

Director of District Centres and Regeneration

The Director of District Centres and Regeneration will play a key role in the Council's Extended Leadership Team (ELT) in leading and delivering corporate objectives. Each member of the ELT will be responsible for the technical delivery of their roles and the corporate competencies, while living and promoting the corporate values through their day-to-day work.

Reports to: Executive Director of Place

Responsibility for: Regeneration and Development within all areas outside the Croydon OAPF area, Business/SME Growth, Capital Delivery (Schools), Parks and Leisure, Housing Planned Maintenance and Improvement, Housing Strategy and Commissioning, Responsive Repairs; Area-based delivery of the Council's 'place' plans.

With reference to the pay arrangements for Director posts this post has a 'high' level of weight on:

- Service complexity – and strategic impact of the internal and external environment within which the postholder operates and the complexity of partnership working
- Financial management accountability and direct impact
- Strategic impact externally – taking into account the extent to which the postholder contributes and enables the strategic outcomes of liveability, growth and independence, the relative importance of the outcome and political context

Job Purpose:

You will work as part of the Extended Leadership Team with a direct report into the Executive Director of Place. You will take full responsibility for all matters relating to regeneration and development within district centres, business/SME growth, parks and leisure, planned maintenance and improvement, housing strategy and commissioning, responsive; and for the Council's area-based 'place' plans.

You will work closely with the Corporate Leadership Team (CLT) to limit the impact on front line services even when faced with a significant reduction in resources.

Key Stakeholder Relationships:

Internal: Councillors, Corporate Leadership Team, and Council Directors

External: Government Departments, National Consultation Groups, Strategic Partners, Other Local Authorities, Trade Unions, MPs, Partner Organisations, Professional Bodies

Statutory Responsibilities:

This role has no assigned statutory responsibilities.

Political Restrictions:

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside the work.

Delegated Authority:

The post holder is required to be on call as part of a Chief Officer on-call rota.

Key Outcomes:

To create a place where people and businesses want to be

To enable more local people to access a wider range of jobs

To grow a thriving and lively cultural offer which engages communities and supports regeneration

To enable people of all ages to reach their potential through access to quality schools and learning

To provide a decent, safe and affordable home for every local resident who needs one

To help families and individuals to be more financially resilient and live affordable lives

To create a place that communities are proud of and want to look after as their neighbourhood

To make parks and open spaces a cultural resource

To create a place where people feel safe and are safe

To build a place that is easy and safe for all to get to and move around in

Key Deliverables:

- Creating vibrant and diverse district centres - leading a range of development, cultural and community initiatives across the borough, including:
 - maximising use of the Council's assets in the district centres including parks and open spaces and community facilities
 - working with residents to determine demand-led services in parks and open spaces, increased community management of assets,
 - developing new and alternative uses for spaces and developing the cultural offer in parks and open spaces
- SME and Business Growth – increasing the number of businesses in the borough and increase their competitiveness including developing sector specific clusters; including:
 - responsibility for driving forward business /SME growth across the borough ensuring delivery and co-ordination of initiatives which increase /safeguard the number of jobs created by small business growth.
- Partnerships for Growth – positioning Croydon in local, sub-regional, regional and national partnerships to best enable us to deliver our Growth priorities; and driving the Growth agenda, regeneration projects and programmes in the district centres including:
 - Effective delivery of the school estates improvement and growth programme;
 - Promoting inward investment / development opportunities - working with developer, investors and other partners to ensure that the Council's and residents' best interests are met;
 - Identifying and driving forward new housing and mixed-use development opportunities and mechanisms for delivery;
 - Improving the vibrancy and cultural offer including leading delivery of Meanwhile use activities.
- Responsibility for fostering and maintaining key strategic partnerships including Coast to Capital LEP and South London Partnership; ensuring that the right officers from across the authority are scoped involved in development and delivery of joint initiatives.
- Responsibility for housing improvements, primarily delivered in district centres, driving delivery of estate-based regeneration and planned maintenance programmes
- Working in partnership with Government and the GLA and other local authorities to manage and respond to housing need
- To operate within the governance, financial and legal frameworks of the Council at all times

Specific Minimum Qualifications and Expertise

- Experience of leading large scale development programmes working with developers and contractors to secure best consideration

- Proven ability to lead a strategic team at a similar level through customer services and leadership capability
- Significant experience of working at a senior level in a large organisation
- Developed expertise in delivery of effective district centre regeneration, capital delivery, parks and leisure planned maintenance and improvement, housing strategy and commissioning, and/or responsive repairs services
- Excellence in team management and service delivery in relation to the provision of customer orientated services, including the ability to manage departmental relationships
- Significant track record in executing team and individual performance effectively
- Embedded communication ability both upwards and downwards within an organisation and externally to improve service delivery

Leadership Framework

Our leadership framework follows the principles of a competency framework and all of our leaders are expected to demonstrate these through their application process.

Developing Oneself – You demonstrate the values every day, you are passionate about the services you lead and deliver the vision and outcomes of Croydon Council. You are inspirational and engage others through personal leadership making the vision understandable to everyone.

Inspiring and Developing People – You identify talent and develop their capability to ensure a committed and motivated workforce, you create a culture based on the corporate values and ensure staff and stakeholders deliver a desired outcome.

Collaborating and Influencing for Results – You are challenging and innovative in your approach to driving high standards and value for money, you trust and respect staff and partners and empower them to be courageous to try new approaches.

Enabling and Facilitating the Community – You create effective collaboration between stakeholders, establish relationships and understand others perspectives. You are open and honest with others. You build a shared sense of purpose across Croydon, ensuring delivery and a collective use of resources

Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values and this will be assessed using the criteria below:



One Team: To cross boundaries to work together towards shared goals with colleagues, partners and communities

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity

- You think through who needs to understand what during communication and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff, to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each others' contributions

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the Council and the community demonstrate.

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