

## Specification for a Town Centre Development Manager

June 2017

The Town Centre Development Manager will play an active role under the direction of the Town Council in achieving the following key objectives to support the economic development of the town:

- *Maintaining and increasing the number of regular shoppers using the Town Centre*
- *Attracting more visitors and tourists to Ledbury*
- *Providing excellent facilities in town for both residents and visitors*
- *Making Ledbury an attractive place to live and do business*

The Town Centre Development Manager will undertake the following to achieve these objectives:

In respect of retail and visitor development:

- Provide professional support to the "Visitor Development Working Group" (see note) and the Town Council to progress a plan to attract visitors, aiming to place Ledbury as the premier visitor destination in the Herefordshire/Malvern Hills area. (Note: It is suggested that the Manager should work with a group of Ledbury stakeholders with interests in visitor development- called here the "Visitor Development Working Group")
- Support development of a coherent publicity strategy to market Ledbury as a first stop for tourists and visitors.
- Co-ordinate tourist development effort with local attractions including Eastnor Castle, Weston's and Hellens.
- Manage promotional activity on behalf of the Town Council as requested.
- Manage procurement of publicity material to support town development activities (where agreed).
- Liaise with local traders to identify opportunities to encourage more retail trade.
- Develop thriving Tuesday Charter and Saturday markets, including day to day management of the markets and maintenance of effective relationships with current and potential stall holders.
- Encourage regular "destination markets" and "shopping events" for visitors – working with local traders to develop events that will encourage shoppers (resident and visitors) to the Town Centre.
- Initiate and coordinate events in the Town Centre, working with local groups and organisations to ensure a continuing and coherent programme of popular events through the year – providing promotional and organisational support to ensure the success of these events where agreed.
- Develop links with visitor enablers – coach companies, train operators, local attractions, the cycle networks, local accommodation providers and other organisations.

- Establish and maintain processes to monitor regularly retail and visitor numbers.
- Develop relationships with other local market towns to look for common or shared opportunities to achieve objectives
- Investigate opportunities for funding initiatives

In respect of developing business opportunity:

- Liaise with existing business representative and development groups to understand current initiatives and to identify opportunities.
- Establish links with local businesses, and encourage increased liaison.
- Support development of a strategy to bring more employment to Ledbury.
- Liaise with developers, landowners and local agents to encourage development of employment opportunities.
- Promote Ledbury as a place to do business.
- Explore with businesses opportunities for more local business to business trade.
- Promote Ledbury facilities (e.g. for wedding venues, filming etc) to businesses outside the area.
- Encourage local start-up businesses e.g. by developing a mentoring network.

*The above activities represent the full scope for a development manager for Ledbury, but are considered too extensive for an initial appointee to take on. The Town Council will want to consider what immediate priorities should be addressed (and are achievable in a short time frame) and tailor the initial job description accordingly.*

The Town Centre Manager will work with local groups and organisations including the following:

- Herefordshire Council
- Local visitor destinations
- Ledbury Independent Traders Association
- Herefordshire and Worcestershire Chamber of Commerce (including Visit Herefordshire)
- Ledbury Tourist Information Centre
- Ledbury Poetry Festival
- Ledbury & District Civic Trust
- Friends of the Masters House
- Joined Up Heritage project
- Ledbury Places
- Ledbury Food Group
- Ledbury and District Cycle Forum
- Ledbury Library
- Ledbury Library Development Group
- Ledbury Carnival

- Local sports clubs
- Local land and property owners
- Local businesses
- Local media

The Town Centre Manager should possess the following personal qualities:

- Ability to initiate and lead projects
- Good communication skills
- Good Networking skills
- Marketing experience or a demonstrated aptitude for marketing
- Knowledge of the local retail, visitor and business economy, or demonstrated ability to learn quickly
- Ability to work with others to implement activities or projects, and manage resources
- A personable manner suitable to represent the Town

Final Version – June 2017

Prepared by the Town Plan Working Group