

# R A B Y

## LEISURE & TOURISM OPERATIONS MANAGER

### 1.0 Background

**The Raby Estate** comprises landholdings and trading operations in Co Durham and Shropshire that are owned by Lord Barnard. Raby Estate business operations include in-house farms, let farms and residential property, visitor attractions and sporting enterprises across all 3 Estates.

Raby plays a major role in supporting local communities through job creation, investment and conservation of the built and natural environment.

Raby has a busy Leisure and Tourism department which operates the two successful visitor attractions of Raby Castle and High Force Waterfall along with the associated hospitality offer.

There is a very busy events schedule throughout the year with a huge focus on the Christmas period.

There is an ambitious strategy to develop Leisure and Tourism interests at Raby which includes:

- The development of a leading visitor destination at Raby Castle, Park and Gardens including a redevelopment of the walled garden and the repurposing of historic buildings to the north to create a mixed-use leisure and commercial site
- The re-development of the visitor attraction and hotel buildings at High Force Waterfall in Upper Teesdale
- The conversion of residential properties to holiday let or leisure uses
- Development of Leisure and Tourism interests on and around the Wrekin hill in Shropshire

### 2.0 Work to date (Raby Castle)

A masterplanning exercise has been on-going since 2018 and has resulted in the development of a tourism vision, a Conservation Management Plan and a high-level masterplan scheme.

A public consultation is imminent, and a full planning application will be submitted in December 2019. Work has begun on the design of the various aspects of the development and architects are engaged to deliver specific parts of the plan.

If a positive decision from the local authority is forthcoming in early 2020, work will start immediately. Phase 1 of the development is anticipated to open in Spring 2021 and includes the establishment of the new café, retail and events spaces.

### 3.0 Candidate profile

**The Raby Estate** would like to appoint a professional who can lead on the operational aspects of this busy visitor destination.

We are specifically looking for an individual who can lead the Food and Beverage teams in all locations, which includes many pop-up concessions throughout the year. Design and operational planning skills are essential, to be instrumental in the designing of spaces, which can support

efficient service. The scheme will include 2 café spaces, pop up mobile kiosks, events space, outside catering and a significant food retail offer. Later phases will likely include accommodation, with an F&B requirement.

The successful candidate will have proven skills in delivering within a highly professional environment. The scheme will seek to exceed visitor expectations and this individual will champion this ambition by providing relevant training and coaching to teams.

Experience of successfully launching a new outlet or venue, recruiting staff, ordering equipment and delivering training will be advantageous.

In addition to F&B skills, we are looking for an individual who is confident with budgets. This role includes the collation and reporting of performance across the department including admissions, food and retail sales as well as events. The successful candidate will have tight control of costs and be able to report on the commercial performance of all areas of the leisure offer.

#### **4.0 Key responsibilities**

- Management of the F&B and retail teams at Raby Castle, Park and Gardens
- Financial reporting for all areas of the department
- Control of costs including payroll, purchasing and capital spend
- Recruitment and training of customer service teams
- Daily duty management responsibility for the developed site, outside of the castle
- Delivering a clear operational communications strategy including the Leisure and Tourism team as well as the wider estate.
- Compliance with food hygiene standards, health and safety and all aspects of good kitchen management practice, inspecting weekly and delivering training where required.
- Review and evaluation of all operational events in terms of quality and financial contribution, making recommendations for future activity.
- Support for all technical processes and systems such as EPOS, ticketing, stock and PMS systems
- Regular attendance and participation at management meetings

#### **5.0 Reports to:** Head of Leisure and Tourism

A competitive remuneration package between £30,000 - £35,000 plus benefits will be offered.

Accommodation can be negotiated, if required

#### **6.0 Further background**

The scheme relies upon enormous community engagement and we envisage an academy/apprenticeship aspect along with business opportunities for creative industries and local producers who will link into educational projects, retail and visitor demonstrations.

The successful candidate will have proven skills in business development and engaging across varied industries.

The High Force development will have similar requirements to Raby Castle and is likely to go forward for planning early 2020.

The Wrekin hub is currently being planned and will be working to similar timescales as High Force.

For further information please contact Claire Jones, Head of Leisure and Tourism,  
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