

CANDIDATE BRIEFING PACK

**Corporate Director of Sustainable Communities,
Regeneration & Economic Recovery**

Prepared for London Borough of Croydon

November 2021



Penna

FIND | EXCITE | SECURE

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About us

As one of London's largest and most diverse boroughs, Croydon is a fantastic place to live, work and spend time, with all the benefits of close proximity to the rest of London and the south east.

Our borough is made up of diverse communities that stretch from Crystal Palace to Coulsdon and from New Addington to Purley; with bustling district centres and over 120 green spaces that link us together and a vibrant urban town at its centre. One of London's largest commercial districts outside the centre, Croydon is a major hub of activity for shoppers, workers and visitors; its excellent transport links include the iconic trams. The borough has a richly diverse cultural scene and is known as the birthplace of music genres from punk to dubstep and the home of grime legend Stormzy.

Croydon's greatest strength is its people. London's second most populous borough, Croydon is home to 386,700 residents. Caring, passionate and principled, they take huge pride in coming together to improve their borough and help their communities. A long history of community action through our dynamic and dedicated voluntary and community sector was exemplified during the pandemic with Croydon uniting to support neighbours, communities and local businesses.

Croydon is also home to more than 94,000 under-18s – more young people than anywhere else in London. We are incredibly proud of them and committed to them and their futures. We look after more vulnerable children and young people than any other council in London; caring for them is a privilege and a priority, and our children's services are rated 'good' by Ofsted.

Over the past decade we have seen huge investment, regeneration and growth in our borough. Croydon remains an attractive and important part of London for ongoing growth and investment – growth from which we want to see all our communities benefit. However, the impact of the pandemic, austerity and our financial challenges mean we must change to focus on the needs our residents are facing today and make sure we are a financially sustainable council by 2024.

Croydon Council

Croydon Council is one year into one of the most significant and fast-paced transformational programmes in local government today. Our renewal plans set out how we are changing as an organisation to provide the good quality core services and value for money our residents and businesses expect. We will focus our resources where they matter the most, prioritising clean, safe streets, protecting the most vulnerable residents, and tackling ingrained inequality and poverty, while living within our means. Throughout our three-year renewal programme, we will work in close partnership with our improvement panel. Both the panel and government have noted our "significant progress" and demonstrated confidence in our ability to deliver the changes we need to make.

We are also preparing for some major constitutional changes. Following a referendum in October 2021, Croydon is preparing to change its governance arrangements and adopt a mayoral model in May 2022. Our first elected mayor will have one of the largest mandates in the capital.

There is a huge amount of change underway and most importantly, we want to involve staff, residents and all our partners in the decisions we make and be open in everything we do. Our passionate and committed workforce is our greatest asset; our partners are our most valued colleagues. We look forward to continuing to work with them as we build the council for Croydon's future.

Advertisement

Inspire Excellence

Corporate Director of Sustainable Communities, Regeneration & Economic Recovery £141,965-£150,547pa

Croydon is a council on a journey. By accepting and addressing the challenges of its past, the council is transforming itself into a modern, sustainable and resident-focused local authority.

This is an opportunity to be part of a new chapter for Croydon and help shape the future of the council. A council with a passion for driving positive change and delivering excellence; a community with a rich heritage, a diverse population and a distinct identity. It's an environment in which you can find fresh inspiration and inspire others in equal measure.

Welcome to Croydon Council – and a role that will challenge you and fulfil you like never before. As our Corporate Director of Sustainable Communities, Regeneration & Economic Recovery, you'll directly lead and manage a portfolio of sustainable communities, regeneration and economic recovery services.

Your broad remit will cover statutory and spatial planning, waste and recycling, parks and green open spaces, sustainability policies, highways, leisure, libraries, music and arts, community safety, growth, regeneration and many others. You'll work collaboratively as part of the new corporate team of directors and with our Chief Executive to deliver the Croydon Renewal Improvement Plan, our priorities and ways of working, and a financially sustainable budget by March 2024.

The impact you'll have

You'll have huge scope for impact in this role as you lead the provision of high quality services that will support sustainable living and the growth we need to deal with the economic aftermath of the pandemic. You'll also be responsible for the development of sustainable communities, planning and our sustainable regeneration policy and strategies, including action on climate change. That will involve advising the Leader, Cabinet and various committees, and working to the highest standards of ethical governance.

There will be difficult decisions to make and tough budgets to deliver. But you'll relish the chance to apply your ideas and ingenuity to find the best ways forward.

Your specific responsibilities will include:

- Creating and maintaining a robust planning policy framework that promotes high quality sustainable design and architecture within the built environment
- Overseeing the development and delivery of our post-16 vocational skills and adult skills commissioning and delivery
- Delivering a parks and open spaces service that maximises the sustainable use of these spaces and our many special environmental resources
- Continuing to build on the cultural and arts offer in the borough in preparation for us becoming London's Borough of Culture in 2023
- Leading the delivery of the leisure, museum and library services; a sustainable transport infrastructure; a fit-for-purpose street lighting network; a high quality and cost-effective waste, recycling and street cleaning service; and an enforcement service that reduces crime

The skills and experience you'll bring

We're looking for someone who'll be passionate about delivering outstanding Sustainable Communities, Regeneration & Economic Recovery services, and shaping the future of our organisation as a whole. An

inspiring, engaging and motivational leader who'll live and breathe our values, you'll be adept at identifying and developing talent, driving high standards and value for money, and embedding a culture of trust and respect. You'll empower people within your team to bring new ideas and try new approaches as well inspiring them through your own. You should also be a natural collaborator – someone who can work well with a range of stakeholders, establish productive relationships and see things from different perspectives.

Who we are – and where we're going

We fully acknowledge the fact that we haven't got things right in the past and have strengthened our resolve do them better. With a clear financial strategy in place together with an unwavering commitment to listening to our residents and putting them first, this is a reenergised Croydon. A determined Croydon, with a fantastic team of people who care about our community, and how we can support the many different people who live and work here.

We have a vision of what improvement success looks like for us – a future where we have a vibrant local economy, a great team of people, and delivering new ideas that will mean we can be at our best for the communities in Croydon.

How to apply

If you'd like to find out more, please go to: <https://www.inspiringcroydon.co.uk>

Croydon Council is an inclusive employer and welcomes applications from all sections of the community. We are happy to consider applications from candidates seeking flexible working arrangements.

As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the advertised role. We're committed to safeguarding and promoting the welfare of children and vulnerable adults, and we expect every member of our team to share this commitment.

Job Description

Job title: Corporate Director of Sustainable Communities, Regeneration & Economic Recovery	Service Area: Sustainable Communities, Regeneration & Economic Recovery	
Directorate: Sustainable Communities, Regeneration & Economic Recovery	Post Number From Oracle	Evaluation Number: From JE system
Grade: 5	Date issued: October 2021 FINAL	

Croydon Council's priorities

We will live within our means, balance the books and provide value for money for our residents.

We will focus on tackling ingrained inequality and poverty in the borough. We will follow the evidence to tackle the underlying causes of inequality and hardship, like structural racism, environmental injustice and economic injustice.

We will focus on providing the best quality core service we can afford. First and foremost, providing social care services that keep our most vulnerable residents safe and healthy and keep our streets clean and safe.

To ensure we get full benefit from every pound we spend, other services will only be provided where they can be shown to have a direct benefit in keeping people safe and reducing demand

Croydon Council's new ways of working

We will practise sound financial management, being honest about what we've spent and what we can afford.

We will focus on what we, uniquely, can do as the local authority and as the democratically elected leaders of our borough. This means we will focus on our core services, and a small number of evidence-based outcomes that deliver our priorities. But we will also continue to use our democratic mandate to convene our partners around a common purpose and to make a clear case for a better deal for Croydon.

We will aim to become a much more transparent, open and honest council.

We will involve residents in our decision making. But we will also need to be clear with residents about what we can do, and what we can't. When we have to say no, we will do so with compassion and take the time to explain our decisions.

Overall purpose of role

As a member of the council's corporate management team, the **Corporate Director of Sustainable Communities, Regeneration & Economic Recovery** will work collaboratively with other corporate directors and the chief executive to deliver the Croydon Renewal Improvement Plan, the council's priorities and ways of working and a financially sustainable budget by March 2024.

The **Corporate Director of Sustainable Communities, Regeneration & Economic Recovery** will directly lead and manage a portfolio of sustainable communities, regeneration and economic recovery services

and promote the corporate competencies and values through day-to-day leadership and managerial behaviour.

The **Corporate Director of Sustainable Communities, Regeneration & Economic Recovery** will provide high quality professional advice to the Leader and Cabinet, the Scrutiny and Overview Committee and any other external bodies on all matters related to the public realm functions of the council.

Reports to: Chief Executive

Status: this post is equivalent in status to the Corporate Director posts of Resources, Children, Young People & Education, Adult Social Care & Health, Housing, and Assistant Chief Executive.

Responsible for: statutory and spatial planning, development management, building control, strategic transport, waste and recycling, street cleansing, parks and green open spaces, sustainability policies, highways, parking services, street lighting, independent travel, leisure, libraries, Croydon Museum, music and arts, violence reduction network, community safety, enforcement, regulatory services, licencing, private sector housing, employment skills, economic development, growth and regeneration.

Job context:

The postholder is required to observe and fulfil the seven principles of public life (also known as the Nolan Principles).

- 1.1 Selflessness**
Holders of public office should act solely in terms of the public interest.
- 1.2 Integrity**
Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- 1.3 Objectivity**
Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- 1.4 Accountability**
Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- 1.5 Openness**
Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- 1.6 Honesty**
Holders of public office should be truthful.
- 1.7 Leadership**
Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

The post holder has line management responsibility for 3 direct reports, overall responsibility for all staff in the directorate and is accountable and responsible for all sustainable communities, regeneration & economic recovery services delivered.

The post holder is accountable for the sustainable communities, regeneration and economic recovery directorate budget and will deliver services and the associated savings programme and transformation projects within that budget envelope.

The post holder will ensure the financial probity and competence of financial management across the directorate and that effective arrangements are in place to meet legislative and statutory requirements in relation to financial management and internal control.

The post holder is jointly accountable with the corporate management team for the delivery of the council's equality strategy 2021-2024 and action plan and will personally lead elements of it and champion it overall.

The post holder will ensure the corporate parenting responsibilities for the council's looked after children and care leavers are fulfilled in accordance with the Children and Social Work Act 2017.

The post holder will enable staff in the directorate to lead cross-council projects on issues as defined by Cabinet. A limited number of reviews per year will tackle complex priority issues and also enable new skills and experiences to be developed by staff to aid their future career development.

The post holder will participate in the council's emergency arrangements as an on-call member and will fully participate in gold and silver arrangements as required, which may require chairing the formal council meetings.

The postholder is required to deputise for the chief executive in the role of London local authority gold at a borough level as required.

The post holder will ensure that all relevant health & safety legislation and the council's health & safety requirements are reasonably complied with.

The post holder will be required to operate within the delegations from the chief executive and head of paid service and as detailed in the council's scheme of delegation of the council's constitution.

The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the council with residents, the Leader and Cabinet and all elected Members and external bodies.

This is a politically restricted post under the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990. The individual holding this post cannot have any active political role.

Politically restricted employees are prohibited from:

- standing for office as local councillors, MPs, MEPs, Members of the Welsh Assembly or Members of the Scottish Parliament,
- canvassing on behalf of a political party or a person who is, or seeks to be, a candidate, and
- speaking to the public at large or publishing any written or artistic work that could give the impression of advocating support for a political party.

Accountabilities – Corporate Director of Sustainable Communities, Regeneration & Economic Recovery

To lead and manage the directorate, ensuring the provision of high quality services that enable the borough to live sustainably and support the economic growth needed to enable Croydon to deal with the economic aftermath of the pandemic.

To be responsible for the delivery of and the performance of statutorily defined local authority functions relating to sustainable communities, regeneration and economic recovery and ensuring that effective systems are in place for discharging these functions working with the voluntary sector and other providers as appropriate.

To be the responsible and accountable officer for the development of sustainable communities, planning and sustainable regeneration policy and strategies including action on climate change and the provision of professional advice on all matters relating to these services; advising the Leader and Cabinet, the Scrutiny and Overview Committee, all Members, the chief executive, the corporate management team and others to enable the discharge of functions in an effective and efficient way, and to display the highest standards of ethical governance.

To ensure that the requirements of legislation and relevant statutory obligations and guidance affecting sustainable communities, regeneration and economic recovery services are identified and implemented.

To ensure the creation and maintenance of a robust planning policy framework, promote high quality sustainable design and architecture within the built environment; and ensure a high quality and effective development management service and the delivery of suitable and effective planning enforcement and building control functions.

To ensure the community infrastructure levy and s106 powers are used to best effect to balance the impact of growth on the borough.

To ensure the development and delivery of the council's post-16 vocational skills and adult skills commissioning and delivery via CALAT to drive the best outcomes for Croydon residents in the light of the impact of the pandemic on the economy and jobs.

To oversee the delivery of a parks and open spaces service that maximises the sustainable use of the borough's parks, open spaces and special environmental resources and also safeguards and protects them for future generations.

To ensure Croydon has effective sustainable transportation infrastructure through the maintenance and improvement of the roads and pavements within the borough, ensuring that the highway is safe and suitable for use, manage the borough's rights of way and work in partnership with Transport for London and the Department for Transport and others to deliver a capital programme and highways related policy issues.

To ensure the development and implementation of parking policy.

To ensure the development of the cultural and arts offer in the borough in preparation for the Borough of Culture in 2023.

To oversee the delivery of the leisure, museum and library services and advise members on effective future models of provision, maximising their potential to support sustainable living and accessing skills and employment.

To ensure the provision of a fit for purpose street lighting network.

To ensure the delivery of a high quality and cost effective waste, recycling and street cleaning service, including residential and commercial waste, recycling collections as well as street cleaning.

To ensure the delivery of an enforcement service that reduces crime and/or the perception of crime.

To ensure the effective use of the council's regulatory and licensing powers to ensure that the borough is safe, including trading standards, licensing, environmental health and enforcement.

To oversee the violence reduction service to ensure that outcomes are delivered.

To ensure the development and maintenance of effective formal and statutory partnerships in the Safer Croydon Partnership to ensure that partners work together in trust and to jointly agreed objectives and action.

To ensure effective formal relationships with key stakeholders such as the Youth Justice Board and Safeguarding Boards are built and maintained to ensure they are aware of and deliver their responsibilities with regard to community safety.

To ensure the production of the Croydon Community Safety Strategy and the Croydon Community Safety Partnership's Strategic Needs Assessment for the Safer Croydon Partnership

Following the commissioning and procurement review, it is likely that a commissioning service will be based in this directorate.

Accountabilities (all corporate directors and service directors)

Tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

Strategy

To take a "one Council" approach to deliver more effective outcomes and at all times avoid a silo-ed, single directorate or service area approach.

To actively seek out and learn from external good practice and bring those new ideas and ways of working into service development and delivery.

To ensure the council listens to and engages residents in the development of ideas, strategies and policies and that co-design and co-production approaches are implemented throughout the directorate.

To contribute fully to the development and implementation of all corporate strategies, the Croydon Renewal Improvement Plan and the council's priorities and ways of working and to act as a project or programme senior responsible owner to lead and ensure the implementation of specific corporate projects as required.

To actively promote the council's priorities and ways of working and the council's leadership framework and values to ensure they are delivered throughout the organisation.

Service quality

To fulfil the best value duty requirements as established by the Local Government Act 1999 to make arrangements to secure continuous improvement in the way in which the directorate's functions are exercised, having regard to a combination of economy, efficiency and effectiveness.

Through personal example, commitment and clear action, valuing and celebrating the diversity of Croydon's communities, ensuring an inclusive approach and equality of access and treatment in employment and service delivery.

To develop appropriate service quality measures, targets and outcomes for accountable assessment. To seek out more transparent accountability mechanisms for delivery in the directorate.

To maintain an up to date knowledge of relevant legislation as applicable to the directorate and to the overall council.

To build effective partnerships to harness public, private, voluntary sector and community resources that can help deliver the Croydon Renewal Improvement Plan and the council's priorities and ways of working.

To be the council's (officer level) lead representative in a number of partnerships.

To work collaboratively with the trade unions to improve services and solve problems in a coherent and integrated manner.

Performance

To lead and direct the services within the directorate in order to ensure that they deliver effective and efficient services, that they set and achieve high standards of performance, that they provide best value and that the overall budgets are managed and controlled within the funding envelope agreed.

To lead, direct and uphold the internal control system that safeguards the residents' interest in the appropriate use of council resources and ensure the system is respected and complied with by all staff in the directorate.

To comply with the requirements of the Council's constitution and the relevant officer and other codes of conduct and ensure through personal leadership that staff in the directorate are familiar with, understand and comply with the requirements also.

To ensure the effective management of data and security of information received and used within the directorate, to comply with the relevant legislation such as GDPR and the Freedom of Information Act, recognising that the council wishes to operate in the most open and transparent way.

Resource management

To lead and direct an effective directorate management team.

To ensure that staff are informed, organised, performance managed, held to account and motivated to deliver high quality and cost effective services.

To uphold the mandatory financial regulations of the council and ensure that they are understood and complied with by the directorate's staff .

To plan and keep under review the services within the directorate to control the budgets within it, manage risk effectively and ensure accountability.

Leadership and Culture

To lead within the directorate and across the council, the change that is needed in order to ensure that sustainable communities, regeneration & economic recovery services play their full part in achieving the Croydon Renewal Improvement Plan and the council's priorities and ways of working.

To act at all times in ways that create a fully inclusive workplace and operating culture, proactively seeking ways to ensure staff feel valued and that they all belong.

To seek ways to harness and fully develop the potential of staff working in the directorate and develop their talent.

To demonstrate through personal behaviour, active listening to staff and residents in ways that will help rebuild the relationship with the residents of Croydon and seeking out the resident voice to guide and advise the council in its' actions and decision making.

To model the behaviours required of all staff in terms of equality, ethical behaviour, empathy, effective governance, effective internal control, transparency, and openness.

Leadership Framework

The council's leadership framework follows the principles of a competency framework and all staff are expected to demonstrate these.

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

Person Specification

- Senior management experience in delivery of at least one of the following areas: regeneration, economic development, planning and environment services.
- Significant track record in managing multi million pound budgets and a diverse portfolio of responsibility; and of achieving cost efficiency and service transformation.
- Extensive senior management experience of successful change management within a complex and demanding environment and a track record of delivery
- A successful track record of influencing, giving professional advice to and building effective and productive working relationships with senior managers and/or Councillors, a variety of communities, partner organisations, private sector providers, public agencies and statutory authorities
- Extensive knowledge of local government finance and experience of managing budget setting, financial monitoring and delivering savings from high pressured and very public facing services.
- Knowledge of value for money and transformation principles to ensure the most cost effective outcomes are achieved within limited resources.
- Proven ability to lead a strategic team at a similar level and a record of success in building high performing teams, leading a diverse group of professional senior staff and securing high levels of engagement across the workforce.
- An enthusiastic and effective ambassador for Croydon Council with a strong commitment to improving its delivery of services to meet the needs of its diverse community.
- Passionate about equality, diversity and inclusion both in the workplace and in service delivery and can evidence a track record of delivery.
- Outstanding interpersonal skills to relate effectively to the public, employees, Council Members, contractors and other stakeholders and command their respect, trust and confidence.
- The ability to present complex information to a variety of audiences in the form of verbal and written communications.
- Role models positive inclusive leadership and is visible in doing so, providing staff with a clear leadership, clarity of objectives and a clear sense of direction in line with the council's values.
- A persuasive and effective influencer, with the tenacity and initiative to operate effectively as a shrewd, creative and strategic thinker in this complex multi-disciplined organisation.
- The ability to move at pace and motivate others whilst anticipating and balancing risk.

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:

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.



How to Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Covering Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure all gaps in employment and education history are fully explained on your CV; we may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please ensure that you address the key requirements as set out in the person specification.
- Please complete the Equal Opportunities Monitoring Form when you upload your details. We are keen to ensure that all our jobs are accessible to all members of the community and use this data to monitor our progress in doing this.
- Please return your application by the closing date – no applications will be accepted once the long listing process has begun.
- Following long listing, you will be contacted directly by a Penna consultant to update you on the status of your application.
- This recruitment process will be anonymised at application stage; we will be sharing your application with a third-party supplier who will redact all personal details and any unconscious bias. They will not share or hold your data.

The following timetable sets out the key dates in the recruitment process:

Activity	Date
Closing Date	Sunday 28 th November 2021
Longlist Meeting	Friday 3 rd December 2021
Preliminary Interviews & 1-2-1 with Chief Executive	W/C 6 th December 2021 (via MS Teams)
Shortlist Meeting	Thursday 16 th or Friday 17 th December 2021
Final Panel Interviews	W/C 3 rd or 10 th January 2022 (face to face)

To apply for this role, please click the following link: <https://execroles.penna.com/?type=1>

For further information or confidential discussion, please contact Kelly Ridley on 07709 512 415, Josh Bembridge on 07739 985 331 or Julie Towers on 07764 791 736.