



Buxton Civic Association



**Appointment Brief
September 2022**

CHIEF EXECUTIVE OFFICER

Image: Buxton nestling in a green ring of BCA woods. BCA Buxton Country Park in foreground.

Welcome

Dear candidate,

Welcome to Buxton Civic Association (BCA).

I am delighted that you are thinking of applying to work for us.

This is the first time that BCA will be appointing a CEO. I see this as a key role in helping to consolidate and expand the important and exciting work of our rapidly growing charity. I believe that the job will be a fantastic opportunity for somebody with proven leadership experience to take us to the next level of development. You will be able to make a real difference to BCA and the beautiful town of Buxton and its people.

BCA is in many ways unique amongst Civic trusts in the UK. Founded in 1967, BCA is the leading environmental charity in Buxton. We campaign for the natural and human environment of the town and beyond. We protect key sites for everyone's benefit through ownership and responsible management. We run Poole's Cavern with its thriving visitor centre and cafe, the most successful paying tourism attraction in Buxton. We also manage nine woods including Buxton Country Park. These are greatly loved and very well used by the people of the town.

These are incredibly exciting times for the organisation – we have:

- established a sound economic base with Poole's Cavern and visitor centre, returning to pre-Covid numbers of visitors, with very positive feedback on TripAdvisor and Google,
- a great team of enthusiastic staff,
- a growing membership,
- six active members groups (previously committees) pursuing different aspects of our work and concerns,
- a new office,
- a very committed Board of Trustees,
- a proven system of oversight and management,

- a highly successful community engagement project designed around providing healing through increased contact with nature,
- a large-scale project to regenerate our woods,
- a higher public profile and greater involvement in town matters than ever.

There is also a series of exciting new opportunities that we are currently exploring including the potential acquisition of three important new heritage sites in the town (a woodland, an important archaeological site and a key industrial archaeological building and associated river corridor), the launch of a youth membership scheme and the restoration of the cistern that was the first piped public water supply in Buxton.

The scale of our activities is becoming too big for volunteers to manage without greater professional leadership support. We are now at the point where Trustees need the support of a dynamic CEO to help steer, manage and develop the organisation and take it to even greater levels of success and professionalism.

I am very much looking forward to receiving your application and hearing your ideas for helping lead and develop our wonderful organisation.

**Peter Phillipson,
Chair of Trustees**



Image: BCA Corbar Wood providing green back drop for the Georgian Crescent and Dome



Image: Family friendly signage at Entrance to one of BCA Woods



Image: BCA Poole's Cavern visitor centre

About Us

Who we are

Buxton Civic Association (BCA) is the leading environmental charity campaigning and working for the conservation and enhancement of the human and natural environment and heritage of Buxton. We are also a Limited Company. We were established in 1967 and are now a dynamic and forward looking organisation, always looking to get better at what we do.

We are unusual as a Civic Association / Trust in that we own and manage the most successful paying visitor attraction in the town; Poole's Cavern and 10 woodlands totalling c. 200 acres including Buxton Country Park.

BCA is a voice for wildlife, heritage and the environment in Buxton. We responsibly manage natural and human heritage sites for the public benefit. We actively campaign, persuade, promote and educate. BCA cares about Buxton.

Our values

We value...

- ...the environment; natural and built.
- ...the people of Buxton and beyond.
- ...the benefit of bringing the two together.

Our purpose

To promote the preservation of the historical and environmental heritage of Buxton for the public benefit.

Our characteristics

- We're do-ers; we are defined by our actions.
- We're active; we persuade, promote, encourage, campaign, and educate.
- We're responsible; we conserve, manage, maintain; we're sustainable.
- We work openly, collaboratively, in partnership.



Image: BCA volunteer group collecting BCA tree seed for tree nursery

Strategy

The Covid pandemic has had a significant impact on our strategic planning but has also posed a really exciting opportunity to maximise our strengths and to address our areas for development. One of the most important roles for a CEO is to support us develop our thinking into an effective development strategy for the charity.

The following summarises some of our existing priorities:

- To continue to raise the profile of BCA as the leading conservation charity in Buxton, campaigning and actively working for the conservation and enhancement of the natural and human environment of Buxton. BCA should be the voice for the outstanding wildlife and heritage of the town.
- To continue to develop, run and manage Poole's Cavern, and the associated visitor centre, shop and café and related activities, as the leading paying visitor attraction in Buxton and to generate surplus income to enable BCA to support our core services and charitable activities.
- To conserve and enhance our woodlands for the benefit of the people of Buxton and over time to restore the 200-year-old beech plantations to appropriate locally native woodland with more diverse fauna and flora.
- To develop additional revenue and fund raising to support BCA activities.
- To continue to strengthen, support and diversify the Board of Trustees.
- To develop a volunteer strategy including developing training and contractual relationships.
- To develop and enhance the membership and effectiveness of official BCA Groups (previously Committees).

Equity, Diversity and Inclusion

Buxton Civic Association is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination.

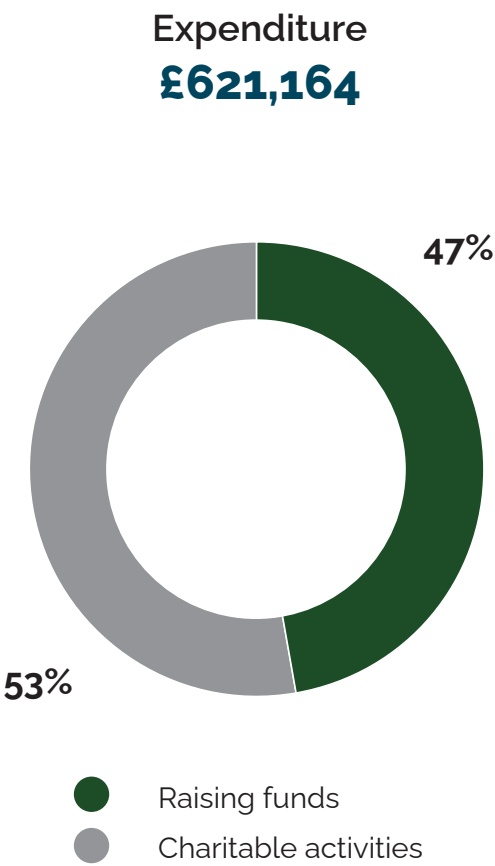
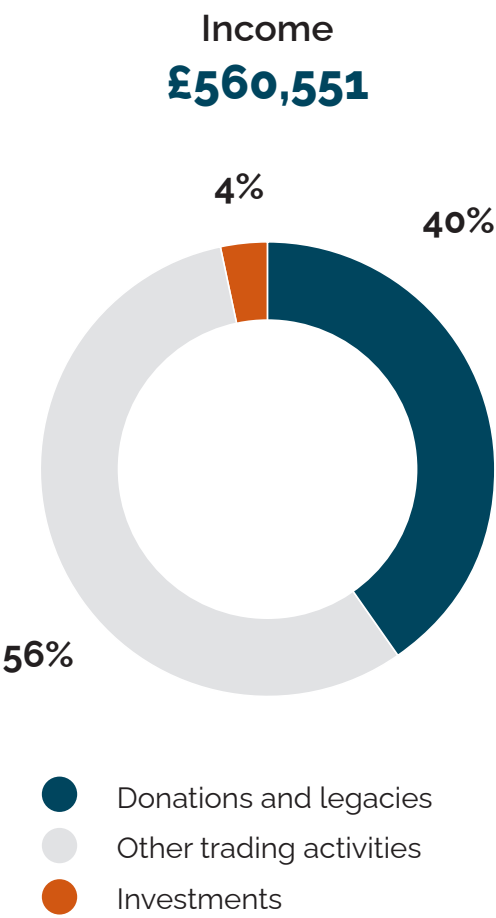
The aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

Buxton Civic Association is also committed against unlawful discrimination of customers or the public. We want to ensure that the greatest number of people can benefit from and enjoy the activities we run and the facilities we manage for the community.

Our members are a vital part of our organisation. We are committed to ensuring that all members of Buxton Civic Association are able to fully take part in the activities of the organisation. We seek to ensure that our members are representative of the people of Buxton and district as a whole.

Finances

Following the appointment of a fundraising expert to our Board, we have been highly successful in raising funds from external sources and have raised £407,000 in the last 3 years.



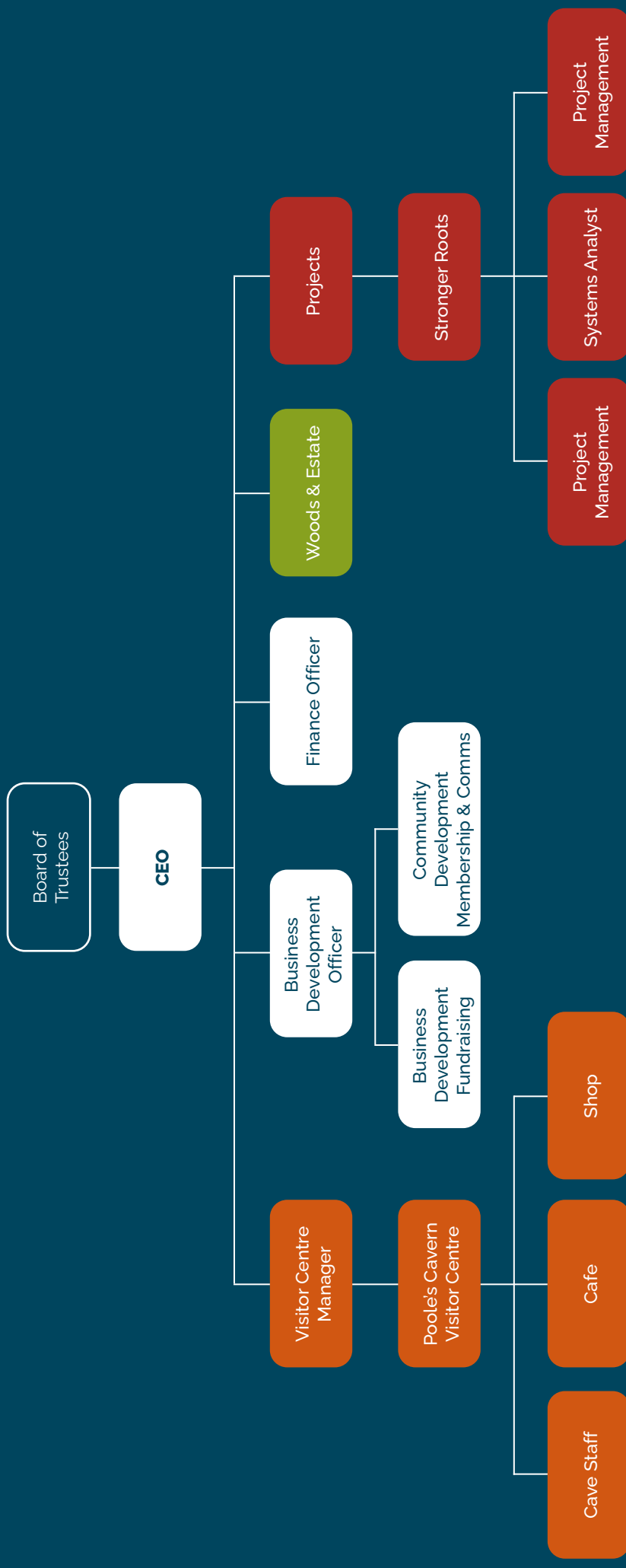
Total income includes £92,463 from 2 government grants.

Organisation Chart

Governance

BCA is governed by a board of trustees all of whom are volunteers. All trustees share BCA's values, valuing the natural and built environment, the people of Buxton and beyond and the benefits that stem from bringing the two together. BCA works openly, collaboratively and in partnership and expects trustees to adhere to the Nolan principles.

The CEO will need to work closely with the Board of volunteer Trustees (who are also Directors of the Limited Company). The Board determines the organisations policy and strategy. The Corporate Affairs Group (made up of Trustees and the senior staff) advise the Board on operational, finance and staff issues. The other formal BCA Groups report to the Board on issues requiring significant finance or policy decisions.



Role Description

Role title:	Chief Executive Officer
Reports to:	BCA Board of Directors / Trustees
Base:	Poole's Cavern Visitor Centre, Buxton
Hours:	Full Time, 40 hours per week (5 days)
Salary:	£50,000 to £60,000
Term:	Permanent
Probation period:	6 months

Main Purpose of this role

The Chief Executive Officer will:

- Be responsible for providing leadership, helping to develop, shape and implement BCA's strategic visions and operational plans. The CEO will lead on partnership and business development, and be an effective advocate for the charity.
- Provide management, direction and inspiration for all BCA staff, leading and developing the senior management team.
- Ensure that BCA continues to develop an economically and environmentally sustainable business model and associated practises.
- Maintain and continuously improve Poole's Cavern and the visitor centre (including café and shop) as the premier paying attraction in Buxton.
- Maintain and enhance BCA's portfolio of properties and important heritage land holdings.
- Continue to develop BCA as a thriving and dynamic membership and community organisation.
- To lead, support and motivate all staff and volunteers and ensure that they understand and are committed to the charity's aims and objectives and the business plans for Poole's Cavern.
- Leading by example to ensure that BCA operates a culture of professionalism and inclusion, championing coaching, training and development.
- Develop a motivated staff and volunteer workforce using exemplary team working practices.
- Encourage the development and creation of innovative ideas.

Strategy

- Work with the Board to develop the charity's strategic vision, and to communicate and implement it.
- Take overall responsibility for developing and delivering the agreed business plans.
- Identify and assess strategic and business risks.
- Develop best practise for the management, development and engagement of staff and volunteers.
- Ensure that the objectives of the Environmental Quality Mark are embedded in business practise.
- Help the Trustees identify appropriate issues for BCA to campaign on and then devise and implement the necessary campaign strategies.

Duties and Responsibilities

Leadership

- To be the principal ambassador for the charity.
- To champion the visions and priorities of BCA and ensure that these are widely disseminated and understood.

Business Development, Promotion of BCA and Partnerships

- Work towards the achievement of long-term sustainability, developing the business model to ensure that income is maximised from the activities of Poole's Cavern and its associated business activities, from fundraising opportunities, membership and corporate sponsorship.
- Be responsible for the implementation of the charity's operational plans.
- Oversee executive responsibility for all aspects of the charity and business, including Fundraising, Finance and IT.
- Ensure that the charity's assets are maintained safely and are used effectively.
- Ensure the continuation of our Environmental Quality Mark.
- To be the principal ambassador for the charity, representing BCA in the press and at high level meetings with key stakeholders, partners and potential funders.
- Develop effective working relationships with all relevant organisations and individuals in the town and surrounding area to ensure the promotion of BCA and its strategic objectives.
- Represent BCA on relevant community fora such as We Are Buxton etc.
- Continue to roll out and champion the new BCA branding throughout the organisation.

Financial Control and Fundraising

- Take executive responsibility for the financial leadership of the charity, including working with the Treasurer on forecasting and budgeting.
- Ensure that the financial resources of the charity are managed effectively.
- Work with the board and the Corporate Affairs Group to ensure that the charity's financial plans are implemented.
- Review and develop the organisation's fundraising capacity (in liaison with the lead fund raising Trustee).
- Help identify potential new sources of funding (from grant giving bodies and other funders) and develop applications / bids where appropriate.



Image: BCA Corbar Wood

Staff and Volunteer Management

- To review and develop the staff structure, roles and management systems.
- Develop a suite of key performance indicators for all staff.
- Line manage the Senior Management Team.
- Review the roles of volunteers and their management.
- Liaise and work with CoLaw, BCA HR consultants, to ensure that HR best practise is applied to recruitment, appraisal management and remuneration.
- To ensure that a comprehensive programme of staff and volunteer training and other support mechanisms are put in place.

Poole's Cavern, Visitor Centre and BCA landholdings

- Continually review the performance of Poole's Cavern and the Visitor Centre as a leading visitor attraction and the primary source of income for BCA.
- Ensure that the staff continue to employ best practice in customer care and guiding techniques.
- Continue to develop the educational use of the cavern, visitor centre and woodlands.
- Investigate the viability of using the cavern for a greater range of activities and diversify trading income.

Image: BCA Stronger Roots Forest School event for children with autism



- Continue to maintain and promote Poole's Cavern as the National Cave Monitoring Centre, in collaboration with the British Cave Research Association.
- Ensure that the woodlands and other heritage landholdings are managed to optimise wildlife, landscape and appropriate recreational, educational and wellbeing use by the local community and visitors.
- Ensure that the landholdings are as far as possible managed to ensure public safety.
- Review and pursue potential sources of grant aid and other funding for the appropriate management of these properties.
- Develop an appropriate land / property acquisition policy for approval by Trustees.
- Maintain and seek to enhance Grinlow Woods as Buxton Country Park.

Governance and Compliance

- Work with the Board to ensure that the charity's governance, structure, policies and procedures are effective and compliant with legislation and regulations.
- Work with the Board to review and amend the governance structure, policies and procedures where necessary.
- Ensure that the charity complies with best practice in all areas of operations with regard to health and safety, equality, diversity and safeguarding.

- Ensure that collection of and protection of personal information complies with the current GDPR regulations.
- Ensure that the charity operates safely, that Health and Safety policies are understood and followed by all employees, trustees and volunteers.
- Regularly review the Business Continuity Plan and Risk Register to ensure that all risks are identified and appropriate mitigation put in place.

Membership

- To continue to develop BCA as a membership organisation that is attractive to as wide a cross section of the Buxton community as possible.
- To continue to grow the membership including individuals, families and corporate organisations and businesses.

General

- Carry out any other duties as may be reasonably be requested.
- Attend and report to all Board of Trustee meetings.
- Attend and report to all Corporate Affairs Group meetings.
- Attend and report to the Annual General Meeting.
- Attend other group meetings as appropriate.

Person Specification

Essential Skills and Personal Qualities

- Experience in management of people, motivating staff and volunteers.
- Experience in development and delivery of organisational strategy.
- Track record of growing and diversifying an organisation.
- Financial budget management experience of over £500,000 with ability to interpret and interrogate accounts.
- Experience in project management.
- Experience in marketing, PR and presentation skills.
- Diplomatic and report writing skills.
- Organisational skills.
- Team working and cooperative working.
- Experience in successfully managing unforeseen circumstances.
- Experience and knowledge of safeguarding and health and safety.
- Personal commitment to environment and voluntary bodies.
- Driving licence and/or ability to travel across BCA sites and The Peak Districts.

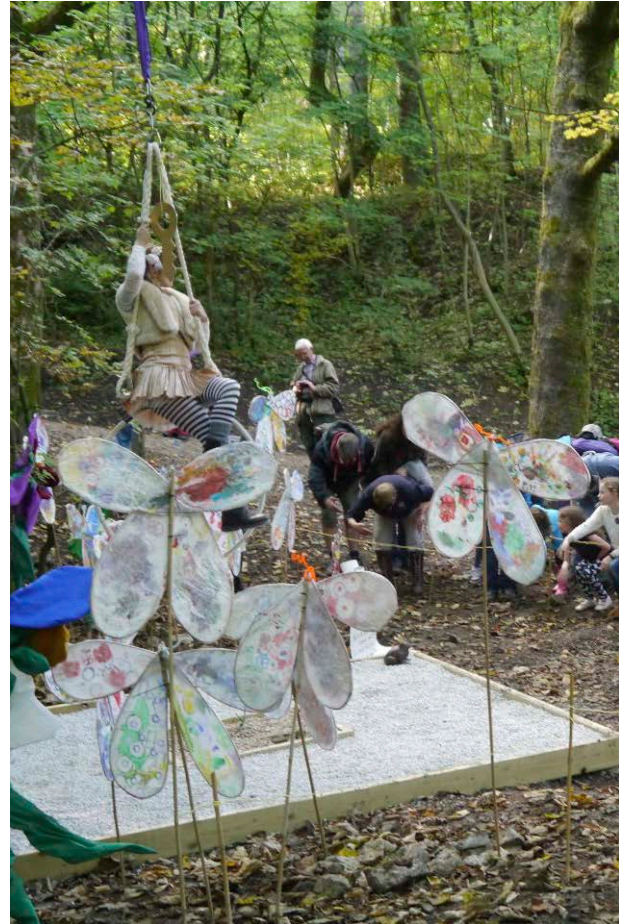


Image: Community theatre event in BCA Buxton Country Park

Desirable Skills and Personal Qualities

- Experience of working with a Board of Trustees and charity committees.
- Experience of working in visitor attractions/ tourism industry.
- Working knowledge of at least one aspect of heritage conservation.
- Fundraising/grant application.
- Experience of working in third sector.
- Working knowledge of the civic trust movement.

How to Apply

To apply for the role please upload your CV together with a supporting statement (maximum two pages of A4) on the Prospectus website at the link below. Please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

Applications should be made via the Prospectus website at:

<https://jobs.prospect-us.co.uk/jobs/details/HQ00181861>

Recruitment timetable

Deadline for applications: 5th October 2022

Preliminary interviews with Prospectus: 12th – 14th October 2022

First stage interviews with BCA: w/c 24th October 2022

Second stage interviews with BCA: w/c 31st October 2022

Queries

If you wish to have an informal discussion about the opportunity, please contact our retained advisors Harjit Bola or Amelia Gungah with a copy of your CV.

harjit.bola@prospect-us.co.uk

amelia.gungah@prospect-us.co.uk

If you require this document in an alternative format, please contact Prospectus on 020 7691 1920 or email:

executive.admin@prospect-us.co.uk







BCA Members meeting



BCA Grinlow Wood in spring



Caring About Buxton

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