



camphill  
village  
trust

# social enterprise manager

Candidate brief - April 2021

A LIFE OF OPPORTUNITY  
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[www.camphillvillagetrust.org.uk](http://www.camphillvillagetrust.org.uk)

Camphill Village Trust • Social Enterprise Manager • Candidate Brief

# Welcome letter

Dear applicant

Thank you for your interest the role of Social Enterprise Manager. We are very pleased to be advertising this exciting new role based at Botton Village, North Yorkshire.

Botton Village and its farms nestle in Danby Dale in the beautiful North York Moors National Park. It is not far from the towns of Middlesbrough in one direction and Whitby, Scarborough and the Yorkshire coast in the other.

Founded in 1955, Botton Village was the first Camphill centre to offer supported living opportunities to adults with learning disabilities and other special needs.

Botton Village has wonderful community assets. Our farm and land (650 acres), café, bakery and creative day opportunities and activities are the elements of what make our community model so unique and appealing and, in partnership, we want to build new relationships and share resources by encouraging a more integrated, co-productive approach in everything we do.

We are currently looking for someone with energy and enthusiasm to ensure our social enterprises are safe environments, outcome focussed, and a place where people want to come not only to learn new skills, but to have a sense of purpose and build social connections.

You will have the scope to work with people we support, key stakeholders and the wider community to expand our offer further to support income generation, maximise revenue and to ensure financial sustainability.

You will be responsible for leading on social change within our enterprises and aim to create employment and further education opportunities for people we support which is in line with the charity's vision to see more people with learning and other disabilities lead a life of opportunity, support communities and help the environment.

You will be working within a very supportive management team, and it is essential you are a team player. Although the role will have significant challenges it will be very rewarding and you will be working in a beautiful location with great people.

The role will require someone who is a 'do-er' and who is able to confidently share their ideas, and be solution focussed. Everything you do will have co-production at the heart of it.

If this sounds exciting to you, and you have the skills, experience and passion to help us achieve our ambitious vision, we look forward to hearing from you.

If you would like to have an informal chat around the role please do not hesitate to contact me on 01287 661317.

Yours sincerely

**Steven James**





# About us

Camphill Village Trust is a leading, long established and progressive UK charity supporting adults with learning and other disabilities to lead a life of opportunity.

We encourage, enable and support over 500 people across a range of housing and support models and through our 10 urban and rural communities and services, all of which are rated 'good' or 'outstanding' with CQC.

We have one bespoke residential service providing accommodation with care to people with complex needs, but our present support is principally provided through a wide spectrum of supported living at home environments that provide the people we support with individual tenant status. Some are shared homes with 24-hour support, whilst others increasingly support semi-independent and fully independent living.

Our Shared Lives support service is establishing supportive links between Shared Lives homes in the wider community and present Camphill Village Trust resources; which we believe will enable people with greater and more complex support needs to be supported within the Shared Lives model.

The introduction of a more person-centred and outcome-based focus to our enterprise activities and day support model has led to major growth in the number of people we now support during the day across a wide range of

land-based, food production, craft and customer service functions that provide therapeutic learning plus supported and full employment opportunities.

We run cafés, shops and art therapy studios; bake great bread and make award-winning cheese; create and sell wonderful crafts; get involved in pop-up markets; support urban community allotments and gardens; lead the UK with Care Farming projects and so much more. The people we support are at the heart of these activities.

Our direction and future is increasingly being informed and directed by the people we support through a range of co-production initiatives and projects that are still developing and evolving - and we see the growth of this co-productive approach as a bedrock of our future culture.

We retain a strong belief that everyone needs purpose in their lives, and Camphill Village Trust continues to enable people to have meaningful opportunities to contribute in society on an equal basis - and to have that contribution recognised and appreciated. Enabling people to become "world citizens" and to grow physically, emotionally and spiritually in a contemporary context is challenging, especially with competing resources, but this remains a core commitment at Camphill Village Trust.



# Working at Camphill Village Trust

We want our employees to enjoy what they do, which is why we are looking to recruit great people to make our communities a great place to live for the people that we support and a great place to work for our employees.

Over 600 people work across the charity in a range of roles, both within our communities and central functions. We also encourage and provide volunteer opportunities.

As you would expect most of our colleagues are involved in care and support roles, but we also have colleagues involved in our enterprise, finance, HR, fundraising, IT, administrative and management functions.

In addition to being part of the local community teams, we come together for workshops, meetings and training, have an Employee Forum with representatives from across the charity, monthly briefing updates and an employee assistance programme.

We are presently signing up as a Disability Confident Employer, which means we're committed to ensuring our recruitment and staffing policies are inclusive and accessible.



# Our communities and services

Our support and services are presently organised within three broad geographical regions:

## North:

- Botton Village  
*Whitby, North Yorkshire*
- Larchfield Community  
*Hemlington, Middlesbrough*
- Croft Community  
*Old Malton, North Yorkshire*

## South west / central:

- Oaklands Park  
*Gloucestershire*
- Grange Village  
*Gloucestershire*
- Taurus Crafts  
*Old Lydney, Gloucestershire*
- Stourbridge  
*West Midlands*
- Shared Lives

## South east:

- St Albans Community  
*St Albans, Hertfordshire*
- Delrow Community  
*Aldenham, Hertfordshire*



Camphill Village Trust does not have a Head Office. Instead our central team functions are located within our communities. Our fundraising and marketing team is based at Botton Village, on the North York Moors.

# Camphill Village Trust values



Camphill Village Trust was established in 1954 to provide support to adults with learning disabilities, inspired by the philosophy of Rudolf Steiner. In 2018, our charity continues to support adults with learning disabilities, applying our core values to modern social care, in a way which is relevant to people with learning disabilities and social care commissioners, today.

Below are the core values that will guide us through the next five years:



## Building connections

Camphill Village Trust offers a sense of belonging and community. That means we create opportunities for friendship, connecting people to build a community so they can feel valued rather than isolated.



## Enabling potential

Camphill Village Trust enables people to develop, grow and be heard. This means we build confidence and the voice of the people we support informs what we do, at every level.



## Promoting purpose

Camphill Village Trust promotes meaningful, healthy living. This means the people we support live an active life and can contribute to the wider community on an equal basis.



## Environmental respect

Camphill Village Trust values and cares for the environment. This means that we see a connection between the environment we live in and our well-being and promote living sustainably, in harmony with the natural world.



## Social impact

Camphill Village Trust believes our people and resources should make a positive contribution to society. This means we support and develop initiatives to challenge issues faced by vulnerable members of society, which enable the people we support to achieve greater integration into the wider community.

# Our vision

To see more people with learning and other disabilities lead a life of opportunity.



# Our mission

To empower the people we support to lead more connected, fulfilled lives and make informed life choices.



# Role description

**Job title:** Social Enterprise Manager  
**Location:** Botton Village

## Overview

Camphill Village Trust has a tradition of producing artisan, hand crafted produce ranging from foods to textiles in our workshops. People we support are heavily involved in the production of these items through their day opportunities. Botton Village products have a small but established customer base. The Trust is investing in the social enterprises at Botton Village to enable them to reach their potential.

## Job purpose

The Social Enterprise Manager will have overall responsibility for running the social enterprises. They will ensure that the social enterprises financially contribute to the Trust and that the linked day opportunities provide meaningful activities for the people we support, helping people to achieve their personal ambitions and goals, and providing a pathway for people to gain independence. Training will be available to help the postholder develop their knowledge of leading day opportunities.

## Responsibilities

### 1. Responsible for the strategic development and management of Botton Village's social enterprises

- Put in place a strategic approach to develop and grow the profitability of Botton Village's social enterprises. Ensure that all sales growth (both retail and trade) provides opportunities for the people we support, and that growth does not compromise the ability of people we support to achieve their own goals and ambitions.
- In conjunction with Botton Village's General Manager and Finance Officer, set phased, annual target and expenditure budgets for the social enterprises and be responsible for the team achieving these targets. Monitor income and expenditure, reporting any significant variations to the General Manager, taking remedial action as required.
- Develop systems and processes to enable monthly reporting on produce made and sold. Provide reports to the General Manager and others, as requested.
- Develop agreed production target schedules with each enterprise to ensure that orders can be fulfilled and to limit over stock and wastage. Monitor the implementation of the schedule throughout the year, taking action where necessary.
- Assess existing and potential trade orders, ensuring that they bring value to the Trust and that their fulfilment would not detract from our core purpose of providing a life of opportunity to the people we support.
- Ensure all social enterprise activity and produce adhere to any regulatory requirements.

### 2. Responsible for a high quality customer experience

- Ensure that retail customers visiting Botton Village's social enterprises have a positive visitor experience, including clean and welcoming environment; appropriate product choice in line with our brand values; attractive merchandising; and high quality customer service.
- Support Botton Village's Farm Shop Manager and Café Manager to secure suppliers that reflect the Trust's values and ethos.
- Oversee trade relationships, ensuring customers have a positive experience and that the full potential of the relationship is maximised.

# Role description

## 3. Support the ongoing development of the Camphill Village Trust Brand

- Ensure there is synergy between the workshops, with retail outlets, that Botton Village products are used and promoted in all spaces.
- In liaison with workshop leads, people we support, and the online shop Retail Officer encourage the development of new products, which sit within our product brand and which meet our primary purpose of contributing to a life of opportunity for the people we support.
- Work with the marketing team to ensure all produce is appropriately branded and packaged and to provide necessary point of sale materials.
- Develop relationships with Day Opportunities Leads in other communities to facilitate the availability and sale of Botton Village produce in other community shops and vice versa.
- Work with the marketing team to increase visitor footfall at the community, ensuring the farm shop, café and other attractions are promoted to both local communities and tourists.
- Work with the General Manager, people we support and Day Opportunities Lead to develop new attractions, in line with the Trust ethos and values, to encourage visitors to the community.

## 4. Managing day opportunities

- Ensure qualified, experienced and highly motivated and capable staff to lead the social enterprises, are safely, fairly and effectively recruited, inducted, trained, developed, supervised and appraised and are supported to work collaboratively together to meet the care and support needs of people receiving care and support.
- Work with HR to recruit volunteers to support and enhance our support.
- Working in partnership with the Day Opportunities Lead and the care and support management team ensure:
  - The delivery of a high quality social enterprise support service to the people we support and that person-centred outcomes are evidencable and regularly reviewed.
  - Up-to-date person-centred care and support plans and risk assessments are undertaken and access to independent advocacy is facilitated where appropriate, prompting at all times independence, choice, inclusion and control.
  - All aspects of the social enterprise day opportunities meet service delivery and compliance requirements.
  - That people we support involved in the social enterprises, have regular assessment of their needs, regular reviews with social workers, family members and key workers.

## 5. Pathways to work

- Ensure each person we support has an identified and agreed individual pathway which is outcome focussed with the aim of increasing opportunities for further education, training or employment.
- Work with pathways to work schemes and jobcentre plus to ensure opportunities for employment (internally and externally) are fully explored and promoted to people we support.
- Work with the Day Opportunities Lead to develop employment opportunities within the social enterprises, for people we support.

## 6. Develop additional funding opportunities to increase the viability of Botton Village's social enterprises

- Research potential government, regional and local funding streams; identify applicable enterprise activities and develop funding bids in conjunction with the fundraising team.
- Develop new enterprise initiatives which attract funding but which also meet the charity's objectives, and in particular Botton Village's approved action plan.

# Role description

## 7. General and other duties

- To be an active member of Botton Village's management team.
- To understand and be supportive of the charity's founding principles.
- To help keep all vulnerable adults safe by adhering to the Trust's safeguarding policy.
- To undertake appropriate CPD in relation to job responsibilities.
- To undertake any other duties, as required.

# Person specification

## Experiences, knowledge and skills

### Essential

- Experience of managing a retail operation or social enterprise.
- Understanding of retail principles and customer service.
- Experience of leadership, able to motivate people to work together.
- Experience of budgeting, monitoring and evaluating sales.
- Understanding of retail data and comfortable working with figures.
- Understanding of basic marketing principles.
- High standard of written English and able to produce comprehensive reports.
- Proven ability to use Microsoft Office, including PowerPoint and Word.

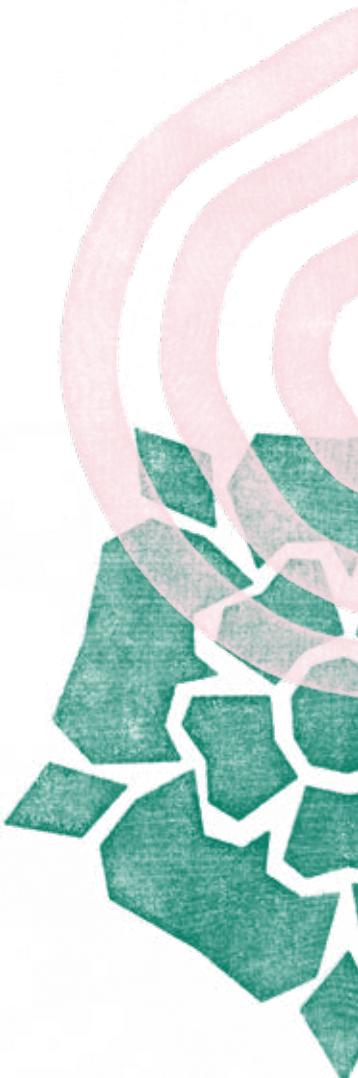
### Desirable

- Experience of running a day opportunities programme.
- Understanding of pathways to work programme.
- Experience of leading social enterprise.
- Understanding of developing relationships with trade customers/suppliers.
- Knowledge of government/local authority funding for social enterprise.
- Experience of working within the learning disability sector.
- Understanding of regulatory requirements relating to food production and sale of goods.
- Experience of working with volunteers.

## Qualifications

### Essential

- Innovative and entrepreneurial, with a proactive approach, able to identify opportunities and maximise these.
- Analytical, able to identify processes and systems and implement these.
- Able to see the bigger picture and work for the greater good.
- Comfortable in a visible role, able to network and forge relationships with people from a variety of backgrounds.



# Key employment terms

- The salary will be circa £30,000 - £32,000 per year.
- A mileage allowance of up to 45p per mile for all work journeys, not including travel to base office in Botton Village. This may be subject to tax.
- 37.5 hour per week.
- Holiday entitlement is 33 days (including Bank Holidays) pro rata.
- Free parking.
- Sick pay entitlement is 4 weeks after 1 month, increasing to 8 weeks after 3 years, 12 weeks after 5 years.
- The standard auto-enrolment pension scheme, with the option to contribute 10% of gross salary for a 6% contribution by the employer.
- The appointment is subject to a 6-month review period, which may be subject to extension.
- Notice period - 1 month.

## How to Apply

You can apply for the role through [www.camphillvillagetrust.org.uk](http://www.camphillvillagetrust.org.uk)

A copy of our annual report with further information about our communities, initiatives, quality, impact and a financial review can be found here: [Annual Report 2020](#)

### Timetable

**Closing date for applications:** Tuesday 25<sup>th</sup> May 2021 at 12 noon.

**Shortlisted candidates will be notified:** by Friday 28<sup>th</sup> May

**Interviews to be held:** Wednesday 9<sup>th</sup> June

Interview process will include a formal interview and presentation with the General Manager of Botton Village and the Director of Fundraising & Marketing and a panel interview with the people we support.



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