GROUNDWORK
CHANGING PLACES
CHANGING LIVES

Groundwork Cheshire, Lancashire & Merseyside.

RECRUITMENT PACK

BID MANAGER - ASHBOURNE

CLOSING DATE: Wednesday 18th November 2026

Groundwork CLM | Charity Registration number 514727
74-80 Hallgate, Wigan, WN1 1HP.
www.groundwork.org.uk
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ASHBOURNE BUSINESS IMPROVEMENT DISTRICT

disability confident COMMITTED

SUPPORTER COMMITTED TO GOOD EMPLOYMENT IN GREATER MANCHESTER

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 very the 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.

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. 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

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

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.

BID Manager - Ashbourne

£28,214.47 - £31,060.87* per year

*Based on 29 hours per week (FTE £35,268 - £38,826)

Delivering our future vision for Ashbourne

Do you have what it takes to change places? Do you have the drive, passion and creative flair to make a difference in the Ashbourne BID area? Do you have the skills and experience to deliver an ambitious 5-year business plan that will improve the BID area as a destination of choice for shoppers and visitors?

If you think you have what it takes, then please read on! What matters most is your ability to engage businesses, build trusted relationships and turn ideas into action. You will work as part of an experienced wider team, with specialist support available where needed.

We are looking to recruit an Ashbourne Business Improvement District (BID) Manager, to work as part of our successful business team. This is an exciting role that involves managing relationships with partners, stakeholders, clients and suppliers to deliver the aims and objectives of the Ashbourne Business Improvement District business plan.

This will include working with Ashbourne BID members, Ashbourne Town Council, Derbyshire Dales District Council and Derbyshire County Council to raise the profile of the BID area 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 BID area, along with attracting new inward and financial investment.

Ashbourne BID is an opportunity for businesses to have a stronger voice in the future development and management of improvements across the BID area. The BID enables the business community to fund and deliver a new business led programme of improvements that will create a more vibrant and prosperous environment for businesses within the BID area. As the BID Manager, you will support the ambitious business plan, working with the Ashbourne BID Board and the wider Groundwork BID Management Team. You can find out more about Ashbourne BID and its business plan here: https://ashbournebid.co.uk/

Groundwork currently manages 14 successful BID programmes in the Northwest and East Midlands regions. 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. You will also bring strong organisational skills, initiative and a flexible approach to work.

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 focus on Ashbourne Business Improvement District, however, with agreement from Ashbourne BID Board 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.

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, if eligible
- Employee Assistance Programme
- Death in Service Benefit, if eligible

JOB DESCRIPTION

BID Manager - Ashbourne

Salary:	£28,214 - £31,060 (based on skills and experience and pending evaluation)
Hours of work:	Part time - 29 hours per week
Pattern of work:	Flexibility to work over either four or five days depending on business needs. Specific days and times will be agreed in advance and may include occasional weekend, early morning, or evening work. Includes a 45-minute unpaid lunch break. TOIL (Time Off in Lieu) will apply for hours worked beyond contracted hours, in line with company policy.
Base:	Hybrid Working – Office/Home Based.
Location:	Principle place of work in Ashbourne, Derbyshire with occasional travel to other sites to support team activities.
Term:	Permanent
Responsible to:	BID Programme Manager – Town Centres (Business Team)
Responsible for:	N/A

SCOPE OF THE ROLE

1. Develop and implement annual programme of projects and services to meet the requirements of Ashbourne BID board.
2. This will incorporate 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, Deputy Director, Operations Manager and BID Programme Manager – Town Centre).
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.

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 Ashbourne Business Improvement District.
- 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 newsletters, 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 area 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.

- **Ashbourne BID Specific Responsibilities.** To develop and maintain effective relationships with town centre businesses and other town centre stakeholders.
- To develop and maintain strong public/private sector relationships considered essential for the successful delivery of the Ashbourne Town Centre BID
- To work in partnership with Ashbourne Town Council, Derbyshire Dales and Derbyshire County Council and other group stakeholders/partners to deliver a programme of campaigns for Ashbourne and to support the continuation of campaigns already established in the town.
- To work with other council departments, agencies, private sector partners and the police to ensure the highest standards of environmental management and public safety.
- To develop innovative mechanisms for generating additional income/sponsorship to support the development of activities and projects.
- To liaise with Council staff responsible for delivering services in the town centre to ensure a co-ordinated approach.
- To research opportunities for group buying initiatives to secure cost savings and added value for levy payers, working collaboratively with the wider Groundwork team.

- **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

This is a description of the job as it is currently envisaged at the date noted in the footer. It is the Trust's practice to review, from time to time, employee job descriptions and to revise them to ensure that they relate to the job that is being performed and/or to incorporate any changes being proposed. Any changes will be led by your line manager in consultation with you and any amendments will be approved by the relevant Service Director. You will have the opportunity, and are expected, to fully participate in such discussions. This job description is broad-based and is not intended to be an exhaustive list of all possible duties, as it is recognised that jobs may change over time. Should the duties change significantly, the post and salary level will be fullyreviewed.

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
Education, Training & Qualifications			
GSCE 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**
Experience			
Proven experience of managing projects	✓		**A / I / P**
Proven experience of managing contracts and relationships with clients and suppliers	✓		**A / I / P**
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 on-line tools including CRMs, survey tools, e-marketing tools, websites	✓		**A / I**
Experience of managing budgets	✓		**A / I**

	Essential (E)	Desirable (D)	Assessment Method
Experience of resource management	✓		A / I
Experience of generating 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 of delivering events and or festivals including legal compliance and H&S requirements		✓	A / I
Knowledge			
Knowledge and awareness of BIDs 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
Skills and Abilities			
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

	Essential (E)	Desirable (D)	Assessment Method
Personal Qualities and Commitments			
A commitment to understand and follow all GCLM 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.

Groundwork Cheshire, Lancashire and Merseyside strive to have a diverse and inclusive workforce that is representative of the communities we serve. We want you to be yourself at Groundwork and we value everything that makes you unique. We recognise and celebrate your difference and together we make Groundwork a special and great place to work.

As a Disability Committed employer we offer a guaranteed interview to applicants with a disability who meet the essential criteria for the role.

At Groundwork we ensure that we provide a safe environment for adults, children and young people to take part in any activity or service that we organise. We are committed to creating a culture that promotes safeguarding and the welfare of all children, young people and adults at risk. Our safer recruitment practices support this by ensuring that there is a consistent and comprehensive process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all the people we appoint are suitable to work with our children, young people and adults.

We are proud to demonstrate our commitment to fair pay by ensuring that every employee within our organisation receives at least the Real Living Wage. This pledge reflects our belief that work should provide not only financial stability but also dignity and respect. By paying the Real Living Wage, we aim to support our team's wellbeing and contribute to a more equitable society.

RECRUITMENT PROCESS

CLOSING DATE: Wednesday 18th November 2026

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

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

Please complete 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.

INTERVIEWS

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

Interviews will take place in-person week commencing 30th November 2026.

How to apply

Interested?

To apply for this position, please complete the online application form for the relevant vacancy, located here:

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

Please submit your application form before the closing date.

If you have any queries, please contact us:

Email: recruitment@groundwork.org.uk
Tel: 01942 821 444

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