

Job Description and Person Specification

Future Wood Green Business Improvement District BID Manager

Responsible to: Future Wood Green BID Board of Directors

Reporting to: Chair of the BID Board

Responsible for: Future Wood Green staff team, consultants and contractors

Position: Fixed term until 30 June 2023 – extension dependent on successful re-ballot (Probationary period of three months)

Hours of work: 40 hours per week. Regular evening and weekend working may be required.

Salary: Salary of between £37.5k and £42.5k, plus 5% PRP, negotiable depending on experience. Contributory pension after probationary period.

Location: Wood Green, Haringey, London

The Future Wood Green Business Improvement District is aiming to completely change the image of Wood Green over the next five years, to tackle operational issues in the area and to help businesses benefit from significant developments that are planned here. We are looking for a determined and creative manager to lead on our vision and to play a key role in its delivery.

Wood Green is a diverse and vibrant area within north London. It is well-connected and is designated by the Mayor as an important Metropolitan Town Centre. However, it is one of the lowest-performing in a number of ways and recently the area has suffered from the loss of some big retail names. Surveys conducted with businesses have shown a significant problem with security issues and the image of Wood Green has suffered in relation to neighbouring areas such as Green Lanes, which has been able to carve a reputation for itself as a place to dine Turkish. But change is coming. Businesses in Wood Green have just voted 84% in favour of setting up a Business Improvement District (BID) to tackle some of these issues and help Wood Green become known as an exciting and desirable destination with a strong community. It is about to go through an unprecedented period of investment, with the possibility of Crossrail 2, thousands of new homes in the area, ambitions for a new cultural quarter and improved links to Alexandra Palace. If done well, these investments have the possibility of revitalising the town centre, but it is key that the existing business community has a strong voice to make sure that the benefits are shared across the whole of the town centre. Future Wood Green aims to provide this voice.

In summary, the Future Wood Green has promised to start by focusing on three main areas:

- Experience Wood Green - Ensuring Wood Green is welcoming and attractive at all times of day and a place where businesses can thrive
 - Safe & Secure – working with the police to address Volume Crime, Physical Security, Business Continuity, Economic Crime, and Counter Terrorism. In particular through the introduction of a warden team, crime information sharing platform, a more coordinated business response to crime and ASB and appropriate workshops.
 - Making Wood Green more attractive – through initiatives such as lighting, planting and physical improvements; focussing on the key entrance points to the area; improving shop-fronts and displays, potentially in collaboration with local artists; being the eyes and ears on the street for public realm issues etc.
- Imagine Wood Green – improving Wood Green’s image and championing its multicultural and vibrant nature with initiatives such as:
 - Social media and PR training for businesses
 - Coordinated marketing campaigns
 - Family friendly activities
 - Regular activities that create a buzz
 - Collaboration with Alexandra Palace and other key cultural partners in the area
 - Promoting meanwhile uses during development
- Stronger Wood Green – Helping businesses work together, benefitting from collaboration and to have a strong business voice on issues in the area with initiatives such as:
 - Saving businesses money through joint procurement of services
 - Networking events
 - Representing businesses in key consultations such as on Area Action Plans, Crossrail 2 plans, parking and waste collection times etc.
 - Involve businesses in creating a vision for Wood Green that we can use to support improvements
 - Improve the retail mix by championing the area to key brands, independent businesses and seeking to support their set-up in the local area

This is the beginning of an exciting future for Wood Green and Future Wood Green is therefore seeking an exceptional candidate with wide-ranging experience to secure early

successes for the BID and to further develop its long-term strategic vision with a view to the BID continuing past its first five-year term.

For further information about Future Wood Green, the BID area and its proposed programme see www.futurewoodgreen.com where you can also download a digital copy of the BID's summary business plan for its first five years.

Job purpose and key responsibilities

BID Governance, Leadership & Company Administration

- To lead on setting strategy for Future Wood Green, working with and being accountable to the BID's Board of Directors
- To encourage and support member engagement in the BID's governance (including the Board, theme groups, scrutiny panels and task groups) and ensure effective and transparent governance and administration
- To oversee the preparation of all necessary policies and procedures for Board approval and ensure effective delivery of all related processes including finance, legal, employment, procurement, health & safety and equal opportunities, contract and project management

Business Planning and Finance

- To lead and manage the development and delivery of the Future Wood Green business plan including the design and implementation of an appropriate level of performance measurement and metrics that are linked to published objectives
- To oversee – with the staff team, and in consultation with the Board – the development and implementation of projects that deliver on Future Wood Green's objectives.
- To meet or exceed Future Wood Green's external funding target, thereby supporting and adding the BID's projects and services by enabling higher levels of financial leverage.

Partnerships

- To act as a strong ambassador for the BID in interactions with strategic partners
- To ensure the BID team develops strong relationships with senior representatives of BID members
- To create a strong collective voice for Future Wood Green members and develop effective relationships with external partners including London Borough of Haringey, the Police, Transport for London, Greater London Authority, Alexandra Palace, local organisations such as arts or residents groups, and neighbouring business associations such as Turnpike Lane and Green Lanes.

Project Delivery and Contract Management

- To ensure the effective delivery of all BID projects as set out in the BID proposal and the BID Business Plan
- To monitor agreements with London Borough of Haringey including BID levy collection and the provision of baseline services
- To oversee contracts and agreements with suppliers for services provided to the BID.

Communications

- To oversee the development and delivery of an effective marketing and communications strategy that furthers Future Wood Green's aims and objectives and engages BID members, their employees, clients and visitors, as well as external agencies, other stakeholders and opinion formers.

HR management

- To build, lead and manage a staff team with the appropriate skills and motivation to deliver Future Wood Green's aims and objectives, ensuring that anyone employed by Future Wood Green acts at all times as an ambassador for the BID and the BID area

To undertake any other task commensurate with this role.

Future Wood Green Business Improvement District Manager

Person specification

Experience and knowledge

Essential

1. Proven success in leading and managing an organisation, business, partnership or large programme for a period of more than 2 years
2. Track record of working with a board of directors – possibly voluntary/non-executive – to develop and deliver a strategic vision
3. Experience of overseeing the successful delivery of an operational programme in a timely and cost-effective way, and measuring its impact / outcomes
4. Knowledge and understanding of the issues facing businesses and other stakeholders in UK town and city centres,
5. Experience of bringing together partners and of working in a multi-stakeholder environment
6. Experience in developing organisational budgets and forecasts, managing day-to-day financial management (including cashflow), and reporting to a Board or similar body
7. Understanding of the Business Improvement District mechanism.

Desirable

1. Experience in running effective and transparent procurement exercises, and supervising contracts
2. Experience of developing and delivering community safety initiatives
3. Experience of developing and delivering place marketing strategies
4. Experience of delivering significant-sized events
5. Experience of working with media outlets and other 'influencers' to promote a product, service or place
6. Experience of fundraising
7. Knowledge of Wood Green and the wider region
8. Previous contact with a Business Improvement District or similar
9. An understanding of local authorities and other relevant agencies such as Transport for London and the Police

Skills and abilities

1. Able to lead an organisation, its directors and staff, inspiring them to achieve genuine change for the better
2. Excellent leadership, communication, influencing, negotiating and networking skills, including the ability to build consensus, manage stakeholders and develop partnerships.
3. Strong skills in administration and financial management
4. Able to identify and pursue opportunities for attracting external funding to BID projects
5. IT literate and able to understand the opportunity for making the BID a technologically and digitally innovative organisation.
6. Resilient and able to find a way through situations of conflict and apparent impasse
7. Flexible and imaginative in delivering services.

Applications

To apply for this post, please send your **CV and a cover letter of no more than 500 words** to:

info@futurewoodgreen.com

The deadline for application is **Sunday 15th April**

Interviews will be held in **w/c 30th April**

Any queries about this post should be directed to:

- Harry Rashid, 07736 793 430, hrashid@uk.mcd.com OR
- Sam Knight, 07701 289 576, info@futurewoodgreen.com