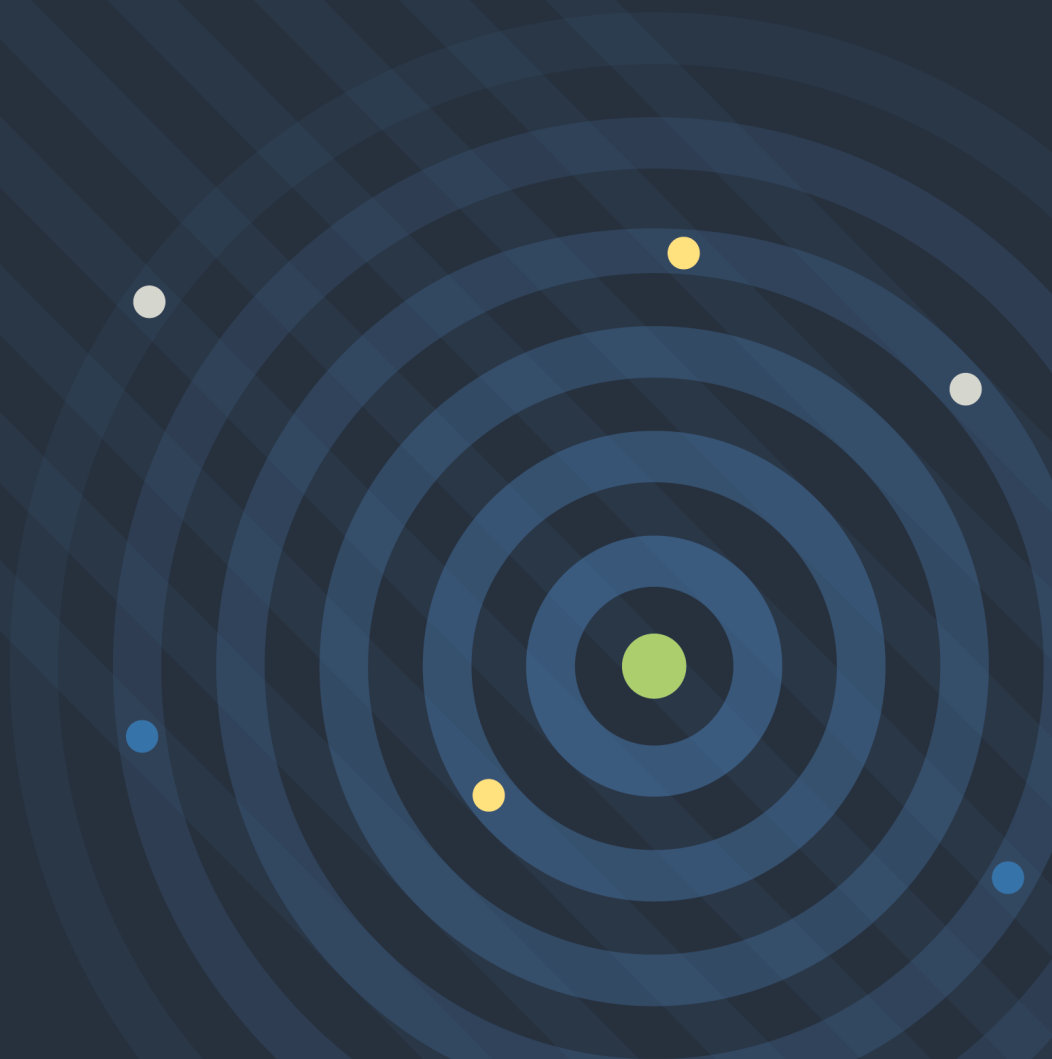




Business Development Director

PossAbilities CIC

Appointment Brief



Introduction

Thank you for your interest in the role of Business Development Director at PossAbilities.

We are an award winning, not-for-profit independent social enterprise. We support people with learning disabilities to live the life they choose. We have created a 'can-do' culture, which is highly entrepreneurial, low on bureaucracy and non-corporate. It's also tremendous fun. Our HQ can be awash with animals from our farm and people with learning disabilities pop in and out of offices whether invited or not, ensuring that the place resonates with the sound of laughter. We've just been named one of the Sunday Times Best Places to work for 2025

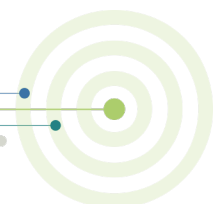
We set up in 2014 having 'spun-out' from Rochdale Council to become fully independent. We had over 220 staff and a turnover of £5.6 million. Today we have almost 770 staff and are forecast to turnover more than £28 million; we have been rated outstanding by CQC (a rating given to only 5% of health & social care providers); and we have become a regional rather than local organisation, winning contracts in Rochdale, Widnes, Runcorn, Oldham, Trafford, Calderdale, Wigan, Bradford and Stockport.

Every year we have made healthy reserves and we re-invest to improve what we do. We are excited to have developed an £1.8 million building to create the best apartment block for people with learning disabilities anywhere. We say that because it will be adjacent to our urban farm; one acre wellbeing garden; and The Social Lounge – a funky drop-in space for vulnerable adults open 300 days a year.

There are two big elements of our strategy. One is to keep on expanding our geographical spread by winning more contracts. The other is to build our asset base by providing innovative housing, work and leisure solutions where there is a social need. We currently have planning permission for 17 apartments to be developed in Rochdale with the expected completion date the first half of 2027 and planning permission is being sought for 19 apartments in Runcorn. for We are also applying to become a registered Housing provider.

We have quite a wide portfolio of services which include: -

- Day services – where people attend a place to do meaningful activities or be involved in our micro enterprises
- Supported Living – We support about 400 people living mostly in shared houses
- Outreach – We go out to provide packages of support to people in their own homes
- Shared Lives – A bit like fostering but for vulnerable adults
- Employment services – Where we support vulnerable adults to become 'work ready' and get into a job.
- Short breaks – We have two places where people stay over for periods, in order to gives families and carers a break from their caring responsibilities.



We don't have any complicated mission statements that nobody can understand, or anything like that. Just a clear and simple set of values that we all try to live by every day.

- Integrity – we communicate openly and honestly and build relationships based on trust, respect and caring.
- Creativity – we thrive on innovation and encourage positive risk taking.
- Happy – we believe fun is the key to success.
- Person centred – we believe that everyone has the right to exercise choice and control in directing their lives and support. We inspire people to achieve greater things.
- Passionate – we are dedicated and enthusiastic to providing exceptional services.

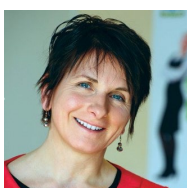
As we move into the next phase of our development, we are hungry for more success, without losing the quirky culture that makes working here a joy. To that end we are now seeking to recruit a high calibre Business Development Director to lead our growth journey with purpose and passion. You'll be an opportunity hunter and strategic thinker, identifying new markets, partnerships, and collaborations that align with our mission. From crafting compelling bids and navigating complex tenders to shaping our business strategy, you'll play a pivotal role in driving sustainable growth. Your expertise in market trends and competitor insights will keep us ahead of the curve, while your storytelling skills will bring our impact to life—engaging stakeholders and inspiring belief in our transformative services.

We're looking for someone who's not just commercially savvy but also deeply values social impact. You'll be a culture creator and relationship builder, enhancing our brand and voice while fostering meaningful connections across sectors. With a strong customer ethos and a flair for innovation, you'll challenge norms, push boundaries, and help us do things better. If you're ready to turn ambition into achievement and growth into world-class care, PossAbilities offers a unique platform to make a real difference.

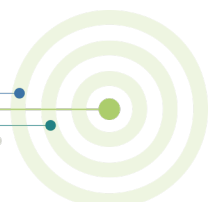
This is an exciting and fun role, in a dynamic and growing organisation, at a time of significant opportunities that will give challenge and reward in equal measure. I hope you find this appointment brief informative, and that you are inspired to apply. We very much look forward to meeting you.

Best wishes

Professor Donna Hall CBE
Chair

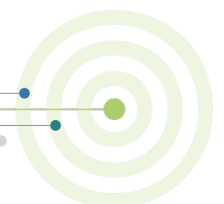


Rachel Law
Chief Executive

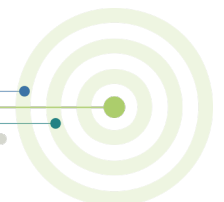


42 reasons to be cheerful, a summary of our achievements since spin-out in 2014

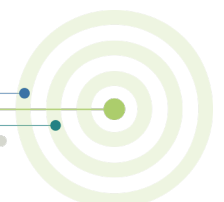
1. Shared Lives Pilot Projects supported by Cabinet Office £20,000
2. Homeshare National Pilot – Big Lottery £267,000
3. Geographical expansion – Widnes, Runcorn, Oldham, Todmorden - £10 million of new contracts in 365 days
4. Redevelopment of Cherwell Wellbeing Garden and Farm - £150,000 with support from Viridor Credits, ASDA First Steps Enterprise Fund and our own funds
5. Finalist in Social Enterprise of the Year
6. Won the retender for Employment Service contract in Rochdale
7. Admitted to approved list in 15 local authorities
8. Commissioned a play *Animals – Because hating is a crime* by BAFTA nominated Eleanor Yule to raise awareness of hate crime
9. Conceived and created The Monkey Town Trail, a 3.5-mile walking trail comprised of nine giant apes created by nine artists with local schools and groups. Two whole town parades attracted thousands of people and over 3000 walked the whole trail. Supported by the Big Lottery Fund £10,000
10. Revamped The Social Lounge – a funky drop in space open 364 days a year and most evenings for vulnerable adults
11. Bought Leighton House a former guest house, and converted to a short break facility
12. Introduced a programme of staff benefits including pension contribution; Wagestream; WOW! Cards; the annual staff award ceremony; the duvet day; the Big Idea; Discretionary Xmas bonus: learning at work week. Staff sickness and absence has reduced dramatically and we have below sector average turnover rate.
13. CQC rated our supported living service in Rochdale as OUTSTANDING (on two consecutive inspections) a rating achieved by only 5% of health & social care organisations. 100% of our services are rated either OUTSTANDING OR GOOD.
14. Awarded £40,000 from Cabinet Office Contract Readiness Fund



15. The annual show, where service users and staff perform in front of 1000 people in a local theatre was revived in 2017. A photo from the show won the *Inspiring Images of Social Care Photographic Competition 2017*. The show ran again in 2019 and we have support for the 2021 show.
16. The number of staff has increased from 220 to over 770.
17. Bought our own holiday lodge at Ribby Hall. This is available all year round for service users and staff.
18. Set up Children's Day Camp in our wellbeing garden for children and grandchildren of staff. At Christmas, the garden transforms into an Xmas Grotto with Santa and live reindeers. All local schools, service users, staff and families are invited.
19. Media features in The Guardian; BBC's Right on the Money; Radio Sheffield; Manchester Evening News; Heywood Advertiser; Rochdale Online.
20. Cherwell Wellbeing Garden scoops three awards in 2017. Level 5 Outstanding Award (the top award for an individual entry), the Adactus Trophy for Heywood's top submission and the Best New Landscape Trophy.
21. Chief Executive inducted into the first Nat West WISE100, a celebration of 100 women in social enterprise
22. Finalist in Skills for Care Awards Best Employer over 250 Staff – highly commended
23. PossAbilities features in the Cabinet Office promotional film about Public Service Mutuels and subsequently used as a case study in the Government's Civil Society Strategy 2018: *Building a future that works for everyone*.
24. Won £24,000 funding from CCG to set up and run a programme called Triple A – Achieving with Aspergers and Autism. Programme was initially for 3 years with further funding agreed on 3 separate occasions.
25. The annual show 2018 supported by a grant from Big Lottery Fund - £10,000
26. Conceived, planned and built Cherwell Village – 17 self-contained apartments integrated with the wellbeing garden and urban farm; The Social Lounge; and support. It's a place where people can live, work, volunteer, socialise and be part of a vibrant local community. Build cost £1.8 million. Secured the land through a Community Asset Transfer and separately secured the funding. Now called Cherwell Green, the development is 100% occupied with a waiting list.
27. Further geographical expansion into Trafford, Stockport, Calderdale and Bradford.



28. We launched our Happiness Manifesto, designed to support staff to focus on happiness inside and outside of the workplace.
29. Selected to be a national pilot for Shared Lives Plus to perfect an online approvals process.
30. Awarded £10,000 by Community Fund (The Lottery) for *Lockdown Liberation*, a project designed to create an online platform for learning and fun for people with learning disabilities. This has now developed into *The Curiosity Box*, which will contain 80 courses and activities with many leading to accreditation.
31. Nine consecutive years of growth; nine consecutive years of surplus and reserves.
32. The PossAbility Box and on-line platform, attracts outside interest and we begin to explore the feasibility of developing it into a commercially available product.
33. April 2021 we launch our new brokerage service www.billy.world to adapt to the trend towards greater use of personal budgets
34. Awarded 5 year contract with Wigan Council worth £7.5 million.
35. The Margaret Haes Riding Centre in Holcome Brook, near Bury, was threatened with closure after their landlord gave them six-months to raise £420,000 to buy their site, or see it sold on the open market. PossAbilities came to the rescue. After renegotiating the asking price to £300,000 we supported them with a bid to the Community Ownership Fund which brought on £150,000 which was matched by a local philanthropist. Now the charity can buy the site and secure its 50 year old legacy.
36. Received planning permission to develop 17 apartments in Rochdale.
37. Premiere of our film *On the Buses* co-produced with people that we support.
38. We were officially named one of the Sunday Times Best Places to work 2025
39. Submitted planning permission for 19 apartments in Runcorn.
40. Secured all of our current contracts until 2029 and beyond.
41. Taking part in pilot programme through the Accelerated Reform Fund offering people living with dementia respite through our shared lives scheme.
42. We won Highly Commended for Employer of the Year at The Learning Disabilities and Autism Awards in 2024. We think there is much more to be achieved, and if you'd like a bit more information, please feel free to visit www.possabilities.org.uk/



Our Director Manifesto

Our Director manifesto is our attempt to give a clear and common understanding of what we expect from our leaders at PossAbilities. By being clear on what we expect we hope that current leaders, aspiring leaders and everyone at PossAbilities knows and understands what great leadership looks like so that it can be embedded.

Momentum Maker

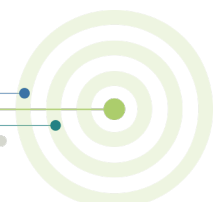
- Make waves, break barriers and turn challenges into opportunities
- The real deal – authentic, bold and ready to roll your sleeves up when needed
- Empower teams to thrive
- Negotiate like an art – paint deals that work for everyone
- Cut through the noise and focus on what really matters
- Make decisions fueled by data, insights and guts
- Focus on shaking things up and accelerating change, don't wait for the future, create it

Curiosity Coach

- Talent shapers, wisdom-sharers and growth ignitors
- Live, breath and spark development in everyone around you
- Unlock potential – helping individuals to squeeze every last drop of learning from their experiences
- Fuel success by guiding people to smash their goals and chase bigger wins
- Build trust through creating deep connections where authenticity, openness and respect thrive
- Champion growth for others and themselves, recognise that a true leader is always evolving
- Lift people from within, making sure everyone rises together

Visionary Persuader

- Don't just dream big, make big things happen
- Shape a vision that's bold, clear and full of purpose, and bring people along for the ride
- Have a values driven mindset and live by principles that inspire and guide the organisation towards success
- Turn ideas into action – crafting strategies that don't just sound good on paper but deliver results
- Combine vision & culture – goals are not just empty words, they become part of the organisations DNA, shaping how people work, think and grow



- Connect the dots – linking short term wins with long term impact, make sure every move gets us closer to something game changing
- Doesn't just talk the vision, build it, love it and bring people into it

Collaboration Conductor

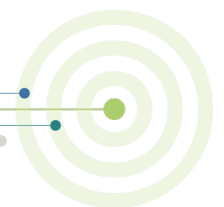
- Walk the walk with openness, honesty and real talk that builds trust, not walls
- A creative powerhouse who embraces change like the next big adventure
- Focuses on developing a learning culture about compassion and connection
- Superpowers included coaching, mentoring and guiding others
- Build bridges and create partnerships that spark innovation and make things happen
- Energy and enthusiasm on top turning dreams into dynamic and unstoppable action
- Collaboration is how you roll, making teamwork seem effortless
- Turn challenges into opportunities, people into powerhouses and teams into unstoppable forces

Inspiring Influencer

- Don't just show up – spark something bigger
- Fuel creativity, push boundaries and inspire teams to think beyond the ordinary
- Amplify ideas, taking insights, listening with purpose and turning conversations into action
- Step up when challenges hit, keep it real and make sure goals are just talked about but are felt and understood
- Shape a culture where innovation thrives, connections grown and learning never stops
- Authenticity is a strength, no fluff, no filters just real leadership that makes an impact

Mindful Master

- Doesn't just push for results, champions wellbeing as success isn't just about goals it's about staying balanced, energised and mentally strong
- Reflect and grow, check in with themselves, stay self-aware and lead with clarity and purpose
- Spark passion, not burnout – fueling motivation whilst making sure people don't run on empty
- Lead with care – recognise when pressure is high and ensure people have the space and support to breathe, focus and thrive
- Build self-care into the way things get done by creating a culture of wellbeing and making it part of the organisations rhythm
- Tuned into their own wellbeing and sets the tone for everyone else. Model balance, energy and awareness' shaping a culture where performance and wellness go hand in hand.



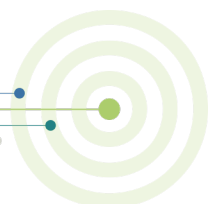
Business Development Director - Role Description

Overview

You won't follow a blueprint – you'll design it. Reporting to the Chief Executive and into the Board, as a member of the Executive Leadership, you'll be the driving force behind helping us to achieve sustainable growth by being curious, identifying new opportunities and retaining current business. You'll forge partnerships, create strategies, enhance our brand and contribute to the achievement of our ambitions. You'll support us to deliver on our mission to improve the lives of the people we support by spreading the PossAbilities magic!

Your Role

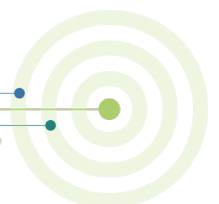
- Opportunity hunter: identify and pursue new business opportunities, partnerships and collaborations. Assess and identify market opportunities and manage bids and tender processes to achieve sustainable growth.
- Relationship builder: cultivate and maintain strong relationships with stakeholders, clients and partners.
- Bid writing master: craft clear, compelling proposals that grab attention and showcases PossAbilities as the care provider of choice
- Tender guru: break down complex procurement requirements and stay ahead of trends, collaborate with others to ensure that all the right boxes are ticked and nothing is overlooked
- Brand builder: support us to promote and enhance our reputation, continuing to develop our 'voice' and ensure this is consistently communicated and upheld
- Strategic thinker: develop and implement innovative business strategies to drive growth and sustainability
- Ambition achiever: contribute to shaping our business plan and objectives and helping to turn our ambitions into success stories.
- Market expert: stay ahead of industry trends, market dynamics, and competitor activities to keep us at the cutting edge



- Impact creator: work closely with our teams to ensure our growth translates into world class services, supporting individuals to live the life they choose
- Storyteller extraordinaire: craft compelling narratives that highlight our mission and successes, showcases our magic and the transformative impact of our services to engage and inspire external and internal stakeholders
- A natural disruptor: look for opportunities to do something differently, push boundaries, break moulds and find ways to do it better
- Culture creator: enhance and support our culture through demonstrating people focused leadership and values and a strong customer ethos
- Social impact innovator: highlight the social good that we deliver and seek opportunities to do even more whether that's through new partnerships or contacts that allow us to make the world a better place

Together with your colleagues you will

- Work together to embed a 'Team PossAbilities' ethos and deliver brilliant services everyday
- Ensure the quality standards and performance measures applying to our work are met
- Maintain a safe environment by working within health and safety guidelines
- Take responsibility for looking after our wellbeing
- Act as an ambassador, promoting PossAbilities and its services
- Act in accordance with statutory and regulatory requirements and follow policies and procedures
- Participate in any training or development as required, and continue to learn how we can get better
- Have a good understanding of safeguarding to be able to keep individuals safe from harm, neglect and abuse
- Keep, use and share information responsibly in line with the General Data Protection Regulations and PossAbilities policies
- Put forward any ideas to improve the services we provide and the way we work.
- Report any concerns through the right channels
- Use PossAbilities property and equipment appropriately, safely and with due consideration for its security.
- Always act in the best interests of PossAbilities



Business Development Director - Person Specification

You should be able to demonstrate and provide evidence of the following criteria listed under Part One within your documentation. These will be tested further at the informal stages, along with the criteria listed under Part Two:

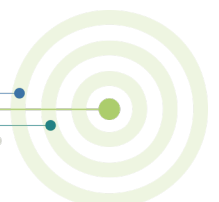
To be successful you will have:

Part One

- A proven senior sales leader, with a successful track record of achievement in planning, executing, and delivering operational sales and marketing strategies
- Excellent consultative selling and negotiation skills
- An entrepreneurial mind-set and the ability to spot and seize opportunities
- Significant successful experience of procurement and/or commissioning services
- An understanding of mergers and acquisitions
- Significant commercial acumen and financial skills, with experience of strategic business planning
- Exceptional communication skills with the ability to engage a wide range of internal and external stakeholders at a variety of levels
- Significant experience of developing, maintaining, and sustaining partnerships with key stakeholders
- Excellent analytical and reporting skills, with the ability to quickly assimilate, prioritise, and articulate complex information
- Intellectually robust, with a high degree of emotional intelligence and empathy with our mission
- Results-oriented, dynamic, and tenacious, with a hunger for new opportunities
- Have values that align with PossAbilities' values, our Director Manifesto and are a good fit for our culture.

Part Two

- Are curious and think differently, see opportunities where others don't, and have the confidence to pursue bold ideas
- Like to have fun and create a happy working environment for others
- Have a progressive, non-bureaucratic approach and are able to balance this effectively within a highly regulated environment
- Are comfortable with being a visible 'hands on leader'
- Can spot opportunities to simplify and improve processes to drive better results.
- Can juggle multiple tasks effectively ensuring deadlines are met
- Are committed to personal and professional development
- Have a full driving license and are happy to travel to other locations

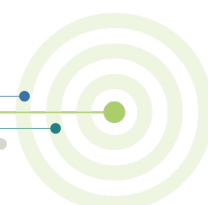


Terms and Conditions

- Full time role with a salary up to £90K
- A contributory pension scheme (employee 10% & employer 10%)
- Holidays – 33 days plus 8 bank holidays, increasing by 3 days after 5 years' service
- Private Medical Insurance and sick pay
- PossAbilities's Head Office is located in the Cherwell Centre, Heywood, OL104SY which is in between Bury and Rochdale
- All applicants must have an existing Right to Work in the UK

Timetable

Sunday 5 th October	Closing date for all applicants
w/k 20 th October	Preliminary interviews at Attenti
w/k 3 rd November	Informal conversations with the CEO
w/k 10 th November	Service walk about, informal meeting with the executive and final panel interviews



How to Apply

If you are interested in applying for this role, please do so via the Attenti website:

<http://www.attenti.co.uk/PossAbilitiesBDD>

Please ensure you provide the following:

- A comprehensive CV including details of your achievements in each role.
- A supporting statement, addressing Part One of the Person Specification and outlining why you would like to become Business Development Director
- PLEASE NOTE SPECULATIVE APPLICATIONS - CV's SENT WITHOUT A WRITTEN SUPPORTING STATEMENT WILL NOT BE CONSIDERED
- Details of two referees, one of whom should be with regards to your current or most recent board level role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent.

Closing date for applications is Sunday 5th October 2025

Please ensure that you indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you. All applications will be acknowledged. Attenti will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

Please let us know of any accessibility accommodations you may require.

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants at Attenti

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**Anita Denton on 07725 554 802 - Anita.Denton@attenti.co.uk or
David Fielding on 07810 507 235 - David.Fielding@attenti.co.uk**

