

Job Title: Regulatory Services Business Manager	Role Profile Number: RTH40
Grade: T Salary:	Date Prepared: September 2020
Directorate/Group: Strategic Development	Reporting to: Director of Strategic Development
Structure Chart attached:	Yes

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

- Manage the joined up delivery of the Regulatory Service function ensuring that high quality agreed outcomes are achieved in accordance with Council priorities and statutory requirements
- Co-ordinate work priorities and programmes with service specialists to ensure that the service is appropriately reactive meeting service expectations
- Coordinate and manage external partners and expert consultees who input into the services so that each organisation or group is able to engage 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
- Lead, develop and implement income generation programmes based initially on cost recovery to embed a commercial ethos into service delivery, focusing particularly on those services that are able to trade and those that place a demand on the Council’s base budget
- Oversee the strategic development and operation of range of regulatory services, maximising the use of IT whilst delivering efficiencies

- Deliver sustainable solutions against clearly defined and agreed requirements, with a local focus
- Embed effective performance metrics and performance management in the all processes and report these to relevant bodies to ensure appropriate corporate visibility and engagement
- Adopt and operate a risk based approach to managing demand
- Recognise and manage the diversity of stakeholder requirements
- Deputise for the Director as required.

Key Accountabilities

To;

- lead the effective delivery of the Council's Regulatory Services function, ensuring that Councillors and other key stakeholders are fully engaged in the process, and aware of issues and activity
- develop and operate regulatory services in a manner which provides operational rigor, establishing, monitoring and reviewing performance metrics to measure success and inform service design and priorities,
- Instil an operational model that ensures that services maximise their potential to generate income, thereby reducing the demand on the Council's base budget,
- 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 process,
- ensure the preparation and presentation of professional, clear and accurate reports to decision makers and other stakeholders on matters related to regulatory services, which deliver the Council's priorities,
- Project Manage and oversee the implementation of specific projects involving regulatory services. Co-ordinate the work of internal staff, external consultants and partners, and liaise effectively with all relevant stakeholders, including developers, businesses and the community,
- provide day-to-day contract management of delivery partners
- support/ build community capacity and capability, developing an understanding of the role that regulatory services should play in creating vibrant neighbourhoods
- work with communities to develop Parish or Neighbourhood initiatives
- co-ordinate a proactive planning and regulatory service enforcement function, in consultation with the Head of Planning, which should be self-funding
- facilitate collaboration between different providers and develop delivery partnerships,
- ensure success & performance measures are realistic and deliverable, and address performance issues,
- transfer skills and knowledge to the community as part of service delivery,
- promote the best practice and outcomes of the service to national professional media and other outlets,
- continuously identify sustainable service improvements and VFM opportunities and implement improvements, including proposals for increasing income, simplifying process, harnessing IT solutions and reducing unnecessary regulation
- Line manage a pool of professional experts and service leads, and co-ordinate service priorities with them
- Oversee and review budgets pertaining to the areas of responsibility, recommending appropriate action to ensure that the service remains cost effective
- monitor and review performance of the service and develop (and implement) strategies for

continuous improvement.

Supplementary Accountabilities

To provide strategic leadership 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
- Trading Standards
- Professional Enforcement including Planning Enforcement
- Building Control
- Local Land Charges
- Street Naming and Numbering

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 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
- Full driving licence

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

<p><u>Job Scope</u></p> <p>Number and types of jobs managed <u>Senior Technical expert officers</u> Service Specialist – Licensing Team Leader – Trading Standards Service Lead – Technical Services Senior Licensing Officer Senior Planning Enforcement Officer</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 • Strategic budget management • Implementation of staffing and performance 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>Yes</p> <p>Budget (annual) Licensing (£600,000) Trading Standards (£218,000) Building Control and Street Naming (£450,000) Land Charges (£340,000) Planning Enforcement (£72,000)</p>
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matters <ul style="list-style-type: none"> • Responses to enquiries 		
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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

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

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 to focus on what needs to be done, and on doing it, demonstrating resilience in service delivery
- 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:	