



Coleford Town Council

TOWN CENTRE MANAGER – COLEFORD, Gloucestershire

Role Overview:

Full time – 37 hours per week for fixed term of 18 months. (Plus, attendance at full council meeting when required).

Employed status: Self-employed (exclusive employment). Fixed term contract.

Salary: Up to £33k per annum.

Holiday entitlement: 21 days per annum, plus statutory bank holidays (pro rata)

Expenses – Inland Revenue recommended figure (currently 45ppm) mileage outside of Coleford Parish boundary.

Work base – Office at No 4 Lords Hill, Coleford.

Funded by – Coleford Town Council.

Targets managed by – Employment panel consisting of Forest of Dean District Council Regeneration department, Coleford Town Council, Town Centre business owner, Director of DeanWye Tourism, Local major employer.

Purpose of Role:

To devise and implement a strategy for the revitalisation of the town centre and conservation area of Coleford.

Key Responsibilities:

Access and Infrastructure

1. To lead the Coleford Town Centre access survey
2. To coordinate between Coleford Town Council and Gloucestershire Highways (Gloucestershire County Council) re feasibility for pedestrianisation, changes to traffic flows etc. within the town centre of Coleford
3. To act as the towns strategic lead for the development of enhanced cycle ways to connect to our local tourism attractions, major accommodation sites, and the existing Forest of Dean family cycle trail.

Business Engagement

1. To establish and maintain dynamic trader/business forums building strong relationships
2. To work with landlords and the Forest of Dean District Council re. flexible use of empty units e.g. The old Job Centre, Daisy May, Foxglove Gardens and old Guardian Offices

Marketing (recognising different stakeholder group e.g. Residents, visitors, investors)

1. To identify strategic marketing channels for the town
2. To work with key stakeholders to maximise the Coleford Town events programme from February to December
3. To ensure maximum publicity of the above to increase footfall to the town

Investment and Funding

1. To support regeneration projects for identified sites within the town of Coleford
2. To attract both home grown and inward investment to fill gaps in retail/service offering
3. To seek, apply and secure funding for agreed projects

Milestones:

Within 6 months – to develop and have agreed by the Project Board a strategy to revitalise the town of Coleford.

Within 6-18 months - to implement (through partnership working) the agreed strategy, creating a sustainable legacy.

Key Performance Indicators:

Specific KPIs will be discussed and agreed upon appointment for the development of the strategy (0-6 months)

KPIs for the implement of the strategy to be attributed according to the agreed strategy (06-18 months), including but not limited to:

- Increased footfall to the town centre of Coleford
- Increased occupancy of retail/service unit
- Frequency of business interactions

Person Specification:

Strategic thinker

Strong communication skills

Project Management and Organisational skills (Hold relevant Project Management qualification e.g. Prince2 – desirable)

Proven leadership and influencing skills

Proven track record of delivery

Fundraising specialist (desirable)

Member of relevant professional body (desirable)

Have access to a car