

JOB DESCRIPTION

JOB TITLE:	Regeneration Lead (Brabazon & West Innovation Arc new town)
MANAGED BY:	Head of Regeneration
GRADE:	13

ROLE OVERVIEW

The West Innovation Arc (WIA) has been identified by the Government’s New Towns Taskforce as a potential new town location, one of only 7 nationally. The Arc encompasses clusters of growth at Brabazon, Parkway and the Bristol & Bath Science Park, forming a major growth corridor for innovation-led development, housing delivery and transport investment, with the potential to deliver up to 40,000 homes alongside significant employment growth.

This role will lead the development, coordination and alignment of the West Innovation Arc proposition, ensuring that partners are working collectively to shape a credible and deliverable approach to place-making.

The postholder will provide strategic leadership across housing, planning, infrastructure and economic development, acting as a key interface between partner organisations, Government and internal teams. While programme management disciplines will be delivered through the Corporate PMO, the postholder will retain responsibility for shaping programme direction, strategic priorities, delivery sequencing and cross-organisational alignment across the wider partnership.

This is a high-profile role operating in a complex, politically sensitive environment, requiring strong stakeholder leadership, influencing skills and the ability to work across organisational boundaries.

The role is expected to evolve as the WIA programme develops, including the potential for future line management responsibilities. The postholder will be predominantly based at our office at 70 Redcliff Street but regular working from South Gloucestershire Council’s offices in Yate is likely to be required. Other travel to attend meetings with partners and Government stakeholders may be required.

KEY RESPONSIBILITIES

Strategic Coordination & Place Development

- Lead the strategic development and coordination of the WIA new town proposition across housing, planning, infrastructure and economic development.
- Shape and translate complex regional growth ambitions into an integrated and deliverable long-term place strategy, balancing housing growth, infrastructure, transport, economic development and investment priorities.
- Lead the development and appraisal of long-term delivery and governance options, including potential statutory and non-statutory delivery vehicle models. (e.g. Mayoral Development Corporation or alternative models).
- Ensure alignment with wider regional strategies, including spatial planning, transport investment and economic growth priorities.

Partnership & Stakeholder Management

- Build and maintain effective working relationships with key partners, including:
 - South Gloucestershire Council
 - Bristol City Council
 - Homes England
 - MHCLG / New Towns Unit
 - Key regional stakeholders including YTL, wider landowners / developers and employers
- Influence senior stakeholders across local government, central government, national agencies and the private sector to secure alignment, investment and collective commitment to delivery priorities.
- Act as a central point of coordination across organisations, ensuring joined-up working and shared ownership of outcomes by involving communities, landowners and other partners appropriately at each stage.
- Support the development and delivery of a stakeholder engagement approach, recognising the scale and sensitivity of the programme.
- Work closely across the MCA to align the new town proposals with wider work, including the Spatial Development Strategy and delivery of the MCA's £752m Transport for City Regions (TCR) allocation.
- Operate in a politically sensitive environment requiring significant judgement, diplomacy and management of competing organisational and strategic priorities.

Governance & Decision-Making Support

- Establish and coordinate cross-partner working groups to support programme development.
- Design, establish and coordinate effective governance arrangements, including programme boards and senior leadership forums.
- Lead development of strategic advice, briefings and recommendations for senior officers, elected members, boards and Government stakeholders.

- Ensure clarity of roles, responsibilities and decision-making pathways across the partnership.

Programme Interface & Delivery Planning

- Provide strategic oversight of programme development across multiple interdependent workstreams, ensuring alignment between regeneration, infrastructure, transport, planning and investment priorities.
- Direct programme priorities and sequencing in partnership with the Corporate PMO, ensuring delivery plans reflect strategic, political and investment requirements.
- Identify and resolve strategic risks, interdependencies and barriers to delivery across organisational boundaries.
- Provide expert regeneration and place leadership into programme governance and delivery arrangements.

Development Outputs & Evidence Base

- Lead development of the strategic evidence base, investment propositions and business cases required to secure Government support, funding and delivery approval, including:
 - Delivery readiness and mobilisation plans
 - Spatial and infrastructure narratives
 - Delivery model options
 - Investment propositions and outline business cases
- Shape the strategic case for investment and regeneration, ensuring proposals are robust, deliverable and aligned to Government priorities.
- Commission and manage external advisors and consultants where required, ensuring high-quality and timely outputs.
- Ensure all outputs are robust, evidence-based and aligned with partner and Government expectations.

Cross-Organisational Working

- Work collaboratively across MCA directorates, including transport, housing, planning, finance and communications.
- Champion a shared regional approach to growth and regeneration across organisations with differing statutory responsibilities, priorities and political leadership arrangements.
- Promote a culture of partnership working and shared accountability across organisations.
- Contribute to wider organisational priorities and initiatives as required.

PERSON SPECIFICATION

ESSENTIAL

Knowledge and Experience

- Significant senior-level experience leading complex regeneration, growth, infrastructure or place-based programmes operating across multiple organisations and stakeholder environments within a public or quasi-public sector context.
- Working across organisational boundaries to deliver complex outcomes involving multiple stakeholders.
- Working with local authorities, central government and/or delivery agencies (e.g. Homes England).
- Shaping strategic investment, governance or delivery arrangements within politically sensitive and ambiguous environments.
- Developing or coordinating strategic plans, investment propositions or business cases.
- Influencing senior leaders, elected members and Government stakeholders on complex strategic issues.
- Managing boards, steering groups of committees with senior leaders.

Skills and Competencies

- Strong stakeholder management and influencing skills, with the ability to build credibility at senior levels.
- Ability to operate with a high degree of autonomy and judgement in a complex and evolving environment.
- Ability to translate strategic ambition into clear, practical approaches to delivery.
- Excellent written and verbal communication skills, including report writing and briefing senior audiences.
- Strong organisational skills and ability to manage multiple priorities in a complex environment.
- Politically aware, with sound judgement and the ability to operate in a high-profile setting.
- Collaborative and resilient, with the ability to navigate ambiguity and change.
- Strong strategic thinking and systems leadership capability, with the ability to manage significant ambiguity, competing priorities and long-term delivery horizons.

DESIRABLE

- Relevant professional qualification (e.g. planning, regeneration, project/programme management).

- Experience of new towns, large-scale urban extensions or major regeneration programmes.
- Understanding of delivery models, including development corporations or joint ventures.
- Familiarity with the West of England or a comparable city-region context.