

Role Profile

Job Title:	Strategic Placemaking Lead –Growth
Location:	Colindale
Directorate:	Growth
Grade:	Grade L
Salary Range:	£62,766- £69,984
Reports to:	Head of Placemaking

1. Purpose of Job

Barnet’s Local Plan directs significant future housing growth towards it’s network of town centres and growth areas. This provides an unrivalled opportunity to deliver not just housing but sustainable, mixed-use communities that address the challenges faced by high streets, support economic growth, and deliver a range of environmental, health and community outcomes. This includes major town centre regeneration schemes focused on investment programmes delivering new public realm, housing, transport infrastructure, commercial space and leisure facilities.

This role encompasses strategic placemaking in major growth areas, including Colindale, Burnt Oak, North Finchley and Edgware, engaging with stakeholders to develop a shared vision and leading and managing complex partnerships to deliver council and community objectives.

The post holder will be responsible for taking a lead role in developing and delivering strategic area investment plans and managing officers and advisors to support this work. They will also be responsible for developing the vision, strategies and procuring delivery of area focused regeneration & investment projects and programmes.

In line with the Placemaking Framework, the post holder will be expected to establish strong internal and external partnerships, taking a lead on liaison with officers from across the Council, as well as with partner organisations to ensure successful project and programme delivery.

The post holder will play an essential role in shaping regeneration and placemaking in London’s largest borough. With a focus on the council’s main regeneration areas and town centres, the role will support the development of sustainable and successful communities for decades to come in partnership with residents & businesses.

To secure the successful completion of projects and programmes to the appropriate quality, on time and within budget, the post holder will be responsible for a range of activities, including identifying and successfully bidding for sources of funding from external agencies; negotiating agreements with developers, commissioning and clienting professional and technical consultants; managing the risk to the council; providing guidance to key strategic decision-makers, alongside ensuring effective governance, project and programme management.

Key responsibilities:

- Lead the development and delivery of placemaking projects in line with the authority's strategic objectives
- Maintain a strategic placemaking overview of the major developments within Places and Town Centres
- Work with stakeholders to identify and develop placemaking opportunities
- Lead the design and implementation of placemaking projects
- Manage budgets and timescales for placemaking projects
- Lead on the implementation of the authority's Placemaking Framework
- Represent the authority at external meetings and events
- Acts as the strategic engine for town centre and public realm placemaking
- Lead the coordination, finance and delivery of the Edgware Town Centre Business Improvement District, working with key stakeholders and partners
- Responsible for development of programme and project pipeline connected to clear, mandated local strategies (operates in a matrix environment)
- Ownership of key town centre relationships across and outside of the Council
- Direct delivery of activation projects such as markets, pop-ups etc
- Acts as client for town centre capital delivery, active participation on capital boards, where required

2. Key accountabilities

Strategy, policy development and commissioning,

- Responding to the council's strategic objectives, including the implementation of the Placemaking Framework.
- Developing a broad strategic approach to delivering the council's Local Plan homes target through the identification of regeneration and site-specific opportunities in opportunity areas and town centres.
- Bringing together all council services, partners and developers, to take a coordinated and joined-up approach to placemaking that meets community needs and becomes a beacon of best practice nationally.
- Working with local partners to ensure that activities are commissioned to successfully deliver objectives within the resources available across the borough
- Interpreting local and national policy and support the Growth directorate to develop responses on behalf of the council
- Understanding of key regeneration and development issues, and play a part in the future placemaking of the borough

- Advising the Head of Placemaking on the most effective and efficient delivery model for new projects
- Incorporating best practice in relation to regeneration and successful placemaking across all aspects of the programme.
- Initiate new projects; prepare business cases and project plans and ensure the relevant controls and resources are in place.

Project & Programme Management

- Leading, coordinating and overseeing delivery of key elements of Barnet's place investment, including (but not limited to) public realm, social infrastructure, arts and culture, new workspace and delivery of business support initiatives.
- Working with colleagues across the council, businesses, developers, community members and other partners to develop integrated place investment strategies that leverage development and council investment to address a range of physical, economic and social challenges.
- Oversee the smooth delivery of the programme, in coordination with the Head of Placemaking.
- Oversee governance arrangements, including appropriate risk management related to key projects and programmes
- Maintain oversight of key projects and programmes and reporting to relevant Boards
- Provide programme reports and relevant analysis for key stakeholders
- Challenge and review project management and delivery, identifying areas for improvement, advocating for effective project management and the delivery of benefits
- Manage project/programme budgets within agreed financial parameters and undertake budget monitoring and forecasting
- Ensure benefit realisation plans in place and benefits are tracked/tested

Stakeholder engagement

- Leading stakeholder engagement activities with residents, businesses, developers and others; acting as the council's lead point of contact in coordination of the Placemaking programme.
- Working closely with major landholders, such as shopping centre owners and supermarkets, to unlock regeneration and deliver holistic re-development.
- Acting as a voice for town centres / regeneration areas within the council and promoting integrated approaches to service delivery.
- Supporting and helping develop local town teams in line with the Placemaking Framework, acting as a central point of contact, attending meetings, responding to queries and signposting enquiries to relevant colleagues.
- Liaising with other London boroughs to bring relevant learning and best practice into Barnet.
- Engaging and supporting elected members.

- Representing the council and promoting placemaking and economic development objectives in a wide range of forums.

Leadership & Management

- Provide strong and visible leadership on the design and management of projects and programmes, including incorporating best practice in regeneration & town centre investment programmes.
- Develop effective working relationships with internal stakeholders, partner organisations and external bodies.
- Responsibility for the procurement and client management of external contractors and consultants, ensuring that the council adheres to procurement and other relevant and that best value is achieved through any such appointment
- Directing, leading and overseeing the work of other team members through a matrix management model.
- The role may include the direct line management and oversight of project delivery officer(s).
- Using data, such as high street vacancy rates and High Street Data Service, to better understand the dynamics and needs of town centres.

3. Financial Responsibilities

- Take responsibility as budget manager for schemes under Placemaking team control. Projects will vary between £100k and £10m with total programme responsibility up to c.£20m.
- Working closely with colleagues to leverage resources and identify regeneration & investment projects.
- Identifying and stewarding opportunities for the expenditure of relevant Section 106 and other resources in support of town centre objectives and broader council priorities, particularly focused on opportunities arising from major regeneration schemes.

4. Staff Responsibilities

- Look after a team of two to four people
- Identify, secure, deploy and manage the resources necessary for the service to meet/exceed its objectives

4. Health and Safety Responsibilities

Take responsibility for Health & Safety in the workplace, identifying, acting upon and where appropriate escalating any risks

As a manager within the London Borough of Barnet, you are required to:

- o Abide by Barnet's health and safety policy, associated arrangements for managing, and implement the manager's responsibilities set out therein.
- o Complete mandatory health and safety training in a timely manner and undertake additional training as and where appropriate to Connected Places programmes and workstreams.

- o Ensure risk assessments are in place for all task/activities where there are significant hazards, including stressors that could have an adverse effect on staff wellbeing.
- o Identify and implement controls. Ensure staff are aware of the risk assessment findings and trained in the use of controls measures.
- o Monitor health and safety compliance arrangements and act where there are concerns.
- o Include health and safety in regular management team meetings.
- o Lead by example, monitor and enforce health and safety compliance of staff.

5. Promotion of Corporate Values

To ensure that customer care is maintained to the agreed standards according to the council's values. To ensure that a high level of confidentiality is maintained in all aspects of work. Our values:

Caring / Learning to Improve / Inclusive / Collaboration

6. Flexibility

In order to deliver the service effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties, however, will fall within the scope of the post, at the appropriate grade.

7. The Council's Commitment to Equality

To deliver the council's commitment to equality of opportunity in the provision of services. All staff are expected to promote equality in the workplace and in the services the council delivers.

PERSON SPECIFICATION

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Criteria	Essential/Desirable	Assessed by:
Professional Membership/Qualification		
Educated to at least Degree level.	Essential	Application
Experience & Knowledge		
A good understanding of regeneration and economic development, including town centre revitalisation in an urban context.	Essential	Application
Experience of working with Business Improvements Districts including financial management	Essential	Application/Interview
Demonstrable project delivery experience, both directly and via colleagues and consultants, as appropriate.	Essential	Application
Experience of working with and across the public and private sectors.	Essential	Application
General business/commercial awareness and experience.	Essential	Application
Knowledge and/or experience of public-sector investment mechanisms.	Essential	Application
Knowledge and/or experience of negotiating Section 106 obligations with developers.	essential	Application
Knowledge of a range of relevant professional/technical skills, e.g. urban design, town planning, construction, procurement.	Essential	Application

Skill & Ability		
Confident and credible in dealing with a wide range of stakeholders, including residents, businesses and developers.	Essential	Application
Strong project management, organisational and time management skills; ability to work with minimal supervision to take projects through from inception to completion.	Essential	Application
Ability to think creatively and to devise innovative responses to challenges.	Essential	Interview
Strong interpersonal skills with an ability to build relationships as well as to challenge, support and influence others in a professional manner.	Essential	Interview
Exemplary communication skills, both written and oral.	Essential	Application
Maturity and sensitivity to working within a complex organisation and political environment.	Essential	Interview
Political acumen.	Essential	Interview
Resilience and determination.	Essential	Interview
Competent user of Microsoft Office tools with well-developed IT skills.	Essential	Application
A confident, credible and professional approach.	Essential	Interview
Positive and enthusiastic, 'can-do' attitude.	Essential	Interview
Creativity.	Essential	Application
Ability to inspire and motivate others.	Essential	Interview
Ability to work at pace within a high-stress environment with multiple, conflicting priorities.	Essential	Application
Organised, self-motivated and able to manage work across multiple projects and to take responsibility for resolution of issues.	Essential	Application
Ability to identify solutions to challenges, including resource constraints.	Essential	Interview
Resilient and able to adapt to set-backs and change.	Essential	Application
Ability to build and maintain effective working relationships with colleagues from a range of	Essential	Application

professional disciplines to tap into their skills and resources and progress project delivery.		
Ability to work with senior officers, politicians and other stakeholders to present, discuss and challenge ideas.	Essential	Application
Flexibility in terms of working hours including occasional evening meetings and weekend working.	Essential	Interview
Values & Behaviours		
Caring		
Integrity- I work with candidates and colleagues in a way that builds trust.	Essential	Interview
Empathy- I say “thank you” and “well done” where appropriate, and take time to ‘check in’ to see if the people I work with are ok	Desirable	Interview
Support- I support my colleagues to deliver excellent services. I focus on resolving any issues and capturing lessons learnt	Essential	Interview
Learning to Improve		
Insight- I regularly rely on evidence and professional standards to support my work and decision making.	Essential	Application
Agile- I am fully empowered to act within the scope of my role	Essential	Interview
Growth Mindset- I take responsibility for my own personal development, growth and learning and support others with their learning and development where I can	Essential	Application
Inclusive		
Personal Responsibility- I am curious about what is important to others around diversity. I reflect and act upon this curiosity to improve my own understanding	Essential	Interview
Engage with discomfort- I am open to and reflect on what makes me uncomfortable and use my engagement with others to challenge myself and constructively challenge others	Desirable	Interview

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	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	Desirable	Application
Accountable- I accept responsibility for my own actions and decisions, and demonstrate commitment to ensuring these align to what is best for Barnet	Essential	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