

Wirral Regeneration Partnership Candidate Information Pack

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Wirral Regeneration Partnership - Appointment Stakeholder Member

Thank you for your expression of interest in becoming a member of our Wirral Regeneration Partnership Board.

This application pack includes the following:

- Background to Wirral Council and the Birkenhead 2040 Framework
- Wirral Regeneration Partnership Terms of Reference
- Wirral Council Member's Code of Conduct
- Application & Selection Process

Expectations of applicants

The successful applicant will need to be available to attend approximately 4 meetings of the Committee in any calendar year; and any associated training and development events. Applicants will need to be contactable throughout the year. The appointment will be made for **3 years**.

Applicants must disclose to the Council any matter that might damage the reputation of the Council.

As a key contributor to the Northwest England and Northeast Wales regional economy, with the largest regeneration programme outside of London, the regeneration of the Birkenhead 2040 Framework area and wider Wirral will have wide ranging impact; and in seeking to represent all its residents, whilst the Council seeks representation from the Wirral community applications for this role are also encouraged from the wider Liverpool City Region and the Mersey Dee area.

This role is not a job vacancy; should you be appointed you will not be an employee of the Council. This is a voluntary position. Training will be available as identified either at selection or at times through the year as determined by the Partnership to enable them to undertake the role effectively.

Remuneration

This is a voluntary role.

Wirral Council Overview

'Wirral Working Together – A Council Plan for 2023-2027'

Adopted in December 2023 the Wirral Council Plan 2023-2027 sets out its priorities as:

- 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; and
- to deliver our ambitious regeneration programme through increased investment, jobs and new businesses throughout the borough.

Our elected members have a pivotal role in bringing about improvements to the quality of life of people living in the Borough. They do this by making decisions, delivering change, challenging and scrutinising proposed actions and taking up issues raised to them by their constituents.

Regeneration Background

In March 2022, the Council's Economy Regeneration, and Housing Committee endorsed the Draft Birkenhead 2040 Framework as the interim regeneration strategy for Birkenhead and those parts of the Claughton, Bidston & St James, Seacombe and Liscard Wards identified in the Framework.

The Council's preferred spatial strategy for the Local Plan, is to meet all of the Borough's development needs for the period 2021 to 2037 within existing urban areas largely by utilising brownfield land. Whilst the focus of the Wirral Regeneration Partnership Board will be on the delivery of the Birkenhead 2040 Framework, the scope of the Board is Borough wide.

The Birkenhead 2040 Framework is a key document in articulating the delivery of the Wirral Local Plan 2021-2037 by setting out a comprehensive regeneration strategy for Birkenhead and parts of Seacombe and Liscard.

The Vision of the Birkenhead 2040 Framework is:

- has grown into a thriving community on the left bank of the River Mersey;
- is chosen as home for families and entrepreneurs alike, drawn by the unique and historic waterfront environment and iconic design;
- is a place of creativity innovation and fun, a place to put down roots;
- has the connectivity of city living but in harmony with nature. A place with
- room to breathe and a space to grow.



About the Partnership

The Wirral Regeneration Partnership has been set up to co ordinate and accelerate the priority programmes defined by the Birkenhead 2040 Framework. It will consider the 5-year Business Plan which would set out the priorities and objectives for each project within the Regeneration Partnership area. Each project will have its own outline business case (delivery plan) which will be reviewed by the board in accordance with the terms of reference and operational structure. Each project will have its own focus, priority and objectives and each project will be brought to the Board for approval to proceed on a business case by business case basis to ensure areas of interdependency and sequencing are managed and addressed.

The Partnership will assist the Council in:

- Accelerating the delivery of significant housing and commercial development;
- address programme interdependencies and sequencing;
- contribute to the delivery of social outcomes across the programme through long term community wealth building and stewardship;
- raise the profile of the regeneration programme for stakeholders and external audience;
- attract investment from public and private sector partners on a project by project basis by enabling the stakeholders within it to speak with one voice;
- ensure that the skills and resources are in place to drive a programme of this scale; and
- lead on place making and meanwhile use strategy.



Person Specification

We are seeking membership from across the public, private and voluntary sectors with a range of skills and experience in delivering significant sustainable regeneration programmes with a focus on outcomes that make a positive difference to people's quality of life and life chances. Successful candidates will be able to demonstrate skills across the following areas, applicants do not need to demonstrate a fit with all criteria we are looking for a range of skills to create a multi skilled/experienced Board.

ROLE SPECIFIC

- A keen interest in the regeneration of the Birkenhead 2040 area and the wider Wirral area.
- Knowledge or experience in placemaking and in delivering significant regeneration programmes.
- An understanding of investment opportunities public and private for delivering significant regeneration programmes.
- Proven experience of delivery of significant regeneration programmes;
- Experience in community and stakeholder engagement and Stewardship.
- Marketing and Communications experience.
- Financial and commercial understanding in the context of regeneration.
- Understanding of the value of culture, heritage and the Visitor Economy within the context of regeneration.

GENERAL

- Good advocacy skills; able to present relevant and well-reasoned arguments, and provide effective and constructive challenge.
- Strong analytical capability, including the ability to interpret, absorb and understand information quickly, and the ability to question, probe and seek clarification about complex issues.
- An ability to consider matters objectively and without regard to any personal political views, bias or pre-conceived views and act impartially and with integrity.
- A strong connection with Wirral, either through residency, employment or business.
- Good communication and interpersonal skills; a confident public speaker.
- Ability and willingness to challenge ideas and contribute positively to policy development.
- Understanding the role of officers, members and other agencies and ability to have constructive and challenging dialogue with other Members and Officers.
- Respect for, and desire to work with different groups and individuals with a commitment to championing community, business and key stakeholder engagement.
- Practical experience in financial management/accountancy within the public or private sector.
- Understanding and compliance with confidentiality requirements.
- Demonstrating the following would be desirable:
 - Knowledge and understanding of meeting law, rules and conventions
 - Understanding of delegated powers
 - Understanding of strategic, policy and service contexts for decisions, focusing on material issues
 - Knowledge of and commitment to the values of the Council

Code of Conduct

Wirral Council adopted its Members Code of Conduct on 14 April 2024.

Whilst operating as a member of the Audit and Risk Management Committee, the independent member should follow the same code of conduct as elected members.

For information, a copy of the current code can be found here: [Part 5 1 Members Code of Conduct.pdf \(wirral.gov.uk\)](#)

Application Process

Closing Date – 28 April 2024.

Selection process expected to take place in mid-May 2024.

Please make your application through the Council's online platform. You may also submit a CV should you wish.

Those interested in applying should contact Becky Lowry at rebeccahlowry@wirral.gov.uk or recruitment@wirral.gov.uk

Selection Process

Short listing for this appointment will be based upon an assessment of how applicants meet the criteria in the 'Person Specification' as evidenced by the application. It is suggested therefore that you include information on how you meet the criteria.

Shortlisted candidates will be invited to interview. The Interview Panel is to be determined.

Referees - Please note that your 2 referees will be contacted without further notice to you, unless you indicate to the contrary.

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**Thank you for your interest in this
role and good luck with your
application**