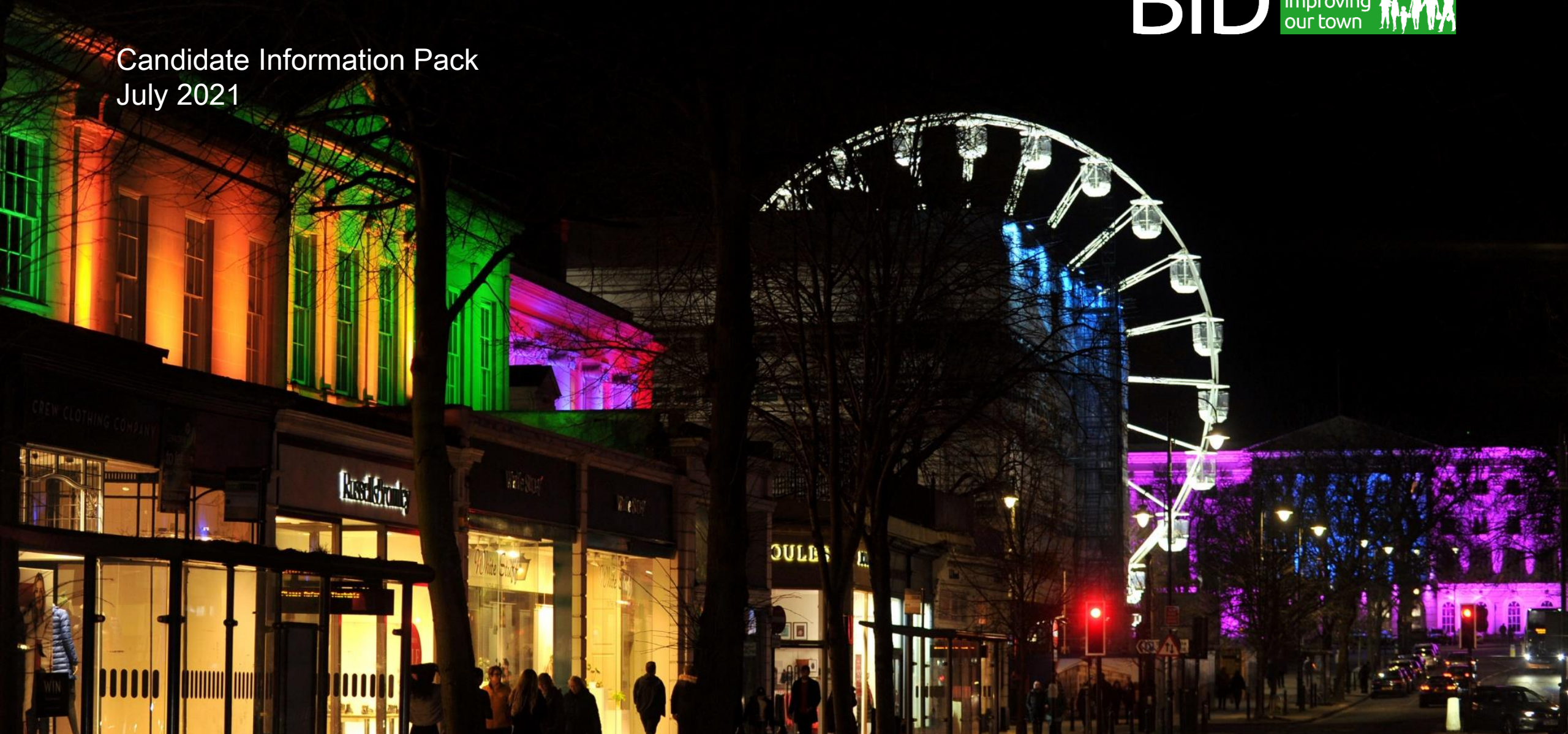


CHIEF EXECUTIVE

CHELTENHAM BID

Candidate Information Pack
July 2021

CHELTENHAM
BID Local businesses
improving
our town 





Welcome from **ALEX ROSE, CHAIR**

Thank you for your interest in the role of Chief Executive of Cheltenham BID.

Having been established in 2016, for the past five years, Cheltenham Business Improvement District (BID) has led the way in making Cheltenham a vibrant and prosperous town, where businesses can flourish and visitor numbers increase. Using the annual levy collected from more than 600 businesses, the BID has invested more than £2million into projects, services and initiatives to support businesses and improve the visitor experience of Cheltenham town centre.

Having grown in stature and influence over this first term, the BID is now one of the foremost organisations in the town and a respected voice of Cheltenham's business community.

Our recent renewal ballot bears testament to this, with the BID seeing an overwhelming level of support from businesses for a second term - with an 86% yes vote by number and 90% by rateable value. The BID's second term will now commence on 1 August 2021 and run through to 31 March 2026 - and we have set out an ambitious Business Plan that will see a further £2.8m invested in Cheltenham town centre.

I am delighted to be the Chair of this organisation and honoured to work with an enthusiastic board who either own or lead their business – and play key, individual roles within the town.

For the board, it is all about a Chief Executive who can provide strategic leadership for our organisation, galvanise the business community and town centre behind our plans and to seize the incredible opportunities that lie ahead for Cheltenham.

This is a hugely exciting time to be in Cheltenham. Despite the challenges of recent times, as a town, Cheltenham has a genuine spring in its step with major projects and new investments helping to drive business confidence and an ambitious place-making agenda. With our world class cultural and events programme, it's no surprise that we're known for being *The Festival Town* and recognised as one of the best places to live in the UK.

The BID has a pivotal role to play in helping to shape this agenda and to ensure delivery on behalf of our levy-paying businesses. We are keen to hear from senior executives who can bring the kind of drive, energy and passion to help us lead the way.

I hope you enjoy learning more about Cheltenham BID and find this opportunity as exciting as we do.

Alex Rose
Chairman, Cheltenham BID

Managing Director, Beards





ADVERTISEMENT

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|-----------------|--|
| Job Title | Chief Executive |
| Organisation | Cheltenham BID Ltd |
| Reporting to | Chair of Cheltenham BID Board |
| Responsible for | BID Staff team |
| Term | Fixed term to July 2026, with a possibility of extension subject to a successful renewal ballot |
| Hours | 37.5 hours per week |
| Salary | Circa £50,000 p.a. |
| Location | BID offices, Cheltenham Town Centre and any other locations as required to deliver the BID Business Plan |

Cheltenham BID is seeking to appoint an outstanding Chief Executive to lead the organisation into its second term and to deliver recovery, growth and success for Cheltenham town centre.

Cheltenham BID is a well-established and exemplary BID with an accomplished team and experienced board of directors. After an overwhelming yes vote in its recent renewal ballot, Cheltenham BID has the backing of the business community and is uniquely placed to harness the many opportunities that lie ahead, helping to inject new energy and dynamism into the town to drive economic growth.

The Chief Executive will combine management of an already successful business with the responsibility for delivering for a newly extended BID zone.

We are looking for an innovative, determined and inspirational leader, able to build effective partnerships, influence key stakeholders and drive change.

To apply for the post, please send a tailored CV and covering letter highlighting your skills and experience pertinent to the role to: cheltenhambidceo@gmail.com



INTRODUCTION

These are hugely exciting times for Cheltenham and the BID is uniquely placed to harness the many opportunities that lie ahead, helping to inject new energy and dynamism to drive economic growth.

Cheltenham is a town of ambition, with Regency heritage at its core; it provides a backdrop for growth and investment and the positioning of Cheltenham as a shopping, cultural and business destination.

The Cheltenham BID area has a dynamic range of businesses that support the unique offer of Cheltenham, serving residents, businesses and visitors. Following a successful ballot in July 2021, The Cheltenham BID is ready to reconnect BID businesses as we emerge from a global pandemic, ensure their views are fully represented with key stakeholders and agencies, drive opportunities for investment and contribute to the important place making outcomes that will help contribute to Covid-19 economic recovery.

To do this we have an exciting and challenging opportunity for the right person to lead the second term of a successful BID and take the business to the next step in its growth and development.

You will be pivotal in bringing a fresh vision, leadership and creativity to help deliver the strategic objectives of the BID. You will lead a small yet committed team and foster innovation and creativity in supporting them to deliver the BID Business Plan objectives.

Taking the lead from the BID Business Plan and the BID Board of Directors, the Chief Executive is responsible for the successful leadership and management of Cheltenham BID.

You will play a key leadership role within the town, including:

- Strategic positioning of the BID area with key stakeholders
- Building effective partnerships and influencing key stakeholders to drive change
- Influencing policy making impacting the town on the issues that impact the BID area and its levy payers
- Be active in delivery of place management
- Support levy businesses through facilitating business support and representing them at a strategic level, and
- Delivering a successful Renewal Ballot in 5 years' time to secure a third term of the Cheltenham BID.



THE ROLE

You will be directly responsible for the strategic leadership and management of the Cheltenham BID, leading a forward thinking organisation to drive continuous improvements, innovation and growth.

Your main responsibilities will include:

Company Management, Governance and Strategy

- Lead and manage the Cheltenham BID in a strategic and innovative way
- Ensure excellent company governance and procedures
- Manage the BID's legal matters in compliance with proper controls and procedures
- Be accountable to and support the BID chairperson and Board of Directors
- Be responsible for ensuring the timely and effective delivery of the operational and strategic projects set out in the Business Plan, including proposing, implementing and reporting to the Board of Directors on the strategic direction of the company, as well as particular strategies and initiatives organisational plans and performance.
- Recruit, appoint, manage, inspire and develop the staff team, providing clear leadership within a mentoring framework designed to develop individual and team performance to its optimum
- Work with BID members to implement the strategic vision for Cheltenham set out in the Business Plan and helping to refine and develop this vision to inform future plans
- Prepare the necessary reports, research papers and evaluation to keep the Board up-to-date on progress, opportunities and other issues relating to the BID and the delivery of the Business Plan so that it can make informed, appropriate and timely decisions



THE ROLE

You will be directly responsible for the strategic leadership and management of the Cheltenham BID, leading a forward thinking organisation to drive continuous improvements, innovation and growth.

Your main responsibilities (cont'd):

Financial Management

- Manage the BID's financial matters in compliance with proper controls and procedures
- Seek to attract additional voluntary contributions to support additional work by the BID

Relationships, Lobbying and Representation

- Initiating and nurturing positive relationships across public and private sector stakeholders across Cheltenham and wider Gloucestershire that support delivery of the BID Business Plan and the objectives of the BID, together with influence relevant decision-making and foster understanding of and support for the BID
- Lobbying on behalf of businesses on matters concerning the Cheltenham BID
- Representing Cheltenham BID at a senior level to bring influence within the levy paying community and across the town

- Build effective relationships with BID levy payers to ensure the successful delivery of the BID outcomes
- Actively champion, promote and raise awareness and support for the Cheltenham BID
- Take lead responsibility for the maintenance and development of the company's reputation and relationships with the town centre businesses, media, regulators, governments, local communities, supplier, customer, trade bodies and other members.

PERSON PROFILE

The Chief Executive is expected to be an ambassador and figurehead acting with high integrity and credibility across all aspects of the role.

Qualifications, Knowledge and Experience

- Graduate qualification or equivalent experience clearly demonstrating you can work effectively at a leadership level within a business led environment
- Experience of working within complex partnership situations across public private and third sectors
- A proven track record of delivery of successful project management
- Proven knowledge of sound company financial management
- Well developed IT literate business management skills

Skills and Abilities

- Inspirational and passionate leadership to establish and develop the BID programme
- Ability to work with the Board to deliver the strategic vision set out in the Business Plan and develop it over the term, demonstrating a track record of developing and driving strategic change
- Ability to build relationships and credibility for the BID with levy payers, partners and other stakeholders

- Ability to manage a staff team and to deliver outstanding performance and ensure that BID priorities and objectives are understood by BID staff and its suppliers
- Proven ability to act and think strategically whilst also being able to work operationally and understand the competing demands across a team.
- Ability to challenge, lead and influence a range of audiences at varying levels of seniority
- Strong commerciality and experience of company management including sound financial management
- Resilient and tenacious to ensure delivery, but able to analyse a situation and identify new approaches where necessary
- Ability to juggle various strands of strategic and operational workload, working under pressure to set and meet deadlines
- Excellent marketing and communication skills and an ability to develop a brand
- An understanding of what makes Cheltenham special and how it can be developed and of key issues facing town centres



- Proven public speaking skills and experience with the ability to inspire and build confidence
- Demonstrable experience in managing conflict
- Experienced in dealing with media partners
- Willingness to work outside normal office hours to achieve successful outcomes for the BID and the town.
- Being a team player

Desirable knowledge and experience

- Understanding of the key issues facing Cheltenham
- Direct small business management experience
- Well-developed knowledge and experience of Business Improvement Districts

This job description and person profile sets out the key outcomes required. It does not specify in detail all the activities required to achieve these outcomes.



HOW TO APPLY

To apply please send a tailored CV and covering letter to cheltenhambidceo@gmail.com

Please note that your CV should be up to date and demonstrate your experience in the context of this role.

Covering letters should be of no more than 2 pages and should demonstrate your proven ability to undertake the role and meet the criteria set out in this job description and person profile.

Please provide two referees.

Application should be sent to:

- cheltenhambidceo@gmail.com

Closing date for applications:

- 5pm, 13th August

Interview date:

- 10th September

For further information

For further information on Cheltenham BID, our work and achievements over the past five years, see www.cheltenhambid.co.uk

A copy of our Business Plan for our second term, 2021-26 can be found [here](#).





Cheltenham Business Improvement District
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www.cheltenhambid.co.uk