



**Corporate Head of Growth,
Sustainability and Asset
Maximisation
Recruitment Pack**

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Welcome

On behalf of Lincolnshire Housing Partnership, I am delighted to invite you to consider this opportunity to join our team as the new Corporate Head of Growth, Sustainability and Asset Maximisation.

This is a pivotal time in our organisation's journey as we look to shape the future of our portfolio. With an ambition to deliver more homes, make better use of our land and assets, and embed long-term sustainability across our operations, this role is central to driving the next phase of our strategic development.

We are seeking an inspiring, commercially astute leader with a strong understanding of the housing sector, asset management, sustainability and sustainable growth. You will play a key role in identifying and delivering opportunities to acquire and develop new homes, as well as unlocking the potential of our land holdings and supporting the rationalisation of properties that no longer meet current or future needs.

This role also involves leading a review of housing schemes to ensure they are fit for purpose, financially sustainable, and aligned with evolving customer expectations. Your strategic insight and ability to balance social value with financial performance will be vital as we make informed decisions that shape our long-term asset strategy.

As a senior leader within the organisation, you will foster a culture of innovation, collaboration, and accountability, ensuring that growth and sustainability are embedded across all areas of our work. You will work closely with colleagues and stakeholders to champion data-led decisions, unlock investment, and position the organisation for long-term resilience and impact.



If you are passionate about building thriving communities, maximising the value of housing assets, and leading strategic transformation, we invite you to apply and help us realise our vision for growth, sustainability and lasting social impact.

Sincerely,

Charlotte Johnson
Executive Director of Property



Who we are



Lincolnshire Housing Partnership (LHP) is at the forefront of providing secure, efficient, and affordable housing across Lincolnshire. Managing around 12,250 homes with a yearly turnover of £50m, we're one of the largest employers in the region with over 20,000 customers. As a charity focused on social housing, our goal is to support those most in need across the county, especially along the east coast near Boston and Grimsby, where most of our homes are located.

In 2022, we initiated our "Building Strong Communities Together" Corporate Plan, developed in partnership with our customers, local partners, and colleagues. This plan highlights our dedication to the vision of Great Homes and Strong Communities, ensuring that our actions and strategies are aligned with the needs and aspirations of the areas we serve.

Our commitment revolves around three pivotal values:



Customer First: Our existence is defined by our customers. They're at the heart of every decision we make, guiding our efforts to provide homes that are not just buildings, but safe, warm, and vibrant places to live. Our aim is to ensure our services and developments meet their needs and support their wellbeing.



Together: We believe in the strength of partnerships. Working closely with local partners, national trade bodies, and our communities is essential. These collaborations enhance our ability to innovate, improve our services, and develop community spirit, making a substantial difference in the lives of our customers.



Listen, Act, and Learn: Engaging with our customers, listening to their feedback, and incorporating their insights into our operations is crucial. This process of listening, acting on what we hear, and learning from the outcomes helps us to continuously improve and adapt our services to better meet the needs of those we serve.

LHP's journey is one of constant evolution, aiming to be a digitally capable, data-driven organisation that swiftly adapts to changes and customer needs. Our Environmental, Social, and Governance (ESG) Framework reflects our commitment to sustainability and creating positive impacts in our communities.

As we look forward, our focus remains on delivering high-quality services, ensuring customer influence in our decision-making, and nurturing strong, supportive communities. We're proud of our role in Lincolnshire, not just as a housing provider, but as a partner in building better futures. For more information about our organisation, achievements, and future aspirations, please visit our website at

www.lincolnshirehp.com



Customer First



Great Homes



Strong Communities

About the role



Role Description

Job Title: Corporate Head of Growth, Sustainability and Asset Maximisation

Department: Development, Sustainability and Sales

Reports to: Executive Director of Property

Direct Reports: Sustainability Manager, Sales Manager and Development Project Manager

Role Purpose

To lead and deliver the strategic growth function, ensuring alignment with the organisation's values and objectives. This role encompasses new delivery, sustainability, asset maximisation, sales, leaseholder management, and stakeholder engagement to build trust, enhance reputation and support organisational goals. You will also be a member of our joint leadership group and lead one of our neighbourhood hubs as we develop place-based strategies in partnership with local communities.

We offer agile working arrangements, recognising the benefits of flexibility. At the same time, we expect the you to spend regular time in our offices in Grimsby and Boston and within our neighbourhoods. This is essential for building relationships, supporting teams and maintaining visibility across the organisation.

Main Responsibilities

Senior Leadership

- Be an active member of the Leadership Team, contributing to organisational performance, financial oversight and policy development, with opportunities to contribute to the Change Board and other governance forums.
- Report regularly to the executive team and board on performance, risks, and opportunities
- Play a key role in the Property senior management team, working alongside Asset Management including Asset Compliance and Planned Investment to shape and deliver the directorate's strategic priorities.
- Contribute to cross-functional leadership projects, ensuring growth is embedded in cultural, organisational and change initiatives.

- Act as a trusted advisor to colleagues across Property and the corporate Managers Group, providing expertise on Growth for a modern Housing Association.

Development

- Develop and implement a strategic plan for growth, focusing on development, regeneration and asset maximisation ensuring assets are financially and socially sustainable.
- Identify and pursue business opportunities including land disposal and development opportunities.
- Ensure development aligns with the needs of current and future customers, delivering affordable, high-quality homes.
- Lead the sales strategy for new homes and leaseholder requirements in line with legislation.
- Collaborate with finance and housing teams to assess asset performance and make data-informed decisions.
- Budget responsibility of large-scale development programmes.
- Lead on Affordable Homes Programme Grant Funding opportunities.
- Work closely with Local Authorities and developers to deliver new homes.



Sustainability

- Lead sustainability and decarbonisation strategies aligned with national net-zero targets and regulatory frameworks.
- Champion environmental sustainability and lead the transition to low-carbon operations across the organisation.
- Embed ESG (Environmental, Social, Governance) principles into asset management and investment decisions
- Work closely with the Corporate Head of Assets, to assist in the delivery of EPC C, Net Zero and asset reviews.
- Oversee any opportunities for sustainability grant funding.

Asset Maximisation

- Lead asset reviews to inform decisions on retention, disposal, redevelopment, or investment.
- Ensure compliance with sustainability-related regulatory requirements and funding conditions.
- Optimise the financial and social return on the housing stock.
- Work closely with our Corporate Head of Asset Management.

Stakeholder Relations

- Support the Executive Leadership Team (ELT) in building and maintaining strong regional and sector relationships.
- Engage and influence internal and external stakeholders including residents, board members, funders, and regulators.
- Develop strategies to position the organisation as a key influencer and trusted voice in the sector.
- Actively monitor regional developments, particularly in the context of devolution, to ensure the organisation remains proactive and well-represented in key discussions.

- Facilitate opportunities for leadership team members to engage with policymakers, local authorities and sector stakeholders.
- Co-ordinate consistent messaging to ensure the organisation's contributions to regional and national priorities are recognised and valued.

Place-based Strategies and Neighbourhood Hubs

- As part of a corporate leadership role, support the development and implementation of place-based strategies that align with local priorities and community needs.
- Lead or co-lead on governance around one of our neighbourhood hubs, connecting and co-ordinating partners, including local authorities, charities and service providers, to align efforts around shared priorities.
- Work closely with internal teams to ensure place-based initiatives are effectively communicated and embedded within broader organisational strategies.

Team Management

- Lead, motivate and manage a high-performing development, sustainability and sales team, ensuring clarity on priorities and objectives.
- Provide line management to the Development, Sustainability and Sales Managers, fostering a culture of collaboration and innovation.
- Set clear objectives, provide regular feedback and support professional development within the team.
- Manage the development, sustainability and sales budget, ensuring resources are allocated effectively.

Your Skills, Attributes, and Knowledge

1. The ability to align Growth with organisational vision, values, and goals.
2. Strong track record in delivering successful and complex development programmes.
3. Proven ability to connect and coordinate with partners to align efforts around shared priorities.
4. Proven ability to engage employees and promote a unified culture.
5. The ability to position the organisation as a key influencer and trusted voice.
6. Proficiency in both verbal and written communication, including the ability to convey complex ideas clearly and persuasively.
7. Knowledge of regeneration and placemaking.
8. High level of skill in developing and maintaining excellent relationships with stakeholders.
9. Knowledge of economic development.

Your Experience and Qualifications

1. Experience in development and asset maximisation in public sector housing.
2. Experience in a leadership or managerial role within a Growth or Development team.
3. Experience of development through S106, joint ventures, package deals or land led development.

4. Experience in sales and marketing of new homes.
5. Experience of appraising and procurement of capital projects
6. Experience in developing and implementing comprehensive Growth, Assets and Sustainability strategies that align with organisational goals.
7. Experience in facilitating leadership engagement with stakeholders.
8. Experience in bidding for and delivery of Homes England funded programmes.
9. Experience of housing development and relevant financial, legal, and statutory requirements.
10. Experience of working at senior level with Boards and Committees.
11. Experienced in business risk and financial planning processes.
12. Degree level education or equivalent through relevant training and/or experience. Relevant professional qualification e.g., RICS, CIH, MBA.
13. Evidence of continuous professional development.



Salary:
£84,176.40 per
annum plus great
benefits



Location:
Lincolnshire (offices
in Grimsby and
Boston)



Closing Date:
9 June 2025
Interviews:
19 June 2025

Benefits:

- 24 holiday days a year pro rata (plus bank holidays) which will increase by 1 day per year for the first five years of service
- The ability to earn additional holiday days through full attendance
- A superb employer salary sacrifice pension scheme with up to 12% paid by LHP
- An employee wellbeing package worth up to £1,200 annually through our benefits partner Westfield Health
- Discounted Shopping Vouchers through Westfield Health
- Opportunities to learn new skills and knowledge through our fantastic corporate training programme
- Mental Health First Aiders across the business, let's be there for each other!



Behavioural Framework

As part of 'The LHP Way', our everyday behaviours are shaped by our values and guide everything we do, sitting at the centre of our training, communications and ways of working together.



Purposeful

We act with purpose to make a positive impact by being inclusive, considerate, kind, and optimistic.

- **We treat** everyone as individuals, taking the time to understand difference needs, and communication clearly to ensure everyone feels included.
- **We demonstrate an awareness of our social purpose**, believing that everybody matters, and treating everyone with care and respect.
- **We are self-aware**, understanding and appreciating the impact that our language, emotions and actions can have on others.
- **We keep an eye out for each other**, opening doors and creating opportunities to grow because we know that when one shines, we all shine.



Empowering

We collaborate as one team that is strong, brave, supportive, honest and emotionally aware.

- **We are transparent**, open and clear with our own thoughts and ideas.
- **We invite challenge** and engage in constructive, two-way communication whilst demonstrating emotional awareness and intelligence.
- **We create genuine partnerships** and establish effective joint working projects built on trust as we support, encourage and coach each other.
- **We empower one another**, actively listening, and taking on board others' input and opinions to allow free speech and to create a safe and trusted environment.



Collaborative

We put our customers first by remaining curious, adaptable, flexible, motivated, and engaging.

- **We treat customers as individuals** and we recognise that their needs are our primary concern by seeking out their opinions and acting on them to make a positive difference.
- **We trust one another**, assuming positive intent and demonstrating integrity; we are here to do the right thing and make the best decisions for customers.
- **We keep things simple**, communicating clearly and consistently, leaving no room for uncertainty.
- **We push boundaries**, always asking ourselves 'how can I do this better?'



Learning

We commit to learning by being accountable, humble, curious, resilient, and future-focused.

- **We are lifelong learners**, recognising that every day is a learning opportunity, and every conversation is an opportunity to gain new knowledge.
- **We are inquisitive**, actively seeking the evidence we need to generate broader, deeper perspectives.
- **We stop and reflect at every opportunity**, evaluating situations to improve future outcomes, looking backwards so that we can move forwards.
- **We aim high**, cutting ourselves some slack when we make mistakes and learning from those moments, praising each other for innovation.

