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## **Cardiff Council Recruitment Pack**

### **Assistant Director - Development & Regeneration**

This document is available in Welsh/  
Mae'r ddogfen hon ar gael yn Gymraeg



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## Letter from the Corporate Director

Dear Applicant

### **Assistant Director - Development and Regeneration**

Thank you for your interest in this exciting new role.

Cardiff Council has set itself a challenge to build at least 4,000 new homes by 2035; to deliver innovative and impactful community regeneration projects across the city and to develop a wide range of multi-agency partnership infrastructure projects to address identified needs and enable greater public sector service integration.

You will lead a growing and enthusiastic team to deliver the Council's new build and regeneration aims as set out in our Corporate Plan "Stronger, Fairer, Greener". This new role will build on strong foundations, with significant new housing delivery and regeneration achievements already achieved; but we want to do more, and we need to act quickly.

The provision of new, affordable, energy efficient homes has never been more important. Cardiff, like many other cities across the UK is facing unprecedented housing demand and, whilst market conditions are challenging, the innovative housing partnership approach adopted by Cardiff has proved to deliver at pace and scale.

The scale and diversity of our programme of work is ambitious, with capital investment of over £1 billion in scope. The impact of the existing programme has been transformational, providing tenure neutral high-quality homes, community facilities suitable for all and bespoke specialist social care provision and now we want to do more.

We are shortly to embark on the procurement of a second housing partnership which will comprise sites across the Cardiff and Vale region and bring opportunities for innovation in construction and place making.

You will have responsibility for a team of around 50 staff with additional specialist support procured as required. The ability to work in partnership with the widest range of



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stakeholders will be crucial as you will be delivering on key objectives for a range of Council services and Partner organisations.

We think that this is a genuinely exciting role and one in which the post holder will be making a very significant and positive difference to the people and communities of Cardiff.

If this is a challenge you would enjoy, then we look forward to hearing from you.

*Sarah McGill*

**Sarah McGill**  
**Corporate Director - People & Communities**



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## Advertisement

### **CARDIFF COUNCIL**

**Assistant Director - Development & Regeneration**

**Salary £xx,xxx per annum**

An exciting new role has been established for an experienced Housing development professional to lead a growing and enthusiastic team delivering the Council's new build and regeneration aims as set out in our Corporate Plan "Stronger, Fairer, Greener".

Cardiff Council has set itself a challenge to build at least 4,000 new homes by 2035 and to deliver innovative and impactful multi agency community regeneration projects across the city. This new role will build on strong foundations, with significant new housing delivery of over 1,300 homes already achieved and wide-ranging regeneration projects making a difference to communities, families and individuals across the city.

The role is wide ranging in scope and responsibility and will deliver against both Council and Public sector partner objectives and will include involvement in key programmes of integrated service development.

If you would like to take on this exciting opportunity, then we look forward to hearing from you.

For further information or an informal conversation about this post please contact Sarah McGill, Corporate Director for People & Communities at [S.McGill@cardiff.gov.uk](mailto:S.McGill@cardiff.gov.uk).

**Closing Date: xx xxxx 2023**

This vacancy is suitable for post share.  
We welcome applications in both English and Welsh.



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## Job Description

|   |  |
|---|--|
| <b>Job Title:</b> Assistant Director for Development and Regeneration   | <b>Directorate:</b> People & Communities                                   |
| <b>Section:</b> Development and Regeneration  | <b>Reporting to:</b> Corporate Director, People & Communities              |
| <b>Grade:</b> Assistant Director  | <b>Hours per Week:</b> Full Time   |
| <b>Post Number:</b> TBC   | <b>Number of Employees Reporting to Post:</b> 8<br>(Indirect Reports – 47) |
| <p><b>Special Conditions:</b></p> <p>Casual Car User.</p> <p>Full and valid driving licence and use of own car would be an advantage.</p> <p>Occasional weekend and evening working may be required.</p> <p>This post is politically restricted in accordance with the Local Government and Housing Act 1989 (as amended by Local Democracy, Economic Development and Construction Act 2009).</p>   | <b>Location of Post:</b> Hybrid Working with base at County Hall.          |
| <p><b>Job Purpose:</b></p> <p>Provide strategic direction to ensure that the council's new build housing, supported housing and community infrastructure regeneration ambitions are met whilst making best use of council resources including land and finance.</p> <p>To lead on housing led development collaboration projects with Welsh Government and other local authority partners as appropriate.</p> <p>To work to deliver cross directorate and wider public sector priorities on development sites as appropriate including health and wellbeing hubs, GP and other primary care facilities, community hubs, transport and highways infrastructure and social services capital programme priorities.</p> |  |



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To deliver cross tenure homes to “The Cardiff Standard” across multiple development sites including achieving carbon neutral development in line with the Council’s “One Planet” ambitions.

To maximise available grant support to enable and maintain the highest quality standards and deliver within agreed financial viability parameters.

To represent the Council at National and International events to promote and communicate the work of the service.

To provide effective leadership being responsible for the long-term council housing build programmes.

To lead and manage the Council’s negotiation on affordable housing provision through the planning process and to ensure the effective strategic application of the Social Housing Grant programme for Cardiff to fulfil the Council’s statutory responsibility as the Strategic Housing Authority.

To oversee Neighbourhood Regeneration projects, delivering large scale area renewal plans and ensure effective consultation with Ward Members.

To advise individual Cabinet Members and Cabinet directly on all matters relating to the Council’s housing led Development Programmes and all neighbourhood regeneration activity.

### **Duties and Responsibilities**

1. To ensure that new build council housing targets are met through a range of innovative housing delivery methods.
2. Develop, maintain and deliver the council’s new build strategy ensuring the councils corporate new build aims, as set out in “Stronger, Fairer, Greener”, are achievable and are met.
3. To be responsible for the council’s strategic housing projects, implementing a long-term programme of development, identifying development opportunities, innovative solutions and partnerships, working within identified budgets and timeframes and ensuring all viability parameters are met.
4. To develop strategic partnerships with external organisations including the Cardiff and Vale University Health Board and S.W Police, Welsh Government and other social housing providers and internal departments to ensure the councils wider new build



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- and infrastructure aspirations can be delivered in the most efficient and cost-effective way.
5. To deliver jointly funded initiatives to enable the alignment of cross Directorate and Cross sector services.
  6. To specifically provide a delivery mechanism and specialist advice service to Adults and Children's Social services and to lead on the delivery of Social Care capital projects.
  7. Lead discussions as required with internal technical departments to ensure council new build schemes are deliverable within agreed timeframes managing all aspects of consultation (both public and internal) required for successful planning applications and whilst schemes are being built.
  8. To procure Cost Consultants, Architects, Employers Agents, developers/ contractors and other consultants as required, to deliver new build projects and manage these procurements and appointments effectively.
  9. To manage construction contracts ensuring that new build development schemes comply with the requirements of all relevant legislation and council policies and are delivered within the programme budget as far as possible.
  10. To be responsible for planning and improving neighbourhoods, including large scale estate regeneration programmes and neighbourhood renewal schemes.
  11. To ensure that effective neighbourhood improvement strategies are in place for priority areas in consultation with relevant stakeholders.
  12. To oversee the planning and delivery of new and improved community facilities, including community shopping centres, community hubs and other community buildings.
  13. To provide reports and information for Directors, Chief Executive and Cabinet and to undertake presentations as necessary to the Council's Senior Management Team, Cabinet and external bodies.
  14. To identify key risks associated with development projects and implement appropriate mitigating measures.



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15. Coordinate the delivery of projects to assess housing need and the housing market, including the Local Housing Market Assessment, and to ensure that their data and findings are updated regularly and appropriately.
16. Lead in negotiations to secure affordable housing through the planning system and contribute to the development of relevant planning policies and other related documents.
17. Manage the delivery of the Social Housing Grant programme for Cardiff and other Welsh Government funding models relating to affordable housing.
18. To be responsible for the delivery of an effective Assisted Home Ownership scheme.
19. To assist with the delivery of objectives within the corporate plan.
20. To deputise for the Corporate Director for People & Communities when undertaking formal Member briefings, reporting to Cabinet & attending partnership meetings relating to Housing Development matters as required.
21. To lead and motivate staff, ensuring that they receive appropriate information, training and support, providing feedback on their performance and taking corrective action where necessary.
22. To actively manage the resources available, setting objectives and targets and monitoring performance to ensure the services provided are efficient, effective and remain within the set budget.
23. To assist in the Recruitment, Selection and Induction of staff.
24. To play a part in the management and continuous improvement of the service as a whole, taking part in the planning process and initiating, facilitating and managing change in a positive manner.
25. To take part in the management and development of any Quality systems adopted by the service area as required.



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26. To set clear standards to ensure excellent customer service is achieved, to encourage customer feedback and to ensure that any complaints received are fully addressed and resolved.
27. To communicate with customers, Members and other stakeholders and to attend meetings with interested parties as required.
28. To fulfill a health and safety management role as detailed in both the Corporate and Service Area Health and Safety Policies. To oversee and co-ordinate health and safety for the unit.
29. To actively support the development of current and emerging technology.

### **Corporate Requirements**

1. To participate actively in supporting the principles and practice of equality of opportunity as stated in the Council's Equal Opportunities Policy.
2. To take reasonable care for the health and safety of yourself and other persons who may be affected by your acts or omissions and to comply with all health and safety legislation as appropriate.
3. To, as a statutory duty, adhere to the Council's Corporate Safeguarding Policy and associated policies and procedures and to report concerns regarding the safety and wellbeing of children or adults at risk. In order to support you in this, you are required to access safeguarding training at the level which is relevant to this post.
4. As a term of your employment, you may be required to undertake such other duties and/or times of work as may reasonably be required of you, commensurate with your grade or general level of responsibility within the organisation.
5. Although you will be provided with a base, you will be required to work from various locations in accordance with the needs of the role.

**DATE COMPLETED:** \_\_\_\_\_ **AGREED BY:** \_\_\_\_\_  
(Recruiting Manager)

**Date Received by Post holder:** \_\_\_\_\_

**Signature of Post holder:** \_\_\_\_\_



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# Person Specification

**Job Title:** Assistant Director - Development & Regeneration

**Post Number:**

**THE PERSON APPOINTED MUST MEET THE FOLLOWING REQUIREMENTS**

| Area to be Demonstrated                                       | Essential Requirements   | Desirable Requirements   | How Assessed<br>Application Form or Interview or Both |
|---|--|--|---|
| <b>Competencies (as per Behavioural Competency Framework)</b> | <p><b>YOU MUST DEMONSTRATE THAT YOU MEET THESE REQUIREMENTS</b></p>  | <p><b>YOU DO NOT HAVE TO MEET THESE REQUIREMENTS BUT IF YOU DO, PLEASE TELL US</b></p> | Interview   |
| <b>Education and Training</b>                                 | <p>Demonstrates in-depth knowledge of housing development and the provision of affordable housing.</p> <p>Demonstrates an in-depth and wide-ranging knowledge of physical and community-based regeneration.</p> <p>Demonstrates in-depth knowledge of Welsh Government</p> | A relevant professional / managerial qualification.                                    | Application Form and Certification where required     |



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| Area to be Demonstrated       | Essential Requirements<br><br>YOU <b>MUST</b> DEMONSTRATE THAT YOU MEET THESE REQUIREMENTS   | Desirable Requirements<br><br>YOU DO NOT HAVE TO MEET THESE REQUIREMENTS BUT IF YOU DO, PLEASE TELL US   | How Assessed<br>Application Form or Interview or Both |
|-------------------------------|--|--|---|
|                               | <p>requirements/guidelines for the development and provision of affordable housing.</p> <p>Relevant qualification which demonstrates knowledge of Construction, Housing development or Regeneration or proven relevant experience.</p>   |  |   |
| <b>Experience / Knowledge</b> | <p>Extensive experience of working within a housing development and affordable housing field.</p> <p>Extensive experience of regeneration / built environment work at a senior management level.</p> <p>Knowledge of building contracts and procurement.</p> <p>Proven experience in managing and controlling substantial budgets.</p> <p>Significant experience of Project Management</p> | <p>Experience of successful working with employees and Trade Unions.</p> <p>Knowledge of sustainable development initiatives and issues surrounding energy efficiency.</p> | Application Form and Interview                        |



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| Area to be Demonstrated            | Essential Requirements   | Desirable Requirements   | How Assessed<br>Application Form or Interview or Both |
|------------------------------------|--|--|---|
|                                    | <p><b>YOU MUST DEMONSTRATE THAT YOU MEET THESE REQUIREMENTS</b></p> <p>within a construction or development field.</p> <p>Proven ability to deliver targets and prioritise projects.</p> <p>Experience of working with Elected Members.</p> <p>Experience of managing “resource” including, employees, land, property and technology.</p> <p>Experience of working with and managing stakeholders and developing strategic partnerships.</p> | <p><b>YOU DO NOT HAVE TO MEET THESE REQUIREMENTS BUT IF YOU DO, PLEASE TELL US</b></p> |   |
| <p><b>Skills and Abilities</b></p> | <p>Demonstrates clear leadership skills, supporting and encouraging others to achieve good performance and develop their potential.</p> <p>Proven ability to effectively manage a performance driven service and to meet set targets.</p>  |  | <p>Application Form and Interview</p>                 |



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| Area to be Demonstrated    | Essential Requirements<br><br>YOU <b>MUST</b> DEMONSTRATE THAT YOU MEET THESE REQUIREMENTS   | Desirable Requirements<br><br>YOU DO NOT HAVE TO MEET THESE REQUIREMENTS BUT IF YOU DO, PLEASE TELL US | How Assessed<br><br>Application Form or Interview or Both |
|----------------------------|--|--|---|
|                            | <p>Proven ability to lead and manage change: to identify, plan and implement opportunities for service development and improvement.</p> <p>Demonstrates the ability to develop productive relationships with a wide range of stakeholders, meeting the needs of customers, Members and other interested parties.</p> <p>Demonstrates the ability to work co-operatively across teams / service areas.</p> <p>Demonstrates the ability to communicate to high standards in a manner appropriate to individual needs, by phone, in person or in writing.</p> |  |   |
| <b>Personal Attributes</b> | Shows a personal commitment to the work of the service, taking ownership of tasks and seeking to meet set deadlines and targets.   |  | Application Form & Interview                              |



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| Area to be Demonstrated      | Essential Requirements<br><br>YOU <b>MUST</b> DEMONSTRATE THAT YOU MEET THESE REQUIREMENTS  | Desirable Requirements<br><br>YOU DO NOT HAVE TO MEET THESE REQUIREMENTS BUT IF YOU DO, PLEASE TELL US | How Assessed<br>Application Form or Interview or Both |
|------------------------------|---|--|---|
|                              | <p>Demonstrates a commitment to the provision of a high-quality customer service.</p> <p>Demonstrates a positive attitude to new challenges and a willingness to adapt quickly to change.</p> <p>Commitment to the Council's Equal Opportunities Policy and recognises, values and celebrates difference.</p> |  |   |
| <b>Special Circumstances</b> | Will undertake other duties and or times of work as may reasonably be required of you.  | Full and valid driving licence would be an advantage.  | Application Form and Interview                        |



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# Terms & Conditions

## PRINCIPAL TERMS AND CONDITIONS OF SERVICE

### APPOINTMENT OF ASSISTANT DIRECTOR FOR DEVELOPMENT & REGENERATION

**1. CONTRACT**

This is a permanent appointment.

**2. CONDITIONS**

Conditions of service will be in accordance with the Joint Negotiating Committee for Chief Officers of Local Authorities as adopted by the County Council from time to time, plus any other conditions or regulations determined by the Council from time to time in consultation with the recognised trade unions.

**3. SALARY**

The total spot salary for this post is £92,245 per annum. National pay awards in accordance with the JNC for Chief Officers of Local Authorities will be applied subject to Council approval.

**4. PERFORMANCE APPRAISAL**

There will be an annual process of performance appraisal linked to the setting and achievement of the responsibilities and accountabilities of the job; and identifying any continuing personal development needs to maintain a high level of performance. The process is separate from any scheme relating to either pay or performance related pay.

**5. ANNUAL LEAVE**

Annual leave will be 28 days for employees with less than 5 years continuous service, and 33 days for employees with more than 5 years continuous service. You will also be entitled to 8 bank holidays, plus any additional bank holidays approved by Government.

**6. HOURS OF WORK**

The job of Assistant Director for Development & Regeneration cannot be satisfactorily undertaken within a fixed working week and some element of unsocial hours will be required for the proper performance of the responsibilities. The inclusive salary scale for the appointment reflects the need to work in addition to and outside normal office hours.



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**7. SICK PAY**

Occupational Sick Pay Scheme will be in accordance with the JNC for Chief Officers' Conditions of Service.

**8. PENSION**

Local Government Pension Scheme. An opting out notice is available from the Pension Section.

**9. POLITICAL RESTRICTION**

This post is politically restricted in accordance with the Local Government and Housing Act 1989 (as amended by Local Democracy, Economic Development and Construction Act 2009).

**10. CAR LOAN SCHEME**

You are eligible for a loan (which is not a taxable benefit) under the Council's scheme.

**11. CAR MILEAGE ALLOWANCE**

If you need to use your vehicle for business purposes, you will be reimbursed at the HMRC mileage rate.

**12. SMOKING**

The Council has a no smoking policy.

**13. FLEXIBILITY AND MOBILITY CLAUSE**

As a term of your employment, you may be required to undertake such other duties and/or times of work as may reasonably be required of you commensurate with your grade or general level of responsibility within the organisation, at your initial place of work or at or from any other of the Council's establishments.

**14. SATISFACTORY MEDICAL REPORT**

A satisfactory medical report is required from the Council's Medical Adviser on initial appointment to the Council.

**15. NOTICE PERIODS**

This will normally be three months in writing on either side, but this can be changed by mutual agreement.



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## 16. RESTRICTIONS ON RE-EMPLOYMENT

Certain restrictions apply after termination of employment. These relate to not divulging confidential information. Also, within 12 months not taking up employment or providing services for reward to a body in the circumstances outlined in the conditions of service, without the consent of the Council which will not unreasonably be withheld. These provisions do not apply if the termination is as a result of redundancy or externalisation of work and a consequent transfer to a new employer.



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