



## Visitor Experience Volunteer

Whinlatter Forest is England's only true mountain forest, full of unique experiences and activities for all visitors. Whinlatter Forest was established as a visitor attraction in 1992, when off road parking and waymarked forest walks were introduced. Over the last 20 years, Whinlatter has developed into one of the top 5 visitor destinations in Cumbria. The unique selling points of the forest are the abundance of magnificent wildlife such as red squirrels, woodland birds, deer and ospreys; and a large range of adventurous activities.

Whinlatter's vision: "to provide a consistently high quality visitor experience for the public to enjoy healthy outdoor pursuits in attractive, sustainable and safe environment".

Visitor Experience Volunteers will support us in providing our visitors with an excellent experience of Whinlatter because they love their local forest.

In this key role you will provide a warm welcome and build positive rapport with visitors, as well as providing information to help them to make their visit a memorable one. By passing on your knowledge and sharing your enthusiasm for the forest you will contribute to visitors leaving Whinlatter with a greener heart.

### Position Title

Visitor Experience Volunteer

### Responsible to

Visitor Experience Team, Volunteer Co-ordinator

### Key Objective

To ensure that an exceptional, consistent experience is delivered to all Whinlatter Forest's visitors. Visitor Experience is about friendly faces onsite throughout peoples' visit - from their arrival to departure.

This will be done by providing a remarkable service to visitors in a welcoming environment, and by providing information that encourages a positive relationship between volunteers, staff and our visitors. Visitor Experience Volunteers will inspire our

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visitors so that they become enthusiastic about the Forest and become ambassadors for Whinlatter.

## What's in it for you?

1. Meet and work with a fun and diverse team who love forests, adventure and wildlife
2. Make friends
3. Gain knowledge and expertise in the area of visitor experience, customer services, wildlife, forestry and more
4. Receive training and the opportunity to learn new skills through training
5. Opportunity to work along side The Lake District Osprey Project
6. Free refreshments in a dedicated volunteer common room
7. After 35 volunteering hours get a free annual parking pass to Whinlatter Forest, which will be renewed annually subject to hours completed and internal reviews
8. Continuing education opportunities such as guided walks, field trips and events
9. A Forestry Commission Volunteer uniform
10. Annual recognition events
11. Long service awards

## Key Work Areas:

1. Meet and greet visitors on arrival
2. Provide information about the site including directions, facilities and history and deal with any arising queries
3. Help visitors plan their visit by telling them about activities and events
4. Event support – from planning to delivery
5. Promote the Discovery Pass – a great way to support the forest and get great benefits including free parking and shop discounts
6. Infrastructure management example trail checking
7. Car park management
8. Promote the important work The Forestry Commission does and in particular how Whinlatter improves valuable woodland assets in ways that are good for people, nature and the economy
9. Get to know the on-site partners enabling you to encourage visitors to sample Siskins Café, GoApe, shop, Cyclewise shop & bike hire.
10. Provide Guided Walks in areas / topics that interest you
11. Be aware of the needs for all visitors, including family visitors and disabled visitors
12. Feedback and Evaluation about the site as a whole
13. Farewell and encourage visitors to return

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## Skills and attributes needed:

1. Enjoy meeting new people
2. Have an interest in forests, adventure and wildlife
3. Helpful nature and enjoy being part of a team
4. Have a positive attitude, be a good communicator and most importantly have a big friendly smile!
5. Enjoy variety
6. Knowledge of the forest and local area is useful but this can be learnt

Commit as much or as little time as you wish. It is helpful if you can commit to a regular slot but this could be weekly, monthly etc. The Centre is open 7 days so we would welcome volunteers who can help at weekends as well as mid-week.

Each volunteer opportunity is different - with its own unique set of responsibilities and therefore requiring its own unique mix of relevant training, skills and experience. Any necessary training will be provided by our friendly staff.

## How to apply:

If you are aged sixteen and above and would like to volunteer please complete an application form. An information pack and application form is available from the volunteer co-ordinator. Ways to contact us:

1. Visit [www.forestry.gov.uk/grizedale](http://www.forestry.gov.uk/grizedale)
2. Send an email to [volunteer.lakelandforests@forestry.gsi.gov.uk](mailto:volunteer.lakelandforests@forestry.gsi.gov.uk)
3. Call 01229862025
4. Drop into the Whinlatter Visitor Information for a Volunteer Information Pack

Once we have reviewed your application form, we may invite you for an interview and a background check.

Please note: Volunteer placement is a selective process and not all applicants are accepted. The Forestry Commission reserves the right to place volunteers in an area best suited to the applicant's skills and the needs of Whinlatter Forest.

*The Visitor Experience Volunteer role is part of a pilot project – this will end in May 2015, however there is a possibility of extension to long term.*

