

CHIEF EXECUTIVE

Candidate Information Pack
July 2026

Cheltenham
BID





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BID

Welcome from **ALEX ROSE, CHAIR**

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

Cheltenham BID was established in 2016. Over almost ten years and two full terms we have grown into one of the most respected voices for business in the town, funded by the levy from more than 800 businesses and investing that back into the projects and services that support trade and improve the experience of Cheltenham town centre.

Last October our levy payers backed us for a third five-year term, with 82 percent voting in favour and a clear majority both by number and by ratable value. That term runs from April 2026 to March 2031, with a business plan that will see over £3.3 million invested in the town over the next five years. It is a strong endorsement of the BID and of what we set out to do.

Today, Cheltenham BID is recognised as a trusted and respected voice for the business community, working collaboratively with local partners, public bodies and stakeholders to drive positive change and champion the interests of the town centre. Strong partnerships, a proven track record of delivery, and an ambitious vision for the future have established the BID as a leading force in Cheltenham's ongoing success.

As the organisation embarks on its third five-year term, the BID is focused on delivering its vision through four key themes: Welcoming, Promoting, Connecting and Thriving. These priorities will help ensure Cheltenham remains a vibrant, prosperous and competitive destination for businesses, residents, visitors and investors alike.

I am delighted to chair this organisation and honored to work alongside a committed and experienced Board comprising business leaders from a diverse range of sectors. Together, we are passionate about ensuring that Cheltenham continues to flourish and that our levy-paying businesses see real value from the BID's work.

For the Board, the role of Chief Executive is pivotal. We are seeking an inspiring and strategic leader who can build on the BID's strong foundations, strengthen relationships across the town, champion the needs of businesses, and lead the delivery of an ambitious programme of activity during this exciting new chapter.

Cheltenham continues to be one of the UK's most desirable places to live, work and visit. Renowned for its world-class festivals, thriving hospitality sector, cultural heritage and growing innovation economy, the town is embracing significant opportunities for investment, regeneration and growth. The BID has a central role to play in supporting this momentum and ensuring that businesses are at the forefront of Cheltenham's future success.

Alex Rose
Chairman, Cheltenham BID
Managing Director, Beards



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Term – fixed term until March 2031

Applications to go to recruitment@cheltenhambid.co.uk

Cheltenham BID is seeking to appoint an exceptional Chief Executive to lead the organisation through its third term, building on strong foundations and continuing the excellent work already underway to drive the next phase of growth and success for Cheltenham town centre.

Following a successful renewal ballot and an overwhelming vote of confidence from the business community, Cheltenham BID enters its third term with a proven track record, a refreshed and experienced Board of Directors including eight new board members, an accomplished team, and strong partnerships across the town. With these foundations firmly in place, the organisation is ideally positioned to capitalise on new opportunities, delivering lasting economic growth, enhancing the vitality of the town centre, and ensuring Cheltenham continues to thrive as a vibrant place to live, work, visit and invest.

The Chief Executive will combine the leadership of an already successful organisation with responsibility for delivering impact across a newly extended BID zone. We are seeking an innovative, determined and inspirational leader, capable of building effective partnerships, influencing key stakeholders, and driving meaningful change across the town.



INTRODUCTION

These are exciting times for Cheltenham, and Cheltenham BID is uniquely placed to harness the opportunities ahead, injecting energy, ambition and dynamism into the town centre to drive sustained economic growth.

Cheltenham is a town of ambition, with its distinctive Regency heritage at its core, providing a strong platform for investment, innovation and continued positioning as a leading shopping, cultural and business destination. The BID area benefits from a diverse and dynamic business community that underpins Cheltenham's unique offer, serving residents, businesses and visitors alike.

Building on a successful renewal ballot, Cheltenham BID enters its next phase of development with a renewed mandate from the business community. The organisation is well placed to strengthen relationships with BID businesses, ensure their voices are effectively represented with key stakeholders and partners, and continue to unlock opportunities for investment and growth that enhance the town's long-term prosperity.

This is a pivotal leadership opportunity for the right individual to shape the next chapter of a successful BID, bringing fresh vision, creativity and strategic leadership to deliver against its business plan objectives. You will lead a small, committed team and foster a culture of innovation and collaboration, ensuring delivery is both ambitious and effective.

Working closely with the Board of Directors and guided by the BID Business Plan, the Chief Executive will provide strong and effective leadership for the organisation, with responsibility for:

- Shaping the strategic positioning of the BID area with key stakeholders
- Building and maintaining effective partnerships to influence and drive positive change
- Influencing policy and decision-making on issues affecting the BID area and its levy payers
- Leading on place management activity across the town centre
- Supporting levy-paying businesses through engagement, advocacy and strategic representation
- Ensuring strong organisational performance and preparing for future renewal success



THE ROLE

You will be directly responsible for the strategic leadership and management of Cheltenham BID, leading a forward-thinking organisation that drives continuous improvement, innovation and sustainable growth.

**Your main responsibilities will include:
Company Management, Governance and Strategy**

- Provide strategic leadership for Cheltenham BID, ensuring it operates in an innovative, effective and forward-looking way
- Ensure strong governance, compliance and robust company procedures are in place and consistently applied
- Oversee the organisation's legal and regulatory responsibilities, ensuring full compliance with appropriate controls and processes
- Act as the key executive lead, supporting and working closely with the Chair and Board of Directors
- Ensure the effective delivery of the Business Plan, including the development, implementation and reporting of strategic and operational projects
- Develop, propose and communicate strategic direction, initiatives and organisational priorities to the Board to support informed, timely and effective decision-making
- Work collaboratively with BID members to deliver the strategic vision for Cheltenham, while helping to refine and evolve future plans
- Prepare clear, insightful reports, research and performance updates for the Board, ensuring transparency on progress, opportunities and emerging issues

You will lead and support a newly established team, providing clear direction, strong leadership and a culture of collaboration, accountability and high performance, enabling the organisation to deliver at its full potential.



PERSONAL PROFILE

The Chief Executive Role

This role is responsible for the strategic leadership and day-to-day management of Cheltenham BID, operating with the highest levels of integrity, credibility and professionalism across all aspects of the role.

Qualifications, Knowledge and Experience

- A degree-level qualification or equivalent experience, demonstrating the ability to operate effectively at a senior leadership level within a business-led environment
- Experience of working in complex partnership environments across public, private and third sector organisations
- A proven track record of successful project and programme delivery
- Strong understanding of sound financial and commercial management within an organisational context
- Highly proficient IT and business management capability

Skills and Abilities

- Inspirational and passionate leadership, with the ability to shape and develop a high-performing BID programme
- Ability to work effectively with a Board to deliver a strategic vision, with a track record of driving strategic development and organisational change
- Strong relationship-building skills, with the ability to establish credibility and influence levy payers, partners and key stakeholders
- Proven experience of managing and developing teams, ensuring clarity of purpose, high performance and alignment to organisational priorities
- Ability to think and act both strategically and operationally, balancing competing demands across a dynamic organisation

- Strong influencing skills, with the ability to challenge, lead and engage audiences at all levels of seniority
- Commercial awareness and experience of organisational and financial management
- Resilient, adaptable and solutions-focused, with the ability to respond positively to complex and changing priorities
- Strong organisational skills, with the ability to manage multiple priorities and deliver to deadlines under pressure
- Excellent communication, marketing and branding skills, with the ability to position and promote the BID effectively
- Understanding of what makes Cheltenham distinctive, and awareness of the key challenges and opportunities facing town centres
- Confident public speaker with the ability to inspire trust, confidence and engagement
- Experience of managing conflict and handling sensitive stakeholder situations effectively
- Experience of working with media partners and managing external communications
- Willingness to work flexibly, including outside normal office hours, to meet the needs of the role
- A collaborative team player with a strong commitment to shared success



Desirable Experience

- Strong understanding of the local context and key issues facing Cheltenham
- Experience of small business environments or direct engagement with SME communities
- Knowledge and experience of Business Improvement Districts and their operational model

This job description and person specification sets out the key outcomes required. It does not provide an exhaustive list of all activities needed to achieve them.

HOW TO APPLY

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

A copy of our Business Plan for the second term (2021–2026) is available via the website.

Please ensure your CV is up to date and clearly demonstrates your experience in relation to this role. Covering letters should be no more than two pages and should evidence your suitability against the criteria set out in the job description and person specification.

Please also include details of two referees with your application.

Application should be sent to:

recruitment@cheltenhambid.co.uk

Closing date for applications:

27th July 2026

Interview date:

TBC

Cheltenham BID

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