

# Head of Place, Culture & Visitor Economy Information Pack

#BETHE  
DIFFERENCE



**We're thrilled you'd like to join us here at Wirral Council. We need great people like you with compassion and energy who are ready to work with us to #BeTheDifference to our residents and communities.**

Our vision is to work together to promote fairness and opportunity for people and communities. To make our vision a reality, we need you to join us.

We're focused on delivering the key priorities of our Council Plan. This plan sets out how we will continue to navigate the challenges we face and seize the exciting and ambitious opportunities for the future of Wirral. It translates our vision into deliverable organisational actions, providing clarity on what will be delivered and when.

For many thousands of our residents, what is most important to them is what they see when they open their front door. They want to see clean streets, parks and beaches which are well maintained and attractive. They want to live in a place which is free of anti-social behaviour and crime, and to be able to take an active role in making their community a better place to live. Our job is to help make this happen.

[Wirral View is a great place](#) to find out about what's been happening to put our Council Plan into action.

In this pack you'll find all the information and insight into what it's like to work at Wirral and our offer as one of the largest employers in the borough, our fantastic workplace benefits and important information about the role.

**“Our vision is to work together to promote fairness and opportunity for people and communities. To make our vision a reality, we need you to join us”**



# A message from our Chief Executive



"Wirral Council touches almost every aspect of every residents' life. That is a huge responsibility. We're expected to do our job, do it well, and help people live better, happier, and safer lives. We're committed to reducing inequalities across the borough and will deliver on those expectations.

Our residents deserve nothing less. Being part of Wirral Council means that no matter what service you deliver, you are supported to #BeTheDifference and improve the lives of everyone across the borough.

We are on our own improvement journey and have already started to make the essential steps to become a Council that is in a strong position to best serve our residents by developing a programme to bring about transformational change and setting a budget that removes our budget deficit, establishing a strong foundation for achieving financial stability.

This is vital to us, but for many thousands of our residents, what is most important to them is what they see when they open their front door. They want to see clean streets, parks and beaches which are well maintained and attractive. They want to live in a place which is free of anti-social behaviour and crime, and to be able to take an active role in making their community a better place to live. Our job is to help make this happen.

Wirral now stands at a pivotal moment, presented with opportunities to define an exciting and ambitious future and we need strong leaders who are committed to delivering this vision.

As our Head of Place, Visitor & Culture Economy, you will lead the development of a Culture and Visitor Economy Strategy aligned to the Council's regeneration priorities, implementing a suite of regeneration and place-shaping key strategies and area masterplans.

You will have compassion and energy to achieve everything we have promised to our residents and businesses and really #BeTheDifference in their lives.

At Wirral Council our purpose is to create equity for people and place and opportunities for all to secure the best possible future for our residents, communities and businesses. We have some great teams in place to continue to drive this work forwards, and as part of our extended Senior Leadership Team, you will be in the driving seat to help us to deliver on that".

A stylized, handwritten signature in black ink, appearing to read 'PS'.

Paul Satoor  
Chief Executive

# Welcome from Becky Lowry, Chief Regeneration Officer



"Thank you for your interest in the role. This is an exciting time to join Wirral Council within a key senior role within the department.

We are making excellent progress in developing an ambitious regeneration strategy underpinned by our Local Plan to drive the regeneration along the Left Bank of the River Mersey, enhancing towns and neighbourhoods across the borough, and protecting our unique coastline and countryside.

At the heart of our programme is the creation of a green, sustainable, waterfront community in Birkenhead with up to 20,000 new homes. This is one of the largest, most aspirational regeneration programmes in the UK and is articulated in the Birkenhead 2040 Framework. We are also working with local partners and communities on masterplans for New Brighton and Liscard.

We have formed the Left Bank Partnership with Homes England and the Liverpool City Region Combined Authority to design and deliver the 15-year regeneration programme. We are drawing inspiration from waterfront regeneration around the world to create well designed, sustainable neighbourhoods. The Council is committed to championing high quality urban design rooted in a sense of place and community identity and has embarked on a 12-month commission to develop a Birkenhead Design Guide and Public Realm strategy.

You will be joining a team of talented and passionate colleagues who are committed to creating beautiful, sustainable places for the people of Wirral. This is an outstanding opportunity, and we hope you will consider joining us.

Good luck and we look forward to hearing from you."

*R Lowry*

**Becky Lowry**  
Chief Regeneration Officer

## About the role

There has never been a more exciting time to join us as a member of our extended Senior Leadership Team: we have huge ambitions for our organisation, partnerships and people, and we want you to play a part in this. We have big ambitions and exciting plans. We need exceptional, innovative leaders to play their part in leading the Council into the next phase of the Borough's transformation.

As our **Head of Place, Culture and Visitor Economy** you will lead the development and oversight of the Council's ambitious regeneration strategy to it deliver a joined-up place-making agenda covering urban design, environmental sustainability, climate change, digital connectivity, transport, infrastructure, public realm, culture and heritage. Ensuring that the Council's regeneration strategy supports the Council's ambition to reduce inequalities across the Borough and people focused regeneration.

The ideal candidate will have knowledge and understanding of how all place-shaping disciplines interact and need to be managed to create well-designed, sustainable communities. They will also be able to demonstrate technical understanding of at least two of the disciplines within the service, namely master planning, strategic transport, people focused regeneration, infrastructure, urban design, visitor economy, culture and heritage. Above all extensive experience of designing and delivering large-scale urban regeneration projects and programmes needs to be demonstrated.

The role will be fast-paced and require the ability to manage and respond to competing and changing priorities. We are looking for someone who has excellent relationship management and communication skills, particularly when dealing with multiple stakeholders and has a 'can do' attitude, bring innovative and fresh thinking ideas whilst challenging the status quo.

We are proud to have a workforce with the commitment, compassion and energy to really make a difference. You will live our organisational values and leadership behaviours, creating real impact by supporting your staff to *#BeTheDifference* and improve the lives of everyone across the borough.

**“We need exceptional, innovative leaders to play their part in leading the Council into the next phase of the Borough's transformation”**



# Why Wirral?

You're likely to want to know more about us and why we believe anything is possible:

- Named as one of the happiest places to live in the UK, Wirral is a unique place, home to a growing population of over 320,000 people and over 8,000 businesses.
- Our stunning peninsula extends to 60 square miles and boasts 25 miles of scenic coastline. It's an area of outstanding natural beauty, with a rich mixture of culture and heritage.
- Our environment, parks and leisure and cultural offer are among the best in the UK, offering cutting edge technology and executive living along the banks of the river Mersey, overlooking the world-famous Liverpool skyline.
- We're only a stone's throw away from the thriving city of Liverpool and historic Chester, and there is something for everyone of all ages.

[Discover more about the borough and what makes it a great place to live.](#)



# Council Plan priorities - our ambitions

- To deliver **high quality efficient universal** services to all residents
- To **prioritise** those with the greatest needs
- To deliver council services within the means of the council **budget**
- To be prepared to **innovate** and face the future
- To play our part in addressing the **climate emergency** and protecting our environment
- To work across communities with community, voluntary and faith organisations and partners to improve all residents' **life chances**
- To deliver our ambitious **regeneration programme** through increased investment, jobs and new businesses throughout the borough



# Leading at Wirral

You'll probably want to know what it's like to work here and how we do things. At Wirral, we want to create, encourage, and foster strong, values-led leadership which positively impacts on all our people and the entire borough.



We need compassionate leaders who **listen, engage, inspire, trust and empower** people, to move us forward and navigate the complex challenges and opportunities ahead.

Shaped by our people, our Leadership Behaviour Framework describes what great leadership looks like at all levels and sets the expectations for how we lead here at Wirral.

Our **organisational values** are at the heart of great leadership at Wirral. They are more than just a piece of paper on our walls. We've all played a role in developing these to reflect the immense pride we have in what we do.

They reflect us, what matters to us, what motivates us, what inspires us and how we think, behave and approach things. They act as the compass that guides the way we approach our work and 'how we do things around here.

## Our leadership team

We would like to introduce you to the leadership team to give you an overview of how we are organised to achieve all of this:

- [Our Elected Members](#)
- [Our Senior Leadership Team](#) and how we're organised to deliver the Wirral Plan.



# How we achieve our ambitions

We're dedicated to creating an environment where you're valued and have the right culture and skills to thrive now and in the future.

Here's how we do this:

- **Meaningful work**  
Making sure all our roles have meaning and empowering people to #BeTheDifference.
- **Great Growth Opportunities**  
Everyone can access opportunities that support them to learn, grow, develop and progress.
- **Innovation**  
Creative and unconventional thinking by our people is actively encouraged and supported.
- **Positive Work Environment**  
Flexible, positive and inclusive workplaces where everyone cares, belongs and has a voice.
- **Great Leadership and Management**  
Values based and trustworthy leaders who show kindness and compassion, who listen, inspire and empower.

These elements make up our **People Strategy** and when delivered together, they ensure we have the right skills and capabilities both for now and the future, and the right culture for everyone to succeed. They are based on what we know and what our people have told us creates a great place to work.

# How we reward our people

You'll have access to a personalised employee benefit package here at Wirral. Our colleagues have told us what really matters to them and what they most value. We are committed to making Wirral a great place to work, with the right environment and conditions for you to thrive.

**Pay:** The salary range for this post is **£73,408 - £76,672 (2024 pay award pending)**. Salary is negotiable for exceptional candidates, dependent on experience.

**Leave:** You'll receive a generous annual leave allowance of 33 days leave per year, plus 8 additional public holidays

**How we work:** We work a 36-hour week based around a highly flexible and hybrid model of working, giving you the choice of where and how you work. Technology is at the forefront of our modern workforce: we make maximum use of digital technology to ensure that our staff can be flexible and responsive to the needs of our customers and to achieve a greater work-life balance.

**Development:** You'll benefit from our track record of developing, growing and investing in our people.

**Support:** You'll have access to our Employee Assistance Programme which offers a confidential service for employees and their families 24 hours a day / 7 days a week. The programme provides expert advice and counselling in areas such as finances, family and personal problems, work issues, health related problems, childcare and consumer rights.

**Benefits:** You can take advantage of a range of discounts in over 7,000 outlets on shopping, dining out, theatre, cinema, experiences and much more. Including the opportunity to purchase technology, cars, phones and bicycles. We also offer up to 2 days a year for you to volunteer your time to help, support and to make a difference to the local community.

**Pension:** Employees have the opportunity to join the Local Government Pension Scheme (LGPS), which is a tax approved occupational pension scheme with a generous employer contribution rate, immediate live cover and ill health protection. Benefits are based on the length of your membership and final salary.

**Equality, Diversity and Inclusion:** Our people are our greatest asset. We're committed to attracting, recruiting and retaining diverse and talented people. We recognise the need for equality, diversity and inclusion within our workforce and we promote equality and diversity to raise awareness, identify and address any potential barriers or under-representation across our organisation.

We are committed to making our recruitment practices barrier free and as accessible as possible to everyone. This includes making reasonable adjustments or changes throughout the process. If you would like us to do anything differently during the recruitment process or provide any information in an alternative format please contact [recruitment@wirral.gov.uk](mailto:recruitment@wirral.gov.uk)

# Are you ready to join us?

We want to be completely transparent about our application process to give you the best chance to really show who you are, why you are suited for the job and how you can really #BeTheDifference for Wirral. We've outlined each stage below:

## Stage 1: Application

To apply for this role please complete the online application form by midnight on **Sunday 14<sup>th</sup> April 2024**. Within your personal statement we want to hear about you and your experience. Please outline how you feel you are suitable for the role and include your personal skills, qualities and experience and provide evidence of your suitability for the role, with reference to the criteria set out in the job description.

We also would like to assess your suitability against our Leadership Behaviours. We will assess a range of the behaviours throughout the recruitment process, for the application we would like you to provide an example of the two detailed below:

- **Leading Others** – Inspire hearts & minds: Provide an example of when you have inspired others to do their best at work.
- **Leading Outcomes** – Embrace place leadership: Provide an example of when you have worked with partners to deliver a shared outcome.

## Stage 2: Shortlisting

Applications will be shortlisted by our Chief Regeneration Officer and fellow panel members. Verbal feedback will be provided to any candidate that requests this.

## Stage 3: Assessment

Shortlisted candidates will take part in an interview and further assessment activity which may include peers, stakeholders, and our senior leadership team. Please let us know if you have any availability issues during the week of 22<sup>nd</sup> of April 2024.

If you would like additional information about any of the above stages or to request support please contact [recruitment@wirral.gov.uk](mailto:recruitment@wirral.gov.uk) or for an informal conversation about the roles ahead of applying, please contact Becky Lowry [rebeccahlowry@wirral.gov.uk](mailto:rebeccahlowry@wirral.gov.uk)

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**Good luck, we wish you every  
success in your application**