

Head of Regeneration Strategy

Be First (and LBBB)

Deadline: Friday 24 April 2020

Context

LBBB and its Regeneration Company Be First have ambitions to lead large-scale regeneration in key areas of Barking and Dagenham over the next 20 years. These efforts focus on:

- Barking Town Centre
- Chadwell Heath
- Dagenham East
- Dagenham Dock
- Thames Riverside
- Castle Green

In relation to Barking Town Centre, our aim is to revitalise this to become a thriving, mixed use area, offering homes affordable to working Londoners and a range of retail, leisure, food and beverage, entertainment and cultural offerings – all supported by great transport links. In relation to the other areas, our goal is to transform these large-scale, poorly used industrial/brownfield sites into fantastic new places with the homes, jobs and infrastructure capable of creating vibrant and successful new communities.

There is already considerable activity and analysis underway in respect of all these regeneration areas. However, these are complex and long-term projects and we have identified a need for additional expertise to help us articulate and execute our strategies for these areas.

Purpose of role

- To work across Be First and with LBBB, including elected Members, to articulate the council's strategies for these large regeneration areas of the borough (i.e. our vision, our approach and our plan) – including the crucial role of other stakeholders or actors.
- To support senior officers in Be First and LBBB to accelerate the delivery of these strategies, in particular by helping us to configure people, content and process across our system to best achieve results (thinking beyond individual development schemes or planning policy to how we affect change holistically in these key places across the borough).
- To provide visible leadership on these place strategies, actively engaging with key elected Members and external stakeholders (developers, landowners, investors, government agencies etc) to secure and communicate progress – as well as providing internal accountability in Be First and LBBB for delivery.
- To work through the implications of these regeneration strategies for the business plan and remit/responsibilities of Be First; developing proposals for how these need to evolve to both deliver our place ambitions and enable Be First to achieve its stretching net income target over the medium term (i.e. next ten years).
- To develop a strategy to fund our aspirations particularly working up bids for funding from Central Government and Regional Government but also looking at other funding mechanisms like TIF and bonds.

The post would be employed by Be First and be based with the company. They would be line managed on a day to day basis by the Managing Director of Be First, but with a dotted line to the Director of Inclusive Growth at LBBB (and would be a member of the senior Inclusive Growth management team, alongside other heads of service leading on housing, employment, energy and commissioning).

Priorities for the role would include:

- **Producing a set of agreed and approved strategies for each of the five large-scale regeneration areas of Barking and Dagenham** – setting out our vision, our approach and our plan. These should each take the form of a paper approved by the council’s Cabinet as well as a visually attractive version which can be used externally with a range of audiences.
- **Developing and then leading an approach to delivering these strategies, through an appropriate form of project/programme management**, with clear roles and responsibilities, resourcing, timelines etc – which drives internal decisions/activity and external messaging/engagement. This will be led by Be First, with input from LBBB (overseen by the MD of Be First and the Director of Inclusive Growth at LBBB). The post holder would then be the senior responsible lead for driving co-ordinated action to regenerate these areas.
- **Working through the potential implications and options of these regeneration strategies** for a) the Be First business plan and b) the remit and responsibilities of the company – framed by the twin desire to deliver the strategies themselves and, through that, also achieving the large annual net income return that the council expects from Be First.

Skills and experience

This is an exciting and challenging role. We are looking for someone who:

- Has experience in large scale regeneration and place-making – and understands what it takes to deliver it.
- Can think strategically, connecting a range of different inputs and imperatives related to regeneration and place-making (including for example policy, legislation, communication, investment and market factors, etc).
- Is an excellent communicator, in both written and verbal forms, and an adept relationship-builder.
- Can design and help to deliver complex projects, involving a range of different internal teams and with significant external stakeholders/actors.
- Can engage with financial / business planning and organisational design and development.

Salary

Circa £80k + company benefits, including pension and eligibility for Performance Related bonus scheme.

Please contact hannah.lock@befirst.london to submit your application.