



Job Context

Job Title:	Regeneration Manager
Section:	Economic Development and Regeneration
Reporting To:	Head of Economic Development & Regeneration
Salary Band:	4c
Post Number:	SEL0147

This job context document sets out the specific requirements for the Regeneration Manager role. This should be read in conjunction with the Job Role Specification linked to the appropriate salary band.

Job Context

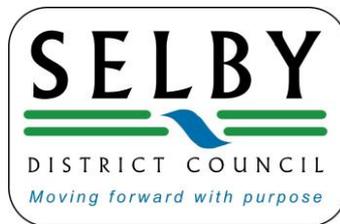
Selby District Council's vision is to make the District a great place and to deliver this by focusing on 3 key priorities: to do business, to enjoy life and to make a difference. This will be supported by Selby District Council delivering great value to residents across the District.

To help achieve its ambitious growth agenda, the Council has established a Regeneration Team that includes:

- A Regeneration Manager (this post);
- A Economic & Regeneration Project Lead (reporting to this post and the Economic Development Manager);
- A Senior Regeneration Officer;
- Urban Designer (job share)

The Regeneration Team works very closely with the Council's Economic Development and Community Partnerships Teams, with some work streams being delivered in partnership. The Regeneration Team also works in collaboration across the Council and with a wide range of external stakeholders to deliver an ambitious portfolio of place-making and regeneration work, including:

- Coordinating and leading project delivery on behalf of the Council for strategic development sites, including Olympia Park;
- Leading the progression and delivery of successful regeneration and place making in Selby District, including improvements to town centres to improve the experience of shoppers and visitors and strengthen their use and vitality;
- Working with developers / landowners and colleagues in planning, economic development and highways (as a development team) to deliver growth and investment in



the district;

- Leading and delivering redevelopment of Council owned sites, in conjunction with other landowners, developers and regeneration bodies;
- Representing the Council in One Public Estate activities, including making and delivering proposals to support the Council's aims;
- Transport-led place making to improve connectivity, create better places, support walking and cycling and manage the flow of vehicles. A key focus is the regeneration of the area around Selby railway station;
- Leading efforts to conserve and enhance the built heritage of the District through regeneration and re-use, including funding bids;
- Strengthen the quality of new development in the district through design advice, master planning and positive proposals for development and regeneration;
- Analysing and developing the case for longer term strategic development opportunities in the District, including studies and site analysis in partnership with LEPs, local authorities and developers (in conjunction with the planning team).

Job Purpose

- Leading delivery of the Council's regeneration and place-making activities, in partnership with developers and external partners;
- In partnership with the Economic Development and Planning Teams, deliver the Council's Economic Development Framework and Local Plan;
- Coordinating and leading project delivery / management on behalf of the Council for strategic development sites eg Olympia Park, Portholme Road, Rigid Paper and Bondgate in Selby. This includes bidding for and delivering significant external funding and negotiating support from and intervention from bodies such as Homes England, LEPs and North Yorkshire County Council;
- Forging strong and collaborative relationships with key partners, including Homes England, Local Enterprise Partnerships and North Yorkshire County Council to deliver local, regional and sub-regional regeneration, place-making, housing, highway and economic priorities;
- Preparing, coordinating and project managing the delivery of funding bids to external partners/providers to facilitate the development of major housing & regeneration projects. This includes multi-million pound funding awards through the Housing Infrastructure Fund, Accelerated Construction, Local Growth Fund ;
- Provision of specialist technical advice to Councillors, managers, staff and partners on strategy, development and regeneration matters; and
- Effective performance management, development, coaching and motivation of staff within the Regeneration team, plus service planning.
- Working with in partnership with developers / landowners and colleagues in planning,

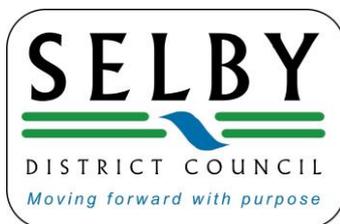


economic development and highways (as a development team) to deliver growth and investment in the district

- Leading and delivering redevelopment of Council owned sites, in conjunction with other landowners, developers and regeneration bodies. Representing the Council in One Public Estate activities, including developing and delivering proposals to support the Council's aims, together with bidding for and delivering related funding such as Accelerated Construction and One Public Estate
- In partnership with NYCC and others, deliver transport-led place making and improved connectivity by working with highway and urban design specialists to create better places, support walking and cycling and managing the flow of vehicles. This will include developing business cases alongside specialists and submitting and implementing funding bids e.g. Transforming Cities Fund, LCWIPs, Future High Streets Fund, Pinch Point funding. A key focus is the regeneration of the area around Selby railway station;
- Leading efforts to conserve and enhance the built heritage of the District through regeneration and re-use, including funding bids
- Strengthen the quality of new development in the district through design advice and positive proposals for development and regeneration
- Contributing to the delivery of innovative housing schemes and ensuring that the Council meets its ambition to 'step up' appropriate housing delivery and quality across the District;
- Assisting delivery of a robust approach to strategic asset management that closely aligns the Council's assets with its wider economic, social and environmental objectives;
- Promotion of regeneration opportunities to developers and investors, including devising appropriate delivery vehicles and managing any joint ventures or partnership approaches
- Analysing and developing the business and delivery case for longer term strategic development opportunities, including studies and site analysis in partnership with LEPs, local authorities and developers (in conjunction with the planning team).
- Working with key stakeholders such as Homes England, the York, North Yorkshire and East Riding LEP, the West Yorkshire Combined Authority, Leeds City Region LEP, North Yorkshire County Council and landowners / developers to attract major investment into the District to deliver regeneration, new housing and improved places. This includes development of business cases and submission of major funding bids, together with the subsequent delivery and project management of the relevant projects.

Areas of Responsibility

- Leadership and management of the Regeneration Team and the Team's relationship with internal and external partners;
- Lead the delivery and project management of the Council's regeneration programme;
- Jointly delivering the Economic Development Framework in partnership with the



Economic Development Team;

- Management of significant budgets from internal and external funding sources (potentially in excess of £20 million over 3 years), including responsibility for successful delivery of funding awards for regeneration sites and projects;
- Represent the Council in delivering regeneration and place initiatives with partners, landowners and developers;
- Development of business cases for regeneration projects and bidding for and project managing the delivery of major funding awards;
- Successful delivery of projects through One Public Estate;
- Working with the Planning Team and partners and landowners to promote design quality and the creation of attractive places;
- Working with the Council's housing and planning teams to deliver quality schemes on regenerations sites and other housing strategy and initiatives;
- Development of new regeneration and place-making initiatives / projects with partners and leading consultation on regeneration and place making strategies and projects;
- Service planning, performance management and staff development and management.

Role Specification

You will be the manager responsible for:

Strategic Management

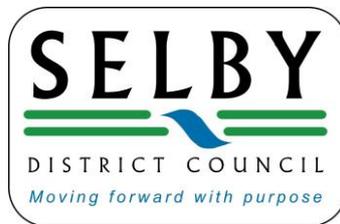
- To ensure that the Council meets its statutory obligations;
- Drive the continuous improvement of the Council's work in Regeneration and Place;
- To contribute towards the Council's economic, planning and housing strategies, ensuring that delivery is built into operational work plans;
- Ensuring that key delivery partners deliver against commissioned regeneration, place, transport and housing delivery programmes and projects;
- To work with partners to bring inward investment and funding into the District through regeneration, place-making, transport and housing projects / developments, both public and private sector, and deliver new opportunities to maximise the full potential of our community and place;
- Lead on the consideration of emerging government policy and the work of partners, ensuring that briefings, policy and strategy reviews and committee reports are produced in a timely manner;
- Lead on the commissioning of necessary analysis, research and consultancy work;
- Interpret and analyse data and make recommendations relating to the formulation, interpretation and implementation of the Council's regeneration, place, planning, transport and housing strategies and policies;



- Effectively communicate the Council's vision, values and priorities both internally and externally and maintain positive public and media relations;
- Manage overall expenditure and ensure value for money within service areas, achieve efficiency savings and deliver a balanced budget;
- Support reviews of our strategic regeneration approach and related policies and strategies;
- Interpret and analyse data and make recommendations relating to the formulation, interpretation and implementation of regeneration strategy;
- Initiate and lead consultation with landowners, developers and the general public and proactively use feedback to shape and amend regeneration proposals;
- To develop and maintain effective relationships with key partners and stakeholders (e.g. LEP's, NYCC, Homes England other Government agencies), within and outside the District, which will enhance the Council's credibility and reputation as a progressive and ambitious Council.

Operational Management

- Responsible for the effective and efficient management, co-ordination and monitoring of the Council's regeneration functions, working closely with the Economic Development, Community Partnerships, Planning and Housing Services;
- Provide professional advice and guidance to colleagues and partners on regeneration strategy, policy and development issues and physical site development;
- Working in partnership with the LEPs, Homes England and housing providers to maximise and deliver housing opportunities for the district on regeneration sites;
- Oversee liaison and advice to Development Management on delivering regeneration projects and initiatives and urban design issues;
- Preparing bids both in-house and with sub regional partners, and contributing to negotiations with external funding agencies to secure funding for regeneration and place-making initiatives;
- To manage significant budgets;
- Maximise existing income generation and identify new opportunities;
- Manage the strategic commissioning and delivery of regeneration projects and programmes;
- Prepare and present reports to the Council's committees and key partners as required;
- Inform the development and implementation of key physical regeneration and development schemes and advise Council departments, Members and partners on regeneration issues; and
- Ensure clear communications and coordination with members and stakeholders on the progress and delivery of projects.



People Management

- Manage team performance and progress towards achieving agreed goals and objectives;
- Enable a culture of openness and understanding, ensuring important information is shared promptly;
- Conduct structured and constructive appraisals, ensuring that people's objectives and development needs are understood in accordance with Council procedures;
- Comply with relevant health and safety, emergency planning, risk management and business continuity requirements for the group of services; and
- Promote the Council's commitment to valuing diversity reflecting the diversity of the district in the Council's employment and service delivery practices and ensure the development and implementation of effective equalities and diversity policies across the services area.

Partnership Working

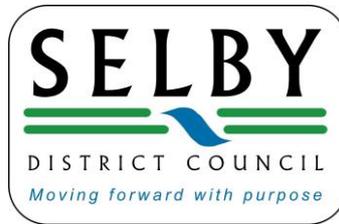
- Foster positive relationships with all relevant agencies and partners relevant to the group of services; and
- Consult, communicate and encourage regular feedback from customers to ensure high levels of customer satisfaction and a customer focused ethos.

Additional Qualifications

- Degree or post-graduate qualification in regeneration, planning, housing, surveying or closely related subject;
- Membership of a relevant professional body; and
- Post graduate management qualification (desirable).

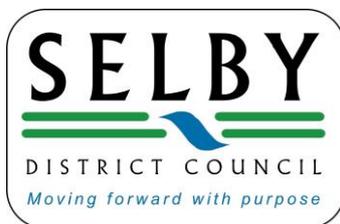
Additional Experience

- Experience and specialist knowledge of regeneration and place-making policy, strategy formation, commissioning and leading delivery of large regeneration sites and place-making projects;
- Experience managing in a political environment/knowledge of local democracy and thorough understanding of the needs of local authorities and their partners;
- Experience of effective leadership of an ambitious and challenging agenda, working in a mixed economy model, delivering sustainable high quality services and large scale projects in time and on budget; and
- Able to develop influential relationships with a range of local, sub-regional and national stakeholders in the public and private sectors, including key delivery partners.



Additional Requirements

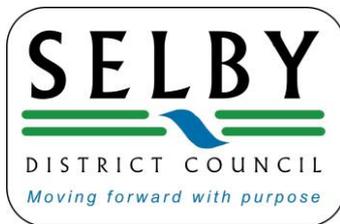
- Be an ambassador for change and lead from the front on programme delivery;
- To perform duties as required, outside normal working hours, to meet the exigencies of the service including participation in the out of hours' emergency response service and civic emergencies;
- Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the Council;
- Strong organisation and time management skills with the ability to work under pressure.
- Ability to work using own initiative and making appropriate decisions;
- Ability to work effectively under pressure and thrive in a challenging and changing environment;
- Willing to undertake training and continuous professional development in connection with the requirements of the post; and
- Work in accordance with the Council's values and competencies.
- Computer literate.



Our Values

<p>Customer Focussed <i>"I'm happy that people get the help they need"</i></p>	<ul style="list-style-type: none"> ✓ We help people to help themselves. ✓ We are there to help those people who can't help themselves. ✓ We take time to listen and learn. ✓ We will always try to do it right first time.
<p>Business-Like <i>"I feel that everything I do at work adds value"</i></p>	<ul style="list-style-type: none"> ✓ We deliver on our promises. ✓ We spend money wisely. ✓ We have the right people doing the right things. ✓ We can't do everything so we are honest and open about our priorities.
<p>One Team Selby <i>"I feel I am an important part of something bigger"</i></p>	<ul style="list-style-type: none"> ✓ We all pull together for the good of the District. ✓ We bring the right people together to do what they are good at. ✓ We build strong relationships with our partners and communities.
<p>Flexible <i>"I feel energized and positive about change"</i></p>	<ul style="list-style-type: none"> ✓ We are open to change and up for a challenge. ✓ We're willing to have a go and show what we can do. ✓ We're ready to set the pace and build momentum. ✓ We can adapt quickly to meet new priorities.
<p>Forward Thinking <i>"I feel encouraged to come up with new ideas and that I am listened to"</i></p>	<ul style="list-style-type: none"> ✓ We are open to trying new things and learning from the results. ✓ We're willing to take some risks. ✓ We are always thinking ahead and looking for new opportunities.
<p>Trustworthy <i>"I am treated fairly and honestly, so that's how I treat others"</i></p>	<ul style="list-style-type: none"> ✓ Each of us takes responsibility for our actions. ✓ We always behave with integrity. ✓ We are honest and open.

Date Completed: April 2019



Job Role Specification

Band 4c

Reporting To

The Head of Economic Development and Regeneration

Job Context

This Job Role Specification should be read in conjunction with the Job Context document relevant to the post.

Service Area

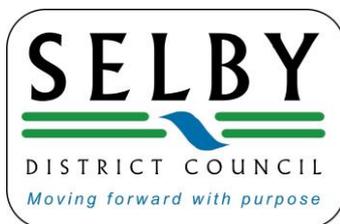
The post holder will be responsible for leading the Council's Regeneration Team. The post holder must be flexible and responsive to managing any team across the organisation.

Key Elements of the Job Role

- The post entails significant elements of strategic and tactical thinking and delivery and leading a team to deliver consistent high quality service;
- To manage the resources, people, budgets and performance to meet Business Plan targets, Corporate Strategies and agreed budgets;
- Provide day-to-day management of teams by motivating and developing employees to deliver outstanding performance by ensuring that targets and objectives are set and monitored;
- Provide appropriate support, guidance and direction to staff and teams to ensure the best possible use of all resources to deliver efficient, effective and innovative services;
- Implement and maintain an effective and robust communication strategy with the team in order to ensure employee engagement;
- The post may also entail a significant element of working on corporate projects as part of multi-disciplinary teams within the authority;
- To identify and manage any potential risks;
- The post holder must carry out his/her duties with full regard to the Council's Equal Opportunities Policy;
- The postholder must carry out his/her duties with full regard to the Health & Safety Policy and associated procedures; and
- In the event of any civil emergency you may be expected to work outside your normal contracted hours.

Key Outcomes

The key outcomes of the post will be linked to the Economic Development Framework and its Delivery Plan, plus the Unit's Service Plan and the Council's Corporate Plan. All outcomes will

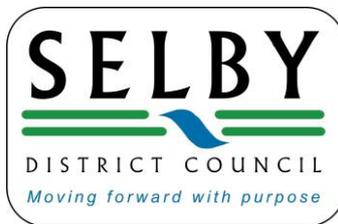


be determined and agreed with the post holder.

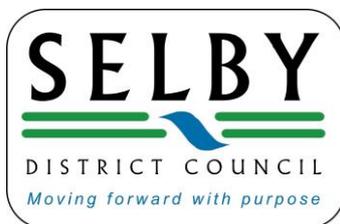
The duties and responsibilities highlighted in this Job Role Specification are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

Requirements of the Post

	Essential	Desirable
Qualifications / Training	<ul style="list-style-type: none"> • Relevant degree qualification or a demonstrable level of experience working at this level. 	<ul style="list-style-type: none"> • Recognised management qualification at graduate certificate or diploma level. • MRTPI / MRICS or equivalent
Knowledge	<ul style="list-style-type: none"> • Significant awareness and knowledge of regeneration and place making. • Awareness, knowledge and adherence to Information Governance/Data Protection principles. • Significant awareness and knowledge of project management and delivery in regeneration projects • Awareness and knowledge of Equality legislation. • Awareness and knowledge of Health and Safety legislation. • Awareness and knowledge of Customer Care initiatives. • Awareness and knowledge of safeguarding responsibilities. • Awareness and knowledge of housing issues and housing-led regeneration • Knowledge of Planning. • Knowledge of Local Government. • Knowledge of urban design • Knowledge of transport policy and good practise in transport- 	



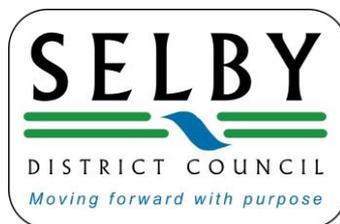
	<p>led regeneration</p> <ul style="list-style-type: none"> • Knowledge of town centre regeneration and improvement • Knowledge of asset management and property acquisition 	
<p>Experience</p>	<ul style="list-style-type: none"> • Demonstrable experience of supervising and managing diverse teams. • Demonstrable experience of delivering significant regeneration, place-making, transport-related and housing projects, including schemes in partnership with landowners and / or external partner organisations. • Demonstrating successful track record at Senior Management Level. • A successful track record of advising senior members and partners on regeneration and related issues • Track record of successful budget management • Track record of project management and managing consultants to deliver regeneration and place-making initiatives • Track record of preparing and implementing successful funding bids for regeneration projects • Track record of successful consultation exercises with partners and the public 	



Competencies

Set out below are the competencies expected to be demonstrated in the post.

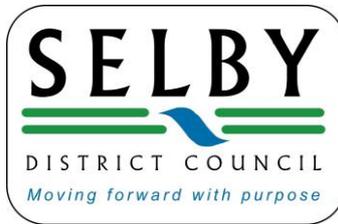
<p><u>Analysis and Use of Information.</u> <i>Assesses and interprets information in order to identify issues or problems.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Develops new policy and procedures. • Develops ways of applying new knowledge and ensures lesson-learning. • Comprehends the whole life cost cycle, including cost relating to operation of systems and processes. • Identifies trends from complex or conflicting data. • Takes steps to address the root causes of highly complex problems.
<p><u>Decision Making.</u> <i>Considers the information that is available, identifies options and makes timely decisions.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Shapes new policies and sets long-term objectives. • Understands the wider strategic environment to make appropriate resource decisions. • Strategically processes the impact of decisions. • Determines results which are aligned to strategic decisions. • Ensures decisions are evidence-based drawing on available knowledge and past lessons.
<p><u>Planning & Delivery of Work.</u> <i>Plans and organises work to meet individual, team and organisational objectives whilst achieving quality and value for money.</i></p>	<p><u>Level 5</u></p> <ul style="list-style-type: none"> • Understands and directs effort to meet customer needs. • Works in partnership with other analysts, policy colleagues and wider customers to provide relevant and high quality contribution that adds value to policy decision making. • Plans work activities reviewing and prioritising as necessary to achieve high standards and meet deadlines. • Is proactive and uses initiative when problems arise or progress is slow. • Shows resilience under pressure and does not let setbacks affect performance.



Competencies

Set out below are the competencies expected to be demonstrated in the post.

<p><u>Working with Others.</u> <i>Takes responsibility to build and maintain positive relationships and value the opinion of others.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Develops relationships with partners/stakeholders ensuring that SDC is a respected customer and provider. • Creates an environment to deliver shared policy outcomes on the ground. • Lobbies partners/stakeholders to achieve outcomes. • Influences external partners/stakeholders relevant to our business.
<p><u>Communicating with Others.</u> <i>Vary the way you communicate ideas and information ensuring your message is understood.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Negotiates to reconcile individual competing priorities. • Communicates the organisation's priorities. • Produces formal communications for external bodies. • Summarises complex information in an effective manner.
<p><u>Organisation Awareness.</u> <i>Understands how the job contributes and delivers Access Selby goals in accordance with Access Selby values.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Conversant with the SDC values. • Actively engages with strategic policy. • Delivers strategy and delivery plans using evidence based best practice. • Politically aware and can identify key players.
<p><u>Managing Change.</u> <i>Supports opportunities for positive change and actively looks for ways to improve.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Evaluates the impact of change on the business. • Initiates attitudinal change across the organisation. • Provides appropriate support mechanisms during change. • Drives organisational change.
<p><u>Continual Improvement.</u> <i>Continually looks to improve skills, knowledge and the way you work.</i></p>	<p><u>Level 5</u></p> <ul style="list-style-type: none"> • Acknowledges own development needs and seeks new skills, knowledge and opportunities for learning. • Learns from others. • Adapts quickly and effectively to new people, situations and task demands. • Operates effectively in a range of roles and contexts including times and situations of uncertainty.



Competencies

Set out below are the competencies expected to be demonstrated in the post.

<p><u>Leadership.</u> <i>The ability to influence, motivate and inspire others to achieve a vision.</i></p>	<p><u>Level 4</u></p> <ul style="list-style-type: none"> • Inspires and motivates others towards the SDC vision. • Has a clear vision of the way forward for the organisation and communicates this effectively. • Relates business outcomes to strategic aims of the organisation. • Takes responsibility for the business and achieving outcomes. • Results orientated and leads by example. • Respected by peers and colleagues, partners and clients.
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Date Completed: March 2019