Proposed Executive Board – Areas of Accountability

Managing Director – Place and Growth

KEY AREAS OF ACCOUNTABILITY

- Primarily outward facing role as lead for place agenda and key related strategies; joint core strategy, Cheltenham Plan, housing strategy, environmental strategy, town centre plan, neighbourhood planning, economic growth and inward investment, public realm, sustainable transport, tourism, parking

- Two director reports – Environment and Planning

- Ensuring that consultation around strategic planning, eg, Cheltenham Plan, is flexible and responsive to the fact that communities are different and not all have bodies in place, eg, parish councils or neighbourhood forums through which engagement can take place

- Retains accountability for commercialisation of regulatory and environmental services, developing a business approach in key areas, eg, development management, licensing, car parking, crematorium and cemeteries.

- Accountable for developing the Visitor and Marketing strategy and the authority’s approach to contributing to the wider “festival town” ambition through the creation of events which support the authority’s wider corporate objectives, for example, Cheltenham Cycling Festival

- Accountable for identifying and proposing the most appropriate arrangement to market Cheltenham as a visitor destination

- Bringing about a positive working relationship between key partners including the Chamber of Commerce, BID, Gloucestershire County Council, Highways Agency, Cheltenham Development Taskforce (CDTF), The Cheltenham Trust, Cheltenham Festivals, so that ambitions are aligned to secure future outcomes for Cheltenham

- Contributes to financial sustainability through the economic growth, inward investment agenda, services that are efficient, flexible and are operated with a commercial mind-set

- Working closely with the Managing Director of CDTF to deliver the taskforce business plan ambitions and also with regard to the Cyber Business Park Group and Cyber Security Infrastructure Group

- Executive Board commissioner lead for Ubico, Cheltenham Borough Homes

- BID Director

- Gloucestershire Airport Shareholder Representative on the Shareholder Forum (economic growth and governance) which means supporting the Leader in his role as shareholder
Appendix 4

Proposed Executive Board – Areas of Accountability

Executive Director – Finance and Assets

KEY AREAS OF ACCOUNTABILITY

- Full time role – full time post, the post-holder is seconded part-time to the Forest of Dean DC as s151 Officer
- Line management of property services and asset management
- Line management accountability for new (part-time) post Director – Corporate Projects
- S151 Officer
- Exec Board lead for the budget strategy, financial plan, commercial strategy, treasury management strategy, asset management plan, commercial property investment strategy
- Contributes to financial sustainability through s151 role and driving the approach to active asset management and portfolio investment opportunities
- Lead commissioner for Publica (finance and procurement)
- Lead commissioner for South West Audit Partnership
- Ubico director
- Gloucestershire Airport Shareholder Representative on the Shareholder Forum (finance) which means supporting the Leader in his role as shareholder
Executive Director – People and Change

KEY AREAS OF ACCOUNTABILITY

- Accountability for internal transformation (people, process and practice) and ensuring that the authority, across all its services, delivers first class customer service

- Digital champion and lead commissioner for Publica (ICT and HR/Learning and Development, Health and Safety)

- Accountable for leading and working collaboratively with the Executive Board to achieve a modern workplace with a sustainable future operating model where staff have the competencies, skills, behaviours, capabilities to deliver and operate and behave according to the authority’s values

- Executive Board lead for a number of key organisational strategies; people, learning and development, digital, customer

- Lead for corporate strategy, performance management, corporate governance and risk management

- Ensures the place agenda and growth is inclusive and delivers sustainable and flourishing communities

- Working collectively with our partners and using our combined resources effectively to make the greatest difference to people’s lives and support people and communities to be more resilient and self-sufficient

- Accountable for corporate communications and the authority’s website and for developing the latter to support the more efficient and effective delivery of services to the public

- Accountable for a business change team with a focus on creating the right conditions to incubate and develop new commercial ideas/opportunities, project management support, business case and business analysis capabilities, service review support e.g. lean, client support for commissioned services

- Contributes to financial sustainability through a more efficient and effective operating model, seeking to reduce cost as well as growing revenue through creating the right organisational conditions and capabilities to incubate new ideas and develop new ways of raising income
Proposed Executive Board – Areas of Accountability

Director – Corporate Projects (part-time transitional role)

KEY AREAS OF ACCOUNTABILITY

- Sponsorship for the delivery of key corporate projects including accommodation strategy, town hall redevelopment, depot rationalisation, Arle Nursery, North Place redevelopment, Cakebridge Place.

- Key role in working with external partners including The Cheltenham Trust, Cheltenham Borough Homes, Gloucestershire County Council, Cheltenham Town Football Club etc.

- Engagement and support to cabinet members in the delivery of projects within respective portfolio areas

- Engagement more broadly with all members within CBC regarding the delivery of key strategic projects

- Accountable for sound project governance and decision with regard to key projects

- Reports to Executive Director – Finance and Assets