



**Grŵp Cynefin**

Mwy na thai • More than housing

**Recruitment Pack**

**Head of Development**  
Where innovation  
meets opportunity



## Thank you for your interest in our new Head of Development role.

This is an exciting time for Grŵp Cynefin as we continue a journey of transformation towards a genuinely customer and outcome focused culture.

The housing sector and our rural communities continue to face major challenges, not least those to decarbonise and provide more affordable homes. This role will play a pivotal part in driving inclusive and forward thinking housing and property services, engaging stakeholders and developing partnerships to ensure that we can deliver on our ambitions and so much more than housing.

We've been providing quality, safe and affordable homes across the six north Wales and north Powys counties to over 8,000 people, since 2014, when we were created from the merging of two traditional Registered Social Landlords. We work hard to provide excellent homes and services, contribute to the development of sustainable communities and protect and promote the Welsh language with pride. We're proud of what we've already achieved so far, but it's not enough and with a dedicated team behind us, we are genuinely excited to welcome three new roles to our senior management and Leadership Team to deliver even more.

Our communities and the number of homes we manage is set to grow, we want to maximise the health and well-being of our communities, create life changing opportunities and shape places that make for sustainable futures. We have big ambitions to build over 350 new affordable homes in the next 3 years; including 35 pioneering homes to low carbon / zero carbon standard and reduce our carbon footprint by at least 4%. We're expanding our Extra Care offer to two new areas, creating 107 of our new homes to address the growing need, but more than that they'll help create spaces and places where people have a sense of community and can receive flexible levels of support so they can continue to live independently in a place they love for longer.

We're looking for someone as driven about delivering sustainable homes and spaces where our customers want to live, as we are. It goes without saying that your values should reflect ours and we're looking for a leader that will invest in their team too. With a commercial mind-set, value for money will be second nature to you and you'll understand the power that development spend can have in maximising social and environmental value. We have developments in the pipeline which means you'll need to hit the ground running, so you'll need to demonstrate strong relationship management skills and be known for delivering. You'll have exceptional networking skills, your finger on the pulse of building safety and innovation in housing development. With a track record of securing funding and successfully delivering complex development projects on time and in budget.

Grŵp Cynefin is a financially strong organisation with exciting opportunities ahead of us, so it's a great time for someone looking for the chance to lead a development strategy. If you share our determination, drive and the passion to make a positive difference to communities; the Board and I look forward to hearing from you.

The information in the application pack provides a taste of the work that we do, but for more information you can visit our website, or for a confidential discussion about this role please call me on 07870 975669 or Gwenda Squire, HR Manager on 07825187160.

Thanks again for your interest,

Shan Lloyd Williams  
Chief Executive





## Mwy na thai. More than housing

We're already known for doing more than just managing and building houses. We operate as a Group Structure, with expertise and resources in independent living, adaptations and support services for 16-24 year olds, older people and those living with poor mental health in our communities as well as support services for domestic violence and homelessness prevention. Our rural communities are also important to us and so is the environment, with our energy wardens project now with over a decade of experience in our communities.

We know through our award winning projects like The Shed and HWB Dinbych, that we can make a real difference to individuals and their communities. We're good at getting partners to work together to achieve more than we could individually to regenerate communities and create opportunities.



## Here's a little bit more about what we mean when we talk about More than housing...

### Quality homes that people are proud of

Our future homes will be safe and **innovative**, featuring the latest designs where you can work from home. They will be homes for life, with smart technology, cheaper to run, low carbon and be connected places with easily accessible green spaces where friends, families and children can play, grow and meet safely.

### Excellent services and experiences for our customers

We want people to want to live in our homes, to get our responses right first time and for our customers to say our services are excellent. It will be easy for our tenants to contact us whenever they want or need to.

### Improving Lives

We will make a difference to the health and well-being of the people in our communities. Our work will continue to tackle and reduce the effects of poverty [food poverty, digital poverty and fuel poverty], finding life-changing solutions and opportunities that enable people to rise out of poverty.

We will work closely with people to enable them to remain in their homes safely and independently for as long as possible, and continue to work with partners to support vulnerable and diverse groups of people and prevent homelessness and support those suffering domestic abuse.



### **Sustaining Communities**

Our communities will be thriving and we will work in partnership to facilitate and support this. We will be a catalyst for positive change in our communities, investing in improving the health and well-being of our communities while also working with agencies and groups to regenerate communities.

As well as building in urban areas, we'll also have a real focus on our rural communities where second homes are leading to the exclusion of local young people by causing them to be priced out of the market.

### **Strong and sustainable growth**

We will continue to build excellent quality, safe and affordable housing, offering housing for different tenures that meets local need, be it demographic, social or economic. Wherever possible we'll build homes to a zero carbon standard and seek out opportunities to attract grants for new builds and retrofit to improve the energy efficiency of existing homes.

We'll explore opportunities to use our expertise in housing to build for market sale in order to generate opportunities to invest in more affordable rented housing. We'll also continue to seek regional and local working opportunities by working in partnership that add value, match our values and help to build more homes.





## JOB DESCRIPTION

# HEAD OF DEVELOPMENT

- Team:** Management Team
- Accountable to:** Group Director of Innovation & Growth
- Responsible for:** Development Managers x 2, Affordable Housing Manager, Land Manager, Rural Housing Enabler
- Location of post:** Agile - Denbigh / Penygroes / Homeworking

### **Purpose Of The Role:**

Working collaboratively across Grŵp Cynefin you will lead the development strategy, building or bringing back into use a minimum of 120 future proof homes per year over the next three years with a strong focus on building safety, zero carbon, living independently and rural communities. You will champion and maximise social value and community benefit into all development contracts and deliver affordable, sustainable places, transform lives and make a positive difference to communities.

### **Key Accountabilities and Service Delivery**

Lead a commercially viable new build / refurbishment program, developing strategic ambitions, supporting local authorities to deliver against their LDP's, establishing timescales, effective CDM plans and quality standards.

Conduct financial development appraisals to assess the viability, maximise grant funding opportunities and develop successful bids to access and make the best use of resources to grow the development program further.

Develop strong relationships with building contractors and land owners to become their partner of choice for development.

Oversee contract delivery and embed social value and development of the environment / community in all contracts. Ensuring robust management of development contracts and that contracts are well resourced, on time and that the environment, health, safety and wellbeing of people is always a priority.

Collaborate across the business to ensure excellent consultation and engagement methods with the whole community that are truly customer focused and deliver social value and value for money.

Work with the Executive Team to identify and manage private finance requirements and compliance with lenders covenants and regulatory requirements evaluating risk.

Sustain a development pipeline to ensure our ambitions are met and to strengthen the financial performance of our program. Work collaboratively with housing colleagues to ensure high-quality homes are developed in the right places, supporting the analysis of data and trends to identify current and future needs of customers.

Collaboratively plan handovers and the delivery of new homes to ensure void loss is minimized, income is maximised and sustainable tenancies.



Support the Director of Innovation and Growth to identify innovative solutions to the housing crisis, the carbon zero agenda and seek new opportunities for funding.

Make Grŵp Cynefin a great place to work. Lead, motivate and develop a skilled technical team that is able to provide expertise on a range of technical issues such as Ground Conditions, Remediation, Ecology, Highways, Drainage, Historic Environment, Buildings, Utilities, Noise/Air/Vibration, Planning and other technical issues affecting the development potential and viability of housing sites. Set clear expectations, model standards of behaviour, coaching the team wherever possible and creating opportunities for them to grow and capacity for the future.

Provide technical guidance and support technical due diligence prior to acquisition of residential development sites and advice on de-risking, so that investment decisions are made on a sound commercial basis and with a thorough understanding of the associated risks (and opportunities)

Support the effective and efficient operation of the Treasury Management policy, maximising the Groups assets, build effective internal collaborations with the neighbourhood, asset and finance teams ensuring all covenants are met in relation to development spend, so that Grŵp Cynefin can manage unforeseen delays effectively or are able to take opportunities that are presented.

Support the review of annual budgets and re-forecast(s) support the Group Director of Resources to prepare the 30 year Business Plan Ensuring budgets are communicated and controlled effectively by the development team.

Support the Director of Resources to identify and manage the Risk Register, participating in the review cycle and providing information to committees and Board and identifying new risks associated with development.

Contribute to sector benchmarks and attend forums to share and identify best practise, innovation for problem solving and future performance standards.

Embed technology and systems into the development team, ensuring colleagues adopt and develop them to drive efficiencies, accuracy of data and insight into performance.

Contribute to the setting and delivery of Grŵp Cynefin's aims and objectives. Communicate the vision consistently and effectively to all stakeholders ensuring colleagues know how they help transform lives and tackle inequalities.

Promote and live Grŵp Cynefin's values; be open, be respectful, be supportive, be innovative and achieve.

Promote and embed the value of equality and diversity and foster use of the Welsh language with pride.

Deputise for the Director of Innovation & Growth and undertake any other reasonable responsibilities as and when required.

## KEY RELATIONSHIPS

### Internal:

Executive Leadership Team, Board Members and Committees, Managers and colleagues

### External:

Lenders, Social Housing providers, Senior Officers of Local Authorities, Fire and Rescue Services, Welsh Government, Developers, Land agents, land owners, Utility companies, CHC, consultants, RICS, TPAS.



## About you

### Education and Qualifications:

- Recognised professional qualification or chartered membership in a relevant discipline e.g. the built environment, construction, etc such as RICS or equivalent experience
- Relevant health & safety based qualifications e.g. Managing Safely (ROSPA), NEBOSH or Certificate in Construction Health & Safety or equivalent
- Degree level education in a relevant subject (desirable)

### Knowledge and Experience:

- Experience of developing effective development and regeneration strategies in a customer focused business
- Extensive experience and practical knowledge of building, construction and contracts (including appraisals and delivering viable development programmes that maximise social value)
- Knowledge and experience of enhancing the built environment and sustainability
- Experience of delivering value for money and overseeing housing development contracts on time and in budget
- Experience of working effectively with executives, boards, committees, contractors, communities and wide-ranging partners and stakeholders
- Successful experience of grant applications for social and affordable housing, developing business cases and securing funding for housing developments
- Comprehensive project management experience in a medium sized organisation

### Skills

- Strong communication skills with the ability to constructively challenge ideas, articulate information and convince people through the mediums of Welsh and English
- Excellent networking and relationship building skills with the ability to establish rapport and impress people
- High levels of personal drive, committed to excellence, with the ability to drive success, seize opportunities, pursue goals and take action
- Strong business acumen and commercial awareness
- Consistent ability to deliver results, leading multiple projects and competing demands, managing tasks, upholding standards, checking things, meeting timescales and delivering great outcomes
- High levels of resilience, with the ability to remain composed, resolve conflict and convey confidence



## Meet the Team



Shan Lloyd Williams  
Group Chief Executive



Bryn Ellis  
Group Director Resources



Group Director Operations



Group Director Innovation and Growth



Nia Owen  
Head of Finance



Noela Jones  
Head of Neighbourhoods



Head of Development



Gwenda Squire  
HR Manager



Meilir Hughes  
Head of Asset Management



Mair Edwards  
Head of Community Regeneration



Helen Jones  
Governance and Compliance Manager



Elfyn Owen  
Chief Officer Canllaw



Geraint Williams  
Systems Manager



Dewi Maelor Evans  
Health and Safety  
Manager



Lynda Colwell  
Chief Officer Conwy and  
Denbighshire Care and  
Repair



Rhys Williams  
Programme Manager



Ceri Davies  
Corporate Project Manager



## The benefits of a career with Grŵp Cynefin

### Salary

Competitive

### Notice Period

Three months after probationary period

### Pension

SHPS Defined Benefit Scheme/ Defined contribution Scheme

### Holidays

33 days plus bank holidays

### Lifestyle Benefits

Access to our wellbeing programme Byd o Les during 2021

Agile working facilities and the ability to work remotely / from home if it suits.

### Personal Development

If you are professionally qualified or you pay annual professional fees to your membership body, we'll cover one of these each year to help you stay connected with the latest learning and updates from your professional body. We also want all our colleagues to enjoy the benefits of lifelong learning, so if you work with us we'll invest in you this way too!



## Application, process and dates for your diary

### To apply for the role



Complete the application form which can be found on our website and submit this to [gwenda.squire@grwpcynefin.org](mailto:gwenda.squire@grwpcynefin.org) along with;



Your covering letter of no more than three pages, telling us why you're interested in the role and why your skills, knowledge and experience means you'd be the right person for us to hire.



Please also complete and send us the equal opportunities monitoring form provided on our website. The information on the form will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.



## Process & Indicative Dates

**Closing date:** 18th May 2021 submit your documents by e-mail and by 12noon (we'll confirm we've received it when it arrives with us and your application will be treated with strictest confidence.

**Notified if shortlisted:** by 21st May 2021 you'll receive an e-mail to let you know if we'd like to see you for this role.

**Screening interview date:** 28th May 2021. To keep us all safe, we're holding interviews via zoom.

**Second stage panel interview date:** 11th June 2021. We hope to see candidates face to face at our offices in Denbigh (coronavirus restrictions permitting), otherwise we'll hold these interviews virtually.

If you are invited to this stage you will also be asked to complete a Wave professional styles profiling assessment and prepare a short report to present at interview.

We expect to stick to these dates but they may be subject to change. Please advise us if you have any difficulty with the outlined dates. We try to offer flexibility but it may not be possible outside the advertised selection dates due to diary commitments.

## Other details

Interviews will be held bilingually, and we'll be looking for you to be able to respond in English as well as Welsh.

If you are successful in the role you will need to provide proof of identity and evidence of your eligibility to work in the UK.

We look forward to receiving your application.