



PRINCIPAL PLANNING POLICY OFFICER (DELIVERY) Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Hi,

We would like to thank you for your interest in the Principal Planning Policy Officer (Delivery) role within Sefton Council's Planning Department, supporting the Planning Policy Team.

This is an exciting and rewarding opportunity for someone who wants to take the next step in their career at a critical time for Planning Policy Team as it embarks on a new Local Plan for Sefton.

You'll play a key role in supporting the Planning Team in bringing forward the Local Plan with a specific focus on ensuring the site allocations and policies can be delivered. You will also be expected to make a significant contribution to writing planning policies, researching information and data, commissioning studies, public engagement events and advising colleagues, members and the public on planning proposals and matters.

As a person, if you're someone who enjoys negotiating, finding solutions to problems, takes pride in delivering high-quality advice, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Jill Readfern MCIPD



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About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.

Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded



Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression,

strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.



- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

This is a critical role within the Planning Policy Team as it embarks on the new Local Plan for Sefton. You will lead on ensuring that site allocations are deliverable and will be expected to work closely with landowners and developers who are promoting land for developers within the Local Plan. You will also closely liaise with a range of internal and external departments and organisations to ensure sites can be supported by necessary service and infrastructure at the appropriate time.

You will also provide ad-hoc support to the wider Planning Department and wider corporate programmes and support development management colleagues as they assess major proposals.

This role requires someone who has excellent negotiating skills, can express themselves confidently and professionally, can anticipate needs and an organised approach to managing different priorities.



You will also expect to provide support to and develop junior members of the team and provide training where appropriate.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.

Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.

- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Friday 7th August 2026** (or earlier in the event of high volume of applications being received).

Provisional interview dates are **w/c 17th August 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.

Appendix A – Job Description and Person Specification

Post: Principal Planning Policy Officer (Delivery)

Directorate: Economic Growth and Housing

Location: Magdalen House, Bootle, L20 3NJ

Division: Planning Department

Post: Principal Planning Policy Officer (Delivery)

Grade: J £47,181 - £50,269 (pay ward pending)

Reporting to: Team Leader – Planning Policy

Purpose of the Role

To take a lead role in identifying and allocating suitable and deliverable sites within the Sefton Local Plan and identifying potential constraints.

Working proactively with and coordinating efforts of Council officers, developers, landowners, statutory bodies and infrastructure providers to resolve issues and provide solutions that would allow sites to come forward in a timely and appropriate manner.

To contribute to the effective and efficient operation of Planning Services, ensuring appropriate legislation and planning policy guidance is taken account of in recommendations and decision making.

To undertake responsibilities in a professional and flexible manner with a focus on quality decisions, customer care and value for money.

MAIN DUTIES

- (i) To support the Planning Policy Team in the identification, allocation and delivery of key strategic development sites across the borough as part of the Local Plan-making process and beyond.
- (ii) To commission, manage and/or support specialist technical evidence/reports, working with colleagues from across the Council and the private sector, to support the identification, allocation and delivery of key strategic development sites.



- (iii) To work with partners to explore opportunities to secure external funding to support the delivery of key development sites.
- (iv) To assist the Planning Manager to deploy staff resources and budgets to meet agreed targets and standards for the Team's work areas.
- (v) Ensure that all stages of the Local Plan and associated processes comply with statutory provisions, government policy and best practice advice – including outputs of external consultants.
- (vi) Prepare and implement policies to guide the development of key sites as part of the Local Plan, including supplementary plans, masterplans and design codes.
- (vii) To contribute to the development and implementation of the Council's wider planning, housing and regeneration objectives and programmes.
- (viii) Obtain authorisation for action in accordance with the Council's Standing Orders, including through the preparation of reports to Committee and Cabinet Members.
- (ix) Represent the Head of Planning Services at corporate and external professional and technical forums and in meetings with private sector interests as required.
- (x) To support the Local Plan team leader to manage and support planning policy/graduate officers in the Planning Policy Team.
- (xi) To work flexibly as a resource for Planning Services responding to changing demands on the service to ensure service delivery and timeliness of quality decision making.
- (xii) To work effectively within and beyond the service demonstrating the highest standards of customer care.

SPECIAL CONDITIONS

- (i) Casual car user allowance is available



- (ii) Postholders will be expected to attend public and other meetings out of normal working hours
- (iii) The post is based on mainly working from home but coming into the office at least once every two weeks and more frequently in the early stages of the post.

GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The appointed person will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

**PERSON SPECIFICATION**

Post: Principal Planning Policy Officer (Delivery)

Department: Planning Department

Personal Attributes Required	Essential (E) Or Desirable (D)	Method Of Assessment
Qualifications		
1. RTPI accredited Planning Degree or eligible to be a member of the RTPI.	E	AF, C
Experience		
1. Significant experience of working in a planning department/team/consultancy, including supporting the delivery of major development schemes.	E	AF, I
2. Proven record of working with a range of partners to help support the delivery of major development proposals/projects	E	AF, I
3. Experience of commissioning and managing specialist or technical reports to support major development proposals/projects	D	AF, I
4. Experience of bidding for and managing funding bids in relation to development proposals/projects	D	AF, I
5. Experience of working with and developing skills and knowledge of junior staff	D	AF, I
6. Experience of providing excellent customer care	D	AF, I
Knowledge Skills & Attributes		
1. Excellent understanding of the UK planning system and knowledge of government planning policy.	E	AF, I



2. Knowledge and understanding of the range of environmental, economic and social issues relevant to metropolitan planning.	E	AF, I
3. Ability to apply a positive, flexible and creative approach to solving problems.	E	AF, I
4. Ability to work under pressure in a high-profile role and to provide confident and robust advice to a range of audiences.	E	AF, I
5. Ability to produce detailed and accurate work within set deadlines.	E	AF, I
6. Ability to contribute effectively as a member of a team.	E	AF, I
7. Ability to present ideas/projects, both verbally and in writing.	E	AF, I
9. Computer literacy in a windows environment	E	AF, I
10. Positive attitude to professional career development	E	AF, I
Special Conditions		
1. Driving Licence	E	AF

Assessment Methods**AF:** Application Form**I:** Interview**C:** Certificates**Prepared by:** Ian Loughlin**Date:** 10th April 2026

