



**Delapré**  
Abbey

# Head of Business

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*August 2025*



# Welcome from the Chief Executive

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Hello,

**Thank you for your interest in joining Delapré Abbey at this exciting stage in our journey.**

Our mission is to harness our independent strength as a Trust that connects partners, communities, and space — developing ambitious programmes that are accessible and relevant to our communities, and demonstrating the benefits, impact, and reach of heritage as a driver for wellbeing, sustainability, and economic growth.

Over the last 5 years The Abbey has established itself as a place for unforgettable experiences that bring people together, with a wide and diverse public programme of festivals, fairs and shows along with a sought-after destination for weddings, and a trusted partner for businesses looking for distinctive corporate experiences. These achievements demonstrate the Abbey's ability to honour its heritage while opening its doors to new audiences, and we've shown that historic spaces can be alive with creativity, celebration, and connection.

There is still so much more potential to unlock. With the foundations in place, our opportunity now is to build on this momentum—to grow our festivals programme, expand our offer to couples seeking one-of-a-kind weddings, and strengthen our role as a hub for business innovation and hospitality. By continuing to develop our commercial activity, we can ensure that Delapré Abbey not only thrives as a historic landmark but also as a dynamic driver of culture, economy, and community for Northampton and beyond.



**Richard Clinton**  
*Chief Executive*  
*Delapré Abbey Preservation Trust*



# Head of Business

## Overview

Delapré Abbey is one of Northampton's most cherished heritage sites, offering a rich and vibrant setting for visitors, businesses, and the local community.

The Trust manages a diverse range of commercial activities, including weddings, corporate and private events, seasonal markets, and live music concerts. It also serves as a filming location, leases commercial tenancies, and operates retail offers including second hand bookshop and visitor shop.

These income-generating activities are crucial in ensuring the long-term sustainability of the Abbey while maintaining its historic significance and widening its reach and impact with beneficiaries supported by the Charity.

The Head of Business will lead the growth and diversification of the Trust's commercial operations, ensuring long-term sustainability and increased income generation.

This pivotal role involves overseeing key commercial areas, developing strategic campaigns, and forging partnerships to maximise Delapré Abbey's potential as a dynamic and thriving heritage site.

You will join the Trust at an exciting point in its 15-year master plan, with the development of the 19th Century Stables.

Extensive research and consultation have demonstrated their potential to become a key hub for health and mental wellbeing, retail opportunities, and the Trust's long-term sustainability.

Once completed, the Head of Business will play a critical role in ensuring the success and financial viability of this project.

**This role offers the opportunity to make a tangible impact on one of Northampton's most cherished heritage sites, working in a dynamic and inspiring environment where your leadership and innovation will contribute directly to Delapré Abbey's long-term success.**



image © Kirsty Edmonds



# Key Responsibilities

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- Manage the Trust's commercial operations, including retail, weddings, events, tenancies, sponsorship and venue hire.
- Monitor and evaluate performance metrics (KPIs) to ensure profitability and operational efficiency.
- Lead and inspire the commercial team to deliver high-end customer experiences across all commercial activities.
- Identify opportunities for improving service delivery and enhancing customer satisfaction.
- Develop and implement a sales strategy to grow annual admissions, events, programmes, and activities.
- Ensure Delapré Abbey is actively networked among travel trade and event organisations to promote group travel and third-party ticket sales and hires.
- Promote the Trust's retail offer to visitors, supporters, and new customers to increase sales.
- Identify and capitalise on new revenue streams, partnerships, and market opportunities.
- Design and execute innovative commercial marketing campaigns to drive footfall, brand awareness, and income.
- Build and maintain strong relationships with stakeholders, sponsors, and the local community.
- Lead, mentor, and develop staff within the commercial teams to ensure alignment with organisational goals.
- Act as Duty Manager on a rota basis.
- Work in accordance with Health & Safety legislation and Trust policies at all times.



image © Kirsty Edmonds

# Person Specification

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## *Essential*

- Proven experience in business development or commercial management, preferably within a heritage, cultural, or visitor attraction setting.
- Strong track record in developing and delivering commercial strategies and campaigns.
- Exceptional leadership and people management skills.
- Financial acumen with experience in budget management and financial planning.
- Excellent communication and relationship-building abilities.
- Creative thinker with the ability to identify and implement growth opportunities.

## *Desirable*

- Familiarity with heritage site operations or not-for-profit organisations.
- Knowledge of retail, events, or hospitality management.
- Experience with advancing sponsorship agreements.







# Terms & Conditions

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## **SALARY**

£32,000 – £34,000 per annum  
(depending on experience)

## **CONTRACT**

Permanent

## **HOURS**

40 hours per week, working 5 days over 7  
(including weekends and evenings as required)

## **HOLIDAYS**

20 days plus bank holidays, increasing by 1 day per year of service  
(up to 30 days)

## **PENSION**

3% employer contribution

## **LOCATION**

Delapré Abbey, Northampton

# How to Apply

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**PLEASE SEND TO [Amanda.Nicols-polinska@delapreabbey.org](mailto:Amanda.Nicols-polinska@delapreabbey.org)**

1. Your CV.
2. A cover letter (no more than 2 pages) explaining why you are interested in the role and how your skills and experience match the person specification.

## **DEADLINE**

9am, Monday 8th September 2025

## **INTERVIEWS**

Week commencing 15th September 2025



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Delapré Abbey, London Road,  
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