



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title: Head of Regulatory Services	Role Profile Number: RTH55
Grade: U	Date Prepared: January 2022
Directorate/Group: Strategic Development and Growth	Reporting to: Director of Strategic Development and Growth
Structure Chart attached:	No

Role Overview

To bring a business approach to managing the day to day delivery of the full range of Regulatory Service functions, and the co-ordination and improvement of Regulatory Services across the Directorate and wider Council, ensuring that delivery achieves agreed outcomes in accordance with local priorities.

To assist both external investors and the Council in developing key projects through the Regulatory systems.

To develop and deliver sustainable income streams that contribute to a new commercial approach to regulatory services, reducing reliance on base budget.

Assist the Director in the strategic leadership of all aspects of the wider service area.

Job Purpose

- Lead and oversee the Council's Regulatory Service functions, ensuring delivery meets the statutory duties of the authority and, alongside the strategic planning function, contributes to the economic prosperity and health of Swindon Borough.
- Strategically lead the range of Regulatory Services functions in a co-ordinated manner on a day to day basis, ensuring that the service delivers modern, efficient and effective outcomes for all areas of the Borough and actively contributes to the delivery of the Council's Priorities and Pledges.
- Assist both external investors and the Council in developing key projects through Regulatory Services.
- Collaborate with external partners and service areas across the Council to lead on delivering cross cutting solutions including mobilising responses to emergencies and operations to enforce both

emergency and extant legislation

- Develop and strategically lead a technical support function to assist the operation of the wider Directorate
- Assist the Director in the strategic leadership of all aspects of the strategic planning functions, deputising as required.

Key Accountabilities

To;

- Provide strategic leadership, management and development of a portfolio of regulatory services in line with Council priorities and financial targets.
- Take strategic responsibility for large revenue and staff budgets and locally funded capital investment programmes, and lead in ensuring that the council's statutory services and duties are met.
- Monitor and review performance of the service and develop (and implement) strategies for continuous improvement
- Lead, manage, develop and deliver Swindon Borough Council activity that contributes to the growth, safety and health of the local economy and social capital through the delivery of strategically important programmes and events, including leading on collaboration with external agencies.
- Coordinate and manage external consultants, partners and expert consultees who input into the service so that each organisation or group is able to do so in the most effective manner and understands their roles and responsibilities
- Identify and deliver innovative, and where possible community or business based, VFM solutions to achieve agreed outcomes for Swindon people
- Deliver robust regulatory policies for the Borough through the timely production of appropriate policy documents.
- Operate a cost effective service, maximising the use of IT whilst delivering efficiencies
- Work collaboratively with the senior officers of Swindon Borough Council, its elected members and other partners, statutory bodies and local authorities to achieve agreed outcomes.
- Lead and develop key partnerships with strategic delivery partners, including leading on the Council's response to emergency regulations as they affect the service area including overseeing multi agency operations and activities with partners

- Strategically lead, manage, develop and oversee the joined up delivery of statutory and regulatory activities and processes which contribute to delivering local priorities and statutory requirements
- Identify and develop programmes of activity to develop a commercial approach to regulatory services including expanding market share of traded activity and ensuring that income generating services cover the costs of their operation.
- Develop a cost effective and efficient support services hub that provides resilient support to the wider Directorate.
- Provide strategic oversight to major and locally controversial proposals, events, applications and relevant initiatives.
- Engage with and represent the Council's interests to key local, regional and national bodies to support the Director in driving the achievement of strategic objectives relating to place making.
- Ensure that the service contributes proactively to the Council's priorities and pledges and that the regulatory service functions are used to enable the delivery of key Council objectives.
- Ensure that the culture, behaviours and shared values that make the Council successful are embedded across the service and create an effective and efficient working environment to deliver Council priorities and pledges

Supplementary Accountabilities

- Brief Councillors on key strategic issues pertaining to the service, enabling their involvement as appropriate and assisting them in their decision-making.
- Lead technical officer on all strategic aspects of Regulatory Services
- Inform, support and take responsibility for working practises to ensure that the service reduces its reliance on the Council's base budget, developing commercial awareness in its day to day work
- Chair project boards and working groups as required associated with the delivery of key projects and strategic priorities for Swindon Borough Council and its partners.
- Review, and oversee key strategic projects with significant budgetary responsibility including strategic contracts with suppliers
- Oversee contract management of consultants, and facilitate lessons learnt

- Ensure success & performance measures are realistic and deliverable, that they are monitored and reviewed, and that corrective action is implemented if required.
- Provide clear directional leadership and a motivational and inspirational environment for teams and individuals to develop
- Participate in the Council strategic emergency 'on call' rota as required

To provide strategic leadership, develop strategic policy and co-ordinate service delivery, performance and improvement in the following service areas;

- Licensing including events, premises licensing, scrap metal, gambling establishments, markets and street trading, tattooing, piercing, microblading, sex entertainment venues
- Taxi and private hire licensing
- Animal health and welfare including boarding, animal day care and farms
- Safety at Sports Grounds
- Event Safety
- Trading Standards
- Professional Enforcement including Planning Enforcement
- Building Control
- Local Land Charges
- Street Naming and Numbering
- Operational aspects of the street permitting scheme
- Technical support services for the Strategic Development Directorate

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- A degree or post graduate qualification of relevance to the substantive purpose of the role
- A relevant Project Management qualification or experience of leading on the instigation and delivery of core transformational projects
- A qualification in leadership \ leadership development or management
- Successfully leading and managing professional service teams at a Senior level
- Proactively developing synergies and partnerships within organisations and externally
- Wide ranging managerial skills to drive services and ensure the strategic direction of the Council is effected on a value added basis
- Significant financial knowledge of trading accounts and proven experience of managing wide ranging and complex budgets including instilling a measurable commercial approach to services or businesses
- Extensive experience of successfully delivering complex business projects and improvement through negotiation and leadership
- Strong programme and project management skills and experience, with a proven record of leading

complex projects within a change agenda

- Experience of leading and developing multi functional or cross-skilled teams to deliver services in the most effective and efficient way possible
- Experience of working closely with Councillors including presenting to relevant decision-making bodies
- Leading the management of change, instigating, driving and implementing new ideas
- Experience of leading a complex range of services in a commercial and/or business environment
- A basic or working understanding of the role of regulatory services in a public sector environment
- Proficient in the use of IT tools
- Strong organisational skills, diary management and the ability to work to deadlines in a pressurised environment
- Credible and experienced public speaker with a track record of persuasion and presenting service ideas, innovations and solutions to others
- Ability to make site visits
- Experience of using coaching and/or mentoring to develop staff

Qualifications

- A degree or equivalent post graduate qualification of relevance to the business,
- A qualification in leadership \ leadership development or management, and
- Project management requirements of the role, all of which are essential

Decision Making

- Can make effective decisions quickly and will act on own initiative in order to resolve problems
- Shows creativity in using resources to deliver cost effective services
- Experience of decision making in a political environment.
- Is able to delegate with confidence

Creativity and Innovation

- Reviews and implements ways of working and identifies opportunities to improve the quality of work of the team
- Demonstrates creativity in using resources to deliver cost effective services
- Identifies new ways of working with partners and communities
- Implements new ways of working with partners and communities

<p><u>Job Scope</u></p> <p>Number and types of jobs managed Licensing Manager Team Leader – Trading Standards Senior Planning Enforcement Officer</p>	<p>Budget Holder</p> <p>Responsibility</p>	<p>Yes</p> <p>Budget (annual) Licensing (£600,000) Trading Standards (£218,000) Building</p>
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<p>Service Lead - Building Control Team Leader - Land Charges Marketing and Commercial Lead <i>Senior Street Permitting Officer</i> <i>Technical Admin and Professional Support Service Manager (new role)</i></p> <p>(to be reviewed by the postholder on appointment)</p> <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Day to day oversight and professional management of technical / professional aspects of the services • Professional operations / work undertaken in each of the areas • Implementation of strategies and approached to operations and income generation under instruction • Local budget management • Implementation of staffing and performance matters • Responses to enquiries 	<p>Asset Responsibility:</p>	<p>Control and Street Naming (£450,000) Land Charges (£340,000) Planning Enforcement (£72,000) Permitting (tbc), Development of Technical Admin support function will also include staff budgets</p>
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- Demonstrate abilities as both a leader and team member who enjoys a good working relationship with colleagues and stakeholders at all levels
- An ability to work with the Director to co-create VFM and quality solutions

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

- Ability to design and operate services to meet and exceed financial targets, ensuring their ongoing sustainability
- Ability to work in partnership with, and take professional advice from, relevant service specialists in the area
- A need to focus on what needs to be done, and on doing it, demonstrating resilience in service delivery through performance and redesign

- Ability to improve skills and competency level of others, including senior professional staff and enable them to perform tasks more effectively to their full potential
- Demonstrate the ability to tackle poor performance in a timely and appropriate manner, in accordance with Council policies and good employment practices
- Ability to recognise and assess the cost and risk implications of proposed actions and take action to ensure financial loss and business risk are minimised
- A customer focused approach

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	