

| <b>Role Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Policy for Place Lead</b>                                                                                                                                                                                                                                                                                                                                                                                                |
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| <b>Job Family</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Regeneration, Planning &amp; Delivery (Place &amp; Design- Strategic Planning &amp; Design)</b>                                                                                                                                                                                                                                                                                                                          |
| <b>Competency Level</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Principal Officer</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Pay Scale</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>PO7 – PO8</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Purpose</b></p> <p>As part of their Policy for Place function the role holder will maximise the effectiveness of planning and other policies to support the delivery of the Borough's growth ambitions playing an important role in contributing to local plan submissions and reviews and associated planning policy functions.</p> <p>Adopt a flexible matrix working approach to project delivery across the wider team, assisting with the allocation of resources in an agile way to ensure the right teams for the right projects.</p> <p>The post holder will lead in the formulation, promotion, implementation, management, and review of relevant planning policy, supplementary planning and other statutory planning documents, projects and other initiatives at a strategic level and provide specialist professional advice and guidance on all matters relating to Policy for Place and related activity.</p> <p>Lead in the preparation, implementation and review of the Council's Local Plan in accordance with statutory processes, government guidance and best practice, also taking into account the spatial, economic, social, and environmental change programmes of the Council and its partners.</p> <p>To strategically manage, develop, organise, and control a professional service area ensuring the delivery of the service meets all Council, professional and legislative requirements.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Generic Accountabilities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>End Results/Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                 |
| Plan and ensure service delivery within a diverse environment. Control activities within the service area and ensure professional standards are delivered.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p>The service is delivered to the quality, Council, professional and legislative standards required.</p> <p>Integrated service development and delivery is informed by client, partner and stakeholder views, latest thinking, good practice, and legislative requirements.</p> <p>Corporate strategies are effectively implemented within area of responsibility.</p> <p>Service delivers excellent customer service.</p> |
| Advise Senior Managers, Members, and others on issues relevant to the service area. Provide professional challenge and advice to colleagues, managers, and partner organisations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Expert professional advice, interpretation, information, support, and challenge are provided to Waltham Forest and external parties on the full range of operational, legislative, and strategic issues within the field of expertise.</p> <p>Responses to major corporate or partner initiatives / complex operational issues are managed effectively.</p>                                                              |

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|                                                                                                                                 | <p>Major issues are managed through to a satisfactory conclusion with final decisions being made by Head of Service/Senior Management.</p> <p>Feedback and complaints procedures are developed and managed. Complaints are effectively resolved.</p>                                                                                                                                                                                                                                                                                                                                    |
| Ensure the development and delivery of continuous improvements in all aspects of the service.                                   | <p>Improvements are developed and delivered effectively.</p> <p>Stakeholder requirements are met.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Lead, motivate and develop staff to create and maintain a highly competent, diverse and participative workforce.                | <p>Instrumental in ensuring a workforce development strategy is designed and delivered, including induction of new staff.</p> <p>The team is highly competent, effective, motivated and outcomes focussed.</p> <p>Recruitment, induction, development, performance reviews, employee relations and all HR processes and planning is completed to the required standards and timescales.</p> <p>Effective team meetings take place to required timescales.</p> <p>Regular supervision is undertaken, and clear objectives set and monitored through the Council's Appraisal process.</p> |
| Identify, secure, deploy and manage the resources necessary for the professional service area to meet/exceed its objectives.    | <p>Resources including equipment, people, and systems are utilised optimally and efficiently.</p> <p>Budgets are planned, developed, and delivered. Value for money is maximised.</p> <p>Financial expenditure and financial integrity are controlled to assure regulatory and Council policy compliance.</p>                                                                                                                                                                                                                                                                           |
| Prepare and present a full range of reports and presentations (both standard and non-standard) covering area of responsibility. | <p>Reports and presentations are prepared, distributed / presented to the appropriate committee/ to the required standards and timescales.</p> <p>Evidence based recommendations are made.</p>                                                                                                                                                                                                                                                                                                                                                                                          |
| Ensure the successful implementation of health and safety legislation, policies, and practices.                                 | <p>Risks to staff and others are assessed and managed.</p> <p>Suitable health and safety instruction and training are provided.</p> <p>There is a safe working environment.</p>                                                                                                                                                                                                                                                                                                                                                                                                         |
| Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.                  | <p>All policies and procedures are complied with.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Job-specific Accountabilities</b>                                                                                            | <b>End Results/Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <p>As the Policy for Place Lead contribute positively to the delivery of the whole service.</p> <p>You will lead on the:</p> <ul style="list-style-type: none"> <li>• Preparation, adoption, review, monitoring and implementation of the borough's Local Plan other statutory plans and neighbourhood planning functions, supplementary planning guidance, design codes, area based masterplans, area frameworks and planning/development briefs.</li> <li>• Lead on the input to relevant national, regional and sub regional legislative and policy, with specific responsibility for the identified themes, you will contribute expertise to cross-cutting themes such as climate change resilience, active travel, health, and well-being etc.</li> <li>• The identification of the data, information and analysis required to meet the development and regeneration needs of the Borough and monitor implementation and delivery of planning policy.</li> <li>• Ensuring technical assessments and evidence bases are updated and commissioned as required.</li> </ul> | <p>The Borough's spatial planning framework meets legal requirements, tests of soundness and general conformity with the London Plan, NPPF as updated /replaced and all other relevant legislation. Spatial planning framework promotes sustainable and inclusive growth and meets all legal requirements.</p> <p>The Local Plan is adopted in a timely manner and reviewed as appropriate. Relevant supplementary planning guidance is prepared to a high standard and adopted in a timely manner.</p> <p>Local Plan policies, planning guidance and other policy documents are reviewed, developed, and amended as required in order to maximise the opportunities for good growth within the Borough.</p> <p>Influencing policy and legislation to ensure the needs of the Borough are represented.</p> |
| <p>To provide, at a senior level, specialist expertise and guidance to officers across council services, members, developers, the public and other stakeholders on all relevant aspects of planning policy including development management, area based masterplanning and regeneration initiatives, as well as in the development and review of the Council's planning policies.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>A professional service is delivered to the legislative and quality standards required.</p> <p>Expert advice and opinion are provided on all aspects within the area of responsibility</p> <p>Communications are clear, well-planned, and affective</p> <p>The service delivers excellent customer service standards.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Adopt a flexible pragmatic approach to project delivery across the wider team, responding to different demands and priorities to achieve the best outcome.</p> <p>Working on a range of projects and undertaking other generic duties as</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p>Right team for the right project. Flexible use of resources and opportunity for shared learning and career development as part of the implementation of the Workforce Strategy within the service.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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| required.                                                                                                                                                                                                                                                                                                                                                                                                                                            | Responding to ad hoc or wider team projects, and supporting other departmental or corporate initiatives                                                                                                                                                                                                                                                                    |
| Key input into area based masterplans, design codes and place specific planning documents and frameworks, as well as neighbourhood plans and other relevant plans and policies, for example Conservation Area Appraisals, Local List Review etc.                                                                                                                                                                                                     | Spatial Planning framework promotes sustainable and inclusive growth and meets all legal requirements<br>Contribute expertise to specific projects as part of matrix working across the teams.                                                                                                                                                                             |
| Proactively research planning policy issues, address changing national, regional, or local policies and priorities and brief members and senior officers appropriately. Ensure relevant Planning Policy related training needs of the service are met.                                                                                                                                                                                               | Carry out research and analysis, prepare topic studies and reports.<br>Provide high quality information.<br>Ensure policy changes are implemented through the Plan making process                                                                                                                                                                                          |
| Effectively undertake statutory processes relevant to the preparation and adoption of Development Plan Documents and Supplementary Planning Documents including for example, Exemplar Design suite of Planning Guidance, , SANGS (Suitable Alternative Natural Green Spaces) and SAMMS (Strategic Access Management & Monitoring Strategy), Biodiversity Action Plan, Green & Blue Vision and Strategy including Nature Recovery Action Plan (NRAP). | Develop spatial and thematic planning policies and strategies,<br>Prepare Supplementary Planning Documents and Planning briefs as may be required.<br>Monitor the performance of plan policies and proposals/guidance documents.                                                                                                                                           |
| As part of the Policy for Place approach play a key role in monitoring, reviewing, and updating information sets and statutory responsibilities in the relevant areas, such as Epping Forest SAMMS, Biodiversity Action Plan Air Quality Strategy, built heritage conservation, and the Climate Emergency Policy Response etc and reviewing or amending policies accordingly.                                                                        | High-quality well-informed policy and delivery underpins the spatial planning framework promotes sustainable and inclusive growth enhances and protects the natural environment, responds to the climate emergency, and meets all legal requirements.<br><br>Provide sound advice to enable a balanced judgement to be made in the context of delivering the growth agenda |
| Support the commissioning and management of relevant evidence base consultancy projects and quality control outputs                                                                                                                                                                                                                                                                                                                                  | Support the commissioning of consultancy projects as may be required.<br>Manage consultancy projects ensuring timely delivery to support Local Plan preparation.                                                                                                                                                                                                           |
| Maintain effective partnerships and networks for the effective delivery of Local Plan projects and activities                                                                                                                                                                                                                                                                                                                                        | Attend discussions/meetings on behalf of the Council in accordance with duty to cooperate requirements/other partnership working arrangements. Respond to planning policy consultations – national, regional (GLA), statutory bodies, neighbouring boroughs etc.                                                                                                           |

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| Carry out public consultations and engagement on the local plan/supplementary planning documents and any other relevant matters | <p>Ensure effective consultation and engagement with the community and other stakeholders on planning policy matters.</p> <p>Prepare consultation reports.</p> <p>Review/prepare the Statement of Community Involvement.</p> |
| Ensure high quality communication is maintained internally and externally with officers, members, and the general public        | <p>Provide planning policy advice on planning applications/development proposals.</p> <p>Respond to enquiries from stakeholders on planning information and related matters.</p>                                             |

### **Nature of Contacts**

Frequent contact with Heads of Service, and senior representatives from external organisations in both the public and private sector, providing expert advice, guidance, and support on complex issues.

Manage relationships with key stakeholders and delivery partners including negotiation of complex political issues / contractual agreements / amendments.

High levels of tact, sensitivity and diplomacy is required.

### **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.

Control the deployment and allocation of service resources within overall corporate and legislative framework. Accountable for the performance of the service area against agreed objectives. Develop service plan for area of responsibility and contribute to term wider service planning. Professionally accountable for interventions within area of responsibility.

Manage complex issues within a framework of policy and procedures. Creative and innovative problem solving of complex issues, often in situations where there is ambiguity, and a significant degree of judgement is required in relation to risks outside the remit of existing policy. Think and act strategically in decision making in a complex professional and political environment.

Development of policies and procedures and strategy for own area. Lead in partnership development, working with a range of agencies and extended services to meet strategic, legislative and Government policy requirements.

### **Key Facts and Figures**

Reports to Head of Strategic Planning & Design

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

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

Delegated responsibility for project budgets.

### **Resourcing**

Budget Responsibilities: Project budgets

To deputise for the Head of Strategic Planning and Design as required

Supervisory Responsibilities:

- Principal Policy for Place Officer PO4-5
- Tree Preservation and Urban Greening Officer PO4
- Conservation Officer PO4 – PO5
- Other graduate /apprentices on specific projects

Management of consultants or practices on commissioned work

## Knowledge, Skills and Experience

Experienced Planner particularly in planning policy and experience of the local plan process.

Experience of multi—disciplinary working within a local authority context.

Experience, knowledge and understanding of the National Planning Policy Framework and the process of preparing a Local Plan, preparation of supplementary planning documents, review, and monitoring of Local Plan policy.

Experience or knowledge of other statutory plans such as AAPs, Neighbourhood plans, or masterplans.

Experience of /ability to provide evidence for local plan examinations and other appeals, hearings, or public inquiries

Substantial relevant experience of developing and writing planning policy within a local authority, voluntary or private-sector context.

Substantial relevant experience of providing specific policy advice and related planning advice to officers, members, planning applicants and the public.

Thorough understanding of planning policy legislation and appreciation of related issues.

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

An understanding of the issues and financial constraints facing local government and in particular the services provided by the wider Place Directorate.

Experience of or ability to supervise staff, setting and reviewing priorities and timescales for delivery, and assisting their continued learning as part of their career progression.

Experience of working in a customer focused environment dealing with developers, stakeholders, elected members and residents.

Experience of effective consultation and engagement with local communities, individuals, and groups on planning policy and other planning projects.

Experience in successful design, implementation, and evaluation of projects

Experience of preparation of reports, planning information work and research work.

Use of specialist database software or database systems

Advanced user of Microsoft Office, especially Word and Excel and other relevant software enabling the review and maintenance of the Local Plan process.

Experienced user of GIS Software such as Earthlight and QGIS.

Prior experience of recording, analysing, and reporting complex data and information.

Ability to deliver a strong customer-focused service

Good written and verbal presentation skills.

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

Well-developed interpersonal, persuasion and negotiating skills and a pragmatic approach to problem solving

Self-motivated, enthusiastic, and able to work with minimal supervision

Demonstrable commitment to equal opportunities and equality in employment and service delivery

### **Indicative qualifications**

RTPI recognised degree level qualification in Town Planning or equivalent.

Eligibility or membership of the Royal Town Planning 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 that 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.