



**LONDON BOROUGH OF MERTON**  
**REGENERATION DEPARTMENT**  
**JOB DESCRIPTION**

**POST TITLE:** Town Centre Support Officer

**Grade:** ME14

**DIVISION/SECTION:** Future Merton Business and Economy Team

**Location:** Merton Civic Centre and on site in our town centres

**Responsible to:** Future Merton Business and Economy Manager

This is a pivotal role in the transformation and success of our town centres by supporting the delivery and implementation of a Town Centre Strategy that focus on the improvement, promotion, sustainability and economic prosperity of our town centres.

It is a high profile role based in the office and at the town centres, expected to support a range of project activities as well as close working with local councillors, Council Officers, GLA, businesses, communities and voluntary organisations.

Post number: TBC

Date: February 2015

**MAIN PURPOSE**

To support the effective, efficient and transparent delivery of coordinated practical support for Merton's Town centres.

To develop and promote the long term vision for the effective commercial management of the town centre and to establish a close liaison and working relationship with key private and public sector stakeholders to support the delivery of a Town Centre Strategy and Action Plan.

To negotiate, commission and promote the development of a vibrant town centre that addresses the needs of the business, cultural and visitor communities through partnership and collaboration with the residents, regeneration agencies and the third sector.

## **MAIN DUTIES AND RESPONSIBILITIES**

- To identify and establish the current opportunities and barriers (e.g. policy, financial, political, communication, design, knowledge) to town centre growth, cohesion and reputation.

To provide support on the development and implementation of a Town Centre Strategy that formulates (with relevant officers and members) vision and action plans for chosen town centres to achieve their maximum potential in terms of economic uplift, business and high street vibrancy, customer satisfaction, occupied units and external perception.

- The Action Plans should include
  - Commissioning relevant data collection/analysis in order to understand user base and future town centre scenarios.
  - Coordinating programmes of events
  - Identify ways of collecting and analysing data relating to the visitor economy and use the information to deliver and develop a visitor strategy.
  - Ways of working with relevant landowners to coordinate a programme of shop front, street and public space improvements.
  - Identifying and securing additional funding to increase the impact of the delivered schemes.
  - Identify missing town centre retail offers and work with relevant officers to create incentive packages for suitable inward investment.
- Review and influence where possible policy approaches and existing council powers (e.g. planning and enforcement) with a views to encouraging/incentivise greater trade and town centre cohesion in the centre.
- To actively pursue the attraction of appropriate high street development, occupiers and resources to the town centre.
- To identify and administrate internal and external funding streams delivering events and improvements to the town centre.
- To manage the council's Community Toilet Scheme

- To administrate the council's Shop front and Business Premises Improvement Grants programme.
- To report to the SCTP, development coordination and implementation and delivery of outputs/outcomes of the Town Centre Action Plan
- To negotiate with stakeholders the development of new ways of working in line with the evidence based needs and priorities of the town centre, its commercial interests, residents and the visitor economy.
- To champion the Town Centre by taking a broad consumers view, being sensitive to the needs and aspirations of residents, visitors, shoppers, commuters, retailers and other business interests and making effective presentations to a range of audiences.
- To work with Safer Merton to implement a strategy which reduces crime.
- To develop effective and collaborative working relationships with all stakeholders.
- To lead on the interface between the projects and the London Borough of Merton's design team, waste, transport and public realm project managers and planning teams to enable the delivery of transport and public realm initiatives that complement and co-ordinate with the proposals and the wider regeneration ambitions for our town centres.
- To work in partnership to collaboratively commission and deliver both commercial and cultural attractions to promote the town centre and boost visitor numbers.
- To ensure effective and timely engagement in improvements and regeneration, using creative, innovative and effective techniques that are easily accessible to a wide community.
- To be proactive, dynamic and effective in raising and maintaining the profile of the town centre projects, the level and extent of engagement and in generating successful outcomes on time and within budget.
- To lead the management of all Town Centre promotional literature, including shopping maps, events leaflets, press activity and other opportunities.
- To disseminate the proposals, progress and results of the projects to a wide variety of audiences in an appropriate and effective technical and non-technical manner.

- To align further growth and prosperity of the town centres with the emerging inward investment and regeneration strategy.
- To fully comply with the Council's corporate objectives and procedures and to carry out all duties with due regard to confidentiality and data protection regulations.
- To undertake such additional duties as are reasonably commensurate with the post/grade.

### **ADDITIONAL REQUIRMENTS APPLICABLE TO THIS ROLE**

The post holder is expected to be committed to the Council's core values of public service, quality, equality and empowerment and to demonstrate this commitment in the way they carry out their duties, as may be required which are consistent with the grade and scope of the post, as required.

### **OTHER REQUIRMENTS**

#### **Health and Safety**

To ensure that corporate and departmental health and safety policies and procedures are implemented at all times and to raise any concerns regarding their operation or any other health and safety matters with the appropriate line manager.

#### **Equal Opportunities**

To be aware of the council's Equal Opportunities Policy; to understand it and to adhere to it.

#### **Customer Care**

To assist in ensuring that the Authority's aims regarding customer awareness are achieved.

#### **New Technology**

To make use of information technology where necessary in the areas of responsibility and to develop IT use in consultation with the appropriate technical officers.

**LONDON BOROUGH OF MERTON**  
**ENVIRONMENT and REGENERATION DEPARTMENT**  
**PERSON SPECIFICATION**

**POST TITLE: Town Centre Support Officer**

**Post No:**

**Grade: ME14**

**Date:**

**Knowledge**

Knowledge of a wide variety of issues within regeneration, investment and renewal, heritage, sustainability economic development, business and community engagement.

Knowledge of best practice and innovative approaches to communicate to support project management, town centre management and regeneration.

Evidence of successful project delivery including achieving agreed outcomes to time and within budget.

Experience of leading and delivering proactive operational and promotional town centre management services.

Experience and understanding of the importance of visitor promotion.

Sound understanding of the legislative and policy framework of local government and specifically in relation to town centre management and maintenance.

A proven track record, over time, of achieving positive outcomes for businesses and partners.

Knowledge and awareness of issues relating to equal opportunities.

Knowledge of external and council budget management systems.

Knowledge and appreciation of urban design and public realm improvements that stimulate economic growth.

## **Skills & Abilities**

Experience in project managing multi disciplinary cross cutting teams and programmes.

Excellent interpersonal and communication skills, including ability to persuade, influence and negotiate with diverse communities, including consultants, residents, schools, business sectors, private and public organisations at a variety of levels.

Highly developed oral, written and presentational skills and experience in using these to effectively engage with a wide variety of audiences.

Experience of identifying, bidding for and securing funding sources, and experience of managing these funds effectively and efficiently to deliver business or community engagement projects.

Experience of effective leadership and management skills

Experience of effectively managing challenging projects with complex budgets within timescale and delivery of targets. Ability to analyse, prepare and present complex issues and reports in a clear and convincing manner.

Able to set priorities, objectives and deadlines and to prioritise tasks to achieve targets and outcomes.

Ability to plan effectively

Demonstrate political awareness and sensitivity.

Commitment to continuous improvement, delivery of best value and achievement of service objectives.