

Huntly & District Development Trust

Brander Building, The Square, Huntly, Aberdeenshire, AB54 8BR

Tel 01466 799416 • info@huntlydevelopmenttrust.org • www.huntlydevelopmenttrust.org

SC 358964 • Registered Scottish Charity SC043353



"Working with others to build a resilient, inclusive, enterprising community capable of dealing with ongoing change."

Application Pack

Huntly Town Centre Development Manager

November 2018



The European Agricultural Fund for Rural Development:
Europe investing in rural areas

Contents

1. Introduction	3
2. The Application Process	3
2.1 Overview.....	3
2.2. How to Apply	3
3. An Introduction to Huntly and District Development Trust.....	4
4. An Introduction to Huntly and District.....	5
5. The Huntly 2030 Strategy and the Room to Thrive Project.....	6
6. Huntly Town Centre Development Manager Job Description.....	8
Background and Job Purpose	8
Main Tasks	8
Requirements	9
Required Skills.....	10
Reporting Relationships (This job is indicated by *).....	10
Other	10
Further Information	11

1. Introduction

Huntly and District Development Trust (HDDT) is an active community-led company working to make Huntly and District a better place to live, work and visit.

With the help of funding support from LEADER, HDDT is seeking to recruit a Huntly Town Centre Development Manager (TCDM) for 37.5 hours per week. The purpose of the post is to work with a range of stakeholders on delivery of projects to revitalise Huntly Town Centre. The post-holder will drive forward actions arising from the Room to Thrive Huntly 2030 Strategy developed recently. The post is fixed term until 31st December 2020, although HDDT aims to make the post permanent thereafter. The accompanying starting salary is £27,540, plus contribution to a pension scheme.

This application pack introduces you to the application timetable, HDDT, Huntly, the Room to Thrive process and the Huntly Town Centre Development Manager role. If you have any queries, please contact: jobs@huntlydevelopmenttrust.org.

2. The Application Process

2.1 Overview

The timetable for the application process is as follows:

Friday 7 th December	Deadline for receipt of applications by e-mail to jobs@huntlydevelopmenttrust.org .
Monday 10 th December	Applicants informed whether they have been short-listed for interview and about the interview format.
Monday 17 th December	Interviews in Huntly
Tuesday 18 th December	Interviewees informed of the outcome
As soon as possible thereafter	Successful candidate takes up their post

HDDT reserves the right to amend this timetable without notice.

2.2. How to Apply

By **17.00 on Friday 7th December**, applicants should send to jobs@huntlydevelopmenttrust.org:

- A letter of application explaining your interest in the post (2 pages of A4 max)
- Your CV, including your contact details
- The names and contact details of two referees, one of which should be your current or most recent employer. These referees may be contacted by HDDT prior to your interview. If you do not wish your referees to be contacted unless you are offered the job please indicate this clearly in your letter of application.

For informal enquiries about the vacancy please send an e-mail to jobs@huntlydevelopmenttrust.org and we will get back to you as soon as possible.

Thank you for your interest in the vacancy and in Huntly and District Development Trust.

3. An Introduction to Huntly and District Development Trust

Huntly and District Development Trust (HDDT) is a company limited by guarantee with charitable status that has been formed by and for the community of Huntly and surrounding district.

HDDT's aim is to build a resilient, inclusive, enterprising community capable of dealing with ongoing change.

Our main objectives are:

- maintenance, regeneration and improvement of the community's physical, economic, social and cultural infrastructure, and assisting people who are at a disadvantage because of their social and economic circumstances
- advancement of education and training, arts, culture, heritage, sports, recreation and environmental improvement.

Our main activities are development and management of projects to make Huntly and District a better place to live work and visit.

HDDT has defined its 'community of benefit' as the AB54 postcode sector, which covers the town of Huntly itself and its catchment, including Aberchirder, Fergie, Gartly, Glass, Largue, Lumsden, Rhynie, Rothiemay & Ythanwells.

Since our establishment in 2009, we have undertaken many projects with a wide range of partners. These include:

- Construction of the Portsoy Road footpath
- Publication of the Walks Around Huntly and District guidebook
- Co-ordination of a skills development and exchange project with 3 communities in Finland
- Installation of gateway signage for Huntly
- Completion of several feasibility studies to help us implement future improvements, such as town centre regeneration and development of a regional cycling centre
- Hosting a range of visits and events to showcase the area
- Acquisition of Greenmyres Farm as a community resource
- Establishment and operation of the Room to Roam Green Travel Hub.

While undertaking projects to benefit our community we seek to generate our own income streams wherever possible so that we reduce our dependency on grant funding. To that end we have developed several renewable energy initiatives, including commissioning our own community wind turbine. With the income from those projects now starting to come on stream we are in a position to move forward some of our community's long held ambitions, such as regeneration and development of our town centre.

HDDT plays a key role in the Huntly Town Team (HTT), a multi-stakeholder group made up of a range of community organisations in Huntly and the public sector. The HTT has steered the Room to Thrive project from which the TCDM role has emerged. More information on Room to Thrive is found in section 5 of this application pack.

More information on HDDT can be found at www.huntlydevelopmenttrust.org

4. An Introduction to Huntly and District

Huntly is a small market town approximately 40 miles North-West of Aberdeen in the North-East of Scotland. The town lies close to the Aberdeen to Inverness trunk road, has a station on the Aberdeen to Inverness railway line and is about an hour from the international airports of both cities. The current population of the town of Huntly is ca 4,400, with an additional 7,100 in the surrounding district.

Huntly is an agricultural market town and is the centre for the wider farming area with a regularly-used mart. The entire town centre, including the attractive central market Square, is a conservation area and contains 62 listed buildings. A short walk from The Square is Huntly Castle. Huntly was the historic capital of ancient Strathbogie, and its castle was the seat of the Gordon Family. The Gordons raised the Gordon Highlanders, now merged into the Royal Regiment of Scotland. Besides agriculture, other important local industries have been textiles, brewing, engineering and a flourishing retail sector.

Nowadays, Huntly has a significant industrial estate. Major employers are Deans (shortbread manufacturers), Rizza's (ice cream), R&M Engineering and Pipeline Technique. The public sector is also a major employer in Huntly, with Aberdeenshire Council the National Health Service and Forestry Commission Scotland all having a strong presence.

In 2006, two supermarkets opened on the edge of town presenting a significant challenge to businesses in the town centre. As a response, local farmers established a popular monthly farmers and producers market in the town Square on the first Saturday of every month. The town centre has, however, continued to decline in recent years and actions to tackle its state have been identified as a priority through a recent wide-ranging community consultation process.

Huntly is home to a large number of active community groups with interests ranging from contemporary arts to traditional fiddling, and from rugby to bridge. CricketScotland has chosen Huntly as the venue for its North of Scotland Cricket Academy. Huntly Nordic and Outdoor Centre continues to produce representatives for the Great Britain Cross Country Junior Development Squad, several of whom have competed at Winter Olympics. Local shooter Sheena Sharp was a double Gold Medal Winner at the Commonwealth Games in 2006.

Huntly is also very proud of the seemingly endless stream of talented individuals in the traditional Scottish performing arts. The town produces World Highland Dance Champions and has thriving Dance Schools which have sent performers as far afield as China. Huntly & District Pipe Band perform by invitation at many Scottish Highland Games and abroad.

Shona Donaldson is a top traditional Scottish singer from Huntly who has toured internationally. Both she and her husband, champion Scottish fiddle player and composer Paul Anderson, have separately completed 'artist-in-residence' projects in the town commissioned by contemporary local arts group Deveron Arts. Shona and Paul both have CDs of their music available locally.

With HDDT support, Deveron Arts (now Deveron Projects) led Huntly's successful bid to be named Scotland's most Creative Places of its size in 2013.

More information about our vibrant community can be found at: www.huntly.net and on the Huntly, Scotland Facebook page.

5. The Huntly 2030 Strategy and the Room to Thrive Project

The post of Huntly Town Centre Development Manager (TCDM) has emerged through the 'Room to Thrive' (RTT) project, which has resulted in a Huntly 2030 Strategy. (The date refers to the proposed end date for dualling of the A96 trunk road between Aberdeen and Inverness.)

RTT was a wide-reaching community engagement exercise commissioned by LEADER to help the Huntly Town Team (HTT) better understand the issues the community of Huntly faces and identify ways to tackle them, as well as capitalise on the opportunities the town enjoys. The HTT is a multi-stakeholder forum bringing together a number of HDDT's partners, including Aberdeenshire Council, Huntly Community Council, Huntly Business Association, Huntly and District Tourism Action Group, Gordon Rural Action, Networks of Wellbeing, Deveron Projects and NHS Grampian.

The RTT project started in February 2018 with the appointment of consultants Ice Cream Architecture (ICA) to lead the work. Over the course of 2018 ICA have worked with our community through a community consultation based on the Scottish Government's Place Standard framework, an Ideas Bank and discussions within the HTT.

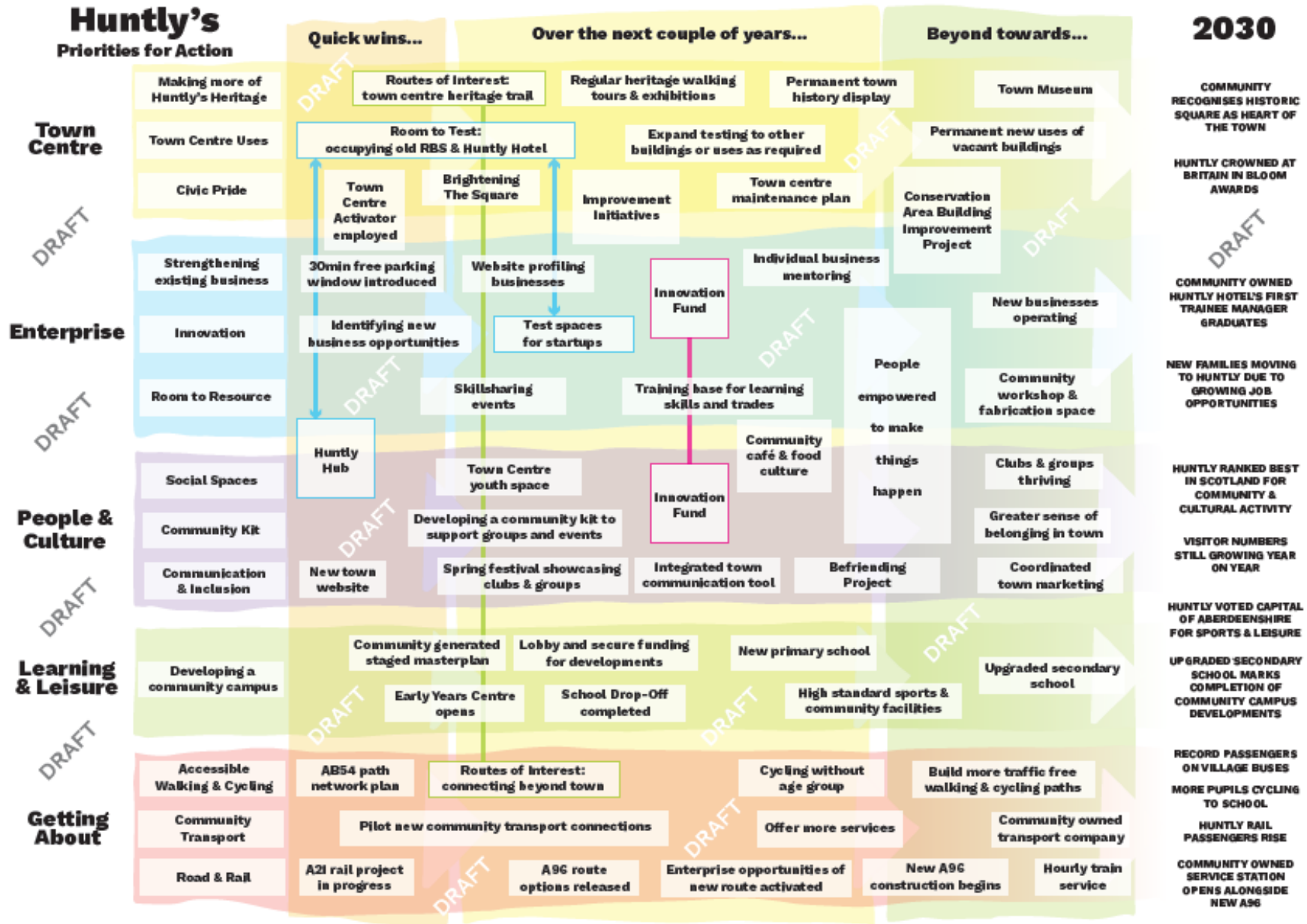
Five key issues have emerged:

1. Town Centre
2. Enterprise
3. People and Culture
4. Learning and Leisure
5. Getting About

The results of the strategy plotted against an indicative timeline to 2030 are shown on the following page. The final strategy will be launched on Saturday 1st December 2018.

More info on the Room to Thrive project is available at <http://huntly.town/>

The strategy and the HTT have identified that employment of a Town Centre Activator (we are calling it a Town Centre Development Manager) is key to delivery of tangible results to address the concerns about our town centre. LEADER has agreed to fund 75% of the costs of the post and HDDT will fund the balance, at least until December 2020. Given the scale and long-term nature of the town centre revitalisation challenge HDDT intends to make the post permanent thereafter, subject to funding. It will be a key task of the TCDM to identify sources of income and develop partnerships that will allow the project to survive and flourish.



6. Huntly Town Centre Development Manager Job Description

JOB DESCRIPTION	HDDT/015
POST TITLE	Town Centre Development Manager
CONTRACT TYPE	Fixed term until 31 st December 2020, full-time (37.5 hours/week), potential for extension and for flexible working
REPORTS TO	HDDT Development Manager
REMUNERATION	£27,540 per annum

Background and Job Purpose

Huntly and District Development Trust (HDDT) is an active community anchor organisation serving the market town of Huntly, Aberdeenshire and its wider rural catchment. HDDT aims to develop and deliver a variety of initiatives to improve the quality of life in Huntly and District.

HDDT is a key member of the Huntly Town Team, a multi-stakeholder group, working to develop and deliver a community-led strategy for Huntly, "Huntly 2030". Community consultations undertaken to develop the strategy have identified that improvement of Huntly Town Centre is a priority for action.

HDDT is seeking a motivated and skilled manager to lead and work with a variety of partners to plan and deliver actions identified in the Huntly 2030 strategy. The post-holder must be a self-starter who is able to motivate both themselves and others to deliver the agenda in an environment of conflicting demands and limited resources. Personal resilience and the ability to manage and deliver in a complex and often very diverse environment will be key to success.

Given the scope and scale of work required to improve Huntly Town Centre, the TCDM the post-holder will be required to liaise closely with the rest of the HDDT team, especially the Development Manager, to ensure focus is retained on the following 3 priority areas of work set out below.

Main Tasks

1. Manage acquisition and redevelopment of at least one building in Huntly town centre on behalf of HDDT and the wider community

- Prepare all necessary information to support acquisition (inc ensuring stakeholder support; identifying potential funding sources; creating a robust business plan; anticipating, identifying and meeting legal requirements; securing watertight costings, etc)
- Prepare and submit funding application(s), if appropriate, and respond to all queries
- Manage the acquisition process
- Manage building redevelopment (inc developing and agreeing specifications; managing contractor procurement; ensuring budget control; liaising with tenants and occupiers; adjusting business plan as necessary, etc)
- Organise celebratory launch, inc PR and liaison with all stakeholders, funders, etc
- Compile reports and financial claims to comply with funder conditions

2. Prepare and start implementation of a plan for wider town centre building acquisition/regeneration

- Assess current building use and identify opportunities to start a dialogue about re-locating existing uses to other locations where they might work better for the whole community

- Prepare detailed information on all available town centre buildings and collate supporting information on the specific needs of possible uses identified through the Room to Thrive process, and others
- Identify, organise and lead learning journeys/other resources relevant to Huntly town centre
- Prepare a prioritised and costed acquisition/regeneration plan for approval of HDDT board and stakeholders, inc Huntly Town Team
- Secure wider stakeholder buy-in for the plan
- If time allows, start implementation of the approved plan.

3. Support and encourage others in town centre animation/activation initiatives

- Provide encouragement, advice and assistance to others with their own town centre improvement initiatives (e.g. organising events, lighting, brightening, greening, testing out (business) ideas, etc)
- Ensure that opportunities elsewhere in the Huntly 2030 strategy are delivered to the advantage of the town centre
- Attend Huntly Town Team meetings
- Report to the HDDT board and Town Centre sub-group

Requirements

To ensure successful delivery of the project, the postholder will require to:

1. Undertake overall project and financial management, including accurately recording and forecasting current and projected spend, measure progress towards the project outcomes and providing the HDDT Development Manager with regular reports
2. Provide advice and assistance to deliver a comprehensive and responsive economic development service.
3. Manage areas of the regeneration projects as prioritised by HDDT and the Huntly 2030 strategy.
4. Provide high level commercial development expertise.
5. Negotiate and influence others to drive forward long-term plans and policies.
6. Prepare reports and presentations as part of the decision-making process.
7. Build and sustain good relationships with local businesses, community groups and other key stakeholders.
8. Communicate regularly with a wider range of stakeholders
9. Liaise closely with multiple partners, especially the Huntly Town Team, to co-ordinate activities to maximise the potential impact of the project
10. Ensure we learn from town centre regeneration projects elsewhere
11. Promote and market Huntly town centre.
12. Deputise for the HDDT Development Manager and board members as required.
13. Keep the HDDT board and town centre sub-group advised on relevant developments, including on agreed priorities, financial impact and risk management to ensure effective implementation and representation.
14. Take on responsibility for delivery and production of detailed service analysis, including benchmarking, option appraisals and financial analysis, to inform HDDT decision making processes.

Required Skills

A. Essential

- Self-motivated with the ability to work under own initiative. Can work well as part of a small dynamic team, and has the good judgement on when to bring in others
- Ability and confidence to lead teams to deliver agreed outcomes
- Project management skills and experience (including financial management) with the ability to juggle competing demands and priorities
- Ability to think creatively and turn those thoughts into practical actions
- Commercially astute, sales/marketing background and advantage
- Good negotiating and influencing skills
- Experience of and ability to make successful funding bids
- Numerate, with good attention to detail
- Ability to analyse data and interpret results clearly
- Excellent listening and presentation skills via a range of media, e.g. face-to-face, telephone, in writing
- Fluent in the use of office applications, e.g. MS Word, Excel, Powerpoint, databases
- Confident, competent, creative and responsible in the use of social media
- Able to work flexible hours to reflect the nature of the post
- Able to travel within the project area

B. Desirable

- Knowledge, experience and understanding of town centre regeneration/building redevelopment
- An eye for design and some desk-top publishing experience
- Able to 'hit the ground running' with understanding of the community of Huntly and District
- Knowledge of research methodology and the resources available to facilitate review
- Service improvement, planning and project management experience.

Reporting Relationships (This job is indicated by *)

HDDT Members

HDDT Board of Directors

HDDT Development Manager

HDDT Town Centre Development Manager (*)

Other

- The postholder will be based in the HDDT office. By agreement, from time to time he/she will also be able to work from home or other location as appropriate.
- The postholder will be expected to work closely with the HDDT Town Centre sub-group and the Huntly Town Team.
- The postholder will be expected to represent HDDT and the wider Huntly community at a senior level of engagement and when meeting key personnel from a range of organisations
- The post suits a positive, outgoing person can think strategically and creatively but who is down to earth and can deliver real and tangible results.
- The post-holder is entitled to 30 days paid holiday per year. This includes public holidays.

Further Information

For informal enquiries about this position please e-mail: jobs@huntlydevelopmenttrust.org. You can either pose questions for us to answer by e-mail or leave a telephone number and one of our team will call you back. Either way, we will respond as soon as possible.

Please note, the purpose of a Job Description is to indicate the general level of duties and responsibilities, not to form an exhaustive or compulsory list of detailed activities.