

<b>Job Title:</b> Head of Strategic Place Making	<b>Role Profile Number:</b> ENH144
<b>Grade:</b> U <b>Salary:</b>	<b>Date Prepared:</b> 01/06/20
<b>Directorate/Group:</b> Economy	<b>Reporting to:</b> Director of Economy, Growth and Place
<b>Structure Chart attached:</b>	Yes

### Overview

To take a strategic view on planning for growth in the borough, to create ways of using planning policy and levers to ensure that Swindon attracts investment in sectors and housing that will create a successful and attractive town. To manage key projects which will deliver place making outcomes and enable key infrastructure.

### Job Purpose

- To lead the strategic programme for growth and place making to develop Swindon as a successful, resilient economy through infrastructure (including digital), business engagement/inward investment and strategic partnerships
- To lead on the identification of strategic employment sites
- To lead work to enhance Swindon the place through strategic interventions and to create a product 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 work-residential space and public realm, in the town centre and across the borough
- To lead work across the Council the develop Smart Cities strategy and identify best areas for deployment
- To work with key suppliers and enabling delivery mechanisms to secure excellent broadband/fibre connectivity across the borough
- To support work with strategic regional and subnational partners by working with business and economy team to develop collateral on economic opportunities
- To lead for strategic planning in the development and delivery of evidence-based strategies that support existing businesses in Swindon to grow and attracts new businesses/investors/developers to key areas within the borough

- 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 planning and other regulatory processes
- Support/ build community capacity and capability, developing an understanding of the role that planning and other regulatory processes play in creating vibrant neighbourhoods
- Facilitate collaboration between different providers and develop delivery partnerships,
- Ensure success & performance measures are realistic and deliverable, and put appropriate measures in place to address performance issues

### **Key Accountabilities**

- Create and deliver an Employment Land Review in order to develop a long term strategy for allocating strategic employment sites which will best enhance Swindon's economy, securing both domestic and foreign direct investment
- Lead on creating portfolio of current strategic sites to bring forward in order to achieve optimum economic outcomes
- Develop and lead planning mechanisms to support growth eg Local Development Orders , Supplementary Planning Documents
- Lead on development and delivery of Heritage Action Zone
- Lead on development and implementation of Smart Cities strategy
- Lead on Economy 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 Climate Change and Energy Manager, 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 Economy, Growth and Place, CEO and CMT, the Leader of the Council and Cabinet Members to make timely, informed and robust decisions
- Commission research into Government policy and best practice in order to identify agile and innovative practices to bring forward sites
- Manage and maintain data on strategic sites to support inward investment work

### **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 economic 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 planning projects and improvement through negotiation and leadership
- Substantial experience in programme management using leading methodologies and processes including risk and performance management and reporting.
- Experience of working in economic development and in Local Government
- Knowledge and interpretation of programme management to adapt processes as needed and influence stakeholders to achieve the desired project(s) outcomes.
- 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**

- Prince2 or similar project management qualification

### **Decision Making**

- To agree appropriate actions and planning levers to secure 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 the Swindon Programme
- To develop innovative and flexible tools to deliver economic outcomes through knowledge of planning policy.

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b></p> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>Yes</p> <p>.</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)*

- Key relationships internally are teams within Economy Growth and Place, 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

**Values & Behaviours**

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We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, this means in our work we are:

**Connected: We put Swindon and its people at the heart of everything we do.**

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

**Resilient: We are forward thinking and work smart**

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

**Brave: We respect and work together with our colleagues and customers to achieve success**

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

**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>	Philippa Venables
<b>Date:</b>	
<b>Line Managers Signature:</b>	Susie Kemp
<b>Date:</b>	