

ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT Place and Growth

POSTHOLDER

SECTION Economy and Skills

GRADE PO6

POST DESIGNATION (TITLE) Town Centre Manager

Purpose of Job:

To be accountable for the development, vitality, and sustainable economic growth of town centres in Greenwich predominately Woolwich, Greenwich and Eltham. This includes other district centres as identified in the Local Plan. This will be achieved by effective coordination of cross-departmental, multidisciplinary teams and functional areas working on shared outcomes to improve the town centre. This role will provide clear strategic leadership on town centres, ensuring effective oversight of delivery of activities on the town centre such as street services, highways and parking, safer spaces, and licensing and addressing these issues in a timely manner.

This role will involve managing strategic partnerships and consultants aswell as representing the Royal Borough of Greenwich at World Heritage Partnership meetings. The aim is to deliver on town centre management, maintenance, and partnership arrangements ensuring seamless integration of workstreams across various teams, services, and departments, while fostering strong collaboration and shared accountability with clear ownership. The postholder would take a very proactive approach to foresee and identify issues, with strong strategic partnerships to be able to undertake effective future planning within the town centres in terms of activations and development of both capital and revenue projects supporting town centre growth.

Main Duties:

1. Lead and be accountable for specific initiatives to improve the attractiveness, accessibility, security, and success of town centres across the borough, with a specific focus on Woolwich Town Centre, Greenwich and Eltham.
2. To oversee and lead the feasibility work for establishing Business Improvement Districts within the three key town centres of Woolwich, Greenwich and Eltham. This is a key priority and strong stakeholder management skills will be required to progress this significance piece of work.

3. Devise and identify initiatives that enhance the skills and performance of town centre businesses and encourage the development of the town centre economy. This could take the form of town centre activations with a strong focus on a diverse events programme.
4. To manage consultant teams including managing and co-ordinating their work and financial elements alongside leading on strategic partnership working.
5. This role would be responsible for managing the World Heritage partnership manager and representing Royal Borough of Greenwich at the strategic partnership meetings and business meetings.
6. Building and maintaining strong relationships with service leads, departmental heads, and external stakeholders to enable effective development of town centre projects.
7. In this role you will be the senior point of contact for town centre-related issues to lead and oversee the delivery of cross-cutting programmes or initiatives including managing funding elements and capital spend.
8. To coordinate and lead the capital investment plans for the town centres to deliver a range of improvements that meet the council's vision for diverse and thriving town centres.
9. Establish, lead, and drive partnerships in key town centres to identify shared priorities and deliver relevant programs.
10. Serve as the Council's ambassador for town centre initiatives, working in partnership with other councils and government bodies.
11. Establish and lead working groups of town centre businesses focused on key activities such as Christmas lighting, transport liaison, sustainable growth, town centre growth, and promotional events, involving businesses in the sustainable economic development of the town centre.
12. Build and lead productive and sustainable relationships with town centre businesses, transport providers, public services, and voluntary agencies.
13. Promote effective communication between all town centre stakeholders, providing as necessary briefings for steering group members and key stakeholders, and liaising with local Councillors.
14. Working closely with the council's events services and act a lead link for marketing and events that raise the profile and attractiveness of town centres and high streets in the borough as places to shop, visit, live, and invest.
15. Liaise between town centre users, businesses, and Council departments to promote good environmental and sustainability standards.
16. Produce information, briefings, and reports for Councillors, senior officers, and partners on the economic performance of town centres based on primary research

(e.g., surveys, footfall data) and other published research. This may include commissioning specific research projects from external providers.

17. Develop close working relationships with key stakeholders to raise the strategic involvement of businesses in the economic development of town centres across the borough.
18. Identify potential external funding opportunities and write funding bids to secure further resources and initiatives for the improvement of town centres and high streets in the borough.
19. Take accountability for the management of any staff and/ or consultants allocated to work on town centre initiatives.
20. Manage and report on the use of any town centre management budget and secure private sector contributions in cash and kind for the delivery of town centre initiatives alongside creating reports based on town centre metrics.
21. Contribute to the Council's plans and strategies, including economic development and regeneration strategies.
22. Be physically able to undertake walking, crouching, bending and lifting when undertaking town centre inspections as part of this role. There will be an expectation to spend significant time within the town centre and be a visible presence to build strong partnerships. There will be an expectation of being in Woolwich Town Hall for 5 days a week.
23. Be available to work weekends and evenings as and when required.
24. Carry out duties with regard to the Council's equal opportunities policy.
25. Undertake any other allocated duties commensurate with the grade.
26. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
27. To perform all duties in line with Council's staff values showing commitment to improving residents lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the council.
28. You may be required to undertake alternative, additional or ancillary duties from time to time or transfer to another service department within the Council as the Council may reasonably direct to meet service user demand in the event of a crisis or emergency.

Designation of the Post to which the Post-Holder normally reports to: Head of Business, Markets and Town Centres.