

ROLE DESCRIPTION

LEADER OF THE COUNCIL AND LEAD MEMBER FOR ECONOMIC DEVELOPMENT

CONTEXT

The majority of the Council's Executive functions are the responsibility of the Cabinet (as assigned to it by law or under the Constitution) and they make most of the key decisions. The Cabinet has to make decisions which are in line with the Council's overall policies and budget.

ROLE

Members of the Cabinet have wide ranging leadership roles and will need to:

- lead the preparation of the Council's Budget and Policy Framework;
- be the focus for developing and delivering through partnerships with other local public, private, voluntary and community sector organisations to address local needs;
- ensure that the diverse needs of all groups and citizens are properly reflected in local strategies, plans and service provision;
- commit to the delivery of fair and non discriminatory services to all members of the local community;
- commit to upholding human rights and promoting equality of opportunity and good race relations;
- present where appropriate reports to the various Overview and Scrutiny Committees;
- represent the Council's view on portfolio issues at Council, Cabinet and where appropriate, Overview and Scrutiny meetings;
- represent the view of the Council on matters of corporate or strategic policy as the lead Cabinet member, to the Government and to other bodies and organisations relevant to the Council's work;
- participate as a member of any panel, task group or other Council forum as appropriate;
- promote key projects and initiatives within the portfolio locally, regionally and nationally;
- participate in local consultative arrangements and actively engage in communication and dialogue with any bodies and organisations involved in portfolio issues;
- have a responsibility for any functions delegated to the Cabinet as a whole.
- To ensure the identification of risk in any project the Council undertakes. In order to facilitate identification of risk, members will find a checklist in the Risk Management Strategy which can be found here:

http://www.rossendale.gov.uk/downloads/download/210/other_financial_strategies

SPECIFIC ROLES AND RESPONSIBILITIES

In addition to these collective roles and responsibilities as a member of the Cabinet the Leader of the Council has a wider role extending beyond the Council, as set out below:

As a member of the Cabinet

To be specifically responsible for:

- Providing political leadership in relation to the Council's reaction to legislation affecting the operation of Local Government as a whole, rather than specific services.
- Providing political leadership in relation to proposals for enhancing the system of two tier local government as they affect the Borough.
- Constitutional matters and the ongoing development of the Council's Constitution.
- Providing leadership on the Council's emergency planning arrangements.
- Coordinating the activities of the various cabinet members.
- Chairing the Cabinet.

As leader within and beyond the Council

To be specifically responsible for:

- Appointing a Deputy Leader for the required 4 year period.
- Appointing Cabinet members to the Lead Member positions.
- Promoting the interests of the Borough and the Council in various regional, sub-regional and other fora, such as the regular meetings of the Lancashire Police and Crime Panel and the Pennine Lancashire Leaders and Chief Executives Meetings (PLACE).
- Lead for transport and highways.
- Promoting the interests of the Borough and the Council in the wider local government context through the Local Government Association and other routes.
- Promoting the Borough to potential investors and partners.
- Ensuring the Council's voice is heard.
- Managing relationships between the Council's various political groups and ensuring that the Cabinet is properly accountable to the wider Council.
- Speaking on behalf of the Council.
- To agree urgent consultation responses to documents circulated by other bodies.

The Leader of the Council is also responsible for the Economic Development portfolio. The role of the Lead Member for Economic Development is pivotal to the success of the Council in meeting its priorities, especially the delivery of significant physical regeneration projects.

In addition, this role has lead political responsibility for the successful delivery of operational and financial performance targets within the Council's Business Planning framework on all issues relating to the portfolio.

The main areas of responsibility are:

- participation in the formulation and application of policies and in decision making on cross cutting issues, concentrating on the following policy and service areas:-

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- Regeneration including:
 - Regeneration and development projects
 - Projects and initiatives, business support, physical regeneration and regeneration skills
 - Town Centres and town centre development including strategic projects that create vibrancy and boost footfall
 - Inward investment activities - promoting Rossendale as a destination for businesses and promoting new job growth – activities under the Invest in Rossendale brand and activities
 - Existing business support – Business Relationship Programme, business networking events, NNDR relief applications etc
 - Employability projects - supporting disadvantaged residents into employment and upskilling of existing staff. Promoting the Rossendale Works and Futures project as well as apprenticeships and school/college initiatives with employers.
 - External funding for regeneration projects
 - Markets
 - Parking
 - Liaising with partners including Lancashire Enterprise Partnership, Urban Vision, the Civic Trust, RTB Board, Growth Lancashire Ltd.

- Tourism including:
 - Visitor economy and promoting Rossendale as a visitor destination and place for investment
 - Promoting economic development
 - Arts & Culture and Museums
 - Promoting cultural diversity

- Communications
 - Promoting Rossendale
 - Communications and social media

- To ensure that appropriate Strategies and Plans are researched, formulated and reconciled with other Strategies and Plans of equivalent status.
- To market the borough within the sub-region, region and nationally, including providing political leadership in relation to the delivery of tourism.
- To be the lead member for community cohesion.
- To provide political oversight and challenge to the processes used within the portfolio area for managing and mitigating risks to the health, safety and welfare of users of services and the Council's staff engaged in service delivery.
- To agree urgent consultation responses to documents circulated by other bodies.

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