

**Dear Candidate,**

Thank you for your interest in the role of **Strategic Director, Place-Based Services** at Stevenage Borough Council.

This is an exciting and transformative time for our town. As the UK's first New Town, Stevenage has always been a place shaped by ambition, innovation, and a deep sense of community. Today, that founding spirit continues to drive us forward. We are in the midst of a once-in-a-generation regeneration programme, with over £1 billion of investment already secured. Work is well underway to revitalise our town centre, enhance public spaces, deliver high-quality homes, and create new opportunities for residents and businesses alike.

We are now seeking a senior leader who can help us take this next step – someone who combines strategic vision with practical delivery, and who can ensure that the changes we are making are inclusive, sustainable, and grounded in what matters most to the people of Stevenage.

As Strategic Director, you will lead on planning, regeneration, and our wider place-based services. You will work closely with national and regional partners, developers, local businesses, community organisations, and residents to turn vision into reality.

Crucially, we are seeking an individual who can build on our strong track record of securing funding (more than £100m over the past five years) and leverage our existing relationships to actively engage partners across business, academia, education, and the third sector to develop compelling, collaborative, and viable bids that attract further investment, unlocking funding for major regeneration.

I became Chief Executive in April 2025, having previously served as Deputy Chief Executive, and I know first-hand how committed our teams and councillors are to doing the right thing for our town. I am therefore confident that you will be joining a supportive, high-performing leadership team and a council that values innovation, flexible working, and staff development.

If you are a dynamic and outward-looking leader, with the ability to build trusted relationships and creatively unlock funding to support our vision, we would be delighted to hear from you.

Thank you once again for your interest in this important role. I hope to meet you during the process.

**Best wishes,**

**Tom Pike**

**Chief Executive**

**Stevenage Borough Council**