

Role profile

Role title	World Heritage Site Planning Advice Officer
Corporate directorate	Economy, Enterprise and Environment
Service	Strategy
Grade	J
Reports to (role title)	World Heritage Site Co-ordinator
Version	1
JE code	004683

Approving manager	Julie Seyler
Date	13/10/14

If you would like this information in another format please contact:

Cornwall Council
County Hall
Treyew Road
Truro TR1 3AY

Telephone: **0300 1234 100**

Email: **enquiries@cornwall.gov.uk**

www.cornwall.gov.uk

Role purpose

The role will be responsible for professional advice on the impacts of spatial planning and developments as they impact on the Outstanding Universal Value and setting of the Cornwall and West Devon Mining Landscape World Heritage Site, in line with the policies in the Management Plan and the UNESCO World Heritage Convention and Operational Guidance. The goal is to provide strategic advice on planning and development to ensure that development is in the right place, of the right scale and is appropriately designed, whilst meeting the needs of our communities.

The overall role purpose is to ensure that the development management process properly protects, conserves and enhances the World Heritage Site, and will involve giving advice to partner Local Authorities on the World Heritage Site Partnership (Cornwall, Devon County, West Devon Borough Councils), statutory bodies, developers, owners, conservation authorities and other bodies, and to the public.

This is achieved by the following key activities:

- Monitor the weekly planning lists for developments that may impact on the WHS, scrutinise and submit written comment to the relevant planning authorities on those with implications for OUV and setting
- Provide high quality pre-application planning and design advice on all aspects of development, particularly housing, and renewable energy to applicants, developers and their partners, on a charged for basis
- Positive promotion and marketing of the WHS's pre-application advice service to the development industry to optimise planning outcomes and generate income
- Provide advice and guidance on the World Heritage Site landscapes and attributes in Cornwall Council's ownership
- Provide advice on the World Heritage Site aspects of strategic planning and related policy documents, and contribute to their preparation (eg Local Plans, Supplementary Planning Documents, Neighbourhood Plans, Local Development Frameworks, Mineral and Waste Plans, Urban Regeneration Strategies, Design Briefs)
- Play an active role in developing initiatives that conserve and enhance the WHS
- Maintain the records (to national standards) of all casework undertaken
- Contribute to the maintenance of Service Performance Indicators, in Liaison with the WHS team
- Contribute towards the research priorities and programmes of the World Heritage Site, in line with the WHS Research Agenda
- Give public presentations of his/her work and the work of the Service, and attend meetings where appropriate
- Contract letting, management, monitoring and review
- Undertaking, commissioning, analysing and disseminating specialist research and intelligence to inform Management Plan protection and conservation policy and implementation of strategic projects
- Devising, managing and supporting effective internal and external partnerships

and engagement with stakeholders

Dimensions

Annual financial accountability

The role holder has little or no budgetary/resource responsibilities.

Management accountability

Nature of management

- The role holder has no supervisory or management responsibilities except for advising, influencing and persuading colleagues, partners and stakeholders to achieve the goals of the WHS Management Plan and World Heritage Convention

Number of staff managed

- None.

Accountabilities

Cornwall Council is a dynamic organisation and the particular duties and accountabilities may vary from time to time without changing the general character of the role or the level of responsibility entailed. Individual objectives will be agreed via the PDS appraisal process

- Making sound recommendations on the protection of the WHS OUV and its setting to planning case officers for their delegated major or complex planning and/or enforcement decisions, building control decisions and decisions related to housing delivery.
- Making sound recommendations on the protection of the WHS OUV and its setting to the relevant Planning Committees on decisions on all matters which are reported to the Committee for determination in respect of planning applications, policy, regeneration/delivery, housing delivery and any related matters and when required to attend the Committee to advise as necessary.
- To undertake work as necessary to prepare evidence and represent the World Heritage Site in a professional manner at more complex Local Inquiries or in other judicial or quasi-judicial hearings or cases as necessary.
- Successfully resolve conflicts, making and acting on service improvements.
- To advise, support and bring issues to line managers and senior managers' attention in respect of advice and recommendations to the WHS Partners on complex development management, building control, housing delivery, planning policy and project delivery matters, to ensure the protection, conservation and enhancement of the WHS.
- Advising colleagues and assisting/mentoring less experienced members of staff in order to achieve good practice and consistency and provide active learning opportunities.
- Devising, managing and practising arrangements for effective communication of WHS protection and conservation policy with internal and external partnerships and engagement with stakeholders including, private and public sector developers and members of the community and Parish and Town Councils, including the setting up and management of training events and consultation exercises.
- To develop and maintain positive relationships with and between Town and Parish

Councils, other community and special interest groups, business, commercial and development sectors and aid their effective involvement in decision making processes to facilitate the protection of the WHS, OUV and its setting.

- Positive promotion and marketing of the WHS to the community and development industry to raise awareness of the WHS Management Plan and World Heritage Convention
- To represent the WHS at Committees and other internal and external meetings and events as appropriate and on relevant bodies in order to increase the capacity and efficiency of the service.
- To liaise closely with planning staff and managers responsible for regeneration, delivery, housing, policy and planning applications both within and outside the WHS to ensure that WHS policy is fully integrated in regeneration, housing and other corporate objectives.
- Participate and/or lead project teams/partnership bodies comprising multiple internal and external partners where necessary to ensure sound recommendations, decisions and delivery. Contributing to the work of Countywide, sub-regional, regional and national professional bodies.
- Contribute positively to the work necessary to create and maintain effective planning, building control, affordable housing, design, sustainability and related policies and practices that observe WHS Management Plan and World Heritage Convention requirements, including attendance at conference and the preparation and presentation of papers.
- Contribute to the technical work required for the statutory Local Development Framework and other Plans, Policies and Strategies promoting and regulating the development and use of land for the partner local planning authorities
- To work with colleagues on the development of the annual Service Plan and fully recognise, understand and comply with performance standards and processes critical to the achievement of the service plan objectives and targets.
- Be responsible for own self-development on a continuous basis, which should be regularly reviewed with the relevant Line Manager as part of the PMDS to ensure CPD requirements are met and match the outputs required by the service.
- Undertake performance reviews of more junior staff as instructed by Group Leaders, senior Managers as part of the PMDS.
- Prepare, co-ordinate and deliver specialist reports to the WHS Partnership Board and Technical Panel under direction of the WHS Co-ordinator .
- The role holder is responsible for ensuring the Council's Health and Safety Policy is complied with.

Key objectives

- WHS Objectives – as set out in the WHS Management Plan
- Team objectives - Team objectives will be agreed annually as part of each teams work in contributing to and responding to the draft Service Plan and Team Plans.
- Individual objectives - Individual objectives will be agreed as part of the Performance and Development System annually and reviewed as necessary throughout the year.

Corporate accountabilities

Information security and governance

Manage information in line with the Council's policies, procedures and guidance on subjects such as Data Protection, Freedom of Information, confidentiality, information

security and sharing, the information lifecycle and data quality, to ensure compliance and efficient and effective information governance

Safeguarding

Maintain awareness of Council policies and practices regarding the safeguarding of children, young people and/ or adults who may be at risk. Report concerns/ allegations in accordance with corporate guidance and procedures

Equality & Diversity

Work to eliminate unlawful discrimination, harassment and victimisation and report incidents as they occur. Treat everyone with dignity and respect and ensure individual's needs are met. Challenge inappropriate behaviour and language constructively, advising on alternatives so the opportunity for change can be considered

Competencies and other requirements

We use the following criteria below to assess your suitability for the role; please refer to the recruitment & selection column to establish at which stage the criteria are assessed. Requirements assessed at the 'Application' stage represent the minimum essential requirement for shortlisting purposes

Behaviours	Recruitment and selection
<p>Leadership This is about working well with others, with enthusiasm and a commitment to do the job well. It is about taking the initiative to make decisions and solve problems and contributing to team objectives. It also means living our values of pace, pride, passion and professionalism every day. This includes:</p> <ul style="list-style-type: none"> • working flexibly, covering for team members when required • supporting team objectives and activities • taking initiative, acting with confidence and working under own direction • taking ownership for actions, seeing things through • taking responsibility for own decisions and actions • effectively contributing own views and ideas 	<p>Application Form Interview</p>
<p>Customer focus This is about being dedicated to meeting the customers' requirements, putting yourself in their shoes, and finding ways to serve them better. This includes:</p> <ul style="list-style-type: none"> • establishing good relationships with customers and colleagues • taking ownership for solving problems, and when there is a problem, making sure it gets solved or passed on appropriately • treating all customers with respect, always trying to understand and act on their needs • delivering a prompt, efficient and where appropriate, a personalised service to customers • being committed to the protection and safeguarding of children, young people and vulnerable adults 	<p>Application Form Interview</p>
<p>Results focus This is about getting on with the job effectively and quickly, delivering the best value for money. It means striving for excellence and finding ways to overcome problems. It is also about taking responsibility for your own health and safety. This includes:</p> <ul style="list-style-type: none"> • planning and organising work and managing time effectively • looking for ways to be efficient in everything you do • paying attention to finishing tasks, ensuring accuracy and quality • focussing on the right priorities • taking initiative and working with others to achieve results • understanding own health and safety responsibilities and participating in the risk assessment process 	<p>Application Form Interview</p>

<p>Improvement & change This is about thinking about and preparing for the future. It is about being open to change and doing things better and more efficiently to improve service delivery. This includes:</p> <ul style="list-style-type: none"> • being creative and innovative; looking for ways to do things better for customers • speaking and acting positively about change • not dwelling on the past and “the way things are done” • being open to learning and new ideas • solving problems and contributing new ideas 	<p>Application Form Interview</p>
<p>People development This is about showing a desire to learn and also helping others to learn. It is about taking responsibility for your own development; including ensuring behaviours, skills and knowledge are up to date. This includes:</p> <ul style="list-style-type: none"> • being proactive in identifying areas where you need to develop • making sure your development plan is kept up to date • asking for and acting on feedback to improve performance • understanding that development is more than training courses, it also includes learning new skills and competencies on the job or through other means 	<p>Application Form Interview</p>

Knowledge, skills & experience	Recruitment and selection
<p><u>Professional Knowledge</u> Demonstrable wide ranging knowledge and depth of understanding of the planning legislation and key policy issues underpinning the protection and conservation of World Heritage Sites, including UNESCO and Advisory body guidance, NPPF, Community and Neighbourhood Planning, and relevant best practice</p>	<p>Interview</p>
<p>Relevant degree or equivalent professional qualification and significant experience in a relevant field to a standard to undertake the responsibilities allocated to the role.</p>	<p>Application form Interview</p>
<p>Membership of an appropriate professional body (eg RTPI, Institute of Field Archaeologists or Institute of Historic Building Conservation)</p>	<p>Application form</p>
<p>Evidence of CPD in the relevant field</p>	<p>Application Form Interview</p>
<p><u>Outcome Focus</u> Demonstrate the ability to facilitate the delivery of not just minor developments but also major or complex developments and/or affordable housing of various kinds and mixes including those on both public and private land and redevelopments for housing and employment growth.</p>	<p>Application form Interview</p>
<p>A demonstrable record of contributing to the successful development of Local Development Frameworks, other statutory and non statutory planning policies and relevant technical and policy documents relating to World Heritage Sites.</p>	<p>Application form</p>
<p><u>Negotiation Skills</u></p>	<p>Application form</p>

Demonstrable experience of giving advice to and building relationships with key senior management, elected Members and members of associated partnerships or similar level	
Demonstrate the ability to seek and help secure funding for conservation projects and heritage led regeneration	Application form
Sound understanding of the workings and structures of Local Government in the UK	Application Interview
<u>Project Management</u> A demonstrable record of using project management principles/methodology and practice to successfully deliver a project/development	Application form Interview
<u>Customer Skills</u> Demonstrable experience and evidence of skills and ability in successfully working with professions, stakeholders and/or local communities to achieve an identified target or output.	Application form
<u>Organise/Prioritise</u> Proficient in effectively managing and prioritising workloads in pressurised situations, despite interruptions and obstacles, being able to process a significant volume of work with speed and a high degree of accuracy. Contributing effectively to the productivity of the Service	Interview
<u>Report Writing Skills</u> Evidence of producing high quality reports for the public domain and excellent communication or presentation skills in dealing with the public, parish councils and agents forums.	Application Form

Other requirements	Recruitment and selection
Qualifications to an appropriate degree and/or professional qualification or equivalent - essential	Application Form
Proven record of ongoing CPD relevant to the role	Application Form
Membership (or eligibility to become a member) of a relevant recognised professional organisation	Application Form
Excellent use of Microsoft applications, including Word, Excel and Outlook	Application Form
Familiarity with GIS mapping systems and use of HBSMR	Application Form
The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle.	Application Form
This post may require the post holder to attend out of hours for meetings, committees, etc., as required.	Application Form
This position is subject to a criminal records disclosure check	NO
This is a politically restricted position	NO

