



**CORNWALL**  
**COUNCIL**  
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# Service Director: Economy, Regeneration and Assets

April 2026

[www.cornwall.gov.uk](http://www.cornwall.gov.uk)



# Welcome

**From Strategic Director, Sustainable Growth and Place, Phil Mason**

**Cornwall is an extraordinary place. People are proud to be Cornish and proud to live here. We have a strong sense of identity, a rich Celtic heritage and a spirit of ambition that runs deep.**

It is also a place of real contrasts. Alongside the world-class natural beauty that draws millions of visitors each year, we have communities facing some of the highest levels of deprivation in the country. Housing costs are among the most challenging anywhere in England, wages in many sectors remain stubbornly low, and too many people feel that opportunity is shaped by their postcode rather than their potential.

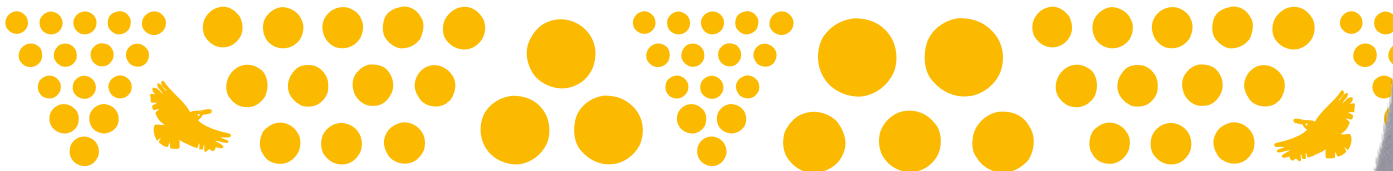
That is exactly why this role matters so much. Economic growth in Cornwall is about changing lives, strengthening communities and giving people real reasons to stay, return or put down roots here. One of our Council priorities is to create a caring place for families where children build a bright future, with

lifelong opportunities that stretch beyond their postcode. Everything we do in economy, regeneration and assets flows from that commitment.

If you join us, you will find a team with genuine passion and a clear sense of purpose. We have reshaped our approach to economic development, bringing together economy, skills, regeneration, assets and capital programmes under one unified leadership for the first time. This is a new service area, and the Service Director role is central to making it work. You will have the freedom to shape something from the ground up, backed by a £30 million revenue base, a £1.6 billion capital programme and a newly created £45–50 million evergreen investment fund.

At the same time, we are realistic about the challenges ahead. As structural funding comes to an end, we are transitioning to an outcome-based model, using influence, partnerships, commercial capacity and investment to unlock growth rather than relying on traditional grant dependency. We need a leader who can bring people with them, attract inward investment, drive housing delivery, revitalise town centres and make the best use of our land and assets. Someone who brings clarity and grip alongside creativity and ambition, and who understands that good growth means growth that works for Cornwall's people.

With major programmes on the cusp of delivery and a clear shift in how we drive economic outcomes, this is a genuinely exciting time to join us. I hope you will consider being part of it.



# About us

**Cornwall is one of the UK's most unique and dynamic regions; a place where stunning natural beauty meets innovation and ambition.**

It is a thriving cultural destination, home to world-class attractions, a vibrant food scene, growing university sector, and a rich artistic and scientific heritage. Cornwall is also a place on the move, boasting the UK's first spaceport, one of the fastest-growing tech sectors in the country, and a rapidly expanding aerospace, marine engineering and renewable energy industry.

The government formally recognises the distinct identity of Cornish people, granting minority status within the UK, and the Cornish language, Kernewek, is a fundamental part of Cornwall's unique identity.

With a **workforce of 5,800**, the council is the largest employer in the county, **delivering services to over 570,000 residents**. We are supported by 12 Community Area Partnerships, ensuring local priorities from every community are heard and acted upon.

**Our Mission** is 'Doing our **BEST** for Cornwall; being **Bold** and **Empowering** to create **Sustainable** change **Together**.'

## What makes us different?

### A strong and mature organisation

We are an award-winning council with a clear track record of delivery and are consistently in-tune with residents and businesses. Our members and employees are proud to work for Cornwall, driving commitment and fuelling ambition for the place in which we live.

### An outstanding natural environment

Over 1,000 miles of coastline, beautiful beaches, and sweeping moorland, much of it protected as an Area of Outstanding Natural Beauty, making Cornwall one of the most scenic places in the UK to live and work.

### Exceptional connectivity

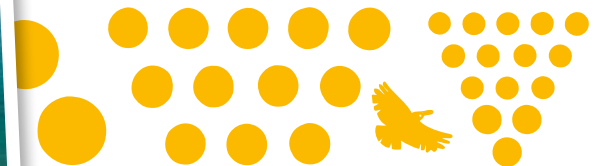
Cornwall is the landing point for 22 of the world's fastest transatlantic fibre optic cables, and Cornwall Airport Newquay (owned by the Council) is the fastest-growing regional airport in the UK, connecting over 400,000 passengers a year.

### A strong, devolved voice

As the first rural authority to agree a Devolution Deal with Government, Cornwall Council has real powers over transport, energy, health, social care and heritage, giving Cornwall genuine influence over its own future.

### A safe, welcoming place to live and work

With crime rates among the lowest in the UK, Children's services rated Good by Ofsted and 13 higher education campuses across the county, Cornwall is a brilliant place for families and people of all ages.



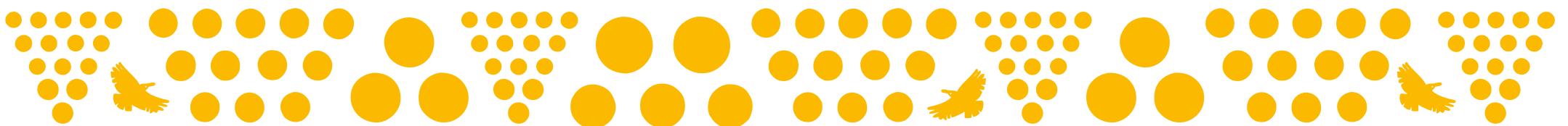
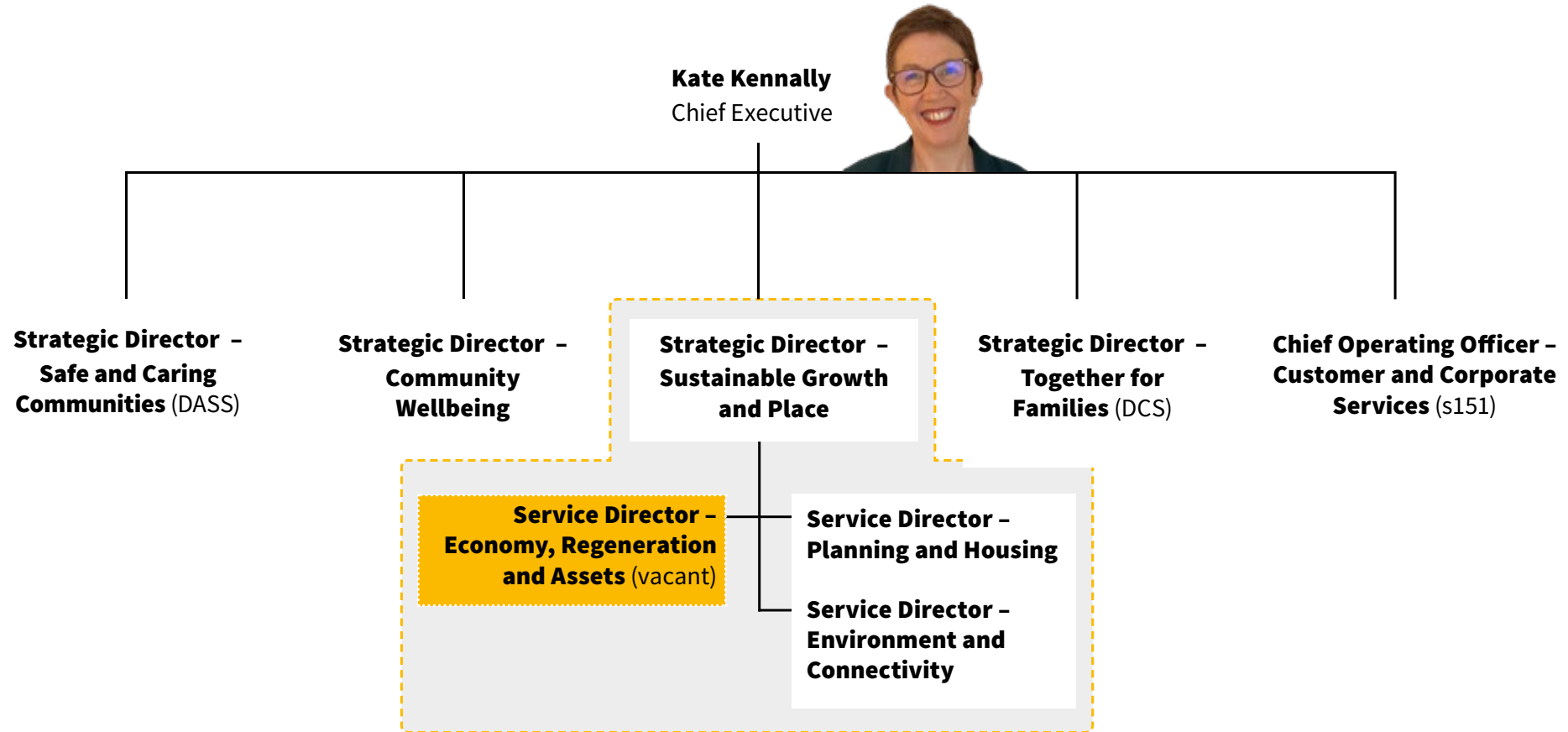
# Team Cornwall

**We are respected at a regional and national level for our innovation, best practice and championing sector-led improvement. Our latest peer challenge highlighted a range of strengths in our approach:**

- **Our strong sense of place**, with a proud identity and heritage, underpins a shared long-term ambition for the area.
- **The calibre, commitment and passion of our elected members and officers** results in a highly effective organisation with loyal and experienced staff.
- **A constructive culture** across the organisation is the result of conscious endeavour and insightful leadership. This is supported by open and accessible leaders, extensive staff engagement mechanisms, strong development opportunities and well-embedded organisational values and principles.
- **Excellent and mature partnerships**, with genuinely shared ambitions, joint endeavour and ‘buy-in’ at both the strategic and operational level.
- **A strong track record with Government**, reflected in the intention to explore designating the council as a Single Foundation Strategic Authority, which would be a unique hybrid arrangement.



# Senior Leadership structure



# Role profile

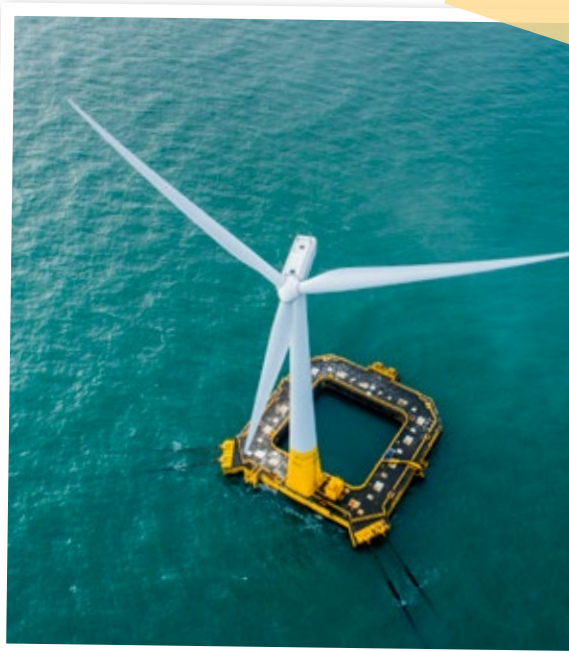
## Purpose

As Service Director for Economy, Regeneration and Assets you will lead Cornwall's economic growth by shaping strategy, managing the Council's property and asset portfolio, and delivering regeneration aligned with the **Good Growth Plan**.

You will act as the Council's principal economic advisor, building strong relationships with businesses, partners and government, and leading key forums and boards. You will oversee the integration of economy, skills, property and assets to maximise regeneration impact and value from the capital programme.

As Corporate Landlord, you will drive a **One Public Sector** approach, develop effective partnerships, and ensure efficient, well-governed delivery of the Council's capital programme with appropriate risk management.

You will attract investment into Cornwall through strong place leadership, strategic partnerships, and a clear, investor-focused offer, while leveraging assets to support sustainable economic, social and environmental outcomes.



You will lead business engagement, skills development and infrastructure planning, ensuring alignment with future workforce needs and economic opportunities.

You will also oversee growth funding programmes and commissioned delivery, working collaboratively across the Council to drive performance and deliver inclusive, sustainable growth.

## Key strategic responsibilities

### Systems leader and navigator

- Overseeing the development of outcome delivery plans across the Directorate that consider new opportunities for working with communities and partners.

### Political leadership and financial control

- Ensuring the Directorate delivers the political ambitions and desired outcomes set by cabinet and relevant portfolio holders with Value for Money.

### Co-production and community experience

- Ensuring Directorate outcomes and how they're delivered are truly co-produced and owned by the people of Cornwall.

### Developing the future workforce

- Leading skills development of staff across the Directorate, and identifying development opportunities

### Leading Change, Learning and Innovation

- Providing the Directorate application of the strategic vision for change, embedding cultural change and the transition towards the 'team Cornwall'

### Place-based Leadership

- Acting as a strategic convener, building relationships with key leaders of organisations working to support the people of Cornwall.

### Inclusion and Diversity

- Ensuring that unlawful discrimination, harassment, victimisation and inappropriate behaviour are challenged.

# Role specific accountabilities

- Lead and integrate the Economy, Regeneration and Assets service.
- Line manage Heads of Economy, Skills, Property/Assets and Capital Projects.
- Drive efficiency through a rigorous, value-focused approach.
- Translate strategy into delivery and measurable outcomes.
- Foster strong engagement with the business community to shape and communicate the Good Growth Strategy.
- Build strategic partnerships, including a strong alliance with Corserv, to maximise asset value and market engagement.
- Embed a person-centred, outcome-focused commissioning approach.
- Represent and advocate for Cornwall and the Isles of Scilly to attract investment and deliver long-term benefits.
- Build collaborative partnerships to deliver shared strategic goals and legacy outcomes.
- Ensure clear roles, responsibilities and effective communication across partnerships.
- Oversee commissioning, market engagement and implementation.
- Establish customer feedback systems to improve services and outcomes.
- Lead delivery, investment and performance of the Cornwall Growth Plan.
- Oversee programme, performance, contract and Enterprise Zone management.
- Act as a senior ambassador for the Council, building strategic relationships locally, regionally and nationally.



# Salary and benefits

**Salary:** up to £126,884



## Working at Cornwall Council

**Cornwall Council's ambition is to be an employer of choice, a high performing Council and a learning organisation.**

We commit to providing a reward and benefits package to attract, motivate and reward our employees. We offer a range of flexible working options to our staff. This helps provide our employees with a greater work/life balance. Whilst still ensuring that service needs are met.

### Our core employee rewards and benefits include:

- a competitive salary.
- a defined benefit pension scheme, based on your career average earnings. This includes the option for extra voluntary contributions
- a generous annual leave entitlement with the potential to purchase additional leave.
- A national award-winning employee health and wellbeing programme
- Employee benefits scheme giving employees access to a wide range of discounts to local and national goods and services. Automatic enrolment into the Local Government Pension Scheme (LGPS).
- Relocation package.



# How to apply

**We hope you will consider making an application. To make an application, please go to the [Starfish Search website here](#) and click on the apply now button, with the following prepared:**

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

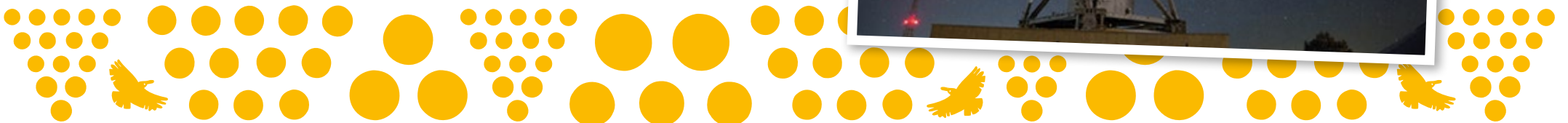
## Contact Information

For a confidential discussion about the role please contact Tim Farr on **07756 293292** / [tim.farr@starfishsearch.com](mailto:tim.farr@starfishsearch.com)

or Sunita Patel on **07561 708023** / [sunita.patel@starfishsearch.com](mailto:sunita.patel@starfishsearch.com)

## Key dates

Application deadline	<b>Sunday 3 May 2026</b>
Longlisting Panel	<b>12 May 2026</b>
Technical Interviews (Teams)	<b>w/c 18 or 25 May 2026</b>
Shortlisting Panel	<b>w/c 1 June 2026</b>
1-1s with Strategic Director	<b>4 June 2026</b>
Final Panel	<b>15 June 2026</b>





If you would like this information in another format or language please contact us:  
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