



Director of Public Realm

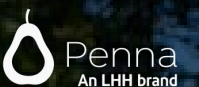
Candidate Pack | October/November 2025



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Welcome

From our Strategic Director, **Leona Menville**

Dear Candidate,

Thank you for your interest in becoming our next **Director of Public Realm**. This is one of the most challenging and rewarding leadership roles in local government, and we are looking for someone who is ready to make a real impact here in Barking & Dagenham.

Let me be upfront: waste is our biggest challenge. Street cleansing, fly-tipping, and the standards residents expect are under more pressure than ever. At the same time, we are in the middle of renegotiating one of the most significant contracts in London, a fundamental piece of work that will shape services for years to come. You will need to hold your own in complex negotiations, bring fresh commercial ideas to the table, and link strong financial grip to innovation and income generation.

But this role is about more than contracts and numbers. Our ambition is to shift to a neighbourhood model, services that feel closer to people, more responsive, and more collaborative. That means balancing the portfolio across waste, highways, caretaking, parks, cemeteries, fleet and transport, and doing so in a way that keeps standards high while future-proofing with technology and smarter ways of working. This is also about culture.

Our teams, our partners, and our communities all need to be part of the solution. We work in a place with extraordinary growth, changing demographics, and rising expectations. The successful candidate will be visible, engaged, and confident in bringing people with them – whether that’s residents, frontline staff, Trade Unions, developers, or elected members.

We are open to people of a variety of industries. What matters most is that you combine operational grip with creativity, resilience and the commercial edge to get the best for our borough.

This is not a “steady state” role. It’s about shaping the story of Barking & Dagenham, making sure the public realm reflects the pride and potential of our people. If you want to leave a legacy, if you believe in high standards, and if you can marry commerciality with community, we would love to hear from you.
Yours sincerely,

Leona Menville
Strategic Director,
Housing,
Environment and
Communities



Our Ambition

#ItStartsHere

A new phase is about to begin... and it starts here, with our streets, our parks, our neighbourhoods. It starts with cleaner, greener, smarter public spaces. It starts with services that are closer to people, shaped by communities, and powered by partnerships.

For the last few years, regeneration and place have been a key focus for us, our track record in attracting investment, delivering major infrastructure, and building affordable homes is testament to that.

Now, our focus is shifting to people and partnerships to tackle the root causes that prevent our residents from living the best life possible: inequality, poor health, housing insecurity, and barriers to opportunity.

We know we can't do this alone, and our Director of Public Realm will be a key driver of this change.

#ItStartsHere.... and we are just getting started!





The Opportunity

Director of Public Realm London Borough of Barking & Dagenham Salary: Competitive Hybrid/Flexible Working

Barking & Dagenham is a borough with huge ambition and a clear mission: to break the cycle of disadvantage and create lasting change. We are growing fast, regenerating boldly and tackling some of the toughest inequalities in the country.

Our “**It Starts Here**” vision is about creating the conditions for people to thrive, through cleaner streets, greener spaces, and services that empower communities. The public realm is at the centre of that story. It is the part of the council that every resident, visitor and business touches every single day, our streets, parks, bins, cemeteries, highways and open spaces. It is also the most visible, most emotive, and most politically sensitive part of what we do.

We are looking for a leader who can combine operational grip with long-term vision; who can hold their own in high-stakes contract negotiations; and who can bring commerciality, innovation and collaboration to a complex portfolio.

Your remit will span **waste and recycling, street cleansing, highways and fleet, parks and green spaces, caretaking and cemeteries**, around £40m of services that shape how our borough looks and feels. In your first 12–18 months you will:

- Deliver a major reconfiguration of the waste collection service to ensure delivery of statutory requirements around food waste and simpler recycling.
- Represent the Council as a key stakeholder in East London Waste Authority major waste contract procurements, ensuring value for money is being achieved and maximising social value and operational quality.
- Finesse and implement public realm’s input into our new Neighbourhood Model for service delivery, with a focus on intelligence-led service delivery and where the voluntary and community sector can assist in achieving the Council’s objectives.
- Develop our unique Instant Response Unit services to ensure the borough’s resilience to key incidents, particularly around impacts from changing climate emergencies.

- Drive efficiencies and unlock new income streams.
- Champion smarter, tech-enabled service delivery, and future-proof services against population growth and demographic change.

We are open-minded about your background. You may be a senior leader in local government already, or you may come from waste, transport, logistics, or other management. What matters most is that you can lead at scale, bring commercial and political confidence, and share our ambition for a cleaner, greener, fairer borough.

This is not about “keeping the lights on.” It’s about leading services that define civic pride, community trust and daily quality of life. If you want the chance to make a visible impact and leave a legacy, this is your opportunity.

For a confidential conversation, contact our consultants at Penna:

Kelly Ridley: 07709 512415 or kelly.ridley@penna.com

Bruna Varante: 07858 306725 or: bruna.varante@penna.com

Andrew Tromans: 07805 226301 or: andrew.tromans@penna.com





Job Description

Role Title

Director of Public Realm

Salary

£110,161–£129,639

Service

Public Realm

Division

Housing, Environment and Communities

Reports to

Strategic Director of Housing, Environment and Communities

Responsible for

Waste and recycling collections

Fleet and workshop

Passenger Transport Services

Street cleansing

Caretaking

Parks and open spaces including cemeteries and arboriculture

Highways including incident response

Number of Posts Supervised/ Managed

Circa 3 direct reports

Job Purpose

- To lead on the development and implementation of local policies on waste and recycling, cleansing, highways, cemeteries, parks and open spaces, caretaking, passenger transport and fleet and workshop, delivering improved and more sustainable outcomes for residents by creating a greener and cleaner environment for all.
- To direct a range of critical services and to work with our local community and stakeholders to contribute to a public realm where everyone enjoys the benefits of a dynamic, healthy environment as we work together to tackle the climate emergency.
- To support the Strategic Director and work with internal and external partners to develop and implement a clear strategic vision that supports the aim of building resilient, sustainable, and inclusive communities.

Specific Accountabilities of the Role

- Ensure corporate and strategic modelling through demonstrating commitment to Council values and translating the vision into strategic intent.
- Ensure performance and quality improvement through leading and nurturing others to lead and manage innovative approaches to achieving results.

- Ensure best use of resources through defining priorities and securing appropriate resources to achieve the Council's objectives.
- Overall responsibility for all services within the division and oversight and management of all aspects of the budget circa £40m including several income generating services, commercial entities and also significant capital delivery budgets. Ensure secure strong financial planning, control and value for money.
- Ensure services contribute to the corporate whole through interpreting external needs and trends and creating synergies to achieve corporate goals.
- Ensure compliance and adherence to applicable internal policies and processes as well as applicable statutory and legislative requirements.
- Manage complexity whilst removing unnecessary processes and systems to create leaner, efficient services. Challenging ways of working, developing, and embedding new commercial cultures and skills to deliver required outcomes.
- Lead the development and implementation of a process to collaboratively improve the quality, usability, and cleanliness of the Public Realm through the continued improvement of Housing, Environment and Communities and sub-contracted services to achieve excellent competitive



- services to the industry standard.
- To personally lead or enable staff in the division to lead cross council projects on issues as defined by the Corporate Strategy.
- Explore innovative approaches to developing and improving services that deliver objectives across the directorate, with a focus on where technology can create efficiencies and improved service quality.
- Develop strong working relationships with elected members, providing expert and specialist advice and support on areas within the scope of your responsibilities and help formulate Council objectives and policies in these areas.
- Develop and maintain strong working relationships with other Council services, and other external agencies in the public, private and voluntary sectors.
- To participate in the Council's emergency planning arrangements as an on-call member of the strategic or tactical response team at the appropriate level.

Statutory requirements

This is a politically restricted post under the Local Government and Housing Act 1989 and the Local Government Officers (political Restrictions) Regulations 1990. The individuals holding this post cannot have any active political role.

General Accountabilities and Responsibilities

Customer Care

Provide services that are fair and accessible to all, challenging existing practices that support the traditional culture and promote the Customer First proposition across the Council.

Project management

Undertake assigned projects, ensuring that agreed outcomes are delivered on time, within budget and to the expected standard.

General Accountabilities and Responsibilities (All roles)

- Ensure compliance with appropriate legislation, Council Policies, the Council Constitution (including Contract Rules, Financial Regulations and Rules, Employment Procedure Rules, Employees' Code of Conduct), Information Security Policies, Social Media Policy and other requirements of the Council.
- Ensure high standards of records management and assume responsibility for all information assigned to the post.
- Promote the development of a high quality individual need led service, to comply at all times with the Council's policies and procedures, particularly those regarding Data Protection, Equalities and Diversity and Health and Safety.
- Ensure compliance with and actively promote the Council's Equalities and Diversity policies and strategies and comply with the Equality Act 2010.
- Ensure compliance with and actively promote Health and Safety at work legislation, Council and Service H&S policies and procedures.

- Comply with the competencies and standard requisites agreed by the Council as relevant to your post.
- Comply with the General Data Protection Regulation and Data Protection Act 2018 (DPA 2018) (all employees of the Council will not disclose or make use of, for their private advantage, any information held on manual or computer records, which are not available to the public, however acquired).
- Take responsibility for continuing self-development and participate in training and development activities.
- Ensure that the Business Impact Analysis and Business Continuity Plans are kept up to date, tested regularly and communicated to all their team members.

All mentioned duties are neither exclusive nor exhaustive and the postholder may be called upon to carry out such other appropriate duties as may be required by the Line Manager within the grading level of the post and the competence of the postholder and/or as detailed in the Council's and Services Business Continuity Plans.



Person Specification

Job Requirements		Essential Criteria	Method of Assessment
Education, Training and Qualifications	Educated to degree standard or relevant experience equivalent to having gained a degree or equivalent qualification	E	AF1
Communication, Contacts and Relationships	Experience of developing effective working relationships with trade unions, strategic partners and inter-agency working to build sustainable working relationships.	E	I
	Demonstrable communication skills including report writing and presenting.	E	I
Creativity and Innovation	A visionary who is innovative and a lateral thinker, encouraging others to explore and develop ideas to deliver transformational change in service outcomes.	E	AF3
	Confident in utilising data to support strategy development and delivery and establishing methodologies for doing so.	E	I
Supervision / Management of People	An effective leader: able to energise, engage, motivate, and create a positive team spirit where team members work together to deliver corporate, customer focussed, outcomes-based and individual objectives.	E	AF5
Drive Values	Drive As a leader and manager, I accept responsibility for service delivery, am clear about the service offer and deliver what I promise. I am willing to make decisions and be accountable for them. I work collaboratively, flexibly, constructively and exhibit this ethos in all my dealings with residents, colleagues, and partners I have a positive can-do attitude where I see problems as challenges which can be overcome.	E	AF/V1
	Respond I am relentlessly reliable. I set high standards, encourage improvement, and support my team. I take ownership for creating the right conditions for my team to follow my example to achieve high levels of performance. I challenge my team in a professional, courteous manner with the aim of reaching a mutually agreeable resolution.	E	AF/V2
	Inspire I understand how the council is working to change the borough for the better and work with my team to find solutions so that they can work collaboratively with other departments and partners, freely sharing their knowledge and skills to identify solutions to address customer concerns.	E	AF/V3



Job Requirements		Essential Criteria	Method of Assessment
Knowledge, Skills and Experience	Experience of working with senior managers and Members and an ability to communicate effectively and persuasively with residents, members, officers at all levels of the organisation, and partners to positively represent Housing, Environment and Communities.	E	I
	Deep understanding of public realm services	E	AF2
	Substantial executive level management experience in a large organisation with a successful track record in the management of large staff groups, putting equalities, diversity and inclusion at the heart and motivating them to achieve new ways of working.	E	I
	Knowledge of the commercial environment within which Housing, Environment and Communities operate and business development and able to see both the big picture and focus on specific elements	E	I
Equalities and Diversity	Demonstrates strong commitment to the promotion of equality and diversity	E	AF6
Resources, data protection and information governance.	In depth understanding of the financial significance within the public and private sector with an ability to understand, analyse and draw correct conclusions from numerical and statistical data, understand and effectively communicate business and financial plans	E	AF4
Work Demands and Decisions	Experience of developing, negotiating, and implementing corporate and business/service planning, and performance management frameworks including performance indicators and target setting	E	I



Any additional factors e.g. specialist “know how”			
Criteria	E - Essential (only use Essential Criteria)	Method of Assessment	AF - Application Form
			C - Assessment Centre
DWP “Disability Confident Employer” Accreditation Applicants with a disability or impairment will be shortlisted for interview if the meet the minimum (essential) criteria for the job. Armed Forces Community Covenant All personnel and veterans who have left the armed forces within the last 24 months will be offered an interview if they meet the minimum (essential) criteria for the job.			I - Interview
			T - Test
			W - Workplace Assessment or job trial
			O - Other (please detail below)

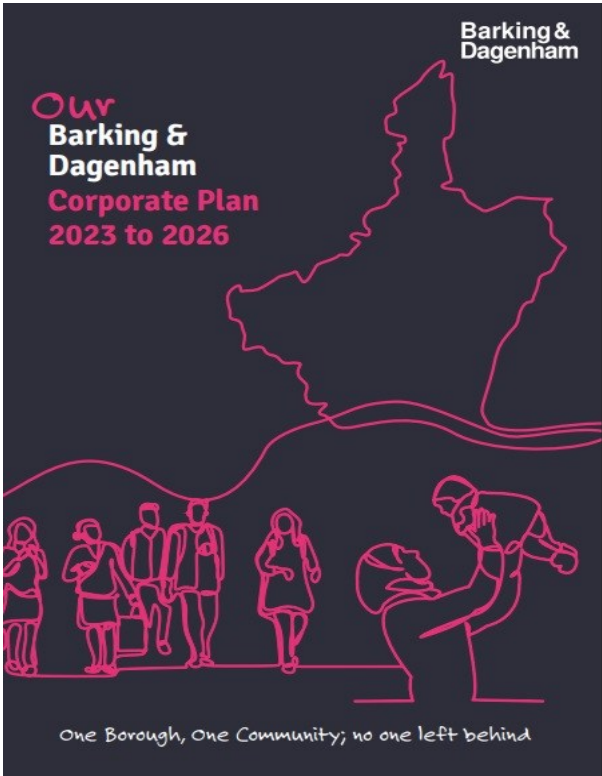


@Barking Park

Further Reading



[About Barking & Dagenham](#)



[Corporate Plan](#)



How to Apply?

This guidance contains important information to help with your application:

Please apply by submitting a CV and Supporting Statement (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.

Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.

Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.

Please share with us in your Supporting Statement the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.

Please complete the Equal Opportunities Monitoring Form when you upload your details via our website.

Please upload your application by the closing date – no applications will be accepted once the long listing process has begun.

Following long-listing, you will be contacted directly by a Penna consultant to update you on the status of your application.

Asking for adjustments: we’re committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact us.

To apply for this role, please visit the following link to upload your CV and Cover Letter: <https://execroles.penna.com>

* Please make sure you are available within the following dates:

Key Dates	
Applications deadline	27/11/2025
Longlist meeting	02/12/2025
Technical interviews	04/12/2025
Officer interviews	05/12/2025
Shortlist meeting	05/12/2025
Final Member Panel	w/c 22/12/2025

For questions or an informal discussion, please contact:



Kelly Ridley
on 07709 512415 or email:
kelly.ridley@penna.com



Bruna Varante
on 07858 306725 or email:
bruna.varante@penna.com



Andrew Tromans
on 07805 226301 or email:
andrew.tromans@penna.com



Penna Executive Search

Inclusive Leadership ...Redefined!

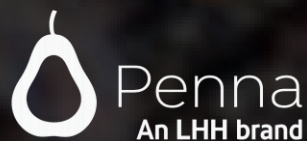
At Penna, we specialise in connecting outstanding professionals to senior leadership roles that shape the future of local government.

Our decades of experience working with local authorities set us apart. We understand the demands of political leadership, the importance of corporate plans, and the skills needed to navigate complex, challenging environments.

We work with integrity, imagination, and determination to ensure every placement is the right fit. Whether you are looking for leaders who can deliver major change initiatives, champion high performance cultures, or build stronger partnerships with communities and stakeholders, our specialist team will help you find the talent who can turn vision into reality.

At Penna, we don't want to just fill roles, we want to build leadership that delivers stronger, fairer, and more sustainable communities.

www.penna.com





**Thank you for your interest
in the role!**

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