

St Ives Town Deal Board Board Member Role Profile

Date: April 2023

About the St Ives Town Deal

Launched in November 2019, the Government's Towns Fund Deal aims to regenerate high streets, boost businesses and improve infrastructure. St Ives is one of only four towns in Cornwall selected to participate and our Board of volunteers worked hard to develop and submit an investment plan by January 2021. The Government approved nine projects and an award of £19.9m in Town Deal funding was announced. Business plans are being developed for each of the projects and work will get underway from October 2022 onwards.

The stated objectives of the Towns Fund are as follows:

- focus on the individuality and assets of St Ives and build upon those assets providing the tools to design and deliver a growth strategy.
- provide confidence in long-term investment for businesses in St Ives, capitalising on the natural environment for renewable energy creation, historic and cultural offering and access to infrastructure.
- work with local leaders to support the businesses to grow further and encourage a healthy supply chain.
- seek opportunities to reinvigorate a workforce with new skills and enable that workforce to pursue other job opportunities that may exist in a changing economic marketplace.
- restore a spirit of pride that is often lost in 'left-behind' towns, through facilitation of project space for people to meet and deliver projects.

Role Details

The public sector representatives are drawn from Cornwall Council and St Ives Town Council as well as the local MP. Private sector representation includes a representative of the St Ives BID and the Cornwall and Isles of Scilly Local Enterprise Partnership. However, representatives from the private, community and voluntary sector are also required in order to ensure balanced representation on the Board.

Role Purpose

Members of the St Ives Town Deal Board will therefore be expected to:

- Actively engage with all stakeholders, but particularly with the private sector (including the social enterprise and third sector) and further and higher education institutions to capture and engage their interest and facilitate their activity in St Ives.



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- Champion and oversee the delivery of the St Ives Town Investment Plan.
- To actively participate in at least 4 Board meetings per annum, providing expert advice, guidance, insight and challenge to Board discussions.
- Be prepared to Chair a relevant Board sub-committee or strategy implementation committee or similar, where necessary and appropriate.
- Help ensure the St Ives Town Deal Board actively reflects the businesses and people of St Ives.

Person specification

The St Ives Town Deal Board is not looking for Board members with specific sectoral experience but are looking for leaders or developing leaders with the skills, confidence and the authority to bring their voice to the table in order to help shape and deliver the Town Investment Plan for St Ives.

- A demonstrable understanding of the underlying economic issues facing St Ives and the ability to articulate how regeneration funding can be used strategically to make a positive difference to the town.
- Extensive experience of operating in St Ives with an understanding of the business, community and/or voluntary sectors and their networks.
- Proven success in your roles, preferably working to a senior level or running your own business with experience of working with multiple parties to achieve a common objective.
- Proven experience and success in engaging with people from a range of backgrounds and the confidence to speak publicly and chair meetings where necessary
- A demonstrable enthusiasm for the regeneration of St Ives and relevant experience from other roles that demonstrate the benefits that such regeneration can deliver.
- Proven track record of success in influencing decision making and developing high quality thinking.
- Proven track record of success in communicating and working effectively in cooperation with a wide range of people and stakeholders to engender support, developing positive personal and organisational profile, and building partnerships that add value.
- Preferably some previous Board/committee experience.

Abilities, skills and knowledge

- Excellent communication and interpersonal skills.
- Authority and credibility to represent the St Ives Town Deal Board in its dealings with Cornwall Council and Government.
- Ability to network and harness the commitment of a wide range of partners and stakeholders and to build and maintain consensus around the vision and objectives that underpin the St Ives Town Investment Plan.
- Ability to present well-ordered arguments, with knowledge and understanding of the wider strategic context.
- Delivering in the public spotlight and instilling public confidence.



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- Knowledge of and a passion for St Ives - its people, communities, businesses, organisations and infrastructure.

Personal style and behaviour

- Integrity, confidence, positivity, trustworthy, committed, respectful.
- Commitment to the promotion of diversity, equality and inclusive growth.
- Commitment to sustainable development and clean growth.
- Commitment to our values of accountability, openness and transparency.
- Clear strategic and creative thinker, able to influence the delivery of complex strategic projects.
- High degree of probity and integrity.
- Highly motivated and not easily discouraged, with resilience and tenacity.

Conduct and probity

Board Members must act in what they believe to be the best interests of the St Ives Town Deal Board, and not in their own interests or those of any person or company. Board Members will always work in accordance with the Code of Conduct and Terms of Reference for Board Members and shall declare any personal or prejudicial interest in any matter to be considered at a meeting; if a declaration is made, they will be asked to withdraw from the meeting while the item is considered.

All Board members will maintain confidentiality of Board business where that is expressly required.

Commitment

It is envisaged that the role will require a time commitment of approximately two days per month with greater commitment at key programme milestones.

The precise nature and timing of this commitment will be determined with the successful candidate. It is expected, as a minimum, that candidates should be prepared to attend 4 Board meetings lasting a maximum of three hours held at varying locations around St Ives or via online methods. Board members will also be encouraged to participate in activities between Board meetings which could involve chairing a subgroup and/or representing the St Ives Town Deal Board and consultation events.

The role is unremunerated, and Board Members will be appointed for a three-year term, but at the end of this first appointment period, they shall be eligible for reappointment for a further period of three years with a maximum of two terms being served.