

...helping to drive us forward

Town Centre Manager
Leamington Spa
£33,291 - £34,991 per annum, pro rata

AD857

Economic Development and Regeneration

A fantastic opportunity has arisen for a Town Centre Manager for Leamington Spa. Reporting to the Head of Economic Development and Regeneration, you will be responsible for promoting and maintaining the vitality and viability of the town both north and south of the river.

Working alongside the newly formed Leamington Business Improvement District, you will deliver strategies to increase the number of visitors to the town, use your business acumen to best utilise resources and funding, and promote partnerships with local businesses.

You will have experience of working under the pressure of many priorities, a good political awareness and educated to degree level or equivalent.

Plus you will enjoy the challenge of balancing the needs of local businesses and residents.

You will work a minimum of 30 hours week, which could be extended to full time with mutual agreement.

To apply for the job or for more information:

Visit www.warwickdc.gov.uk or
Email contactus@warwickdc.gov.uk
Alternatively, call the Contact Centre - 01926 456099
or for an informal discussion about the job call
Ian Coker - 01926 456227

Closing date 2nd May 2008 | Interviews Friday 16th May
Warwick District Council is an Equal Opportunities Employer



www.warwickdc.gov.uk

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INVESTOR IN PEOPLE



PERSON SPECIFICATION

Post Title: Town Centre Business Development Manager	Post Number: A05030
Service Area: Leisure and Amenities	Directorate: Community Resources

Attributes	Essential	Desirable
Qualifications/ Experience	<p>Degree level education or equivalent plus appropriate professional qualifications.</p> <p>At least 3 years of dealing with competing priorities and pressures ideally with a good understanding of the commercial environment.</p>	
Knowledge & Skills	Excellent interpersonal skills and communication skills, presentation skills and the use of the media at all levels both oral and written.	
Job Related Abilities	<p>The ability of managing the conflicting demands of a varied workload and the ability to plan projects and put them into effect.</p> <p>The ability to work within and alongside a team both inside and outside of the district council, negotiating with and motivating others as well as demonstrating initiative.</p>	
Attitude		
Other Requirements	The role requires the post holder to be available for regular evening meetings, together with irregular weekend working.	While the post is on a 37 hour week there will be regular requirements to work in excess of this on certain weeks. Compensating time off will be given.

WARWICK DISTRICT COUNCIL

JOB DESCRIPTION

DEPARTMENT: Leisure & Amenities

JOB NUMBER:

JOB TITLE: Town Centre Business Development Manager Warwick.

DATE RECEIVED: November 2007

1. PURPOSE OF YOUR JOB

To ensure the economic growth and development of Warwick by working with all sectors of the business community predominately within the town centre and the area defined by the boundary of the parish of Warwick.

To improve the vitality and viability of the town centre by developing and delivering, in partnership with all key stakeholders, the initiatives and plans set out in each of the town centre action plan.

To support the work undertaken by the WDC Economic Development and Regeneration department with particular reference to the projects which support Warwick Town Centre.

2. PRINCIPAL ACCOUNTABILITIES

PERCENTAGE

To co-ordinate the development and delivery of the agreed initiatives and plans on behalf of the Warwick Town Centre Management Group and to engage the wider business community in working to help develop the plan in the future. 50%

To build and expand business development including retailing across the whole town by promoting and expanding links with the business support network who will provide the training, support, grants and guidance to all interested businesses, groups or individuals. 15%

To develop a number of cultural events and local activities aimed at promoting the town across the region. To manage the Mop Fair and improve the long term health of the town's cultural and tourism industry and work with others to ensure the business sectors continued support. 15%

To ensure that the resources and interests of all stakeholders are utilised effectively to enhance the attractiveness of the town with particular emphasis on maintenance, improving accessibility for all users, improving safety and security and in developing key projects & sites to enhance the town. 15%

To establish and monitor the key performance indicators agreed for each town centre, which includes the Key Performance Indicators for the town and support the business areas by providing regular updates to the key stakeholders. 5%.

3. ORGANISATION

The day to day line management responsibility will be provided by the Head of Economic Development and Regeneration.

The Town Centre Manager will report directly to the Warwick Town Centre Management Group and to relevant Warwick Town Council committees.

The Town Centre Manager will work in support of the other TCM's in the area and WCC Regeneration Managers.

4. DIMENSIONS

The post holder will manage half the Town Centre Action Plan Budget (1040 4920) and manage and support the raising of additional funds and in kind support from the private sector in support of the initiative, events and the promotional campaigns.

Working with others is a key part of the role. The key partners so far identified include: Warwick Town Council, Warwick District Council, Warwickshire County Council, Warwickshire Police, Warwick Chamber of Trade, Shakespeare Country, local amenity groups including The Warwick Society, key employers and attractions, Advantage West Midlands.

5. JOB CONTEXT

The role of the town centre manager is well established with good partnership working in place across most areas of the action plan.

The post requires a wider involvement linking with all business across the town and working closely with a team of other TCM's across Warwickshire and the Warwickshire County Council Regeneration Unit.

The post requires good political awareness, a good understanding of the way in which the public and private sectors operate, the way support for business development and training can be achieved and the need to create effective partnership working across the whole town.

6. SCOPE FOR IMPACT

To develop a positive climate for co-operation across all business sectors in the town.

To grow the financial bases of the scheme which could lead to the introduction of Business Improvement Districts.

To enhance the public/private/voluntary sector partnership across all the town centre areas.

To develop the role of cultural tourism and the leisure market as a major economic driver for all businesses across the town.

7. CHALLENGES

To continue the successful work already carried out by the Warwick Town Centre Management Group and working within restricted budgets to develop the scheme and plans agreed by them to meet the changing needs of the whole town.

To manage the ever changing complex relationships between private sector and voluntary groups towards achieving common objectives.

8. KNOWLEDGE AND EXPERIENCE

The ability to work within and alongside a team of officers and councillors both inside and outside of the district council, negotiating with and motivating others as well as demonstrating initiative.

The ability of managing the conflicting demands of a varied workload and the ability to plan projects and put them into effect.

Excellent interpersonal, communication and presentation skills and the ability to make full use of the media at all levels both oral and written.

At least 3 years of dealing with competing priorities and pressures ideally with a good understanding of the commercial environment.

Degree level education or equivalent plus appropriate professional qualifications.

9. ADDITIONAL INFORMATION

The role requires the post holder to be available for regular evening meetings, together with irregular weekend working.

While the post is on a 37 hour week there will be regular requirements to work in excess of this on certain weeks. Compensating time off will be given.

10. APPROVAL

SIGNED.....
POSTHOLDER

DATE .

.....
**HEAD OF BUSINESS UNIT
(OR NOMINEE)**

DATE .

Warwick Town Centre Business Development Manager Roles and Responsibilities

- Asset Transfer

WDC have submitted a bid to the Heritage Lottery Fund to seek funding for refurbishment and asset transfer of WDC owned Pageant House for community use. This work has been in conjunction with Action For Market Towns who are also seeking to relocate their headquarters to the site. You will work on developing this project alongside partners including external consultants.

- BIDs

Warwick is currently investigating the feasibility of a BID in the town centre in conjunction with private sector attendees and the County Council. You will be looking at working in partnership to drive this scheme forward.

<http://www.warwickdc.gov.uk/WDC/Environment+and+planning/Town+centre+management/Business+Improvement+District.htm>

- Business Liaison – Chamber and SSTA

You will be invited to attend the monthly Chamber of Trade meetings

<http://www.warwickchamberoftrade.co.uk/> and will also be involved in the Smith Street Traders' Association <http://www.warwick-smithstreet.co.uk/> and work closely with them on communicating news and providing updates on initiatives.

- Car Parking

You will assist the car parking team with any issues where it is deemed beneficial. This is for both on and off street car parking.

http://www.warwickdc.gov.uk/WDC/Transport+and+streets/Motor+vehicles_x2c_+roads+and+parking/Car+parking.htm

- Charter Market

You will liaise with the Market Manager to ensure the smooth running of the Saturday Market and address any issues. <http://www.sketts.co.uk/>

- Community and Cultural Committee

You will be invited to attend the largely bi monthly Town Council committee.

- Economic and Tourism Committee

You will be invited to attend the largely bi monthly Town Council committee and make reports on progress or request for Town Council funds for initiatives.

- Farmers' Market

You will be expected to attend quarterly Warwickshire Farmers' Market meetings and promote the monthly Farmers' Market in Warwick through media releases and other initiatives. <http://www.warwickshirefarmersmarkets.co.uk/newsandevents.html>

- Festivals

You will assist the Warwick Rotary Club in their organisation of the annual Warwick Thai Festival; the Folk Festival organisers for their popular event in July <http://www.warwickfolkfestival.co.uk/> and the organisers of the Warwick International Festival particularly for outside entertainment.

- Marketing and Printing

Subject to funding you will be expected to lead on the publication of the Shopping and Eating Out Guide, Diary of Events Leaflet, Victorian Christmas Evening Programme and Parks and Gardens Leaflet. This is done with the assistance of Warwick Town Council funding and the resources of the TIC staff.

<http://www.warwickshire.gov.uk/Web/corporate/pages.nsf/Links/B4315E78A941E3318025703500334CBD>

- Mop Fair

You will be the lead person in the organisation of this 700 year old event which takes place over two weekends in October. You will work closely with the Showmen's Guild of Great Britain to ensure that the rides have been certified as safe, are located correctly and arrive and depart in the town centre smoothly and in accordance to the licence. You will also liaise with residents and businesses as well as other bodies eg. WDC Environmental Health team as well as the emergency services.

- New Initiatives

You will work on new initiatives as and when they occur such as the new Food and Drink Festival <http://www.foodanddrink2007.co.uk/>, and training opportunities for retailers

- Other – Signage strategy

You will respond to the work of other organisations who seek your views. Examples include the Warwick Traffic Forum, the property portfolio in the town of Warwickshire County Council and the signage strategy for the town centre including the introduction of a Variable Messaging System in 2008.

- Other Markets / Events – Warwick Events Group

You will chair the Warwick Events Group which meets twice a year and aims to share good practice amongst local event organisers and avoid clashes of events. You will also lead on the annual and popular French Market and the Smith Street Craft Market which takes place during the highly acclaimed Folk Festival.

- Parks and Gardens

You will be required to attend the Parks and Gardens Steering Group which is led by colleagues within WDC and is looking at submitting a large bid to the Heritage Lottery Fund for improvements to St. Nicholas Park, the busiest park in the District.

http://www.warwickdc.gov.uk/WDC/Council_x2c_+government+and+democracy/Democratic+processes+and+events/News+conferences/Warwick+District+Council+Archived+News/Parks+and+gardens+consultation.htm

- Relocation of Warwick TIC

You will work with Senior Officers and Councillors in moving forward this project which seeks to utilise the £460,000 Advantage West Midlands money won in January 2006 to improve the Visitor Management of the town. This includes the relocation of the Tourist Information Centre to the Market Hall Museum. Other aspects include new interpretation boards, signage, branding, and use of WiFi technology.

- Liaison with Other Organisations

You will be invited to attend and update fellow members of the County, and West Midlands areas of the Association of Town Centre Management (ATCM) as a member. You will also update members of the South Warwickshire Association of Tourism Attractions on town centre management issues.

You will also be invited to attend the quarterly Safer Neighbourhood Team meetings.

- Town Centre Management Group

You will provide the secretariat role for the monthly meetings and act as the liaison for members and for updating the Action Plan from which you will base your work programme. This is expected to be signed off in January / February 2008

- Victorian Christmas Evening

You will chair the highly successful Victorian Christmas Committee with meetings between April and November. You will be the lead organiser of the event itself.

<http://www.warwickchamberoftrade.co.uk/Information/Events/Victorian-Evening/>

- Warwick Bus Station

You will be required to attend meetings on this project which is lead by WCC and earmarked for redevelopment in April 2008. WDC will retain some of the area for car parking but have had a role in the redesign of the new station.

www.warwickshire.gov.uk/web/corporate/pages.nsf/Links/F5B89606ABC8C735802572C70052893D

- Warwick Words Festival

You will be a committee member of the literary festival which continues to grow and is seeking Company Limited by Guarantee status. You will play a leading role with the Festival Co-ordinator to ensure that the Festival is marketed well and runs smoothly

over the 4 days in October. You will also assist in seeking private and public sector sponsorship.

www.warwickwords.co.uk

- Website

You will be expected to co-ordinate and update the content on the team's work on the Town Centre section of the WDC website:

<http://www.warwickdc.gov.uk/WDC/Leisure+and+culture/default.htm>

- WRCI / Retail Radio

You will work in a supporting role in the Warwickshire Retail Crime Initiative (WRCI) which continues to grow in stature in Warwick. Quarterly meetings are held and you will also promote the retail radio scheme in the town and liaise with the licence holder to ensure that businesses are aware of the scheme and its benefits.

<http://www.warwickshire.police.uk/crimeprevention/businesscp/WRCIleaflet.pdf>

Written December 2007