



# **Chief Executive Recruitment Pack**

Salary up to £110k

**wyre**  
council



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# A message from the Leader of Wyre Council, **Councillor David Henderson**

“Thank you for your interest in the role of Chief Executive at Wyre Council.

“Home to 110,000 residents, Wyre is a diverse borough located on the west coast of Lancashire with Lytham, Preston, Blackpool and the Lake District not far away. We have both coast and countryside on our doorstep and historical market towns combine with new and growing business, retail and leisure developments to form our exciting district.

“We want to make Wyre a happier, healthier and greener place for the people who live, work, invest and visit here. Our priorities focus around people, place and economy and our vision is clear, that together we make a difference.

“We continue to work with our partners to support the health and wellbeing of our residents, delivering and supporting initiatives to empower residents to take charge of their physical and mental health.

“We are committed to tackling climate change and recently became the first local authority in Lancashire to be recognised as a bronze level carbon



literate organisation. Our new Chief Executive will drive forward our target to reduce our carbon emissions by at least 78% by 2035 and reach net zero emissions by 2050.

“Economic growth is a key priority and you will work with businesses and the private sector to put Wyre on the map as a place for investment and industry.

“Wyre is a well performing district council with dedicated staff ready to embrace change and further improve the services we offer. Our new Chief Executive will be an approachable and inclusive decision maker, ready to embrace change and drive forward modern ways of working, enabling us to be dynamic and retain and attract the best staff.

“This is an exceptional opportunity to build on the positive work that already takes place in Wyre and capitalise on the opportunities that lie ahead.

“We look forward to receiving your application.”

# Discover **Wyre**

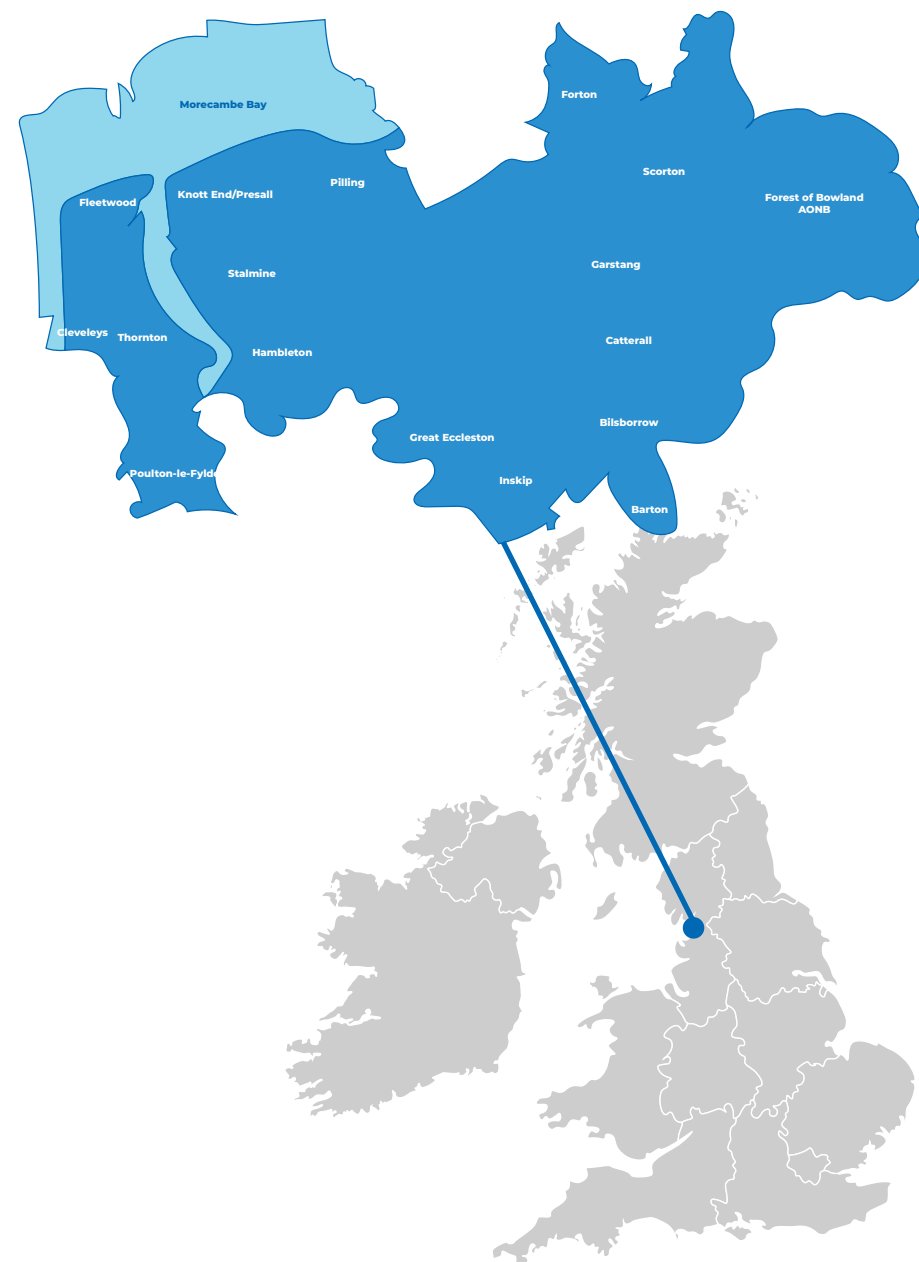
Wyre is a great place to live, work, invest and visit. Located on the Lancashire coast, with Preston, Blackpool and the Lake District nearby, the borough of Wyre is an area of great contrasts and includes urban and rural areas, seaside resorts, traditional market towns and picturesque villages.

Wyre is home to four diverse towns, Fleetwood, Thornton-Cleveleys, Poulton and Garstang. Named after its 48 mile stretch of river, Wyre is less than a half hour drive from the M6 and is easily accessible by train.

With a population of around 111,900 Wyre covers 283 square kilometres and has 24 wards. We are a small but ambitious district council, sitting under Lancashire County Council. We are responsible for a wide range of key services including planning, waste management, street cleansing, parks and open spaces, economic development, environmental health, markets, theatres, leisure centres, licensing, housing advice and more.

Our workforce has around 330 staff members split between our Civic Centre in Poulton, our operations team based largely at the Copse Road depot in Fleetwood and mobile workers across council owned assets.

**[Click here to view our tourism video, We Are Wyre](#)**









# Political Profile

Wyre is divided into 24 wards with a total of 50 councillors. The Conservative Party is the majority party.



The numbers of the political groups are as follows:

- 36 Conservative
- 8 Labour
- 3 Wyre Alliance
- 2 Wyre Residents
- 1 Independent

## Leader of the Council and portfolio holders (Cabinet members)

### David Henderson

Leader of the Council

### Michael Vincent

Deputy Leader and Resources Portfolio Holder

### Roger Berry

Neighbourhood Services and Community Safety Portfolio Holder

### Lynne Bowen

Leisure, Health and Community Engagement Portfolio Holder

### Simon Bridge

Street Scene, Parks and Open Spaces Portfolio Holder

### Alice Collinson

Planning Policy and Economic Development Portfolio Holder

## Leader of the Opposition (Labour)

**Rob Fail**



# Our Vision

Wyre is a healthy, happy and greener place where people want to live, work, invest and visit.

# Our Priorities

## People

We are passionate about developing empowered healthier communities, and aim to support and maximise opportunities for improving health and wellbeing across our borough.

## Place

By collaborating with our partners and working with residents, Parish and Town Councils and businesses, we can work toward a cleaner, greener and more sustainable environment.

## Economy

In supporting businesses to recover and grow, and maximising commercial opportunities to attract investment to Wyre, we aim to strengthen and protect our local economy.

# Our Values

## Working Collaboratively

We aim to engage with and develop positive relationships with our partners, other local authorities, external organisations, media outlets and local residents to deliver the best service.

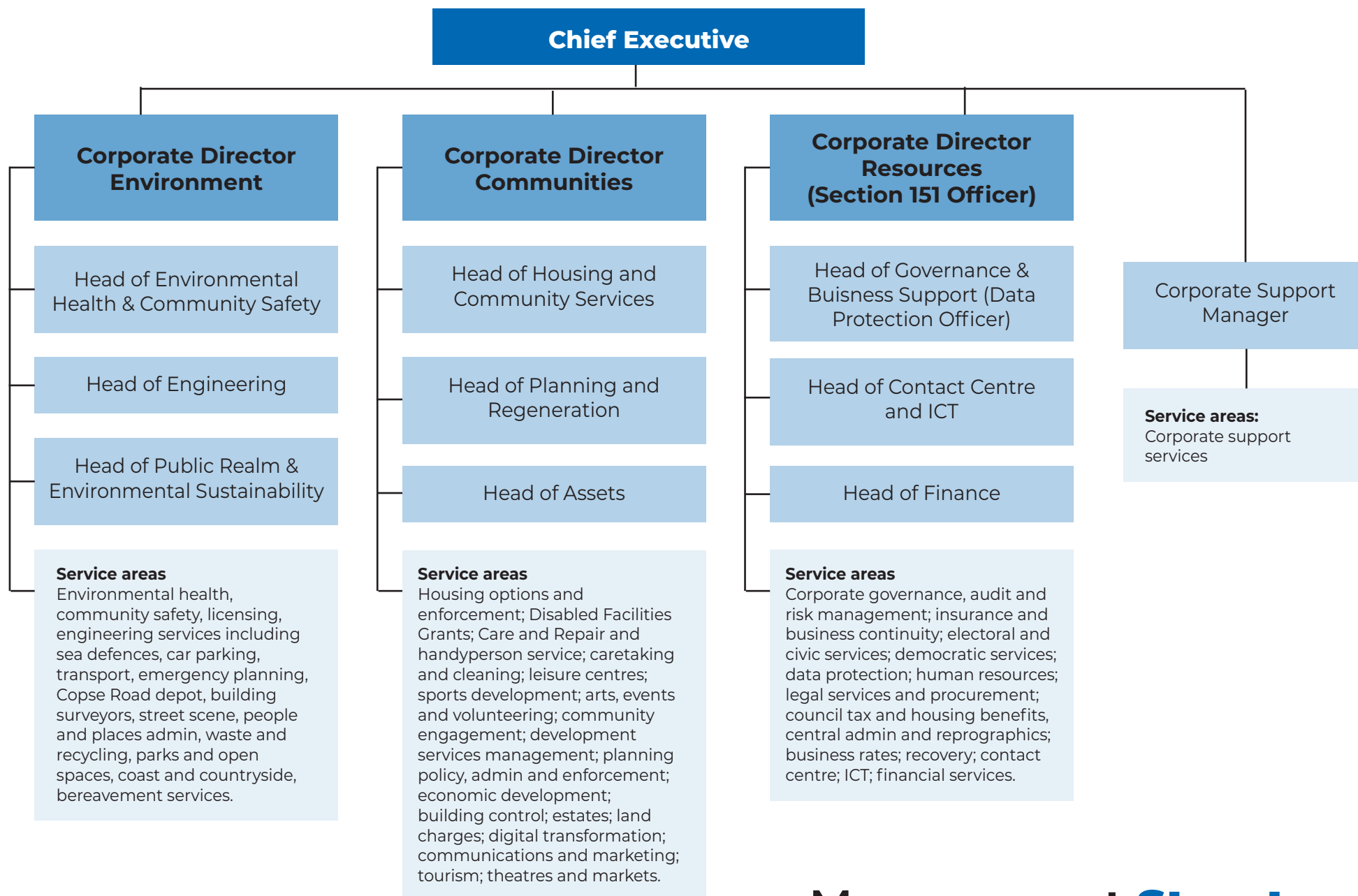
## Work Smart

By thinking commercially, reviewing procedures regularly and challenging the status quo, we aim to discover more efficient, effective and economical ways of working.

## One Team One Council

Together we make a difference, and so it is vitally important to us that we communicate across departments and work together to resolve problems, achieve success and deliver our goals.





## Management Structure



# About the **Role**

This post will be available from 1 April 2023 following the retirement of our current Chief Executive.

The principle purpose of the post is set out below:

- To support the work and decision-making processes of the Leader and Executive Cabinet, including the setting of the vision and strategic priorities, which reflect the council's business plan.
- To be the council's head of paid service with overall responsibility for the effective corporate and operational management of the authority, and delivery of quality services to the community.
- To lead the corporate management team in the delivery of high quality services in accordance with policy, budget and statutory requirements.
- To lead on and drive forward delivery of the council's vision and corporate objectives, development of corporate strategy, policy and organisational culture across the council embracing new ways of working.
- To be responsible for the effective provision of advice to the Leader of the Council, the Executive Board, the council, and where appropriate individual members in the identification and development of key strategic policy objectives and priorities.
- To ensure strong leadership and direction, working with partner agencies, to enable the development of sustainable communities.
- To represent the council as its principal ambassador, working with partners to attract and develop economic growth and funding that will enhance the re-generation and sustainable development of the Borough.
- To provide professional policy advice to all parties in the decision-making process.
- To champion Wyre as a place to live, work, invest and visit, ensuring the area makes the most of its varied and disparate advantages.

# Job Description

**Post Title:** Chief Executive  
**Grade:** £105,151.66 - £110,685.34 (pay award pending)  
**Responsible to:** Leader, Cabinet and Full Council, as appropriate  
**Responsible for:** Corporate Directors x 3  
**Location:** Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU

## Coporate responsibilities

The postholder will be expected:

- To adopt a flexible approach to changing patterns of work and undertake such other duties as are consistent with the job purpose and grade of post.
- To promote best practice in meeting the requirements of health and safety legislation and council policy, and comply with other relevant statutory legislation.
- To carry out duties in accordance with the council's policy on equality and diversity.
- To accept that everyone has a right to their distinct identity, treating everyone with dignity and respect and ensuring that what our customers tell us is valued by reporting it back into the organisation.
- To provide quality services that are what our customers want and need, giving customers the opportunity to comment or complain if they need to, working with them to identify what needs to be done to meet their needs and informing managers about what customers say in relation to the services delivered.
- To develop oneself and others making every effort to access development opportunities and contribute effectively by participating in the council's performance management scheme.
- To be responsible for data quality.
- To demonstrate a high standard of probity in the use of council resources and where a nominated budget holder manage spending within available resources.





## Key tasks and responsibilities

- Ensure the effective strategic leadership of the council.
- Establish and drive forward a corporate management style and identity, underpinned with a performance management culture of high standards and expectation which reflects the council's vision and values.
- Ensure that robust finance, audit, health and safety and scrutiny arrangements are in place and that the council's assets are adequately safeguarded and maintained.
- Ensure effective performance management systems are in place in order to secure value for money in service delivery including maximising the opportunities for joined-up working through partnership and joint provision.
- Lead on delivery of the council's improvement agenda as agreed by inspection or other external sources.
- Drive forward the council's climate change agenda.
- Promote the support and development of staff through continuous professional development, training and organisational development programmes.
- Actively promote the role and influence of the council at local, regional and national level as appropriate.
- Act to sustain the corporate interests and workings of the council as a whole.
- Ensure effective mechanisms are in place for the delivery of effective internal and external communication.
- Work with political understanding and sensitivity, promoting a culture of political awareness that helps translate political will and ambition into appropriate future strategies.
- Work with elected members and staff to ensure the council adopts a proactive response to external challenges from central government and other bodies (locally, regionally, nationally and internationally).
- Secure arrangements for the council to work with others to improve the economic, social and environmental well-being of the area through joined-up working and service provision.
- Keep under review the organisation and management of the authority.
- Ensure arrangements are in place for the production of appropriate contingency plans for the authority and fulfilling the statutory duties concerned with civil emergency planning.
- To set agreed targets and monitor and evaluate the performance of the Corporate Directors.
- To work with the Cabinet to note any arrangements required to represent the council at national, regional and European levels, with government bodies, local authorities, agencies, the local community, the private sector, academic institutions and any other organisations.
- To fulfil the role of Returning Officer for the council in local, regional and national elections and referenda, as required.

**Additional information:** The council operates a strict non-smoking policy.

# Person Specification

## Essential skills, knowledge and abilities

- Extensive knowledge and understanding of local government operating environment and a commitment to the principles of public service.
- Thorough knowledge and understanding of relevant legislation, national policy issues and best practice.
- Clear understanding of political context at a national, regional and sub-regional level.
- Knowledge and understanding of the relationship between corporate priorities and service delivery.
- Able to demonstrate a high degree of political sensitivity and ability to establish and maintain collaborative working relationships with businesses, elected members, central government, public sector agencies.
- Able to gain the confidence of elected members, colleagues and partners to build sustainable and productive relationships.
- Able to demonstrate effective management, motivation and leadership skills.
- Able to deal with complex, contentious and confidential issues while demonstrating an awareness and understanding of relevant policies, protocols and statutory requirements.
- Able to successfully manage complex projects, on time and within budgets.
- Able to demonstrate enhanced interpersonal skills to operate with sensitivity, engaging members, staff, partners, business leaders, community and voluntary sector stakeholders, residents and visitors.
- Able to develop clear expectations and standards in relation to accountability and responsibility.

## Essential experience

- Experience of advising elected members and senior council officers on strategic issues.
- Experience of leading cultural and organisational change.
- Experience of effective corporate working.
- Substantial and consistent leadership and managerial achievement at a senior level in a local authority of comparable complex organisation.
- Evidence of improving performance delivering positive outcomes and establishing and maintaining a strong performance culture.
- Experience of successfully leading multi-disciplinary project teams.
- Experience and knowledge of accessing funding and submitting bids to secure income.
- Successful track record of effective partnership working and networking with key stakeholders including statutory, voluntary and private sector organisations.

## Qualifications

- Evidence of continuing professional development (desirable)

## Competencies

### Working Collaboratively

- Works with our partners and the community to achieve the best outcomes in a seamless way.

### One Team One Council

- Encourage a culture of participation where staff feel empowered and valued.
- Builds effective relationships.
- Shares and promotes a sense of pride in the work of the council.

### Work Smart

- Ensures public money is spent in the smartest way possible.
- Embraces a culture of continuous improvement.
- Is accountable and transparent and takes responsibility for own actions.
- Demonstrates integrity, honesty and trustworthiness as set out in the council's Code of Conduct.
- Evaluates and manages operational risk.
- Brings commerciality into everyday thinking.

## Additional requirements

- Regular and reliable service.
- Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues.





# Terms and Conditions of Employment

During your employment with the council, your terms and conditions of employment will be in accordance with collective agreements negotiated from time to time by the National Joint Council for Chief Executives for Local Government Services as adopted or amended by Wyre Council and as supplemented and amended by regional and/or by local collective agreements or conditions of service.

## Annual leave

Annual holidays, together with the statutory and general national holidays agreed by the council, will be with pay. Your leave entitlement in a full year is 30 working days rising to 35 days after 5 years' service with Wyre Council plus one extra statutory day. The extra statutory day is a fixed day taken at Christmas and will be fixed each year depending on which days of the week Christmas falls.

## Working week

Standard office hours are 8:30am to 5pm Monday to Friday each week. Your basic working week is one of 37 hours, but out of necessity, some additional hours and some element of unsociable hours will be required to fulfill the duties of the post. In this respect, the salary is deemed to be inclusive of all hours worked, regardless of the circumstances, and

includes attendance at evening meetings of the council, committees or sub-committees.

## Conflicts of interest

You are required to devote your whole-time service to the work of the council and shall not engage in any other business or take up any additional duties without the express consent of the council.

## Political restrictions

Under the Local Government and Housing Act 1989, this is a politically restricted post.

## Rehabilitation of offenders

The Rehabilitation of Offenders Act 1974 ("1974 Act") primarily exists to support the rehabilitation into employment of reformed offenders who have stayed on the right side of the law. Under the 1974





Act, following a specified period of time which varies according to the disposal administered or sentence passed, cautions and convictions (except those resulting in prison sentences of over four years and all public protection sentences\*) may become spent. As a result the offender is regarded as rehabilitated.

For most purposes the 1974 Act treats a rehabilitated person as if he or she had never committed, or been charged with charged or prosecuted for or convicted of or sentenced for the offence and, as such, they are not required to declare their spent caution(s) or conviction(s), for example, when applying for most jobs or insurance, some educational courses and housing applications.

### **Equality and diversity**

We recognise that people who provide and use our services come from diverse backgrounds and have different experiences and needs. We value this diversity and the ways in which it contributes to the

richness of life and character of our community.

We will develop, commission and deliver services that will help to overcome discrimination and disadvantage. We want every resident and visitor to Wyre to be treated fairly and with dignity regardless of age, gender, disability, race, belief and sexual orientation and with respect to their marriage and civil partnership, pregnancy and maternity or gender reassignment status - the protected characteristics under the Equality Act 2010. We will use our position and influence to promote equality in all aspects of community life.

### **Relocation expenses**

Relocation expenses are normally only payable in a case where an officer is moving nearer to his or her normal place of work and such a move is necessary in the interests of the council. Further details are available from Human Resources at [human.resources@wyre.gov.uk](mailto:human.resources@wyre.gov.uk)



# Our Benefits

The council recognises that people are key to achieving our objectives. We have around 330 employees and we know that they are our most important asset; placing great emphasis on recruiting, training and developing our employees. Wyre Council prides itself as a happy place to work encouraging open communication at all levels.





## **Wyre Council prides itself on being a good employer with a range of benefits and employment terms and conditions to suit you.**

Here are just some of the reasons why Wyre is a great place to work:

### **Salary**

This post is graded at local grade with a current salary range of £105,151.66 - £110,685.34 (pay award pending). Your salary will rise within the above scale by annual increments up to the maximum of the scale.

All staff are paid in 12 equal installments on the 15th day of each month by BACS transfer into a nominated bank account.

This salary is linked to the JNC terms and conditions of service for Chief Executives for the purposes of annual pay increases.

### **Annual leave**

Annual holidays, together with the statutory and general national holidays agreed by the council, will be with pay. Your leave entitlement in a full year is 30 working days rising to 35 days after 5 years' service with Wyre Council plus one extra statutory day. The extra statutory day is a fixed day taken at Christmas and will be fixed each year depending on which days of the week Christmas falls.

### **Hybrid Working**

The council operates hybrid working with a view that staff will work in the most effective, efficient place taking into consideration operational and team requirements.

### **Car parking**

The council currently provides free car parking for its staff.

### **Car mileage allowance**

You are required to have a vehicle available for your duties at all times and ensure your vehicle is insured for business purposes. You will receive 52p per mile in respect of official business mileage undertaken.

### **Salary sacrifice schemes**

The council takes offers the following salary sacrifice schemes:

- Cycle to Work Scheme
- Home and electronics purchase scheme
- Shared Cost AVCs
- Additional Annual Leave

### **Work life balance and family friendly policies**

The council has a range of policies that assist work life balance and those with families and caring responsibilities.

### **Health and wellbeing**

The council offers the following in support of staff health and wellbeing:

- Employee Support Programme - 24 hours a day, seven days a week
- Other Listening/Support services
- Trained Mental Health First Aiders
- Free Eye Tests for VDU users and drivers
- Access to Health Cash Plan Scheme
- Access to Health Promotions
- Discounted gym memberships

### **Local government pension scheme**

The scheme is available to eligible employees of local government and other participating employers who are under 75 years of age.

The benefits of membership are:

- The council tops up your pension - something that would be unlikely to happen with a personal pension.
- You get tax relief on all your contributions - even on extra payments you make to top up your benefits.
- No hidden fees or charges - you simply contribute a percentage of your pay.

- You get a guaranteed package of benefits which are backed by law.
- Protection for your loved ones - in the form of pensions for dependents if you die.
- Life cover of three years pay - from the second you join.
- No medical required - unlike other forms of life insurance, it's open to all.
- All members can take a tax free lump sum as part of their benefits package.
- Protection - in case you have to draw your benefits early through ill health.
- Your pension will go up in line with inflation, protecting you from rising prices.

### **Learning and development**

All new employees receive an induction within their service and the council offers individual performance and development appraisals. Service-specific training is provided appropriate to the needs of the job, and the council also has an extensive array of learning and development opportunities to support your development.



# Application Process

Your application form plays an important part of your selection. The completed form is the primary basis we have to consider your initial suitability for the post. Please click [here](#) for advice and guidance on completing your application.

If you need any help or assistance please contact Human Resources on 01253 887511 or 01253 887518.

In addition to your application form please send a copy of your C.V. to Jane Collier, HR Manager & Deputy Monitoring Officer at [jane.collier@wyre.gov.uk](mailto:jane.collier@wyre.gov.uk)

**Click here to apply online**

## Indicative timeline

Please note that these dates are only indicative at this stage and could be subject to change. If you are unable to meet these timeframes, please let us know in advance.

<b>Closing Date</b>	09/10/2022 at 23:55
<b>Short Listing</b>	Week commencing 17 October
<b>Assessment Centre</b>	Week commencing 7 November
<b>Interviews</b>	Week commencing 7 November



## Arrangements for the assessment centre and interview

The assessment centre and final interviews will be held at Wyre Council Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU. You will be advised of the format in advance, including the subject of any presentation that may be required. Reasonable expenses incurred by candidates during the recruitment process will be reimbursed by the council, a claim form will be sent to candidates with their invitation to interview.



