



## Role Profile

Planning Policy Lead Officer  
*Inclusive Economy & Sustainability*



**SWINDON**  
BOROUGH COUNCIL

<b>Role Profile:</b> Planning Policy Lead Officer	<b>Role Profile Number:</b> SBC_12152
<b>Grade:</b> CFL 12	<b>Salary:</b>
<b>Directorate/Group:</b> Inclusive Economy & Sustainability	<b>Reporting to:</b> Chief Planning Officer
<b>Date Prepared:</b> 1 <sup>st</sup> July 2024	<b>Structure Chart attached:</b> No

### **Job Purpose**

To provide senior level planning expertise to deliver the council’s planning functions in a customer focused and solutions led way creating the right conditions for accelerating high-quality development and supporting sustainable growth in Swindon.

To manage, develop and deliver all aspects of statutory planning policy for Swindon Borough including planning for transformational strategic projects of a sub regional scale, the Boroughwide Local Plan, Infrastructure delivery plans, Neighbourhood Plans, Statements of Community Involvement, Supplementary Planning Documents and a Local Development Scheme, and to lead other Corporate projects, including decision making that will impact on the built environment for decades to come.

To provide justification and monitoring of Planning policy and guidance, including the management and control of all resources required to undertake the projects and to prepare and present appropriate recommendations to policy making bodies, examinations, appeals and tribunals.

To engage in joint working looking towards longer term development of the Swindon area, including with Wiltshire Council, local communities and other statutory consultees.

Support the Chief Planning Officer (and deputise when required) to unlock planning barriers to support key regeneration projects, transform the town centre and support the council’s emerging new ways of localities working.

### **Key Accountabilities**

- Through the completion of your day-to-day activities, you will strive to position planning services as the ‘growth engine’ to unlock activity that contributes to the local economy through the delivery of new housing and strategically important economic development initiatives, including liaison 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 and cost efficient manner and understands their roles and responsibilities.

- Develop and build progressive relationships with strategic delivery partners and local industries to achieve strategic objectives relating to place-making, and delivery of customer-focused value for money service solutions for all aspects of the service.
- Lead on analysis in relation to sub regional and local infrastructure, housing and employment land supply and requirements
- To manage and co-ordinate the preparation, monitoring and review of the Development Plan, including the delivery of a Local Plan for Swindon Borough, infrastructure delivery plan Neighbourhood Development Plans, Minerals and Waste Plans, a Statement of Community Involvement and Supplementary Planning Guidance.
- Co-ordinate and deliver key projects required in the production of statutory planning documents for Swindon Borough and its neighbourhoods \ localities including the management of staff allocated to each project.
- Co-ordinate a policy input into strategic major planning applications as required and respond to Government consultations including draft planning legislation and guidance on behalf of the Local Authority.
- To ensure the co-ordinated long term delivery of strategic infrastructure including green infrastructure, built and natural environmental enhancement

The key accountabilities outlined above are intended as a general guide to the duties attached to the post and is not an inflexible specification. It may therefore be altered from time to time to reflect the changing needs of the Service Area, always in consultation with the post holder.

### **Supplementary Accountabilities**

- To provide guidance to elected members enabling them to take strategic planning decisions in line with relevant legislation and the direction of the Local Plan.
- To be commercially aware and recognise the impacts of your day to day work in unlocking and supporting development and the needs of development partners.
- Embedding and maintaining rigour of key service performance indicators and planning outputs which exceed national and local targets.
- Through your visibility as a senior lead, provide clear direction and a motivational and inspirational environment for teams and individuals to develop.
- To respond to queries from internal or external sources regarding policy issues relating to local and/or neighbourhood policies about individual sites, including an assessment of development potential.
- To promote the Council's policies and procedures for good records management; ensure that all information related to the post and functional responsibilities is created, maintained, stored and retrieved in accordance with the Council's procedures and policies and legislative requirements

### **Knowledge & Experience**

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

- Proven and demonstrable ability of developing and implementing progressive planning policy to achieve successful outcomes within a Local Authority environment or private planning practice of the functions covered by the role.
- A thorough knowledge of UK planning legislation, policy and guidance with an ability to apply this practically and progressively to deliver tangible planning gains.
- Experience of leading the preparation and review of key elements of Development Plans including the development of planning policy, and the management and delivery of key projects at a senior level.
- Experience of managing and delivering complex projects.
- Experience of defending planning policy at Examinations, Appeals and other tribunals.
- Experience of partnership working and developing synergies within the organisation.
- Experience of joint working with the community, businesses and/or other public \ private sector agencies.
- Must understand how planning operates within the wider corporate sphere of a Local Planning Authority and an ability to recognise benefits beyond pure planning outcomes.
- Experience of supporting decision makers, including Councillors and statutory consultees and strategic partner organisations to achieve positive outcomes
- Experience of working with existing, new and emerging statute and using statutory processes innovatively to deliver proactive and good growth outcomes for our residents
- Experience of contract management and major scheme delivery in a development context

### **Qualifications**

- Educated to degree level or equivalent qualification with relevant recent experience addressing the requirements of the role. (*Postgraduate MA or Diploma in Town Planning is desirable*)
- Membership (or eligibility for membership) of the RTPI

### **Decision Making**

- The postholder must take effective decisions quickly and act on their own initiative in order to resolve problems.
- The postholder must be able to quickly get to the heart of issues and accurately assess and manage risk commensurate to the scope of their post.
- Through developing, reviewing and implementing the Local Plan (and its evidence base) the postholder must ensure decisions taken are logical and based on the defined needs of the community ensuring both short and long term needs are planned for.

### **Creativity and Innovation**

- The post-holder is expected to contribute to the continual review of the planning function and promote innovative methods of solving existing problems and creating new opportunities to improve the service.
- Supports creative solutions to Council-wide issues and takes action to implement them

- Shows creativity in using resources to deliver cost effective services, engaging external experts where relevant, and looking beyond the boundary of current service delivery

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b> The post holder will be expected to carry out appraisals, monitor performance and provide regular 121's with (c. 3-5 FTE) senior officers within the planning team.</p> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Management oversight and development of all statutory planning policies</li> <li>• Delivery of key council wide policies on infrastructure and placemaking</li> <li>• Support to chair of planning committee and the lead member for planning &amp; placemaking.</li> </ul>	<p><b>Budget Holder:</b></p> <p><b>Asset Responsibility:</b></p>	<p>YES - £600 k</p> <p>Various operational assets and equipment</p>
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### Contacts and Relationships

The Postholder will work in a collaborative manner with Members, Corporate Boards, other directorates, external and internal stakeholders, community members and other bodies that interact with this role to deliver solutions led positive outcomes.

### Values and Behaviours

We strive to underpin our culture of being 'At our Best' through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

The postholder will be required to observe and fulfill the seven principles of public life (also known as the Nolan Principles):

- Selflessness - *Holders of public office should act solely in terms of the public interest.*
- Integrity - *Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.*
- Objectivity - *Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.*

- *Accountability - Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.*
- *Openness - Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.*
- *Honesty - Holders of public office should be truthful.*
- *Leadership - Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.*

**Other key requirements of the role**

The post holder will:

- be required to operate within any relevant delegations as detailed in the council’s scheme of delegation of the council’s constitution.
- be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the council with residents, the Leader and Cabinet and all elected Members and external bodies.
- Team player capable of influencing and working within cross-functional teams at all levels
- Ability to make site visits throughout the Borough and attend meetings outside the Borough

This is a politically restricted post under the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990. The individual holding this post cannot have any active political role.

Politically restricted employees are prohibited from:

- standing for office as local councillors, MPs, MEPs, Members of the Welsh Assembly or Members of the Scottish Parliament,
- canvassing on behalf of a political party or a person who is, or seeks to be, a candidate, and
- speaking to the public at large or publishing any written or artistic work that could give the impression of advocating support for a political party.

<b>Employee Name:</b> Enter name here	<b>Employee Signature:</b>
<b>Date:</b> Enter date here	<i>Sign here</i>
<b>Line Manager:</b>	<b>Line Manager Signature:</b>
<b>Date:</b> Enter date here	

