

Sefton Council – Chief Executive

From the industry and docks at Bootle to the Victorian grandeur of the ever-popular resort of Southport, Sefton is a borough of contrasts.

Located north of Liverpool along a 22-mile stretch of coastline within Merseyside, it takes in some of the most deprived areas of the country as well as neighbourhoods ranked among the most affluent in the north west.

There are commuter towns like Maghull, coastal communities such as Crosby – famous for the Anthony Gormley statues that can be found dotted across its beach – and the tourist hotspot of Formby, home to one of England's few red squirrel sanctuaries.

The borough has a world-renowned golf course and venue for The Open in the shape of Royal Birkdale and a few miles down the road Aintree Racecourse – located in Sefton, not Liverpool as many assume – hosts the Grand National.

Councillor Ian Maher, leader of Sefton Council, believes the area's diversity brings both challenges and opportunities – and that's why candidates to be the local authority's next chief executive will need to do their homework.

'We want someone who will take the time to really understand the borough



Bootle Town Hall; (below) Ian Maher, Leader of Sefton Council, (below right) Aintree Racecourse

so they can get to grips with what's needed for each of our towns and communities,' he says.

Major plans are underway in Southport to regenerate the seafront



with the old theatre and convention centre being replaced by a brand new multi-purpose venue using a combination of Town Deal, council and Liverpool City Region Combined Authority funding.

It will complement a number of other projects as well as improvements driven by investment in the resort over recent years to 'absolutely transform Southport as a tourist destination', says Cllr Maher.

At the other end of the borough's coastline, Bootle is the subject of significant investment to revitalise the

New Strand shopping centre, which is owned by the council.

As well as helping to lead this regeneration agenda, the new chief executive will play a key role in driving improvement in children's services alongside a Government appointed commissioner.

'It's not going to be overnight but we are taking steps forward in that area,' Cllr Maher explains. 'It's about getting it right for our children and young people for the long term.'

Strong leadership skills are vital both in the way the chief executive leads the workforce and represents the borough at a local, regional and national level.

'They will be enthusiastic and have the confidence and ability to lead people. It's such an important part

of this job – to lead and give staff confidence in where we are going and how we get there.

'Our relationship with the combined authority and the other council chief executives is particularly important. It's about developing an understanding of our role in the city region and being able to put our case across confidently and keep us on track.'

After many years of no overall control, the borough has enjoyed the stability of a majority administration for more than a decade and with it the ability to focus strategically on the long-term.

Cllr Maher adds: 'Sefton is a big metropolitan authority with the diversity to offer so many different challenges and opportunities and it's a great chance to make a real difference.' ■



Chief Executive

Up to £170k

Sefton is a vibrant local authority that is already on a journey of aspiration and ambition as it works towards delivering its exciting Vision 2030. This journey is shared with our partners and communities as we strive to ensure Sefton is a confident and connected Borough. Boasting 22 miles of stunning coastline, as well as internationally renowned assets Aintree racecourse and Royal Birkdale, Sefton is a leading tourist destination with a flourishing visitor economy. Spanning the busy Port of Liverpool, the famous Antony Gormley 'Another Place' installation at Crosby, attractive beaches and dunes, and the resort town of Southport, the diversity of the borough provides a unique mix of urban and natural settings.

As Chief Executive and Head of Paid Service you will provide strong, collaborative, visible, strategic leadership to ensure the delivery of excellent services to our communities. You will be an advocate for the Council and the Borough at a local, regional and national level and a key influencer who is able to shape outcomes that will benefit Sefton and the wider Liverpool City Region. With a 'One Council' ethos, you'll ensure all staff embrace the values of the Council, putting communities at the heart of everything we do. We are therefore seeking inspirational candidates who will drive forward a high-performance culture and support change and innovation as we adapt to the fast-moving landscape of local government and public services.

It is an exciting time for Sefton – so to find out more please see: <https://starfishsearch.com/jobs/sefton-chief-exec/>, or contact Luke Judd at Starfish on 07435 270659 or via luke.judd@starfishsearch.com

Closing date for applications: 5th March 2023

