

**REGULATORY DIRECTORATE**

**JOB DESCRIPTION**

**Date issued: Jan 2023**

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| <b>Job Title:</b>       | Senior Town Centre Project Officer   |
| <b>Service Area:</b>    | Strategic Planning and Enterprise  |
| <b>Grade:</b>           | 10   |
| <b>Hours:</b>           | 37 hours per week  |
| <b>Responsible to:</b>  | Strategic Infrastructure & Projects Manager  |
| <b>Responsible for:</b> | Supervision of other officers as assigned or seconded to the postholder  |
| <b>Contacts:</b>        | Operates at a high level with frequent contact to give information and work with:<br>Representatives of other authorities, including Hertfordshire County Council and adjoining County and District Councils,<br>Professional agents and other representatives of private companies, solicitors etc.<br>Members of the public and interest/amenity groups<br>Council appointed consultants<br>Government Departments and other quangos, agencies and consortia<br>Hertfordshire Local Enterprise Partnership including sector specific organisations, and Business Improvement Districts<br>Directors and Senior Managers, as appropriate, to provide information and advice, Council Members and occasionally with Members of Parliament. |

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**Job Summary:**

To develop and deliver the Council's Town Centre Strategy programme in a professional manner which contributes to the attainment of group, service and corporate objectives. To provide information and advice on policies, consultations, proposals and projects relevant to the performance and regeneration of the town centres. Act as the Council's key liaison officer with both internal and external stakeholders and to work with partner organisations to deliver shared goals and objectives in line with the Council's aspirations for each of its town centres.

To support the development of retail and town centre related policies and their interpretation within the Town and Country planning Acts and other associated regulations including the National Planning Policy Framework. To defend the Council's position in the preparation/presentation of the Council's case at any appeals/examinations.

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## Key Responsibilities:

### 1 Principal Responsibilities

- 1.1 To be responsible for the preparation and implementation of town centre strategies and associated action and/or masterplans for the Council in conjunction with the Strategic Infrastructure & Projects Manager.
- 1.2 To lead on project planning, co-ordination and management of town centre strategies and associated projects.
- 1.3 In conjunction with the Principle Strategic Planning Officer to be responsible for the preparation, monitoring and revision of the retail and town centre policies including local and neighbourhood centre policies of the Local Plan for North Hertfordshire, under the provisions of Town and Country Planning legislation.
- 1.4 To prepare briefs, commission studies and appoint and manage technical consultants and other advisors as required in order to conduct projects, research or town centre health check data, and to ensure that consultancy work is properly commissioned in accordance with the Council's financial regulations.
- 1.4 To provide detailed professional advice to agents / landowners, the public, Members and other services of the District Council including Development Management to ensure that development proposals meet sustainability aims and conform to the Council's town centre strategies and policies.
- 1.5 To prepare reports and make presentations to Members and Committees on behalf of the Service Director - Regulatory as necessary.
- 1.6 To promote the Council's work and raise the profile of the Strategic Planning and Projects team particularly with regard to the promotion of town centre initiatives relating to the social, economic and environmental well-being of the area.
- 1.7 To work in partnership with a wide range of stakeholders in preparing and implementing town centre strategies and associated projects ,including organising and running public participation exercises, non-statutory consultations, workshops and focus groups as required.
- 1.8 To represent the Local Planning Authority, as directed by the Strategic Infrastructure & Projects Manager, at meetings in relation to regeneration proposals/schemes associated with town centres, or with local and neighbourhood centres as part of a larger site allocation. To include the identification of key issues , promoting and defending the Council's interests including the negotiating and preparation of relevant agreements associated with any development or regeneration proposal.
- 1.9 To identify and maximise funding and sponsorship opportunities that will support the preparation and actions arising from town centre strategies, including responding, coordinating and developing funding bids.
- 1.10 To be informed and aware of relevant legislation, consultations, government advice and the activities of other organisations and professional associations that may bear upon town centre planning policy and project issues, and to keep up to date with the town centre trends and patterns that affects the District in order to maximise the effectiveness of the role.
- 1.11 To assist with the defense of Council decisions by appearing as witness on town centre policy matters in appeal Hearings for individual planning applications or, in the case of Examinations in Public or Public Inquiries, assisting in the presentation of expert evidence.

- 1.12 To propose, and implement where appropriate, improvements in the practices, systems, and organisation of the Strategic Planning and Enterprise Team.

## **2 Staff Management**

- 2.1 Supervision of other Officers as assigned or seconded to the postholder

## **3 Service Management**

- 3.1 To review and develop the services for which the post holder is responsible and manage to change, to achieve continuous improvement; to maintain agreed performance targets and to meet the requirements of value for money and the relevant performance management and inspection regimes.
- 3.2 To ensure the service meets the Council's Customer First Standards.
- 3.3 To actively promote the service in order to raise the profile of the Council and demonstrate its value to residents and customers.

## **4 Financial Responsibilities**

- 4.1 To work within the Council's Financial Regulations and Contract Procurement Rules.

## **5 Other Responsibilities**

- 5.1 To attend meetings of the Council or Committees as required
- 5.2 To ensure that all dealings with staff and the public are conducted within the Council's Equal Opportunities framework.
- 5.3 To comply with all relevant legislation to ensure effectiveness in the role.
- 5.4 To have regard for the duty of care of information (with particular reference to the Data Protection Act and Freedom of Information Act) gained during the course of employment that relates to other employees, the public, contractors, Elected Members etc.
- 5.5 To create and maintain authentic, timely and reliable records in relation to your duties. To take due care and attention when gathering, recording and manipulating data and to have regard to guidance issued by the Council in connection with data management.
- 5.6 The job holder has a personal responsibility, whilst at work, to preserve and enhance health and safety. They must familiarise themselves with the health and safety aspects of their work and avoid contact which would put at risk the health and safety of themselves and other people including visitors, contractors and members of the public.
- 5.7 To be aware of and work in accordance with the councils safeguarding policies and procedures in order to safeguard and promote the welfare of children and adults at risk, and to raise any concerns relating to such procedures which may be noted during the course of duty.
- 5.8 To undertake other duties which may arise or as may be delegated from time to time, commensurate with the skills required for this post.

**Signed..... Manager**

**Date.....**

**Signed..... Employee**

**Date.....**

**Name..... Employee**