

## Director of Housing Need

The Director of Housing Needs will play a key role in the Council's Extended Leadership Team (ELT) in leading and delivering corporate objectives. Each member of the ELT will be responsible for the technical delivery of their roles and the corporate competencies, while living and promoting the corporate values through their day-to-day work.

**Reports to:** Executive Director of People

**Responsibility for:** Service Development; Tenancy & Caretaking Services; Incomes & Letting; South West London Housing Partnership; Housing Renewal; Housing Solutions; Housing Needs and Assessment .

With reference to the pay arrangements for Director posts this post has a 'high' level of weight on:

- Reputational impact – and the degree to which the Council's reputation is impacted by extreme positive or negative performance of the services that the post holder is responsible for

### Job Purpose:

You will work as part of the Council's Extended Leadership Team with a direct report into the Executive Director of People. You will take full responsibility for all matters relating to housing needs, assessment and allocations as well as addressing homelessness and overcrowding. Ensure equitable access to council and housing association homes through transparent and fair policies and systems. Ensure the private sector meets its statutory responsibilities through the use of the Council's enforcement powers. You will provide a joined up service so that vulnerable users are able to have their housing needs considered alongside other services that will enable them to develop sustainable plans.

You will work closely with the Corporate Leadership Team (CLT) to limit the impact on front line services even when faced with a significant reduction in resources.

### Key Stakeholder Relationships:

Internal: Councillors, Corporate Leadership Team, and Council Directors

External: Government Departments, National Consultation Groups, Strategic Partners, Other Local Authorities, Trade Unions, MPs, Partner Statutory and Voluntary Sector Organisations, Professional Bodies, Greater London Assembly

**Statutory Responsibilities:**

Meet the Council's statutory responsibilities:

- In the allocation of social housing and assessment of homeless people under the Housing Act 1996 and subsequent amendments.
- Housing Act 1996 – setting standards for housing
- Under the Housing Act 2004 in relation to private sector housing

**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.

**Delegated Authority:**

The post holder is required to be on call as part of a Chief Officer on-call rota.

**Key Outcomes:**

To provide a decent, safe and affordable home for every local resident who needs one

To help families be healthy and resilient and able to maximise their life chances and independence

To protect children and vulnerable adults from harm and exploitation

To prevent domestic and sexual violence where possible, support victims and hold perpetrators to account.

**Key Deliverables:**

- Ensure that the Council meets its statutory responsibilities to priority and non-priority homeless households including the provision of temporary accommodation, including:
  - Investigate/ adjudicate complaints registered under the statutory procedure
  - Ensuring the development and update of emergency plans and business recovery plans including the caring response plan
  - Leading on the development of housing strategies and policies in particular, homelessness, overcrowding, allocations and tenancy strategy

- Leading on the housing needs survey and the provision of regular demand forecasting information and data analysis
- Reducing the level of unauthorised occupants/ fraud
- Ensuring housing supply and mobility by maintaining the housing and transfer register, promoting housing mobility and allocating council and housing association homes to people in housing need.
- Developing, identifying, co-ordinating and delivering strategies that provide different tenure options to empower customers to make informed decisions on alternatives to social housing, including:
  - In partnership developing approaches to improve the quality of life of users
  - Providing a visible commitment to customer satisfaction and continuous improvement across all service.
  - Leading on delivering a range of leasing and other temporary accommodation initiatives through housing associations homes to people in housing need.
  - Ensuring clear focus on improving customer satisfaction with services and customer engagement, ensuring that customers get joined-up advice and support where appropriate
- Delivering a customer focused housing advisory services, including:
  - Delivering a range of tenancy management services including tenure management, rent income collection, lettings and resident participation in a joined up way along with welfare, benefits and advice
  - Supporting vulnerable tenants to sustain their tenancies
- The provision of major aids and adaptations for disabled people, enabling them to remain in their own homes and including 'staying put'.
- Conduct management reviews into sensitive cases and ensure joined up action plans are drawn up and implemented
- Leading for the department on South West London Housing Partnership
- Effective demand and budget management
- To operate within the governance, financial and legal frameworks of the Council at all times.

### **Specific Minimum Qualifications and Expertise**

- Significant senior management experience in the provision of housing services within a multi-cultural urban community.
- Proven ability to lead a strategic team at a similar level through customer services and leadership capability
- A successful track record and background of consistent achievement at senior management level in a local authority or large complex organisation.
- Experience of establishing and implementing business planning processes and performance management systems to ensure appropriate and cost effective service delivery.
- Significant experience of working at a senior level in a large organisation

- Developed expertise in delivery of effective housing need and assessment housing strategy
- Excellence in team management and service delivery in relation to the provision of customer orientated services that achieve successful outcomes.
- Experience of working in partnership with a wide range of internal and external stakeholders / bodies including statutory bodies and organisations
- Significant track record in executing team and individual performance effectively
- Embedded communication ability both upwards and downwards within an organisation and externally to improve service delivery
- Educated to degree level and / or full relevant professional qualification, with evidence of continuous professional development
- Ability to work in a collaborative way to transform service delivery

### **Leadership Framework**

Our leadership framework follows the principles of a competency framework and all of our leaders are expected to demonstrate these through their application process.

**Developing Oneself** – You demonstrate the values every day, you are passionate about the services you lead and deliver the vision and outcomes of Croydon Council. You are inspirational and engage others through personal leadership making the vision understandable to everyone.

**Inspiring and Developing People** – You identify talent and develop their capability to ensure a committed and motivated workforce, you create a culture based on the corporate values and ensure staff and stakeholders deliver a desired outcome.

**Collaborating and Influencing for Results** – You are challenging and innovative in your approach to driving high standards and value for money, you trust and respect staff and partners and empower them to be courageous to try new approaches.

**Enabling and Facilitating the Community** – You create effective collaboration between stakeholders, establish relationships and understand others perspectives. You are open and honest with others. You build a shared sense of purpose across Croydon, ensuring delivery and a collective use of resources

## 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 others' 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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