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|----------------------------------------------------------------------|-----------------------------------------------------------|
| <b>Job Title:</b><br>Head of Regeneration and Town Centre Programmes | <b>Role Profile Number:</b><br>ENH144                     |
| <b>Grade:</b> CFL 13<br><b>Salary:</b> £74,009 - £97,974             | <b>Date Prepared:</b><br>28-10-25                         |
| <b>Directorate/Group:</b><br>Inclusive Economy & Sustainability      | <b>Reporting to:</b><br>Service Director Inclusive Growth |
| <b>Structure Chart attached:</b>                                     | Yes                                                       |

### Overview

To lead our team delivering an ambitious programme of physical regeneration and growth, critical to Swindon's future success. The postholder will use all available levers to ensure that Swindon attracts mixed-use investment and development that will create a successful and attractive town in line with the Swindon Plan (Better, Fairer, Greener) and Heart of Swindon Vision (Town Centre). The postholder will also manage key projects and programmes which will deliver place making outcomes and key enabling infrastructure, aligned with a wide range of corporate place focussed strategies (Economy, Heritage, Transport etc) and the 2043 Swindon Local Plan.

### Job Purpose

- To lead a strategic programme for growth and regeneration to develop Swindon as a successful, resilient place through infrastructure (including digital), and strategic partnerships
- To manage a project team tasked with delivering a Town Centre regeneration programme worth several hundred million pounds that will transform the centre of Swindon in line with the Heart of Swindon Vision
- To oversee budget, performance and risk of SBC town centre development schemes and ensure there is visible and accountable governance and process, both internally and externally
- Work alongside the Director of Inclusive Growth and Head of Inclusive Economy and Inward Investment to attract town centre capital investment that meets Heart of Swindon Vision objectives
- To ensure a range of public realm, green infrastructure and sustainable access improvements in the Town Centre
- To deliver on a successful Swindon BID programme working with the Town Centre Programme Manager
- To lead on the identification of wider strategic employment sites and regeneration opportunities across the Borough with colleagues in the Inclusive Growth Service (Including Corporate Assets)

- To lead work to enhance Swindon's place offer through strategic interventions and to create an attractive location that can be marketed in the UK and abroad
- To work in partnership with officers and external partners to identify and deliver key regeneration activity to create excellent workspace, residential space and public realm, in the town centre and across the borough
- To lead work across the Council to deploy innovative/Smart City style approaches and best practices that help underpin sustainable regeneration and development
- To work with key suppliers and enabling delivery mechanisms to secure excellent broadband/full-fibre connectivity/5G across the borough where required
- To support work with strategic regional and subnational partners by working with the Inclusive Economy and Investment team to develop collateral on economic opportunities
- To lead planning and delivery of evidence-based strategies that support Regeneration and Town Centre improvement in Swindon
- Lead work on strategic place making, using planning levers and long-term evidence-based work to ensure Swindon has the right employment land for key growth sectors and to attract maximum investment
- Direct, lead, develop and motivate staff and external partners to ensure that the Council's objectives are achieved, core values upheld, and priorities delivered through the regeneration function, planning, and other regulatory processes.
- Support the delivery of the trailblazer neighbourhoods programme and other physical regeneration projects in the Borough's deprived neighbourhoods
- Facilitate collaboration between different providers and develop delivery partnerships,
- Ensure success & performance measures are ambitious and deliverable and put appropriate measures in place to address performance issues.

### **Key Accountabilities**

- Lead on development and implementation of Heart of Swindon Vision and wider physical regeneration plans and programmes
- Lead on identification, development and delivery of Heritage based regeneration projects with the Head of Culture, Heritage, Arts and Special Events.
- Lead on Regeneration team's input to planning policy and Local Plan for sustainable growth outcomes
- Work with strategic partners, local stakeholders & business partnerships to identify policy interventions and regulatory processes that will enhance opportunity and create an excellent environment in Swindon.
- With Head of Sustainability and Climate Change to identify strategy for infrastructure which promotes clean growth principles aligned with Government targets, also for housing supply and Modern Methods of Construction.
- To consult with colleagues to ensure robust, strategic and well-informed decision making across the organisation.

### **Supplementary Accountabilities**

- To support the Inclusive Growth Service Director, Corporate Director for Inclusive Economy and Sustainability, CEO, Corporate Management Team, the Leader of the Council and Cabinet Members to

- make timely, informed and robust decisions
- Commission research into Government policy and best practice to identify agile and innovative practices to bring forward sites
- Manage and maintain data on strategic sites to support the wider inward investment work of the service.

### **Knowledge & Experience**

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

- Experience of strategic planning in the context of Regeneration and Town Centre Development
- Experience of strategy development and implementation
- Leading the management of change and implementing new ideas
- A working knowledge of Planning legislation and practise including Development Management and Planning Policy
- Extensive experience of successfully delivering complex regeneration projects through direct delivery, partnership vehicles, negotiation and leadership
- Substantial experience in programme management using effective methodologies and processes including risk and performance management and reporting.
- Experience of working in Regeneration with local government partners, or within local government
- Experience of adapting programme governance and processes with stakeholders to achieve the desired project(s) outcomes.
- Experience of leading and managing high performing teams in a traditional or more matrix structures
- Experience of successfully working within multi-disciplinary teams and varied stakeholders, including Heads of Service, senior managers, Members and other key stakeholders, including external partners.
- Experience of transport, physical and economic regeneration projects would be an advantage
- Ability to promote excellent customer service, giving high priority to customer satisfaction.
- Excellent verbal and written communication skills, including excellent attention to detail.

### **Qualifications**

- Degree qualified or equivalent in experience, supported by a relevant professional, technical qualification, or equivalent in experience.

### **Decision Making**

- To agree appropriate actions and planning levers to secure regeneration/economic outcomes
- To advise Leader, Cabinet Members and CEO on planning policy and strategic site allocation

### **Creativity and Innovation**

- To develop and support new ways of working in line with Swindon 2028 operating model which focusses on prevention of social issues.
- To develop innovative and flexible tools to deliver regeneration outcomes through knowledge of

planning policy, wider legislation and central government policies.

|                                                     |                              |                                      |
|-----------------------------------------------------|------------------------------|--------------------------------------|
| <b><u>Job Scope</u></b>                             | <b>Budget Holder</b>         | Yes                                  |
| <b>Number and types of jobs managed</b><br>4/5      | <b>Responsibility</b>        | £500k revenue<br>£3 million upwards. |
| <b>Typical tasks supervised/allocated to others</b> | <b>Asset Responsibility:</b> |                                      |

**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)*

- Key relationships internally are teams within Inclusive Growth, Planning team and Highways and Transport
- The role will ensure excellent communications with the Corporate Management Team, Chief Executive and Cabinet Members
- External stakeholders such as partners in town regeneration schemes

**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)

- None

|                                 |  |
|---------------------------------|--|
| <b>Employee Signature:</b>      |  |
| <b>Date:</b>                    |  |
| <b>Line Managers Signature:</b> |  |
| <b>Date:</b>                    |  |