HARROGATE
BUSINESS IMPROVEMENT DISTRICT

Chief Executive Officer Recruitment Pack

Harrogate Business Improvement District (BID)

Welcome from the Chair

Thank you for your interest in becoming the next **Chief Executive Officer of Harrogate BID**.

This is an exciting and pivotal time for Harrogate town centre. Following a successful renewal ballot in 2023, the BID began its second term in January 2024 with a bold business plan focused on three core priorities: Pride in Our Town, A Vibrant Town, and Voice and Vision.

We're proud of what the BID has achieved, but even more ambitious about what lies ahead. We're looking for an exceptional leader to guide us through this next chapter - someone who can deliver tangible results, champion our town centre businesses, and ensure Harrogate thrives as a vibrant, attractive and resilient place.

If you're passionate about place, commercially astute, and ready to lead from the front, we'd love to hear from you.

Warm regards,
Simon Midgely
Chair, Harrogate BID

About Harrogate BID

Harrogate BID is a business-led, not-for-profit company, funded through a levy paid by around 500 businesses in Harrogate town centre. Our mission is to improve the trading environment, increase footfall, and raise the profile of Harrogate as a premium destination for shopping, business, leisure and tourism.

Term 2 (2024–2028)
Our second term is underpinned by a new Business Plan structured around:

- **Pride in Our Town** – Enhancing the look, feel and safety of the town centre
- **A Vibrant Town** – Creating events and experiences that draw people in
- **Voice and Vision** – Representing our business community and influencing Harrogate's future

Download our current Business Plan: Harrogate-BID-Business-Plan.pdf

Visit: www.harrogatebid.co.uk

The Role: Chief Executive Officer

Job Title: Chief Executive Officer
Location: Harrogate, North Yorkshire *(Due to the nature of this role, the CEO will be expected to work most of their hours from Harrogate, either in the office or meeting with businesses)*
Salary: £50,000-£60,000 (dependent on experience)
Benefits: NEST Pension Scheme, 25 days annual leave plus public holidays.
Contract Type: Full time, permanent (subject to successful ballots every five years. Notice period is three months)
Hours: 37.5 hours per week (flexible working required)
Reports to: Harrogate BID Chair and Board of Directors
Direct reports: Four direct, one indirect.

Purpose of the role

As Chief Executive Officer, you will lead the strategic and operational delivery of Harrogate BID, ensuring delivery of the business plan, high-impact outcomes, and strong stakeholder relationships across public and private sectors. You will be a visible leader and respected voice within the business community and across regional and national networks.

Key Accountabilities

The Chief Executive Officer will be responsible for delivering the following core outcomes:

- Successful implementation of the Harrogate BID Business Plan (2024–2028), aligned to the BID's three strategic priorities.
- High levels of engagement and satisfaction among levy payers, evidenced through regular communication and consultation.
- Strong, effective partnerships across the public and private sectors, supporting shared priorities.
- Clear and transparent financial management, including sound budgeting, levy collection oversight, and income diversification.
- Increased visibility and reputation of Harrogate BID locally, regionally, and nationally.
- Regular reporting to the Board, evidencing impact, performance and return on investment.

Key Responsibilities

Strategic Leadership & Governance

- Set and deliver the BID's long-term vision and annual delivery plans.

- Advise and support the Board, ensuring sound governance and compliance.
- Lead and inspire the BID team and contractors.
- Be a visible and respected spokesperson for the organisation.

Stakeholder Engagement & Advocacy

- Act as the primary point of contact for BID levy payers, partners and media.
- Build relationships with local authorities, police, business networks and regional/national bodies.
- Bring a collaborative approach to partnership working, while also ensuring accountability among stakeholders to ensure high standards are maintained.
- Represent Harrogate at external forums, conferences and events.

Operations & Delivery

- Manage the day-to-day operations of Harrogate BID.
- Oversee contracts, suppliers, events and communications.
- Monitor impact and deliver regular performance reporting to the Board.

Financial & Resource Management

- Be accountable for the BID's budget, levy income, and financial reporting.
- Ensure robust financial systems and clear reporting to the Board.
- Secure additional income streams including grants, sponsorship and partnerships, meeting necessary targets.
- Ensure value-for-money and transparency in all BID expenditure.
- Ensure compliance with all statutory, regulatory and legal obligations.

The responsibilities outlined above are not intended to be exhaustive. Due to the size of the organisation and the nature of the work, the post holder will be expected to adopt a flexible attitude to the duties which may vary due to the needs of the organisation.

About you

We're seeking a leader who combines strategic vision with hands-on delivery, and who thrives in a role that blends business leadership, public engagement and placemaking.

You will bring:

- Senior management experience in BIDs, place leadership, economic development or a comparable sector.
- Confidence in working with boards, political stakeholders and the business community.
- A strong track record of managing multi-agency frameworks.
- Strong financial and contract management expertise.
- Excellent verbal and written communication skills.
- A proven track record of delivering projects and measurable outcomes.
- High emotional intelligence, energy, and the ability to unite people around a common goal.
- Experience of working with/managing the media.
- Extensive experience of people management.
- An understanding of GDPR and how it should be managed in an organisation like a BID.

Desirable:

- Knowledge of Harrogate or similar town centre environments.
- Experience with BID ballots and stakeholder consultation.
- Experience in destination marketing.
- Familiarity with tourism, crime partnerships, event planning or urban policy.

How to apply

To apply for this exciting leadership opportunity, please submit:

- An up-to-date CV

- A covering letter (maximum 2 pages) outlining your interest and suitability for the role

Email applications to: ceo@harrogatebid.co.uk
Subject line: *CEO Application - Harrogate BID*

Key Dates:

- Application deadline: Wednesday 19th November 2025
- Interviews: Tuesday 2nd December 2025

Harrogate BID is committed to being an inclusive and equitable organisation. We welcome applications from people of all backgrounds and experiences, and we are actively working to ensure our recruitment processes are as fair and open as possible.