



Blackpool Town Centre BID Manager job description

Introduction: Blackpool Town Centre BID won the first successful BID ballot in the Northwest and came into being on 1st. October 2005, for an initial 5 year period.

Since then, the BID, which is a continuation of the former Town Centre Management partnership established in 1994, has been successfully delivering a wide programme of initiatives alongside the substantial redevelopment and investment taking place in the resort, including the town centre's Houndshell shopping centre.

Blackpool plays a vital part in the economic life of Lancashire's Fylde coast and is the UK's premier holiday resort, attracting millions of visitors each year. As well as substantial regeneration of the seafront promenade, major investment in various town centre projects is programmed over the next few years.

There are opportunities to develop other BIDs in the Blackpool area which would work closely with the Town Centre BID, sharing where relevant, resources and initiatives.

This appointment is to replace the present, retiring BID Manager who started as Blackpool's first Town Centre Manager in 1994 and played a key role in development of the BID proposal and its successful ballot.

Job title: Business Improvement District (BID) Manager

Responsible to: The BID Board

Reporting to: For line management, operational and day-to-day matters, the Board Chairman.

Job function: To provide day-to-day management and leadership of the Blackpool Town Centre BID working in association with all town centre agencies and service providers. The BID Manager will ensure that the BID Business Plan is delivered in a professional, transparent and cost effective manner.

Job responsibilities:

1. Deliver the initiatives and services set out in the BID Business Plan and to maintain and further develop a positive climate within which local and national business stakeholders will ultimately endorse the continuation of the BID after its initial 5 year period.

2. Direct and manage the existing BID team, the BID contracts, commitments and Service Level Agreements.
3. Act as the Champion for the Blackpool Town Centre BID and be the main Company point of contact for all operational matters relating to the town centre.
4. Manage relationships with the key stakeholders involved in the town centre, in particular levy payers, Blackpool Council, (BC) Blackpool Police, (BP) and third party service providers.
5. Measure the KPIs set out in the Business Plan to the satisfaction of the BID Board.
6. Ensure the proper and effective operation and development of the Retail Crime Initiative and Blackpool & Fylde Pubwatch schemes, in accordance with their constitutions.
7. Work with BC to ensure prompt payment of the annual BID levy.
8. Manage the BID Board, ensuring that it complies with its constitution at all times and that its membership is representative of the Blackpool town centre BID.
9. Ensure that BID activities are managed within the agreed budget and that suppliers are paid promptly.

Relationships: The post holder will be expected to form key working relationships with the following stakeholders:

Members of the BID Board and businesses in the retail heart of the town centre.
 Blackpool Police
 Revenue and Finance Teams, BC
 Streetscene Manager, BC
 Head of Transportation, BC
 Head of BSafe Blackpool BC
 Chief Planning Officer, BC
 Director of Tourism, BC
 Third party service providers
 Other BID managers in England and the National BIDs Advisory Service/British BIDs
 Local press and media

Key accountabilities, responsibilities, tasks and processes:

- Deliver the BID Business Plan and monitor the services set out in the Service Level Agreement.
- Effectively manage the existing BID team and its programmes of work.
- Communicate effectively with all relevant parties.
- Comply with appropriate legislation governing employment, data protection, health and safety.
- React as appropriate to issues that may affect local businesses and Blackpool town centre.
- Ensure that all those involved in the Blackpool town centre BID understand the contribution they make and identify with the BID's aims and objectives.

- Regularly monitor the delivery and impact of the BID by walking the retail heart of Blackpool town centre, noting any variance to expected standards.
- Formulate actions and follow up as appropriate to ensure appropriate remedial actions are taken.
- Ensure budgetary management and compliance with proper financial controls and procedures.
- Propose revisions to the Business Plan as necessary.
- Organise BID Board meetings, ensuring that agendas and papers are correctly sent out.
- Continue to secure further funding through private sector involvement and contributions.
- Sustain a web site to keep businesses up to date and conversant with the BID.
- Carry out any other reasonable activities as required by the BID Board and act as the first point of contact for BID levy payers, within the framework of the Business Plan and the operational needs of the Company.

Person Specification

Minimum Desirable

- Previous multi-functional operational experience – a thorough understanding and working knowledge of town centre management is required.
- Demonstrable commitment to providing an exceptional customer service culture.
- Attention to detail and effective manager of budgets.
- Evidence of knowledge and experience of both public and private sector activities in town centres.
- Self-motivated and good communication skills (written and oral).
- Tact and diplomacy but with a can-do attitude.
- Energetic, enthusiastic and adaptable.
- An ability to prioritise and remain focused; to organize workloads of self and others with no daily supervision.
- Ability to build and maintain strong working relationships with a diverse set of partners.
- Ability to effectively present a business case to key stakeholders for recommending changes.
- Ability to quickly establish good working relationships at all levels.
 - IT skills – ability to use and adapt a variety of IT/office based applications.
- An awareness and understanding of the key issues facing town and city centres, i.e. town centre management.
- Knowledge and experience of the dynamics affecting the retail industry and other business sectors that have an interest in Blackpool town centre.
- An awareness of the dynamics of the tourism and leisure business sectors and how these interface with other town centre business sectors and the local community.