

Blackpool Council

Recruitment

**Assistant Director
Children's Services
Education and Inclusion**

Candidate Pack | March 2026

Welcome

Dear Candidate,

Thank you so much for taking the time to explore this opportunity. I'm really pleased that you're considering joining us here in Blackpool because this role truly sits at the heart of where we are right now as a service and as a town.

Blackpool is changing fast. Across the town you can see major regeneration and investment taking shape and all of it connects back to our ambition to improve outcomes and life chances for our children, young people and families. Our Council Plan sets out a clear vision for strong communities and a growing, confident local economy and that ambition really does run through everything we are doing.

Within Children's Services we're on a really positive trajectory. Ofsted's most recent visit recognised the progress we have made, the strong focus on safety and wellbeing and the impact of our Blackpool Families Rock practice model which is now firmly part of how we think and work. It's something we are proud of because it reflects the relationships we want with children, families and partners and the culture we're building across the service.

This role is a big one for us. We need someone who can bring the whole education system together, who can see the big picture and help us focus on the things that matter most. You'll be shaping place planning, SEND and inclusion strategy, school improvement, post 16 pathways and the partnerships that make a real difference in the day to day lives of children and young people. You'll be working closely with our schools, MATs and the Education Improvement Board as we refresh our long term education strategy and continue to strengthen inclusion across the system.

You will find a senior leadership team that is supportive, open and genuinely collaborative. Our wider corporate relationships are strong and our Members understand the importance of education and children's outcomes. What I really value about working here is the honesty, the energy and the shared commitment to doing the right thing for the town. We are ambitious, but we're also grounded and focused on doing things well.

If you want to be somewhere where you can have real impact, where people will value your ideas and where you can help shape the future of a town that is determined to improve, then this could be a brilliant next step for you.

I look forward to meeting you.

Warm wishes,

Victoria Gent
Director of Children's Services
Blackpool Council



Victoria Gent
Director of Children's Services

Children's Services: Our Strategic Approach

Blackpool is changing, with ambitious plans and new projects to grow our economy, create opportunities, and strengthen our communities towards an exciting future for the town. The children, young people, and families of Blackpool are central to these aspirations, with flagship projects to offer support, build resilient communities and create opportunities for vocational, further and higher education towards rewarding careers.

As our corporate plan highlights, we are still at the wrong end of many social and economic indicators. Child poverty and income deprivation affecting children are among the highest in the country and 43% of school children are eligible for free school meals, compared to 26% nationally (we are 5th highest in the country). This means that a significant proportion of Blackpool children, young people and families face day-to-day challenges, and we know both nationally and locally that child poverty and inequality can negatively affect children's education, attainment, physical and mental well-being, and future life chances.

This may set the backdrop for Blackpool, but **it does not and should not define Blackpool children or their hopes for living a good, fulfilling life**. Too often, children, young people, and families in Blackpool are subject to low expectations... in education, in communities, and in their future prospects. This is reflected in how they are treated and in the outcomes we see. We want to change this picture, reset the narrative and play a central part in a fairer system that strengthens families, and enables all children to be happy, healthy and live a rewarding life.

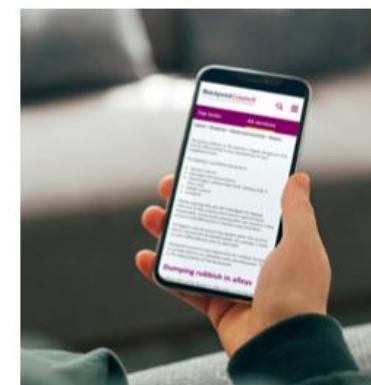
We aim to do this through:

- a shared culture of engagement, respect, support, and early help throughout Blackpool Council and beyond;
- a collaborative approach and strong leadership driven by honesty, integrity, and co-production; and
- high quality practice and consistent decision making based on a commitment to children, young people and their families.

Blackpool is regenerating both physically and economically, and we now need to focus on better outcomes to enable our children and families to take advantage of these changes. This vision and strategy statement is a step in that direction, and sets out how and why we intend to reshape our services to meet these challenges and place children, young people, and families at the heart of the ambition for Blackpool.



Blackpool Council





The Opportunity

Assistant Director Children's Services Education and Inclusion

Blackpool Council

Salary: £81,700 - £88,600

Blackpool is changing fast, driven by a Council Plan focused on stronger communities and better opportunities for children and young people. With over £2billion invested in regeneration projects to enhance the town and its future potential, Blackpool is creating an environment where education, inclusion and lifelong outcomes can genuinely flourish.

About the Role

We are looking for an Assistant Director who can provide clear, confident system leadership, bringing coherence across early years, school improvement, SEND and inclusion, post-16 pathways, attendance, the Virtual School and safeguarding in education. You will also lead strategic place planning, ensuring mainstream and SEND sufficiency, alongside capital planning and admissions, so the whole education system feels aligned and connected.

You will join a Children's Services directorate that continues to strengthen, with recent Ofsted findings noting improved practice, strong focus on safety and wellbeing and the embedded impact of our Blackpool Families Rock approach. Relationships with schools, MATs and the Education Improvement Board are positive and constructive, providing a strong platform for joint problem-solving and shared ambition across the system.

What we need now is a leader who can pull the different parts of the system together with clarity and purpose. You will align sufficiency, SEND strategy and school improvement around a small number of high-impact priorities, create the conditions for effective partnership working and ensure our education and inclusion offer is joined-up, consistent and focused on improving outcomes for every child and young person.

About You

You will be an experienced leader with strong credibility across SEND and inclusion, system improvement and strategic planning. You will understand what it means to be a system leader: someone who can see the whole picture, anticipate what is coming, horizon scan with confidence and guide partners through complexity with clarity and purpose. You will influence confidently, maintain trusting partnerships and work constructively with political leaders. You will also model the principles of Blackpool Families Rock, which place relationships, strengths and partnership at the heart of how we think and work. You will bring ambition, clarity and a commitment to improving outcomes for children and young people.

If you want to make a meaningful impact in a town committed to change, we would be delighted to hear from you.

For a confidential conversation about this role, please contact our retained consultants at Penna:

[To apply or for further information, click here.](#)

Closing date: 13:00 Tuesday 7th of April 2026



Amin Aziz

on 07709 514141 or email:
amin.aziz@penna.com



Mark Baldwinson

on 07764 698139 or email:
mark.baldwinson@penna.com

Job Outline

Post Title:	Assistant Director of Children's Services Education and Inclusion	
Department:	Children's Services	
Section:	Management Team	
Reports to:	Director of Children's Services	
Responsible for:	Early Years Education School improvement, Special educational needs. Delivering Blackpool Council's approach to post 16 Education, Training and employment with training. The related business/ financial support functions and projects including education capital, attendance, safeguarding in school settings and virtual school.	
Post No:	POST00000480	Grade: H8

Key purpose(s) of this job:

- To support the Director of Children's Services in the leadership, strategic direction and effectiveness over a range of complex, diverse areas, with a specific focus on Education and Skills of children and Young people in Blackpool.
- As a member of the Children's Services Leadership Team, contribute and support both Corporate and Departmental Leadership Teams, in the achievement of the Corporate objectives of the Council.
- To take the lead, in partnership with the relevant Cabinet Members for the development and delivery of key responsible service areas that meet the needs and aspirations of residents in the town.
- To promote and support the development of strong and effective multi-agency partnerships and cooperation to deliver effective high quality services.
- Promotion of inclusive services for residents in accordance with the Council's strategic vision and values.
- The development of service standards and operational targets that result in improvement of services.
- To promote the development and continuous improvement of services which focus on the needs of the community with a commitment to co-production
- To line manage the operational activity of Educations services and Special educational needs / Early Years Services.
- Being responsible for delivering Blackpool Council's approach to post 16 Education, Training and employment with training.

Main Responsibilities

Performance Management

- Ensure that the Service has in place effective systems for the collation, analysis and evaluation of outcomes within the Council's performance management framework and in compliance with statutory requirements.
- Responsible for the reporting on performance through the Council's internal audit and scrutiny processes and regulatory/inspection procedures to ensure the continuous improvement in service performance.
- Strategic responsibility for the management and sustained effective performance to achieve a high quality of service delivery and outcomes for residents. Ensure the effective budgetary control and deployment of all resources and assets across the service areas in accordance with professional standards and Council policy.

Resource Management

- To be accountable for the most effective use of all resources within designated areas of the Directorate.
- Maintain a fit for purpose service structure to deliver high quality services ensuring cost effective working arrangements within budget and reflecting the Council's wider strategic objectives and legislative requirements.
- To be responsible for the Senior Management Team within designated areas of the Directorate and ensure resources are efficiently and effectively planned, managed and controlled to achieve the statutory responsibilities and service aims and objectives.

Culture

- To lead by example a culture of positive continuous improvement, positive challenge and follow through to address any areas where action is required.
- To promote a culture that ensures that customers are at the centre of the delivery of high quality services.
- To ensure that the culture across the service is supportive, fair and open and enabling for all employees within the service to meet required performance standards.
- Motivate all employees within the service to deliver and commit to ensuring the successful outcomes and achieve objectives.
- To promote a culture of partnership working and co-production across Blackpool, with internal and external partners in line with a Blackpool Families Rock ethos and approach.

Communications

- To maintain and promote effective communication internally, externally and cross service working for the overall benefit of the Council.
- To lead on effective and timely communication within the service so that staff are actively informed and engaged in the developments in the service, with partners and across the Council.

Job Activities – Duties and Responsibilities

- Direct Management
 - to manage service managers/ heads of service directly.
 - to support the work of the directorate and continuing developments , including Children's safeguarding arrangements, the children and families vision and strategic plan and related strategies.
 - develop positive and effective relationships with Elected Members, partner agencies and colleagues and work collaboratively to develop and deliver services.

- Provide Leadership – to all staff within the services working with vulnerable children in delivering services in line with national developments and practise to ensure effective targeting to those most in need.
- Outcomes and Efficiency – to support the Children’s Management Team and Children’s Partnership/ Improvement board/ Blackpool Education improvement /SEND boards in the delivery and development of services.
- Policies and Procedures – to ensure staff and partners comply with Departmental policies and procedures as appropriate or produce their own policies and procedures which are of satisfactory standard. Lead on development of Business Plans and Review.
- Financial Control and Monitoring – manage directly the staffing and commissioning budgets assigned to you and ensure the projects have appropriate financial management systems and audit control in place and report as required to the Director of Children’s Services.
- Training and Staff Development
Recruit and deploy staff as required and ensure retention and maintenance of an appropriately skilled, trained and motivated team.
- Staff Management – Manage and develop staff providing regular supervision and consultation and appraisal consistent with standards required by Department Procedures and Corporate Policy.
- Children’s Management Team - Lead on behalf of the Management Team in strategic planning, development, operational management and review of Children’s Services in accordance with agreed targets and objectives.
- Responsible (on behalf of the Director) for ensuring that, across Education Services the Council has in place strategies, frameworks, assurance and practice improvement mechanisms that meet our statutory duties and drive innovation.
- Be a key influencer to support transformation and improvement across the partnership with schools, providers and colleges and other key stakeholders. The role will deliver better outcomes for children and young people aligned to joint strategic intentions through working closely with partners to deliver our Children’s Services vision.

Resources Required and Secondary Accountabilities

- Complaints and Representations – To directly commission and respond to, investigations into complaints and representations as required as raised by political members, service users and other stakeholders.
- Equal Opportunities – To ensure that the Council’s policy on equal opportunities in employment and the delivery of services to the people of Blackpool is fully understood, promoted actively and included in the Department’s planning and commissioning processes.
- Public Service Orientation – To ensure that the Council’s commitment to public service orientation and customer care is addressed in all dealings with the public and service users and their representatives, including responses to representations and complaints.
- Health and Safety – To fully understand, actively promote and implement Council and Departmental Health and Safety Policy.

- Disciplinary and Grievance Procedures – To operate within the Council’s Disciplinary and Grievance procedure at the appropriate level.
- Employee Relations – To directly negotiate, maintain and actively promote good employee relations with relevant trade unions.
- The post holder may reasonably be expected to undertake other duties commensurate with level of responsibility that may be allocated. It is the responsibility of the post holder to comply with Health and Safety and Equal Opportunities at all times.

Competences

The following competencies are relevant to Team Leaders, Managers and senior leaders, whatever their seniority or responsibilities. These competencies form an important part of your job. They will be discussed in Supervision and performance appraisal and they will be routinely considered for inclusion in your personal training development plan.

- **Leadership** – You will influence and facilitate the activity of others and lead by example. In managing others you are more likely to adopt different styles of leadership behaviour to suit the situation or the circumstance.
- **Problem Solving** – Your problem solving activity must be information led, have a clear community focus, utilise partnerships and deal with the cause rather than the effects of problems. You consult widely on the nature of issues; seek advice and guidance from employees, management and the community. You use your own and others experience and knowledge to understand or identify current or potential problems and to look to implement long lasting solutions to the problems or concerns of the communities within Blackpool.
- **Performance** – You will evaluate working environments and processes to ensure that your services are efficient and effective. You will focus on performance and the achievement of goals and objectives. You will challenge established working practices and take advantage of emerging situations to improve your services effectiveness and efficiency.
- **Learning and Development** – You will adopt an inclusive approach to learning and development, providing equal opportunities for all employees. You will encourage others to take an active part in their own development, but will also ensure that team development activity is relevant and cost-effective. You will promote on the job development, provide regular reviews, give constructive feedback on performance and use best practice assessment methods in selecting staff fairly.
- **Communication and Relationships** – You will consult with others in a way, which encourages open and frank discussion, shows respect and maintains productive working relationships. You will recognise the importance of providing opportunities for others to discuss problems, ask questions and seek clarification. You will encourage this to happen by remaining visible and approachable. You will recognise the needs and feelings of others and appreciate conflicting demands will be necessary in considering when and how to respond. You will intervene and challenge inappropriate behaviour, communicate with others from diverse backgrounds and act professionally at all times. You will model and promote the values of Blackpool Families Rock

- **Knowledge and Understanding** – You will have good knowledge of facts, procedures and people to help influence opinion, motivate others and achieve results.
- **Planning and Resources** – This competence concerns the efficient management of personal and team resources and includes monitoring and controlling the way in which resources are used, co-ordinating, facilitating and planning service delivery. It also involves you in using frameworks, which help thinking and generate positive changes to the way council services are delivered. You will work towards a clear vision of the future where all council activity is directly related to providing quality services and meeting the expectations of our community.

Person Specification Note: E denotes essential criteria required / D denotes desirable criteria

<u>Education and Qualifications</u>	E/D
Degree level	E
Professional registration as per qualification	E
Relevant Post Graduate Qualification	E
<u>Knowledge - not exclusive to include (as amended)</u>	E/D
Relevant Children’s Acts – 1989 and 2004/14	E
The Education Act – 2011	E
Keeping Children Safe in Education 2024	E
Working Together to Safeguard Children 2024	E
Prevent Duty Guidance 2023	E
Schools Causing Concern – Statutory Guidance for Local Authorities – 2024	E
School Admissions Code	E
SEND Code of Practice	E
Children Missing Education – Statutory Guidance – 2016	E
Elective Home Education – 2019	E
Exclusion from Maintained Schools, Academies and Pupil Referral Units in England – 2017	E

Schools Forum Operational and Practice Guide – May 2020	E
Promoting the Education of Looked After and Previously Looked After Children – 2014	E
Knowledge of Early Years foundation stage	E
Knowledge of Statutory Assessment and Moderation	E

<u>Experience and Skills</u>	E/D
Able to demonstrate substantial leadership experience at a senior level within a complex organisation	E
Able to take a systemic approach, identifying and exploiting opportunities where appropriate	E
Able to demonstrate evidence of leading and driving a service where good evidenced based practice is delivered consistently and robust action is taken where practice falls below the standards.	E
Highly developed interpersonal skills and ability to communicate at all levels, to persuade, influence and build positive relationships and collaborate effectively with internal and external stakeholders.	E
Ensure compliance with all statutory requirements particularly in relation to risk, safety and resilience, to meet the organisations current priorities, plans and targets.	E
Ensure that the service provided meets the Council’s statutory obligations and, where appropriate, national and local performance indicator targets.	E
Responsibility for planning, both departmentally and organisationally, which focuses on the strategic development and direction of the service.	E
To take a strengths and assets based approach, maximising opportunities to enhance educational opportunities for children and young people.	E

Accountability for departmental expenditure and income to achieve a financial balance, within budget and through effective management.	E
An effective and visible leader with the personal vision and presence to inspire and empower the service to improve and achieve its strategic objectives.	E
Able to challenge constructively and to deal with conflict.	E
Able to demonstrate the high level of “know how” and skills required to: <ul style="list-style-type: none"> • Support the Council’s vision and corporate objectives. • Effectively manage the significant day-to-day challenges of the role. • Achieve continuous improvement and innovation in practice and performance, encouraging appropriate challenge to the status quo. • Ensure a strong child focus and value for money ethos throughout the service. 	E
Experience of managing in a multi-agency setting and leading in early intervention	E
Negotiating partnerships	E
Working with elected members	E
Managing public relations	D
Driving through efficiencies	E
Experience of working in the education and or special educational needs sector	E
<u>Special Requirements & Working Conditions</u>	
Prepared to work out of working hours, from time to time.	E
Enhanced DBS	E

The 5 Priorities to achieve Our vision for children, young people and families in Blackpool

Partnership
-Working
Together

A shared
culture of
high quality
leadership

Safe and thriving
children, young
people and
families

Improving
Education
for All

Strengthening
our workforce



Blackpool Council

Our Vision for Children and Young People in Blackpool

Our vision is for **all** Blackpool children, young people, and families to be safe, healthy, and happy, leading a good life now and in the future, and to benefit from the same expectations, opportunities, aspirations and outcomes as their peers across the country.

This is underpinned by Blackpool services and partners working together to value and support children, their families and communities, offering help as early as possible, challenging low expectations, and providing opportunities for all children to aspire to and pursue diverse potential futures whatever their academic starting point or level of need.

Making it Happen (Our Strategic Intent)

To make this happen, Blackpool Council Children's Services will:

- **Work in partnership** with children, families, communities, council services, business, the third sector, and wider public services across early years, education, social care, health, criminal justice, and beyond to help and support children and families at the earliest opportunity and shape expectations of and for children with a view to their current and future needs, wellbeing and outcomes.
- Deliver, commission and **support inclusive educational and developmental provision from birth to adulthood** that builds knowledge, skills and aspirations, and provides opportunities for all children and young people to see a positive future and the path to getting there. We know that education plays a central role in future prospects, and enabling all children to engage in worthwhile education and benefit from the opportunities it can offer is central to our goals.
- **Provide social care and welfare services that value and support families and communities**, keeping the best interests of the child both now and in the future at the heart of our approach. We know that the vast majority of children achieve better long-term outcomes in the family setting, and wherever possible we support children and their families to remain in, return to, or retain communication with their families.
- Ensure that what we do is a) **socially sustainable, recognising the strength of families and communities**, building resilience and supporting them to develop in a healthy, fair and equal way; b) **evidence-based and financially sustainable**, managing resources in a responsible way to ensure good value for public money and that services to meet children's needs can be continued; and c) **environmentally sustainable**, playing our part to reduce the town's impact on climate change through the way we commission and deliver services.

Our Values

At all times we seek to work to the Blackpool Council Corporate Values of:

- **Accountability** – delivering on promises we make, being transparent about and taking responsibility for the actions we take and the outcomes achieved
- **Fair** – committed to being fair to children, families and other partners and treating everyone we meet with dignity and respect
- **Delivering quality** – taking pride in delivering quality, community focussed services based on listening to, and co-producing provision based on, children, young people and families' experiences and what they need
- **Compassionate** – committed to delivering the best services we can with a positive and collaborative attitude

These corporate values are also reflected in Blackpool Children's Services' commitment to the values and principles in the co-produced **Blackpool Families Rock** ethos, with a commitment to respectful, honest and positive relationships with children and their families.

The Road to Excellence: Our Priorities for the Next Three Years

We have identified the following priorities for Blackpool Children's Services over the next three years on the path to ensuring high quality provision to meet the needs of children, young people and families across Blackpool:

1	Working in partnership (across Council services and with children and young people, families, communities and wider partners), create an effective system from birth to adulthood that enables all Blackpool children to achieve their best (in and across early years, primary, secondary and post-16 education and multi-agency help and support)
2	Improve education outcomes for children and young people (inclusion, attendance, attainment and work readiness) through a review and reset of our educational partnership and a co-produced refresh of strategy with shared objectives and priorities
3	Enable more children and young people to remain safe and to thrive within families, receiving early help and support from those who know them best
4	Build on the key ingredients of clear and coherent leadership; robust management; high quality, consistent practice; and effective partnership working to drive a systems approach
5	Strengthen our current and future workforce, ensuring inspirational and highly-skilled people are supported to work with and for children, young people and families in the town

What This Means for Blackpool

The statement of vision and intent contains lots of phrases that benefit from further explanation to better understand what this means for our work with and for children and families in Blackpool.

What We Say	What We Mean and Why We Believe It
A good life	The meaning of a good life is different for everyone. We want Blackpool children to be safe, happy and healthy, and to be able to see a future for themselves that they can be hopeful and positive about. We believe that timely and effective support (from families and relevant schools and services) together with good quality, meaningful education provides the best start for children and young people towards this goal.
All children and young people	The focus here is on “ all ” children and young people. Too many young people in Blackpool experience limited opportunities and poor outcomes, with high levels of children in need, lower educational attainment, poorer health, and lower levels of employment or training than many other areas. Children who are looked after or are care experienced, have special educational needs or disabilities (SEND), or live in certain areas of our town also experience disproportionately poorer outcomes. We want to improve the life experiences, ambitions and prospects of all Blackpool children.
Working together in partnership / as a system	<p>Blackpool Council Children’s Services are part of the complex network of support systems that need to work together with a shared purpose to improve the lives of children and young people in Blackpool. We are committed to promoting and supporting a systems approach to working with partners to achieve our vision.</p> <p>This requires a coordinated approach across services and partners, ensuring help when it is needed, and supporting our schools to close attainment gaps and improve outcomes for children, including those who are seldom heard or have additional needs. This involves collaborative work alongside children and their families, and with other parts of the Council, early years providers, schools / academic trusts, a wide range of NHS services, the police, and our vibrant third sector provision. Our Children, Young People and Families Partnership, Family Hubs and our Early Help Strategy, our Blackpool Education Improvement Board inclusion strategy, SEND strategy, Youth Justice Board Action Plans, and Blackpool Connected Futures initiatives (via the Employment and Skills Board) all form part of this complex picture.</p>
Offering help and support as early as possible: ‘Early Help’ and ‘early help’	<p>Early help in Blackpool is our approach to working with children and families with a range, or a combination of, social, health or educational needs as soon as problems arise.</p> <p>When we talk about ‘early help’ we are referring to the wide network of services or community provision working with children and their families. Our approach to early help is about providing support to children and their families as soon as issues begin to emerge (the right time). It is everyone’s business and it is expected that any worker from any agency, provider or service will respond to meet those needs, working with others to do so using the assess, plan, do, and review process.</p> <p>When we refer to ‘Early Help’ (with capitals) we mean the Council’s formal Early Help team who work with families with more complex needs and situations.</p>
Now and in the future	We want to make a difference for children and young people now and in the future. This means that our strategic thinking and our day-to-day decision-making need to consider both the best interests of the child in the present and their future best interests and likely outcomes. We know that longer-term outcomes for children and young people need to improve, and that decisions made now (for example in terms of social care, SEND, school exclusions, and youth justice) can have profound consequences for their future. Management and decision-making that considers current need and a child’s potential path towards a good future is central to our approach.
From birth to adulthood	We know that the early years are critical for development of emotional health, physical wellbeing, cognitive and social skills, and our Family Hubs and Early Help provision reflects a commitment to supporting families with babies and young children to help them thrive in early life and be prepared for school and the opportunities ahead. This commitment does not stop at the school gate, and we aim to work with

	<p>partners to support a child’s progress through education and beyond into adulthood. For some children this may involve more intensive support, for example where a child is vulnerable or has additional or complex needs. Where possible we will seek to prevent concerns arising, or ensure that children and families receive the right help at the right time to prevent escalation of problems.</p> <p>With longer-term outcomes in mind, we think beyond the school gate, preparing children for adulthood and, wherever appropriate, the worlds of further education, higher education and work.</p>
<p>Remaining in and benefiting from worthwhile education</p>	<p>For all our children we want safe, inclusive, aspirational educational environments with opportunities for ‘academic’ and non-traditional / vocational learning routes and transitions, as well as quality support for those with alternative and additional needs or disabilities. We will work with schools, families and others to support children to remain in, and benefit from, education in Blackpool schools and further education / vocational provision.</p> <p>Central to our ambition is a collaborative approach working with communities, MATs, individual schools, colleges, the Department for Education, Ofsted, and wider partners towards shared goals. This includes identifying and developing ways for the Local Authority to support schools and others to:</p> <ul style="list-style-type: none"> • improve school attendance • reduce permanent exclusions • improve literacy, attainment, and progress outcomes • effectively meet the needs of those with special educational needs (SEND) • raise quality, with a) a suitably skilled and stable workforce, b) all primary and secondary schools enabled to deliver an effective, engaging, and ‘connected’ curriculum (mindful of the national curriculum review), receiving positive Ofsted inspection scorecards (equivalent to ‘good’ or better) • place schools at the heart of the community, with high quality early years provision and early help to support children and families to be prepared for school, and to thrive once they are there • enable effective transitions for all children and young people: from early years to primary education, from KS2 to KS3, from KS4 to further education, employment and training, and in transfers between schools • reflecting the UK Government mission to break down barriers to opportunity, increase the number of Blackpool young people able to sustain education, training, or work with training through our integrated careers and inspiration-focused Employment and Skills Blackpool Connected Futures Partnership. <p>Our Blackpool Education Improvement Board (BEIB) is the primary vehicle for driving this alongside other partnerships mentioned above.</p>
<p>Supporting children to remain in their families</p>	<p>Nationally, outcomes for children in care are poor compared with their peers, and this is also reflected locally. Blackpool has had very high rates of looked after children and children in need for some years and has also recognised a need for a ‘reset’ to improve outcomes, respond to the voices of children and families in its co-production work, and unlock the potential of resilient family and community networks.</p> <p>In the majority of cases we aim to support children and their families to remain in the family home through a family safeguarding approach. Family support and safeguarding models are intended to generate better long-term outcomes for children at risk of abuse and neglect by working with families in a multi-disciplinary way to build strengths, develop resilience, and identify and respond to need in a coordinated and timely way. This can help to reduce safeguarding risks to the child that might otherwise escalate into further intervention (for example child protection procedures) and provide opportunities for looked after children to return to their families.</p>

	<p>In the small number of cases where child protection interventions are necessary and a child becomes looked after, we aim to provide the very best care and support to “our children and young people” to enable them to be safe, healthy and happy, and to reach their potential in secure and stable homes and communities built on love. We do this through our promises to our children of being caring and respectful; building and supporting trusting relationships; supporting health needs; providing opportunities for learning and achievement; and preparing children and young people for the future.</p>
<p>Fairness - Sharing the expectations, opportunities and aspirations of national peers and challenging low expectations</p>	<p>We want to challenge negative expectations of children and young people in Blackpool, wherever they come from, resetting the narrative. We know that given fair and equitable opportunities, and the chance to see possible futures ahead of them, children in Blackpool can have the hopes and aspirations of their peers across the country. We aspire to no longer being an outlier.</p>
<p>Aspiring to and pursuing diverse possible futures</p>	<p>As part of an equitable approach to ensuring Blackpool children are able to share the expectations, opportunities, aspirations and hopes of their peers across the country, we all need to be able to show them what possible futures exist, support aspirations, and provide opportunities to help them achieve them. This may take a wide range of forms depending on each child and their specific circumstances, and may be about supporting academic or vocational ambitions, or developing more confidence and independence towards adulthood.</p>
<p>Evidenced-based, sustainable approach</p>	<p>We want to make sure that what we do is informed by evidence. This includes the appropriate, effective, and insightful use of data; research about our population, and about effective policy and practice across children’s services; and the voices, experiences and views of children, families, staff and partners across Blackpool.</p> <p>As public servants we have a responsibility to ensure that public money is spent wisely, efficiently and effectively. Our actions and decision-making processes need to ensure that the Local Authority is able to financially sustain its provision for children, young people and families now and in the future. Social sustainability is reflected in our corporate commitments to support families and communities, recognising that often the best way for children to thrive is through supportive, strong family and community networks. We also recognise our role in addressing our climate emergency, supporting the Council’s net zero 2030 target through the way we plan, commission and deliver our services, and through our work with families, communities and wider partners.</p>

How to Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Cover Letter (no more than two sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please share with us in your Supporting Statement the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.
- Please complete the Equal Opportunities Monitoring Form when you upload your details via the Penna website.
- Please upload your application by the closing date – no applications will be accepted once the role has closed.

Following long-listing, you will be contacted directly by a Penna consultant to update you on the status of your application.

Where a candidate with a declared disability meets the minimum essential criteria for a role, they will automatically be invited for an interview. The Commission is committed to the Disability Confident Scheme and encourages applications from disabled people.

We’re committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact Penna.

To apply for this role, please visit the following link to upload your CV and Cover Letter: [Click here.](#)

Date	Stage
Tuesday 7 th of April - 13:00	Application Deadline
Wednesday 15 th of April	Longlist Meeting (candidates are not required to attend)
Friday 24 th of April	Technical Interviews
Friday 1 st of May	Shortlist Meeting (candidates are not required to attend)
Wednesday 3 rd of June TBC	Final Interviews

Penna Executive Search

Inclusive Leadership ...Redefined!

At Penna, we specialise in connecting outstanding professionals to senior leadership roles that shape the future of local government.

Our decades of experience working with local authorities set us apart. We understand the demands of political leadership, the importance of corporate plans, and the skills needed to navigate complex, challenging environments.

We work with integrity, imagination, and determination to ensure every placement is the right fit. Whether you are looking for leaders who can deliver major change initiatives, champion high performance cultures, or build stronger partnerships with communities and stakeholders, our specialist team will help you find the talent who can turn vision into reality.

At Penna, we want to build leadership that delivers stronger, fairer, and more sustainable communities.

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