.uk by 13th December 2020.

Interviews will be held virtually on Monday 21st December 2020.

Contact

For any questions about the role, please contact Kath Rosen, CEO: Kath@theorchardproject.org.uk

For any questions about recruitment, please contact Ella Hashemi, Head of Operations & Programmes: Ella@theorchardproject.org.uk