

Director – Regeneration and Growth

About Redbridge

Redbridge is amongst the fastest growing places in the country and we are full of ambition for our people and communities. We are proud of the rich diversity across the borough. As home to more than 350 local voluntary and community organisations and thousands of businesses we want to build on our successes and strong partnerships and work smarter and faster to deliver growth and investment and improve the lives of all our residents. We have excellent schools, good affordable housing (compared to other parts of London) high quality open spaces and rapid transport connections into the heart of the city - all of which offer great opportunities for people of all ages to enjoy.

Our population increase - both because of people living longer and because our young families are growing - is driving more demand for adults and children's services and affordable housing. This means we need to deliver proactive customer-centric services and ensure we have strong employment opportunities and economic growth potential as well as good housing provision, designed for current and future need. We want everyone to feel safe and proud to belong to our Borough and believe this is a fantastic time to be at the centre of a big team effort that will deliver our vision with, and for, the people of Redbridge.

All of this means we need to work as a united, positive team, with determination and pace, to make sure our vision and plans are achieved. We have a strategic delivery plan already in place and this is underpinned by our values of **Collaboration, Honesty, Excellence and Fairness**. All the foundations are in place to build and deliver a range of solutions and outcomes that will continue to make sure Redbridge is a fantastic place to live work and play for people of all ages.

Role Purpose

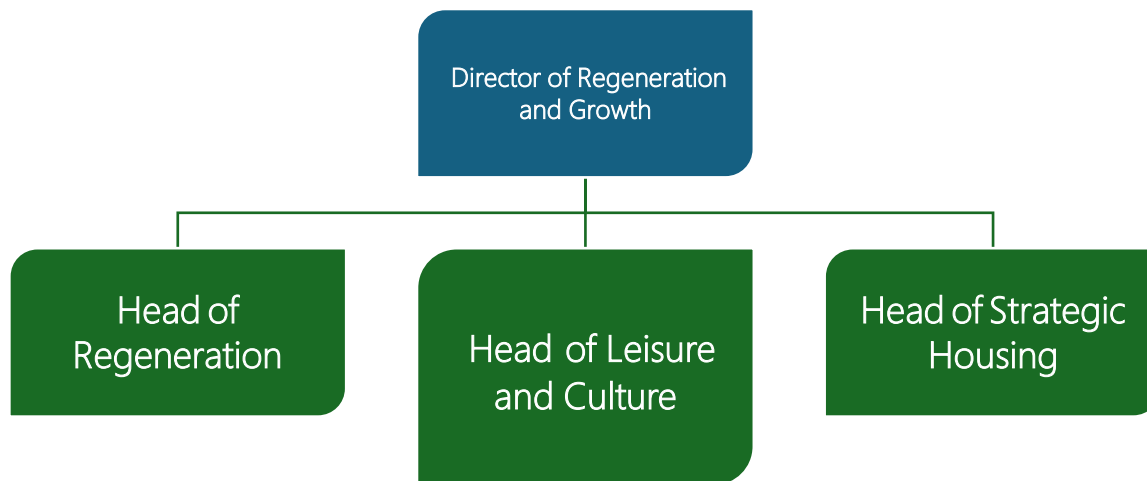
The Director of Regeneration and Growth is a critical leadership role providing a balance of strategic and operational direction for activities that will drive inclusive growth and regeneration across the Borough. The role holds responsibility for overseeing operational management for a portfolio of activity across the directorate that provide the enablers and facilitators of growth to take place at pace and scale. Reporting to the Executive Director of Place and as a key member of the leadership team, the post holder will play a key role in shaping and driving a coherent range of place-shaping and economic growth initiatives which demonstrate an in-depth understanding of the Borough's opportunities and challenges to deliver positive improvements in different communities and across the Borough as a whole. This is a role that must work with Partners be especially the GLA who will be key from a funding perspective to address viability issues etc

The role holder must bring energy and maximise opportunities by championing the borough.

The Place directorate leads on delivery of a number of priorities for the Council which will secure sustainable economic growth which is essential to support achievement of our wider ambitions as well as help address some of our challenges such as reducing the demands on social care. Attractive neighbourhoods with vibrant centres together with a broad mix of housing, especially affordable housing, that is available to rent or buy and fit for different generations, will encourage people to live and work in the borough bringing greater prosperity

and opportunity for all. It will also encourage new and existing businesses to invest making Redbridge a place that has a great reputation to do business.

The senior structure of the Directorate is as follows:



Key Accountabilities

The postholder provides leadership covering a complementary portfolio of services which are listed below but may not be limited to:

- Economic and Sustainable Growth, including Inclusive Economy,
- Housing Strategy
- Leisure and Culture

Directorate

- Shape the future of housing, regeneration and place-making across the Borough
- Design and deliver strategies and plans to create and develop thriving communities where people want to live, work and invest.
- Ensure that high quality and affordable housing is available to meet the needs Redbridge residents and those who wish to live here
- Develop and drive the council's economic development and growth vision and strategies maximising opportunities to achieve sustainable growth and secure greater revenue returns to support the council's core activities
- Work with the business community in Redbridge and with local and national developers to bring forward high quality and sustainable schemes for regeneration and growth

- Work with key stakeholders to drive initiatives that deliver high quality, accessible and affordable homes.
- Develop long term strategies that address housing needs and infrastructure developments to secure communities that offer high level, sustainable quality of life.
- Oversee the delivery of significant regeneration initiatives and programmes ensuring they are delivered on time, within budget and to the highest standard of quality and efficiency.
- Build a culture of culture of collaboration and partnership both internally and externally. Engage proactively with developers and partners, including business sector, Chamber of Commerce to facilitate achievement and of the Borough's strategic objectives.
- Provide strategic leadership for the delivery of critical place-based services, overseeing large multi-disciplinary and multi-functional departments delivering high quality front-line services that have a direct and immediate impact on the health and welfare of Redbridge's residents.
- As a member of the Council's Leadership Team, support the development and delivery of the Council's Corporate Strategy and supporting plans, providing high level professional advice to colleagues working alongside them to ensure there is understanding of the plans for growth
- Ensure that the interrelationships between activities is planned and designed with a comprehensive place-based focus that maximises opportunities to deliver growth at pace and scale.
- Ensure services have community and stakeholder engagement at the centre of planning and delivery activities to maximise opportunities for co-production
- Develop and implement a strategy to ensure that high quality leisure and cultural opportunities are available to residents and visitors

Corporate Leadership

- Work positively with Leadership colleagues to lead a high performance, efficient, collaborative and customer focussed culture across the organisation with an aspiration to position Redbridge as a leading Local Authority in London and the country.
- Support and advise elected members in the formulation, development and review of corporate strategies to meet the Council's objectives while meeting statutory requirements.
- Lead transformation and change programmes across the Council, acting corporately and collaboratively to remove any barriers and ensure that impact is maximised, delivering both improved outcomes and efficiency in a timely way.
- Be trained in and act as bronze, silver or gold command should the need arise.

Operational Leadership, Development & Improvement

- Advise and support the political leadership (including relevant lead members) by providing clear options, implications and recommendations in respect of decision making relevant to the services provided in the Directorate.
- Support colleagues in the delivery of high performing services, focussed on achieving the Council's specified outcomes.

- Be responsible, and accountable, for implementing the Council's corporate performance framework – including service planning, performance monitoring, project management, budget management, risk assessment and management, learning from feedback, performance appraisal, workforce planning and equalities initiatives.
- Model an inclusive, supportive and effective leadership culture to support a high calibre, motivated, empowered and creative workforce and learn from those who deliver services and know what does, and does not, work for our residents and communities.
- Ensure a culture of continuous learning and act as a role model to support the values of the Council – Collaboration, Honesty, Excellence & Fairness.

Communication Partnership Working & Representation

- To build strong partnerships across the public, private and voluntary sectors, supporting such partnerships as a senior system leader across Redbridge. Represent the Council positively and professionally at all times.
- Take personal responsibility for facilitating public and community involvement and co-production in service development. Be accessible and visible to residents, businesses and communities, actively listening to issues and concerns and taking responsibility for promoting fairness, equality and community cohesion. Champion the highest standards of customer service.
- Ensure that services covered by the Directorate meet existing and emerging customer needs/expectations and reflect a positive customer journey experience while identifying opportunities for efficiencies
- Liaise with Government, the Mayor of London, other local authorities and other national and regional partners to help shape and influence national and regional policy in the best long-term interests of the residents, businesses and communities of Redbridge.
- Represent the Council with the media and appropriate networks to advocate the Council's perspective and ensure a positive image that enhances the reputation of the Council.

Leading Performance

- Work collaboratively and constructively with the Leadership Team on all matters acting as a visibly collegiate and supportive team player.
- Take responsibility and accountability for the whole organisation's performance, including complying with the corporate performance and assurance framework in the delivery of place-based services. Support and challenge colleagues to address areas of underperformance working constructively to ensure Redbridge is a top quartile performer against relevant benchmarks.

Resource Management

- Work with colleagues to develop the Council's medium term financial strategy so it reflects the priorities of the Council and is refreshed regularly according to progress and achievement of objectives ensuring that the Council sets a legal and balanced budget every year and delivers a balanced, or better, year-end position for the Council year on year.
- Lead and oversee financial and budgetary controls within the Directorate, ensuring that all budgets are appropriately managed to ensure no overspends, that savings targets are fully delivered, and proper risk management and mitigation arrangements are in place at all times.

- Where appropriate, ensure commercial and contractual relationships led and managed by the Directorate perform to their maximum potential and represent the best value for money.
- Lead, inspire and motivate staff across the Council and support the workforce to perform to their highest potential. Take personal responsibility for role modelling appropriate behaviours and creating a safe and open environment in which colleagues can flourish and perform to their best ability. Challenge and address both poor performance and inappropriate behaviour. Champion personal development, ensuring that there is a strong development and learning culture, putting in place clear talent management and succession planning strategies across the organisation.

General duties

- Support the Chief Executive and colleagues in relation to emergency planning and resilience arrangements, providing support of all measures to manage an emergency affecting the Council during the response and recovery phases.
- Demonstrate and reinforce the Council's commitment to safeguarding and corporate parenting promoting the welfare of children and adults at risk and children looked after.
- 37 Participate fully in the arrangements supporting Elections and referenda as and when required.

All duties and responsibilities should be carried out in accordance with the Council's constitution, code of conduct, governance arrangements, policies and procedures.

Person specification

		Desirable / Essential
Statutory or Mandatory qualifications:	N/A	
Educational Ability	Professional qualification relevant to the services and functions covered by the post (e.g. economic development, Regeneration).	D
Key Subject or Content Areas	Proven leadership skills and a successful track record of leading organisational change.	E
	A successful track record at a senior level gained within services covered by the post in a large scale and complex organisation.	E
Strategic Direction	An in depth understanding of policy and legislation that directly impacts on the ability of a local authority to deliver sustainable growth.	E
	A strong track record of successfully formulating, developing and delivering strategies to transform services and deliver objectives in a large, complex and multi-disciplinary organisation.	E
	Significant experience of successfully leading and managing a diverse portfolio of services, gained in a local authority or multi-functional organisation of comparable size, scope and complexity.	E
Political Awareness	Politically astute with demonstrable experience of having worked at a senior level in either a political environment or a comparable governance regime.	E
Driving Change and Improvement	A strong change leader and manager, comfortable with operating in an uncertain environment where the end state is not always known.	E
	Demonstrable success at a senior level in the initiation and management of effective and complex changes to services. This will include extensive experience of leading large-scale transformational programmes and projects within a complex environment.	E
Performance Improvement	A successful track record of establishing a strong performance culture including effective performance measures, the evaluation of service quality and improving service delivery in a way which meets the needs and expectations of customers.	E
	Experience of developing and implementing, commissioning and performance frameworks in a multi-disciplinary and partnership environment.	E
Leading Partners	Experience of working in partnership with and managing internal and external stakeholders, including local community groups, developers, small medium and global businesses and housing providers in complex and changing environments.	E
Leadership and Development	A visible, inspirational, supportive and approachable leader – with a demonstrable ability to lead and motivate staff to	E

	<p>perform to their maximum potential in pursuit of clear organisational priorities.</p> <p>Strong commitment to continuous personal development, including evidence of up-to-date programmes undertaken.</p>	E
Communication Skills	<p>Highly credible with local residents, businesses and communities. Skilled and confident at using co-production techniques to develop initiatives listening to and building successful dialogue with a diverse range of residents, businesses and communities.</p> <p>High-level presentational skills and interpersonal skills with the ability to communicate effectively with a range of audiences.</p> <p>Well-honed networking skills.</p> <p>Ability to present highly complex information in a clear and concise manner.</p>	<p>E</p> <p>E</p> <p>D</p> <p>E</p>
Relational and Partnership Influence	<p>Strong partnerships skills, with a successful track record of collaborative working in pursuit of clear corporate priorities.</p> <p>High quality negotiation skills, with a strong track record of negotiating favourable commercial and/or contractual positions and interests.</p> <p>Proven credibility in representing the Council with regional and national government and with global businesses.</p> <p>Experience of working in partnership with and managing internal and external stakeholders, including local community groups, not-for-profit, public and private sector organisations in complex and changing environments.</p>	<p>E</p> <p>D</p> <p>E</p> <p>E</p>
Strategic Analysis and Judgement	<p>Strong analytical and problem-solving skills – including the ability to be able to draw clear recommendations from complex information.</p> <p>Anticipates stakeholder needs before they are articulated, identifies potential alternative courses of action and makes use of information to map out implications to aid decision making.</p>	<p>E</p> <p>D</p>

Other Considerations

Working pattern and travel	<p>The role will involve irregular working patterns and will require the post holder to be able and willing to work during these periods, including evenings and occasional weekends.</p> <p><i>*The salary scale is inclusive and recognises the volume of work in addition to and outside the Council's normal office hours required by the post</i></p>
Safeguarding disclosure	<p>The Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and this post will ensure services are designed and delivered with due consideration of their needs.</p>
Special factors or constraints	<p>This post falls within the “politically restricted” category under the Local Government and Housing Act 1989 this post is politically restricted. The detail of the restrictions are as outlined in the Statement of Main Terms and Conditions of Employment.</p>

Maintenance of the highest standard of conduct and public confidence in their integrity.