

# Group Executive Director of Development & Regeneration

We're looking for an ambitious and experienced Executive Director of Development and Regeneration.





**We are a community based social business  
committed to improving the lives and life  
chances of people in our part of Wales.**

We want our new Executive Director of Development and Regeneration to be someone who believes in what we are trying to achieve and brings energy and vision to our purpose. If successful you will join a Strategic Management Team who share a passion for helping to improve the lives of people living in the communities we serve. We work to a skilled and experienced Board who share our desire to make a difference, providing sound business judgment and a fitting blend of support and challenge.

Our wider senior leadership group works effectively with their teams to deliver for our customers and our supportive and committed

workforce make life changing interventions for our customers every day.

We are delivering our five-year Corporate Strategy which sets out ambitions for improving and growing our business. We want to ensure the quality of our services and existing homes continues to meet the rising expectations of our customers. We aim to achieve these ambitions in a way that authentically embraces the principles of the Wellbeing of Future Generations Act and the expectations of our regulator, the Welsh Government, especially with our commitments to environmental sustainability and equality, diversity and inclusion.

Like most organisations, we are re-evaluating our ways of working to ensure we are an agile business, better able to adjust to sudden challenges to our business model. With a keen focus on modernisation and value for money, you will play a key role in ensuring we create and sustain the financial resilience needed to deliver our objectives, even during challenging times.

If Bron Afon sounds like the sort of organisation that you'd be motivated to give your best to, then we'd like to hear from you!

**Alan Brunt**  
**Chief Executive**

# Who we are and what we do

**We're a social housing and community mutual organisation, which means we're owned and run by customers and members who share our values and want to make a difference to people's lives.**

We own and manage over 8,000 homes in Torfaen, supporting 20,000 people. We believe everyone should live in good quality, safe, warm homes and we build strong relationships with organisations who can help our communities and businesses to flourish.

But we are so much more than just a housing provider. We help to create employment and development opportunities for local people, and work in close partnerships with a wide range of organisations to help reduce crime and anti-social behaviour, improve health and wellbeing and protect the environment.





# Our Corporate Strategy

**Our 2023-2028 strategy renews our commitment to provide a quality home and a safe place to live.**

We want to work with communities in ways that help them to thrive. But while a safe and solid home is vital, our vision does not end there. For our customers to live their best lives, they need to know that we will maintain their home and respond quickly, getting repairs right first time.

## Our Vision

We are trusted to help build safe and strong communities, where everyone has a place they are proud to call home.



# Current Priorities

We are focusing on areas to help us deliver on our ambitions. At Bron Afon, we believe everyone should have a place they are proud to call home. As a leading partner in a network of organisations, we work with people who want to make a difference in the communities where they live.

Working with our customers, colleagues and partners we are focused on:



**Great Customer Service**



**Build New Homes**



**Provide Quality Homes**



**Partnerships and Communities**

## Our People Promise

We believe our people are our best asset and the key to our success. We are investing in a strong, agile workforce, where colleagues feel connected and are supported to be their best.



# Our Values

Our values are important to us. They guide how we work and were developed with our members, staff and partners. They help us deliver on the things that really matter to our customers and colleagues. They are REAL.

## Respect

We treat everyone with respect.  
We are fair, inclusive, and understanding.

## Ambition

We want to be the best at what we do.  
We are ambitious in creating opportunity and addressing inequality.  
We bring passion, creativity and commitment in our work.

## Engage

We are proud to be owned by the community. We work with people and partners to make lives better.

## Listen

We listen, we understand, and we are trusted to act.





# Meet the Strategic Management Team

This is an exciting time to join a highly skilled team of senior leaders who are setting the strategic direction for change and innovation across our organisation.



**Alan Brunt, CEO**

Alan joined Bron Afon in March 2017, having previously held a number of interim executive positions since 2010 in Welsh, Scottish and English housing associations. After more than thirty years in the housing sector, his passion for what we do is as strong as ever.



**Unji Mathur, Executive Director of People, Change and Technology**

Unji joined Bron Afon in September 2018 and is strongly committed to delivering excellent services, value to our customers and helping us create a great place to work. Unji is a Fellow of the CIPD. She has previously worked for Guide Dogs for the Blind, United Response and the RIBA.



**Catherine Love, Executive Director of Operations and Deputy CEO**

Catherine joined Bron Afon in 2019 and is passionate about putting people, emotional intelligence, and innovation at the heart of delivering excellent customer service. She has over 20 years' experience specialising in customer service, marketing communications, information management and corporate planning.



**Stephen Blake, Executive Director of Development and Regeneration (Interim)**

Steve joined Bron Afon in 2023 and has more than 38 years' experience in housing and development. He worked in the private sector for Lovell for 20 years and in 2012, started his own consultancy business providing specialist residential development and project management services to various housing association, local authority, developer, and landowner clients.



**Lynsey Harris, Executive Director of Finance and Procurement**

Lynsey joined Bron Afon as Head of Finance and Procurement in 2023 and has worked as a finance professional since graduating from the University of Bristol in 2010, in a variety of roles within both the UK and USA. Lynsey prides herself on building excellent relationships with colleagues and believes it is important for the finance team of any organisation to be diverse, forward thinking and closely integrated with the wider business.

# The Opportunity

## Job Purpose:

Be a collaborative and proactive member of the Strategic Management Team (SMT). Directly contributing to the strategic, corporate leadership of Bron Afon; championing a planned and sustainable whole organisation approach, engaging effectively across directorates to ensure ongoing improvement in service outcomes and alignment to the Group's Vision and Values and the most effective and efficient delivery of Bron Afon's mission, strategic objectives, and service delivery.

Lead on the high-level alignment of resources, systems, management structures, risk and performance management and people across the Executive Directorate in line with organisational culture, aims and compliance with Group policies and processes.

Devise and be responsible for the delivery of our Development Strategy for new homes for rent and for sale, consistent with the direction from the Board.

Be Managing Director of Ardal Homes, our homes for sale subsidiary, ensuring that it has a successful launch and can build a sustainable future, contributing profits for reinvestment by the Group into the long-term.

## Job title:

Group Executive Director of  
Development and Regeneration

**Responsible to:** Chief Executive

**Directorate:** Development and Regeneration

## Responsible for:

Group Head of Development and Regeneration  
Overall responsibility for the Development function and teams (approx. 8)  
Ardal Homes subsidiary

## Financial Accountability:

Approx. £20m per year

Manage multi-million-pound budgets including providing expert advice related to development business planning.

Ensure the timely and effectively delivery of the Group's new homes programme, ensuring that homes meet high quality and sustainability standards and are homes that customers want to live in which represent good value for money over their full lifecycle.



## Job Accountabilities

Play an active role as a SMT and Senior Leadership Group (SLG) member, directly contributing to the development and delivery of the organisation's corporate strategy and setting organisational direction alongside the Board, forming a key part of the bridge between the Board and the operational part of the business.

Work with other members of the SMT and SLG in developing a business minded high-performance culture, embedding a culture of continuous improvement at Bron Afon.

Work as a collective with other members of the SMT and SLG to support Bron Afon's community mutual model, ensuring this commitment is reflected in the design and delivery of all customer journeys.

Develop the strategic outlook and vision for the Development and Regeneration Directorate, ensuring a whole organisation view and communicating a clear vision.

Ensure that the directorate is appropriately structured and resourced and that colleagues are supported and developed to be accountable for providing a high-quality service, also maintaining a working environment that brings out the best in people, ensuring high levels of engagement.

Be continuously well informed about local housing markets in Southeast Wales to inform the development strategy and business plans.

Work with the Board to develop and implement a comprehensive land acquisition strategy, ensuring sufficient land and development opportunities of a variety to sustain a pipeline of projects.

Work cooperatively with the Assets Team to keep all land assets under review, making the most effective use of opportunities for sale or development to maximise value for Bron Afon.

Oversee the performance and programmes of consultants and contractors to ensure adequate funding is in place and that any variations in funding are appropriately managed.

Represent the Group in respect of development and related matters at national and local events; develop effective professional networks that will add value to the business and establish long-term strategic relationships to influence local and national debate and thinking.

Develop and sustain excellent working partnerships with a broad range of stakeholders including residents, staff, suppliers, contractors, Welsh Government, local authorities, landowners, other Registered Social Landlords (RSLs); ensure participation is enabled and collaboration opportunities are pursued wherever appropriate and/or mutually beneficial to do so.

Be responsible for exploring regeneration or other similar development opportunities, maximising the use of existing assets where appropriate and collaborating with other organisations to further our aims and objectives and/or support partners' aspirations for housing supply and sustainable communities.

## Job Accountabilities

Develop and maintain appropriate scheme appraisal techniques to inform decisions on all new development projects which properly take account of community factors, risk and financial viability.

Ensure compliance with all statutory, regulatory, and other requirements and customer needs and that all relevant new initiatives and legislation are identified, understood and developed appropriately to ensure ongoing compliance, appropriate best practice and are best meeting ongoing customer requirements.

Ensure appropriate arrangements and systems are in place to best understand, monitor and report on performance and risk across all key areas of activity, ensuring accountability and good governance and that all programmes of work, projects and services are delivered in accordance with and meet agreed standards, forecasts, and timescales.

Develop the specification and design brief for new homes to support our progress towards 'near zero energy buildings', incorporating where appropriate alternative materials and construction methods to maximise financial and social value over their full life cycle.

Pay due regard to commerciality, value for money, effective budget planning and accountability for all financial spend across the directorate; be responsible for operational management of income and expenditure for relevant services in accordance with policy, procedures, and audit requirements and for development of viable financial plans and associated reporting.

Ensure the specification and purchasing of goods and services are aligned with procurement policies and processes whilst also seeking to maximise community benefits.

Work in close collaboration with the Executive Director of Operations to oversee Bron Afon's leadership role placemaking in the communities we work in.

## Standard Responsibilities

Promote, uphold, and comply with Bron Afon's Values, policies and procedures and regulatory frameworks including (but not limited to):

- Code of Conduct
- Health & Safety
- Data Protection, privacy, and use of IT resources
- Regulatory standards and probity
- Risks and internal controls framework
- Human Resources policies and procedures
- Equality and Diversity

Support Bron Afon's community mutual model ensuring positive working relationships.

No leadership role profile can cover every issue which may arise and the postholder is expected to be sufficiently flexible to carry out other duties as required from time to time as delegated by the Chief Executive.

## Person Specification

### Qualifications

Educated to degree level or equivalent relevant experience with significant evidence of continued professional development (CPD).

Membership of CIOB (Chartered Institute of Building), RICS (Royal Institution of Chartered Surveyors) or similar is essential.

### Experience

Extensive experience and a demonstrable track record of achievement within a new build housing organisation (private or third sector)

Extensive experience of operating at senior management level, including strategic decision making to support wider business needs and objectives.

Demonstrable experience of effective financial and risk management.

Substantial experience of reporting to and advising Boards/Committees or substantial exposure to Board level decision-making, able to give sound advice and be accountable for it.

Substantial leadership experience that demonstrates an agile approach, harnessing talent, and empowering people.

### Knowledge

Up to date knowledge and interpretation of all relevant legislation, including Planning Law and the legal responsibilities and obligations of RSLs.

Solid understanding of the social housing environment and the Welsh Government requirements for the delivery of affordable housing is essential.

Good knowledge of ICT and the impact and role of effective systems across the function is desirable.

Understanding and application of financial forecasting preferred.

### Skills

Highly developed leadership ability, including influencing others positively, strong negotiation skills and able to work intuitively with a wide range of stakeholders.

Highly developed motivational leader, who coaches and inspires staff to deliver service excellence and accountability.

Highly developed business awareness with strong business acumen and commercial focus.

## Person Specification

Highly developed strategic and innovative thinker who can lead as well as manage, take decisions with confidence, translate strategy into action and find new solutions to challenges faced.

Highly developed ability to manage and deliver a changing workload within tight timescales, willingness to work flexibly given seniority of the role.

Highly developed interpersonal, verbal and written communication skills, with an approachable style and ability to effectively address a broad range of audiences, including report writing and public speaking.

Highly developed ability to build trust and instil confidence in others, demonstrating drive and resilience.

Highly developed ability to think laterally and analyse/solve complex problems and develop creative solutions and make decisions.

Highly developed analytical and strategic planning skills.

## Personal Qualities

A high level of personal integrity, expressed through behaviour and conduct.

Flexibility in responding to changing demands and conditions.

A confident and influential team player, with resilience, drive, and initiative.

A networker who inspires others, works well with others, and has a highly engaging leadership style.

Proactively demonstrates a strong commitment to equality and diversity.

## Additional Requirements

Ability to work flexibly, including occasional evenings and weekends as the business requires.



# Our Board

**Craig Nowell, Chair of the Board**

Board member since December 2017.  
Chair of the Board since January 2024.

**Peter Jackson**

Board member since December 2019. Member of the Assurance Committee and the Services and Performance Committee.

**Amanda Owen**

Board member since March 2021. Member of the People & Governance Committee and the Services and Performance Committee.

**David Williams**

Board member since July 2022. Member of the Assurance Committee and the Services and Performance Committee.

**Hilary Drinkwater**

Board member since September 2018. Member of the People & Governance Committee and the Services and Performance Committee.

**Marc Leppard**

Board member and Chair of the Assurance Committee since January 2024.

**Philippa Armstrong-Owen**

Board member since January 2024. Vice-chair of the Assurance Committee and member of the People and Governance Committee.

**Jane Pound**

Board member and Chair of the People and Governance Committee since January 2024. Member of the Assurance Committee.

**Patrick Odling-Smee**

Board member since January 2024 and member of the Services and Performance Committee.

**Jill Wadley**

Board member since May 2023. Member of the Assurance, People & Governance and Services and

**David Selway**

Board member since January 2023. Chair of the Services and Performance Committee since January 2024.

**Nayur Zahoor**

Pathway to Board programme participant at all Board and Committee meetings.

# Equality, Diversity and Inclusion

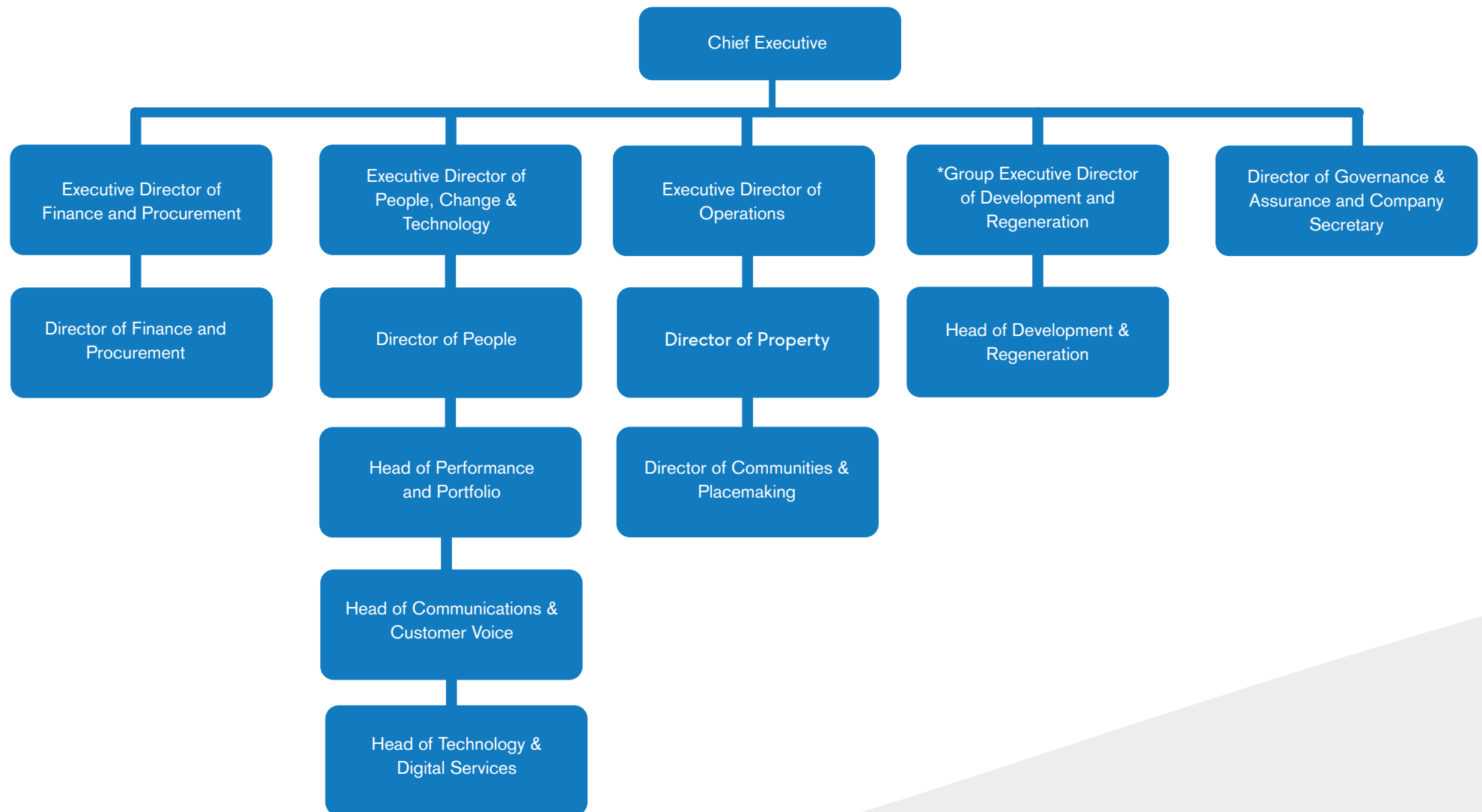
**Bron Afon is committed to encouraging equality, diversity and inclusion.**

As a successful organisation, we encourage diversity because we believe it leads to better decisions.

And if we have a wider range of people working for us, we are more likely to have a greater understanding of our customers' and colleagues' individual needs and can better provide relevant services as required.



# Senior Leadership Group



\*The Group Executive Director of Development and Regeneration is currently being covered on an interim basis.

# Terms & Conditions

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## Salary and package:

Salary is £130,000, plus attractive benefits package.

## Benefits:

Hybrid working.

Defined Contribution Social Housing Pension Scheme,  
with employer contributions of up to 10% of salary.

BUPA Health cash plan.

Investment in learning and development.

Funding of professional memberships.

Cycle scheme.

Employee assistance programme.

## Holiday entitlement:

32 days, plus an additional 3 days leave designated between Christmas and New Year.

## Working hours:

Normal hours of work are 37 hours per week based around the usual business working week. However, due to the seniority of this post there is a requirement for flexibility in meeting the full responsibilities of the post.

Attendance at evening meetings will be required from time to time.

## Probation and notice periods:

6 months probation, after  
which the notice period is 3 months.

## Location:

Your usual place of work will be our head office at Ty  
Bron Afon, William Brown Close, Cwmbran, NP44 3AB  
and occasional UK travel is expected.

## Relocation Package:

Relocation of up to £8,000 is  
available subject to qualifying criteria.



# Key Dates and the Application Process

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Application Closes: 12:00pm, Friday 30th August.

Stage 1 Interviews: Thursday 12th September.

Assessment Day: Monday 23rd September 2024.

The day will consist of a formal panel interview with SMT and board members, a presentation to members of our Senior Leadership Group, and a customer session

All Interviews will be held at Bron Afon Community Housing, Bron Afon, William Brown Close, Llantarnam Industrial Park, Cwmbran, NP44 3AB.

## How to Apply:

You'll be asked to submit:

An anonymised CV including details of positions held and dates.

A supporting statement setting out why you are interested in the opportunity and how you meet the requirements.

Full contact details (name, phone and email) for two referees (including your current employer, if applicable). Please note that we will not take up references without your prior permission.

Details of your current salary package and notice period.

You will receive an automated acknowledgement.