

Role profile

| | | | |
|---------------------|---|------------------|----------------|
| Job Title: | Area Manager, Regeneration, Investment & Jobs | Grade: | 15 |
| Department: | Regeneration, Economy & Skills | Post no.: | 63697 |
| Directorate: | Economy & Sustainability | Location: | Perceval House |

| | |
|--------------------------|--|
| Role reports to: | Head of Regeneration, Investment and Jobs |
| Direct reports: | Up to three Regeneration, Investment and Jobs Officers |
| Indirect reports: | Up to three consultants |

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

- Working with the Head of Regeneration, investment, and jobs in the development, resourcing, delivery, and monitoring of a complex and high-profile portfolio of specialist activities and services across an area-based regeneration and economic development programme of work.
- Support the Head of Regeneration, investment, and jobs in developing maintaining strong relationships with one or more boroughwide high growth sectors and key businesses and large employers with one or more towns.
- Working with the Head of Regeneration, investment, and jobs to proactively grow and manage a team of regeneration, investment, and jobs officers that will possess the necessary skills and capacity deliver the council's strategic regeneration and economic development objectives across the borough's seven town areas.
- Lead on developing boroughwide plans and strategies that will enable greater levels of economic growth, investment, and productivity across the borough's seven towns and help identify and secure sources of commercial income for the council. As delegated by the Head of Regeneration, investment, and jobs, this could include the council's inward investment programme, High Streets Taskforce and/or industrial, commercial and economic growth strategies and delivery plans.
- Lead on developing opportunities to unlock public and private land and assets for new mixed-use development. This will be predominantly within town centre and industrial area locations. The delivery of these capital

projects will be mixed, comprising Joint Ventures, Development Agreements, and council self-delivery.

- To be a participating member of the service positioning Ealing as a leading London borough open for good growth and inward investment whilst achieving the outcomes in the Council Plan (or equivalent latest documents).
- To play a key role in ensuring the borough becomes carbon-neutral by 2030 by helping deliver the Climate Commitment Strategy and Action Plan.

Key accountabilities

- To lead the development, resourcing, delivery and monitoring of a strategic jobs-led regeneration and economic development programme within a defined geography that covers multiple town areas, defining and managing multi-year work programmes that address local issues and achieve strategic outcomes.
- Act as a lead officer in the development of town area strategies and frameworks and delivery plans that will influence policy change (in jobs-led regeneration and economic development) and impact positively on multiple resident and business communities across the borough's seven towns. These strategies and frameworks will be developed in close collaboration multiple departments across the council, Members, local councillors, multi-stakeholders, and the wider community.
- To secure the support and collaboration of Members, local councillors, multi-stakeholders, and the wider community in delivering the council's strategic jobs-led regeneration and economic development objectives, influencing the work of senior officers.
- To commission external consultants where appropriate, ensuring effective client management and oversight, as well as being accountable for and managing programme and project budgets.
- To proactively work with the Local Planning Authority, by influencing the production of development plan documents that set out new and ambitious policies for jobs-led regeneration, investment and business growth and attending and contributing to Pre-Planning Application processes to ensure the best outcomes in terms of good growth and investment opportunities through assisting on the LPA's Section 106 negotiation processes.
- To deputise for the Head of Regeneration, investment, and jobs, as required.
- To lead in progressing and coordinating a multi-disciplinary approach to jobs-led regeneration and economic development across council services, and proactively work with Work Ealing and Learn Ealing teams to ensure fully integrated approach to jobs-led regeneration projects and programmes. .
- To identify revenue implications and sources of commercial income to ensure that capital projects are cost neutral in terms of revenue and play a key role

in negotiating Section 106 contributions and other income to deliver infrastructure to support growth.

- To lead on maintaining programme management, governance and decision making procedures that will enable the effective and timely delivery of multiple jobs- led regeneration and economic development programmes within the borough's defined town areas.
- To be part of the service management team, and working closely with the Assistant Director, other Service Heads and lead Cabinet Member(s) to deliver corporate and programme objectives and making recommendations for policy changes to enable the council to deliver regeneration and economic development in a more effective way by putting Ealing's communities at the heart of decision making.

Key performance indicators

- To coordinate and deliver high quality infrastructure investments and enhancements, strategic jobs-led regeneration programmes, and redevelopment projects within the borough's town centres, industrial areas and neighbourhoods.
- To set up and maintain effective systems, processes, and procedures for collecting, analysing, and sharing data, enabling more effective decision making and joint working in support of continuous improvements in service planning and delivery.
- To set up and maintain appropriate decision-making boards (including Placemaking Boards) and/or forums that will have strategic oversight in defining project outputs, outcomes, risks and performance measures demonstrating a clear link to strategic jobs-led regeneration and economic development objectives.
- To lead in supporting communities (resident and business) within town areas to strengthen and maintain their existing community networks/forums or enable new community networks/forums to start-up to help enhance genuine inclusive engagement and a community-led approach to the design and delivery of regeneration and economic development programmes and projects.
- To play a key role in identifying and securing external and internal funding, identifying new commercial and business opportunities, building relationships with current and potential investors, and bringing forward development sites.

Key relationships (internal and external)

- The LPA, Work Ealing and Learn Ealing teams and other teams across the Economy & Sustainability Directorate.
- To be proactive in developing positive and cohesive relationships through working with a diversity of local and strategic networks and partnerships in the borough, (and cross borough via the West London Alliance, Heathrow Airport Limited and the Old Oak and Park Royal Development Corporation),

to promote, facilitate, develop, and deliver plans and projects that put Ealing's communities at the heart of inclusive decision making.

- To organise and administer sensitive strategic meetings and other communications with internal and external stakeholders (including the Greater London Authority, Transport for London, Old Oak and Park Royal Development Corporation, Network Rail and Heathrow Airport Limited), demonstrating an awareness of political sensitivities and an understanding of conflicting stakeholder priorities, working at a high level of advocacy and sensitivity in dealing with contentious information.
- To work with Council commissioners, and other services to ensure the delivery of outcomes defined in the Corporate Plan, or other such document.
- To ensure senior officers and Members get the necessary support and expert advice and information to enable them to fulfil their roles as key decision makers with regards to the design and delivery of regeneration and economic development programmes and projects. This will include the preparation and verbal presentation of reports for Cabinet Members and Cabinet.

Authority level

- Responsible and accountable for the management and authorisation of transactions up to the limit of the budget defined within each project.
- Responsible and accountable for helping negotiate and monitor Section 106 income insofar as it relates to the team's regeneration work programme(s) and all awarded grants including bi-monthly monitoring and claims in accordance with the council's financial procedures.
- Will manage up to three regeneration, investment, and jobs officers employed by Ealing Council along with some external consultants and deputise for the Head of Regeneration, investment, and jobs as necessary and support in the objective setting, appraising and work programme setting of the Regeneration, investment, and jobs team.
- To be responsible and accountable for ensuring project compliance with corporate and Council procedures, and best practice information and guidance.

Additional Requirements

- NA

Person specification

Community and partnership working are essential for all roles.

A commitment to Equality, Diversity and Inclusion (EDI) and ensuring Health and Safety at Work for everyone working at Ealing Council is essential for all roles.

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Essential knowledge, skills and abilities

1. Sound understanding of project / programme management methodologies, such as PRINCE2 and Managing Successful Programmes (MSP) and the techniques involved in managing large and complex regeneration projects.
2. Sound knowledge of the scope and content of current legislation and policy (at national, regional, and local levels) and trends which affect and influence regeneration and economic development programmes and projects.
3. Excellent verbal and written presentation, communication, and negotiation skills.
4. Good knowledge and understanding of the site appraisal and development process and various forms of delivery and financing methods demonstrated by previous commercial experience.
5. Good understanding of funding opportunities from both the public and private sectors and the process of securing and spending that funding.
6. Financial management, including budget preparation, resource planning and monitoring of income, in addition to base budget.
7. Managing development programmes and the development procurement process.

Essential qualification(s) and experience

1. Possess a degree and/or chartered membership linked to one of the built environment professions, including urban regeneration, planning, architecture/urban design, surveying, construction, or economic development.
2. Demonstrable project management experience in the public or private sector, supported by relevant professional qualifications.

3. Evidence of a Demonstrable and successful track record of supporting and delivering a complex multi-disciplinary area regeneration programme including atleast one of the following:
 - a. The preparation of spatial regeneration and/or economic development strategies and delivery programmes
 - b. Planning for large scale, mixed-use, development and/or infrastructure including planning, monitoring and implementation.
 - c. Delivering complex regeneration, infrastructure, construction or property-based or economic development projects
4. Demonstrable experience in resident and multi-stakeholder engagement and consultation, including the development of innovative and inclusive engagement consultation strategies in diverse communities and establishment of supporting governance structures.
5. Demonstrable experience of negotiating and influencing at a senior level, and excellent political awareness including the ability to advise elected members.

Values and behaviours

| Improved life for residents | Trustworthy | Collaborative | Innovative | Accountable |
|---|---|--|--|--|
| <ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues | <ul style="list-style-type: none"> • Does what they say they will do on time • Is open and honest • Treats all people fairly | <ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents | <ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures | <ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards |