



Job Description

Post Title: Executive Director for Housing, Regeneration and Place

Directorate: Housing, Regeneration and Place

Reports to: Chief Executive

Direct Reports:

Role Purpose

The Executive Director for Housing, Regeneration and Place will lead the development and delivery of the WMCA's extensive housing and regeneration policy and delivery programmes and co-ordinate pioneering approaches to place-based working and negotiating associated landmark funding deals and partnerships with public and private sectors.

Working closely with local authorities, developers, landowners, investors and other regional and national stakeholders, the role will drive forward the delivery of development and infrastructure projects in the region including commercial, mixed use and residential development and unlock public and private investment in regenerating growth corridors, challenging brownfield sites and new growth zones.

The role will also champion and co-develop housing, land and development policy and strategy in the region including directly with Whitehall and local authorities and lead the WMCA's strategic asset and facilities management programmes and policy.

Responsibilities

Development and land delivery and programme management

Responsibility for existing land and delivery programmes to drive forward the creation of new homes, jobs and commercial floor space and remediation of brownfield land in the region. This includes:

- Implementation of the 2018 Housing Deal, 2023 housing and land elements of the Trailblazer Deeper Devolution Deal such as the £100m Single Regeneration Fund and £400m Affordable Homes Programme and associated signed funding agreements with Government.
- Managing, driving, leading, and monitoring a comprehensive programme of housing and regeneration projects across the whole region to ensure the delivery of 215,000 homes by 2031 and to make a major contribution to implementation of Local Plans, WM2041, the 2023 Investment Prospectus and Plan for Growth – requires extensive collaboration and co-development with all 17 local authorities of the WMCA, HMG agencies, developers, landowners and investors.
- Monitoring and reporting Local Plan performance to HMG as part of associated HMG/WMCA Funding Deal
- Leading on the new affordable housing partnership for WMCA, building on the regional affordable housing definition and programme.
- Leading with Homes England the development and delivery of the Affordable Housing Delivery Programme in the West Midlands including the creation of an affordable housing investment strategy
- Leading the two landmark partnerships in the Devolution Deal – a Place Partnership with DHLUC and Homes England and a land reform partnership with the Cabinet Office

- Leading the region's One Public Estate and Place Pilots programme and chairing the OPE Place Pilots Board.
- Leading the development of the regional pipeline of development projects to maximise available public and private investment and delivery of commitments in HMG funding deals
- Leading WMCA land acquisition and assembly programme on the back of the 2023 Devolution Deal – including reforms suggested on CPO, LDOs
- Collaborate with the Investment and Commercial Activities Director to support their delivery of Joint Venture Equity and Debt Initiatives
- Responsibility for developing, negotiating, and delivering new programmes to drive forward the housing, land, development and regeneration agenda in the region.

Place-based approaches

Responsibility for working closely with other WMCA directorates, local authorities, universities, developers, investors, and Government to develop and co-ordinate pioneering approaches to place-based working and to co-develop robust and extensive project pipelines and policy agendas. The role will identify new ways to unlock investment and development in key strategic corridors and zones across the region to drive inclusive economic growth and enhanced quality of life for residents.

Within the framework of the new Single Settlement, the role will work with colleagues to co-ordinate different types of infrastructure investment (housing, transport, digital, energy) and overarching plans to bring sustainable regeneration to places that need regeneration and renewal, cognisant of wider economic, social, and environmental challenges they face.

Policy and strategy

Lead on the development of policy and strategy development relating to the housing, regeneration and place agenda covering issues such as affordable housing, future homes, housing supply, town centre repurposing, employment land, investment capability, building safety, design, land assembly, public land, planning reform and local plans. This includes developing a programme of research and data analysis and stakeholder engagement to support policy development and programme development.

Support and develop industry-led 'taskforces' focused on future policy developments including future housebuilding; commercial property; public land; and town centres.

Governance, stakeholder engagement and partnerships

Reporting to key WMCA governance structures including Housing & land Delivery Board; Investment Board; and WMCA Board and reporting into the Mayor, portfolio holder and Chief Executive. Reporting to DHLUC and HMT on delivery of the housing and land elements of the Devolution Deal and other funding deals.

Building strong and dynamic relationships with key local authority teams including housing and regeneration and investment colleagues; with developers and investors through the Commercial property Taskforce and housing associations and NHF through a new monthly programme board with a view to supporting them to deliver their housing, regeneration, and place-building strategies.

Building trusted partnerships with developers, investors and wider commercial interests including developing and maintaining Strategic Partnership arrangements

Developing, leading, co-producing with local authorities and project sponsors a regional Investment Prospectus and representing the region at key investor events such as MIPIM and UKREEIF.

Holding excellent relationships with senior HMG officials to maximise the role of the West Midlands in shaping national policy and secure public investment in the region, including supporting the mayor with engagement with relevant secretaries of state and ministers.

Assets and Facilities Management

Responsibility for WMCA's Facilities and Workplace Management services to ensure a high quality and safe working environment for all WMCA colleagues and tenants of its buildings, managing the WMCA corporate estates, coordinating key contract arrangements around maintenance and service provision, maximising the income generation from WMCA assets, maintaining strong relationships with leaseholders, maximising the potential of WMCA assets to drive the wider policy and corporate agenda of the West Midlands and leading the effective transition towards a hybrid working environment. Two key products are the 16 Summer Lane Strategic Asset Plan and the WMCA Business Continuity Plan.

Responsibility for many acquisitions and disposals across WMCA including but not limited to those funded by devolved Housing and land Funds, leading the single disposals plan with Cabinet Office and the rest of Whitehall, leading the implementation of the public land charter, the development of the new Place Pilots with the Cabinet Office and WMCA's wider strategic asset management programme including development of the Single Property and Estates Strategy.

Organisational Leadership

Play an active and dynamic role as part of a close Executive Team, exploring new approaches to leadership, and telling our collective 'story of change' in a range of corporate and external environments.

Responsibility for building and leading a team of over 50 staff in the delivery of the above, and external advisers and supporting them all to uphold the organisation's vision, purpose, and values.

Person Specification

Experience	Essential / Desirable		Assessment Method
	E	D	(Application / Interview / Test)
Substantial experience at senior level, with responsibility for a large and complex multi-functional service portfolio, underpinned by relevant professional and managerial qualifications	X		
Experience of working in the public sector		X	
Significant experience and a proven track record of achievement in leading and managing housing, land, and regeneration programmes (budget ~£1bn)	X		
Substantial experience of strategic planning with a track record of bringing about significant change	X		
Experience of successfully managing major change in a large and complex organisation, including the successful introduction of relevant business principles	X		
Demonstrable experience of working effectively in partnership with other organisations and agencies towards mutually beneficial objectives	X		
Evidence of successfully managing large budgets commensurate with the role	X		
Experience identifying and acquiring appropriate funding streams.		X	
Skills/Knowledge	Essential / Desirable		Assessment Method
	E	D	(Application / Interview / Test)
Highly developed and effective leadership skills with evidence of leading by example, managing, empowering, and motivating people and teams to deliver and grow.	X		
Strong project and programme management skills with an ability to manage problems actively and seek resolutions before they become issues, present solutions when problems arise, and admit and learn from mistakes	X		
Good knowledge of economics, data collection and market research.	X		
Excellent analytical skills, with the ability to use data and risk evaluation in decision making.	X		
Excellent presentational (written and verbal) skills, with the ability to present complex issues with clarity and provide appropriate solutions to issues and problems.	X		
Highly developed communication and negotiation skills necessary to effectively influence stakeholders, both political and non-political: business community, developers, and landowners	X		
Qualifications / Training	Essential / Desirable		Assessment Method
	E	D	(Application / Interview / Test)
Good standard of education relevant to the role and level	X		

Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.

	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role.

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

Other

Primary base is Birmingham, but post holder is expected to work in other locations in the WMRE area as required. Some other national and international travel will also be required.