



Groundwork Cheshire, Lancashire & Merseyside.

## RECRUITMENT PACK

### BID Project Manager - Northwich

CLOSING DATE: Friday 7th February 2025

Groundwork CLM | Charity Registration number 514727

74-80 Hallgate, Wigan, WN1 1HP.

[www.groundwork.org.uk](http://www.groundwork.org.uk)

T: 01942 821 444 | E: [recruitment@groundwork.org.uk](mailto:recruitment@groundwork.org.uk)

## Are you ready to be part of something extraordinary?

At Groundwork, we're not just a charity – we're a movement for positive change, and we are delighted that you are interested in joining us.

Groundwork was created in the early 1980s, during a time of social and economic crisis. The world may have changed a great deal since then, but our purpose and our work has never been more relevant, as we continue to provide a beacon of hope during times of uncertainty.

Making a difference isn't just our goal, it's the very reason we exist. Imagine helping people who have become isolated to regain their confidence and get into jobs and training, or supporting families struggling with rising bills, or empowering communities to tackle climate change head-on. That's what we do at Groundwork. We are changing places and changing lives – every day.

But we can't do it alone. We need passionate individuals who share our values and our commitment to positive change. We are committed to diversity and we also believe that people with lived experience of the challenges facing the communities we serve are part of the solution. So, whether you're just starting out in your career, or looking to take your next step, we want to hear from you.

Join our growing team, where collaboration, learning, and personal growth are not just encouraged – they're celebrated. With excellent working conditions and an inclusive and supportive environment, Groundwork is more than a job; it's a journey of development, discovery and impact.

I hope this insight into Groundwork makes you excited about the opportunity to work with us and becoming part of something truly special.

A handwritten signature in black ink, reading "A. J. Darron".

Andrew Darron, Executive Director



# ABOUT GROUNDWORK CLM

Groundwork is a charity working locally and nationally to transform lives in the UK's most disadvantaged communities.



Groundwork CLM is one of 15 Groundwork Trusts across England, Wales and Northern Ireland. Last year we carried out over 70 diverse projects each year. Projects that tackle climate change and help people out of fuel poverty. Projects that bring out the best in young people by helping them to improve their local area. Projects that build stronger communities by improving green space or creating jobs.

Last year, this contributed to the following outputs and outcomes.

- ✓ **More than 1900 community organisations and businesses supported**
- ✓ **Over 3,700 young people supported to learn and achieve**
- ✓ **Around 800 volunteers engaged**
- ✓ **Over 110,000 m2 of land either improved or managed and over 1500 trees planted**
- ✓ **Over 250,000 benefitting from public spaces we've improved**
- ✓ **1,600 people helped to reduce domestic energy use, water use & waste sent to landfill**



# WORKING FOR GROUNDWORK CLM



## VALUES

Our values inform what we do and how we do it.

We are environmentally aware and focused on communities in need.

We are knowledgeable, compassionate and work with integrity.

We provide leadership, are professional in our performance and driven to make a positive impact.

### PROFESSIONAL

We are professional in our performance.

- hard working, efficient & effective
- ensuring all of our resources are used to maximise the impact of our work.

### LEADERSHIP

We provide leadership and positive energy focused on helping communities to develop solutions.

### INTEGRITY

We demonstrate the highest levels of integrity within our work.

- striving to build genuine partnerships that are committed to places for the long term.

### MAKING AN IMPACT

We are driven to make a difference to our communities.

- we effect genuine change and we can demonstrate the impact of our work

### COMPASSION

We take a person-centred approach that delivers compassionate support to those members of our community in need of our help.

### KNOWLEDGE

We are knowledgeable in our field of expertise and use our creativity to develop new and innovative approaches to tackling difficult community problems.



## EQUALITY AND DIVERSITY

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We are fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We value diversity and flexibility in our workforce as we think it gives us access to a wider range of skills. We therefore strive to be an equal opportunities employer. This means that decisions concerning recruitment, promotion or any other aspect of employment will be based on the needs of the organisation and not any assumptions based on sex, race, age, disability, gender reassignment, sexual orientation, married or civil partnership status, pregnancy or maternity, religion or belief (these are known as 'protected characteristics').

This is an important commitment, which all employees are expected to share.



## SAFEGUARDING

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We commit to doing everything we can to ensure the safety of those involved in our projects, programmes and services. Our safeguarding team ensures that our safeguarding policy and practices are rigorously implemented and continually reviewed and improved.

Our safer recruitment practices help us to ensure that we recruit colleagues who share our high standards and expectations. All job offers are conditional on the receipt of satisfactory references. Where appropriate, we ask our workers to complete a Disclosure and Barring Service (Criminal Records Bureau) check. We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

We ask all staff to undertake safeguarding training when they join us.



# SUSTAINABILITY



Groundwork CLM is committed to minimising its environmental impact and promoting positive environmental behaviour among its employees, service users, suppliers and partners. Our environmental policy sets out how we will manage our assets and activities in a way that's consistent with our values and demonstrates our commitment.

The policy relates to all areas of our work and contains responsibilities for all employees.

# RECRUITMENT PROCESS

**CLOSING DATE: Friday 7th February 2025**

To apply for this position, please complete the application form available on our website which can be found here:

<https://groundwork.org.uk/about-groundwork/careers-across-groundwork>

Please return the following before the closing date:



**Completed Application Form**

Demonstrating how your knowledge, skills, experience and values meet the requirements of the role in line with the person specification.

Note: Your name and any information that could be used to identify your age, gender or ethnicity will be removed by our HR team before shortlisting



**Signed GDPR Statement acknowledgment**

This document will be removed by our HR team prior to shortlisting\*



**Completed Equal Opportunities Monitoring Form**

This document will be removed by our HR team prior to shortlisting\*



**Completed Declaration of Convictions Form**

This document will be removed by our HR team prior to shortlisting\*



**Completed Referees Form**

This document will be removed by our HR team prior to shortlisting\*.

This should contain contact details of 2 referees, one of which should be your most recent employer if you have one. Please note referees will not be contacted unless you are successful at interview stage.

\*Groundwork CLM collects this data to help ensure that there is no discrimination in employment practice with regards to appointment, access to training, and promotion. This is a condition of the GDPR under which processing of sensitive data can take place.

**Please send via email to:** [recruitment@groundwork.org.uk](mailto:recruitment@groundwork.org.uk)

**Alternatively, you can send via post to:** Groundwork CLM Recruitment,  
74-80 Hallgate, Wigan, WN1 1HP.

## INTERVIEWS

You will be contacted shortly after the closing date with an update on the status of your application.

# BID Project Manager - Northwich

£33,244 - £36,597



## Delivering our future vision for Northwich.

Do you have what it takes to change places? Do you have the drive, passion and creative flair to make a difference in Northwich or do you simply have the skills and experience to deliver an ambitious five year business plan that will improve the town as a destination of choice for shoppers and visitors?

If you think you have what it takes then please read on!

We are looking to recruit a Northwich Business Improvement District (BID) Project Manager, to work as part of our successful business team. The role involves managing relationships with partners, stakeholders, clients and suppliers to deliver the aims and objectives of the Northwich Business Improvement District business plan.

This will include working with the Northwich business community, Northwich Town Council and Cheshire West and Chester Council to raise the profile of the town through a clear marketing and communications strategy, working with partners to deliver place-based events and festivals, delivering image and safety enhancement projects that improve the consumer/visitor experience and providing business support opportunities to companies/organisations located in the town, along with attracting new inward investment.

Groundwork currently manages 9 successful BID programmes in the North West region. We support business parks, town centres and local authorities to implement Business Improvement District (BID) projects in their areas - and we have a strong track record in delivering transformational projects that make a real difference to our trading environments.

The role is part of a wider team of staff employed by Groundwork to enable the delivery of business projects and BIDs, including HR support staff, financial management staff, ICT, project co-ordinator staff and the business management team.

We are looking for someone with excellent interpersonal and organisational skills, the ability to use their initiative and a flexible approach to work.

## Background

1. The role's function is to manage a range of activities and projects delivered by the trust to clients and stakeholders of the business team.
2. The function will have a large focus on our work with Business Improvement Districts, however may also incorporate where required wider business support services.
3. For more information about the organisation, service or project please see [www.groundwork.org.uk/sites/clm](http://www.groundwork.org.uk/sites/clm).

## What we will offer you

- > 25 days holiday entitlement increasing with length of service, plus public holidays (pro rata for part time staff)
- > Flexible working arrangements, depending on the needs of the role
- > Enhanced employer pension contribution (6%) increasing further with length of service
- > Cycle to Work salary sacrifice scheme
- > Employee Assistance Programme
- > Death in Service Benefit



# JOB DESCRIPTION

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## BID Project Manager - Northwich

Salary:	£33,244 - £36,597
Hours of work:	Full time, 36.25 hours per week
Pattern of work:	9.00 am to 5.00 pm (includes 45 mins for unpaid lunch break) <i>Flexible start and finish times to be agreed with line manager</i>
Base:	Waterside House, Navigation Road, Northwich, CW8 1BE. (with flexibility to work from home)
Location:	Principle place of work in Northwich, Cheshire with occasional travel to other sites to support team activities
Term:	Permanent
Responsible to:	Deputy Director (Business Team)
Responsible for:	N/A

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### SCOPE OF THE ROLE:

1. Develop and implement annual programme of projects and services to meet the requirements of Groundwork's BID contracts and the requirements of our clients.
  2. This will incorporate face to face business engagement, marketing, communication and event / training course / seminar activities within the business team.
  3. The role will involve the successful management of a range of relationships with stakeholders, clients and suppliers to deliver the aims and objectives of the BID.
  4. The role will be part of a wider team of staff employed by Groundwork to enable the delivery of business projects and BIDs including HR support staff, financial management staff, ICT, project co-ordinator staff and the business team management team (Director and Deputy Director).
  5. Good organisational skills, use of initiative and a flexible approach to work will be essential to enable the role to support the wide range of service objectives.
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### MAIN DUTIES:

- > **Marketing, Communication and Relationship Management:**
  - To act as an ambassador for Groundwork and our projects locally, regionally and nationally and be an advocate for all our projects and services with a specific focus on our work on Business Improvement Districts.
  - Develop and deploy a high quality and effective marketing, communication and relationship management plans for each project to ensure excellent communication of project aims, objectives, benefits and achievements.

- Develop and maintain pro-active and effective relationships with a wide group of customers, partners and stakeholders, including, but not limited to Businesses, BID Executive Board Members, Council Officers and Members and wider stakeholders.
- Ensure that Groundwork's customer relationship databases are fully utilised, kept up to date and maintained for every intervention made through your project (s).
- Fully utilise the range of communication tools / processes available in the development and delivery of project marketing, communication and relationship plans including presentations, hard copy and electronic news letters, annual reports, bespoke emails, social media and websites.
- Liaise with funders, relevant partners, clients and consultants in the public, private and voluntary sectors, ensuring the highest quality of communication at all stages of project delivery.
- Market and promote the BID areas as a place to invest introducing inward investors to property owners and landlords and maintaining an up to date listing of available property to rent/buy/let within the BID area.

### > **Project /Task Management, Finance and Resource Management:**

- Produce and implement annual project delivery plans clearly identifying aims, objectives, timescales, budgets, tasks with associated roles and responsibilities ensuring compliance with the Groundwork Trust's Project Management System.
- Ensure expenditure is not committed beyond the income secured for projects.
- Effectively manage consultants, contractors and organisations applying for funding to ensure appropriate levels of capacity and skills are available to deliver BID projects in line with the business plan targets (financial and output) for each BID project.
- Ensure all funding and resource used within projects is allocated appropriately and achieves the best outcomes, and demonstrates best value.
- Ensure funding awards or contracts with suppliers of services are clearly documented and approved by the Deputy Director for BIDs.
- Effectively manage BID thematic groups and project or sector groups when established.
- Manage the completion of regular project performance updates including project accounts and output information reporting this to Groundwork management and relevant project stakeholders /funders e.g. BID Boards through the completion of Board reports and presentations.
- Follow documented procedures and accepted Groundwork Trust ways of working in order to ensure that projects are delivered on-time, to budget, in line with customer and funders requirements.
- Support the production of annual reports and accounts for projects.
- Manage meetings and events as required to deliver projects and services, ensuring that clear and auditable records of BID meetings and decisions are generated and shared with communities in a timely manner as required.
- Ensure all projects/initiatives are delivered to consistently high standards and provide positive and productive experiences for all project beneficiaries.
- Ensure the effective management of BID projects and services including events and festivals.

### > **People Management:**

- Management of staff, contractors, suppliers and volunteers as required to deliver the objectives of the BID.

**> Monitoring & Evaluation, Reporting:**

- Manage and report on the collection of appropriate output/outcome data utilising the systems provided by Groundwork.
- Manage the completion of annual customer feedback surveys and ensure an appropriate programme of customer care visits is implemented.
- Manage the delivery of consultations and surveys of clients and stakeholders as required for projects.

**> General:**

A requirement of the role will include supporting/buddying other BID Project Managers within the BID Team during periods of absence, annual leave, or specific project requirements.

# Person Specification

(requirements of the job holder)

## Assessment Method Key –

A (application form), I (interview), P (presentation), E (exercise), R (role play)

	Essential (E)	Desirable (D)	Assessment Method
<b>Experience</b>			
Proven experience of managing projects	✓		A/I/P
Proven experience of managing contracts and relationships with clients and suppliers	✓		A/I
Experience of managing Business Improvement Districts or place-based services / projects e.g retail parks, business parks, town centre management		✓	A/I
Utilising ICT to manage data collection, communications in particular and on-line tools including CRM's, survey tools, e-marketing tools, websites		✓	A/I
Experience of managing budgets	✓		A/I
Experience of resource management	✓		A/I
Experience of generation income		✓	A/I
Experience of working in a multidisciplinary environment with partners from public and private sectors	✓		A/I
Experience of working with a range of organisations to influence opinions and behaviours	✓		A/I
Experience of planning and delivering events and/or festivals including legal compliance and H&S requirements		✓	A/I

	Essential (E)	Desirable (D)	Assessment Method
<b>Knowledge</b>			
Knowledge and awareness of BID's in relevant settings e.g. business parks/ town centres		✓	A/I
Understanding of Town Centre / Business Park Management and the role of Town Centres / Business Parks in place making and economic growth		✓	A/I
Knowledge of General Data Protection Regulations (GDPR) in the context of BID project management		✓	A/I
<b>Skills and Abilities</b>			
Proven ability to work with and gain the co-operation of a wide range of people and organisations	✓		A/I
Effective communication skills and the ability to communicate complex issues both in writing and verbally	✓		A/I
Ability to manage own work loads, deal with conflicting demands and deadlines	✓		A/I
Ability to produce clear, concise and effective written reports	✓		A/I
Strong conflict management and negotiation skills	✓		A/I
Ability to analyse and present complex quantitative and qualitative information		✓	A/I
A creative approach to marketing, events and service delivery		✓	A/I
<b>Education, Training &amp; Qualifications</b>			
GCSE qualifications at Grade C or above in English, Maths or equivalent	✓		A
A degree or equivalent in a relevant discipline e.g. Place marketing, BIDs or economic development qualification		✓	A
Training courses / qualifications in place marketing, BIDs or economic development qualification		✓	A

	Essential (E)	Desirable (D)	Assessment Method
<b>Personal Qualities and Commitments</b>			
A commitment to understand and follow all Groundwork core policies in all work practices	✓		A
A demonstrable commitment to the aims and objectives of Groundwork, ensuring awareness of the up to date Mission and Vision statements	✓		A
Willingness to support the service team out of hours, including occasional evenings, early mornings and weekends, as and when required.	✓		A
Willingness to attend departmental/trust meetings/training events as and when required	✓		A
Access to own transport to fulfil your role	✓		A

Note to applicant:

Should you have any questions about the assessment methods, please don't hesitate to contact HR on 01942 821444 who will be happy to answer any questions and/or address any specific requirements or reasonable adjustments.

# >> How to apply

## Interested?

To apply for this position, please complete the application pack available on our website, located here:

<https://groundwork.org.uk/about-groundwork/careers-across-groundwork>

Please return your application before the closing date via email to:

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**Tel:** 01942 821 444

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