

APPENDIX A

APPOINTMENT OF EXECUTIVE MANAGER (REGENERATION AND ESTATES)

CONTENTS

1. APPOINTMENT PROCESS
2. ADVERT
3. WEST LANCASHIRE DISTRICT COUNCIL – GENERAL INFORMATION
4. MANAGEMENT ARRANGEMENTS
5. CREATION OF NEW DIVISION OF REGENERATION AND ESTATES – BACKGROUND INFORMATION AND CURRENT STRUCTURES
6. JOB DESCRIPTION
7. PERSON SPECIFICATION
8. MAIN TERMS AND CONDITIONS OF APPOINTMENT

APPENDICES

- A. EXECUTIVE MANAGEMENT STRUCTURE
- B. REGENERATION AND ESTATES DIVISION – SERVICE ACTION PLAN 2007/8
- C. RELOCATION EXPENSES SCHEME
- D. COUNCIL TAX INFORMATION LEAFLET 2007/8

1. APPOINTMENT PROCESS

Applications may be made on the attached application form or submitted electronically via the form which may be accessed on the vacancy details accessed via the Jobs Go Public web site www.jobsgopublic.com. Where a paper form is submitted it should be typed but if this is not possible please use black ink.

Curriculum Vitae will not be accepted. Please ensure you complete all relevant information on the application form, using additional sheets where appropriate.

Completed applications should be returned to:

Clive Walsh
Human Resources Manager
West Lancashire District Council
52 Derby Street
Ormskirk
Lancashire
L39 2DF

Or e-mailed to clive.walsh@westlancsdc.gov.uk

Or submitted on line via the Jobs go Public Website

The closing date for applications is:

Recruitment Timetable

A short list of candidates will be selected by Members on and you will be informed if you have been short listed as soon as possible thereafter.

Recruitment Process

It is intended that interviews will be held on

Short listed candidates will be expected to:

- a. Submit a paper of no more than 1200 words on a defined topic notified at the time of short listing.
- b. Present the paper to the interview panel. The presentation must last no longer than 10 minutes.
- c. Attend an Assessment Centre which may include:

- Completion of psychological and/or occupational tests.
 - Undertake an in-tray/group exercise.
- d. Be interviewed for up to one hour by a panel consisting of:
- Members of the Chief Officers Committee
 - Chief Executive
 - Human Resources Manager
 - Independent Professional Assessor -
- e. Unsuccessful candidates will be given the opportunity of receiving written feedback

Application questions:

Should you have any queries regarding your application please contact Clive Walsh at the above address or telephone 01695 585019

2. ADVERTISEMENT



West Lancashire
District Council

Executive Manager, Regeneration & Estates

Salary £60,000

The fact that we've recently been graded 'Excellent' by The Audit Commission is one good reason for joining the District Council. But there's another that may be even more persuasive. We have hugely ambitious regeneration plans for West Lancashire – and you'll play a central role in shaping and delivering them.

You'll have the chance to take the lead on a number of key development projects including West Lancs Inspire, Enterprising West Lancashire and the exciting £300m regeneration of Skelmersdale Town Centre, aimed at creating brand new shopping, community and leisure facilities right in the heart of the town. The high profile experience you gain will be invaluable – and the impact on your CV will be every bit as impressive.

A senior regeneration specialist, you should hold a relevant professional qualification such as RTPI or RICS. Broad-based knowledge of the planning and development process, external funding sources and partnership working is essential.

Closing date: 2007.

An equal opportunities employer.

Apply online at
www.westlancsdc.gov.uk/jobs

Alternatively, call 01695 585218 (24 hour job line)
or email customer.services@westlancsdc.gov.uk
and a pack will be posted to you.



BY ESTABLISHING PEOPLE

3. West Lancashire District Council

a. The District

The District of West Lancashire covers an area of 42,688 hectares, lying between the Merseyside conurbation to the South and West, the Rivers Douglas and Ribble to the North, and the Metropolitan area of Wigan to the East.

It is close to the M6 and M58 motorways with good communication links. links

The population in the 2001 census was 108,378. the 2003 estimate was 108,994 which is forecast to rise to 113,400 by 2028.

The Councils administrative centre is based at 52 Derby Street, Ormskirk with other offices and depots being found in various locations in Skelmersdale and other parts of the District.

We are proud of our achievements and have made massive improvements o recycling, increased the figures for the number of people who feel safe in West Lancashire through tackling crime and the fear of crime.

We were named by the Audit Commission as the most improved Council in the North West and among the improved 2% nationally. We were also selected as one of the 6 finalists in the recent Local Government Chronicle awards for "Most Improved Council". Our Chief Executive Bill Taylor scooped the "Customer Services Business Leader of the Year" prize in the national awards in September 2006. In addition our website was named the "Best District Council Website" in the County in February 2007.

In July 2007 the Audit Commission rated the Council as 'Excellent' by under the CPA regime. They also recently rated us as "Excellent and Improving" for customer focus and access.

Overall the Council believes in:

'Putting CUSTOMER SERVICES FIRST — building a community second to none'

Good is not enough. Our aim is to be among the very best District Councils in the Country - not only serving our customers, but also delighting them.

The current revenue budget (2007/8) is £15.923m the District Council portion of the Council tax for a Band D property is £174.12 further details are contained in the Council Tax Information Leaflet enclosed at Appendix D

The Council currently has 750 employees.

b. Priorities

Our priorities for 2007/8 are:

- Protecting and improving street scene and the environment
- Combating crime and the fear of crime
- Working to create good quality jobs for local people
- Improving housing and ensuring that there is affordable housing available for local people
- Delivering cost effective services that will delight the customer and are accessible to all
- Providing opportunities for leisure and culture

We will deliver this by:

- Putting customers and frontline services first;
- Listening to, informing and consulting local people;
- Being open and accountable in the way we make decisions;
- Embracing innovation and partnership as a way of bringing about step change improvement in our services;
- Promoting equality of opportunity and valuing the diversity of our communities;
- Valuing and developing our employees;
- Ensuring local services offer the best possible value

From the top down the Council recognises that people are key to achieving its objectives and as such places great emphasis on recruiting, training and developing its people.

c. The Council Structure

The Council operates on the basis of the Leader and Cabinet model as set out below.

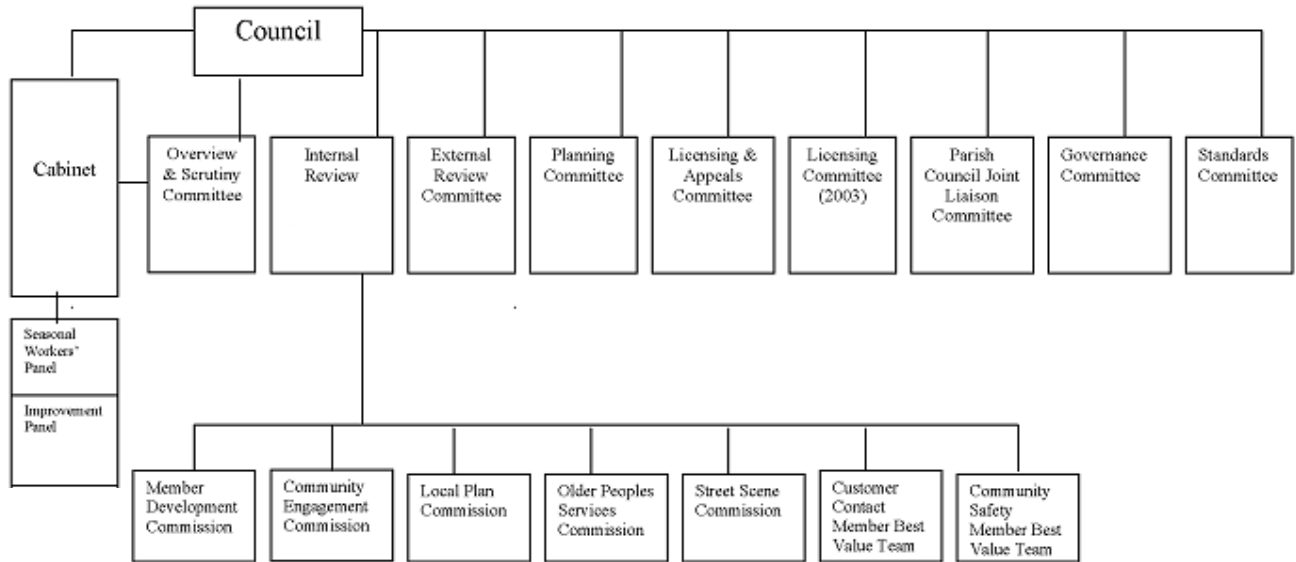
The current composition of the Council is:

Conservative – 33 seats

Labour – 21 seats

The Council meets quarterly to decide on what policies the Council will follow and how much money it will spend.

Committee Structure



The Leader and Cabinet

The Leader and Cabinet meet every five weeks to make decisions on services and to implement policies.

Leader

The Leader and Cabinet are appointed at the Council's annual meeting in May.

Cabinet members

In addition to the Leader there are 7 Cabinet members each with responsibility for specific portfolios as follows:

Regeneration and Planning:

Street Scene Management:

Environment and Health:

Leisure:

Human Resources:

Finance and Performance Management:

Housing:

One of the Portfolio holders is designated as Deputy Leader.

Council Meeting as an Assembly

The Council holds an Assembly every year where the public are able to debate with Councillors topics and issues affecting the people of West Lancashire.

Overview and Scrutiny Committees

The Council has 3 Overview and Scrutiny Committees, operating as follows:

- Executive Overview & Scrutiny Committee scrutinises Cabinet decisions as well as the decisions it is to take in the future. It also reviews the performance of the Cabinet and the Council's senior officers;
- The Internal Overview & Scrutiny Committee conducts in depth review/policy development as well as Best Value Reviews, as set out in its work programme
- The External Overview & Scrutiny Committee, with an Opposition Chairman, conducts annually 2 in depth reviews by examining ongoing relationships with external bodies

Meetings

Council and Committee meetings are normally held in the evening.

For more information on the Council's please visit our web site –

<http://www.westlancsdc.gov.uk/>

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4. MANAGEMENT ARRANGEMENTS

The Council introduced a flatter management structure in 2001 with 11 Divisional Managers. This has been continually reviewed and recently been further revised combining the Housing and Property functions and also the Estates and Regeneration functions, which has led to the creation of this new post of Executive Manager Regeneration and Estates. There are now 8 Divisional Managers and a copy of the revised structure is attached organisation chart at Appendix A

There are two management boards which meet on a fortnightly basis as follows:

(a) The Strategic Management Board (SMB)

SMB meets on a fortnightly basis dealing primarily with Strategic issues. The membership of SMB is;

- Chief Executive
- Deputy Chief Executive
- Council Secretary and Solicitor (Monitoring Officer)
- Assistant Chief Executive
- Executive Manager (Financial Service)

(b) The Operational Management Board (OMB)

OMB meets fortnightly on the alternative week to SMB and focuses on monitoring key performance measures and the way in which the organisation can move forward on a corporate 'one Council' basis. The group also deals with corporate operational and financial management performance issues and policy matters. The Group will also deal with cross cutting matters which the Council need to address including partnering and the on going modernisation agenda.

The membership of OMB is the full Executive Management Team joined by other senior officers as the need arises.

In addition the Chief Executive and Deputy Chief Executive meet fortnightly with the Leader and Deputy Leader of the Council to address key strategic and policy issues.

**5. CREATION OF NEW DIVISION OF REGENERATION AND ESTATES –
BACKGROUND INFORMATION AND CURRENT STRUCTURES**

INFORMATION TO BE PROVIDED BY REGEN & ESTATES

6. JOB DESCRIPTION



WEST LANCASHIRE
DISTRICT COUNCIL

JOB DESCRIPTION



INVESTOR IN PEOPLE

DIVISION:	REGENERATION AND ESTATES
DEPARTMENT:	
Job Title:	EXECUTIVE MANAGER REGENERATION AND ESTATES
Grade:	Divisional Manager Grade 3
Directly responsible to:	Deputy Chief Executive
Directly responsible for:	All employees within the Division

PURPOSE OF JOB:

To lead and manage the service areas within the division to:

- ▶ inform and direct the property, economic development and regeneration policy and activity of the council
- ▶ enhance and support the delivery of continuing social, economic and environmental benefits to the District's residents and stakeholders
- ▶ deliver the relevant corporate priorities of the Council

Contribute as a member of the senior management team to the corporate management of the Council.

KEY ACCOUNTABILITIES:

Strategic Management

- ▶ Ensure the provision of a strategic framework to attract inward investment and regeneration opportunities to the district.
- ▶ Provide strategic property advice and input into development and regeneration projects to ensure that the Council meets its objectives and the requirements of funding.

Corporate

- ▶ Develop and foster cross divisional working to ensure that the work of the division is co-ordinated across the Council.
- ▶ Take a leading role in shaping the delivery of major developments, capital and revenue projects, e.g. Skelmersdale Town Centre Regeneration Project, West Lancs Inspire, Burscough Town Centre, Enterprising West Lancashire

Policy Development

- ▶ Provide advice and guidance on policy issues relevant to the division to enable Members to formulate and determine policy in a way consistent with the effective, financially prudent and legal administration of the Council.

Divisional

- ▶ Ensure that the Council property (non-housing/operational) portfolio is effectively managed and review the property provision in relation to future Council strategy and plans.
- ▶ Ensure that economic regeneration activity is focused to promote the development and diversification of the local economy, projecting a positive and dynamic image of the district.
- ▶ Ensure that funded projects for economic regeneration are managed according to plan and funding requirements.
- ▶ Ensure that suitable external funding opportunities and investment are sought, secured and managed, to enable key sustainable regeneration projects and other local initiatives
- ▶ Ensure the provision of strategic advice to business start-ups, inward investors and tourism organisations.
- ▶ Ensure that the Investment Centre is effectively managed and generates income whilst providing a service to businesses.
- ▶ Manage the resources of the division in relation to funding, planning for and implementing any changes to adapt to changes in funding arrangements.
- ▶ Ensure that the services delivered within the division support and contribute to the Council's policies and targets in relation to equality and diversity.

Performance

- ▶ Formulate, implement and review the Divisional Service Action Plan to ensure that services are planned and monitored to achieve divisional objectives in accordance with the Council's corporate aims and objectives.
- ▶ Find and investigate opportunities to attract external funding, working closely

with external partners and other agencies to ensure that the Council maximises available financial support.

Leadership

- ▶ Lead, develop and effectively manage the staff and resources within the division, to ensure that they are motivated and skilled to deliver the services and meet targets and performance standards
- ▶ Provide strategic leadership across the division to ensure that the sections work together to deliver the divisional objectives and targets.

Relationships

- ▶ Foster, develop and lead effective partnership arrangements with both internal and external stakeholders, working closely with the Development Agency and other organisations to further the interests of the District and its development.
- ▶ Represent the Council at regional levels, with government bodies, local authorities, agencies, the local community, the private sector and any other appropriate organisations/ bodies at officer level.

Working with Members

- ▶ Work with and support Members of the Council in their various roles and develop, encourage and maintain effective member/officer relations.
- ▶ Advise, support and provide regular briefing to Portfolio Holders to enable them to perform their role effectively
- ▶ Provide advice and guidance on policy issues relevant to the division to enable Members to formulate and determine policy in a way consistent with the effective, financially prudent and legal administration of the Council.

General

- ▶ Undertake any other duties commensurate with the grade, which may be required within the needs of the service and as required according to the exigencies of the service.
- ▶ Meet the Council's standards of customer care at all times
- ▶ Carry out duties with full regard to the Council's Equal Opportunity policy.
- ▶ Comply with Health & Safety legislation, Data Protection legislation and all other relevant and applicable statutory together with Council policies and procedures
- ▶ Comply with the Council's Investors in People policies and practices relating to training and development, including regular development appraisal reviews
- ▶ Participate fully in the Council's CPA process

3. DIMENSIONS

Management of multi-million pound budgets, consisting of the division's core expenditure and externally funded programmes /projects.

Council Property (Non Housing or operational) consists of 130 properties with an income of £2.2m per year.

4. CONTEXT AND IMPACT

The Division has a high profile within the organisation, largely because of its reputation for successfully attracting external funding and delivering social and economic regenerative benefits throughout the district and also because of the revenue generated through the estates management of the Council's (non-housing/operational) portfolio. In order to achieve these successes, the post holder has a major part to play in influencing and delivering policies and strategies at local, sub-regional and regional levels.

General Statement

The above duties and responsibilities do not include or define all tasks, which may be required to be undertaken by the postholder. The duties and responsibilities may vary without changing the general character of the duties or the level of responsibility entailed. These factors are reflected in the grading of the post.

Date job description prepared/updated:	April 2007
Job description prepared by:	
Job Description agreed by:	

7. PERSON SPECIFICATION



WEST LANCASHIRE
DISTRICT COUNCIL
PERSON SPECIFICATION



DIVISION: REGENERATION AND ESTATES

**PERSON SPECIFICATION FOR THE POST OF:
EXECUTIVE MANAGER, REGENERATION AND ESTATES**

REQUIREMENTS		METHOD OF ASSESSMENT
ESSENTIAL (E) DESIRABLE (D)		
<p>QUALIFICATIONS:</p> <ul style="list-style-type: none"> ▶ Relevant professional qualification / member of a professional body such as RTPI or RICS ▶ Management qualification or management development ▶ Evidence of continuous personal development <p>KNOWLEDGE</p> <ul style="list-style-type: none"> ▶ A broad knowledge of operational issues across the service areas with in depth knowledge of property development ▶ A thorough understanding of the issues and challenges facing Local Government and a thorough understanding of, and commitment to, the principles of Local Government Modernisation. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>Application</p> <p>Application</p> <p>Application and Interview</p> <p>Application, Interview and Assessment Centre</p> <p>Application and Interview</p>

<ul style="list-style-type: none"> ▶ An understanding of the wider social and economic environment within which Local Government operates 	E	Application and Interview
<p>SKILLS</p>		
<ul style="list-style-type: none"> ▶ Political sensitivity and awareness, and an ability to maintain and establish collaborative working relationships with Elected Members, Central Government, public sector agencies, trade unions, the business and voluntary sector communities. 	E	Application and Interview
<ul style="list-style-type: none"> ▶ Professionalism, interpersonal skill and credibility that establishes and maintains the confidence of Elected Members, employees, local communities and the external partners/agencies and stakeholders. 	E	Application and Interview
<ul style="list-style-type: none"> ▶ Effective communication skills with a wide range of people, both written and verbal, including influencing and negotiating 	E	Application, Interview, Test and Assessment Centre
<ul style="list-style-type: none"> ▶ High personal and professional standards and a commitment to probity in Local Government. 	E	Application and Interview
<p>EXPERIENCE</p>		
<ul style="list-style-type: none"> ▶ Experience and achievement at senior management level within a Local Authority and/or large multi-disciplinary organisation. 	E	Application and Interview
<ul style="list-style-type: none"> ▶ Demonstrated personal and professional credibility in the areas of property and regeneration 	E	Application and Interview
<ul style="list-style-type: none"> ▶ Experience of significant contribution to corporate management and participation in the formulation of corporate objectives, policies and strategies. 	E	Application and Interview
<ul style="list-style-type: none"> ▶ Proven success in leading and motivating teams of staff and strong commitment to developing talent and encouraging diversity. 	E	Application and Interview

<ul style="list-style-type: none"> ▶ Successful track record of leading operational and organisational change, and of building and developing a multi-disciplined team of managers. ▶ Proven track-record of working effectively in co-operation and partnership with a wide range of communities, partner organisations, private sector providers, public agencies, voluntary bodies and statutory authorities. ▶ Successful track record of working with and developing a strong performance culture, effective performance and service quality evaluation. 	<p>E</p> <p>E</p> <p>E</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
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Note to applicants

Please try to show in your application form whether or not you meet these requirements

APPROVED BY :

Date :

8. MAIN TERMS OF APPOINTMENT

- 8.1** The appointment of Executive Manager Regeneration and Estates will be made in accordance with the Scheme of Conditions of Service of the Joint Negotiating Committee for Chief Officers and Deputies of Local Authorities, supplemented by the Council's Local Conditions of Service.

Divisional Managers may be rotated within their Job Roles as determined by the Chief Executive from time to time in accordance with the exigencies of the service. They will report to either the Chief Executive or Deputy Chief Executive as determined appropriate at the time.

Divisional Managers must live within a reasonable travelling distance of their administrative base and the operational centre – relocation expenses will be paid in appropriate cases – see para 6.... below

8.2 Base

This post will initially be based at the Council Offices 52, Derby Street, Ormskirk or the West Lancashire Investment Centre, White Moss Business Park, Skelmersdale but the post holder will be required to work in the future at any Council Offices in the District.

8.3 Salary

The salary for this post is a locally determined fixed point of £60,000 p.a. This salary will rise each year from April 2008 in accordance with the agreed percentage of the annual national pay agreement for JNC staff. This may be subject to Job Evaluation in the future.

Salaries are paid monthly on the 15th direct into a bank or building society account.

8.4 Hours

The standard weekly hours for this post are 36, however additional hours may be required to be worked from time to time as required by the exigencies of the service and this is reflected in the salary for the post. In addition, officers appointed in accordance with the JNC Scheme of Conditions of Service are expected to be available as the circumstances demand and this will include working unsocial hours from time to time including attendance at evening and weekend meetings.

8.5 Annual Leave

The Council's leave year runs from 1st April to 31st March. The annual leave entitlement for this post for a full year is 30 days plus 2 extra statutory days and 3 local days holiday at Christmas as determined by the Council. In addition there are 8 public holidays.

8.6 Car Allowance

A local lump sum car allowance of £4,753 p.a. is payable plus a mileage rate of 6.5p per mile, and car loan facilities are available. The Council is prepared to consider alternative transport arrangements for disabled applicants who may not be able to hold a current driving licence.

8.7 Telephone

The Council will provide an internet enabled mobile phone. The policy on provision of telephones is currently under review and whatever scheme of allowances/provision is determined will be applied to this post.

8.8 Pension

The options available are:-

- (1) to join the Local Government Pension Scheme which is contracted out of SERPS;
- (2) to take out a Personal Pension Plan;
- (3) to remain in SERPS.

You will be automatically included in the Local Government Pension Scheme if you do not advise your preferred choice.

8.9 Medical Fitness

The appointment will be subject to completion of a medical questionnaire and acceptance of medical fitness by the Council's Occupational Health Physician.

8.10 References

The appointment is subject to the receipt of two references which are satisfactory to the Council. References will be taken up for all candidates short listed for interview

8.11 Probation

All new entrants to the service of West Lancashire District Council are subject to a Probationary Period of 6 months.

8.12 Development Appraisal Review

The Council operates a policy of annual staff Development Appraisal whereby you will be interviewed on an annual basis to review your progress and identify performance targets, development and training needs for the future year.

8.13 Outside Employment

During your employment with the Council you shall devote your whole time-service to the work of the Council and must not, without prior written consent, undertake any outside work, paid or unpaid, which overlaps in any way with your official duties, which potentially causes a conflict of interest with your official work, which would weaken public confidence in the conduct of the authorities business or which makes use of material to which you have access by virtue of your job.

8.14 Membership of a Trade Union

You have the right to join a Trade Union and are encouraged to do so by the Authority. Further details will be provided.

8.15 Smoking Policy

The Council has a Smoking Policy and does not provide smoking shelters or allow smoking breaks during working hours.

8.16 Relocation Expenses

Relocation expenses of up to £5,445 are payable in accordance with the relocation expenses scheme attached at Appendix C

8.17 Period of Notice

The post is subject to 3 months written notice on either side.

8.18 Canvassing

Canvassing either directly or indirectly will disqualify a candidate from appointment.

8.19 Political Restriction

This post is a politically restricted post as defined by the Local Government and Housing Act 1989. In broad terms this precludes the person appointed from:-

- (1) standing for election for Parliament, the European Parliament of another Local Authority;

- (2) being an officer of a political party;
- (3) canvassing on behalf of a political party;
- (4) speaking or writing in public on matters which are subject to political controversy.

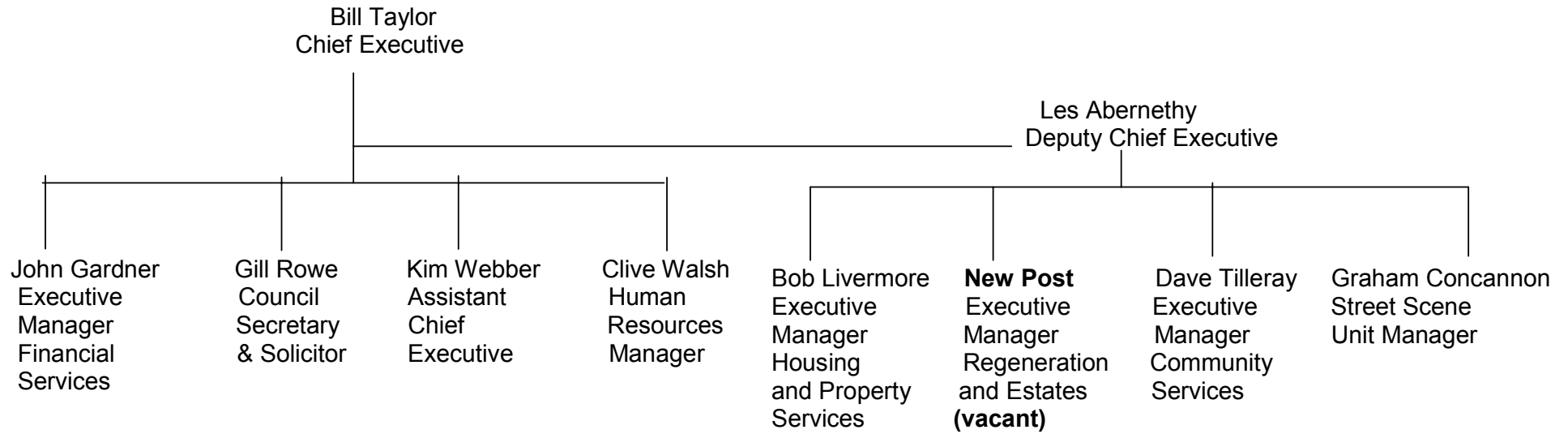
You have the right to claim exemption from the restrictions. Further details will be provided on request.

8.20 Equal Opportunities

The Council is striving to be an equal opportunities employer. A copy of the Council's Equal Opportunities Policy Statement is incorporated within the application form.

WEST LANCASHIRE DISTRICT COUNCIL

EXECUTIVE MANAGEMENT STRUCTURE - SEPTEMBER 2006



REGENERATION AND ESTATES SERVICE ACTION PLAN 2007/8

REGENERATION & ESTATES

SERVICE ACTION PLAN 2007/2008

SECTION 1: ROLE OF THE DIVISION

The Regeneration and Estate's Division is located at the West Lancashire Investment Centre (WLIC), White Moss Business Park, Skelmersdale. There are three main service areas within the Division. They are:

- Estates & Valuation
- External Funding
- Economic Regeneration

In addition, the Division has responsibility for the West Lancashire Investment Centre, which contributes to and delivers various economic and estates activity relating to the above service areas. There is also central technical support, underpinning the work of the Division.

Overarching aim/purpose of the Division

The overarching aim/purpose of the Division is to promote the development and diversification of the local economy and work to improve the level and range of skills of the local population to meet the changing needs of industry and commerce. It aims to enhance and promote a positive and dynamic image of the district to investors, clients and visitors, to secure investment and employment opportunities for West Lancashire, ensuring the adequate provision of land and associated infrastructure, and protecting and improving the physical environment in order to attract further investment.

In addition, the Division seeks to maximise revenue streams through commercial land and property lettings/sales and seeks to secure and manage suitable external funding opportunities and investments to enable key sustainable regeneration projects and other important local initiatives to be undertaken in order to deliver continuing social, economic and environmental benefits to the District's residents and stakeholders. Indeed one example of this is the Council's 'flagship' project, the West Lancashire Investment Centre (WLIC), which provides the enterprise hub for business support and development across West Lancashire and aims to help stimulate entrepreneurial activity and promote West Lancashire as a 'business destination of choice', encouraging further investment in the area.

The Division's Values

The Division is striving for excellence in pursuit of the Council's vision by:

- Taking a continuing joined up approach across the Division and the authority as a whole.
- Having a positive approach to partnership working at regional, sub-regional and local levels.
- Striving for excellence in all that we do.
- Recognising staff as our most important asset having a culture of mutual respect and fairness amongst staff at all levels.
- Having a culture of mutual respect and fairness amongst staff at all levels.
- Encouraging a culture of self development to meet the needs of both the organisation and the individual.
- Striving to improve the quality of lives of local residents and the business community.
- Striving for excellence and professionalism in all that we do.
- Recognising the role of partnership in achieving our goals.
- Leading by example to encourage further investment in the area.
- Providing a benchmark for community and social enterprise activity in the area.
- Promoting a new and professional image to West Lancashire businesses.

Key roles/tasks undertaken by the Division

The Key roles/tasks undertaken by the Division are as follows:

1. Estates & Valuation
 - Providing a comprehensive Estates & Valuation service which maximises the effectiveness and efficiency of the Council's property assets.
 - Managing property portfolio which creates sustainable income of approximately £2m per annum to support the Council's role of Service Delivery.
 - Arranging lettings and re-lettings of Council owned industrial & commercial premises.
 - Providing the corporate Asset Management Plan, with Executive Manager Regeneration & Estates taking Corporate Property Officer role.
 - Making sure that Rent Arrears and Voids of Council owned industrial & commercial premises are kept to a minimum.
 - Ensuring delivery of corporate disposal programme of surplus assets.

- Maintaining corporate Asset Register.
- Maintaining corporate Land Terrier.
- Right to Buy disposals.
- Providing strategic management and direction to the commercial operation of the WLIC onsite conference facility and business café.
- Facilitating WLIC Tenants Business Forum to ensure good communication between management and tenants on building operational related matters, encouraging best practice in a number of areas.

2. Seeking External Funding

- Playing a key role in monitoring and influencing current policy developments/announcements affecting external funding and maintaining close contact with all the major funding providers, providing practical, technical and strategic support (as appropriate) in the development and preparation of subsequent project applications/bids for external funding
- Collaborating with other Council Divisions and external partners/networks, including those within the Local Strategic Partnership and the Skelmersdale Partnership and Lancashire Economic Partnership etc., to promote and deliver sustainable regeneration activity throughout the district.
- Managing a comprehensive grant-search and advisory service, including the establishment of a bidding database and funding web-site to better inform future strategic decision-making within the Partnership, as well as being the first point of contact for funding enquiries on behalf of the Council, the Local Strategic Partnership and other external partners.

3. Managing Externally Funded Programmes

- Providing a Secretariat service and management co-ordination role to the Skelmersdale Partnership in respect of the delivery of the European Union's Objective 2 Priority 2 "People & Communities" Action Plan in Skelmersdale.
- Providing a management and co-ordination service for all major UK-based externally-funded regeneration programmes, including the NWDA-funded "Investing in Business" (IiB), Big Lottery-funded programmes (such as TYS) on behalf of the West Lancashire Local Strategic Partnership (LSP).
- Managing the delivery of these programmes for the Council (as the nominated Accountable Body) and providing a secretariat service to the LSP's Funding Management Group (FMG)
- Preparing and submitting aggregate claims, reports and other documents to the funding bodies, the LSP, the Skelmersdale Partnership, the Council

and other partner bodies, including the required scrutiny of individual claim submissions and subsequent payment to the project applicant organisations etc.

- Monitoring progress of individual projects and the maintenance of contractual requirements and undertaking day-to-day liaison with Government Office Northwest, NWDA, the Big Lottery Fund, and other relevant bodies regarding all aspects of the programmes and associated matters.

4. Managing Funded Projects

- Providing project management role/input or supporting regeneration initiatives, such as Skelmersdale Town Centre, Derby Street project and Ormskirk & Burscough Market Towns.
- Undertaking a project implementation and evaluation role in respect of revenue and capital grant schemes and projects such as Inspire, Burscough Town Centre, Burscough Wharf, Enterprising West Lancashire, Virtual Business Panel and delivery, maintenance and upgrading of existing/new CCTV projects.
- Co-ordinating North West Regional Development Agency, European Regional Development and Business Incubation and Second Homes Funded grant claims and ensuring compliance with funding terms/conditions.
- Providing the necessary data/information for internal and external audits.

5. Consultation & Strategic Work

- Developing key external funding strategies and actions on behalf of the Council and LSP, in support of the over-arching, district-wide Sustainable Community and Regeneration Strategies.
- Representing the Council on a range of sub-regional strategic partnerships and networks linked to external funding and economic policy and programme development, as well as key local bodies and groupings (as appropriate).
- Providing the Council's response in respect of consultations on policy documents and questionnaires from the Northwest Regional Development Agency, Government Office, English Partnerships, Lancashire & Blackpool Tourist Board, Lancashire Economic Partnership etc., such as the Regional Economic Strategy, Regional Spatial Strategy, Northern Way and City Regions, Lancashire Economic Strategy, Lancashire Marketing Strategy, Lancashire Employment Land Strategy and Lancashire Rural Strategy.
- Working with local, sub-regional and regional partners involved in tourism activity, such as the Local Strategic Partnership, Lancashire &

Blackpool Tourist Board, North West Regional Development Agency, Liverpool 08 and implementing any joint initiatives/projects.

- Contributing to the Council's Local Plan policies and proposals, the County Council's Structure Plan policies and proposals and Regional Planning Guidance and responding to planning applications and appeal consultations
- Working with business, community/voluntary sectors and training organisations to help identify localised social problems and skills gaps amongst 'hard to reach' groups.
- Researching and analysing information to inform the development and implementation of local economic development policies, strategies and plans and the Division's key performance indicators.

6. Business Support

- Identifying potential funding opportunities to aid business relocation and expansion, e.g. NWDA SFI grants, etc.
- Facilitating (when appropriate), 'Rent Grants' to encourage new businesses to move into the Investment Centre and property improvement and security grants throughout the district.
- Updating and maintaining a register of commercial land/property available in order to help inward investors, start-ups and expanding indigenous business to find new premises in the district.
- Facilitating meetings with other Council representatives, such as Planning and Environmental Health staff to assist business growth and development and working with Non-Domestic Rates Section to identify new businesses locating in the district.
- Working closely with external partners to ensure all business needs are met, including access to staff recruitment, training support and assistance in redundancy situations.
- Working in partnership with Lancashire Police and local businesses to provide a facilitation role with regards to the Skelmersdale and Burscough Business Watch Schemes which seek to reduce crime against business, while allowing better consultation for businesses with the Police and the Council.
- Contributing to sub-regional ICT/New Media Cluster Development activity and the potential development of a local ICT business network.
- Working with Lancashire County Developments Limited in delivering the North West Regional Development Agency's Creative Industries Strategy and contributes to the costs associated with the Creative Industries Officer post for West Lancashire.
- Providing support and guidance for small to medium enterprises and individuals looking to start-up in business.
- Identifying, developing and supporting social enterprises.

- Facilitating and managing a business support network (WEB) for women in business roles across all sectors in West Lancashire, creating opportunities for local business people to engage with businesses across the region and the northern way, including coordinating a programme of activities for members.
- Providing input and support with regards to the development of a 'Single Business Account' for West Lancashire.
- Facilitating and managing projects that stimulate entrepreneurship in the districts deprived areas, e.g. National Entrepreneur Scholarship (NES), in partnership with Edge Hill University.

7. Marketing

- Developing and co-ordinating the Council's Marketing Strategies.
- Undertaking promotional and marketing campaigns and evaluating their effectiveness, including preparing editorials, advertorials and other marketing literature.
- Facilitating breakfast seminars, conferences and exhibitions and supporting other Divisions with events held at the WLIC.
- Contributing to the marketing of the Ribble Estuary Regional Park.
- Assisting the maintenance, monitoring and evaluation of the corporate website, the Division's Publicity Plan and Services First Publicity Plan, through liaison with the Council's Public Relations Team.
- Preparing press releases and photo opportunities, through liaison with the Council's Public Relations Team.
- Providing a comprehensive range of marketing activities to promote the facilities and services available at the WLIC.
- Providing marketing material to promote the Council's vacant commercial property.

8. Tourism

- Co-ordinating appropriate research and analysis of information, to inform local tourism strategies/plans.
- Preparing editorials and other marketing literature, e.g. West Lancashire's Visitors' Guide.
- Undertaking tourism promotional work at relevant exhibitions (wholly or through joint contribution).
- Updating and maintaining the Lancashire Destination Guide & associated website and Liverpool 08 website.

- Facilitating the West Lancashire Tourism Group meetings and developing the Tourism Action Plan.
- Disseminating relevant information to tourism organisations to aid their sustainability and growth, e.g. Lancashire & Blackpool Tourist Board quality grading schemes.
- Providing input to the Lancashire & Blackpool Tourist Board Business Tourism agenda through participation in Marketing and Conference Working Groups.

A full copy of the Divisions Service Action Plan containing details of Progress, Performance, Priorities, Targets, Tasks and Indicators etc can be accessed and downloaded via the Council's Web Site by using the search facility for Service Action plans

WEST LANCASHIRE DISTRICT COUNCIL

RELOCATION EXPENSES SCHEME

The Council's arrangements for the reimbursement of removal and settling in expenses are set out below.

1. Payment will only be made to new employees recruited to permanent employment with the Council, who are obliged to move into the District as a result of taking up employment with the Council.
2. *In order to qualify for payments under the scheme, the employees existing residence must be more than 20 miles outside the District, and his/her new permanent residence must be within the District (the Human Resources Manager shall have discretion to waive this rule where exceptional circumstances can be demonstrated).*
3. Requests for reimbursement of expenses are expected, wherever possible, within six months of appointment.
4. *The maximum amount to be paid to an employee under this scheme is £3,267, or £5,445 for a Chief Officer. There is no automatic right to the maximum contribution and reimbursements will only be made where actual expenditure has been incurred, and receipts can be supplied.*
5. Employees have the option to distribute the maximum contribution, as indicated above, under the headings below, up to the maximum amounts as shown;
 - A. *Legal Fees, Estate Agents Fees, Surveyors Fees up to £2,722. **
 - B. *Lodging allowance up to £43.56 per week while the employee is incurring additional expenditure whilst separated from his / her family for a period not exceeding 26 weeks. If after 26 weeks the employee is still in temporary accommodation, this will automatically cease. **
 - C. A one off payment for the reimbursement of removal expenses, subject to acceptance of the lowest of 3 suitable and independent estimates.
 - D. Where an employee is separated from his / her family, payment for home visits on alternative weekends for up to 13 occasions at standard rate rail fare.
 - E. *A disturbance allowance of up to £816 to cover the costs associated with refurbishing the new property i.e. carpets, curtains etc.**

* The contributions will be proportionally increased for the Chief Officer relocation scheme.

6. Temporary Council housing may be available subject to circumstances, but has to receive formal approval. Due to the local conditions any such accommodation is likely to be made available in the Skelmersdale area.
7. *A form of undertaking will have to be signed prior to the applicant receiving any monies.* This undertaking includes two conditions:

- (i) The payment is conditional upon the employee remaining with WLDC for at least three years from commencement of appointment. If their employment with the Council or its successors ceases for any reason whatsoever, the employee would be required to repay the Council as follows:
- First 12 months – Full Repayment
 - Second 12 months – 2 / 3 Repayment
 - Third 12 months – 1 / 3 Repayment
- (ii) The payment is conditional upon the employee moving to the District within 12 months of the date of appointment. If such a move does not take place, then the applicant will be required to refund to the Council all the allowance that has been received to date. In exceptional circumstances this period can be extended with the prior written approval of the Human Resources Manager. Any employee experiencing difficulty should discuss the matter with the Human Resources Manager before the end of the 12 month period, and be able to, at reasonable intervals submit evidence that he / she has made reasonable efforts to move.

NOTE: *Allowances stated are updated from 1st April each year in line with the percentage increase pay award for NJC for Local Government Services (last updated April 2006).*

