



Welcome Letter

Hello,

Thank you for your interest in ClwydAlyn and our plans to appoint a Head of Technical, Innovation and Climate as part of important changes within our development team. This is an exciting time to join us to help us realise our ambitions!

ClwydAlyn is already focussed on tackling 'Wicked Issues' such as poverty, health inequality and homelessness. Managing 6,200 homes and employing 750 people who work together to achieve our mission to beat poverty. Our homes and services include care and nursing-care; supported housing for people who've been homeless; and the provision of good quality, affordable homes. We work across seven local authorities in North and Mid Wales.

We are much more than a social housing provider. We make a significant contribution to the North Wales economy both as an employer and as an investor. Our development programme is breaking new ground on effective responses to the climate emergency by embracing new technology to build high quality, ultra-low carbon homes. In addition, the procurement of local goods, trades, and services results in 80% being sourced locally, benefiting business communities and suppliers.

We are led by a strong board and an experienced, motivated Executive Team, and are supported by our committed, passionate, and talented staff.

We have a dedicated team delivering a large and diverse Development Programme, with 1,000 homes either on site, or due to start and a significant number of new opportunities thereafter. I have the pleasure of leading this team in our mission to provide high quality, energy efficient lifetime homes. Our new homes are not only great places to live, but they also meet the widest needs of people and enable our residents to live as independently as possible for longer.



We have committed to building low carbon homes to play our part in combatting climate change, whilst also helping to reduce poverty. I have been delivering affordable homes for most of my career and I lead teams with a shared passion and commitment to succeed. We pride ourselves on doing what we say we will do and getting it right first time. The success of our plan lies not only in building green homes or retrofitting our existing homes. It also lies in supporting our residents with the behaviour changes required to live low carbon lifestyles, enabling them to reduce their energy bills. Our development programme not only takes into consideration the fabric of the buildings that we build or retrofit, but also the behaviour changes needed to live in greener homes and get the best out of the technology.

The importance of a decent home cannot be underestimated. We aim to build homes using the latest technologies, embracing modern ways of construction, to ensure they are highly efficient. This role is pivotal to our goal of becoming a carbon zero organisation.

This new and exciting role will drive forward innovation across our portfolio of new and existing homes. You will bring experience, and technical knowledge to build upon our success. If you have ambition to do something different and have a dynamic and influential personality, I would like to hear from you.

The below information provides you with a more detailed picture of the role and our organisation. Further background information can also be seen on our website and in our [ESG report](#).

We work flexibly with all staff expected to make a positive contribution to our North Wales communities. Our St Asaph office V72, is centrally located along the A55 North Wales corridor, 35 minutes from Chester, 45 minutes from Liverpool and an hour from Manchester. We are a proud Welsh company with English as our business language.

If you can provide the leadership, experience and direction we are looking for, then I really look forward to hearing from you. If you are interested in



discussing the opportunity further, please contact me on 07824864848 or email me craig.sparrow@clwydalyn.co.uk

Kind regards

Craig Sparrow
Executive Director of Development

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About ClwydAlyn

Our history

ClwydAlyn Housing Association was launched in October 1978 as a non-charitable Registered Social Landlord to answer the growing housing needs of the community in North Wales.

Development programme

Longer term development plans for the Group are ambitious and underpinned by our Development and Investment Strategy. Our plan is to provide over 1500 new homes over the next five years. Recent development activity has resulted in 700 new homes (a total investment of £120m). The programme consists of new build and refurbishment projects including listed buildings and our activities deliver significant local benefits and investment in trades, suppliers, training, and apprentices supporting the Welsh economy.

Decarbonisation

We recognise that housing accounts for 27% of UK Co2 and the Welsh Government has set an ambitious target to achieve carbon zero by 2050. Whilst we have a progressive development programme, we also have aging housing stock with c160 low energy performing homes. All our new developments are now off gas. We have a fabric first approach but understand there is no single defined approach to the decarbonisation of our housing stock. 99% of the retrofitting we undertake will be delivered to occupied homes; therefore, we need to ensure our residents are on the decarbonisation journey with us.

We are part of the Sero Project with 26 Welsh Housing Associations and have submitted two funding bids for the optimised retrofit programme. We have been selected by Welsh Government and awarded funding for three years to facilitate a pan Wales Zero Carbon Housing Hub.

This new role is pivotal in enabling us to develop and deliver our plan.

Our Leadership

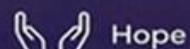
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ClwydAlyn is led by a Board and Executive Management Team with a wide range of experience in relevant fields, who are responsible for leading the strategic direction to deliver our mission 'Together to Beat Poverty'. Further details can be found in our [business plan](#).

Living and working in Wales

We are located in an attractive part of North Wales; our Senior Leadership Team work flexibly, but typically live within commuting distance of St Asaph (in North Wales, Liverpool, Manchester and Cheshire).

If you are new to the area, you can find out more about [North Wales here](#).

Role Overview Head of Technical, Innovation & Climate

This is an exciting opportunity for someone to lead our Environmental Vision in a newly created Senior Leadership role. You will be an inspiring leader and able to provide specialist technical advice, enabling the delivery of ClwydAlyn's Environmental Strategy.

Working with a range of stakeholders, you'll lead on all aspects of innovation and be responsible for driving ClwydAlyn's carbon reduction strategy for our existing homes, whilst also leading on all technical and climate aspects of our ground-breaking low carbon new development programme.

Purpose of the job:

- Provide leadership and specialist technical advice enabling the delivery of ClwydAlyn's Environmental vision and the Carbon reduction strategy for our existing homes.
- Lead on all aspects of innovation in the development of new homes in line with our Environmental Strategy.
- Provide support and deputise for the Executive Director of Development.



- As a member of the Senior Leadership Team, provide direction, support, development and empowerment of individuals to achieve business and departmental aims and objectives with the team.
- Demonstrate and communicate the values and culture of ClwydAlyn.
- Position ClwydAlyn as the partner of choice in the affordable housing sector.
- Work closely with the Marketing team, raising the awareness of the services we provide in the community.

Main tasks:

- Work with and deputise for the Executive Director of Development and attend the Property Committee and/or Boards and Executive Leadership Team meetings with regard to items relating to the Technical, Innovation and Climate aspects of the development of new homes.
- To manage, lead, supervise and motivate the Technical and Green Teams to ensure efficient operations to compliment the delivery of the development programme.
- To manage, lead, supervise and motivate the Green Team to ensure efficient delivery of ClwydAlyn's Environmental Vision liaising closely with the Head of Asset Management to ensure programmes are devised and delivered in line with budgets.
- Seek and maximise opportunities to collaborate with external partners and business to deliver the Environmental Vision.
- Support Heads of Services in their quest to deliver our Environmental Vision in their respective areas.
- Identify potential clients and decision makers of external organisations and companies in relation to new opportunities and innovation in the delivery of new homes and the carbon reduction of ClwydAlyn's business generally.
- Work jointly with the Head of Development & Growth to plan approaches, establish pitches, formulate bids to develop proposals that address needs and objectives.



- Present and promote the highest possible image and capabilities of the Development Department in business circles, at functions, business events, network groups and high-level meetings.
- Investigate new products/opportunities and services and enhance existing relationships with external partners.
- Seek new markets and creative trends ensuring that the Group is at the forefront of the sector and advise the Executive Director with a view to developing services, products and distribution channels including green technology.
- Using knowledge of the market and competitors, identify the organisations unique selling points and activities to increase the organisations market position and growth.
- Work closely and collaborate with the Head of Development & Growth and Head of Assets to ensure a cohesive partnership approach, ensuring clear lines of responsibility and consistency.
- Ensure that all development activities are aligned with the organisations Growth Strategy and Environmental Vision.
- Work closely with the Finance Team to ensure that new proposals, initiatives and opportunities meet the agreed funding/financial viability criteria as set out in the Growth Strategy.
- Assist the Head of Development & Growth with the bidding process for new development opportunities to deliver successful high-quality submissions which are to be subject of a competitive process.
- Be responsible for coordinating with the Green Team all grant applications for environmental and energy initiatives.
- Accountable for reporting of ClwydAlyn's carbon emissions and progress against its Environmental Vision together with all ESG environmental updates for its annual submission.
- Deputise for the Executive Director of Development at strategic internal and external meetings with key partners, companies and organisations including government departments.
- Working closely with the Head of Development & Growth, research and investigate new initiatives and procurement methods for innovation in accordance with the Growth Strategy.
- Working closely with the Senior Development Programme Manager to apply a technical delivery perspective, assess potential new



opportunities for development or redevelopment, liaising as appropriate with other departments, clients, consultants, external agencies, Local Authorities and Welsh Assembly Government.

- To assist in the production of strategic objectives in connection with the delivery of the ClwydAlyn Development Programme and wider organisational strategic direction when required.
- To produce projected expenditure plans, agree priorities, and establish budgets with the Executive Director of Development for the function of the Development Technical and Green Team.
- Lead on the establishment and running of the Zero Carbon Housing Hub in collaboration with Welsh Government.

Knowledge & abilities

- An experienced RSCS qualified surveyor is desirable but not essential, with an understanding of the current environmental challenges and pressures placed upon our organisation.
- Ability to be the point of contact for all strategic and operational environmental matters.
- Understanding and proven experience of PAS 2035 surveying techniques.
- Experience of fostering relations in public, private, political circles.
- Experience of seeking new opportunities and driving innovation.
- The ability to analyse and evaluate local politics and their effects on Group and development activities.
- The ability to contribute to the strategic development of the Group's response to new business initiatives in line with the Growth Strategy.
- An understanding of the property development process including legal and statutory requirements.
- Understanding of the methods of public and private property development sectors.
- Ability to communicate effectively at high level both internally and externally.
- Detailed understanding of the market in which the Group operates.
- Experience of the grant framework in Wales and its processes.
- The ability to be proactive, innovative and think creatively.



Main terms and conditions

Benefit	Details
Remuneration	<ul style="list-style-type: none"> Salary depending on skills and experience £55,000 - £67,674
Mileage allowance	<ul style="list-style-type: none"> Mileage at HMRC rates (maximum currently 45p per mile)
Pension	<ul style="list-style-type: none"> Social Housing Pension Scheme (SHPS) Defined contribution scheme Matched contribution of up to 8% Life Assurance linked to pension membership – 3 x salary
Annual leave	<ul style="list-style-type: none"> 30 days per annum plus Bank Holidays
Other benefits	<ul style="list-style-type: none"> Voluntary Benefit Scheme including additional life assurance, health scheme, recognition scheme, cycle to work scheme, payment of annual professional fees

Recruitment timetable

Recruitment stage	Date
Recruitment window opens	Monday 20 th December 2021
Closing date	Monday 17 th January 2022
Preliminary Interviews*	26 th & 27 th January 2022



** Please note clearly in your Supporting Statement if you are unable to make any of the key dates.*

Further information

For further information about the recruitment process please contact Craig Sparrow, Executive Director of Development on 07824864848 or email craig.sparrow@clwydalyn.co.uk

How to apply

To apply for the Head of Technical, Innovation and Climate opportunity, please send the following to craig.sparrow@ClwydAlyn.co.uk

- A **detailed CV** (no more than 3 sides of A4) including details of positions held (and dates), size of budgets, teams managed and key achievements.
- A **supporting statement** (no more than 3 sides of A4) explaining your motivation in applying for the Head of Technical, Innovation and Climate opportunity and how you would approach the role. Please give examples of specific achievements in the last five years which demonstrate your competence for this role. You should also address the main areas in the role overview (summarising how you feel that your experience makes you a suitable candidate).
- Full contact details (name, job title, organisation, phone, and email) for **two referees** (including your current employer if applicable). Please note we will not take up references without your prior permission

The closing date for applications is: **9:00am** on 17th January 2022.

Your application will be acknowledged and treated with strictest confidence.

The assessment and selection process

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All applications will be considered and assessed against the requirements of the job description to select an initial long list of candidates. If you have been successful at this stage, we will be in touch with further details. If you are unsuccessful, you will receive an email from us and will be offered feedback.

Preliminary interviews will take place with Craig Sparrow on the 26th & 27th January 2022.