

JOB DESCRIPTION

JOB TITLE:	Chair - Brabazon & West Innovation Arc new town
MANAGED BY:	Mayor of the West of England
GRADE:	N/A

ROLE OVERVIEW

The Chair will serve as a public face, senior advocate and will provide strategic leadership to the Board responsible for overseeing the delivery of the Brabazon and West Innovation Arc (WIA) New Town, a nationally significant regeneration programme identified by the Government's New Towns Taskforce.

This role will lead the long-term vision for a high-quality, inclusive and sustainable new town, ensuring that development supports innovation-led growth, strong communities, and excellent place-making.

The Chair will provide clear leadership to the Board, ensuring robust governance, effective decision-making and delivery at scale.

Acting as a senior ambassador, the postholder will represent the programme regionally and nationally, building confidence across government, partners, investors and local communities, while acting as a visible and trusted advocate for the new town.

The Chair will bring a strong understanding of the West of England context and play a key role in articulating the vision locally as well as nationally, ensuring the programme commands confidence, reflects local priorities and secures meaningful community support.

You will operate at the interface of central government, the West of England Combined Authority, South Gloucestershire and Bristol Councils and private sector partners, aligning interests across complex delivery arrangements and fostering strong, enduring stakeholder relationships.

KEY RESPONSIBILITIES

Strategic Leadership and Delivery

- Provide entrepreneurial and strategic leadership of the Board, ensuring delivery of the overall vision and objectives for Brabazon and the West Innovation Arc (WIA) New Town

- Ensure effective long-term decision-making to achieve comprehensive regeneration, including housing delivery, employment space, infrastructure and high-quality placemaking
- Ensure decisions are taken in alignment with national, regional and local policies and priorities

Governance, Accountability and Oversight

- Ensure high standards of corporate governance financial stewardship and transparency
- Oversee effective risk management and assurance arrangements
- Chair Board meetings and ensure effective and inclusive decision-making
- Ensure clear governance arrangements between partner organisations, including local authority, combined authority and delivery partners
- Assess the performance and effectiveness of Board members and ensure the delivery team has the capability, resources and capacity to deliver a complex, long-term regeneration programme

Partnership and Stakeholder Leadership

- Build and maintain strong relationships across:
 - South Gloucestershire and Bristol City Council (as host local authorities)
 - West of England Combined Authority
 - Regional and neighbouring local authorities
 - Government departments and agencies, including Homes England
 - Private sector partners, developers and investors
 - Local communities and stakeholders
- Act as a bridge between national ambition and local priorities, ensuring alignment between government, delivery partners and the communities directly affected by development.
- Work successfully within a politically accountable environment, recognising the governance roles of both South Gloucestershire Council and WECA

Place Leadership and Ambassadorship

- Act as a leading ambassador for the Brabazon and WIA New Town, promoting confidence, investment and long-term stewardship both nationally and within the local area
- Represent the programme with:
 - Local communities and stakeholders across the region and beyond
 - Key businesses and sectors
 - Regional partners, WECA and South Gloucestershire leadership
 - National stakeholders, including government
- Champion the New Town as a flagship opportunity for innovation-led growth, attracting inward investment and national attention while ensuring local benefits are clearly communicated and realised.
- Lead high-quality engagement with local communities, helping to build understanding, trust and long-term support for the vision and delivery of the New Town.

Values and Culture

- Set the tone for organisational values, behaviours and standards
- Promote a culture of collaboration across local and regional partners
- Champion diversity, equity and inclusion in Board composition and programme delivery

PERSON SPECIFICATION

ESSENTIAL

Knowledge and Experience

- Substantial board-level or executive leadership experience, operating at the highest levels within complex, high profile organisations or programmes of national or regional significance.
- Established track record of leading or overseeing the delivery of major regeneration, infrastructure, housing or economic growth programmes, or operating at senior level within similarly complex, high-profile environments.
- Strong understanding of place-based working, with the ability to navigate and reflect local economic, political and community contexts
- Demonstrable experience of working at the interface of central government, combined authorities, local authorities and the private sector, shaping and influencing policy, investment and delivery outcomes.
- Proven ability to operate effectively within complex governance environments, including chairing or contributing to Boards with senior stakeholders, ensuring robust oversight, transparency and accountability.
- Significant experience of shaping and influencing strategic investment decisions, including major funding propositions, delivery models and long-term programme strategies.
- Strong track record of engaging and influencing senior political leaders, government ministers, elected members and national stakeholders, building alignment and consensus on complex issues.
- Experience of acting as a public-facing leader or ambassador for a major programme, organisation or place, including engagement with both national stakeholders and local communities.
- Experience of operating within highly political, ambiguous and high-profile environments, demonstrating sound judgement, discretion and the ability to manage reputational risk.
- Experience of overseeing delivery performance and organisational capability across complex, multi-partner programmes, ensuring pace, quality and long-term outcomes are achieved.

Skills, Competencies and Personal Attributes

- **Strategic leadership** - Able to set a clear long-term vision and keep focus on delivery and outcomes
- **Good governance and decision-making** - Strong understanding of governance and accountability and ability to act as a confident chair, able to guide clear and balanced decisions
- **Influencing and relationships** - Able to build trust and influence across government, partners and investors and local communities, and be skilled at bringing people together around a shared approach

- **Partnership working** - Works effectively across organisations and sectors, promoting collaboration and collective responsibility
- **Communication and leadership presence** - a clear, confident communicator, able to engage effectively with both senior national stakeholders and local communities
- **Commercial awareness and delivery focus** - Understands development, investment and regeneration delivery and maintains a strong focus on pace, quality and outcomes
- **Political awareness** - Comfortable working in complex, high-profile and politically sensitive environments, using sound judgement and manages risk effectively
- **Integrity and professionalism** - Acts with honesty, transparency and accountability
- **Inclusive and values-led** - Champions diversity and inclusion and promotes strong communities and inclusive growth, with a commitment to meaningful community engagement and local benefit.

DESIRABLE

- Direct experience of new towns or major place-based delivery (desirable rather than essential, recognising future support from non-executive expertise)
- Experience of new towns, large-scale urban extensions, or transformational regeneration programmes
- Strong connection to, or understanding of, the West of England or a comparable city-region context
- Experience in comparable city-region or growth area
- Familiarity with city-region governance (ideally West of England or similar)
- Knowledge of key growth sectors and innovation-led economies
- Strong commitment to inclusive growth, sustainability and high-quality placemaking