

Role Title	Design & Conservation Officer
Job Family	Regeneration Planning & Delivery (Place & Design)
Competency Level	Principal Officer
Pay Range / Scale	PO4
Purpose To support senior officers and managers deliver an expert professional service area in the delivery of town planning services with regard to, architectural design, urban design, conservation, and heritage related matters, area based masterplanning and related regeneration activity. The role holder will input into the preparation review, monitoring and implementation of Local Plan Policy, including on the local plan adoption, reviews and future submissions and associated policy functions, as well as the development of Supplementary Planning Documents as required. To contribute strategically to the development of a professional service area ensuring the delivery of the service meets all Council, professional and legislative requirements. To provide a customer focused service compliant with relevant legislation, regulations, and policies.	
Generic Accountabilities	End Result/Outcomes
Plan and organise work to ensure the delivery of those aspects of the service for which responsible.	Work is completed on time and to the quality and standards required. Changes to priorities are accommodated. Service is delivered to organisational requirements and reflects customer and stakeholder requirements, within organisational constraints. Professional and legal compliance is assured.
Undertake / support consultation procedures. Identify issues, resolving as appropriate and escalating complex problems if necessary.	Activities are undertaken according to relevant guidelines / regulations / procedures. Customer / stakeholder views are available to inform recommendations. Data and measurements are accurately recorded.
Collate process and analyse complex information. Ensure all required records and information are maintained correctly.	Information / applications are processed according to procedure. Information is managed efficiently and accurately. Data is recorded and stored in compliance with national standards and can be shared, as appropriate, with other agencies.
Prepare and present results / responses / reports / recommendations.	Accurate, complete, and relevant information / reports are provided for internal and/or external use. Issues are clearly summarised; progress and implications are reported.

	The Council's position is clearly stated.
Provide authoritative advice, guidance, and support to colleagues, customers, and stakeholders. Respond to and investigate enquiries / escalated complaints.	Information, advice, and support are accurate, timely and constructive. Problems are identified. Issues are managed through to a satisfactory conclusion or escalated if appropriate. Risk to the Council / customers is minimised.
Contribute to identifying and delivering information / activities to support service delivery / promote the service area.	Requirements are effectively identified. All materials / activities are delivered to the required standards and timescales. Information / activities achieve desired results.
Challenge customers' practice and minimise risk, referring concerns to line manager.	Customer risks are assessed. Relevant health, safety and welfare requirements are met.
Work closely with others to clarify changing requirements. Identify, recommend, and support the development and delivery of improvements. Contribute to the development and implementation of policies, procedures, and systems.	Improvement opportunities and plans to achieve them are identified and recommended. Agreed improvements are developed, delivered, and evaluated. Changes are effectively communicated to others.
Lead projects or improvement programmes, or contribute to the delivery of larger projects.	Practical, effective solutions are developed and delivered in accordance with legislative requirements and good practice guidelines and address any relevant environmental / conservation / technical / design issues. Projects are delivered to agreed specification, timescales, and budgets. All project documentation and reports are completed correctly.
Support others in their development, including external organisations / customers where appropriate.	Identify any changes that may impact the service / profession. Contribute to the development of others (e.g., through sharing knowledge and skills, acting as a coach or mentor, or providing feedback).

Develop good working relationships and communicate effectively with internal / external organisations / partners and stakeholders. Represent specialist area internally and / or externally. Model, demonstrate and promote good practice relevant to the role.	Relevant work area reputation is maintained or enhanced. Stakeholders are engaged with activity relevant to them. Positive feedback is received from stakeholders. Communications are clear, well planned, and effective. Best practice is shared and promoted.
Support partnership agreements and partnership working within area of responsibility.	Activities which support partnership working are effectively delivered. Partnership working groups produce valid and timely outputs.
Contribute to service / business plans for area of responsibility and to wider service planning and development activities. Contribute to budget planning as required.	Service / business plans reflect input.
Quality check documents, decisions and / or presentations before delivery	All work meets the required standards
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
Job Specific Accountabilities:	End results/outcomes
To provide, specialist expertise and guidance to officers, members, developers, the public and other stakeholders on design, conservation, and heritage related matters, policy, and practice in relation to high quality development proposals and regeneration initiatives, and in the development and review of the Council's planning policies and other relevant documentation.	A professional service is delivered on time to the legislative and quality standards required. Expert advice and opinion are provided on all aspects within the area of responsibility. Communications are clear, well-planned, and effective.
To lead and have key responsibility for the preparation and monitoring of high quality supplementary planning documents relating to urban design, heritage and biodiversity and contribute to feasibility studies, masterplans and development /design briefs as required and other design projects and related planning guidance for the Council and external use.	Work is produced on time and to a professional and high-quality standard meeting legislative/ statutory requirements. Policies and procedures are complied with. Appropriate liaison with relevant Council officers and stakeholders is carried out as required.
Promote exemplar design at all stages in development proposals and projects. Raise the profile of the team, promoting the service as the go to place for quality design advice.	Improve the quality of design in all developments, increase the understanding of the value and importance of excellent design in place shaping and increase the design vocabulary of colleagues and members.

Ensure design proposals promote and achieve inclusive design and access for all. Report on the achievements to Planning Committee and contribute to the training and development programme to upskill colleagues and Members in exemplar design.	Inclusive design creates better places for all and contributes to the EDI aspirations of the Borough to ensure places and spaces meet local community need. Continue to learn and share knowledge and skills, from best practice and experience, in line with the aims of the workforce strategy and enabling better informed decisions to be made.
Prioritise climate resilient design as a core part of the design culture of the service focusing on utilising respective skills, such as landscape, sustainability, environmental enhancements, particularly building design and sustainable construction, and working flexibly with other colleagues and partners to play our part in the response to the Council's climate change activity. Continue to learn and develop these necessary skills through training, shared experience and learning and best practice.	Ensure sustainability is a crucial part of the design culture and contribute to the Council's climate change response. Develop and share new skills and learning opportunities as part of the workforce strategy and ensure the skills base is up to date.
To represent the Service at officer group meetings, project meetings, committees, and public meetings, and with external strategic agencies (e.g., MHCLG, GLA, Design Council etc) as necessary.	Expert professional opinion and advice is provided on all aspects within the area of responsibility. Professional advice is provided in line with the Council's corporate and strategic objectives.
To lead and have key responsibility for the implementation of appropriate urban design projects and programmes as required (e.g., Waltham Forest Design Awards, Open House London etc). and be responsible for the delivery of projects to agreed timescales and resources.,	Projects and programmes are delivered on time and to a professional and high-quality standard meeting legislative and statutory requirements. Communications are clear, well-planned, and effective.
Support the implementation of the Local Design Codes arising from the National Design Code	Implement the local codes to comply with national guidance/legislation
To take the lead in promoting and raising awareness of the need to secure excellent design quality including learning from best practice. Contribute to emerging proactive compliance initiatives and support planning enforcement to evaluate the quality of developments, check compliance with conditions etc learn from good practice and the less successful	Awareness and enhancement of the borough's design quality and the added value good design brings to a place Learn from practical examples both good and bad, and from best practice, reviewing the quality of developments as well as the benefits that the successful developments bring to local communities and stakeholders Ensure developments are implemented as approved and conditions complied with.

design elements to build the design vocabulary of the wider team.	Expert professional design advice is provided.
To provide creative and specialist professional input and expertise in relation to the promotion of exemplar design and heritage policy and practice, including contributing to the ongoing monitoring and review of service delivery and work practice.	Expert advice and opinion are provided on all aspects within the area of responsibility. Professional advice is provided in line with the Council's corporate and strategic objectives.
To manage a caseload ensuring quality advice is provided in a timely manner to Development Management, on a range of application types, including heritage and landscape and biodiversity advice, at all stages of the development process, from pre applications, applications, and consents to the approval of details. and post decision activity including enforcement action and ensuring compliance.	Work is produced on time and to a professional and high-quality standard meeting legislative/ statutory requirements. Policies and procedures are complied with. Appropriate liaison with relevant Council officers and stakeholders is carried out as required. Provide consistent advice to users of the service.at all stages from initial ideas to post decision activity such as appeals or enforcement actions
To contribute to the preparation and monitoring of site specific masterplans and development/design briefs and developing projects and related planning guidance for the Council and external use.	Work is produced on time and to a professional and high-quality standard meeting legislative/ statutory requirements. Policies and procedures are complied with. Appropriate liaison with relevant Council officers and stakeholders is carried out as required.
To take the lead and have key responsibility for all appropriate public consultations and engagements, liaison with external consultants, developers, external agencies, statutory bodies, and the public etc., to ensure the effective implementation of design projects and related regeneration, conservation and environmental initiatives.	Projects and programmes are delivered on time and to a professional and high-quality standard meeting legislative and statutory requirements. Communications are clear, well-planned, and effective.
Ensure high quality communication is maintained internally and externally with officers, elected members, and the general public	Provide design on planning applications/development proposals. Respond to enquiries from stakeholders on design and related matters.
Nature of Contacts Typically involves Heads of Service, Senior Managers and Councillors across the authority, and external agencies and organisations providing advice regarding design and masterplanning related matters Dealing with members of the public, applicants, and their agents, elected members, and other community groups.	

Work directly with colleagues internal and external, other providers and external agencies to gather and exchange information and co-ordinate actions.

Develop sensitivity, persuasiveness, and negotiation and assertiveness skills to communicate with diverse audiences in emotive circumstances. Deal with people at all levels confidently, sensitively, and diplomatically.

Provide specialist advice, guidance, and support on issues within area of responsibility; develop and maintain joint working and promote the Council position.

Consult with stakeholders to identify requirements. Communicate changes in policy and working practice to contacts.

Procedural Context

Work within a policy framework and regulatory guidelines, applying knowledge of systems, procedures, and best practice. Work to broad managerial direction, within a policy framework and regulatory guidelines, to ensure performance standards are met within a framework of policy and legislation.

Plan, organise and deliver interventions and actions. Responsible for professional advice, assessments, or referrals. Exercise professional judgement in assessing stakeholder requirements, potential risk, and quality assurance of service. Monitor and evaluate performance / service delivery, ensuring all parties are informed of progress / issues as required. Thinking creatively to ensure high performance in the service.

Provide support to customers, colleagues, and other stakeholders through applying knowledge of systems, procedures, and best practice.

Responsible for meeting performance standards within a policy framework and regulatory guidelines. Accountable for proper use and security of information, resources, equipment and/or facilities within area of responsibility.

Use initiative to deal with complex issues and respond appropriately in an unpredictable work environment. May involve isolated working outside core hours.

Occasionally the post will be expected to work from other locations

Key Facts and Figures

Reports to Design & Conservation Lead

Expected to attend work outside normal working hours, including attendance at evening meetings as required.

Occasionally the post will be expected to work from other locations.

Attendance at meetings outside the borough where required.

Resourcing

Budget Responsibilities: None

Supervisory Responsibilities: To deputise for the Principal Design Officer as required

Occasional supervision of staff or consultants temporarily assigned to the team or on specific projects.

Knowledge, Skills and Experience

Experience, knowledge and understanding of the National Planning Policy Framework, the London Plan and other relevant design, policy, and legislation.

Substantial relevant experience of implementing urban design and related regeneration projects within a local authority, voluntary or private-sector context.

Substantial experience of providing urban design and related planning advice to officers, members, planning applicants and the public.

Experience of providing (or ability to provide) conservation, listed building, design and related planning advice to officers, members, planning applicants and the public.

Experience of providing evidence for appeals, for example, informal hearings, public inquiries, mediation, and planning enforcement investigations.

Experience of multi-disciplinary working within a local authority context

Experience of public involvement and consultation on planning/masterplanning /urban design/heritage/development issues.

Strong awareness and detailed understanding of urban design/conservation principles, policy, and practice.

Thorough understanding of planning, urban design, conservation, and place shaping legislation and appreciation of related issues.

Knowledge of architectural history and its application to conservation practice

An in depth understanding of how services are provided in a local government context and political awareness and the issues facing local government

Ability to deliver a strong customer focused service putting the customer at the centre of the Design and Conservation Service.

Good understanding of regeneration issues in an urban environment

Good negotiation skills and ability to present ideas and proposals effectively, particularly in relation to development proposals.

Good written and verbal presentation skills

Experience of providing information and advice to key decision makers, such as elected members and service directors.

Good ICT skills, both standard Microsoft applications and specialist systems including design-based packages such as Adobe Creative Suite, VU.City & AutoCAD.

Commitment to working in partnership with local communities, and with private, voluntary, and other public sector agencies

Indicative Qualifications

Degree/diploma in, urban design, planning, architecture, or related subject.
Eligibility for membership of RTPI, IHBC, RIBA or similar professional institute.

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed