



**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](http://www.lincolnshirehp.com)



**Customer First**



**Great Homes**



**Strong Communities**



# About the role





**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:**  
£84,847 per  
annum plus great  
benefits



**Location:**  
Lincolnshire (offices  
in Grimsby and  
Boston)



**Closing Date:**  
5 September 2025  
**Interviews:**  
17 September 2025 (in  
Grimsby)

## Benefits:

- As a member of our Senior Leadership Team, you'll receive 28 days of annual leave, plus 8 bank holidays. Please note, this will be pro-rated based on your start date.
- All colleagues can earn up to 2 extra days of annual leave per year—awarded as ½ day per quarter for maintaining full attendance (no sickness).
- As part of our 2025/26 pay review, we've awarded all colleagues two additional days of leave to be taken on 24th December 2025 and 2nd January 2026, recognising the importance of time with loved ones during the festive season.
- Our Annual Leave Purchase Scheme offers flexibility if you'd like extra time off—for a special trip or more family time. The cost is spread over six monthly salary deductions, with no additional fees.
- You'll be automatically enrolled in the Social Housing Pension Scheme (SHPS) via salary sacrifice. You can contribute up to 8%, and LHP will contribute 12%, giving you a total monthly pension contribution of 20%.
- You'll have access to our Octopus Electric Vehicle Salary Sacrifice Scheme. This allows you to lease an electric vehicle through a portion of your gross salary. We'd be happy to share more details if you're interested.
- You'll be enrolled in our Westfield Health Level 2 plan, covering you and any dependent children (up to age 21). You'll also gain access to Westfield Rewards, offering hundreds of discounts at popular retailers and restaurants.





# Our Values

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.

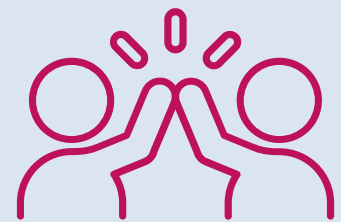


## Trust

We build trust by being honest, consistent, and transparent – even when it's tough

## Respect

We recognise the worth of every person, value difference, and act with dignity in how we work



## Empathy

We care by understanding others' experiences and responding with compassion

## Accountability

We take ownership, act with integrity, and empower others to do the same



## Teamwork

We succeed together by backing each other, working across boundaries, and sharing success

