

## ROLE PROFILE

**ROLE TITLE:** Strategic Lead for Urban and Physical Regeneration

**POST ID:** TBC

**GRADE:** Grade I 37-41 £33,136 - £37,107 (Three year fixed term)

**HOURS:** 37 per Week

**LOCATION:** Flexible, base will be at County Hall, Usk

### **WELSH LANGUAGE ASSESSMENT:**

Welsh language skills are desirable but not essential.

### **PURPOSE OF POST:-**

As a key player in the Cardiff Capital Region City, Monmouthshire County Council has recently been successful in securing funding for its South East Severnside Regeneration proposals. The Council is keen to deliver on its proposal promises whilst also seeking to replicate its success in other urban centres across the County.

The Urban Centre and Physical Regeneration Strategic Lead is a new post in the Monmouthshire Business and Enterprise team which will play a key role in the development, planning and individual project coordination of a range of regeneration initiatives. Your primary focus will be to ensure the delivery of the South East Severnside proposals (2018-2021) liaising with Heads of Service and operational managers on the delivery of the four strategic projects whilst also taking day to day control of the Urban Centre Property Enhancement Grant in Caldicot town centre.

In addition, it is anticipated that further schemes will also be considered in the other four key urban centres of Chepstow, Usk, Monmouth and Abergavenny. You will therefore be required to provide strategic advice and project development and delivery support in respect of interventions required to support the local economy. These interventions will need to be based on sound local relationships and an understanding of the needs of local businesses and communities.

### **This role therefore has a dual purpose:**

- To effectively manage the Council's South East Severnside Regeneration proposals to ensure it exceeds expectations and achieves overall success; and
- To bring strategic vision and a regeneration project management skills set to all five urban centres of Monmouthshire.

**Should you require any further information regarding this post, please contact:**  
**Cath Fallon, Head of Enterprise and Community Development,**  
[cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk) Tel: 07557 190969

**Closing Date: TBC**

**Please Note that we are not able to accept CVs**

**Application forms can be completed online or down loaded via:**  
[www.monmouthshire.gov.uk/how-to-apply-for-council-jobs](http://www.monmouthshire.gov.uk/how-to-apply-for-council-jobs)

Applications may be submitted in Welsh, and that an application submitted in Welsh will not be treated less favourably than an application submitted in English.

Completed paper application forms should be returned to the following address:-  
People Services, Monmouthshire County Council, PO BOX  
106, CALDICOT, NP26 9AN

Monmouthshire County Council is an equal opportunities employer and welcomes applications from all sections of the community. All posts are open to job-share unless stated otherwise. Monmouthshire County Council operates a Smoke Free Workplace policy.

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**LOCATION:** Flexible, base will be at County Hall, Usk

**RESPONSIBLE TO:** Head of Enterprise and Community Development

**SPECIAL CONDITIONS:** N/A

### WELSH LANGUAGE ASSESSMENT:

(c) Welsh language skills are desirable but not essential

Enterprise .....**Who are we?**

### Our Purpose:-

Monmouthshire County Council has been reconsidering its role and purpose in a changing public sector landscape. The Council has been posing a new set of questions around its core purpose; redesigning its operating model so that it meets the demands of future generations; rethinking and redefining its relationships with communities and partners to consider, evaluate and implement new ideas and processes that will answer questions about how it will deliver services in the future and what kind of value set and beliefs will best serve this purpose.

The Council has long recognised the need to regenerate the County's urban centres and following news that the Severn Bridge Tolls were to be removed, a proposal was developed which capitalised on the county's enviable centrality, road structure and close proximity to the high growth border areas of the South West and the Midland's 'engine'. The focus of the Council's current regeneration programme is Caldicot, which has the potential to be a major beneficiary of the influx caused by the abolition of the Tolls. The proposal forms part of the Cardiff Capital Region's Regeneration Plan (2018-2021) and is funded via the Welsh Government's Targeted Regeneration Investment Programme, the Local Transport Fund, the Council and private sector landlords.

It is however, anticipated that further schemes will also be considered in the other four key urban centres of Chepstow, Usk, Monmouth and Abergavenny. Strategic advice, project development and delivery support will therefore be required to support regeneration interventions and subsequently reinvigorate the local economy.

**This role therefore has a dual purpose:**

- To effectively manage the Council's South East Severnside Regeneration proposals to ensure it exceeds expectations and achieves overall success; and
- To bring strategic vision and a regeneration project management skills set to all five urban centres of Monmouthshire.

**The activities associated with this role will ensure that the Council has:**

- Delivery of key regeneration projects; and
- An ability to shape and steer major development programmes that are forward thinking, future ready and improve the longer term sustainability of the county's urban centres to the benefit of local businesses and communities.

**Your responsibilities are to:**

- Work with the Head of Enterprise and Community Development to co-ordinate and manage strategic projects across the Enterprise portfolio scoping content and timelines to ensure overall success;
- Assist in the development, implementation and management of a programme of strategic regeneration projects in conjunction with the Town Centre Project Engagement Officer;
- Provide line management support to the Town Centre Project Engagement Officer and Rural and Regeneration Finance Lead;
- Undertake research, analyse data and interpret local business need, future trends data to inform project plans and strategic funding applications;
- To identify innovative solutions and approaches to improve town centre performance and the visitor experience;
- To develop and implement town centre marketing strategies and action plans to include promotions, events, and media and press liaison;
- Develop relationships with local business and community organisations to seek opportunities for collaboration and economic and community development;
- Develop new initiatives with Town and Community Councils and other interested parties e.g. community groups, Chambers of Commerce, etc.; collaborate with other departments regarding these initiatives and facilities and seek funding where available;
- Lead and provide assistance on the procurement of strategic contracts across a range of operational areas including design and operations;
- Provide the project management support and organisation capability and capacity that is required to deliver the objectives and outcomes of strategic projects, including all document control information and associated backing documents that are needed to effectively manage a project;
- Monitor project expenditure and coordinate financial claims data with the team's Finance Lead, providing regular updates to the Head of Enterprise and Community Development;
- Represent the Council at all levels on matters relating to the specialist functions of the Section, this includes Select/Scrutiny Meetings, town and community council meetings, fora for Government policies and other Government Agencies;

- Identify areas of weakness within the service delivery and develop systems to ensure continuous improvement;
- Liaise with other Sections, Departments and Members within the County Council and with external agencies such as the National Assembly for Wales (NAW), Welsh Government (WG), as well as with other Local Authorities with a view to collaborative working, to ensure co-ordination of projects, initiatives and strategies;
- Input into the Monmouthshire Business and Enterprise Service Plan and manage the implementation of the resultant action plans, risk registers and performance information;and
- Develop and implement strategic plans and business cases to deliver locally agreed priorities within the Enterprise service area;

**Here's what we can provide you with in order to achieve your outcomes:-**

- Full support of the Council as a valued colleague;
- Supportive and flexible line management from the Head of Enterprise and Community Development;
- Support from Monmouthshire Business and Enterprise team, collaborative working to achieve excellent outcomes. Pooling resources and accessing internal expertise where possible; and
- A pleasant working environment with an ability and freedom to work on an agile basis.

**What else you need to know.....Monmouthshire Values are:**

**Openness:** We aspire to be open and honest to develop trusting relationships.

**Fairness:** We aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.

**Flexibility:** We aspire to be flexible in our thinking and action to become an effective and efficient organisation.

**Teamwork:** We aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.

And this role, will work with Monmouthshire to achieve these.

**In addition:**

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The authority operates a Smoke Free Workplace Policy which all employees are required to abide to.

## **Person Specification**

**How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-**

- Degree or equivalent in a related field with a minimum of three years relevant project management experience;
- A recognised Project Management Qualification such as Prince 2 (Practitioner Level) or equivalent.
- Chartered or hold a post graduate qualification in a related and/or relevant field;
- Experience of delivering medium to large projects (including the development of strategic project and procurement documentation);
- Demonstrable knowledge of key legislation relevant to Town Centre Regeneration;
- Excellent knowledge of project management principles including detailed knowledge in a specific related and/or associated field of expertise;
- Experience of undertaking the procurement of Strategic Contracts;
- Ability to lead an extensive and varied work programme and manage multiple priorities, whilst working to tight timescales and budgets;
- Ability to develop funding solutions for projects, set and manage financial budgets during implementation;
- Experience of managing, anticipating, processing and monitoring expenditure against designated cost centres;
- Experience of working with external partnerships and other organisations including handling political interface e.g. Town and Community Council liaison;
- Have a creative vision and an ability to enthuse others in order to quickly establish and assess positive working relationships and networks with representatives from a range of external agencies and/or organisations;
- You are an excellent team leader with demonstrable team recruitment and management experience and an ability to motivate and impassion staff;
- Excellent communication and people skills with the ability to effectively convey complex information at all levels, verbally and in writing;
- An ability to demonstrate good customer care and to communicate clearly, concisely and courteously with the public both face to face and over the telephone;
- An ability to influence, negotiate and constructively challenge to achieve innovative, productive and measurable solutions;
- You are focussed on delivery and have an ability to work independently but also to work in a team, galvanising people to develop and deliver shared purpose and common aims;
- An ability to set priorities, manage progress and work within competing deadlines;
- A strong feel for what Monmouthshire County and Monmouthshire County Council is all about;

- Courage. Working in a permissive environment is liberating and fun – but it requires confidence, belief and an aptitude to get on and work with others to make things happen;
- A strong sense of purpose and ability to mobilise all those how share our purpose to deliver great things.
- Personal resilience, resourcefulness, a positive attitude and ‘can do’ mind-set;
- Quick thinking, a positive approach to late-presenting opportunities and changing circumstances. A splash of risk taking mixed with a detailed and determined attitude for successful delivery.

Should you require any further information regarding this post, please contact: Cath Fallon, Head of Enterprise and Community Development, [cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk) Tel: (07557) 190969

Closing Date: ????

## PROFFIL Y RÔL

**TEITL Y RÔL:**

**RHIF ADNABOD Y SWYDD:**

**GRADD:**

**ORIAU:**

**LLEOLIAD:**

**ASESIAD O'R GYMRAEG:**

(c) Mae sgiliau iaith Gymraeg yn ddymunol ond nid yn hanfodol.

**PWRPAS Y RÔL:-**

**Mae pwrpas deublyg i'r rôl hon:**

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Os ydych angen unrhyw wybodaeth bellach am y swydd hon, cysylltwch os gwelwch yn dda gyda: Cath Fallon, Pennaeth Datblygu Mentergarwch a Chymunedau, [cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk) Ffôn: 07557 190969

**Dyddiad Cau**

**Gofynnir i chi nodi na allwn dderbyn CV**

**Gellir llenwi ffurflenni cais ar-lein neu eu lawrlwytho drwy:**

<http://www.monmouthshire.gov.uk/home/education/jobs-and-employment/how-to-apply-for-council-jobs/>

Mae'n bosib cyflwyno cais yn y Gymraeg neu'r Saesneg, ac ni fydd cais a gyflwynir yn y Gymraeg yn cael ei drin yn llai ffafriol na'r Saesneg.

Ar ôl eu llenwi, dylid dychwelyd ffurflenni cais papur i'r cyfeiriad canlynol:

Gwasanaethau Pobl, Cyngor Sir Fynwy, Blwch SP 106,  
CIL-Y-COED, Sir Fynwy. NP26 9AN



Mae Cyngor Sir Fynwy yn gyflogwr cyfle cyfartal ac yn croesawu ceisiadau gan bob adran o'r gymuned. Mae'r holl swyddi'n agored i'w rhannu os na nodir fel arall. Mae Cyngor Sir Fynwy yn gweithredu Dim Ysmygu yn y Gweithle.

## PROFFIL Y RÔL

**TEITL Y RÔL:**

**RHIF ADNABOD Y SWYDD:**

**GRADD:**

**ORIAU:**

**LLEOLIAD:**

**AMODAU ARBENNIG:**

**ASESIAD O'R GYMRAEG**

(c) Mae sgiliau iaith Gymraeg yn ddymunol ond nid yn hanfodol.

Mentergarwch .....**Pwy ydym ni?**

**Ein Pwrpas:-**

**Mae pwrpas deublyg i'r rôl hon:**

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**Disgwyliadau a Chanlyniadau'r Rôl hon:-**

**Bydd y gweithgareddau sydd yn gysylltiedig gyda'r rôl hon yn sicrhau bod y Cyngor yn meddu ar:**

**Bydd eich cyfrifoldebau yn cynnwys:**

**Datblygu Rhaglen a Strategaeth**

**Gweinyddiaeth a Gweithrediadau**

**Cyllid**

**Marchnata**

**Dyma'r hyn y mae modd i ni ddarparu chi er mwyn cyflawni eich amcanion:-**

**Beth arall sydd angen i chi wybod.....Dyma Werthoedd Cyngor Fynwy:**

**Yn ychwanegol at hyn:**

Mae'r holl weithwyr yn gyfrifol am sicrhau eu bod yn ymddwyn bob tro mewn ffordd sydd yn gyson â Pholisi Cyfle Cyfartal Sir Fynwy yn eu meysydd perthnasol ac yn eu hymddygiad cyffredinol.

Mae Cyngor Sir Fynwy yn gweithredu polisi Dim Ysmygu yn y Gweithle ac mae disgwyl i'r holl gyflogeion i gydymffurfio gyda hyn.

## **Manyleb Person**

**Sut fyddwn ni yn gwybod os mai chi yw'r person cywir ar gyfer y rôl hon? Fel yr ymgeisydd llwyddiannus, byddwch wedi arddangos:-**

**Os ydych angen unrhyw wybodaeth bellach am y rôl hon, cysylltwch os gwelwch yn dda gyda: Cath Fallon, Pennaeth Mentergarwch a Datblygu Cymunedol, [cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk) Ffôn: 07557 190969**

**Dyddiad Cau:**