

## **LIVEABLE EXETER GARDEN CITY PROJECT DIRECTOR**

### **Job Purpose**

Work closely with the Liveable Exeter Garden City Board, Exeter City Council and the relevant local authorities (East Devon District Council, Mid Devon District Council, Teignbridge District Council and Devon County Council) to drive the delivery of transformational housing programme known as Liveable Exeter Garden City. Lead, shape and develop the Garden City working closely with Government agencies, local authorities and relevant stakeholders, including local communities, infrastructure providers and landowners / site promoters, to achieve significant defined outcomes.

### **Key Accountabilities**

1. Create a robust delivery plan and ensure implementation of the plan within the agreed budget.
2. Identify the necessary funding to support the project, and secure it in advance of the appropriate project stage to ensure that any funding gaps are identified and addressed well in advance of task/activity initiation.
3. Influence and persuade Government and all key stakeholders about the scale and ambition of the Liveable Exeter Garden City project and secure their active engagement and support
4. Work collaboratively with all stakeholders to engage local communities affected by the Garden City project.
5. Work closely with relevant local authorities, county council, landowners / site promoters and infrastructure providers and any other relevant stakeholders as appropriate in order to ensure the timely delivery of high quality development which accords with the Garden City principles.
6. Identify and unlock any barriers to delivery
7. Align the delivery plan with other key place based initiatives, specifically: Sport England Local Delivery Pilot; Local Industrial Strategy; Carbon Neutral Exeter; and Exeter Transport Strategy.
8. Ensure effective cross-boundary joined up working between relevant local authorities in pursuit of a wider sub-regional growth agenda where relevant to Liveable Exeter Garden City.
9. Manage and supervise other members of the Garden City Project Team

## Key Activities

1. Provide strategic guidance to the Liveable Exeter Garden City Board on the development of the Garden City Delivery Team, in particular on staffing, corporate strategies, budget priorities and future business planning priorities (short and long-term)
2. Develop the long and short-term capabilities needed to support the Delivery Team objectives, motivate and develop the staff, employ effective performance management and effectively allocate resources to meet agreed objectives on time and to budget
3. Lobby, negotiate and influence senior Government officials, delivery agencies and stakeholders, to drive forward early delivery of programmes and projects towards achieving the joint vision
4. Raise the profile of the Liveable Exeter project locally, regionally and nationally in order to attract funding, investment and secure buy-in from stakeholders
5. Work closely with relevant City Council staff to support the production and delivery of statutory and non-statutory development plans and planning guidance as far as they relate to the Garden City Project.
6. Oversee and coordinate work with relevant landowners / site promoters, infrastructure providers and County Council officers as required in order to ensure an effective and joined up approach to the planning and delivery of development within the city, including the production of masterplans and other planning guidance, ensuring that Garden City principles are adhered too
7. Establish effective and coordinated arrangements and processes for the delivery of sites within the Garden City, ensuring that Garden City principles and the wider corporate objectives for place, such as Active and Healthy Lifestyles, and carbon neutral Exeter are adhered too.
8. Establish effective and coordinated arrangements and processes for the future management and maintenance of Liveable Exeter sites, ensuring that Garden City principles are adhered too
9. Work closely with the Strategic Management Board and Liveable Exeter Garden City Board Members as appropriate to steer forward early 'quick wins' for the delivery team and the surrounding residential and business communities
10. Work with the Director for Comms and Marketing at Exeter City Council in providing guidance to the Liveable Exeter Garden City Board on the development of a comprehensive communications and engagement programme.
11. Build and maintain excellent relationships with internal and external contacts, to represent the Delivery Team objectives in a positive, professional and engaging way.
12. Liaise, communicate and promote Liveable Exeter to local residents.
13. Track and monitor the level of influence of all key stakeholders using this information to engage and manage effectively. Proactively recognise and

understand the different stakeholder agendas and priorities and develop plans to address and service them.

14. Collaborate with and foster synergies between the key stakeholders in the city, such as the Devon County Council, University of Exeter, Exeter College, the RD&E Hospital, Exeter City Futures CIC, to the benefit of customers, profit and legacy
15. Operate commercially in the market place, explore and develop funding options for agreement by the Board
16. Ensure legal, regulatory and governance standards and practices are adhered too
17. Ensure commercial and financial viability of the project, maximising opportunities and mitigating risks
18. Prepare and maintain a Liveable Exeter Garden City wide projects risk register and provide appropriate updates to Members and Officers
19. Lead innovation and transformation in delivery of development and place shaping to become a national exemplar
20. Develop best practice methodologies taking into account national and international garden communities/place shaping practice.

**Person Specification:**

1. Proven experience of delivering major development projects through the planning system.
2. Specialist knowledge of large and complex housing led developments.
3. An understanding and appreciation of the key components of creating a Garden Town/village.
4. Proven experience of partnership working and establishing and strengthen positive external relationships, with national and local partners, such as the Ministry of Housing, Communities, and Local Government, and Homes England.
5. Outward looking perspective and strong advocacy skills
6. Experience of community based place shaping, recognising soft and hard skills
7. Good understanding of the local plan process and ability to communicate credibly with all stakeholders at any stage of the process
8. An inclusive team player who can foster partnerships, work collaboratively across boundaries and achieve performance and results through others.
9. Proven experience of working with a range of stakeholders, including landowners / site promoters, infrastructure providers and local communities, to produce master plans and deliver development.
10. Good understanding of Garden City principles
11. Proven experience of working effectively across a range of local authorities to deliver high profile projects

12. Good understanding of the development industry and ability to critically review and inform development appraisals and viability appraisals.
13. Proven high level leadership experience and proven ability to negotiate project outcomes to deliver exemplar development
14. Good mix of commercial and political nous
15. Strategic thinker with the ability to deliver and roll sleeves up
16. Influencing and negotiating skills with the ability to adapt personal style and approach for a range of stakeholders
17. Persuade, convince, negotiate and influence others towards achieving the best outcomes in the interests of the Liveable Exeter Garden City.
18. Communication skills with local communities
19. Problem solving skills with the ability to make sound and rational judgments based on evidence, creating solutions that are sustainable and future focused
20. Change management skills
21. Self-awareness
22. Risk management skills and experience
23. Experience of managing a small staff team and wide range of technical consultants in a growth agenda.

#### **Qualifications and Experience;**

- A recognised professional qualification in a Development/Regeneration related discipline, along with membership of an appropriate professional body. Significant experience at a strategic level with proven record of success.
  
- A recognised Degree in a relevant subject to the role.

#### **Key contacts**

**Accountable to:** Chief Executive & Growth Director, Strategic Management Board, & Liveable Exeter Garden City Board

**Accountable for:** Liveable Exeter Garden City Delivery Team and range of external consultants

**Location:** Exeter City Council Civic Centre, but flexible across the city and sub-region with hot desking facilities in the City Council estate.