

Role Profile

Cluster Leads



The Cluster Lead is a critical role in the Council's deployment of its Connecting People, Connecting Places agenda. This senior role will provide collegiate support and advice to Ward Members in order to help them ensure that Council services are best positioned to deliver the priorities of their local people.

Cluster Leads will also be a point of focus and a conduit back into the wider Council organisation. They will help to unblock bureaucracy, and ensure that activity is targeted on those things that will make most difference to the people of the area. They will achieve their outcomes through influence, managing key relationships and helping service directors and managers to better understand the impact of their services and priorities on local people.

This role profile is a snapshot of our expectation of the role at the current time. It should be recognised that the role will further evolve over the coming months as our understanding of the implications of our ambitions, and those of Members, for the neighbourhood agenda become clearer.

Purpose

- To help to improve the outcomes for local people in respect of the impact Council services have on their lives and neighbourhoods.
- To be a 'champion' for the locality area, acting in a strategic and corporate context, with particular support for ward councillors to assist them in carrying out their role.
- To remove unnecessary blockages and raise issues at a corporate level where there are inconsistencies in approach and/or counter productive policies in place.
- Be the principal adviser to ward councillors, Corporate Board and LAA Partnership Board in order to deliver the neighbourhood area agreements and local working plans
- Engage the community (including schools), partners and ward councillors to promote a sense of place, and through consultation identify key local priorities that will be monitored through the relevant strategic plans.
- To be the named strategic co-ordinator for the work of the Council and its partners in each locality, providing a co-ordinating and brokerage role in relation to Council services.
- To ensure that local NAA governance is complementary to, and adds value to the achievement of LAA objectives.

Activities and Responsibilities

Initially....

1. Work hand in hand with ward members to establish the framework for neighbourhood area forums including governance, membership and forward agendas.
2. Develop an in depth knowledge and understanding of the key issues impacting on the locality, its stakeholders, and the extent and nature of existing local consultation.
3. Work with other Council and partner services to ensure that there is a bank of information and data on the locality to support local discussion and exploration of priorities.
4. Stimulate community interest and involvement in the neighbourhood agenda and, specifically in the role of the area forum and neighbourhood area agreement.
5. Work with ward councillors and partners to identify areas of required skills development for both officers and members in order to maximize the potential success of the locality.
6. Collaborate with other Cluster Leads, Service Directors and the Corporate Board on the maturation of the locality-working model across Swindon.

And then...

7. Ensure that the local NAA governance framework is fully deployed and adds value to the LAA by :
 - securing the involvement of local people and stakeholders in the development and deployment of the NAA
 - negotiating ambitious but realistic targets for the delivery of NAA priorities;
 - increasing public interest and confidence in the LAA by meaningfully translating it into visible local improvements
 - enhancing the 'Swindon Story' (the evidence-based reasoning for selecting the priority outcomes and improvement targets in the LAA) through providing local insight (quantitative and qualitative).
8. Manage relationships with other Directors, service delivery managers and partner agencies, (including schools), to ensure that the priorities of the locality are reflected within an overall strategic framework for the Borough (and vice versa)
9. Monitor progress against the neighbourhood area agreement, working with Council and partner managers to ensure that blockages to delivery are eliminated and risks presented by conflicting priorities are minimized. Report back on progress against the neighbourhood area agreement to the Area Forum.
10. Provide leadership to the Locality Support Managers with respect to the delivery of neighbourhood area agreement priorities.
11. Liaise with the Citizen Engagement Team to ensure ongoing and meaningful involvement by local people in the locality agenda
12. Attend governance meetings and other key locality based meetings as appropriate
13. Ensure that Cabinet and Corporate Board are kept apprised of key issues across the localities, especially in terms of inconsistencies and/or counterproductive policies.

14. Utilise locality/cluster based data to advise those Directors with operational responsibilities on how effectively to target intervention and co-ordinate delivery across your locality/cluster area
15. Prepare reports and other key documents as required to satisfy audit, inspection and corporate reporting requirements.

NB :

- The overall strategic vision and priorities are set by the local authorities and partners through the Community Strategy and the Local Area Agreement and other plans such as the Children and Young People's Plan. The Neighbourhood Area Agreement will have a range of themes cascaded from those two documents, that the area forum will monitor and explore to achieve local community priorities. Each theme will work within their existing strategic frameworks and contribute towards achieving the outcomes agreed in the LAA and their relevant statutory plans.
- Accountability for service delivery, quality and standards remains with the Operational Director for the services.
- While the role is, during its development, focused on Council services, the ambition is that the focus will expand over time to include services provided by other LAA partners.