



# Application information pack

## **Executive Director: Place**

Up to £140,343

[www.telford.gov.uk/newdirectors](http://www.telford.gov.uk/newdirectors)

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## Welcome

Dear applicant

Telford and Wrekin is a great place to live, work, visit and do business.

We've an exciting vision and ambitious plans for Telford and Wrekin as we look to protect, care and invest to create a better borough and to foster a real sense of pride in our community. Our senior management team will deliver these plans and key new priorities at pace.

The Council is now looking for a new Executive Director: Place to join our awarding-winning council who can build on the innovation of the past, delivering economic growth whilst ensuring residents and communities are at the heart of what we do as a council, day in and day out.

In all we do, we will continue to seek new ways to work in partnership and co-operation with our communities and partners to understand their priorities and address them.

Underpinning this are our Co-operative values of openness and honesty, ownership, fairness and respect, and involvement.

The successful applicant will have a real opportunity to lead and drive change, supported by a passionate, hard-working group of members and colleagues.

The role will be challenging, varied, exciting and above all rewarding, and knowing our staff and management teams, with fun along the way too.

I look forward to receiving your application.

David Sidaway

Chief Executive

## About Telford and Wrekin

Telford and Wrekin is a unitary council located in Shropshire, which borders North Wales and is surrounded by Cheshire, Staffordshire, and Herefordshire & Worcestershire. Telford is located beside the M54, giving access to the M6 within 15 minutes and connectivity to the M5, M42 and M1. Telford is approximately 3 hours from London, 1 hour 45 minutes from Manchester and only 40 minutes from Birmingham.

Telford and Wrekin is rightly described as a place of contrasts – the rural and historic sitting alongside 'New Town' housing and modern industrial estates. Given New Town status in the 1960s, Telford has grown rapidly over the past 50 years around existing Borough towns including Madeley, Wellington, Oakengates, Hadley and Dawley. Two thirds of the Borough surrounding Telford is classified as rural, and includes the historic Ironbridge Gorge UNESCO World Heritage Site, the symbol of the Industrial Revolution.

Our population is one of the fastest growing local authorities outside of the South East, with growth of 11.4% between the 2011 and 2021 census. We saw the number of households in the Borough grow by 15% – the second largest increase by an English local authority. As the population is growing it is ageing and becoming more diverse. Over the inter-census period, there was a 65% increase in the number of people aged 65+ in the borough – the second largest increase by local authority. It is estimated that 17% of the population are from an ethnic minority – up from 10% in 2011.

Telford and Wrekin is a place of socio-economic contrasts with parts amongst the most deprived, comparable with inner cities, and the least deprived nationally. We have 18 neighbourhoods in the 10% most deprived nationally.

The Borough has a diverse manufacturing sector, a burgeoning tourism sector and research and development facilities. It has a strong focus on manufacturing – important sectors of the local economy include polymers and advanced engineering as well as food and drink, construction and retail.

Telford is a regional and national focus point for both housing and job growth. Despite challenging conditions faced by the housing market, the Borough has seen year-on-year growth in housing since 2007 and is ranked as one of the fastest growing areas by Centre for Cities report for the past three years. 2014 saw the opening of Southwater: a £250m

town centre development including a range of cultural, leisure, retail and event facilities, which has since been expanded with the addition of a new hotel and additional retail outlets.

There are lots of ways to get around the Borough. There is an extensive public transport network, including buses and trains. There are also numerous cycle tracks, bridleways and footpaths. Telford is a great place to bring up a family, alongside the extensive range of leisure and cultural activities.

As an organisation, we are laser-focussed on our vision to **“protect, care and invest to create a better borough”** and have a robust track record of delivery, including:

- a recent peer review which described adult social services as exceptional
- Adult Social Care “shared lives” service judged as outstanding by the CQC
- Children’s social services judged as outstanding by OFSTED
- being an economic powerhouse for the region and our country
- transformed Telford town centre through our Southwater development, with work underway with the next development programme
- some of the best roads in the country
- excellent in-house leisure offer, second to none
- a brilliant cultural and events programme

Our most recent LGA corporate peer review in 2021, concluded that:

**‘The Council should be very proud of what it is achieving, with it clearly being very ambitious, top performing in key areas and striving constantly to deliver for local people.’**

Our progress is recognised more widely by the sector. We won the prestigious MJ Council of the Year award in 2022; we were the APSE Council of the Year in 2021; and we have been shortlisted for the LGC Council of the Year in 2025.

As a Co-operative Council, how we deliver is as important as what we deliver. All that we do as organisation is underpinned by our Co-operative values of openness & honesty,

ownership, fairness and respect, and involvement. This means that we work with people through sound engagement and co-production rather than doing things to them.

We also know that our achievements are founded on our brilliant workforce. They are core to our success as an organisation. They are committed to what we are seeking to achieve, with our latest staff survey finding that 93% of employees understand how their role contributed to the Council's priorities.

We have a track record of sound financial management. We have stayed within 1% of our budget for the past decade despite delivering substantial savings.

Looking forward, we are clear on the future direction for the organisation and the Borough. We have a 10-year vision agreed with our strategic partners that sets out our ambitions for the Borough and the challenges that we need to tackle to deliver on our own levelling-up agenda. Our focus through this vision is to build a more inclusive Borough.

## The role

Delivery of our plans to protect, care and invest for Telford and Wrekin demands resilient leadership, courageous enough to try new approaches and support innovation right across our organisation and throughout our work with partners.

Executive Directors will work closely with the Chief Executive to ensure that we maximise integration of our services to achieve our vision.

**Reports to:** Chief Executive.

**Responsible for:** Director: Neighbourhood and Enforcement Services, Director: Prosperity and Investment, Head of Corporate Communications and External Affairs.

## Job description

**The post holder will:**

- Achieve Council priorities through effective leadership.
- In conjunction with the Chief Executive, Executive Directors and Directors, deliver the Council's plans to protect, care and invest to create a better borough.
- Deliver services that support, enhance and protect both our communities and built environment within the Borough, providing a clear sense of direction, commitment and purpose at corporate and service level.
- Oversee an operating environment and commercial approach to service delivery, delivering a sense of place and infrastructure that underpins growth.
- Manage the reputation and perception of the Council, via the Council's overarching corporate communication strategy.
- Establish and maintain strong, progressive and effective relationships with elected Members and partner organisations.
- Lead and oversee delivery of the Council's 'Pride in Our Community' programme, ensuring a strong emphasis on social regeneration along with improvements to physical infrastructure and the environment.

- Develop the strategic direction and priorities of the Council, and secure their implementation, through co-operative working with elected Members, colleagues and service partners.
- Drive forward key aspects of the Council's Service & Financial Planning Strategy, such as channel shift and demand management, to deliver accessible services and significant savings.
- Lead key corporate areas of activity for the Council, as allocated from time to time.
- Utilise contacts and networks nationally and regionally to drive forward change and improvement across all service areas
- Replace remaining 'silo approaches' with integrated services delivering holistic solutions.
- Value and celebrate the diversity of Telford and Wrekin's communities, through personal example, open commitment and clear action, ensuring equality of access and treatment in employment and service delivery, and live the Council's values.
- Provide direction and leadership to Directors within a matrix management framework.
- Help to shape Corporate Strategy and priorities, coupled with organisational and service performance and direction, through participating in and working collaboratively with colleagues to foster corporate working, innovation, sharing ideas and learning.
- Work closely with elected Members, supporting them in their roles and advising them on strategic and operational issues within their services.
- Develop strong working relationships with senior officers and Members from partner organisations all as part of the vision and values of the Council.
- Manage all resources creatively and effectively in order to maximise their contribution towards delivering the Co-operative Council priorities.
- Ensure that high ethical standards and governance are demonstrated within services and that health and safety, risk management and information management and security are embedded and managed in accordance with corporate standards.



- Deliver Council priorities, strategies and policies by working with Cabinet Members, identifying community needs and aspirations, demonstrating a commitment to equality and diversity across delivery of services.
- Be an advocate for children in care and care leavers, ensuring that they are valued and supported to stay safe, healthy, enjoy life and are given the assistance to make a successful transition to adulthood.
- Deputise for Executive Director/Chief Executive when required.
- Act as a Director for any commercial organisations the Council may establish (provided there is no conflict of interest with the role).

## Person specification

Criteria	Standard
Qualifications	<p>Candidates will need to demonstrate a high level of relevant skills and knowledge coupled with the ability to deal intellectually with the complexities of a very senior post.</p> <p>Evidence of a relevant professional qualification in at least one of the service areas of the position is required along with continued professional, managerial and personal development or relevant knowledge and experience.</p> <p>Where statutory officer responsibilities of the role require, a specific qualification may be required.</p>
Knowledge	<p>An in-depth knowledge of issues relating to the strategic and operational arrangements required to deliver major change to services.</p> <p>An understanding of how partner agencies operate coupled with potential strategies to maximize joint delivery.</p> <p>An understanding and anticipation of events which require proactive media management.</p> <p>Understanding of the importance that customer focus and employee engagement plays in the organisation's ability to deliver excellent services.</p>
Skills	<p>The ability to manage complex situations.</p> <p>The ability to work co-operatively and successfully with a diverse range of partners and manage competing demands.</p> <p>The ability to manage complex budgets in a tight financial situation.</p> <p>The ability to manage performance.</p> <p>The ability to link project and specific work areas to top level priorities.</p> <p>Strong communication skills.</p> <p>Proven leadership ability.</p>
Experience	<p>In depth experience at senior management level with strategic management experience across a range of service areas.</p> <p>Experience of working with public, private and voluntary sectors in achieving objectives.</p> <p>Experience of working in a political environment.</p>

	<p>Provision of service objectives whilst contributing to corporate management.</p> <p>Wide experience of managing complex people situations.</p> <p>Experience of setting targets for others and ensuring delivery.</p>
Personal style and behaviours	<p>Personal style and behaviours should reflect the Council's ethos and values, in particular:</p> <ul style="list-style-type: none"> <li>- A co-operative approach to achieving objectives.</li> <li>- Resilience and consistency at work.</li> <li>- Flexibility in working across boundaries.</li> <li>- A creative and inclusive approach to problem solving.</li> <li>- A demonstratively open style of leadership.</li> <li>- A confident approach to work challenges.</li> <li>- The ability to motivate and inspire their teams to deliver Council priorities and objectives.</li> </ul>

## Principal terms and conditions

Annual salary:	Up to £140,343 per annum
Terms and conditions:	JNC for Chief Officers of Local Authorities.
Contract Status:	Post are appointed on open ended contracts.
Normal location:	Telford, but the jobholder may be required to work at home or in any location within the Borough's boundaries.
Travel:	Mileage can be claimed at Casual Car User Rates.
Pension:	Local Government Pension Scheme.
Professional fees:	The Council will pay one professional membership fee.

Notice period:	3 months.
Annual leave:	<p>Basic annual entitlement is:</p> <p>24 days (up to 5 years continuous service)</p> <p>29 days (5 – 10 years continuous service)</p> <p>32 days (10 years + continuous service)</p> <p>Plus 9 days statutory/extra statutory days per year.</p> <p>A 'personal leave year' operates based on Local Government continuous service date.</p>
Performance Appraisal:	The performance of an Executive Director is subject to regular assessment, and they will undergo annual formal appraisal led by an Executive Director/Chief Executive. Incremental progression is dependent on successful performance. This post is accountable for ensuring the translation of policies into practice and the delivery of relevant targets.
Restrictions:	Under the terms of the Local Government and Housing Act 1989 this is a politically restricted post. The person appointed will be required to maintain conduct of the highest standard such that public confidence in their integrity is sustained. The person appointed will be required to secure the Council's permission before taking up any additional appointment or position.
Availability:	Availability to attend evening meetings and occasional weekend meetings is required.

An Employee Code of Conduct is in place which covers employees at all levels in the organisation, with the exception of those who are employed directly by schools in the Borough.

## How to Apply

Still interested? That's great – we'll look forward to hearing from you.

Please contact our recruitment partner at Tile Hill ([maud.hollis@tile-hill.co.uk](mailto:maud.hollis@tile-hill.co.uk)) to apply.

The closing date for applications is Tuesday 13 May 2025.

Please note that canvassing of officers or Members in relation to this appointment will automatically disqualify any application from consideration.

