



Basingstoke
and Deane

Director of Regeneration

Salary up to £118,862, including car allowance
Basingstoke and Deane Borough Council

Working in partnership with Ocean Edge Executive Search
www.oceanedge.biz/bdbc

OCEAN EDGE
EXECUTIVE SEARCH



Your application

Thank you very much for your interest in the Director of Regeneration role at Basingstoke and Deane Borough Council.

This recruitment pack contains full details of the role and the selection process to assist you in your application.

When submitting your application please ensure you send us:

- A current CV that clearly shows your employment history outlining your achievements, skills and experience.
- A personal statement summarising why you are applying for this role (use the Person Specification to evidence how relevant your application is to the role requirements).

Please email your CV and Personal Statement to **jobs@oceanedge.biz** before the closing date of **Wednesday 4 January 2023**.

If you would like to discuss the opportunity in more detail please feel free to get in touch with Philip Foster using the contact details below.

Philip Foster
Ocean Edge Executive Search
philipfoster@oceanedge.biz
023 8000 1153 / 07881 784997



Living and working in Basingstoke

Basingstoke is a thriving high-tech town with high quality facilities and a population of over 185,000, surrounded by picturesque villages and beautiful Hampshire countryside.

Excellent transport connections, high quality and affordable housing, plus a top-class retail, leisure and culture offer make our borough a great place to live and work offering all the benefits of a city, in a pleasant, attractive environment.

In the surrounding areas you'll find the backdrop to Downton Abbey at Highclere Castle, the home of Bombay Sapphire, one of Hampshire's finest chalk streams the River Test, Watership Down made famous in Richards Adam's book of the same name and the birthplace of famous writer Jane Austen.

If you are considering relocating for this role, we can't wait to welcome you to our dynamic Hampshire borough.

Basingstoke and Deane offers:

- **an outstanding location:** conveniently located for access to London with direct rail links and minutes from the M3
- **competitive prices:** rental costs and living costs cheaper than London and Reading
- **the opportunities of a city with the benefits of a town:** fast paced and vibrant Basingstoke is surrounded by picturesque villages and set in the stunning north Hampshire countryside
- **homes to suit everyone:** from a country cottage in a picturesque village to a modern family home or a town centre apartment
- **a great place to live:** 93% of residents love it here with first class shopping, leisure and cultural activities, including regionally renowned concert hall
- **a dynamic business community:** including Eli Lilly and Company, The AA, De La Rue PLC, Fujitsu, Genus, Reassured, RingGo, Sony, Tech Data and Vitacress Salads Limited.

Take a look at www.lovebasingstoke.co.uk to discover more about the local area and why it's such a great place to visit, live, work and invest in.

About Basingstoke and Deane Borough Council

Basingstoke and Deane Borough Council has a strong track record in delivering a range of good quality services and making improvements for the borough. Resident satisfaction with both the place and the council is high.

Compared to most local authorities, the council is in a strong financial position, with prudent financial management resulting in significant income streams, revenue and capital reserves and no borrowing. Unlike many other councils, we have large commercial property and cash investment portfolios making us less reliant on government funding and council tax. The income from property rents is more than double the income from council tax and key to maintaining services whilst keeping council tax low. We are intensely ambitious, investing in the borough's future to ensure it remains a place where people choose to live and work and businesses can flourish.

The council is incredibly fortunate to have highly committed councillors, staff and partner organisations who work well together and have repeatedly demonstrated the willingness to go above and beyond for the borough and its communities.

Coming out of the pandemic, with the ongoing challenge of the increasing cost-of-living and the continuing need to do more to address climate change, we have been refreshing our key plans and approaches to ensure we can best deliver for our communities into the future.





A masterplan for regeneration

As a forward-looking local authority, we are committed to ensuring the borough is a place where people can live well and businesses can flourish.

While we are delighted with the 93% satisfaction level with the borough as a place to live recorded in the latest residents' survey, now is a pivotal moment as we deliver on our ambitious plans for the future development of our area.

We have an ambitious vision to deliver a more vibrant and attractive borough by 2033, and one with a strong, diverse economy that is recognised nationally and internationally as an excellent location for business.

As Director of Regeneration, you will play a pivotal role in delivering our large-scale regeneration programmes including Basing View, Basingstoke Leisure Park and Basingstoke town centre, that are set to reshape our borough and ensure future generations continue to enjoy an excellent quality of life and environment.

Read on for further details about some of the exciting regeneration programmes that the Director of Regeneration will oversee.

Basing View

Basing View is a 65-acre urban business park in the heart of Basingstoke, a short walk from the railway station and town centre. A programme of major redevelopment is transforming Basing View and opening up a wide choice of business space options for companies of all sizes from SMEs to international corporates.

As the freeholder, the council is playing a key role in helping promote and stimulate new investment in the area and is committed to investing long term in Basing View.

The business district is currently home to more than 180 national and international businesses, as well as a growing SME community and a new state-of-the-art 5G Living Lab. Around 4,500 people currently work at the park, and it is envisaged that the regeneration project has the potential to double the number over the next 15 years.

To date around £50 million has already been invested at Basing View, including improving shared open space and landscaping along with developing a Waitrose store and a new 45,000-sqft headquarters for Eli Lilly and Company.

The regeneration has also helped facilitate other local developments, including the 60,000 sq ft Florence Building, let to Sovereign Housing Association, and a Village Hotel with gym, restaurant, swimming pool and Starbucks coffee shop.

We are currently exploring opportunities to work with development partners to deliver the remaining office schemes at Basing View.

For more information see www.basingview.co.uk





Basingstoke Leisure Park and Aquadrome

We are looking into opportunities to regenerate Basingstoke Leisure Park - a 62-acre council-owned site that includes a fun pool, bowling alley, cinema, ice-rink and living history museum located in the heart of the town.

The leisure park is a well-loved facility enjoyed by many residents and their families, but it needs updating and improving as the facilities were mostly developed in the 1980s and 1990s.

After a public consultation in spring 2022, proposals have been drawn up to reinvigorate the leisure park with exciting new attractions, green spaces to relax in, and a range of free outdoor activities.

We have developed a draft master plan for the leisure park to set an overall vision, and guide future development proposals. This includes securing new uses and investment into the site, whilst aligning with the emerging plans for Basingstoke town centre which could see an increased leisure offer and other proposals to link up leisure facilities, open spaces and heritage attractions in the area.

The council's property advisers have already seen lots of interest from different types of leisure operators, who want to bring the latest activities and experiences to Basingstoke. Among the types of new attractions that operators have already expressed an interest in bringing to the leisure park are active leisure, health and fitness facilities, indoor golf and even waterparks.

Now the council is inviting more definite and detailed proposals by marketing new development plots on the unused land at the park to the leisure industry.

The well-used Aquadrome is a council facility, which is managed by Basingstoke and Community Leisure Trust and run by Serco. The council is proposing to build a new Aquadrome, so it will remain a popular facility for future generations to enjoy. A modern Aquadrome would represent a significant investment in Basingstoke and the health and wellbeing of local people.

Options for an improved Aquadrome are being drawn up by sports and leisure sector experts, looking at what was likely to be most successful after exploring current usage, gaps in what is provided in the area and wider trends.

As the leisure park is less than a mile from Basingstoke Railway Station and the town centre, the master plan proposes improved pedestrian and cycle access routes within the park itself to encourage more people to walk, cycle or use public transport to get there.

For more information see www.basingstoke.gov.uk/leisureparkproposal

Basingstoke town centre

Basingstoke town centre has seen a significant amount of development over the last 20 years. Festival Place shopping centre was developed in 2002 creating a regionally dominant shopping destination and the council invested £22 million regenerating The Malls shopping centre in 2011.

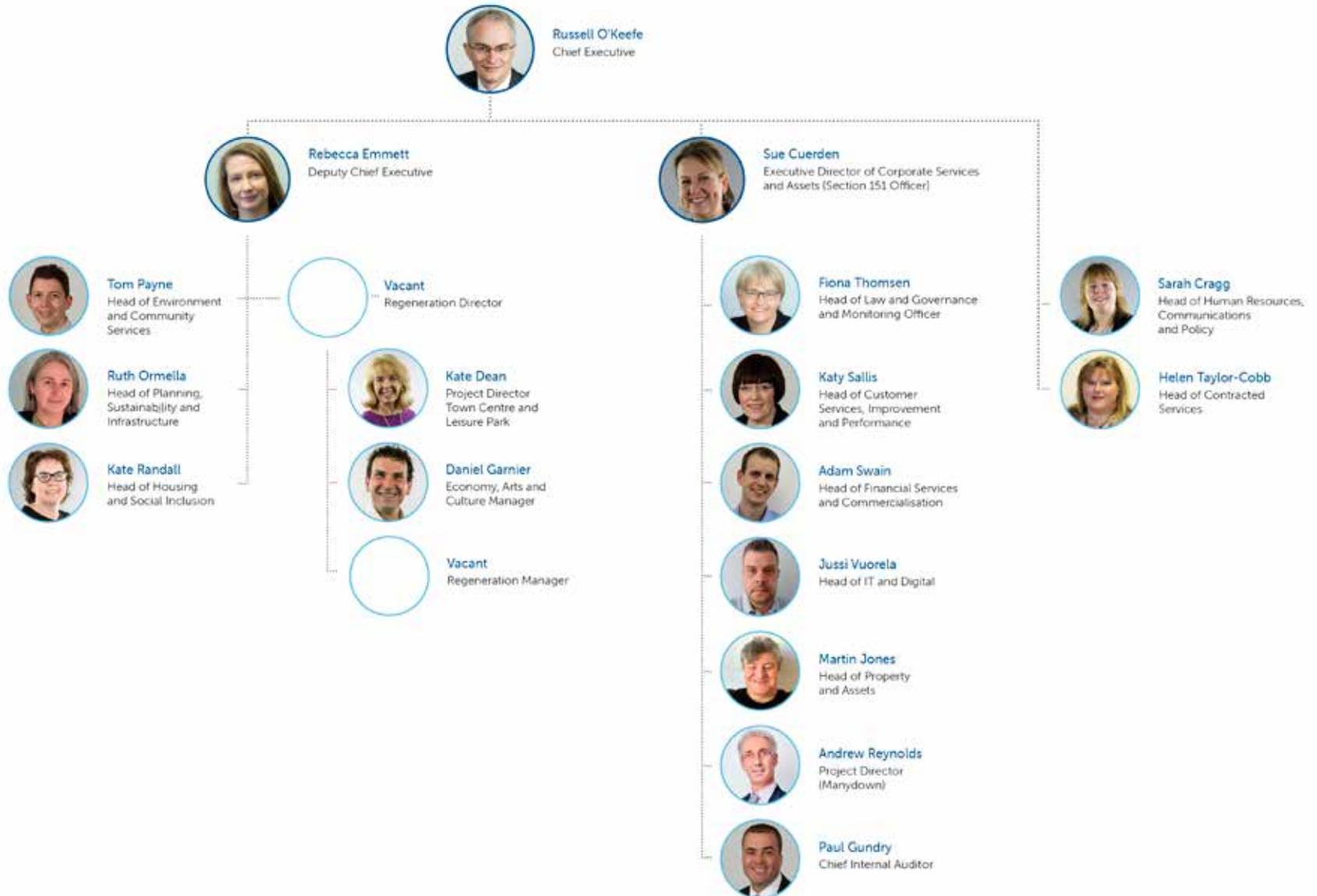
High streets across the UK continue to experience the effects of changes in shopping habits. Although Basingstoke town centre, including Festival Place and The Malls, had success in attracting investment and new retailers in recent years, town centres across the country continue to face significant challenges, such as a decline in footfall and shop closures. Working with partners we have developed an ambitious strategy to regenerate the town centre area. Along with improvements to the public areas and work to encourage people to visit the town centre, the draft vision and masterplan for Basingstoke has been drawn up to set the future direction for the town centre over the coming decades.

Following extensive public consultation, the emerging vision is for the area to become a more vibrant destination with independent shops and cafés, arts and cultural space and green areas in order to provide an open air alternative to the shopping malls.

For more information see www.talkbasingstoketowncentre.co.uk



Senior management structure



Role Profile

Director of Regeneration

Salary up to £118,862 including car allowance

Responsible to: Deputy Chief Executive

Total number of direct reports: 3

Responsible for total number of managed staff: 20

Job description

Responsible for driving the council's development and regeneration activity across the borough understanding the key drivers for regeneration for all of our customers and communities. Ensuring that this is balanced against the key policies for the council to ensure appropriate, sustainable and supported change.

1. Accountable to the Deputy Chief Executive for the delivery of a portfolio of services and large-scale development programmes including (but not exclusively):
 - Basing View business park, comprising a range of development and regeneration projects to revitalise an urban business park of 1.25 million sq ft within the council's freehold ownership
 - Basingstoke Leisure Park and Aquadrome, comprising a redevelopment to provide new leisure facilities
 - Regeneration of Basingstoke town centre
 - Economic development and arts and culture
2. Build and lead high-performing and responsive teams of permanent and agency staff and consultants to deliver regeneration and development projects, programmes and initiatives.
3. Contribute effectively to the overall leadership of the council. Work collaboratively with all stakeholders to identify and take advantage of opportunities, address challenges and enable the organisation to maximise its positive benefit on its communities.
4. Deliver a responsive business model and workforce able to quickly evolve and adapt to new ways of working in response to changing priorities and needs.
5. Maintain and understand the socio-economic picture of the communities and areas in Basingstoke and Deane. Be innovative when responding to specific challenges with the aim of reducing inequality and market failure through regeneration and development programmes.
6. Leading efficient and cost-effective services that promote business and levelling up and unlock economic potential.

7. Maintain and develop an awareness of local factors such as property / landownership, investors, partners activity etc. and ensure it is readily available to inform and support work programmes.
8. Initiate and develop business case proposals (including financial assessments) for regeneration projects that respond to the organisation's objectives.
9. Represent the organisation in formal negotiations with outside agencies, including solicitors, contractors, multi-disciplinary consultants, other local authorities and government departments on strategy, programmes, projects, budgets, outputs and outcomes.
10. Direct, negotiate and complete legal agreements with developers, funding agencies, housing associations, landowners and monitor and act on behalf of the council in accordance with those completed agreements.
11. Providing advice and guidance to members and senior managers on the implications of new legislation, policies and any other major external and internal drivers for change and to ensure the effective implementation of required changes.
12. Responsibility for the delivery of high quality, value for money services within the budgetary parameters.
13. To ensure that data quality and integrity is maintained and that data is processed in accordance with council policy, GDPR, the Data Protection Act, the Freedom of Information Act, and other legislation.
14. To promote equality of opportunity in employment and service provision.
15. To work in a flexible manner (including evening and weekend working) and be willing to undertake any other duties as reasonably requested.
16. To ensure that service delivery complies with current regulations, accepted professional standards, the council's policies and procedures and appropriate legislation (including legislation on data protection, equalities, health and safety and safeguarding children and vulnerable adults)'.

Person Specification

Please consider how you meet the following criteria to help inform your application and don't forget to include this in your personal statement.

Qualifications and experience

- Degree-level qualification or equivalent work experience demonstrating a similar level of attainment in related discipline.
- Management qualification or equivalent work experience demonstrating a similar level of attainment.
- Membership of an appropriate professional body such as RICS, RTPI or RIBA or evidence of continued professional development (CPD).

Work experience and attainments

- Significant contribution to corporate / organisation senior leadership.
- Experience of leading and delivering large-scale and complex development projects.
- A track record of delivering improved outcomes from communities through regeneration and place shaping.
- Experience of leading and delivering significant change and business improvement initiatives, including people and cultural change.
- Experience of developing and delivering outcomes through multi-agency partnership working including major stakeholders which impact the long term economic, environmental and social future of the area.
- Significant experience in strategy and policy development.
- Substantial experience of working with elected councillors on development and regeneration schemes.
- Experience of effective performance managing a diverse workforce and responding to diverse communities.
- Experience of substantial programme and project management.
- A demonstrative record of achieving and delivering services judged to be good or outstanding.
- Experience of effective budget management and delivering cost reductions whilst improving services.

Skills and competencies

- Extensive knowledge and understanding of local government and of the areas of responsibility.
- Excellent understanding of the political context at a local, regional and national level and the ability to operate sensitively and efficiently within a political environment.
- Broad overview of legislative and financial frameworks operating in the portfolio areas.
- Effective financial planning and budget management skills.
- Excellent knowledge of risk and reputation management.
- Highly-developed negotiation and influencing skills.
- Demonstrates political sensitivity, able to build effective relationships and manage conflict resolution.

Leadership behaviours

- Enthuses, motivates and inspires others.
- Leads by example.
- Communicates the vision.
- Helps others to understand how they contribute.
- Helps others to recognise their performance.
- Prioritises and manages resources effectively.
- Fosters a customer-centred ethos.
- Advocates flexibility and change.
- Actively breaks down barriers to delivery.
- Has a collaborative style.
- Builds and manages effective relationships.
- Encourages others to realise their own potential.
- Coaches and mentors effectively.
- Promotes and supports the development of others.
- Regularly and constructively challenges the status quo.
- Champions and advocates innovation.
- Has a clear focus on the future.

Benefits

As well as a competitive salary you will enjoy a range of employee benefits including:

- Local government pension scheme
- Health and wellbeing programme
- Healthcare Cash Plan
- Employee Assistance Programme
- Discounts platform
- Free car parking
- Salary sacrifice schemes - cars and bicycles
- Travel discounts

In addition, we also offer:

- Flu vaccination service
- Long service awards
- Travel loans
- Professional qualification scheme
- Free tea and coffee

We operate typical office hours from Monday to Friday, but as this a director-level role, we expect flexibility in fulfilling requirements and attendance at meetings which may mean occasional evening or weekend work.

Director of Regeneration terms and conditions

Salary package	£105,961 to £114,242 per annum (5 increments within the grade).																				
Car allowance	Cash alternative of £385 per month (subject to certain criteria being met, car must have 4 seats, be insured for business use (CO ₂ limit applies also if changing car).																				
Annual leave	33 days each year, pro-rata. Holiday entitlement increases after 5, 10, 20 and 30 years' service to a maximum of between 32 and 37 days (depending on grade).																				
Contract type	Permanent																				
Hours	37 hours per week This role is eligible for hybrid working with an ability to work from home.																				
Pension scheme	<p>Local Government Pension Scheme. The council contributes approximately 17.7% of your salary towards your pension. Your contributions will be based on your actual annual salary. The rates valid from 1 April 2022 are:</p> <table border="1"> <thead> <tr> <th>Actual or assumed pensionable pay</th> <th>Contribution rate</th> </tr> </thead> <tbody> <tr> <td>Up to £15,000</td> <td>5.5%</td> </tr> <tr> <td>£15,001 to £23,600</td> <td>5.8%</td> </tr> <tr> <td>£23,601 to £38,300</td> <td>6.5%</td> </tr> <tr> <td>£38,301 to £48,500</td> <td>6.8%</td> </tr> <tr> <td>£48,501 to £67,900</td> <td>8.5%</td> </tr> <tr> <td>£67,901 to £96,200</td> <td>9.9%</td> </tr> <tr> <td>£96,201 to £113,400</td> <td>10.5%</td> </tr> <tr> <td>£113,401 to £170,100</td> <td>11.4%</td> </tr> <tr> <td>More than £170,101</td> <td>12.5%</td> </tr> </tbody> </table>	Actual or assumed pensionable pay	Contribution rate	Up to £15,000	5.5%	£15,001 to £23,600	5.8%	£23,601 to £38,300	6.5%	£38,301 to £48,500	6.8%	£48,501 to £67,900	8.5%	£67,901 to £96,200	9.9%	£96,201 to £113,400	10.5%	£113,401 to £170,100	11.4%	More than £170,101	12.5%
Actual or assumed pensionable pay	Contribution rate																				
Up to £15,000	5.5%																				
£15,001 to £23,600	5.8%																				
£23,601 to £38,300	6.5%																				
£38,301 to £48,500	6.8%																				
£48,501 to £67,900	8.5%																				
£67,901 to £96,200	9.9%																				
£96,201 to £113,400	10.5%																				
£113,401 to £170,100	11.4%																				
More than £170,101	12.5%																				
Life Assurance	Three times your actual annual pay (only applicable to employees contributing to the pension scheme).																				
Car parking	Free parking is available on campus.																				

To apply

Please email your CV and a supporting statement showing how you meet the role criteria to our recruitment partners Ocean Edge Executive Search at jobs@oceanedge.biz

Key dates

- The closing date is **Wednesday 4 January 2023**.
- The first round of interviews will take place online on **Wednesday 11 January 2023**.
- Final interviews will take place in person at the Basingstoke and Deane Borough Council offices on **Thursday 12 January 2023** and will include a formal interview with the Deputy Chief Executive, Chief Executive and Leader of the Council and portfolio holders. There will also be a 30-minute discussion panel with councillors.