



## **Head of Public Realm – Job Description**

**Job Title:** Head of Public Realm

**Organisation:** WeAreWaterloo (Business Improvement District)

**Reports to:** Chief Executive Officer

**Direct Reports:** Operations Manager, Security Manager

**Salary:** £45,000 - £50,000, depending on experience

WeAreWaterloo is a truly local Business Improvement District made up of passionate individuals working to empower local businesses, enhance the Waterloo area and elevate the experience of everyone that visits.

We help improve Waterloo as a place to work, visit and live by delivering diverse and creative programmes that enhance and protect our environment, celebrate and promote its unique character and connect those within it.

We are seeking a senior placemaking specialist to join the WeAreWaterloo team to lead our public realm projects and services, working closely with a range of stakeholders and partners.

### **Job Purpose**

To lead the development, delivery and management of WeAreWaterloo's public realm programme, ensuring a high-quality urban environment that supports local businesses, residents, and visitors.

To innovatively respond to challenges and opportunities in the urban environment and take forward WeAreWaterloo's placemaking strategy to support organisational objectives, working closely with the CEO, Head of Marketing, and managing team members responsible for improving physical aspects of the neighbourhood.

## Key Responsibilities

### Team Management:

- Oversee and manage the Operations Manager and Security Manager.
- Provide leadership, guidance, and support to ensure effective delivery of services which demonstrate value to the community.
- Manage professional development and performance reviews for direct reports.

### Public Realm Project Management:

- Support the development and delivery of annual and five-year business plans.
- Review and prioritise projects from the WeAreWaterloo Placemaking Strategy, working closely with key local stakeholder groups including local authorities, landowners, businesses and residents.
- Oversee cleansing, greening, security and improvement programmes.
- Manage contracts with service providers, notably WeAreWaterloo's flagship recycling subsidy scheme.
- Work closely alongside the 'Sustains Us' programme lead - a collaborative initiative in the Waterloo and Southbank neighbourhood that promotes and supports our sustainability ambitions.
- Oversee budgets, timelines and resources for all public realm initiatives, working closely with the CEO.
- Monitor progress and report on outcomes of placemaking projects.

### Stakeholder Engagement:

- Build and maintain strong relationships with local authorities, businesses, and community organisations to understand the local landscape and influence change.
- Work closely with the CEO and Head of Marketing to ensure active engagement with the business community and play a key role in the successful delivery of WeAreWaterloo's 2026 ballot campaign.
- Lead the Public Realm Steering Group.
- Represent WeAreWaterloo in stakeholder groups and forums, deputising for the CEO where necessary.

### Budget Management:

- Prepare and manage the budget areas relating to the public realm programme.
- Proactively seek additional funding opportunities through grants and partnerships, working with the CEO, team and partners to develop ideas and applications.

### Planning and Policy:

- Stay abreast of major developments in the area, and monitor and respond to relevant local and regional planning applications and policies.
- Prepare and submit responses to consultations on behalf of WeAreWaterloo.
- Advocate for the interests of the BID area in planning and policy matters, particularly relating to planning and regeneration, security, transport and climate.

#### Cleansing Operations:

- Work with the team on the development of green space audits and management plans in the area, working closely with local authorities, to ensure they are safe, clean, accessible, and attractive.
- Work with contractors and service providers to ensure high standards of cleanliness, safety, and repair.
- Support the Operations Manager to address issues such as graffiti, vandalism, and litter promptly and effectively.

#### Licensing Support:

- Provide the business community with guidance and support for premises licences, personal licences, and pavement licences. Assist BID members with licensing applications and renewals.
- Liaise with local authorities on licensing matters.

#### Safety and Security:

- Work with the Security Manager to develop and implement safety strategies and projects, ensuring team liaison with local police and other relevant agencies to access data and address security concerns.
- Oversee initiatives to reduce crime and anti-social behaviour in the BID area.

#### Environmental Sustainability:

- Develop and implement greening and sustainability initiatives in the public realm.
- Champion sustainable practices with the business community. Oversee the recycling subsidy scheme and contract with the service provider.
- Work collaboratively as part of the 'Sustains Us' initiative to promote and support the broader neighbourhood's sustainability ambitions.

#### Lower Marsh Market:

Lower Marsh Market is a subsidiary company of the WeAreWaterloo BID. Although it has its own board and staff, WeAreWaterloo holds the licence to run the market from Lambeth Council and therefore remains responsible for the overall running of the market.

The Head of Public Realm is responsible for providing guidance and support to Lower Marsh Market, in particular to:

- Oversee the delivery of public realm initiatives, ensuring alignment with the BID's objectives.
- Work with the team to deliver initiatives to improve the public realm experience and drive footfall, including supporting the evolving Saturday market.
- Foster relationships with Lower Marsh businesses, traders and local stakeholders.
- Promote sustainable practices and green initiatives within the market.

## **Person specification**

You will need:

- A track record of managing and delivering complex public realm projects to meet the needs of multiple users.
- Experience of working with diverse stakeholder sets and partners across the public and private sector, particularly local authorities and landowners.
- A passion for placemaking and innovative urban development.
- A good understanding of issues faced by city centres, the role of BIDs and policy relating to public realm management.
- Experience implementing projects from inception through to delivery and evaluation, managing associated budgets and deadlines.
- Experience setting KPIs and implementing measures to monitor and report success.
- Experience of developing applications to secure additional funding from external sources.
- Strong communications skills in order to promote the work of the BID, engage stakeholders and build advocacy for the programme, particularly with businesses and influencing at local government level.
- Experience of managing contractors to deliver placemaking projects.
- Experience managing and supporting staff to operate to their full potential.
- Excellent written skills and the ability to write clear, compelling copy.
- Strong numeracy skills, with experience of budget management.
- Ability to manage competing priorities.
- A passion for working in a dynamic environment that presents opportunities for creativity and flexible thinking.

## **Further job details and how to apply:**

Tenure: Permanent, full time.

Benefits: Include 30 days' paid holiday during the calendar year, plus statutory holiday on all UK public holidays.

Place of work: This is an area-based role and you will need to be active and present in the Waterloo area when needed, with evening and out-of-hours work required occasionally e.g. for events and community meetings.

We encourage applications from all backgrounds, communities and industries, and are committed to having a team that is made up of diverse skills, experiences and abilities. We are happy to discuss flexible working arrangements, job shares or other well-considered proposals for the role.

**Application is by CV and covering letter, explaining why you would like the role and feel you would be a good fit for the position. Please send your application to Kate Poulter at [kate@wearewaterloo.co.uk](mailto:kate@wearewaterloo.co.uk).**

**Deadline for applications is 5pm on Friday 24<sup>th</sup> January 2025.**

**Interviews are scheduled for Wednesday 5<sup>th</sup> February. If second interviews are required, they will be held on 12<sup>th</sup> February between 12pm and 3pm.**

## **More about WeAreWaterloo**

We want to empower Waterloo's communities and local businesses to succeed now and thrive in the future. We want Waterloo to be London's head-turning, underdog destination for business, life and leisure and be the best BID in Europe.

By promoting Waterloo's unique character alongside the creation of complimentary, innovative projects, we will enable more audiences to discover our surprisingly central neighbourhood, and raise the profile of the BID's work.

We strive to:

- Enhance place brand perception
- Reduce vacancy rates
- Increase footfall
- Increase spend
- Provide services that benefit our levy payers and local community

## **Context**

The BID area is spread across northern portions of Lambeth and Southwark Councils. The BID receives its funding through an additional - and mandatory - levy which businesses in the BID area have agreed to pay every year, much in the same way that they pay council taxes. The BID must continue to demonstrate commitment towards the success of Waterloo, not only because this is the BID mandate, but also, because businesses in the district return to the polls every 5 years with the chance to vote on the BID renewal process. The next vote will be taking place in early 2026 which makes the next two years all the more important in showcasing the BID's commitment to the area.

The BID also holds a licence to run the Lower Marsh Market, which is a hot street food and craft lunchtime market located on Lower Marsh, a street which runs through the heart of the BID district. The market currently runs from Monday - Friday and is a destination for workers in Waterloo. It also acts as a major placemaking driver for the area. The Lower Marsh Market is currently undergoing dynamic change and has recently started to operate on Saturdays.