

MAYOR OF LONDON

MAYOR'S DESIGN ADVOCATES

RECRUITMENT INFORMATION

NOVEMBER 2021

GOOD GROWTH BY DESIGN

The Mayor of London, Sadiq Khan is seeking to appoint a new cohort of Mayor's Design Advocates. You will be one of up to 30 Mayor's Design Advocates - independent built environment experts, with a breadth of expertise and skills across built environment disciplines, who will support the Mayor to deliver his pioneering Good Growth by Design programme.

Good Growth by Design supports quality, sustainability and inclusion, working towards a built environment for all Londoners.



FOREWORD

London is facing one of its most challenging periods in living memory. The climate change emergency threatens our very existence while the pandemic impacts on all aspects of our life. Keeping Londoners safe, building more affordable housing and creating opportunities for young people as well as tackling the structural racism that holds back our society and communities are just some of the issues that we must strive to tackle and fix.

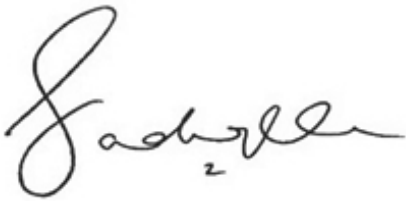
The built environment – where we live, how we access open and green space, the spaces we meet in, how we move about the city and where we work – plays a critical role in our experience of these problems.

As we recover, quality, sustainability, inclusion and resilience in the built environment must be at the centre of our response. The way that we design our city is fundamental to how inclusive it is, how healthy it is, how we pave the way for a green recovery and how we support fairer economic growth.

Good Growth by Design is my programme to deliver these principles in the built environment. My pioneering programme draws upon all of my powers, from investment to planning, to my convening role, in order to push for a built environment for all Londoners.

I want to draw on the extraordinary talent within the built environment professions to address London's challenges as we recover. As one of my Design Advocates, you will help me, the Greater London Authority Group, and the wider sector achieve the standards that Londoners deserve. Your role will be to test, shape, inform and advise me and my agencies as well as to advocate for industry-wide change. I am looking for a cohort that is reflective of London and that has the skills and experience to promote quality and inclusion in the built environment.

I look forward to receiving your application.

A handwritten signature in black ink, appearing to read 'Sadiq Khan', with a small '2' written below the 'h'.

Sadiq Khan
Mayor of London

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GOOD GROWTH BY DESIGN

Good Growth by Design (GGbD) is the Mayor's programme to promote quality, sustainability and inclusion in the built environment and to support Good Growth.

Good Growth is the Mayor's guiding principle for the built environment and sets the direction of the London Plan and all related Mayoral decisions, investments, strategies and policies. Good Growth acknowledges that Londoners will not accept growth at any cost. Growth of our built environment must be socially and economically inclusive, physically accessible and environmentally sustainable. In the wake of the global health crisis and its ensuing social and economic impacts, these principles have a renewed significance and shape the collective approach to London's recovery.

Launched in July 2017, the GGbD programme has supported Good Growth through planning policy, design guidance and design review, by supporting projects funded through the Mayor's investment programmes, and through calling upon the sector to enact the Mayor's vision. It has provided policy development and guidance on critical issues facing our built environment. It has established robust processes to promote quality and it has advocated more broadly for a built environment for all Londoners.

Looking forward, GGbD will be embracing the role of the built environment in recovery and calling upon the architecture, design, planning, and built environment sector as a whole to support a fair and inclusive recovery. It will be supporting the [London Recovery Programme](#) and associated missions.

The programme is structured around 6 pillars of activity:

Setting Standards

Using design inquiries to investigate key issues for architecture, urban design and place-shaping, to set clear policies and standards.

Applying the Standards

Ensuring effective design review across London, including a London Design Review Panel.

Building Capacity

Enhancing the GLA Group's¹ and boroughs' ability to shape new development to deliver Good Growth.

Supporting Diversity

Working towards a more representative sector and striving for best practice while designing for diversity.

Commissioning Quality

Ensuring excellence in how the Mayor and other public sector clients appoint and manage architects and other built environment professionals.

Championing Good Growth

Advocating best practice to support success across the sector.

A compendium of the programme's top achievements and findings '[Designing a City for All Londoners](#)' was published in March 2020 and serves as a good overview.

¹ The GLA Group includes the Greater London Authority (GLA), London Fire and Emergency Planning Authority (LFEPA), Transport for London (TfL), Mayor's Office for Policing and Crime (MOPAC), London Legacy Development Corporation (LLDC) and Old Oak and Park Royal Development Corporation (OPDC).

MAYOR'S DESIGN ADVOCATES

Mayor's Design Advocates (MDAs) are independent built environment experts, with a breadth of expertise and skills across built environment disciplines, who support the Mayor to deliver the GGbD programme.

Since the launch of GGbD in 2017, the programme has been supported by a cohort of MDAs who have played a pivotal role in shaping the programme, informing Mayoral decisions, steering policies and guidance, providing scrutiny to projects, and advocating for Good Growth.

MDAs have typically worked in the following ways:

- **Research, policy development, evidence building and production of guidance**

In the first term of GGbD, MDAs have developed guidance and policy in support of the London Plan in relation to the [circular economy](#), [public realm](#), [social infrastructure](#), [urban industry](#), [the child-friendly city](#), [high streets](#) and [housing design](#). They have reviewed key issues facing the built environment in relation to [recovery](#). They have also developed a handbook to support [Equality Diversity and Inclusion in the built environment profession](#).

- **Design review and processes of design management**

In the first term of GGbD, Over 150 schemes have been reviewed through the [London Review Panel](#), serving the wider GLA Group. These have ranged from high profiles schemes like the Tulip, Bishopsgate Goods Yard and Oxford Street pedestrianisation, to supportive workshops for community groups in receipt of Crowdfund London funding. A [Design Review Charter](#) to promote quality and consistency of design review across London has been established and we engage with London's wider design review network in sharing best practice and learnings.

MDAs have set Design Management Protocols for 6 GLA Group teams (GLA H+L, GLA Regen, TfL Commercial, TfL Investment Delivery Planning, LLDC (London Legacy Development Corporation) and OPDC (Oak and Park Royal Development Corporation)) and provided '[Process Notes](#)' – practical guidance covering critical issues to design management.

- **Advocacy**

MDAs advocated for Good Growth, using their platforms to [share learnings](#) across London, nationally and internationally, and participated in events that tested and reviewed new guidance and policy with the sector.

As the Mayor enters his second term, he is looking to establish a new cohort of MDAs with the skills, experience and expertise to support the new set of challenges that face us.

The overarching objectives of the new cohort are:

- **Quality**

MDAs should have skills, expertise and experience across the range of specialisms required across the GLA Group to support the production of principles and practices to support quality, sustainability and inclusion in the built environment.

- **Recovery**

The new cohort of MDAs should have skills, expertise and experience to inform, shape and support activities delivered as part of the London Recovery Programme. This could include work undertaken as part of the recovery missions, or more generally work towards its identified key outcomes¹.

- **Representation**

The new cohort of MDAs should be reflective of London's diverse population and be equipped to support the delivery of an inclusive built environment, where the varied experience of the city by different groups and communities is understood and valued and people from all backgrounds can play a role in shaping its future.

¹ The London Recovery Board has identified 5 key outcomes. They are: reverse the pattern of rising unemployment and lost economic growth caused by economic scarring because of Covid-19; Support our communities, including those most impacted by the virus; Narrow social, economic and health inequalities; Accelerate delivery of a cleaner, greener London; and Help young people to flourish with access to support and opportunities.

MDAs will support the Mayor's ambition to uphold the quality, inclusiveness and sustainability of development across London. MDAs will assist the Mayor and his agencies to set an example; ensuring the highest standards across the GLA Group's own activities and London's built environment more generally.

MDAs will be asked to consider how the sector can be more inclusive and to support initiatives that seek to raise levels of representation from underrepresented sections of the community, in terms of age, gender, race, sexual orientation, faith or disability.

New priorities

Reflecting the Mayor's second term in office, the priorities of GGbD have shifted towards London's recovery and how the built environment can support a greener, healthier and fairer city in the wake of the pandemic. GGbD will support the London Recovery Programme and associated missions. And it will contribute to core Mayoral priorities for the built environment including: Recovery, jobs and skills, opportunities for young Londoners, a green new deal, affordable housing and physical development and keeping London safe.

MDAs will contribute to a range of work streams, supporting GLA Group staff to embed quality in the built environment through projects, programmes, policies and working practices. For example:

- Forming part of a Sounding Board helping to set the direction and shape new research and policy development.
- Forming part of a design review panel, offering advice and feedback on projects supported by Mayoral funds, emerging policies or planning cases.
- Supporting GLA Group teams in assessing their design quality management processes, addressing issues like procurement, design review, internal resource and post-occupancy.
- Preparing and delivering a presentation for recipients of GLA funding for project delivery, to inspire partners through best practice.
- Contributing to a panel discussion, testing new research or policy with the sector and inviting critical discourse.
- Using your own platforms (speaking opportunities, press opportunities or social media platforms) to share findings or achievements from the programme, where appropriate.
- Attending MDA meet ups and briefings to ensure you are abreast of Mayoral priorities and the work of the programme to inform your role.

HOW IT WILL WORK

Up to 30 MDAs will be appointed to assist GLA Group staff to deliver the GGbD programme.

Eligibility:

You must be eligible to work in the UK.

Term of appointment:

Appointees are expected to be available to take up their role in February 2022 and will be provided with a comprehensive induction. The first meeting of the newly appointed MDAs is expected to take place in March 2022.

The term of appointment will be up to four years.

Time commitment and remuneration:

MDAs will receive a minimum annual remuneration of £1,500, with an anticipated minimum time commitment of 3 days per annum in support of the GGbD programme. MDAs will receive remuneration for additional agreed activities, over the 3 day minimum, at a rate of £500 per day (£250 per half day). MDAs will be paid as individuals on a PAYE basis.

MDAs can also claim reasonable out of pocket expenses incurred in the performance of MDA duties in line with the GLA's Expenses and Benefits Framework.

Induction and meet-ups:

Once selected, information about you and the support you can provide (an approved short biography) will be compiled in an 'MDA Profile' document and shared with colleagues and partners across the GLA Group.

You will be supplied with induction materials and invited to attend an induction event to fully brief you on your role and responsibilities.

You will also receive reports and updates throughout the course of your appointment in relation to Mayoral priorities, projects and policies and GGbD programme updates and achievements.

Undertaking MDA activities:

The GGbD team, within the GLA Regeneration team, will coordinate the programme and will be the point of contact for MDA engagements. Invitations for MDA activities and support will be made through the GLA's GGbD team. The GLA GGbD team will coordinate with other GLA clients - staff from teams within the GLA Group that benefit from MDA support.

In your role:

Once engaged in activities, you may be required to work directly with GLA 'clients'. Liaison with GLA Group staff is a central requirement of each task. Generally, assignments should not be seen as a desk-top exercise, but a collaborative active engagement with GLA Group staff and other partners. The most effective MDA input will be provided by those who can quickly understand the clients' issues and then provide specific advice and support related to their specialist insight or knowledge of their sector.

External communications:

In your capacity as an MDA, you will be expected to represent the Mayor and as such your conduct in this capacity should be professional and respectful of Mayoral policy positions. You will be expected to seek sign off from the GGbD team for external communications that are directly related to the GGbD programme. You will receive briefing and support with this through induction materials.

Conduct:

MDAs are required to understand and embrace the '[Principles of Public Life](#)' as defined by the Nolan Committee and outlined in the '[Protocol on Mayoral Appointments](#)'.

ROLE SPECIFICATION

Selection criteria

We are looking for candidates who have:

1. Considerable experience at a senior level relating to at least one area listed under 'Experience' (see below) and have a broad knowledge of the built environment sector with experience of promoting inclusive, high quality and sustainable growth in London.
2. A strong understanding of the Mayor's development and planning priorities and a personal commitment to London retaining its position as a world capital of design, development and regeneration.
3. Ability to effectively undertake and or contribute to research and policy, strategy development, design standards and guidance and to participate as an active member of a design review panel
4. Established networks across the built environment and related sectors with the ability to act as a conduit between the sector, GLA Group staff and the Mayor and knowledge of the public sector, especially regional and local government. A strong commitment to equality, diversity and inclusion within the built environment sector and the design of the built environment itself

MDAs will need to be confident at presenting and persuading, able to quickly understand both strategic issues of a project, place or policy; and be nimble and quick thinking. MDAs will need to be able to demonstrate an understanding of the Mayor's priorities and ambitions, have a capability to work across the growth agenda and balance priorities for an optimum outcome. You will be representing the Mayor and expected to advocate on his behalf, on GLA policy positions, investments and projects.

Sector Experience

You may have a combination of experience from a range of sectors. Application from candidates with expertise in any combination of these areas are particularly welcome:

- **Architecture:** including housing and mixed-use, commercial, workspace, social and community infrastructure, health, education, civic and education buildings
- **Landscape and public realm:** including public space strategies, landscape design and sustainable urban drainage and issues of safety and security
- **Planning:** including policy, development management, design codes and pertinent planning issues e.g. tall buildings
- **Masterplanning and urban design**
- **Regeneration:** including place-making, urban strategy and local economic strategies e.g. high streets and markets
- **Community engagement, participation and co-design**
- **Sustainability & environmental design:** including climate change mitigation / adaptation, circular economy principles, waste, ecology and biodiversity and air quality
- **Workspace, industrial land and co-location**
- **Transport and movement strategy:** including active travel, transport architecture, interchange design, and over-station development.
- **Heritage and conservation**
- **Accessible and inclusive design:** including children and young people in the city
- **Equality, diversity and inclusion sector-based advocacy**
- **Cultural strategy and activation:** including the wider creative economy, arts, curation and night-time strategy
- **Innovation and technology:** including construction technology and building safety, digital technology and data, social value models and measurements
- **Design quality management:** including supporting the GLA and the sector beyond to adopt good practices in relation to design review, procurement, post-occupancy evaluation, internal and external resources
- **Development economics and viability:** including development economics, funding and financing models, social financing models

We aim to achieve a diverse breadth of skills within the whole Mayor's Design Advocates cohort. The appointment of MDAs will be made with the breadth of skills across the cohort, as well as the strength of the individual applications in mind.

London's diversity is its biggest asset, but this isn't reflected across the built environment sector. As such the GLA will strive to reflect London's diversity in all appointments. The GLA strongly welcomes applications from underrepresented sections of the community, in terms of age, gender, race, sexual orientation, faith or disability.

HOW TO APPLY

You are asked to submit a CV, supporting statement and letter to the Mayor.

Supporting Statement

The supporting statement should , in no more than 500 words, provide details of the relevant experience that equips you to serve as a Mayors Design Advocate, in particular addressing the criteria section under the role specification above. It should also include any expertise or understanding of one or more of the sectors identified in the ‘Profile of successful candidates’ section above.

Sector experience

You will be asked to select up to five Sector Experience options.

Letter to the Mayor

The letter to the Mayor of London should set out how design and city-making can support London’s recovery from the global health crisis and its social and economic impacts in no more than 500 words. Please prioritise one proposition, programme, policy or initiative. This could be simple, wide-ranging, ambitious, radical, short-term, long-term, or quietly practical. Your response should demonstrate your ability to think strategically, respond to Mayoral priorities and communicate persuasively.

CV

Your CV should contain details of employment, public appointments, qualifications history and the name and contact details of two people who are willing to provide a reference for you.

Applications should show substantial current experience in sectoral and/or occupational skills challenges and an excellent understanding of the London economy. Consideration will be given to ensuring that as a whole, the Mayors Design Advocates is equipped with a breadth and depth of expertise relating to London's key sectors and occupations.

You should submit your CV, Supporting Statement and Letter to the Mayor via our online recruitment system. Please ensure uploaded files include your name in the file name. You will also be asked to provide recruitment monitoring information as a part of the process.

Conflict of interest

- Applicants should state any potential for conflicts of interest, and this will be explored with short-listed candidates. You should provide details of any business, or other interests, or any personal connections which, if appointed, could be misconstrued or cause embarrassment to the Mayor and the Greater London Authority Group. This includes financial interests or share ownership, active connections or memberships of societies or associations.

Applications will be assessed by representatives from the GGbD team, with wider GLA policy lead views brought in where relevant to specific areas of expertise.

Shortlisted applicants will be invited to a short interview via Microsoft Teams. The interviews will be held in January/ February 2022. The interview panel will comprise representatives from the GGbD team.

As we require a range of experience, skills and approaches from MDAs, achieving a balance and range across the cohort will be a factor in selection.

Appointments are subject to confirmation by the Deputy Mayor for Planning, Regeneration and Skills.

If you have any queries around the content of this pack or to arrange confidential discussion, please contact SarahE.Considine@london.gov.uk in the first instance. If you have any queries regarding the application process or if you require information in an alternative format, please email Andrew.Baxter@london.gov.uk quoting reference MDA21.

6 TIMETABLE

Activity	Timeline
Recruitment opportunity released	23rd November 2021
Applications received via online recruitment system	15th December 2021
Interviews for shortlisted candidates	w/c 31st January 2022 w/c 7th February 2022
Conditional offers and pre-appointment checks	February 2022
Appointment offers issued and commencement of MDA role	March 2022
End date of MDA role	March 2026

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