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Central
Bedfordshire

great
people

Director of Place and Communities

**Applicant Pack
for candidates**

Find us online  www.centralbedfordshire.gov.uk/workinghere

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Welcome Letter

to applicants

Welcome Letter from Cllr Richard Wenham Leader of Central Bedfordshire Council & Marcel Coiffait, Chief Executive

Dear Applicant,

Thank you for taking an interest in the new Director of Place and Communities position at Central Bedfordshire Council. This is an exciting time for the council and a unique opportunity for the right person to shape the future plans for the council and its communities.

Although, like many councils we have largely been focussed on supporting our residents, communities and businesses through the pandemic we have also adopted a brand-new shared vision for the area. The Director role will be front and centre of how we take this forward and deliver these ambitions for our area and people.

This role has responsibility for many of the key assets and powers that a local authority can deploy to help create the conditions for successful and thriving communities from infrastructure and development to planning and the environment. We are looking for an inspirational leader who demonstrates that they can think strategically and influence widely, whilst ensuring our teams and those of our partners deliver the services our residents need in a commercially aware and sustainable way.

We are an ambitious Council with a new Chief Executive and new Leader who are determined to be a great council; one that understands and adapts to the changing needs of our residents, communities and businesses and delivers great outcomes that enable our people and our places to flourish.

This is a unique opportunity to join our high performing team at the start of a new chapter for Central Bedfordshire and make a real difference.

If you share our ambition and passion for Central Bedfordshire and have an absolute dedication to deliver great outcomes for our communities, I very much hope you will be in touch.

We look forward to welcoming you to Central Bedfordshire – it's a great place to live and work.



Richard Wenham



Marcel Coiffait

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About the Council

Our history

Our history

Central Bedfordshire Council is a relatively young organisation. It was created in 2009, following a highly contentious and hotly contested local government review process.

There were logistical challenges of migrating 2,500 staff to a brand-new organisation with completely new systems and processes. The scale of the challenge that Members and Chief Officers were facing became even more daunting following the election of the Coalition Government in 2010, the introduction of austerity measures and their consequences for local government funding.

The Council has come a long way over the past twelve years.

Our latest market research suggests that customer satisfaction has doubled since the Council was created with 67% of residents suggesting they are satisfied with the way the Council runs things, compared to 35% in 2009. Satisfaction with value for money has also more than doubled and 52% of residents are positive advocates now, compared to just 11% in our baseline research.

More recently the council has seen a change in Chief Executive and Leader, bringing fresh ambition and drive to the organisation.

Marcel Coiffait has been the Chief Executive since November 2020, having been a director at the council for the 8 years prior to this he has a vast understanding of the people, place and the council.

Cllr Richard Wenham became the new Leader of the council in January 2021. Again, Richard is not new to the council, previously he held the role of Deputy Leader since 2017 and Executive Member with responsibility for Finance and Resources in May 2015.

Both the Chief Executive and Leader are ambitious for the council's next chapter.



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About the Council

Where we are today

Central Bedfordshire Council is a good council. We provide good quality reliable services, have robust financial management and our residents love where they live - 86% of residents tell us so.

We have worked hard over the years to achieve a sustainable financial position, having delivered savings of £10,463m since we came into existence and with a robust plan to maintain our financial stability in the years to come.

We also invest in our communities longer term with a significant capital programme to deliver some key infrastructure projects including roads, schools, leisure facilities, health hubs, crematorium and much more.

Central Bedfordshire is a great place to live and work.

This is the council vision and the vision for the newly adopted shared Vision for 2050 – Central Bedfordshire will continue to be a great place to live and work for future generations.

This is our promise and priority.

As the new Chief Executive and Leader start to formulate a new strategic plan for how the council will deliver the Vision, this presents the most exciting opportunity for new Director of Place and Communities to help shape the way forward.

We have also recently agreed a Sustainability Plan and Economic Strategy. Both of which will be extremely important in moving us forward.

Central Bedfordshire is also an area of high growth. Our great location close to London, good connectivity and beautiful rural market towns and countryside make us a popular area to live. We are also at the heart of the Oxford and Cambridge Arc which will bring opportunities and challenges in order that we maximise the value of this growth for our residents and businesses whilst balancing the need for more homes and jobs with protecting our rural and market town character of the area.

Useful links:

[Vision 2050](#)

[Sustainability Plan](#)

[Economic Strategy](#)

[Local Plan](#)

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Central Bedfordshire

Vision and Values

**“A great place
to live and
work”**

Our Vision

Central Bedfordshire is a great place to live and work, now and in 2050 – that’s our goal.

As we move toward 2050 we know that some things will change, and others will stay the same. The Vision seeks to build on the core strengths that Central Bedfordshire as a place has, what makes it attractive, what can be done to enhance it further.

The Vision focuses on four themes:



**We have a
prosperous
and innovative
economy**



**We live in thriving
communities**

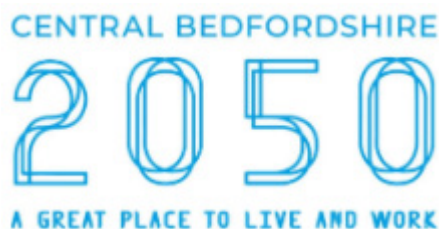


**We have the best
quality of life**



**We live in a
unique and special
environment**

Want to know more? See our dedicated [Central Bedfordshire 2050](#) website.



Our Values

We have developed the organisation’s values which have governed how it has implemented [Central Bedfordshire](#) change from the outset and which still hold true today. These values are:

- [Respect and empowerment](#) – we treat people as individuals who matter to us
- [Stewardship and efficiency](#) – we make the best use of the resources available to us
- [Results focused](#) – we focus on delivering outcomes that make a tangible difference to people’s lives
- [Collaborative](#) – we work closely with colleagues, partners and customers to deliver these outcomes.

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About Central Bedfordshire

Central Bedfordshire is a diverse area and is home to around 289,000 people, living in picturesque villages, hamlets and historic market towns surrounded by beautiful countryside.

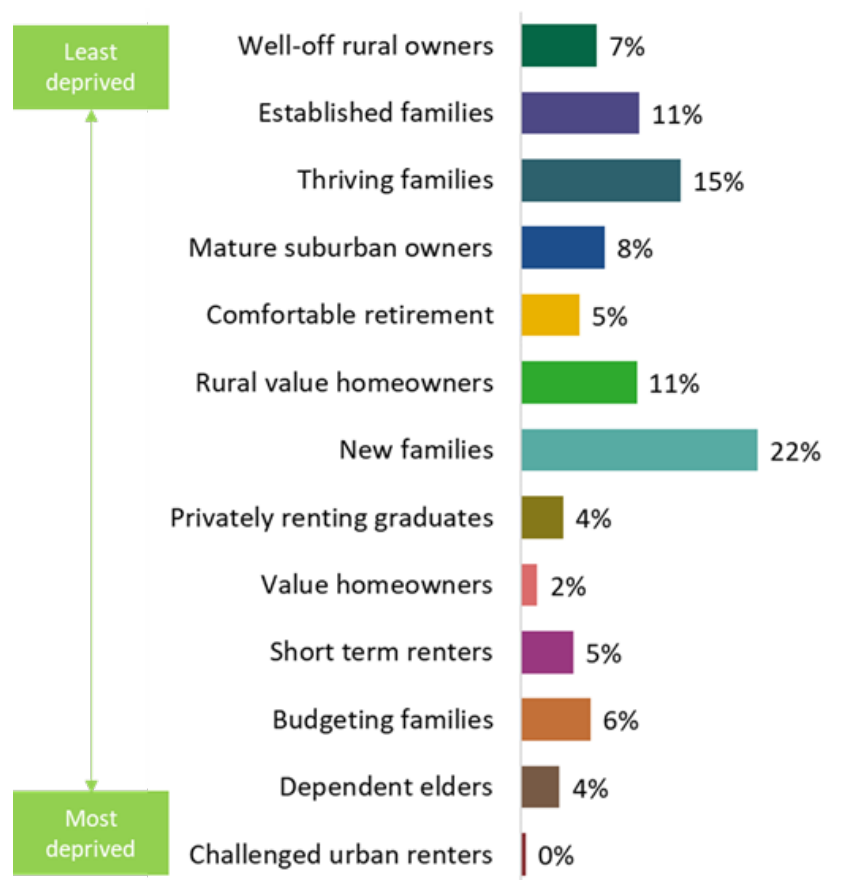
The Chiltern Hills, an area of outstanding natural beauty, form a major feature in the south west, the Greensand Ridge runs eastwards through the area, and the Forest of Marston Vale provides over 30 square miles of woodlands in the north west. There are also more than 30 sites of special scientific interest, as well as three national and 11 local nature reserves.

Over half the population live in the countryside and the rest in a number of market towns.

The largest communities within Central Bedfordshire are Leighton Linlade, Dunstable, Biggleswade, Houghton Regis, Flitwick and Sandy.

The area is generally prosperous, with above average levels of employment. However, there are pockets of deprivation and greater need in some areas (particularly in parts of Houghton Regis, Dunstable and Flitwick).

Central Bedfordshire residential demographic



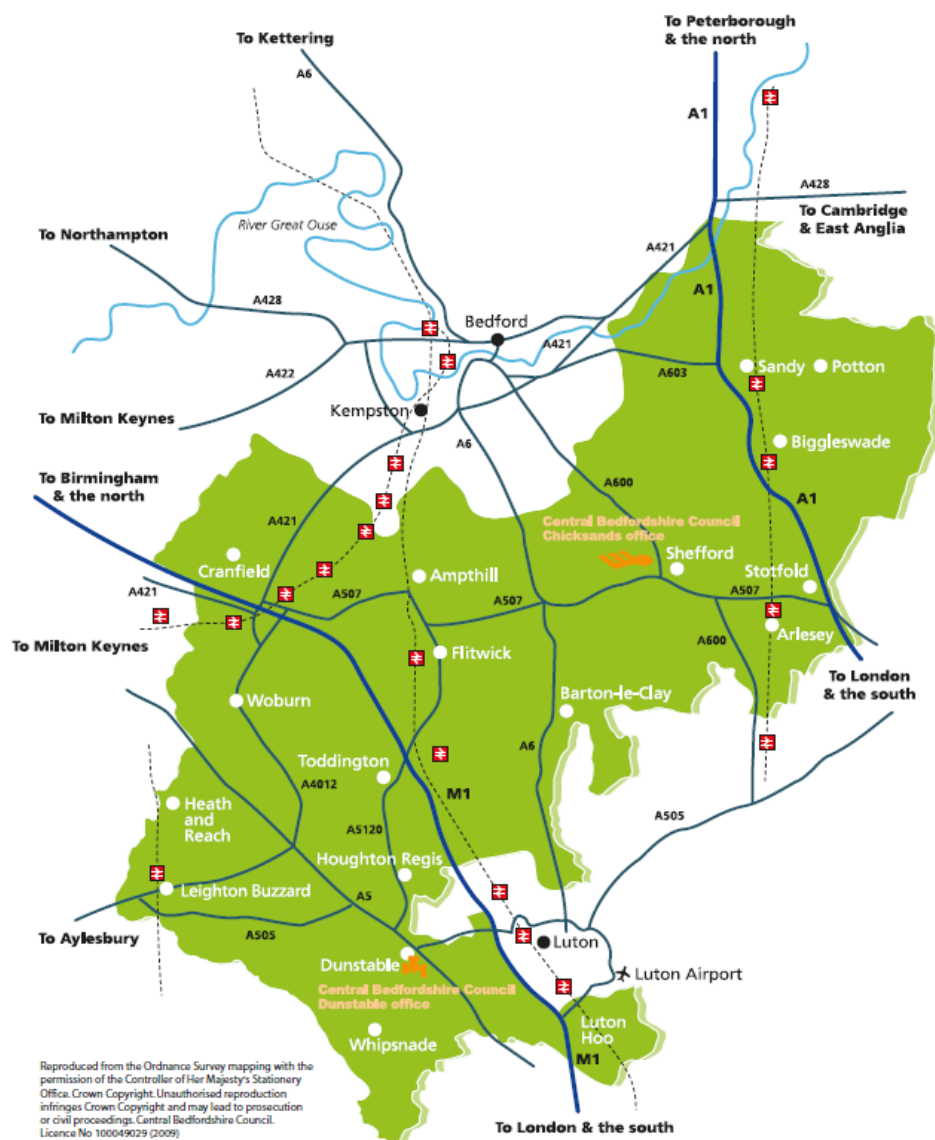
Source: Experian, Mosaic data, 2020

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The area has excellent transport links with the A1 and M1 running through it, three main rail lines and two international airports, Luton and Stansted, on our doorstep. We are only 35 minutes from London, but without the inner-city challenges and pressures. Our strategic location provides us with great opportunities. We are not only close to London, but our position between the key locations of Oxford and Cambridge means we are well-placed to maximise the local potential of regional and national ambitions for growth in the east-west corridor. We're actively involved with partners across the region in pursuit of these.

We're also in the centre of an academic 'golden triangle' between Oxford, Cambridge and London Universities and also benefits from its own academic institutions at Cranfield University, the University of Bedfordshire and other further education colleges.



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Role Profile

Director of Place & Communities






Role/s	Director of Place and Communities		Date Prepared	Dec 2020
Job Family	Managing	Family Definition	You influence the shape and direction of outcomes and services. You manage a group of services and are accountable for managing budgets, resources, and people. Your inclusion in this family is based on your management and leadership irrespective of your technical background	
Key outcomes and accountabilities - generic				
<ul style="list-style-type: none">● Develops, shapes and influences strategies and business models aligning with the Council’s plans, visions and statutory obligations to achieve improved outcomes and better public services for local residents● Articulates the Council’s strategic goals through excellent leadership and influence, providing direction and clarity to others to help ensure staff and partners understand and support the strategic aims of the Council● Drives organisational performance through innovation, challenging perspectives and embracing opportunities to maximise the benefits for our residents● Oversees financial, performance and risk management, people and change management within the Council, planning and deploying resources to deliver priorities● Steers major organisational programmes at pace to ensure the achievement of agreed outcomes● Embodies the Council’s values and commitment to Inclusion through tangible actions and leadership				
Initial key areas of focus				
<ul style="list-style-type: none">● Developing a clear and coherent overarching place-based strategy for Central Bedfordshire● Ensuring plans, programmes and projects reflect corporate priorities and that they are delivered as expeditiously as possible● Economic development and recovery in the post pandemic environment and within the context of the Oxford/Cambridge Arc● Quickly developing strong relationships both internally and externally with a wide range of individuals, partners and influencers, including local businesses● Continual service improvement and delivery, particularly in areas such as Highways● Dealing with and managing growth				
Special Conditions:	This position has been identified as a politically restricted post under the Local Government and Housing Act 1989. Therefore, you will be restricted from political activity.			

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Role Profile

(continued)

Minimum qualification level		7 or equivalent relevant experience
Indicative Competency behaviours		
	Communicating	<ul style="list-style-type: none"> Consistently role models open and honest communication Clearly communicates the strategic plan, vision and direction Builds powerful relationships of trust
	Working Together	<ul style="list-style-type: none"> Works with others to identify system-wide issues and opportunities and to agree appropriate solutions Identifies and facilitates strategic partnerships to deliver CBC aims Involves the people affected in developing strategies, plans and decisions
	Using Resources	<ul style="list-style-type: none"> Anticipates resource implications and plans effectively to achieve best return on investment Collaborates with others to ensure resources are used flexibly to deliver the best outcomes Seeks opportunities to maximise outcomes from limited resources
	Customer focussed	<ul style="list-style-type: none"> Supports customers to manage their own risks and circumstances so they achieve better outcomes Demonstrates empathy and professionalism when dealing with customers and stakeholders in challenging situations
	Problem Solving	<ul style="list-style-type: none"> Triangulates complex data, using insight to shape strategies and responses Thinks through the impact of strategic decisions, considering risks, implications, and critical factors for success Ensures that strategic decisions are informed by the latest thinking and practice

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Role Profile

(continued)

	Change	<ul style="list-style-type: none"> ● Champions innovation and a culture of professional curiosity within the organisation ● Maximises the use of technology to create and deliver improvements and efficiencies ● Engages, enthuses and inspires to drive continual improvement
	Leading	<ul style="list-style-type: none"> ● Develops strategy and priorities based on the bigger picture ● Engages locally, regionally, and nationally to positively influence developments that affect our work ● Demonstrates a genuine passion and commitment to making it happen, holding people to account ● Rigorously focuses resources on the most important priorities for Central Bedfordshire
	Developing	<ul style="list-style-type: none"> ● Values and encourages critical reflection and development ● Champions the importance of people, talent management and development

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Selection Process

Closing date for applications: Monday 22 March 2021

Longlisting preliminary and technical initial assessments: Monday 22 March to 30 March 2021

Longlist Meeting: 30 March 2021

Preliminary/Technical Interviews: W/c 05 April 2021

Interviews will be conducted virtually using MS Teams.

Shortlist Meeting: 15 April 2021

Shortlisting Assessment Centre: W/c 19 April 2021

Candidates invited to interview will be asked to undertake a variety of assessments and will interact with several key stakeholder groups.

Final Interview: 29 April 2021

A final interview with an Appointment Panel, which will involve a presentation and set of formal interview questions. It is hoped that these interviews will be conducted in person however, it is subject to Covid-19 restrictions and details will be confirmed with successful candidates accordingly.

For a confidential discussion please speak to:

Dawn Faulkner

Partner, Faerfield Limited

Tel: 0121 312 3755

Email: dfaulkner@faerfield.co.uk

TO APPLY FOR THIS ROLE, PLEASE CLICK [HERE](#)

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Further Information

Central Bedfordshire Council [Website](#)

Central Bedfordshire [Corporate Peer Challenge](#) - May 2017

The Council's [Five Year Plan](#) for Central Bedfordshire

The Council's [2050 Vision](#) for Central Bedfordshire, and [creating a vision](#) for Central Bedfordshire

[Working for Central Bedfordshire Council](#)

[Working and Living](#) in Central Bedfordshire

Central Bedfordshire - the [third best place to live](#) in the UK

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