



Strategic Lead for Place and Culture in the North

Job Description	
Job Title	Strategic Lead for Place and Culture in the North
Reporting To	Cumbria LEP Chief Executive
Work Base	Remote, with travel to locations within the North as needed, once COVID-19 restrictions are lifted
Grade	Circa £60k subject to experience
Main Purpose of Role	
<p>The North of England has a rich culture and landscape, shaped by its people through the ages. This makes it a great place to live and work, visit and invest. It is full of beauty, wonder and creativity, from World Heritage Sites to international festivals and world-leading cultural venues, and from National Parks to the textile mills which powered the Industrial Revolution.</p> <p>The sector plays a vital and growing role in boosting the North’s economy. Each year, it contributes around £14.5billion and the heritage sector alone supports over 100,000 jobs.</p> <p>Yet, there is still so much more economic potential to be unlocked for the sector across the North.</p> <p>The arts, heritage, museums, libraries and natural landscapes of the North are intrinsic in developing the northern economy and in regenerating our places. We cannot have a truly successful northern economy without a strong cultural sector, and a levelled-up North will not be achieved without strategic investment in culture and landscapes, which plays a vital role in regenerating places and provides a voice and identity to our towns, cities and villages.</p> <p>The Northern group of Local Enterprise Partnerships (LEPs), working in partnership with Arts Council England, Environment Agency, Historic England and the National Lottery Heritage Fund, have recognised that the North’s quality of life and attractiveness as a place to live, visit, work and invest should be at the heart of economic strategy.</p> <p>We wish to appoint an individual to lead the delivery of our work together to develop and promote a concept of ‘place’ that enables inclusive and sustainable growth; gain a better understanding of the relationship between investment in place and economic performance; map our cultural, heritage and natural assets and networks, improve place competitiveness, and better coordinate place-based activity and strategic funding through the creation of a strategy.</p> <p>Working on behalf of its partners, Cumbria LEP is seeking to appoint a Strategic Lead for Place and Culture in the North for an initial period of 12 months to lead a project to deliver those aims.</p> <p>Note on geographical scope</p> <p>The geographical scope of this role is the North of England. For the purposes of this role we define this as the area covered by the 11 Local Enterprise Partnerships in the North of England, as listed at https://www.np11.org.uk/np11-members/</p>	

Key responsibilities

Strategy

1. **Lead on drafting a Northern strategy for place.** This should draw upon local and regional cultural leadership networks and strategies, and seek to add value to existing similar strategies at local authority, LEP and combined authority level.

Scoping

2. **Articulate** how the North's culture can help deliver the aspirations of the Northern Powerhouse Strategy and address crucial pan-Northern issues including but not limited to recovery from the effects of the COVID-19 pandemic, the future of towns and high streets, and the concept of levelling up.
3. Work closely with LEPs and local authorities to **understand their place-based priorities** for culture, arts, heritage and nature.
4. **Working closely with partners, provide evidence and metrics** to better articulate the economic and social value that culture provides across the North and at a local level.
5. **Consider how best to identify the cultural and natural asset base across the North,** including liaising with LEPs, local authorities and combined authorities on their existing intelligence.

Delivery

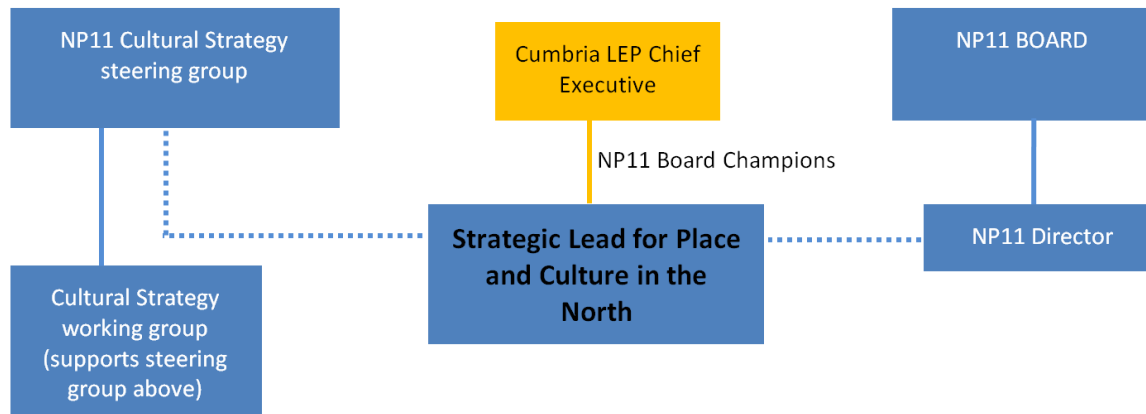
6. Coordinate the process of **engaging** with the North's culture, arts, heritage and nature sectors, the Northern business community and other relevant networks specifically including Northern universities, to inform the strategy throughout the stages of drafting.
7. Coordinate the **signoff process** of a Northern strategy for Place being passed through all relevant Boards and other governance structures.
8. Liaising with communications teams / communications consultants, **develop a communications plan to promote** the strategy including an event or **events** to launch it.
9. **Build a co-produced delivery plan** to find and develop the connections within the wider cultural sector, between the cultural sector and other key economic sectors, and between culture and nature and the NP11's Manifesto for the North priorities.

General responsibilities

1. Support and develop the work of the Northern Powerhouse Cultural Strategy Steering Group, working closely with the NP11 Board Champions, the NP11 Director and the Cumbria LEP key programme sponsor.
2. Working with the NP11 Leads and partners to define delivery plans for the priority activities identified above and prepare proposals, bids and programming documents
3. To work in partnership with the NP11 Secretariat and other thematic leads to ensure strong interaction between NP11 programmes
4. Secure and account for resources designated to support the work of the programme
5. Working with the Board Champion and programme sponsor, report to the Board of the NP11 on the development of the programme

This is an outline description of the duties and responsibilities involved in the job. It is not exhaustive and may be revised from time to time.

Org chart



Appointment process and management arrangements

Cumbria LEP, on behalf of its partners, is responsible for the advertising and the transparent recruitment process which is open to all applicants. The appointment decision will be made by a panel drawn from the partner organisations.

Internally, this position will report to Jo Lappin, Chief Executive of Cumbria LEP regarding day-to-day matters.

Externally, the position will work closely with partners and take a steer from them regarding priorities, principally through the steering group for this work which includes representatives of Cities and Local Growth Unit, the NP11 group of Northern LEP chairs, Arts Council England, Environment Agency, Historic England, and the National Lottery Heritage Fund.

Ultimate signoff of decisions and strategy is the responsibility of the NP11 Board.

Equality statement

Cumbria LEP is committed to representing the communities that we serve and creating a diverse and inclusive workforce, which allows people to succeed on merit. Cumbria LEP aims to go beyond compliance with equality legislation. It aspires to be a champion of best practice in all aspects of equality, diversity and inclusion, and seeks to create an inclusive working where all are equally valued. We therefore welcome all candidates regardless of their sex or gender reassignment; marital status (including civil partnership); sexual orientation; race, language, ethnic or national origins and nationality (including citizenship); religious belief; disability and / or medical conditions; age; and whether they have dependents.

Terms and conditions

Contract: There is one post on offer for this full-time, fixed term contract, beginning as soon as possible following a successful interview through until 31 March 2022.

Secondment applications will also be considered for this position. Prospective applicants should obtain in-principle agreement from their substantive employer before applying.

Salary: The salary will be circa £60,000 per annum subject to experience (pro rata for part-time candidates).

Hours: Full-time, at 37 hours per week; part-time applications will also be considered.

Base location: own home, with possible time in the CLEP offices in Redhills, Penrith if desired once COVID-19 restrictions are lifted. It should be emphasised that the scope of this role is across the entire North of England rather than any specific LEP or local authority area.

To apply please send your CV and a short covering letter explaining why you would be well-suited to this role, to info@thecumbrialep.co.uk by 11.59pm on Sunday 7 February 2021.

Person Specification	
Specification	Essential (E) or desirable (D)
Skills & Abilities	
<ul style="list-style-type: none"> • Knowledge and experience of the strategic priorities and decision-making processes of key organisations involved in the funding of culture across the North • A track record of successfully working in partnership with multiple organisations to broker agreement and deliver new ways of working. • Experience of influencing policy formulation at a senior level – including with civic and business leaders and strategic funding organisations. • Knowledge of the North’s cultural assets and how they contribute to improving social and economic outcomes. • An understanding of the strategic vision of Northern Local Enterprise Partnerships, Combined Authorities and Local Authorities, their roles and responsibilities. • The ability to focus and achieve results through the development of consultative relationships at a senior level • Excellent communication skills – written, oral and broader presentation skills, both virtual and face to face • Excellent planning, organisational, administrative and project management skills 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>
Personal attributes	
<ul style="list-style-type: none"> • Personal credibility and the capacity to represent NP11 to a range of stakeholders • Resilience, drive and the ability to operate effectively and flexibly with a high volume workload 	<p>E</p> <p>E</p>