

Executive Director of Place

The Executive Director of Place is a key strategic post and plays an executive role within the Council's Corporate Leadership Team (CLT) and the Extended Leadership Team (ELT) in leading and delivering corporate objectives. Each member of the CLT is responsible for ensuring the delivery of key outcomes and the delivery of the corporate competencies, while living and promoting the corporate values through their day-to-day work.

Reports to: Chief Executive

Responsibility for: Statutory planning and building control, spatial planning, strategic transport, waste and recycling and street cleansing, parks and green open spaces, highways, parking services and street lighting services; parks and leisure, community safety and protection, single enforcement and street-based presence, regulatory services and licencing, private sector housing standards and enforcement, metropolitan centre development, employment and jobs, development company(ies), capital delivery (housing and public realm), programme assurance, regeneration and development in district centres, business and SME growth,

Job Purpose:

You will work as part of the Corporate Leadership Team with a direct report into the Chief Executive. You will provide inspiring and effective leadership and drive performance at corporate and departmental levels to deliver the Council's strategy and key outcomes.

You will inspire and work with others, including external stakeholders and partners, to achieve the vision for the Place Department – to help maximise the life chances and outcomes for the people of Croydon through:

- Leadership of the development of Croydon as a Place
- Delivery of the Council's external capital investment programme

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, Heads of service across the People Department and beyond.

External: Government Departments and Agencies, Greater London Authority (GLA), Transport for London (TFL), Local Enterprise Partnerships (LEPs), National and Local Consultation Groups, strategic partners, Other Local Authorities, Trade Unions, MPs, partner organisations and suppliers, Professional Bodies, voluntary sector, national and local press, developers, investors and businesses, South London Waste Partnership, Members of the public and community groups

Statutory Responsibilities:

Functions conferred on or exercisable by the Council as a Local Planning Authority in relation to Town and Country Planning (including Preservation of Trees and Buildings), Development Control, Licencing and Registration Functions and functions relating to the Wildlife and Countryside Act 1981.

Functions of the Council relating to environmental protection, sustainable development and the regulation and control of the activities and the use of premises, which affect environment or local amenity and the functions of a lead local flood authority under the Flood and Water Management Act 2010.

Functions in relation to Building Control.

Functions relating to Community Safety, including anti-social behaviour and relating to Crime and Disorder functions

Functions of the Council relating to the National Heritage Act 1981 and Conservation and the built Environment.

Functions conferred on or exercisable by the Council as a:

- Highways Authority
- Principal Litter Authority, Waste Collection Authority and Waste Disposal Authority
- Weights and Measures Authority, and an Enforcement Authority and a Food and Drugs Authority including Enforcement Authority for health and safety matters not related to internal staffing
- Allotments Authority
- Road Traffic Authority

Deeds Management (s244 of Local Government Act 1972)

Community Infrastructure Levy – Functions of the Authority as a Charging Authority for Community Infrastructure Levy under Planning Act 2008 (s206)

Functions conferred on the Council as a Commons Registration Authority under the Commons Act 2006

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.

The postholder is required to deputise for the Chief Executive in the role of London Local Authority Gold at a borough level.

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 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:

- Ensure the Place Department has a clear strategic direction with coherence between its various functions and responsibilities.
- Ensure that the departments and wider partnership arrangements work together to ensure Croydon is the 'place' where people want to: live, visit, trade and work, through:

Safety

- A single enforcement service that reduces crime and/or the perception of crime and provides a street based enforcement function dealing with all street based enforcement matters including, but not limited to issuing parking notices and actioning fly tipping and highways faults actions.
- Use of the Council' s regulatory and licensing powers to ensure that the borough is safe – including Trading Standards, Licensing, Environmental Health and Pollution, Private Sector Housing Standards and Enforcement.
- .Community safety, including liaison with the police, probation service and other partners; and supporting the Safer Croydon Partnership.

Streets

- Keeping Croydon moving – through:
 - maintenance and improvement of the roads and pavements within the borough and ensuring that the highway is safe and suitable for use.
 - Management of the borough's Rights of Way
 - Working in partnership with various partners including Transport for London and the Department for Transport to deliver a complex capital programme; and deliver on highways related policy issues.
- Ensuring the provision of a fit for purpose street lighting network and oversight of the delivery of new lighting via a PFI scheme
- Development and implementation of parking policy, this function has robust income targets including regularisation of various charging regimes
- Waste and recycling / street cleaning; including residential and commercial waste, recycling collections as well as street cleaning.

District Centres and Regeneration

- Creating vibrant and diverse district centres and leading a range of development, cultural and community initiative across the borough.
- Increasing the number of businesses in the borough and their competitiveness, including developing sector specific clusters – that will increase and safeguard the number of jobs created by SME growth.
- Working in partnership locally, sub regionally, regionally and nationally to best enable Croydon to deliver its growth priorities, agenda and regeneration projects and programmes.
- Fostering key strategic partnerships.
- Housing improvement, and estate-based regeneration and planned maintenance programmes.

Development

- Delivery of five year Integrated Delivery Plan, ensuring the redevelopment of the Metropolitan Centre
- Creation of suitable vehicles and mechanisms to enable the Council to directly delivery Growth outcomes on a commercial basis.
- Maximising employment opportunities through development of preferential routes to vacancies created by the redevelopment of the Metropolitan Centre and regeneration projects across the borough

Planning and Strategic Transport

- Creating and maintaining a robust Planning Policy framework for Growth which enables the Council to realise its growth ambitions; and ensure a high quality and effective development Management and Building Control service
- Strategic transportation ensuring the authority is represented to best effect locally regionally and nationally and ensuring Croydon has effective transportation infrastructure
- Promotion of high quality design and architecture within the built environment; delivery of suitable and effective planning enforcement and building control functions
- Ensuring the Community Infrastructure Levy and s106 powers are used to best effect.

Specific Minimum Qualifications and Expertise:

- Experience in delivery of regeneration, planning and environment services
- Proven ability to lead a strategic team at a similar level through customer services and leadership capability.
- Excellence in team management and service delivery in relation to the provision of customer orientated services that improve life chances and provide places people want to be.
- Significant track record managing multi million pound budgets and a diverse portfolio of responsibility; and of achieving cost efficiency and service transformation
- 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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