



SURREY HEATH BOROUGH COUNCIL

Candidate Information Pack

ECONOMIC DEVELOPMENT MANAGER



September 2022

Surrey Heath Borough Council
Knoll Road, Camberley GU15 3HD
human.resources@surreyheath.gov.uk



A Letter from the Chief Executive

September 2022

Thank you for your interest in this key role for the Council and for the Borough.

This is a fantastic opportunity and therefore I wanted to take a few minutes to share with you some of my thoughts about this role.

This role is part of our long-standing commitment to business, regeneration and partnership working in the borough and a growing track record of success. We were very proud to have won the award as the Best Town for Business in the UK earlier this year.

The quality of our partnerships are at the heart of this success, including the strength of our relationship with our brilliant Business Improvement District (BID). They are now in their third five-year term, and as we emerged from the pandemic, secured an incredible 96% yes vote from local businesses in their latest ballot. We also enjoy strong and trusted relationships with the County Council and the Local Enterprise Partnership, the Department of Work and Pensions and with our local businesses.

We are also fortunate to own our main shopping centre and other key strategic sites in Camberley, as well as significant office and light industrial sites across the wider borough. This gives us unprecedented influence over our growing economy and helps ensure that we have the mix of businesses we need. We are focused on bringing new vitality to our town centre, with the attraction of new independents, new services and meanwhile uses, and a programme of exciting activities.

We are also a borough that is committed to investing in the future. Our recently completed public realm scheme in the high street and our stunning new Leisure Centre, which opened last Summer, have also both been shortlisted for regional and national awards. Our focus is now on bringing forward our major regeneration schemes and later this year we will be going to the market to find a development partner for our 2.7 hectare London Road Scheme.

In Surrey Heath we are really fortunate to be one of the most affluent places in the country, but we still have pockets of deprivation where not everyone has been able to share in this success. With the additional challenges of the current cost of living crisis, we are committed to creating a fairer society where everyone is able to access the opportunities and life chances on offer.



We enjoy strong support from and positive working relations with Members and have excellent cross-party member engagement.

We also benefit from good governance, and a Council with a clear set of aspirations for the future with the development of a new Town Centre Strategy, and a new Economic Development Strategy being prepared in the Autumn.

Finally, we are a very friendly and welcoming place, with a great staff culture, and a commitment to delivery and supporting shared success.

If my description whets your appetite, then please do get in touch. I'd love to hear from you.

Yours sincerely



Damian Roberts
CHIEF EXECUTIVE





About Surrey Heath the place

Situated in North West Surrey, with a population of 91,000, Surrey Heath is a beautiful place to live and work. We rank first in the Home Counties for wellbeing (NOMIS 2019) and first in England and Wales for tree coverage (Bluesky). Combine that with close proximity to London and Heathrow Airport, and our ambitious regeneration programme for Camberley town centre (the Borough's largest town), and we have a lot to offer.

The borough covers 36.5 square miles in north west Surrey, on the border of both Berkshire and Hampshire and is a contrast of urban and rural environments. The area has unique military heritage with the Royal Military Academy Sandhurst, where all Officers in the British Army are trained, and Deepcut Barracks.

Generally a highly affluent area, people who work here have the second highest average weekly wage in the South East. But having enough homes for people that need them and are affordable is a significant challenge, especially when balanced against the need to maintain the green nature of the borough and the extensive specially protected heathland (SPA).

We know a number of our residents and their families that are struggling, a situation made more challenging by the fragile national economy and rapidly rising food and fuel prices. In some parts of the Borough there is a life-expectancy gap of up to 11 years and with the number of older people expected to rise more in Surrey Heath than other places over the next five years.

This is a uniquely challenging time for local businesses, therefore a strong economy and vibrant town and village centres are vital for local employment and future business success. The Council has invested significantly over recent years in Camberley town centre. We will continue our work with our towns, villages and rural communities to make these areas attractive to businesses and visitors.



About Surrey Heath Borough Council

We are an ambitious organisation with a clear sense of direction. This is set out in the Council's Five Year Strategy which was developed out of the largest public and stakeholder engagement process ever undertaken in the borough. The Council's priorities are expressed under the four themes of **Economy**, Environment, Health and Quality of Life and Effective and Responsive Council. This in turn feeds into our Annual Service Delivery Plans.



We have 35 elected members, enjoy positive Member engagement and effective cross party working arrangements.



We employ over 250 staff directly with a strong ethos for public service. We also enjoy a friendly and supportive staff culture which is reflected in our organisational values.

We recognise that nothing can be achieved in isolation, and we have a strong foundation in Surrey Heath of teamwork through collaboration and partnership working. This is just as important for us internally as externally which includes local voluntary organisations, Frimley NHS, the County Council, the Department of Work and Pensions, local Housing Associations, and the Business Improvement District (BID) and neighbouring Councils.

Many of our front-line services are delivered through external contracts or through partnerships with neighbouring Councils. We also provide services on behalf of other Councils.

We have made excellent progress with delivering our Medium-term Financial Strategy (MTFS) which was established last year and is focused on addressing the impact of the pandemic and its aftermath on the Council's finances, including the impact on traditional income sources. Overall we have a good track record of financial management which is owned at every level in the organisation. We also have a healthy level of financial reserves.

Delivery is important to us and in Surrey Heath and this is underpinned by effective governance and project management, excellent customer service and meaningful community engagement.



Examples of our current & recent projects



Camberley Town Centre – Regeneration and Public Realm

The Council is committed to investing in the future of the borough and as part of this, regenerating Camberley Town Centre. Our investments in recent years has already included the acquisition of The Square shopping centre including the House of Fraser store, and the purchase of the former BHS and Alders sites. We have also undertaken a significant refurbishment programme within The Square, and completed major public realm improvements in the Town Centre.

Last year we saw the opening of a new 140 unit residential scheme by Berkeley, and a new affordable homes scheme at Pembroke House by Clarion Housing. We also completed work on our new emergency accommodation which opened at the start of 2022.



New multi-million pound leisure centre

Last year we also saw the completion of our brand new Leisure Centre in partnership with Places Leisure. A £24 million, state-of-the-art facility in Camberley in July 2021. The leisure centre has been a roaring success with attendance levels close to double what was achieved by the previous leisure centre.



Delivery of our economic development and regeneration ambitions

This year we are putting the finishing touches on an ambitious new Town Centre Strategy and as part of this are in the process of procuring a development partner for our exciting 5.5 acre regeneration site in the centre of Camberley opposite the Royal Military Academy – Sandhurst.

The vast majority of the regeneration site known as the London Road Block is already in Council ownership and is allocated in the draft Local Plan primarily for housing development.

New Economic Development Strategy

We are also in the process of refreshing our Economic Development Strategy to reflect seismic shifts in the economy and society since the pandemic, including changing retail and leisure habits, the commitment to tackling climate change and the adoption of agile working practices across most sectors.



Best Town for Business in the UK

Camberley was recognised nationally this year by the Enterprise Nation in partnership with Dell Technologies and Intel, for its outstanding support for the entrepreneurial spirit which has made a lasting impact on the local community and economy. The town boasts excellent internet coverage and its Pop-Up Shop Project, run by Surrey Heath Borough Council, along with its delivery partners, supports short-term tenants to try out opportunities in the town centre, which currently supports multiple businesses, such as Designer Exchange, Willow & Nutmeg and Squish.



Various business support programmes have been put in place for Camberley's businesses by Surrey Heath Borough Council and the Business Improvement District, Collectively Camberley. These include grant programmes, shop-front improvement scheme, a varied and exciting event programme, free training, newsletters, networking opportunities and business awards which recognise and reward top-performing businesses.

A place for new Ideas and Innovation

We are excited about the brand new innovations arriving in the Town such as the co-working space, the Login Business Lounge, which comes complete with a street food café, licensed wine bar and entertainment space with a stage and six-metre video wall. The Council is also playing its part, such as the Pop Up Shop, run by the Borough and its delivery partners to support short-term tenants in trying out new business ideas.



Opportunities for all

We believe that everyone should have access to economic opportunities available whether taking up an apprenticeship, learning a new skill, starting a new job, or building a new business.



What our staff say...

"Surrey Heath Borough Council has helped shape me into the person I am today, and with continuous support and opportunities, I am confident my career will only flourish here."

"I would strongly recommend Surrey Heath Borough Council to anyone."

"The friendly atmosphere allows for a non-judgmental and positive experience and I believe the Council does well in fostering collaborative working across services."

"It is an exciting time to be joining Surrey Heath Borough Council as we deliver our ambitions for the next five years, put in place new strategic partnerships and start delivery of a range of exciting new initiatives."

97%

**"I am proud of
the work of my
team"**

Staff Survey June 2022

94%

**"I work with
highly capable
people"**

Staff Survey June 2022

97%

**"My line
manager trusts
me to do a
great job"**

Staff Survey June 2022

92%

**"I am encouraged
to offer my ideas
& suggestions for
improvement"**

Staff Survey June 2022

Our ethos is to invest in our staff; offer opportunities to individuals to grow and develop their skills and nurture our talented people.

Our training and development for staff includes; A well development talent-management approach including apprenticeships, internship programme and Local Government Association National Graduate Development programme; Internal mentoring programme; Surrey Learn Partnership providing excellent personal development opportunities; Management development programmes for aspiring, new and experienced managers; Significant investment in staff qualifications and career paths via the 'Post entry training' scheme and a wide range of e-learning, including mandatory and induction training.





The Role

As our Economic Development Manager you will have a central role in securing the borough's economic success, building on our status as the Best Town for Business in the UK in 2022.

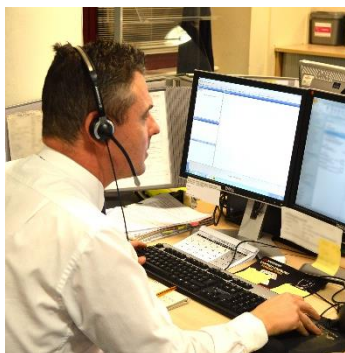
You will have the opportunity to harness our shared ambition, resilient economy, great strategic location and strong partnerships, to ensure that our businesses thrive. You will help attract new jobs and investment, making full use of the Council's significant regeneration programmes and asset base.

You are someone who is passionate about economic development, matched with an excellent track record of delivery. You will have the ability to quickly turn ideas into action and gain the support and buy-in of those around you.

Full details of the responsibilities of this role can be found in the enclosed recruitment pack.

This is a politically restricted post in accordance with Section 2 of the Local Government and Housing Act 1989.





How to apply

Applications

Applications are to be completed online and submitted no later than **2 October 2022**. CV's can be submitted via the online portal but cannot be accepted without a completed application.

The Panel will include the Chief Executive and the Head of Investment and Development.

Appointment Information

Salary

The salary grade for the post is SH8 and the incremental points are:

Scale Point	Salary (£)
8.33	47,291
8.34	48,947
8.35	50,613
8.36	52,297
8.37	52,868

All incremental progression within the grade is related to the performance of the post holder in accordance with the Council's Performance Management Scheme. All performance related changes are effective from 01 April of each year.



Annual leave

The post carries an annual leave entitlement of 25 days. After 5 years' continuous Local Government service, you will be entitled to an additional 5 days' annual leave.

Pension

All Surrey Heath employees who under the age of 75 and have a contract of employment for at least 3 months will automatically become a member of the Local Government Pension Scheme (LGPS) on their first day of employment, unless they opt out of the scheme upon joining the Council. You will be required to pay the relevant contributions to Surrey County Council LGPS. Further information on LGPS can be found on Surrey County Council Pension website <https://www.surreypensionfund.org/>

Benefits

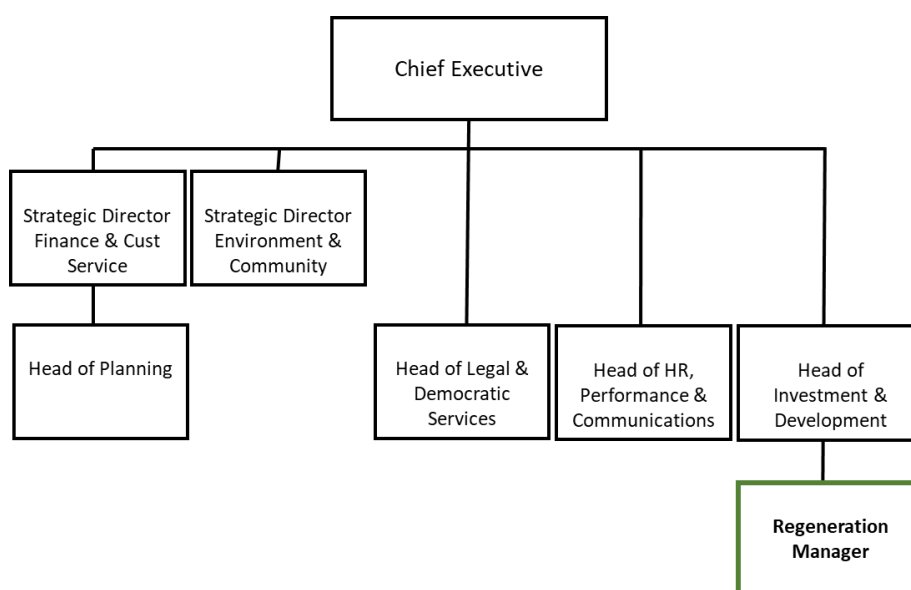
The Council recognises that its main asset is its staff. In recognition of this the Council offers a generous benefits package which is currently as follows:

- Local Government Pension Scheme.
- A minimum of 23 days annual leave entitlement (pro-rata for part-time employees).
- An additional 5 days annual leave after 5 years continuous Local Government service.
- Free private medical insurance for all staff after three years continuous service at Surrey Heath Borough Council.
- Three times salary Life Assurance cover for all staff in the Pension Scheme.
- Free parking for all non-casual staff.
- Regular health checks and other welfare initiatives and health promotions.
- Subsidised gym membership.



- Employee Assistance Programme (EAP).
- Free VDU eye examinations every 2 years.
- Free vaccinations when / where appropriate.
- Access to reduced travel insurance.
- Staff uniforms where required for all appropriate employees.
- Flexible working policy.
- Commitment to regular learning and development linked to Corporate objectives and support for professional learning and development, where appropriate.

Organisation Chart



Surrey Heath Borough Council

Role Profile – Economic Development Manager

Role Title:	Economic Development Manager
Service:	Investment and Development
Location:	Council Offices, Surrey Heath House
Reporting To:	Head of Investment and Development

Main Purpose of Role	<ul style="list-style-type: none"> • To promote Surrey Heath as a great place to invest and do business • To manage the programme and activities allied to the Council's economic development priorities. • Prepare and circulate relevant monitoring information and performance indicators to help track demand, footfall, the impact of interventions or key events and show relevant trends • Negotiate with partners and private sector companies. • To manage the production, implementation and monitoring of the Economic Strategy and ensure that the Economic Development action plan is delivered • To prepare briefings, reports and provide advice to members and partners on economic development and regeneration • Provide support to Planning Policy from an economic perspective in the production of policy documents. • To develop projects to support local business growth and create new jobs • To research all possible grant opportunities that may benefit Surrey Heath concerning economic development and bid for relevant local, national and regional funding • Identify other funding streams to support the wider council and their delivery objectives • Implement and manage funding programmes ensuring that required milestones and monitoring requirements are met • To set up and implement training schemes for local businesses and unemployed people • To deliver joint initiatives with other relevant organisations including the Business Improvement District and the Department of Work and Pensions.
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	<ul style="list-style-type: none"> • To promote the local area to attract new employers and investors and actively engage with those that come forward • To work on neighbourhood renewal projects • To liaise and participate in all Local Enterprise Partnership (LEP) or equivalent projects that benefit Surrey Heath • To provide clear, timely and effective advice to the organisation on government legislation and other community issues • To develop strong links with representatives of business across the area providing clear communication around the Council's approach to economic development • To act as the corporate face of the Council with regard to business contacts • To build partnerships with communities and business networks • To provide consultation responses to relevant planning applications for the Borough. • To advise businesses and local community groups • To prepare and submit bids for third party awards and recognition for the Borough and its work. • To investigate, develop and implement meanwhile uses for empty property/retail units • To manage such other areas that may be allocated from time to time.
Senior Management Responsibilities	<ul style="list-style-type: none"> • As a member of the Council's Wider Management Team, contribute to the achievement of the Council's corporate priorities and values, and the development of the Council's positive and high performing culture. • To communicate ownership of the Five Year Strategy and Annual Plans, Organisational Values, key corporate messages and promote effective and collaborative corporate working across the organisation. • To lead and champion the implementation of key corporate and service projects, achieving agreed outcomes including delivery on time and within budget. • To provide high quality and timely advice to Members of the Council, The Chief Executive and Corporate Management Team and to relevant managers and relevant staff. • To attend and contribute as required to meetings of the Council, including Committee meetings, working groups, and outside bodies. • To promote and champion the positive interests of the Council and the borough. • To keep the Head of Investment and Development, and where appropriate the Chief Executive and relevant



	<p>Portfolio Holders informed of service issues and developments</p> <ul style="list-style-type: none"> • To develop and maintain excellent internal and external working relationships to secure positive outcomes for the Council. • To directly manage staff as needed, creating a positive, structured, fair and supportive working environment.
Service Specific	<ul style="list-style-type: none"> • Economic Development • Funding Bids • Regeneration support • Jobs and Skills and Advice • Business Development • Inward Investment • Footfall • Economic Development Delivery programmes • Business Networks
Staff Leadership	<ul style="list-style-type: none"> • To develop a highly engaged and high performing staff team ensuring that all staff are encouraged to realise their potential through their on-going learning and development. • To create a positive working environment where staff are treated with dignity and respect and where equality of opportunities are promoted. • To ensure that effective recruitment, induction and probation arrangements are in place to maximise the positive contribution of new appointments to the work of the Council. • To ensure staff have the opportunity of regular team meetings, one to ones and appraisals. • To undertake the timely management of performance issues
Financial and Performance Leadership	<ul style="list-style-type: none"> • To exercise robust financial control over service, income and staffing budgets, ensuring that budget targets are met. • To ensure that value for money is achieved, including looking at opportunities to increase income, reduce costs or explore alternative ways of delivering services. • To ensure that there are effective systems in place to enable the efficient, high performing and resilient operation of the service.
Risk Management, Health and Safety and Civil Emergencies	<ul style="list-style-type: none"> • To assess the risks associated with the service and ensure that robust measures are in place to manage these risks effectively, including the risk of fraud. • To provide a healthy and safe working environment and implement and promote relevant corporate policies and training in all work areas.



	<ul style="list-style-type: none"> To have a key role in business continuity planning and participate in the Council's Civil Emergencies response.
Elections and Referendums	<ul style="list-style-type: none"> To contribute to the smooth running of democratic elections as required including polling day and the count.
Continuous Professional Development	<ul style="list-style-type: none"> To keep abreast of economic, legislative, political, social and technical developments impacting on the service and on local government more generally To maintain personal development and attend corporate training as required.
The key decision making areas in the role	
<ul style="list-style-type: none"> Manages economic development function budget including staffing, running expenses and external income and/or capital funding. 	
Customers and contacts	
Relevant staff, relevant Members, other Councils, Property Investment Working Group, Government Agencies, Developers, Local Businesses, Community Groups and relevant membership organisations and business groups.	

Dimensions of the role	
Financial	Non-financial
<ul style="list-style-type: none"> Revenue Budget dependent on project/external funding Staffing budget dependent on project/external funding Capital Budget set as required 	<ul style="list-style-type: none"> Line Management as required * * Number of direct reports can fluctuate depending on projects being delivered.



Surrey Heath Borough Council

Person Specification - Economic Development Manager

Qualifications and Training	Essential (E) or Desirable (D)	Application	Interview w/ Assessment
<ul style="list-style-type: none"> Educated to Degree or equivalent, relevant to economic development, e.g. planning, geography, property, economic development, regeneration 	E	X	
<ul style="list-style-type: none"> A nationally recognised management qualification 	D	X	
<ul style="list-style-type: none"> Evidence of continued personal and/or professional development 	D	X	
Knowledge and Experience			
<ul style="list-style-type: none"> Extensive experience in economic development 	E	X	X
<ul style="list-style-type: none"> Knowledge and understanding of local government and its services 	E	X	
<ul style="list-style-type: none"> Understanding of the key components to successful regeneration and economic development programmes 	E	X	
<ul style="list-style-type: none"> Knowledge of Government Economic Development priorities, programmes and funding opportunities 	E	X	
<ul style="list-style-type: none"> Knowledge of economic development delivery and partnership structures 	E	X	
<ul style="list-style-type: none"> Experience of delivering successful projects 	E	X	
<ul style="list-style-type: none"> Experience of preparing funding bids 	E	X	



<ul style="list-style-type: none"> Experience of managing compliance across a complex portfolio of projects 	E	X	
<ul style="list-style-type: none"> Experience of working on own initiative and problem solve to achieve results. 	E	X	
<ul style="list-style-type: none"> Experience of managing a team 	E	X	
Abilities			
<ul style="list-style-type: none"> Good numeracy and analytical skills, able to understand and interpret statistical and financial information 	E	X	X
<ul style="list-style-type: none"> Ability to work and communicate effectively with elected Members, senior management and staff at all levels 	E	X	X
<ul style="list-style-type: none"> Able to engage and enthuse a wide range of stakeholders and build and maintain good working relationships with colleagues inside and outside the organisation 	E	X	X
<ul style="list-style-type: none"> Good negotiation, influencing skills and diplomacy 	E	X	X
<ul style="list-style-type: none"> A positive, flexible “can do” attitude 	E	X	X
<ul style="list-style-type: none"> Ability to build and sustain strong business contacts 	E	X	X
<ul style="list-style-type: none"> Able to represent the Council at partnership meetings 	E	X	X
<ul style="list-style-type: none"> Ability to delivery complex projects, multiple work streams, and manage conflicting priorities. 	E	X	X
<ul style="list-style-type: none"> Ability to manage budgets and external funding streams 	E	X	X
<ul style="list-style-type: none"> Ability to work on own initiative and work with others in a positive and collaborative way 	E	X	X



• Understanding of motivating and developing others	E	X	X
• Able to apply a creative and imaginative approach to regeneration and place making	E	X	X
Additional Requirements			
No contra-indications in personal background or criminal record indicating unsuitability in this role	E	X	
Legally entitled to work in the UK.	E	X	
Ability to work flexibly and attend formal evening meetings on occasions when required	E	X	
Ability to participate in the Council's Civil Emergency arrangements and assist the Council with the democratic elections	E	X	
Ability to work from home with access to reliable fast broadband connectivity	E	X	
Full Driving Licence	D	X	

