

Head of Place & Enterprise, Dacorum Borough Council Job Pack

Thank you for your enquiry about the role of Head of Place & Enterprise with Dacorum Borough Council.

This pack includes

- The advertisement
- The structure chart
- The Job Description
- The Person Specification

On review of the information should you wish to apply, please submit an up-to-date CV supported by a personal statement (not to exceed four pages of A4) that outlines how your skills, knowledge and experience meet the requirements of the role.

Please also submit a covering letter outlining your motivation for applying, which includes a mobile number and a personal email address (which you check on a regular basis). We will use these details to contact you in relation to this job application.

This should be sent to applications@solace.org.uk at Solace in Business by no later than **noon on Monday 29th April**.

Should you have any queries about the role or the recruitment process, please contact Solace in Business on 020 7976 3311.

Head of Place and Enterprise, up to £74,850

This is an exciting time to join Dacorum Council as we have ambitious and challenging plans for major new sustainable and green growth through the Hemel Garden communities programme and transformative regeneration plans including for Hemel Town Centre. We also have transformative plans for our major business park at Maylands, home to HertsIQ, Hertfordshire's Enterprise Zone.

The Place, Communities and Enterprise service has been created to provide direct capacity to drive forward and deliver these place-based outcomes. We are looking for committed, passionate leaders to drive the service forward and work collaboratively across the Council and with stakeholders to ensure that this exciting and ambitious place-based delivery programme is implemented.

To deliver the best services to our residents, we need the best people working for us to make a real difference to our communities.

As the Head of Place and Enterprise, you will be pivotal in translating the Council's approach to place-based regeneration and initiatives from strategy into delivery. You will complete and implement the Hemel Place Strategy, leading on the delivery of the Hemel Hempstead Town Centre Vision. To do this you will lead the work of the Hemel Place Board and work with key partners such as Hemel Garden Communities. You will lead the formulation of place-based strategies across the Borough, specifically for Tring and Berkhamsted. You will manage and oversee the delivery of projects, identifying delivery model options and managing risks related to quality, cost and time. You will explore opportunities to utilise developer contributions and secure external funding to support project and development delivery, bringing your expertise to challenge options appraisals and viability assessments.

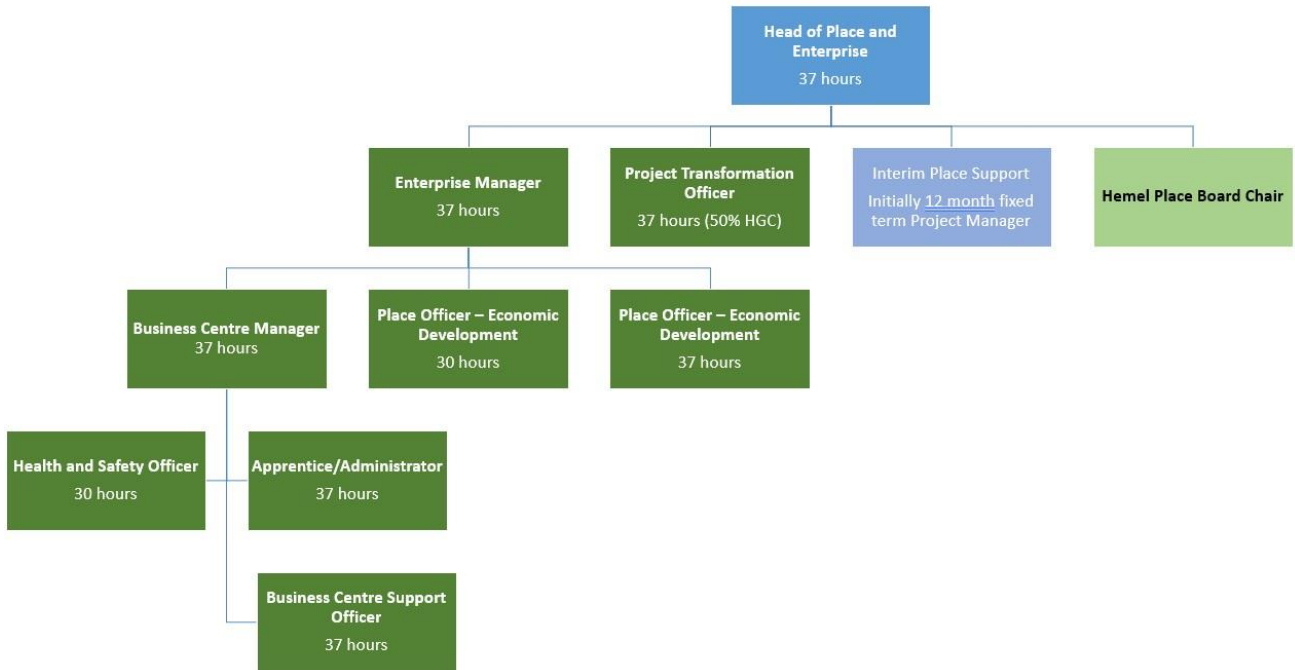
Critical to success is building effective partnerships with key stakeholders including Government departments, Herts County Council, Homes England, NHS organisations, developers and investors. We will look to your experience in developing such relationships to ensure successful partnership working.

You will use your expertise to develop and deliver an Inward Investment Framework and events, promoting the opportunities Dacorum has to offer. You will oversee the delivery of our Business Engagement Framework, promoting the role our business centres have as part of our business support offer. You will steer the development of an Economic Dashboard, enabling us to use data driven evidence to shape our economic development activities.

The ability to develop and maintain strong and effective relationships with colleagues and stakeholders is required as well as tact, diplomacy and the ability to negotiate. You will have excellent written and oral communication skills and the ability to achieve defined performance targets.

Applicants must have a full driving licence that is valid in the UK and use of a vehicle. A Basic check will be undertaken with the Disclosure and Barring Service to ensure that the successful candidate has no relevant convictions. The deadline for applications will be midnight on the closing date shown in the advert details.

Structure Chart



JOB DESCRIPTION

Post Title: Head of Place and Enterprise

Post No: HOS29

Directorate: Place

Team: Place, Communities and Enterprise Service

Grade: Band 15-19

Responsible to: Assistant Director - Place, Communities and Enterprise

Supervising: Enterprise Manager, Project Transformation Officer, Hemel Place Board Chair, Interim Place Support

Date: February 2024

Politically restricted: Yes

INTRODUCTION

The Head of Place and Enterprise is a leading role that will manage and be accountable for service development and delivery for all aspects of Place and Enterprise services in the Borough, supporting the Council's approach to place-based development, regeneration and initiatives across the Borough.

The role is pivotal in translating the Council's approach to place-based development, regeneration and initiatives from strategy into delivery.

You will ensure that they work in a co-ordinated, effective and collaborative way to ensure that place-based initiatives are implemented to best effect. This will involve working collaboratively with other services, members, external stakeholders, consultants, Government departments and senior management colleagues to ensure that services are joined up appropriately and are aligned to the achievement of the Council's aims and objectives

You will be the principal officer lead and advisor for the allocated services, providing expert advice to officers, members, residents and other key stakeholders.

You will deliver service within the specified function or functions. Ensure that these services are delivered within the Council's framework of quality standards, performance targets, budgetary control and legislative requirements.

You will support the Strategic Director - Place and the Assistant Director – Place, Communities and Enterprise as part of the service team, in delivering the corporate vision, values and strategic priorities of the Council, deputising where appropriate to represent the council.

Act as advisor to the Strategic Director - Place and the Assistant Director – Place, Communities, senior management officers, members, residents and other key stakeholders on the allocated service.

You will work in collaboration with other services, and senior management to ensure that services are joined up appropriately and are aligned to the achievement of the Council's aims and objectives.

SPECIFIC RESPONSIBILITIES

Specific Responsibilities:

To provide management responsibilities to the service and oversee the delivery of their key workstreams and responsibilities:

GENERAL

- To set the strategic direction of the allocated services, developing service plans and contributing to the development of corporate policy relating to service areas.
- To keep up to date with good practice and legislation and advising the council and its partners accordingly, driving improvement and change across sectors.
- Provide a link and maintain relationships with government offices, regional and national networks in order to ensure that Dacorum is effectively represented
- Manage Service Level Agreements with partner organisations including monitoring, review and reporting in line with governance requirements and good practice
- Leading the delivery of specified projects funded through the UK Shared Prosperity Fund (or any other externally funded projects) as relevant to the service area; reporting in line with agreed governance arrangements.
- Identifying opportunities for grant funding applications; leading and developing their preparation with appropriate partner and stakeholder buy in, securing approval for submission. Oversee implementation of programme specific grants, including managing and tracking target metrics for outcome measurements, and implement appropriate governance arrangements to ensure the appropriate use of grant funding
- Lead, develop and refresh web-based media, including on the Council's website and making the most of appropriate digital platforms, and ensure that they are updated regularly and provides engaging content
- To act as a lead for the procurement and appointment of consultants and contractors as necessary to deliver Place and Enterprise projects, including but not limited to Place Strategies and Hemel Hempstead Town Centre Vision, in accordance with the Council's procurement regulations.
- To manage appointed consultants effectively and constructively, ensuring good communication throughout the project team and to ensure that key deadlines are met and cost controls are effectively managed and work is delivered to the Council at the highest quality possible within the time and resource constraints of each contract agreed.
- Developing communications and engagement strategies to build and maintain relationships with landowners, developers, investors and other stakeholders and to promote engagement in the Council's offer.

PLACE

- Complete and implement the Hemel Place Strategy, working closely with partners and stakeholders and members of the public; specifically, joint-working with the Hemel Garden Communities programme to ensure the deployment of resources and outcomes are maximised.
- To play a leading role in the work of the internal Corporate Place Board and to lead the work of the Hemel Place Board and other place-based groups and Boards across the Borough.
- Coordinate the implementation and delivery of the Hemel Town Centre Vision.
- Bring forward key town Centre sites for disposal / redevelopment; assembling project teams to bring forward sites as appropriate. Develop and agree options for these sites and prepare and implement a delivery strategy them.
- Manage and oversee the effective delivery of place-based implementation projects; identifying mechanisms for delivery and managing risks related to time, cost and quality.

- Lead the formulation of place-based strategies across the Borough, specifically the Tring Place Strategy and action plan implementation and Berkhamsted Place Strategy and action plan implementation.
- Prepare Neighbourhood Centre development and investment plans and implementation strategies. Work with relevant service areas to develop management plans for the neighbourhood centres
- Undertake landowner engagement in areas of place based change as necessary; specifically Hemel Town Centre.
- Work to embed the Place management approach across the Council, and with stakeholders and partners as a way of working and approach to projects.
- Explore projects and opportunities to increase connectivity within Hemel town centre, and centres across Dacorum.
- Delivery of projects funded through Community Infrastructure Levy or S106 funding project delivery.
- To explore opportunities to utilise developer contributions including s106 contributions and Community Infrastructure Levy in the delivery of place strategies and projects
- Establish, build and manage effectively partnerships with key external organisations and stakeholders including but not limited to Government departments, Homes England, NHS organisations, Herts County Council and key landowners and developers, and to work constructively with partners on the delivery of key aspects of all work covered by the Hemel Place Strategy and other Place Strategies and initiatives as necessary.
- Undertake liaison with the NHS and key public sector landowners regarding the town centre delivery; identifying opportunities for joint working and strategy alignment.

ENTERPRISE

- Lead the management and strategic operation of the Maylands and Kylna Business Centres. Review the commercial operation including the review of lettings policies.
- Lead the Council's approach to business liaison and support for businesses within Dacorum; grow the business support offer. Steer the Council's Business Engagement strategy.
- Lead the delivery of a Business Engagement Framework across the borough.
- Lead client for Maylands Business Park Plus Masterplan; procuring the consultant team and leading the Council's approach to directing the delivery of the masterplan, liaison with stakeholders and approach to governance of the project.
- Lead the development and delivery of the Council's Inward Investment Framework and events – identifying potential investor liaison, and lead the Council's approach to attendance at UKREiiF and other such events in partnership with other authorities in Hertfordshire.
- Facilitate the Economic Recovery Board, shaping its agenda and partner involvement in the board and progress actions arising from it.
- Implement and regularly update the Council's Economic Development Dashboard, Economic Development Strategy and action plan.
- Advise and recommend on key business liaison in the borough – identifying appropriate involvement of the Council Leader and CEO.
- To lead and champion the development of skills and training across the Borough working with key partners.
- Oversee the development and implementation of the Skills and Training Supplementary Planning Document (SPD).
- Steer the Council's approach to business, schools and college engagement.

CORPORATE RESPONSIBILITIES - GENERAL

Ensure that the corporate customer service channels/processes meet existing and emerging customer needs/expectations and reflect a positive customer journey experience and identify and deliver opportunities for efficiencies through channel shift.

Actively participate in the annual service planning and budget setting process for the Council and work with SLT colleagues to ensure that the MTFS supports the Council's corporate service plan. As part of this process, work collaboratively with SLT and CLT colleagues to identify opportunities for service improvement, income generation, the best use of resources and savings.

Optimise all income streams into the Council and horizon scan for commercial opportunities and efficiency savings across all service areas.

Empower officers across the Council to work within a risk management and governance framework which clearly sets out decision making parameters and the Council's risk appetite, supporting them to understand, assess and manage risk.

Support the delivery of the Council's Digital Strategy, ensuring that corporate systems and processes support the digital agenda for Members, employees, customers, and other stakeholders.

Support the implementation of a collaborative place-based approach to the delivery of services, community and business engagement and regeneration to local communities.

Understand the role in context of the wider Council, regional, national and political demands and be able to represent the Council and its views to external bodies and other local/central government organisations.

Promote and sustain a positive working partnership with elected Members and support their overview and scrutiny role. Report regularly to Cabinet Members, Scrutiny and SLT on service and performance related issues, attending meetings and providing advice as required, including preparing and presenting complex, quality and timely reports.

Have consideration for, and adhere to, our Safeguarding Children, Young People and Vulnerable Adults Policies at all times.

In addition, to provide Designated Safeguarding advice to workforce in line with the Council's Safeguarding framework

Be responsible for emergency cover for the Council in the event of an incident, including cover of the emergency phone on a rota basis.

CORPORATE RESPONSIBILITIES - LEADERSHIP

Champion and drive through workforce and organisational development / change / transformation across the whole Council, demonstrating corporate leadership, and provide opportunities for staff to be engaged on a range of corporate issues and actively promote a culture of employee wellbeing, respect and support.

Represent the Council to external bodies, stakeholders, and partners as required.

To work collaboratively with the Council's Strategic Leadership Team (SLT).

To actively contribute to the work of the Council's Corporate Leadership Team (CLT)

Ensure that services/teams are at the forefront in terms of innovation, delivery, quality, best practice, and equality.

Lead on cross cutting corporate issues, utilising matrix management to engage talent across the Council, breaking down service boundaries, to offer a seamless internal and external service to customers.

Work collaboratively as part of the Council's leadership team to drive forward a culture of continuous improvement, ensuring that effective budget, performance, risk management, project management, and learning from complaints/compliments becomes embedded as part of the Council's approach.

Work collaboratively to ensure the development of a flexible and corporate organisation able to undertake, respond to, embrace, and absorb change. This includes creating an environment where teams can learn, thrive and perform.

Promote an open and supportive culture which maximises the potential of employees across the Council and encourages inclusivity, innovation, and high performance.

Work with Chief Executive, Strategic Directors and the Corporate Leadership Team to ensure that sound management practices are undertaken, which achieve quality assurance, customer care and staff development.

Provide leadership, support, challenge, and contribution to the Council's community leadership role, ensuring the delivery of the Corporate Plan, Covid-19 recovery plan and emerging Place Strategies.

Support positive communication across the organisation, encourage constructive relationships, including with our key partner agencies.

Provide leadership and strategic management of a range of services (within your responsibilities), and ensure that all services are monitored and managed in accordance with Council policies, professional and legal standards and the standards required by the Council, with reference to financial and other resource management, Best Value, equalities, and the Council's commitment to continuous improvement.

Support and embrace our high-performance environment culture and comply with the corporate set of expected behaviours.

Be positive and challenge inappropriate behaviours and act within our policies on equality and diversity, financial issues and customer care.

OTHER TASKS

All employees will be expected to be flexible in their duties and carry out any other duties commensurate with their grade and falling within the general scope of the job, as requested.

Duties and responsibilities must be carried out in accordance with relevant Council policies and procedures, within legislation and any code of professional ethics of relevant professional bodies.

All employees are expected to maintain a high standard of customer care in the context of the Council's core values, to uphold equality and inclusion and diversity policies and health and safety standards and to participate in personal learning and development necessary to the post.

Due regard is to be given to the requirements of the Public Sector Equality Duty when planning/delivering services.

All employees are expected to demonstrate and positively reinforce our commitment to safeguarding and promoting the welfare of children and adults at risk.

All employees must adhere to the Code of Conduct, the Council's Constitution, and procurement rules.

STATEMENT OF HEALTH AND SAFETY

The Council is committed to the provision of high-quality health and safety standards. To achieve this, all staff employed by the Council have the following specific responsibilities, which are consistent with the requirements of the Health & Safety at Work Act 1974:

- Take reasonable care for the health and safety of yourself and of other persons who may be affected by what you do or fail to do
- Co-operate with the Council to enable statutory requirements to be implemented
- Not to intentionally interfere with or misuse anything provided in the interests of health and safety.

These duties are neither exclusive nor exhaustive and the postholder may be expected to undertake other duties and responsibilities as directed by the Chief Executive.

PERSON SPECIFICATION

	Essential Criteria	How Tested?	Desirable Criteria	How Tested?
<u>Education, Professional Qualifications and Training</u>	Education to degree level or equivalent in related subject or equivalent experience.	CV/Covering Letter/ Certificates	<p>Management qualification or training</p> <p>Project management qualification</p> <p>Urban design qualification or training</p> <p>Member of Royal Town Planning Institute (MRTPI), or other professional body</p>	CV/Covering Letter/ Certificates
<u>Skills, Abilities and Special Knowledge</u>	<p>Knowledge of relevant legislation relating to Place and Economic Development services.</p> <p>Ability to manage relationships with partners, stakeholders, residents and elected members proactively, effectively and sensitively</p> <p>Ability to manage and shape teams and to support partnerships including liaison at senior level within government, government agencies and key stakeholders</p> <p>Ability to manage, monitor and report on a large budget and for the coordination of</p>	CV/Covering Letter/Interview	<p>Ability to assess the economic viability of large strategic developments</p> <p>Ability to deliver innovative, exemplar development</p> <p>Experience of funding bid requirements</p> <p>Experience of commissioning services</p> <p>Contract management and procurement experience</p> <p>Knowledge and experience of using project management software</p> <p>Experience and understanding of development viability appraisals</p>	CV/Covering Letter

	<p>bids to a range of funding bodies</p> <p>Successfully managed the performance of commissioned contracts</p> <p>Detailed knowledge of best practice and current issues</p> <p>Strong Project management skills, with a strong focus on project outcomes and ability to plan, monitor and evaluate activities and make necessary changes to improve performance and outcomes</p> <p>Good understanding of economic, land development and sustainability issues</p> <p>Detailed knowledge of planning legislation, best practice and current issues</p> <p>Awareness of the issues and challenges facing local government generally and in relation to service area</p> <p>Ability to persuade mediate and negotiate to achieve team goals</p>		<p>Knowledge of and ability to use digital engagement platforms and software</p> <p>Knowledge of income generating activities and how they may be applied to related service area</p> <p>Event management experience</p>	
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	<p>Knowledge of specific government policies and legislation relating to service area</p> <p>High levels of written and oral communication skills, including writing reports and creating and delivering presentations</p> <p>Ability to lead encourage and motivate representatives from a diverse group of stakeholders</p> <p>Able to effectively manage own workload and to work with a team of professionals on high profile projects</p> <p>Ability to persuade mediate and negotiate to achieve team goals</p> <p>Working knowledge of generic ICT applications including but not limited to MS Office and GIS</p> <p>Effective written and verbal communication, including public speaking</p>			
<p><u>Previous Experience</u></p>	<p>Experience of preparation and delivery of area – based strategies</p>	<p>CV/Covering Letter/Interview</p>	<p>Experience of successful funding bid preparation and application</p>	<p>CV/Covering Letter</p>

	<p>Experience of planning for and delivery of development on major sites</p> <p>Experience of effectively managing consultants</p> <p>Experience of effectively managing large budgets and contracts.</p> <p>Significant experience of managing complex projects, delivering to timetable but remaining flexible and responsive to necessary changes</p> <p>Experience of working with government departments and associated agencies, preferably both MHCLG and Homes England</p> <p>Evidence of delivery of high quality sustainable development leading to community benefits</p> <p>Experience of development viability appraisals</p> <p>Significant experience of providing high level advice to officers and Members at a senior level</p>		<p>Experience of carrying out and/or analysing development viability appraisals</p> <p>Demonstrable experience working for or with a local authority</p> <p>Experience of Urban design and/or delivery of regeneration projects</p> <p>Experience of delivering inward investment strategies and related activities such as investor events</p>	
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	<p>Experience of delivering masterplans/ development briefs</p> <p>Experience of delivering economic development activities and business engagement initiatives</p> <p>Significant experience of negotiating with and influencing partners, stakeholders and developers</p> <p>Significant experience of working effectively with a range of customers and stakeholders including elected members, senior officers, residents and other services</p> <p>Significant experience of representing organisations in negotiations and discussions with external bodies</p>			
<p><u>Personal Circumstances</u></p>	<p>Demonstrate behaviours that comply with the Council's High Performance Environment (HPE)</p> <p>Available to work outside of normal office hours</p> <p>Full driving licence that is valid in the UK and use of car</p>	<p>Interview as necessary</p> <p>Covering Letter/Interview</p> <p>Driving Licence</p>		

	Satisfactory check with the Disclosure and Barring service	Certificate		
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