

Job Description

Job title: Director of Housing, New Build & Estate Regeneration		
Directorate: Housing	Post Number From Oracle	Evaluation Number
Grade: Director Grade 2	Date issued:	

Business Plan and Council priorities

The [Mayor's business plan: 2022 to 2026](#) has five outcomes:

- The council balances its books, listens to residents and delivers good sustainable services.
- Croydon is a place of opportunity for business, earning and learning.
- Children and young people in Croydon have the chance to thrive, learn and fulfil their potential.
- Croydon is a cleaner, safer and healthier place, a borough we're proud to call home.
- People can lead healthier and independent lives for longer.

Croydon Council's new ways of working

We will practice sound financial management, being honest about what we've spent and what we can afford.

We will focus on what we, uniquely, can do as the local authority as the democratically elected leaders of our borough. This means we will focus on our core services, and a small number of evidence-based outcomes that deliver our priorities. But we will also continue to use our democratic mandate to convene our partners around a common purpose and to make a clear case for a better deal for Croydon.

We will aim to become a much more transparent, open and honest council.

We will involve residents in our decision making. But we will also need to be clear with residents about what we can do, and what we can't. When we have to say no, we will do so with compassion and take the time to explain our decisions.

Responsibility for leading the Housing: Development and New Supply division. Annual budget responsibility of circa £200million.

Job Purpose:

As a member of the council's senior management team, the director will work collaboratively with other directors, corporate directors and the chief executive to deliver the Croydon Renewal Improvement Plan, The Housing Transformation Programme, and the Mayor's business plan. This role will primarily focus on leading the Housing new build and regeneration functions for the Council. The role will be responsible for the composition of the borough-wide housing regeneration programme.

Reports to: Corporate Director of Housing

Responsible for:

Designing, leading and recruiting for the newly created Housing Regeneration division. Design and delivery of the multi-billion pound housing regeneration programme

The post holder will

- Lead and shape the Council's strategic development plan, including housing growth and renewal strategies
- Provide direction and oversight of the Council's multi billion housing-related regeneration projects and programmes, managing a multi-disciplinary division of highly technical experts.
- develop effective partnerships between the Council, local communities, stakeholders, land owners, developers and other government agencies in order to achieve the shared outcomes of the sustainable growth strategy.
- Lead for the Council on feasibility studies for the regeneration of council homes in liaison with colleagues across the organisation and key partners outside of the organisation e.g. GLA, residents.
- lead and direct the services within the directorate in order to ensure that they deliver effective and efficient services against agreed KPIs, that they set and achieve high standards of performance, that they provide best value and that the overall budgets are managed and controlled within the funding envelope agreed.

Corporate Accountabilities

To take a "one Council" approach to deliver more effective outcomes and at all times avoid a siloed, single division or service area approach.

To actively seek out and learn from external good practice and bring those new ideas and ways of working into service development and delivery.

To contribute and lead as required as a workstream owner and or project lead on the delivery and implementation of specific corporate projects as required.

To actively role model the council's priorities and ways of working and the council's leadership framework and values.

To lead, manage and develop staff teams and ensure compliance with the councils performance management system and all HR policies and procedures

Be accountable for associated budget and have affordable plans in place to deliver the annual budget and Medium Term Financial Plan.

Provide assurance that the services are compliant and performance monitoring is part of the corporate rhythm, and exceptions have robust action plans.

To operate within the governance, financial and legal frameworks of the Council at all times.

Ensure equalities is embedded into all aspects of professional and managerial roles, including service delivery and at all times carry out your duties with regard to the Council policy.

Ensure, by robust management, that the services and staff you are responsible for adhere to the Council's Health and Safety Policy and operate within the safety management frameworks.

To ensure the effective management of data and security of information received and used within the division, to comply with the relevant legislation such as GDPR and the Freedom of Information Act, recognising that the council wishes to operate in the most open and transparent way.

Participate in cross organisational risk management and emergency planning activities as required

Represent Croydon Council externally as appropriate to the role, to ensure strong partnership working, strong public relations, and for other reasons as appropriate.

Deputise for the Corporate Director of Housing on all build matters as required.

Work with the Corporate Director of Housing and the other housing directors, take responsibility for building a whole Council approach to deliver on the ambitions of our priorities on housing.

Service Accountabilities:

To direct the Council's housebuilding programme, overseeing the building of new homes for rent and sale, including identification of sites, all consultations, planning compliance, designation of developments for people with special support needs and delivery of the building programme.

- To lead on the delivery of suitable, high quality homes working with the Council's Planning Team and developers including Registered Providers
- To identify and secure new delivery partnerships, including new finance and delivery routes
- Manage and motivate an in-house new build development team and regeneration teams that demonstrates commercial acumen but also embodies the council's commitment to fairness and works closely with our communities.
- Develop and oversee a really effective and long-term process of engagement with our residents, ensuring the community supports the development of vital new homes.
- To lead on the delivery of mixed use schemes that meet the Council's aspirations of sustainable growth
- To lead the design and delivery of high quality housing estate regeneration activities across the 16 places of Croydon.
- To direct multi-disciplinary teams comprising of council officers and external consultants to undertake robust feasibility and viability analysis of housing estate regeneration options, including mixed use schemes.
- To provide advice and guidance to council officers and external partners on the optimum regeneration outcomes within housing estate regeneration options.
- Bring ideas and innovation to the design and delivery of services to better meet the needs of the council and the wider community
- Influence regional and national policy in relation to Regeneration and Housing
- Support the whole 'place' approach to the council's regeneration programme through maximising the consideration of our residential areas in regeneration plans.
- Supporting the establishment of the council's tenant and leaseholder offer for those affected by any options appraisals being undertaken – including helping to shape the council's approach to estate regeneration ballots.
- Create the conditions for a place-based programme of activities that take a holistic approach to regeneration.
- Accountability for the delivery of successful borough-wide regeneration initiatives and programme on time and to budget.
- To seek and manage external funding from central government or other funding bodies.

- To maintain close links with the community, elected members and officers working within and across the 16 places of Croydon to ensure the Council's ambitions are delivered.
- To lead discussions with managers and officers across the Council to shape and influence delivery of build services in the neighbourhoods to drive effective and joined up provision to residents.
- Direct line management responsibility for up to 3 senior technical programme leads and matrix management of officers from across the Council on specific pieces of work.
- Budget accountability of multi-million pound regeneration schemes.
- To lead sustainable development policies and initiatives to ensure that Government reduction targets are met from utilities conservation and maximum energy efficiency for the future.
- Have oversight of all housing build related budgets, programme progress, including robust risk management processes.
- Jointly be responsible for delivering the equality strategy, health and safety policy, corporate projects and emergency arrangements.
- Ensure full appraisal of all regeneration options are incorporated into wider discussions relating to the housing estate interventions by the council and its partners.
- Enable good growth of the places of Croydon through the careful consideration of housing intensification opportunities.
- Create conditions for growth across the borough
- Ensure the successful delivery of a range of physical and economic regeneration projects
- Have effective oversight of the design and delivery of several mixed use schemes for the Council.
- Lead on the design and delivery of the Council's regeneration strategy
- Contribute to the annual budget planning process, the long-term HRA business plan, the capital programme and the Council's Medium Term Financial Strategy.
- Contribute to projects as part of the Housing Transformation Programme and wider council transformation.
- Champion the delivery of services in line with the Council's overall vision, using digital tools to maximise accessibility and quality, while minimising cost and achieving best practice in service delivery.

The list of duties in the role profile should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the above role profile but please note that the Council reserves the right to update your role profile, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

Key Stakeholder Relationships:Internal:

Mayor, Members; Chief Officers; Directors; Heads of Service; other teams and senior departmental colleagues across the whole council; trade unions.

External:

Local, regional and national government bodies, agencies and NGOs; Housing Improvement Board; Improvement and Assurance Panel; Department of Levelling Up, Housing and Communities; GLA; professional bodies; other local authorities; partner organisations; statutory bodies; members of the public and community groups; trade unions

Political Restrictions:

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside the work.

Statutory Responsibilities:

This role has no assigned statutory responsibilities.

Other Considerations:

You may, from time to time, be required to work outside of regular office hours including weekends and evenings to attend meetings and community events.

The postholder is required to observe and fulfill the seven principles of public life (also known as the Nolan Principles).

1.1 Selflessness

Holders of public office should act solely in terms of the public interest.

1.2 Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

1.3 Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

1.4 Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

1.5 Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

1.6 Honesty

Holders of public office should be truthful.

1.7 Leadership

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

Person Specification

Specific Minimum Qualifications and Expertise

Qualifications:

- A professional or management qualification and educated to degree level or demonstrable equivalent experience in a related field
- Evidence of continuing professional development, leadership and personal development
- Achievement of an accredited / recognised professional qualification, including several years supervised professional practice from one of the following:
 - Royal Institute of Chartered Surveyors (RICS);
 - Royal Institute of British Architects (RIBA);
 - Chartered Institution of Civil Engineering (CICE).

Experience:

- Significant experience of leading and managing large complex regeneration programmes
- Significant experience of providing high quality technical advice on all matters relating to Housing regeneration
- Significant experience of working in a housing regeneration setting, developing and delivering a wide portfolio of initiatives across organisational boundaries
- Significant experience of delivering successful programmes and projects in partnership with other agencies
- Detailed understanding, or experience of developing and appraising development proposals
- Experience of working within a politically driven organisation operating at a senior level with elected or board members
- Experience of negotiating with and influencing others to achieve a positive outcome
- Experience of sourcing, commissioning, procuring and managing third parties to take forward elements of delivery
- Significant track record of successfully identifying and managing risks in project and programme delivery
- Knowledge and experience of implementing or supporting community led housing schemes
- Significant experience of successful multi-million pound budget and risk management particularly in relation to regeneration programmes/ projects
- Experience of establishing and implementing business planning processes and performance management systems to ensure appropriate and cost effective service delivery
- Experience of working in partnership with a wide range of internal and external stakeholders / bodies including statutory bodies and organisations

- Experience of managing a significant, comparable budget.

Knowledge and Skills:

- Excellent multi agency partnering skills with demonstrable successful outcomes
- High level of communication skills to persuade and engage audiences and form positive relationships at all levels (internally and externally).
- Knowledge of current housing issues and statutory and regulatory requirements
- Excellent knowledge of funding streams available for regeneration initiatives and conditions associated with them
- Ability to work in a collaborative way to transform service delivery including the ability to manage internal departmental relationships
- Evidence of being a strong corporate player who will lead, motivate and inspire their teams and build a high performing culture.
- Ability to work effectively across a range of service disciplines and with a range of people.
- Commitment to the Council's core value and objectives
- Ability to communicate complex ideas, concepts, issues and financial information clearly and simply both verbally and in writing.

Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values and this will be assessed using the criteria below:

One Team: To cross boundaries to work together towards shared goals with colleagues, partners and communities

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives



through engagement and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity

- You think through who needs to understand what during communication; and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff, to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each other's contributions

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the Council and the community demonstrate.

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