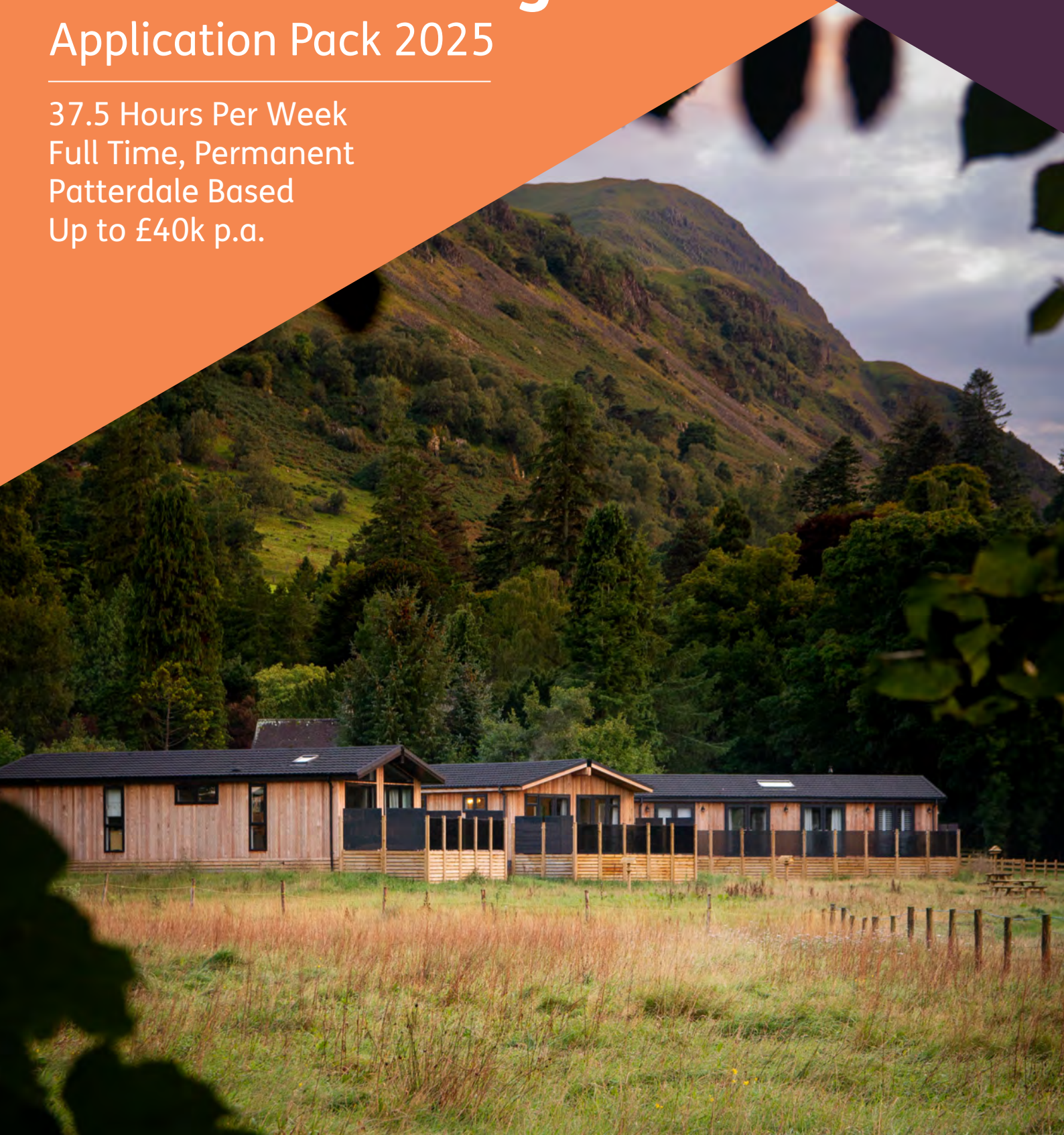


General Manager

Application Pack 2025

37.5 Hours Per Week
Full Time, Permanent
Patterdale Based
Up to £40k p.a.





CONTENTS

3	The Patterdale Estate
4	Self Catering Properties
4	Caravan Site
5	Development
5	Occupancy
5	Business Health & Income
6	The Opportunity
7	Your Application
8	Job Description
10	Person Specification
12	Employee Benefits
14	About YMCA North Tyneside

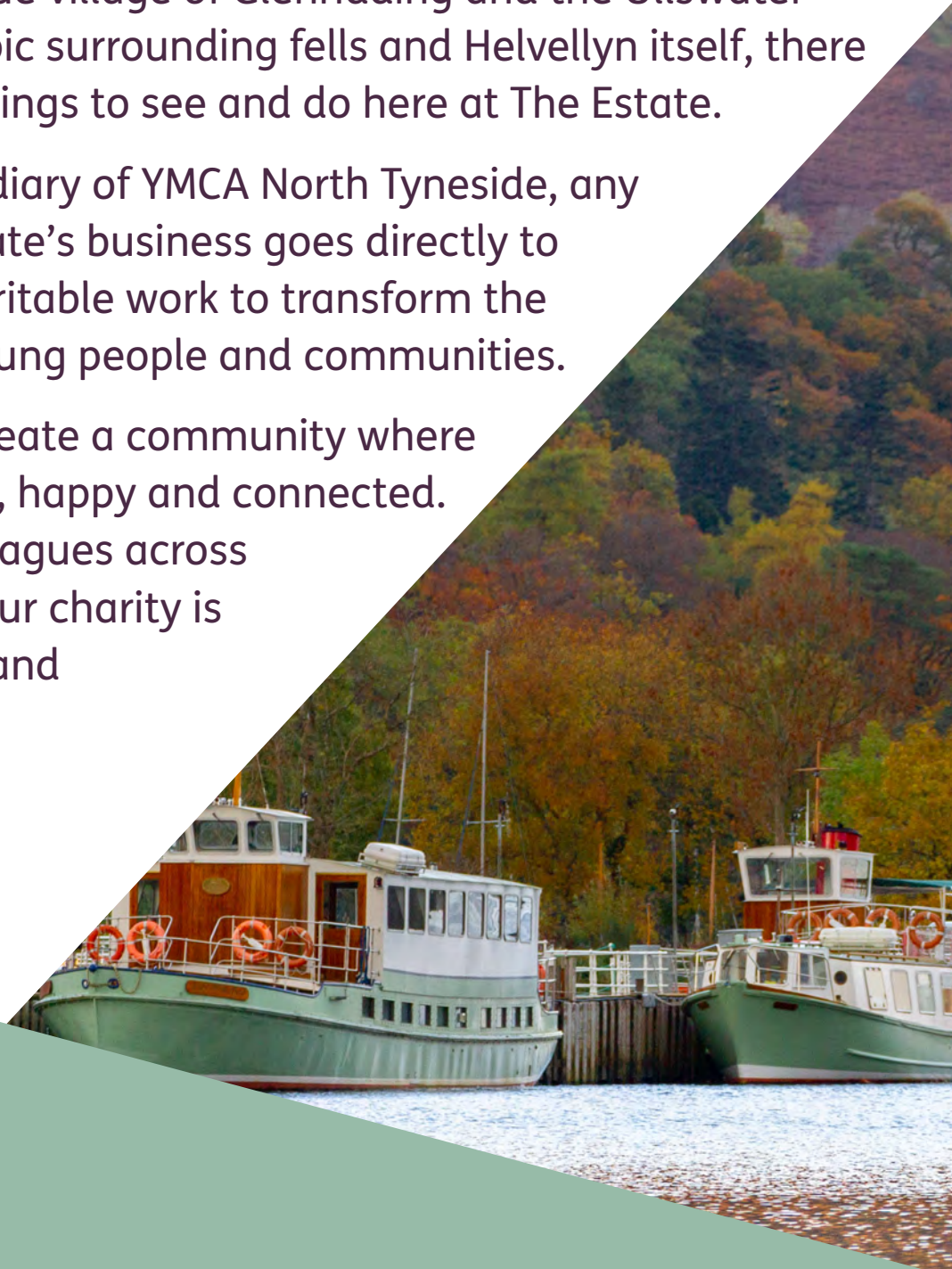
THE PATTERDALE ESTATE

Since 1959 The Patterdale Estate has boasted some of the most glorious views the Lake District has to offer. Set on 220 acres of private land, The Estate's 15 holiday properties and stunning private shoreline wraps around the southern tip of Ullswater, attracting thousands of holidaymakers from all over the UK each year.

From the picturesque village of Glenridding and the Ullswater Steamers, to the epic surrounding fells and Helvellyn itself, there is no shortage of things to see and do here at The Estate.

As an owned subsidiary of YMCA North Tyneside, any profit from The Estate's business goes directly to supporting our charitable work to transform the lives of children, young people and communities.

Our mission is to create a community where everyone is healthy, happy and connected. With over 140 colleagues across various locations, our charity is ambitious, vibrant and visionary.





Self Catering Properties

We have a property range that spans from 1-4 bedroom cottages and several brand new lodges at a premium level. Our customers range from families during the school holidays and couples on short breaks during the off-peak. What makes The Estate unique is our location, wildlife and the relaxed feel of the site. With private woodland and lakeshore we offer guests free access to this unique and historic landscape.

Caravan Site

Our five caravan pitches are rented year round to guests from the Caravan and Motorhome Club. Positioned between Patterdale Hall, Waterfall Woods and a peaceful stream, our caravan site is the perfect spot to relax.

Development

The business has undergone significant growth over the past three years, with a combination of contributing factors. The primary reason is the launch of a four bedroom cottage and three new lake-view lodges, all aimed at a more premium market than the Estate previously targeted. Coupled with strategic price changes and more flexible bookings, this has tripled our turnover and allowed for more roles to be created.

Occupancy

The past year, The Estate operated at around 65% occupancy within self-catering properties and 90% on our caravan site, which is higher than the average for the Lake District.



THE OPPORTUNITY

Job Title:	General Manager - The Patterdale Estate
Contract Type:	Full Time, Permanent
Salary (FTE):	Up to £40k per annum
Hours of work per week:	37.5 (Hybrid - 1 day at home per week)
Location:	The Patterdale Estate, Glenridding, CA11 0PJ
Responsible for:	The Patterdale Estate Team, including Volunteers
Key Relationships:	Senior Leadership Team, Directors, CEO, Board of Trustees, YMCA North Tyneside

We're looking for a dedicated and experienced General Manager to lead the team at Patterdale Estate, a beautiful 200-acre heritage holiday park. This role offers an excellent opportunity to oversee all aspects of the business, from ensuring excellent guest experiences and maintaining the site to a high standard, to driving financial sustainability and developing strategic growth plan.

You'll be a commercially driven, dynamic leader who will drive our success and ensure fantastic guest experiences. The successful candidate will be responsible for shaping and implementing business strategies, ensuring the Estate's long-term success whilst maintaining the high standards and reputation of a 65-year-old business. The role requires a strategic thinker who can also use a hands-on approach, driving revenue, enhancing efficiencies and promoting the business.

The ideal candidate will be highly organised and adaptable, comfortable managing multiple workloads and shifting priorities. A positive, calm, and forward-thinking approach is essential, along with a focus on efficiency and strong financial acumen. You'll be leading a team at our Estate, which features 15 charming self-catering properties and 5 caravan pitches. If you have a strong background in hospitality and a passion for creating positive experiences, we'd love to hear from you.

YOUR APPLICATION

Thank you for your interest in The Patterdale Estate. Within this pack, you will find the details of the General Manager post and the selection process which will assist you in completing your application.

To apply to this post, you will need to submit the following as part of your application:

- An up-to-date CV which shows your career history
- A covering letter/supporting statement explaining why you are interested in the role, detailing why you believe you are a good candidate for this post and how you meet the criteria of the Person Specification
- Our online application form which can be found by clicking the following link:
- [YMCA Online Application Form](#)
- Finally, we ask that you please inform us of any dates that you are unable to attend an interview

Please note, applications will only be considered if all the above is completed.

We do also request that you complete our Equality & Diversity monitoring form, however, this is voluntary. This form is used for monitoring purposes in line with our commitment to equality and diversity. The link to our Equality & Diversity form is provided upon completion of your online application.

We advise that you submit your application in good time and recommend that your CV and Cover Letter are no longer than 3 pages. Once you have submitted your application, you should receive confirmation. If you do not receive an acknowledgement of your application, please contact HR.

If you would like to have an informal discussion about the General Manager post and/or the organisation, or if you have any other questions which may help you decide whether to apply, contact HR at hr@ymcanorthtyneside.org and provide your contact details. Our HR department will be happy to arrange an appropriate time and date for you to discuss your queries with Mike Bain, our Head of Development and Sustainability.



JOB DESCRIPTION

Job Purpose

The General Manager will be responsible for the overall management, operations, financial health, and development of Patterdale Estate, a holiday park comprising 15 self-catering properties and 5 caravan pitches. The role involves overseeing all areas of the business ensuring high-quality customer service, effective site maintenance, financial sustainability, and strategic growth in line with the mission and values of YMCA North Tyneside.

Key Responsibilities

Operations:

- Oversee the daily operations of the holiday park, ensuring a high standard of service and presentation
- Manage property and pitch bookings efficiently, both directly and via team management, maximising occupancy and revenue
- Ensure daily booking system monitoring and management
- Manage Airbnb and other channels
- Ensure compliance with all health and safety, safeguarding, fire safety, and environmental regulations
- Implement and maintain effective housekeeping and maintenance schedules
- Ensure properties are kept to a high standard upon changeover

Growth & Strategy:

- Develop and implement a long-term business strategy for the site, in collaboration with Line Manager, encompassing financial sustainability, operational efficiency and customer experience
- Produce and maintain annual pricing matrices
- Collaborate with the Line Manager to shape the key performance indicators (KPIs) for The Patterdale Estate
- Develop and manage corporate business through existing and new partnerships
- Identify opportunities to enhance facilities and expand services
- Promote the site through effective marketing, including digital and social media strategies

Finance & Business:

- Directly accountable for the financial performance of The Patterdale Estate, including budgeting, revenue generation, occupancy rates, sales targets, and cost control
- Provide timely and accurate monthly reports
- Identify opportunities for income generation, including partnerships and funding opportunities
- Manage relationships with suppliers, contractors, and key stakeholders

JOB DESCRIPTION(cont.)

Maintenance:

- Oversee the daily scheduling of maintenance staff
- Plan the cyclical maintenance tasks for the site
- Develop planned maintenance projects
- Oversee the reactive maintenance
- Be responsible for the site network and IT infrastructure
- Be responsible for site vehicles and equipment

Sustainability:

- Closely manage the site energy use and saving opportunities
- Create solutions for carbon offsetting alongside the Countryside Manager
- Ensure waste and recycling is managed effectively
- Drive the eco-tourism offer via strategic changes to the business

Customer Service:

- Manage and contribute to the 24hr on-call provisions for the site
- Ensure an exceptional guest experience through proactive service and engagement
- Respond promptly and professionally to customer inquiries and complaints
- Implement initiatives to enhance customer satisfaction and repeat business

Team Leadership:

- Recruit, train, manage, and mentor the Estate team, including direct reports ensuring smooth operations
- Conduct regular team meetings and 121 sessions with team members
- Reinforce staff retention and well-being at work
- Drive a positive and productive working environment
- Ensure staff adhere to policies, procedures, and best practices
- Ensure staff are up to date on all training and online learning
- Recruit and manage a volunteer workforce for site maintenance tasks

Additional Information

This role requires will have some elements of hybrid, most likely 1 day per week from home. Flexibility and the ability to respond to operational demands is vital for this role, including responding to out-of-hours emergencies. The successful candidate will be expected to uphold the values and mission of YMCA North Tyneside while delivering a commercially successful and customer-focused operation at The Patterdale Estate.

PERSON SPECIFICATION

Key Competencies	
Leadership & Management	A natural leader who can cultivate loyalty and growth within a small team. Championing well-being and role satisfaction, through role modelling and support.
Customer Service	Excellent interpersonal skills with great customer service. This role carries high levels of visibility to potential and existing customers.
Sales & Marketing	As a key driving force for future business, this role must ensure the business has a great pipeline of future business and bookings.
Operations Management	This is the most senior role at the Patterdale Estate and carries the operational responsibility for all HR, H&S and daily operations.

	Essential	Desirable
Education/Qualifications/Knowledge		
A Degree or relevant experience in hospitality or business management.	✓	
IT literate with experience in booking systems and digital office products.	✓	
Knowledge of health and safety regulations within a hospitality setting.		✓
Skills & Experience		
Demonstrable experience in driving revenue growth and managing budgets effectively.	✓	
Proven experience in hospitality, leisure, or holiday park management.	✓	
Strong financial acumen, including budgeting and revenue management.	✓	
Experience in marketing and business development.		✓
Experience working within a charitable or not-for-profit organisation.		✓
Understanding of environmental sustainability practices within a holiday park setting.		✓
Knowledge of property and site maintenance.		✓
Personal Attributes		
Strong problem-solving and decision-making abilities.	✓	
A self starter with the ability to work autonomously.	✓	

PERSON SPECIFICATION (cont.)

	Essential	Desirable
Other		
Ability to work flexibly, including evenings, weekends and holidays.		✓
Willingness to provide on-call support to the site as part of a rota.		✓



EMPLOYEE BENEFITS

In addition to joining a great team, our colleagues also benefit from:



Competitive salary (depending on experience)



A chance to work in a stunning location



Opportunity to make a real difference



Relocation package available to discuss



Company Sick Pay



EMPLOYEE BENEFITS (cont.)



25 days holiday per year, plus 8 bank holidays and your birthday off



Access to EAP Programme



Access to GP Helpline



Buy/Sell Holiday Scheme



2 x Volunteering Days per year



A range of discounts through Reward Hub, Blue Light & Charity Workers discount



Learning & Development - Coaching & Mentoring opportunities



Electric Vehicle Salary Sacrifice Scheme



Life Assurance 2 x Annual Salary



YMCA NORTH TYNESIDE





YMCA

Here for young people
Here for communities
Here for you


YMCA is a charity dedicated to helping transform the lives of vulnerable young people throughout North Tyneside. We do this by providing a number of services for the public which helps us sustain our charitable outcomes. We currently house 24 young people in our North Shields supported accommodation and provide ongoing education and training to help them learn new skills and thrive as individuals.

Between April 2023 and March 2024:

 Our community team worked with 1,539 children and young people

 We served 1,254 hot meals to vulnerable members of our community

 We provided 55 young people a total 14,065 safe nights under our roof

 550 of our brilliant volunteers gave 5,741 hours of their time to support us

[View the full extent of our impact here](#)

If you have any questions about this role or need help with applying, please call **0191 257 5434** or email hr@ymcanorthtyneside.org