

## Role profile

<b>Job Title:</b>	Urban Design Manager	<b>Grade:</b>	CB6
<b>Department:</b>	Planning, Design and Sustainability	<b>Post no.:</b>	58166
<b>Directorate:</b>	Economy and Sustainability	<b>Location:</b>	Perceval House

<b>Role reports to:</b>	Assistant Director of Planning, Design & Sustainability or relevant Head of Service.
<b>Direct reports:</b>	Up to four officers specialising in Design, Conservation and Heritage
<b>Indirect reports:</b>	None

## Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

### Purpose of role

- To establish and lead a high quality specialised urban design and conservation service that is financially sustainable providing technical expertise to the Council's Planning, Housing and Project Delivery Services, including undertaking RIBA 0-1 feasibility studies to support the delivery of council projects.
- Champion good design across the borough and ensure good design is embedded in the Council's Planning, Housing and Project Delivery Services and is embraced by members, stakeholders and the wider community.
- Ensure that sustainability is embedded in the council's approach to design and place making.
- To provide design advice to Development Management officers, support in the negotiation on development proposals, and contribute to reports at all stages of the planning process.
- To lead on urban design and conservation policy, guidance and codes and support and continually improve the Design Review Panels.
- Provide design input into masterplans and SPDs.
- Represent the council as an expert witness on issues involving Design at public inquiries and examinations.
- Work with teams across the council providing design advice and input.
- Promote the work and services of the team liaising with other services within the Council, elected Members and their advisers, external bodies and statutory authorities, including the provision of information, advice, guidance

and assistance to residents of the Borough and businesses, and co-ordinating the input of other Council directorates to proposals and projects.

- Identify and secure opportunities to generate income for the Council.

### **Key accountabilities**

- Act as the council's principal advisor on Urban Design and related policy and establish and maintain a high performing professional Design team.
- Establish a funding and recharge approach that delivers a financially sustainable team and identify wider commercial opportunities. Assist in the preparation of the section's budget and to control, manage and monitor the allocated team's budget within parameters in accordance with the Council's financial regulations.
- Act as the strategic lead in championing good design across the borough and ensure good design is embedded in the Council's Planning, Housing and Project Delivery Services and is embraced by members, stakeholders and the wider community.
- Ensure a structure and governance approach that ensures a separation between work carried out for the Local Planning Authority and work carried out for other council departments.
- To commission external consultants where appropriate, ensuring effective client management and oversight, as well as being accountable for and managing programme and project budgets.
- To develop positive and cohesive relationships with customers and other stakeholders in relation to the future development and delivery of high-quality urban design in Ealing. This includes corporate, internal and external clients and partners both at pre-application, application and on-site stages.
- Promote and lead team building with a culture of continuous improvement by adapting skills, knowledge and team systems to cope effectively with regular and often complex changes to national and regional design, planning and development policy and legislative context.
- Maintain up to date and in-depth knowledge of relevant legislation, policies, theories, best practices and procedures in the fields of architecture, architectural design and construction and urban design (including landscape architecture) with a view to ensuring the Council drives and delivers excellence in this area.
- Lead, mentor and manage staff in the service areas for which the role is accountable and play a proactive part in contributing to Directorate peer meetings and governance, including the delivery of service plan objectives and other service improvements as directed.
- Represent the Council at meetings with the public and with Councillors on matters relevant to the services the role is accountable for, including attendance at committees, ward forums and any other public meetings.

- Responsible for ensuring that staff in the team are recruited, managed, appraised and developed, and that effective arrangements are made for their training and development so as to meet service and continued professional development needs and to provide equality of opportunity for all employees.

### **Key performance indicators**

- Successful achievement of operational service plans.
- Delivery of the relevant elements of the Council Plan
- Budget Management and Compliance
- Council Values and behaviours
- Resident, business and customer satisfaction levels

### **Key relationships (internal and external)**

- Service across the council involved in Planning and development.
- The Greater London Authority (GLA).
- Historic England and GLASS
- West London Alliance (WLA) and neighbouring boroughs.
- The Old Oak and Park Royal Development Corporation (OPDC).
- Local Government networks
- Local councillors.
- Ealing communities, developers, investors, and landowners.

### **Authority level**

- To be responsible for team's budget, working closely with the AD or relevant head of service.
- Actively manage income opportunities with a view to effective resourcing of key activities, and where opportunity exists with the objective of providing a self-funding/full cost recovery service.
- Directly manage the team, any occasional external consultants, assist in the objective setting, appraising and work programme setting of the wider service.
- To take a lead role in ensuring policy and project compliance with corporate and Council procedures, and best practice information and guidance.

## Person specification

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### Essential knowledge, skills and abilities

1. Completion of a recognised relevant qualification in Urban Design, Architecture, Landscape Architecture or other relevant Design Discipline. Eligibility for membership of RTPI, RIBA or equivalent professional body.
2. Ability to provide authoritative urban design advice to a number of departments across the council.
3. Sound understanding of project / programme management and the techniques involved in managing large, high value and complex programmes.
4. Sound and proven knowledge of the scope and content of current legislation and policy (at national, regional, and local levels) and spotting trends which affect, and influence programmes and projects related to urban design, architecture and public realm, in particular the sustainability agenda.
5. Excellent verbal and written presentation, communication, mediation, and negotiation skills and the ability to explain complex technical urban design and architectural matters to service users.
6. Excellent understanding of the public and private sectors, commercially aware and alive to external funding opportunities and the process of securing that funding.
7. Experienced in identifying and capitalising on commercial opportunities in a public sector setting. Experience in financial management, including budget preparation, resource planning and monitoring of income.
8. Sound knowledge of the issues facing local government and those relevant to service/functional responsibilities, together with the legal, financial, and political context of public sector activity.
9. Ability to advise on complex and sensitive planning applications and pre-application and other planning matters, ensuring that decisions are consistent with council's planning policies and relevant material considerations.

### Essential qualification(s) and experience

1. Expert knowledge and understanding of key issues and the latest developments in urban design, architecture, heritage and construction methods/materials with a practical appreciation of good design and related implications.
2. Experience of leading on the provision of specialist advice on all matters relating to urban design including advising on major and complex development schemes and regeneration projects including those being promoted by the Council. This will include identifying urban design issues and

potential problems arising from major developments and other schemes and ability and experience of making recommendations for creative, imaginative yet practical and deliverable solutions including through use of quantitative and qualitative analysis, evaluation of alternative solutions and consequences of outcomes.

3. Demonstrable understanding, commitment and ability to carry out the tasks of the post, with experience of using performance management techniques to meet agreed deadlines to provide timely, reasonable, clear, robust and realistic advice to support the service and its ability to meet and exceed performance targets.
4. Ability and experience of successfully preparing and presenting expert and professional evidence regarding the most complex technical urban design matters including successfully representing the Council at Planning Committees, Public Inquiries and informal hearings and complex appeals or other relevant legal proceedings to include the giving of evidence under cross-examination.
5. Extensive experience and proven track record of a high level of competence and of successfully influencing and securing improved urban design outcomes within the context of a high volume, high output service demand. Ability to provide timely, high quality and helpful advice in relation to complex high profile / value and politically sensitive major applications that constitute significant interventions in the built environment with minimal supervision.
6. Experience of working in partnership with public, private, voluntary and/or community sector organisations and successfully managing and facilitating effective working relationships across and between organisations and the public, demonstrating the ability to ensure robust and inclusive community engagement and to provide advice and assistance to the public and other customers as and when necessary.
7. Experience of mentoring, training and developing more junior staff.
8. Experience of providing sound advice to Members, Councillors, senior officers, partners and local groups on complex technical and strategic issues and programmes, including presenting reports to Management Boards and to other groups and partnerships.

## Values & Behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place.</li> <li>• Can see and appreciate things from a resident point of view.</li> <li>• Understands what people want and need.</li> <li>• Encourages change to tackle underlying causes or issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Does what they say they'll do on time.</li> <li>• Is open and honest.</li> <li>• Treats all people fairly.</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships.</li> <li>• Offers to share knowledge and ideas.</li> <li>• Challenges constructively and respectfully listens to feedback.</li> <li>• Overcomes barriers to develop our outcomes for residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost.</li> <li>• Brings in ideas from outside to improve performance.</li> <li>• Takes calculated risks to improve outcomes.</li> <li>• Learns from mistakes and failures.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages all stakeholders to participate in decision making.</li> <li>• Makes things happen.</li> <li>• Acts on feedback to improve performance.</li> <li>• Works to high standards.</li> </ul>