

The information below refers to the role of a Board Director of SWLEP Ltd. Please look at the [SWLEP website](#) to gain an understanding of what we do and how we do it. You will also be able to follow links to our Growth Hub, which co-ordinates business support.

Role and Responsibilities

The SWLEP is looking to expand its Board membership to increase its strategic leadership capacity and benefit from high level business and technical skill being applied to the needs of the community. We wish to diversify our Board membership. We are particularly keen to improve the gender balance around the table. Currently, a third of the membership is female. By 2023, we wish to achieve gender parity on the Board.

We are in the midst of an exciting period of change and opportunities. Based on our Local Industrial Strategy, which we published in 2021, we continue to develop programmes develop our local cyber ecosystem, open up commercial applications of recycling and re-use to grow the circular economy, extend our business support to more businesses and new sectors including agriculture and the voluntary sector, increase the number of businesses taking on apprentices and enhancing relationships between schools, colleges and businesses to ensure all learners acquire knowledge systematically about the world of work.

The SWLEP incorporated as a not-for-profit company limited by guarantee on the 1 April 2019 with the purpose of delivering sustainable and inclusive economic development of Swindon and Wiltshire. Development of commercial income is an important part of our strategy to grow the business and reduce the risk of relying on the vagaries of political choices of government. When we incorporated, funding from government constituted more than 90% of our annual income. By March 2023, we estimate it will be 30% or less. By 2025, we want the proportion down to below 10%.



All Board Directors must have a strong and detailed appreciation of or, an interest in, the strategic issues concerning the economy in the SWLEP area and the factors relevant to sustainable and inclusive economic growth. We are looking to appoint individuals with senior-management level experience of working in an organisation or sector active in the SWLEP area, who will make a significant contribution to the strategic direction of the SWLEP and ensure we have a good representation from our priority sectors and geographic coverage of the area. A track record of effective leadership is our prime criterion, but in addition we wish to strengthen the representation of large employers, some sectors of the economy and bring new skills and thinking to support our growth. In this respect we are looking for analytical skills and legal and financial knowledge. An entrepreneurial approach is useful if it is managed within a framework of open, transparent, and accountable decision-making. Most of our Board meeting time is held in public with papers published on our website. All Board Directors need to be able to contribute to the overall work of the SWLEP and have the skills and experience to be credible in engaging with stakeholders and representing and promoting the SWLEP.

It is anticipated that the role will require a time commitment of around two working days per month on average, including approximately six Board meetings per annum. However, the exact time required each month will vary depending on external and internal factors. Additional time may be required depending on

the nature of the activities or roles taken on by the individual Board Director. In addition to attending Board meetings, Directors are expected to join at least one group overseeing the implementation of the SWLEP's strategy. The term of office for a Board Director is three years.

Responsibilities of a Board Director include:

- providing strategic leadership, challenge, insight and support to the Board;
- contributing to the development of the Board and the SWLEP, providing expert advice and guidance to ensure the Board is compliant with all legal and statutory requirements;
- actively engaging with all stakeholders but particularly with the private sector, to capture and engage their interest and facilitate their activity in the SWLEP economic area to help develop the SWLEP's credibility and relevance within the business community;
- supporting the achievement of the objectives of our local industrial strategy by being a member or Chair of one of the Board's Subgroups;
- representing the SWLEP locally, nationally and internationally, encouraging networking and joint working with other LEPs, Government and private sector organisations based outside the area; and
- adhering at all times to the standards of conduct set out in the Seven Principles of Public Life listed below:

Selflessness Holders of public office should act solely in terms of the public interest. They should not do so in order to gain financial or other benefits for themselves, their family or their friends

Integrity Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might seek to influence them in the performance of their official duties.

Objectivity In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

Accountability Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

Openness Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands it.

Honesty Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

Leadership



Holders of public office should promote and support these principles by leadership and example.

Person Specification



The SWLEP is looking to recruit Board Directors with the ability to contribute significantly and credibly to the work of the SWLEP and to assist the Board in its understanding of the needs of the different areas, business sectors and economic activities within the SWLEP area. This will require the following experience, skills and personal attributes.

Experience and skills

- Significant experience in an ownership or senior managerial capacity (operating at Board level) within an organisation active in the SWLEP area or in a sector or economic activity identifiable within the SWLEP area.
 - A proven track record of providing strategic leadership, achieving organisational objectives and of operating effectively at Board level.
- An informed understanding of the SWLEP area, its economy and the factors affecting its economic development.
 - An understanding of public sector working and the role of the public sector in supporting economic growth.
 - A record of effective partnership working, in which you have quickly built credibility with both public and private sector partners.
 - Strong political acumen, with a developed and informed understanding of the relevant political landscape but no strongly-held or expressed political affiliations.
 - Ability to bring analysis and logical, intelligent and creative thinking to bear on the complex factors relevant to the SWLEP's work and to manage competing priorities effectively. This includes the ability to consider long term implications of decisions.
 - Ability to exercise independent judgement and take decisions for the benefit of the SWLEP as a whole, analysing overall risks and benefits, notwithstanding any particular sector expertise which is taken into account in your appointment.

The role does not attract a salary, but reasonable expenses are paid. The voluntary commitment involves up to six three-hour Board meetings per year, six Subgroup meetings

and occasional informal Director meetings. To allow time to read papers and prepare for meetings, the overall commitment is in the region of two-days a month.

Personal attributes

- A strong communicator. You must be a confident and effective public speaker in a variety of contexts. You must also be an excellent active listener, able to demonstrate responsiveness to a range of perspectives and opinions.
- A strong partnership worker and effective influencer. You will be able to work collegiately and collaboratively with a range of individuals with differing interests and perspectives, to build new relationships and work effectively across boundaries.
- A connection to, or affinity with, the SWLEP area. It is desirable for you to have an established reputation and public profile/network of contacts within the SWLEP area.
- A credible and effective ambassador for the SWLEP. You will have a genuine commitment to the success of the SWLEP.
- A persuasive and effective influencer, able to develop existing relationships and networks, build new collaborative partnerships and work effectively across boundaries.

If you would like to discuss the role on an informal basis, please contact Paddy Bradley, CEO of the SWLEP (paddy.bradley@swlep.co.uk) 07771 841951.