



Urgency Committee

23 July 2020

Title

**Creation of New Post: Assistant Director,
Economy and Development**

Report of

Director of Growth

Wards

All

Status

Public

Urgent

Yes

Key

No

Enclosures

Appendix A – Job Description Assistant Director – Economy and Development

Officer Contact Details

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Summary

This paper seeks committee approval to create, advertise and recruit to an Assistant Director - Economy and Development post.

Officers' Recommendations

That the Committee authorises:

1. The creation of an Assistant Director – Economy and Development post within the senior management team to, as set out in this report; and recruitment to fill that post on a permanent contract.
2. The grading of the post to be Grade 6 at a salary band of: £88,434 to £108,202.

1. WHY THIS REPORT IS NEEDED

- 1.1 This paper sets out proposed changes to the LBB staffing structure to create a new Assistant Director – Economy and Development, which will report to the Director of Growth. The Assistant Director – Economy and Development will lead and manage regeneration, town centres, business recovery (post-COVID) and economic development; employment and skills; and have client responsibility for planning and housing. It further seeks authority to recruit to the new post, based on a permanent (as opposed to fixed term) contract.

2. REASONS FOR RECOMMENDATIONS

- 2.1 The proposal to create the Assistant Director – Economy and Development (AD-D&E) position arises in the wake of two significant changes: the adoption of Barnet's ambitious Growth Strategy in January 2020 and the unforeseen need to respond to the major economic shock caused by the COVID19 crisis. The Growth Strategy seeks to promote good growth by harnessing development and investment for the benefit of all our residents and businesses. To deliver on the strategy the Growth Directorate has been recruiting talent. This role will be part of that recruitment drive, to enhance the leadership of the service.
- 2.2 The need to be pro-active in promoting good growth and creating the conditions in which businesses can thrive has become even more important in the event of COVID19. To respond appropriately to this economic shock, we need to ensure that we continue to have the depth of leadership and breadth of senior capacity within the Growth Directorate.
- 2.3 Reporting to the Director of Growth, the AD-D&E will take lead responsibility for:
- Implementing the Council's Growth Strategy (aside from the Brent Cross Development)
 - Driving the Council's programme for supporting local economic recovery (post-COVID)
 - Actively redressing the decline of the borough's major town centres, and leading work to reinvent and reinvigorate them
 - Overseeing Re's development and delivery of the Local Plan, and delivery of the Council's planning service and estate regeneration programme
 - Commissioning initiatives that deliver council and community priorities at pace, including a pipeline of future estate and urban regeneration projects; town centre SPDs, etc.
 - Leading regeneration and planning delivery teams, directly and through our strategic partnerships with Barnet Homes and Re
 - Overseeing the Council's housing responsibilities, maintaining a strong relationship with our strategic housing partner, Barnet Homes
 - Ensuring that Council's growth ambitions are reflected in the Council's wider strategies and plans across all service areas, and that the Growth Strategy is directly contributing to wider council corporate priorities
 - Seeking to exploit income-generating opportunities through commercially-savvy implementation of the Council's Growth Strategy and thereby materially contributing to the MTFs

- Leading the Council's approach to digital infrastructure and Smart Cities to support residents, business growth, investment, and the Council's income objectives
- Co-ordinating the Council's service requirements to ensure a 'one council' approach to the design and delivery of regeneration projects and programmes
- Anticipating and managing risks and issues relating to all aspects of the service.
- Developing internal and external networks in promotion of the Council's growth agenda
- Pro-actively engaging stakeholders – foremost members – in relevant strategy and policy development to encourage ownership and promotion of the borough's growth agenda.

3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 3.1 **Do nothing:** The Urgency Committee could choose to maintain the status quo in respect of the management of the economy and development within the Council. However, this would result in a lack of sufficient leadership capacity to implement the Council's ambitious Growth Strategy, nor respond appropriately to the major increase in workload following from responding to, and recovering from, COVID 19.

4. POST DECISION IMPLEMENTATION

- 4.1 Should the Urgency Committee approve the proposed creation of the new post, it will be advertised, and the recruitment exercise will be undertaken. The post is expected to be offered based on a permanent contract.

5. IMPLICATIONS OF DECISION

5.1 Corporate Priorities and Performance

- 5.1.1 The Corporate Plan outlines the council's approach to provide a fair deal for our residents and a commitment to delivering services that matter most by making decisions to prioritise our limited resources. The aims of this proposal support the key aims outlined in the council's Growth Strategy (approved in January 2020) and Council's decision in March 2020 to update the Corporate Plan in line with the agreed priority outcomes.

5.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)

- 5.2.1 The Assistant Director – Economy and Development will be funded from the existing growth budget allocation following from the H&G Committee approval of the Growth Strategy in January 2020.

5.3 Social Value

- 5.3.1 The Public Services (Social Value) Act 2013 requires people who commission public services to think about how they can also secure wider social, economic, and environmental benefits. The Assistant Director – Economy and Development role has been expressly created to enhance the ability of the Council to secure wider economic benefits.

5.4 Legal and Constitutional References

- 5.4.1 In accordance with Appendix A to the Responsibility for Functions sections of the Council's Constitution, the Constitution and General Purposes Committee has responsibilities for staffing matters other than those within the remit of the Chief Officer Appointment Panel. The Urgency Committee can consider any item of business which needs a decision as a matter of urgency and where a meeting of the relevant committee is not scheduled to take place in the time period within which a decision is required.
- 5.4.2 The HR Regulations in the Council's Constitution (Section 2.1) require all new posts at Assistant Director level or above shall be created by Committee decision (the Constitution and General Purposes Committee, Policy and Resources Committee or Urgency Committee) and not by delegated powers.

5.5 Risk Management

- 5.5.1 The Assistant Director role is currently funded. However, making permanent appointments in an uncertain fiscal environment adds to the Council's revenue pressures.

5.6 Equalities and Diversity

- 5.6.1 The 2010 Equality Act outlines the provision of the public sector equalities duty which requires public bodies to have due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act (2010)
 - Advance equality of opportunity between people from different groups, and
 - Foster good relations between people from different groups.
- 5.6.2 The broad purpose of this duty is to integrate considerations of equality and day to day business and keep them under review in decision making, the design of policies and the delivery of services.
- 5.6.3 The job description for the Assistant Director role has been produced and evaluated within normal HR practice.

5.7 Corporate Parenting

- 5.7.1 The changes have no direct impact on looked after children or care leavers.

5.8 Consultation and Engagement

- 5.8.1 N/A

5.9 Insight

- 5.9.1 N/A

6. BACKGROUND PAPERS

6.1 None.