

Role Profile

Service:	Growth and Development Department
Location:	Colindale
Job Title:	Assistant Director – Development & Economy
Grade:	
Post No.:	
Reports to:	Director of Growth

1. Purpose of Job:

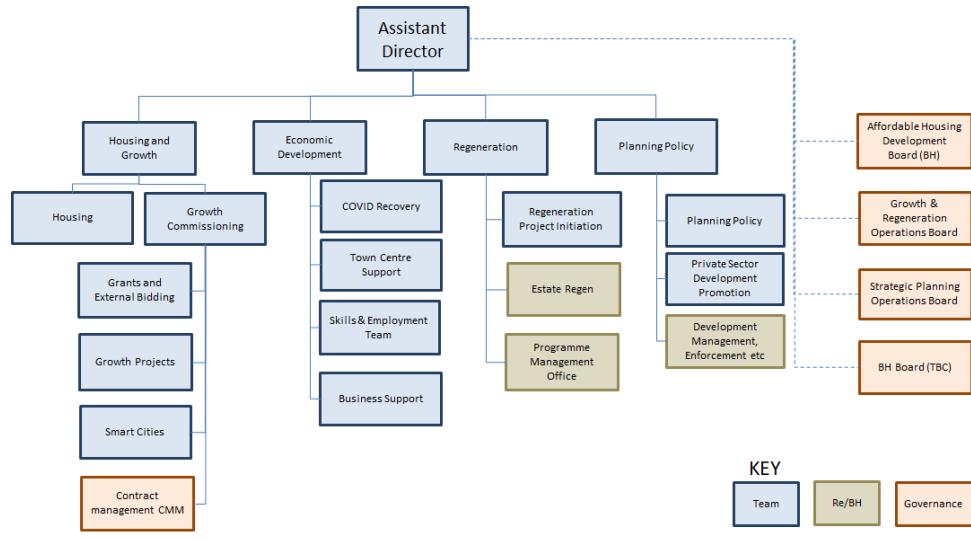
The post has been newly created in the wake of two significant changes: the adoption of Barnet's ambitious Growth Strategy in January 2020 and the unforeseen need to respond to the COVID19 crisis. The Growth Strategy seeks to promote good growth by harnessing development and investment for the benefit of all our residents and businesses. To deliver on the strategy the Growth Directorate has been recruiting talent. This role will be the most senior appointment as part of that recruitment drive. The need to be pro-active in promoting good growth has become even more important in the event of the CV19. 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.

Specifically, reporting to the Director of Growth, the post holder will take lead responsibility for regeneration, planning, economic development, business recovery (post COVID) and housing. This includes:

- Implementing the Council's Growth Strategy
- Overseeing the development of the Council's Local Plan and its delivery
- Driving the Council's programme for 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 delivery of the Council's planning service and the 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 access 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 strategy and policy development to encourage ownership and promotion of the borough's growth agenda.

The provisional structure for the role is illustrated below.



2. Key accountabilities/duties/responsibilities:

Leadership

- Focused on delivering the Council's vision; showing leadership through agenda setting, persuasion and influencing
- Drive pace of delivery
- Own and be accountable for the delivery of the Growth agenda
- Along with the Director of Growth, act as the key contact for regeneration, planning, economic development and housing within the Council and in the Council's external interactions
- Provide expertise and make recommendations on new policy direction and commissioning in support of the Council's Growth directorate
- Initiate and lead projects and programmes
- Work autonomously as well as within a matrix management structure
- Ensure the effective management of the
- Contribute positively to the effective management of the Growth team
- Nurture talent within the Regeneration and Development team and provide a role model for junior staff
- Be regarded as a leading authority, particularly on regeneration and economic development.

Strategy, policy development and commissioning,

- Lead the development of the Council's Growth Strategy
- Commission the Council's Local Plan and oversee its delivery
- Oversee the delivery of relevant plans and strategies
- Responding to the Council's strategic objectives, initiate relevant planning and regeneration projects
- Work collaboratively both internally and externally to support the commissioning of key priorities
- Identify gaps in service delivery and/or new commissioning opportunities and engage with Delivery Units to fill these gaps
- Leading lobbying activity with London and national government in relation to the Council's growth agenda
- Develop responses on behalf of the Council to local and national policy in regeneration, planning, economic development and housing areas.

Contract Management

- Clienting commissioned services in Re, i.e. Regeneration and Planning and making decisions relevant to the delivery of Council priorities through the contract.

Financial Responsibilities

- Ensure the achievement of objectives within budget
- Focus on value for money in all activities and wherever possible sustainable service improvement
- Making decisions in line with the scheme of delegation, and within the Council's governance structures (e.g. GROB, SPOB, CSB).

3. Promotion of Corporate Values

The post holder will be expected to adhere to and promote the Council's corporate values and ensure they are embedded within the team.

4. Flexibility

The post holder may be required to carry out other reasonable duties commensurate with the grade, as requested by Director. This may involve playing a wider corporate leadership role as required, such as in relation to the Council's COVID 19 response, as well as emergency planning or OD.

This job description is not exhaustive and may change as the post or the needs of the Council develop. Such changes will be subject to consultation between the post holder and their manager and, if necessary, further job evaluation.

5. The Council's Commitment to Equality

The post holder is expected to deliver the Council's commitment to equality of opportunity in the provision of its services. All staff are expected to promote equality in the work place and in the services the Council delivers