

Service:	Growth and Development Department
Location:	Colindale, flexible
Job Title:	AD – Development & Economy
Grade:	6
Reports to:	Director of Growth

1. Purpose of Job:

The creation of this post in mid-2020 was in response to two significant changes. Firstly, the adoption of Barnet’s ambitious Growth Strategy in January 2020, and secondly the pandemic and its far-reaching impacts on the economic life of the borough, demand for council services, and the role of the council itself.

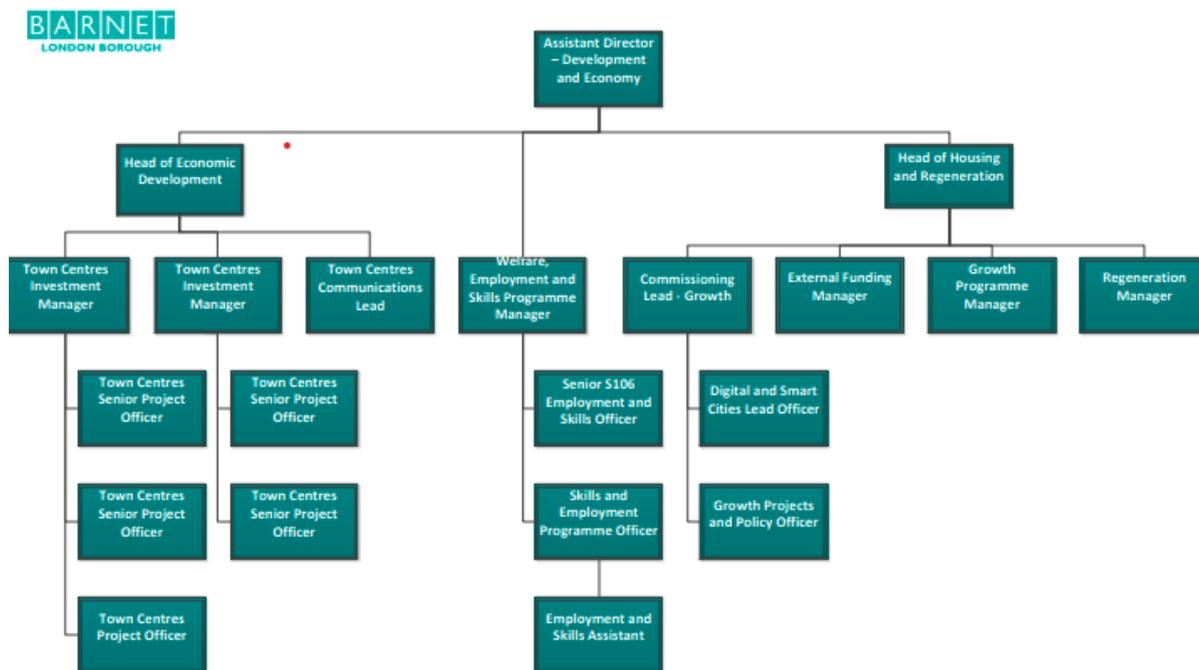
Since then, the Development & Economy Team has seen significant growth from a small economic development function to a far-reaching service covering multiple policy areas and significant budgets (capital and revenue), with growing visibility to members and residents. To continue to respond appropriately to this economic shock as it enters its next phase, we need to ensure that we retain the necessary depth of leadership and breadth of senior capacity within the Growth Directorate.

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

- Implementing the Council’s Growth Strategy,
- Overseeing the adoption of the Local Plan in 2022
- Overseeing the pipeline of £23m town centre public realm improvement programme, covering Barnet’s seven “main” town centres and West Hendon.
- 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
- Defining and initiating the council’s future round of regeneration programmes in Colindale West, Grahame park, Edgware and New Southgate.
- 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

- Overseeing the development and launch of the new inward investment and business support service, including a fundamental review of how the council engages with businesses “as customers”.
- 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 ubiquitous digital connectivity to support residents, young people, business growth, 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.
- Acting as the senior lead for the Strategic Contract Review (SCR) into the councils outsourcing arrangements relating to planning and regeneration.
- 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 team structure for the role is illustrated below.

Team structure:



Current as of:

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.
- Leading elements of the Strategic Contract Review relating to planning and regeneration.

Personnel Management

- Responsible for the management of three direct reports
- Ensuring resources across Economy and Development are fully utilised and working to best effect
- Given the project-based nature of the work programme, actively looking to shift personnel to meet peaks in activity
- Seeking smarter ways of working to increase efficiency and effectiveness, for example through matrix working.

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. Our values: Caring / Learning to Improve / Inclusive / Collaboration

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

PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
Educated to degree level or equivalent, either through relevant vocational qualifications and/or by relevant senior experience	Essential	Application
Experience & Knowledge		
Experience of operating at a senior level with councillors	Essential	Application/Interview
Knowledge and understanding of regeneration, planning, economic development, skills and employment, business recovery (post COVID), housing and digital infrastructure in a complex organisation, including experience of relevant legislation, statutory frameworks and the implications of this in a local government setting.	Essential	Application/Interview
Experience of successfully managing operational services and relationships as well as strong partnership development and management skills .	Essential	Application/Interview
Skill & Ability		
Strong strategic and operational leadership skills.	Essential	Application/Interview
Strong project management skills and experience	Essential	Application
Experience in budget management and savings planning and delivery.	Essential	Application
Values & Behaviours (only include those that are relevant to the role)		
Caring		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Application/Interview

Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Application/Interview
Learning to Improve		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application/Interview
Agile-I am fully empowered to act within the scope of my role	Essential	Application/Interview
Inclusive		
Champion Diversity- I recognise the advantages and importance of equality, diversity and inclusion in delivering outcomes for residents, and take an active role to ensure they are implemented and integrated in everything I do.	Essential	Application/Interview
Collaborative		
One Team- I actively and purposefully build my network of relationships with people across the Council and with partners. I proactively seek feedback and evidence as a way of learning from and improving the way I work with others	Essential	Application/Interview
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	Application/Interview
Outcomes Focused- I adapt my way of working to best suit the outcome we are trying to achieve within the scope of my role and professional standards	Essential	Application/Interview