

# CROYDON COUNCIL

## ROLE PROFILE AND PERSON SPECIFICATION

**DEPARTMENT:** Place

**DIVISION:** Planning and Strategic Transport

**JOB TITLE:** **Senior Project Officer (Placemaking)**

**N.B: If you have any issues printing this document please contact HR**

## ROLE PROFILE

<b>Job Title:</b>	Senior Project Officer (Placemaking)
<b>Department:</b>	Place
<b>Division:</b>	Planning and Strategic Transport
<b>Grade:</b>	Grade 9

<b>Grade</b>	Senior Project Officer (Placemaking): 9 – 11
<b>Hours (per week):</b>	36 hours
<b>Reports to:</b>	Team Leader ( <b>Placemaking</b> )
<b>Responsible for:</b>	No staff responsibilities
<b>Role Purpose and Role Dimensions:</b>	<p>To manage, support and provide design advice and services to projects including: those associated with the production and effectiveness (alongside other strategies and legislation) of the Local Plan and the Local Development Framework; masterplans and urban design studies; income-generating projects including public realm, architectural and landscape projects; providing design advice and input at all stages of the Development Management process and contributing to the management and promotion of Croydon Place Review Panel. To provide quality urban design services and advice to Council planning and corporate services and to promote and enable good design and placemaking more generally in Croydon. Work is to be produced on time, to a high quality and to budget.</p> <p>The provision of an effective and responsive spatial planning service:</p> <p>At Grade 9: To manage less complex projects in the service plan. Good knowledge of project management, planning and design processes and methodologies.</p> <p>At Grade 10: To manage a complex single project and other less complex projects in the service plan. Thorough understanding of project management, planning and design processes and methodologies.</p> <p>At Grade 11: To manage multiple projects in the service plan. Competent practitioner level of understanding of project management, planning and design processes and methodologies equivalent to appropriate professional qualifications.</p>
<b>Commitment to Diversity:</b>	As a member of the Place Making Team to take individual and collective professional responsibility for championing the council's diversity agenda and proactively implementing initiatives which secure equality of access and

outcomes. Also to commit to continually developing personal understanding of diversity.

**Key External Contacts:**

Contact with statutory consultees, Historic England, English Nature, The Environment Agency, Greater London Authority, government departments and organisations such as Design Council CABI, Design South East, Urban Design Group, RIBA and Landscape Institute. Contact with developers, external consultants and liaison with local public and voluntary

**Key Internal Contacts:**

Collaborating with project officers in other departments. Leading project teams involving staff from across the Council. Occasionally presenting reports to meetings of senior members and management of the department. Reporting to Programme Managers, clients and client groups where necessary.

**Financial Dimensions:**

Responsible for budgets allocated to a series of projects within the service plan with a focus on landscape & urban design and spatial planning.

**Key Areas for Decision Making:**

Judgement on the merits or otherwise of plan making evidence; representations submitted to Spatial Planning consultations; plans and urban design proposals submitted by developers (including the Council) and project management and design judgements made as part of project management and design processes

**Other Considerations:**

Ability to attend evening or weekend meetings and from time to time and to work hours required to meet pressing deadlines that may exceed contracted hours

**Is a satisfactory disclosure and barring check required?**

[\(click here for guidance on DBS\)](#)

No

**What level of check is required?**

**Is the post politically restricted?**

[\(Click here for guidance on political restriction\)](#)

No

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**

[\(Click here for guidance on ROA \)](#)

No

## **Key Accountabilities and Result Areas:**

### **Assisting in the delivery of allocated projects in the Local Plan programme**

## **Key Elements:**

### **This will involve:**

- Reporting on a range of Local Development Documents and projects, Infrastructure Delivery Plan(IDP), masterplans, design and conservation projects, evidence base projects and planning obligations
- Contributing design skills and design thinking to projects and project processes
- Contributing graphic communication skills to projects and project processes
- A knowledge of the planning system and the role that design plays in it
- Monitoring so that projects are within available staff and financial resources
- Producing regular reports on project progress and risks to officer and member meetings
- Following the Service's project management methodology and toolkit for delivery of Spatial planning projects.
- Reporting to the assigned project manager in terms of discharging agreed responsibilities
- Ensuring all project risks and issues are captured

### **Provide highlight reports on the financial and risk management of allocated project budgets**

### **This will involve:**

- Identifying and applying appropriate financial measures of proficiency and progress
- Monthly monitoring of budget expenditure and assessment of consequent financial risks
- Obtaining financial approval to activities and projects, in accordance with financial regulations
- Approval to contracts and payments, in line with procurement and financial regulations

### **Support the production of the Local Plan and SPDs that promote the strengths of Croydon as a place to live and work**

### **This will involve:**

- Considering the demand for the Local Plan and SPDs against available staff and financial resources
- Ensuring planning documents meet all appraisal and assessment criteria for environment, sustainability, equalities and community strategy implications

**Support fee-earning projects in the field of Spatial Planning**

**This will involve:**

- Monitoring so that projects are within available staff and financial resources
- Producing regular reports on project progress and risks to clients
- Following the Service's project management methodology and toolkit for delivery of Spatial planning projects.
- Reporting to the assigned project manager in terms of discharging agreed responsibilities
- Ensuring all project risks and issues are captured

**Provide high quality design and heritage advice to the Development Management Service through all stages of the Development Management process including appeals and enforcement cases**

**This will involve:**

- A comprehensive understanding of the design process and a proven ability to influence and negotiate positive design outcomes through the Development Management process
- Providing proactive drawn and written design input, advice and recommendations on pre-applications covering urban design, townscape and views, landscape architecture, architecture, heritage, public realm and public art
- An ability to understand and clearly articulate complex design concepts verbally and in writing
- Providing drawn and written design input, advice and recommendations on planning applications, reserved matters applications, discharge of conditions and other applications
- Providing written content for case officer letters, reports and notices including drafting conditions
- Contributing to S106 drafting and negotiations
- Contributing to appeals, hearings and public inquiries
- Contributing to planning enforcement cases
- Exploiting the use of new technology where feasible to help improve the efficiency and effectiveness of review of the impacts of development, for example using 3D modelling and views testing

**To promote and contribute to management of the Croydon Place Review Panel**

**This will involve:**

- An ability to understand and clearly articulate complex design concepts verbally and in writing
- To provide PRP services in line with the published guidance
- To ensure that PRP services are delivered in line with industry best practice
- To help organise regular PRP review of schemes moving through the pre-application process
- To ensure timely production of high quality written PRP reports for applicants
- To ensure that PRP advice is fed back in to the design process
- To promote use of PRP for other Council projects, including those that do not necessarily require planning consent

**Maintain Preserve and enhance the local distinctiveness and character and heritage significance of the borough through assisting with the production and review of conservation area appraisals and management plans, the borough character appraisal and assisting with the Conservation Officer with provision of advice regarding designated and non-designated heritage assets including Listed & Locally Listed Buildings, Conservation Areas & Heritage Areas**

**This will involve:**

- A knowledge of how heritage and character inform the design process and contribute to successful placemaking
- Supporting the Conservation Officer in provision of conservation and built heritage advice as part of the Development Management and enforcement processes
- Supporting the Conservation Officer in provision of conservation and built heritage advice to internal and external customers
- Supporting the Conservation Officer to actively promote projects that would enhance Croydon's heritage assets

**Delivering imaginative professional design services to internal and external clients to satisfy the spatial planning and design quality objectives of the LDF and other adopted Council strategies, to improve outcomes for people and the quality of the environment and to generate income for the Council**

**This will involve:**

- An understanding of the design process and an ability to design built environment projects
  - Supporting design led initiatives to regenerate the Borough , attract inward investment, create value for Croydon and income for the Council
  - Assisting the work of other teams and services to ensure the delivery of successful, joined-up placemaking
  - Contributing to tenders for internal and external project commissions
  - Managing or contributing to the production of and/or producing masterplans, area strategies and urban design frameworks
  - Contributing to championing of the delivery of masterplan projects and area strategies
  - Managing or contributing to the production of and/or producing feasibility studies, site capacity studies, planning / development / design briefs, sketch schemes
  - Managing or contributing to the production of and/or producing designs for public realm, public art, infrastructure, landscape, meanwhile and architectural projects
  - Seeking feedback on completed projects and monitoring their ongoing use and performance
  - Assisting with entering completed projects for local, regional, national and international awards

**Make a noticeable improvement to the public realm of the borough**

**This will involve:**

- A comprehensive understanding of the design process and a proven ability to design built environment projects
- Championing and promoting the Public Realm policies set out in the Local Plan

- Championing and promoting the use of the Croydon Public Realm Design Guide (including a comprehensive materials palette, hierarchies of places, whole life costings and other design guidance)
- Contribute to proactively coordinating Council-led delivery of public realm projects with public realm proposals that emerge through the development management pre-application and application process and which may be delivered by other developers or public sector bodies
- Contribute to seeking funding for public realm projects that align with the Local Plan, masterplans, OAPF and IDP and promoting their delivery
- Contributing to providing direct design services through all RIBA stages for design of public realm schemes to internal and external clients and/or providing client-side design advice, brief-writing, procurement assistance and management of external design consultants
- Contribute to promoting, enabling and/or designing meanwhile, precursor and activation projects where they aide delivery and building enthusiasm and understanding of longer term plans and projects
- Seeking feedback on completed projects and monitoring their ongoing use and performance
- Undertaking a range of tasks and projects, as directed by the Head of Spatial Planning, Placemaking Team Leader and Deputy Team Leader
- Promoting excellence in placemaking, urban design, landscape architecture, public realm design, architecture conservation, spatial planning and community engagement and participation

#### **Assisting with production of bid documents**

##### **This will involve:**

- Assisting with production of bidding documents to secure external funding
- Ensuring sufficient quality of presentation and content of bidding documents to maximise successful funding

#### **Assist in proactively promoting and championing the Local Plan, the work of the service and excellent design and placemaking in Croydon**

##### **This will involve:**

- Developing a comprehensive knowledge of the spatial vision for the borough as conveyed in the Local Plan and associated planning and corporate documents
- Assisting promoting and communicating the Local Plan and the work of the service to internal and external customers through a range of media
- Assisting in initiatives that champion excellent design and placemaking such as London Open House weekend, London Festival of Architecture, Urban Design Week, Urban Design London and Public Practice
- Assisting in entering the work of the team for awards such as Landscape Institute Awards, New London Awards, RTPI Awards, Urban Design Awards etc.
- Assisting the work of other teams and services to ensure the delivery of successful, joined-up design and placemaking
- Assisting forging productive links with academic institutions, professional bodies and other organisations where these

relationships result in promoting Croydon and excellence in design and placemaking

**Assisting in building an effective spatial planning service that is recognised as a class leader in London**

**This will involve:**

- Undertaking a range of tasks and projects, as directed by the Head of Spatial Planning and Placemaking Team Leader or relevant project manager
- Promoting excellence in placemaking, design, planning, urban design and conservation, plan making, planning engagement, research and evidence studies

**Green Commitment**

- Ensuring both individual and teamwork meets the Council's Green Commitment Policy goals in reducing energy consumption and waste, increasing renewable energy use and recycling, contributing to a reduction in traffic congestion and using sustainable materials.

**Data Protection**

- Being aware of the council's responsibilities under the Data Protection Act 1998 for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with departmental procedures and policies as well as statutory requirements.

**Confidentiality**

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

**Equalities and Diversity**

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

**Health and Safety**

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management. Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.



**Contribute as an effective and collaborative team member**

**This will involve:**

- Participating in training to demonstrate competence and as required for the role.
- To actively participate and contribute to team meetings, workshops and a design team culture
- To participate in first aid training as required
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

## **Person Specification**

**Job Title:**

Project Officer/Senior Project Officer (Placemaking)

**Career Grade Level 3**

Postgraduate degree in a subject closely related to spatial planning with a preference for architecture, landscape architecture or urban design

**Essential knowledge**

- Good understanding of current issues & developments affecting planning, design, regeneration & local government in London
- Policy: good understanding of main central government & development plan policy issues
- Law: good understanding of spatial planning legislation & good appreciation of related legislation, including government legislation
- A knowledge of design / design processes in the built environment and high quality sustainable environments
- Good understanding of the operation of local government

**Essential skills and abilities**

- Writing: display good level of ability in letter writing; clear reports on a wide range of planning issues; exhibit a clear & comprehensible writing style in line with Plain English principles
- Ability to utilise technologies in a planned and programmed manner
- Ability to understand, appreciate and articulate visual, aesthetic and design concepts
- Drawing and visual representation skills: general level of proficiency
- Design skills: general level of proficiency
- Time/priority management: effective in most situations
- Ability to work under pressure & appreciation of stress management
- Ability to achieve a quality/quantity balance
- Logical thinker & ability to analyse & weigh complex issues

### Essential experience

- Proficient at working in teams
- Assertiveness: developing effective ability
- Negotiation: good level of proficiency; clear listening, questioning and reasoning ability
- Verbal communication: effective in difficult situations
- Presentation skills: effective ability
- Customer care competence
- To be able to convey ideas through the medium of drawings, sketches and computer-aided design
- Ability to assess proposals in three dimensions and produce innovative design solutions
- Understanding of providing a commercial service to fee-paying clients
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- Experience of major issues related to spatial planning and design in a large, complex organisation.
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- Experience of member level meetings or committees and public meetings
- A proven ability designing built environment projects (architecture, landscape, public realm or urban design)
- A proven ability to apply urban design principles to spatial planning / regeneration

### Special conditions

- To be prepared to attend evening and weekend meetings (e.g. committees & events within the borough)

### Career Grade Level 4

#### Essential knowledge

- Postgraduate degree in a subject closely related to spatial planning with preference for architecture, landscape architecture or urban design
- Eligible for membership of a professional institute closely relevant to
  - spatial planning and design such as RTPI, RIBA or Landscape Institute
- Comprehensive understanding of current issues & developments affecting planning, design, regeneration & local government in London
- Policy: comprehensive understanding of main central government & development plan policy issues
- Law: comprehensive understanding of spatial planning legislation & good appreciation of related legislation including local government legislation
- A comprehensive knowledge of design / design processes in the built environment and high quality sustainable environments
- General level of political awareness & comprehensive knowledge of the operation of local government

#### Essential skills and abilities

- Writing: display high level of ability in letter writing; clear reports on complex or controversial issues; exhibit a clear & comprehensible writing style in line with Plain English principles
- Ability to utilise technologies in a planned and programmed manner
- Ability to understand, appreciate and articulate visual, aesthetic and design concepts

- Ability to conduct primary research, analyse, interpret and summarise large amounts of information
- Drawing and visual representation skills: high level of proficiency
- Design skills: high level of proficiency
- Time/priority management: good level of proficiency
- Ability to work under pressure & handle stress
- Demonstrable ability to take tactical decisions and achieve high quality and high level outputs through the practical application of project management techniques
- Innovative thinker & ability to analyse & weigh complex issues
- Good understanding of the dynamics of team working
- Assertiveness: high level of proficiency
- Negotiation: high level of proficiency; clear listening, questioning and reasoning ability
- Verbal communication: good level of proficiency in most scenarios
- Presentation skills: presentation of non-controversial items at Committee
- Customer care champion
- To be highly skilled at conveying ideas through the medium of drawings, sketches and computer-aided design
- To be highly skilled at assessing proposals in three dimensions and produce innovative design solutions
- Ability to provide a commercial service to fee-paying clients

#### **Essential experience**

- Several years experience of major issues related to spatial planning and design in a large, complex organisation
- Experience of member level meetings or committees, working to complex constitutional procedures and public meetings
- A proven ability designing successful complex built environment projects (architecture, landscape, public realm or urban design)
- A proven ability to successfully apply urban design principles to complex spatial planning / regeneration projects

#### **Special conditions**

- To be prepared to attend evening and weekend meetings (eg committees & events within the borough)

## OPERATION OF THE CAREER GRADE

### Job Title: Project Officer/Senior Project Officer (Placemaking)

An officer's starting salary scale entry point will be based on both qualification and experience at the time of employment, in addition to an assessment of their competence against the role profile & the appropriate level of the person specification. These entry requirements are defined below for each salary scale band. Officers will normally start at the bottom of the salary scale band that they qualify for.

The academic qualification and level of experience criteria are set out below:

#### Level 3

*Progression subject to formal interview & assessment*

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- An appropriate accredited postgraduate degree in planning, architecture, landscape architecture, urban design or building conservation
- At least one undergraduate or postgraduate design focussed qualification such as architecture, landscape architecture or urban design
- Generally 2 years' spatial planning experience (with emphasis on design experience)
- Assessment of competence against the role profile & the level 3 person specification
- Past performance against targets (for internal assessments only)

*Progression subject to assessment by line manager & agreement of service head*

10

- An appropriate accredited postgraduate degree in planning, architecture, landscape architecture, urban design or building conservation
- At least one undergraduate or postgraduate design focussed qualification such as architecture, landscape architecture or urban design
- Generally 2 years' post qualification spatial planning experience (with emphasis on design experience)
- Assessment of competence against the role profile & progress towards the level 4 person specification
- Past performance against targets (for internal assessments only)

## Level 4

*Progression subject to formal interview & assessment*

11

- An appropriate accredited postgraduate degree in planning, architecture, landscape architecture, urban design or building conservation
- At least one undergraduate or postgraduate design focussed qualification such as architecture, landscape architecture or urban design
- Generally 4 years' post qualification spatial planning experience (with an emphasis on design experience)
- Assessment of competence against the role profile & the level 4 person specification
- Past performance against targets (for internal assessments only)

### Entry criteria

- An officer's starting salary scale entry point will be based on both qualification and experience at the time of employment, in addition to an assessment of their competence against the role profile & the appropriate level of the person specification. These entry requirements are defined above for each salary scale band. Officers will normally start at the bottom of the salary scale band that they qualify for.

### Progression each year

- Decisions on annual progression up the salary scale points within a salary scale band takes place in the normal manner through the Council's Performance Development & Competency Scheme and is unaffected by the career grade scheme.
- Assessments to move up to the next salary scale band will take place in March of each year alongside the council's PDCS process so that, if awarded, the new salary level can be paid from 1 April. If there is a delay in carrying out assessments, any promotion that is awarded will be backdated to 1 April.
- An officer who starts employment with the Council between 1 April and 30 September in any year can apply to move in the following March for commencement on 1 April; that is between 6 and 12 months from their start date. An officer who starts employment with the Council between 1 October in one year and 31 March in the following year can apply to move in the subsequent March for commencement on 1 April; that is between 12 and 18 months from their start date.
- Officers should only apply to move when they are confident that they have achieved all of the appropriate criteria for the next band (as set out above) as only one application to move to the next salary scale band can be made in any 12-month period. The scheme will only allow an officer to move to the next salary scale band, it does not allow them to jump a salary scale band.

### Progression within the career grade levels

Movement from salary scale from 9 to 10 will be based on:

- confirmation that an officer has reached the necessary level of qualification and experience;

- an explicit assessment, by their line manager, of competence against the requirements of the role profile & satisfactory progress towards the requirements of the relevant person specification; and
- that a satisfactory level and quality of work has been produced over the previous year.

This assessment has to be agreed in writing by the Head of Spatial Planning. Any appeal against these decisions will be to the Director of Places, whose decision will be final.

### **Progression between the career grade levels**

Movement from salary scale 9 or 10 to 11 will be based on a formal interview. It will generally be with the line manager, the Head of Spatial Planning and a representative from HR. It is also likely to involve testing. Essentially it will be the same process as applying for the post in response to an advert. A decision to allow an officer to move will be based on:

- confirmation that they have reached the necessary level of qualification and experience;
- an assessment of demonstrated competence against the requirements of the role profile & relevant person specification; and
- that a satisfactory level and quality of work has been produced over the previous year.

Any appeal against these decisions will be to the Director of Planning and Strategic Transport, whose decision will be final.