



**GREAT  
YARMOUTH**  
BOROUGH COUNCIL

# COUNCIL HOMES DIRECTOR

## CANDIDATE INFORMATION PACK

**APRIL 2025**

**CAMPBELL  
TICKELL**





# CONTENTS

<b>01 YOUR APPLICATION</b>	<b>P3</b>	<b>06 PERSON SPECIFICATION</b>	<b>P12</b>
<b>02 WELCOME</b>	<b>P4</b>	<b>07 PROPOSED STRUCTURE CHART</b>	<b>P15</b>
<b>03 ABOUT US</b>	<b>P6</b>	<b>08 KEY TERMS &amp; CONDITIONS</b>	<b>P16</b>
<b>04 OUR MISSION &amp; VALUES</b>	<b>P8</b>	<b>09 KEY DATES</b>	<b>P17</b>
<b>05 ROLE PROFILE</b>	<b>P9</b>	<b>10 ADVERTISEMENT</b>	<b>P18</b>

# 01 YOUR APPLICATION

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Thank you very much for your interest in the role of Council Homes Director for Great Yarmouth Borough Council (GYBC).

On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

You will no doubt do your own due diligence but do read this pack carefully as it will provide you with a good overview of the organisation and the role. After you have done that, please feel free to get in touch with one of us, so that we can talk through your offer and get a sense of how it aligns with what GYBC is seeking.

To apply, we will need the following from you:

- A CV. Make sure this confirms your current/most recent roles, including any Non-Executive Director posts; and you can sum up earlier roles, say before the last 15 years; tell us about your achievements so we get a picture of your skills and experience; try to keep it to two pages or three at most;
- A personal statement. We want to hear about your motivation, why this role/organisation, and you will also want to evidence how relevant your offer is to the role specification; again, ideally in two to three pages; and
- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page: [www.campbelltickell.com/jobs](http://www.campbelltickell.com/jobs). You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call 020 3434 0990.

**The role closes at 09:00 on Thursday 8<sup>th</sup> May 2025.** Please ensure we receive your application in good time.

We are happy to have further discussion, so drop one of us an email at the address below and we can arrange a time to speak.

Kind regards

*Kelly*

Kelly Shaw | Associate Consultant  
[kelly.shaw@campbelltickell.com](mailto:kelly.shaw@campbelltickell.com)  
07900 363803

*Gemma*

Gemma Prescott | Director  
[gemma@campbelltickell.com](mailto:gemma@campbelltickell.com)  
07904 497016



## 02 WELCOME

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Dear Applicant,

Thank you for your interest in joining Great Yarmouth Borough Council.

Great Yarmouth Borough Council is an incredibly ambitious local authority. We have a clear focus for our Borough which is all about improving the lives of our residents and maximising opportunities for our businesses. Our team members are our most valuable asset.

With significant investment in the borough and a strong commitment to delivering high-quality, sustainable, and affordable housing, we are looking for an exceptional leader to drive forward our investment and growth in council homes. As Council Homes Director, you will play a vital role in shaping that future, ensuring safe, well-maintained homes while driving forward innovation and service improvements.

The Council Homes Director is a new senior leadership role reporting directly to me. We are seeking an inspiring and forward-thinking leader who can continue to lead transformational improvement in both the quality and maintenance of our housing stock; driving efficiency, performance, and customer-focused solutions with the tenants' voice at the heart of all we do.

As an exceptional candidate who is very much a team player you will lead and nurture innovation, be accountable for the condition and investment of our growing housing stock, and work with our dedicated elected members and brilliant workforce who all want to improve the lives of our residents.

This is also an exciting opportunity to shape our digital transformation and improvement journey. Having self-reported to the Regulator of Social Housing in August 2022, I'm pleased to say that the Homes Standard was reinstated in February 2024 following the implementation of a detailed action plan relating to compliance record keeping at some of our properties. Since then, we have made a number of improvements across the social landlord function, delivering real change for tenants – from better energy efficient homes, sustainable warmth to tenant engagement, a proactive approach to damp and mould and investment in new energy-efficient housing stock.

In October 2024, we brought our repairs and maintenance service back in-house and have invested in new integrated housing IT systems to help manage our housing stock, including compliance data, tenant records, income, repairs and maintenance.

After successive years of HUG and LAD funding this year saw Great Yarmouth Borough Council's housing assets team, with our delivery partner E.ON, scoop the Best Local Authority-Led Retrofit Programme Award for our work to tackle fuel poverty.

With clear political direction and a dedicated and supportive team, we offer an exciting opportunity to make a lasting impact on our neighbourhoods and communities. In return, you will be supported in your professional growth, with opportunities to develop and lead meaningful change.



As part of the Government's devolution agenda and local government reform, we know in 2028 the entity that delivers our services will look very different. However, as a council team we have shown time and time again our willingness to embrace change where this benefits the future of our residents and businesses. As only one of two stock-holding councils in Norfolk, we believe this will be a great opportunity for social housing expansion.

If you are a passionate housing professional with the vision, expertise, and determination to make a real difference to the lives of residents, and the ambition to be part of a team that is shaping the future of housing in Great Yarmouth, we would love to hear from you.

I look forward to meeting you.

*Paula*

Paula Boyce

Executive Director – People



## 03 ABOUT US

### Our Borough - Living and Working in Great Yarmouth

We think Great Yarmouth is a very special place - the holiday destination for millions of visitors, a place to call home for our communities and the centre of England's offshore energy sector.

The surrounding area has much to offer in terms of 15 miles of wide, sandy beaches to explore on our coast plus picturesque towns, villages, various mouth-watering eateries and more.

The Borough retains a fantastic built heritage, including a Roman fort, 12th century Minster Church, the second most complete medieval town wall in England, a medieval street pattern and a cosmopolitan Georgian quarter and is also home to large swathes of the Broads National Park, with opportunities for sailing, canoeing, birdwatching and walking.

The area is a great place to live, especially for families, and is proud to have one of the lowest crime rates in the country.

We are the most recent winners of the coveted [LGC Council of the Year award in 2024](#), and have shown that by working together with community partners, we can achieve high positive impact for our residents. In joining us, you will find our borough is on a journey of public and private investment to regenerate its sense of place, with its

*"Through foresight and vision for its place and people this council has delivered tangible regeneration and impressive economic development whilst also leaning into every area that could improve lives for its population, even if not its direct responsibility."*



*"The judges were unanimous in their view that the kindness, energy and commitment on show from staff, members and partners is infectious and a beacon for the sector. This council is a perfectly timed example of how a small local authority with a relatively modest budget can punch well above its weight through leveraging significant financial investment but also partnership capital".*

people at the heart of what we do.

Our Corporate Plan ([The Plan 2020-2025 - Empowering, Enterprising and Engaging](#)) sets out our clear and focused strategic priorities:

- a strong and growing economy
- improved housing and strong communities
- a high-quality sustainable environment
- an efficient and effective council.

So far, we have secured over £350m of public sector investment into our Borough. It is this investment, from the borough and partners, that is attracting

further investment from both the public and private sectors. As England's offshore energy capital, centred around the Port of Great Yarmouth and with a top-performing Enterprise Zone, our borough is at the forefront of £36bn of energy investment over the next 20 years.

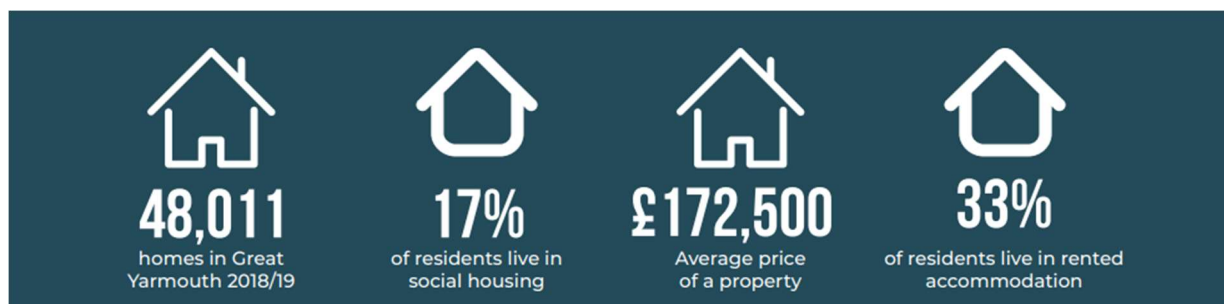
Our communities are at the heart of our ambitions to reinvent public places, to tap into and grow a thriving arts and cultural scene, to support new homes, nurture new jobs and businesses, and new opportunities to learn and grow. We want to make our people, businesses and visitors proud.

## Our Housing Priorities

As of 2021, Great Yarmouth was the twentieth most densely populated of the East of England's 45 local authority areas, with around four people living in each football pitch sized area of land. This trend of local population growth is likely to continue. The population in the Borough is expected to grow by about 7,000 people between 2020 and 2040; the largest growth is expected in the older age bands.

16.2% of Borough households live in social housing, including council housing and housing association stock, the majority of these are in council housing. Great Yarmouth Borough Council is a stock holding authority, with over 5,700 homes. In addition, over 2,000 homes are owned by 25 housing associations and other housing providers, for rent and low-cost home ownership

We believe that having access to a good quality home to either rent or buy plays a fundamental part in our residents' quality of life. We will be focusing on improving the range and quality of housing in the borough. The age profile of our residents is increasing but their health demonstrates that ageing healthily is a challenge. We want local people to have good access to facilities and services to improve both physical and mental well-being and to lead healthier, more active lifestyles as a consequence. We want to support communities to be self-sufficient and to be doing more to help themselves and their fellow residents. Overall our aim is to have a borough with vibrant, sustainable and self-reliant communities.



By 2025 we will focus on the following key outcomes:

- To have delivered more new homes of mixed tenure including meeting specific identified needs, such as for older and disabled people.
- Improved the health and well-being of residents through better access to facilities and an inclusive approach to addressing physical and mental well-being, and reduce health inequalities.
- For our residents to feel safe in their homes and communities and share a sense of pride in their immediate community and the wider borough.

## 04 OUR VISION & VALUES

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As a Council and place leader, we have a shared ambition for our Borough and the people we represent. This five-year Plan is set in the context of a longer-term vision for our borough which is supported by four key strategic priorities.

Our vision is: to have a vibrant economy, capitalising on the investment in clean energy alongside further investment in our place and our visitor economy; creating a quality environment for all and improving the life chances of all those living and working in our borough.

We will achieve this by driving and facilitating change in four strategic priority areas:

- a strong and growing economy
- improved housing and strong communities
- high-quality and sustainable environment
- an efficient and effective council

The way we do things is important. The priorities we are looking to deliver are underpinned by our values.



## 05 ROLE PROFILE

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### Council Homes Director

<b>Reports to:</b>	Executive Director – People
<b>Total staff managed:</b>	Variable – approx. 130 employees
<b>Working environment:</b>	Office/Hybrid
<b>Working hours:</b>	Full time, 37 hours over a 5-day week flexibly Permanent role.

#### Purpose of role

To support the Executive Leadership Team in the effective delivery of the Borough Council's Corporate Plan priorities, strategies, and major projects related to the areas of responsibility under the role. This includes leading and being personally accountable for:

- Leading the Council's social landlord service of 5,762 council homes and tenants and 377 leaseholder support services.
- Day-to-day management of services within the social landlord service.
- Driving high quality service performance.
- Ensuring effective financial, risk and compliance management of the Council's housing stock, repairs & maintenance, estates, housing income and tenancy & leaseholder services.
- Designing and delivering service developments, innovation and improvement.
- Working with other service areas to ensure the Council's housing stock is well-maintained and invested-in, delivering effective outcomes for the Council's housing tenants.

#### Key result areas

- Leadership of the Housing Revenue Account (HRA) Business Plan together with an Annual Service Plan underpinned by effective financial information covering; housing management; repairs and improvements; sheltered housing services; caretaking and capital investment on housing.
- In line with the Council's Housing Strategy, ensure social landlord services support high quality housing which meets housing needs of local residents and our existing tenants.
- Developing an effective organisational culture where services are high performing and staff exhibit the behaviours and values of the organisation.
- Acting as an agent of change to drive high performing services which meet tenants' needs.

- Designing and delivering projects which improve, develop or innovate service delivery.
- Acting as a role model to others, where appropriate acting as coach or mentor to more junior managers and staff.
- Ensuring resources are effectively utilised and that annual efficiency targets are met.
- Identify and explore commercial opportunities to grow the income of the social landlord housing services.

### **Main responsibilities**

- Be the Council's lead professional in relation to the delivery of the Council's substantial housing landlord service responsibilities.
- Lead and manage the housing landlord service ensuring effective planning and management of resources to deliver excellent customer service through well trained motivated staff while complying with corporate policies.
- Responsibility for the line management of a diverse range of professional housing disciplines structured into four teams with more than 130 members of staff.
- Strategic oversight of the delivery of an extensive repairs and maintenance function (approx. 18,000 repairs annually) to ensure value for money, customer focus and service quality adopting continuous improvement principles.
- Lead responsibility for the Housing Revenue Account (HRA) 30-year financial business plan, and associated service planning. Undertake annual budget, rent and business plan reviews to match new legislative requirements against resources in the context of the Council's Corporate Plan.
- The Council is exposed to substantial risk by the operation of a large portfolio of social homes, the postholder will ensure the effective management of this significant risk on behalf of the Council by ensuring all statutory, safety, governance and social housing sector regulatory requirements are fulfilled.
- Ensure a diverse and effective menu of tenant engagement activities and processes are in place to ensure tenants are able to meaningfully influence the service.
- Ensure the provision of a safe and modern home for over 5,500 households in the borough who are entirely reliant on Great Yarmouth Borough Council for the provision of a wide variety of landlord services.
- Lead the creation and delivery of Housing Investment Plan the Council's housing stock to address challenges of an aging stock profile, delivering regeneration opportunities and improving the quality of the Council's housing stock addressing future regulatory conduct and competence standard requirements.
- Ongoing delivery of strategies and works to raise energy performance of stock to EPC C, by delivery of the housing energy efficiency programmes.

- Promoting and leading by example on health & safety and safeguarding practices in line with Council policy.
- Keep abreast of volatile and changing national and governmental social housing policy and adopt appropriate service strategies to deliver national policy and statutory outcomes and expectations.

***The above may change subject to consultation with the post holder.***

***This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the job.***

***This post is politically restricted under the Local Government and Housing Act 1989 (as amended) and the Local Government Officers (Political Restrictions) Regulations, 1990 (as amended)***



# 06 PERSON SPECIFICATION

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## 1. Specific knowledge & experience

*Roles at this level require self-sufficiency in a technical or specialised field gained through broad and deep experience of concepts/principles or through wide exposure to complex practices. This includes:*

- 1.1 Substantial experience in both strategic and operational management within the function including managing a portfolio of social/council-owned housing.
- 1.2 Knowledge and understanding of the challenges facing the social housing sector and the wider local government.
- 1.3 A track record of leading and delivering change and service improvement at a senior level in a large, complex organisation, that leads to the improvement of outcomes.
- 1.4 Experience of establishing and maintaining a strong and effective performance culture that is responsive and customer focused.
- 1.5 Experience of working in a political environment and managing political challenges to the direction of the function.
- 1.6 Effectively handling challenging & complex situations which have wide ranging impact and reputational risk for the Council.
- 1.7 Leadership of high-profile innovative projects which have wide ranging impact and reputational risk for the Council.
- 1.8 Demonstrable experience of driving cultural change in a complex organisation.
- 1.9 Experience of ensuring effective financial management of a large organisation.
- 1.10 An excellent track record of building internal and external relationships which deliver and work across organisational boundaries.

## 2. Qualifications & Skills

- 2.1 Relevant Degree.
- 2.2 Level 5 Housing Management Qualification or equivalent (or be working towards) in compliance with the forthcoming Competence and Conduct Standard.
- 2.3 Chartered Institute of Housing (CIH) Membership.
- 2.4 Evidence of continued professional development.
- 2.5 Extensive experience of social housing management in a local authority or housing association setting leading to comprehensive understanding of sector practice current issues and the regulatory framework.
- 2.6 Experience of oversight of substantial contract management and delivery of substantial works programmes.
- 2.7 Experience of financial business planning.
- 2.8 Experience in delivering effective and meaningful tenant engagement activities.
- 2.9 Ability to work across organisational boundaries.
- 2.10 A commercial approach, ability to identify commercial opportunities.

- 2.11 Strong communication and an ability to influence outcomes with reasoning, persuasion and tact.
- 2.12 An ability to operate sensitively in a political environment to develop relationships with all elected members that commands trust and confidence.
- 2.13 Strong financial awareness, with excellent analytical skills.
- 2.14 An ability to manage a diverse workload and heavy demands whilst adhering to tight timescales.
- 2.15 An ability to translate strategy into operational delivery to improve outcomes.
- 2.16 Excellent leadership skills that encourage commitment from others and promote a positive, motivated organisational culture.
- 2.17 Ability to “model” positive behaviours that encourage a culture of accountability, high standards and ‘can do’ attitude across the joint venture.

### **3. Personal Qualities & Attributes**

- 3.1 Self-awareness.
- 3.2 Openness and honesty.
- 3.3 Personal resilience.
- 3.4 Ability to work under pressure.
- 3.5 Probity and integrity.
- 3.6 Fairness and consistency.
- 3.7 Highly developed political acumen and astuteness.
- 3.8 Ability to challenge self and colleagues constructively and sensitively.

### **4. Agreed Behaviours Framework**

- 4.1 Putting Great Yarmouth first
- 4.2 Effective and open communication
- 4.3 Respecting others
- 4.4 Working together
- 4.5 Embracing change
- 4.6 Taking personal responsibility

### **5. Our Cornerstones of Management & Leadership**

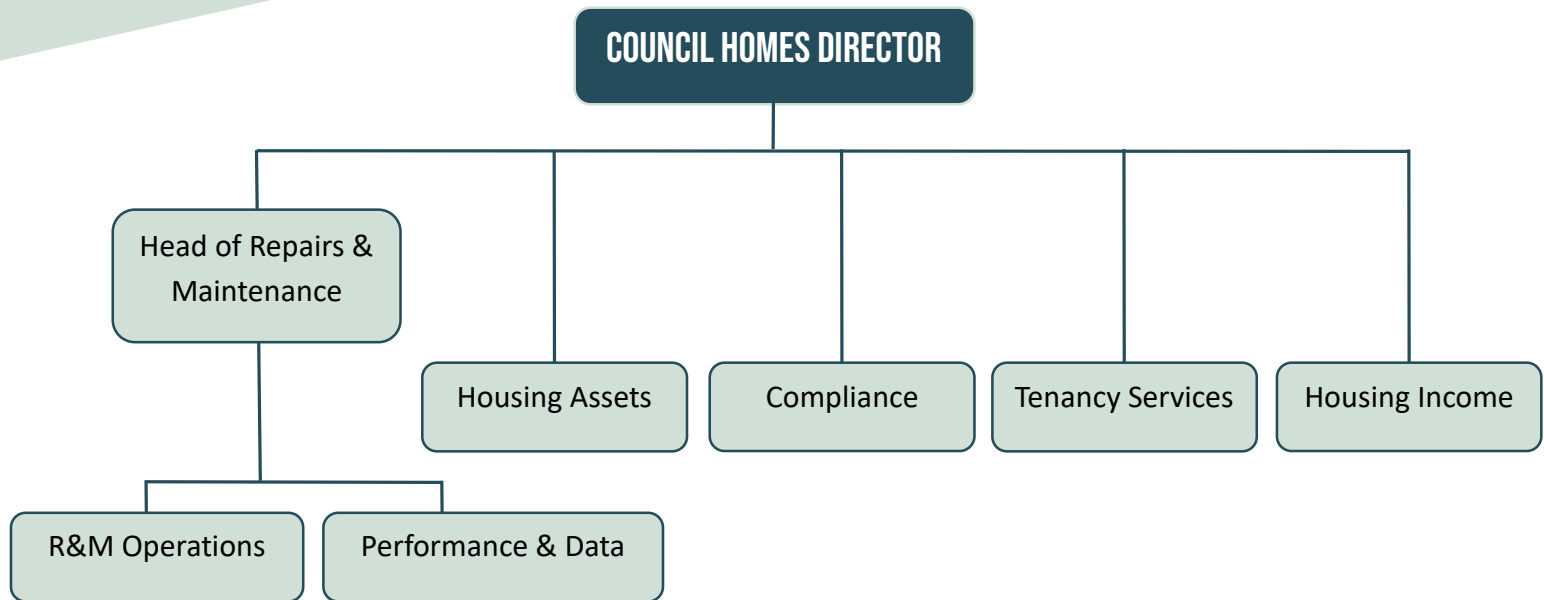
- 5.1 Trust and Respect
- 5.2 Communicate and Connect
- 5.3 Lead and Inspire
- 5.4 Ownership and Accountability

### **6. Additional requirements**

- 6.1 Some evening and weekend working will be required.
- 6.2 Requirement to be part of the Council's Management Team on-call rota.
- 6.3 Ability to drive in order to undertake site/home visits to customers and attend regional meetings as the council's representative.



# 07 PROPOSED STRUCTURE CHART



# 08 KEY TERMS & CONDITIONS

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## Remuneration

Salary c.£90,000 pa. A market supplement is available for exceptional candidates.

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## Other benefits

- Staff parking

While we do not operate a staff car park, we do allow staff to purchase a parking permit at a significantly reduced cost enabling parking on the Council owned car parks Monday - Friday (except Bank Holidays). The cost for the parking permit is deducted from net monthly salary.

- Local Government pension scheme

All eligible employees are invited to join the Local Government Pension Scheme (LGPS). For more information, refer to the Norfolk Pension Fund([opens new window](#)) website.

- Corporate savings

- Employee Assistance Programme

- Cycle to work scheme

- Discounted gym membership

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## Annual holiday entitlement

Paid holiday entitlement starts at 31 days per annum that increasing to 33 days after 5 years.

In addition, staff are entitled to bank holidays and two day's leave at Christmas.

The holiday year runs from 1 April to 31 March.

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## Working hours and location

37 hours p/w

Due to the seniority of this post, there is a requirement for flexibility regarding working hours to ensure the full responsibilities of the post are met. Attendance at evening meetings will be required from time to time.

The majority of our employees are able to participate in our agile working, with most of our service areas operating flexible working hours, led by business need. We offer a variety of flexible working arrangements, enabling employees to apply to change the way they work.

Our agile working policy outlines our commitment to supporting employees to operate in a fully agile working culture, where it can be demonstrated that the arrangements will work effectively and efficiently, will be of benefit to the Council and won't affect service delivery.

There will continue to be a requirement for staff to be present in the office and the main work location will continue to be the contracted office location as would be detailed on your statement of terms and conditions of employment.

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## Probation and notice period

The probation period for the role is 6 months. The notice period after probation is 84 days.

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## 09 KEY DATES

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### **Closing date: Thursday 8<sup>th</sup> May 2025 | 9:00am**

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We will be in touch to let you know the outcome of your application by COP on Friday 16<sup>th</sup> May 2025.

### **First stage selection:**

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#### **First interviews: W/c 19<sup>th</sup> May 2025 | via Teams**

Longlisted candidates will be interviewed by a Campbell Tickell panel and may also have the opportunity to have a 1:1 conversation with Paula Boyce, Executive Director – People.

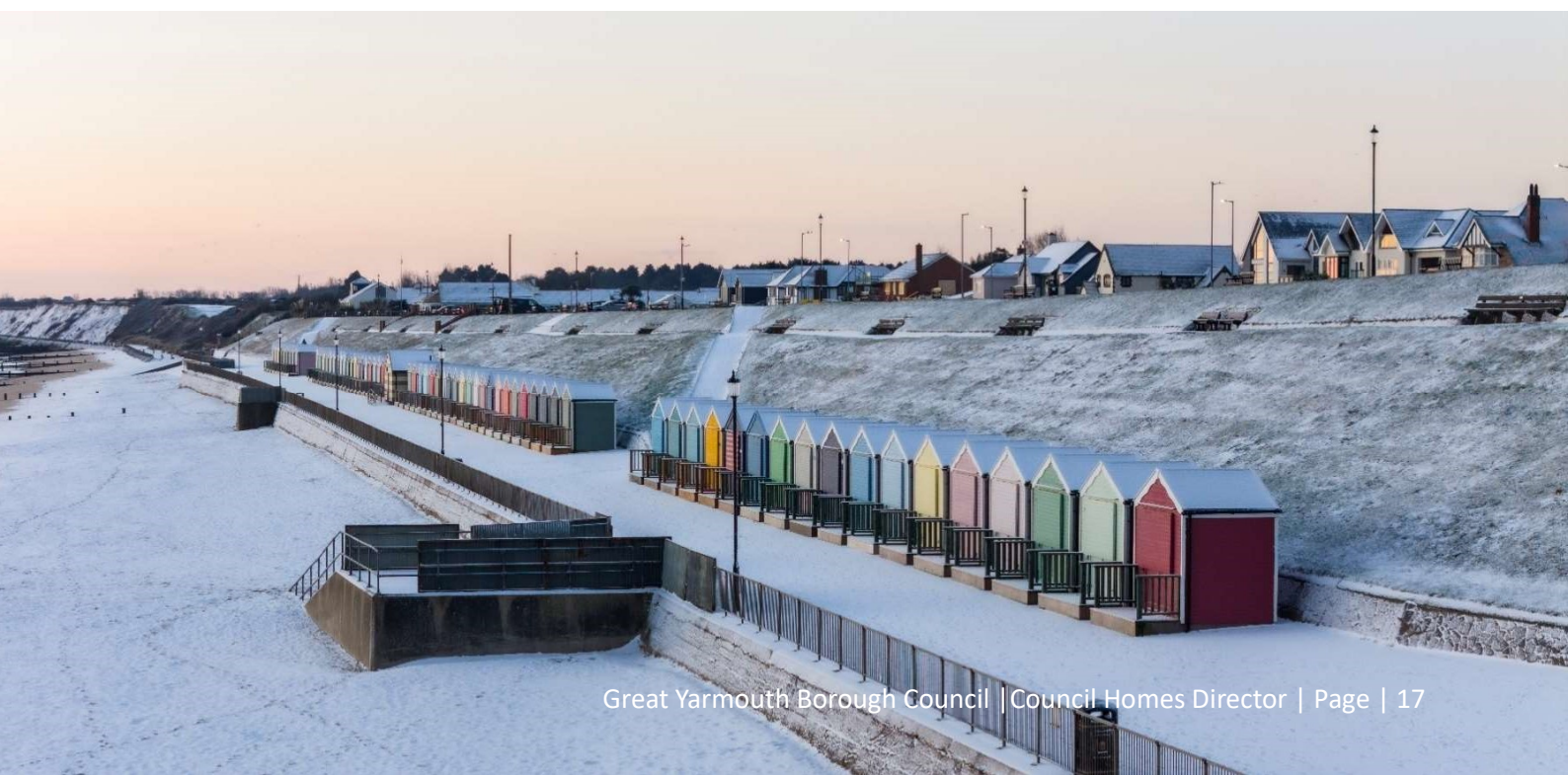
We will be in touch to let you know the outcome of this stage by COP on Friday 30<sup>th</sup> May 2025.

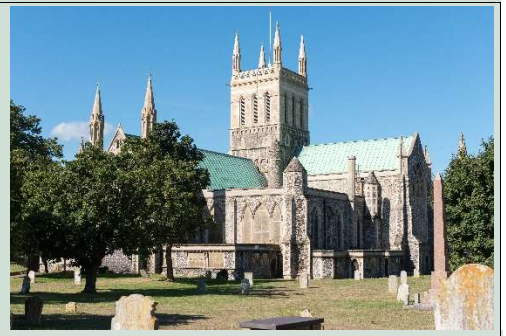
### **Final stage selection:**

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#### **Final interviews: Tuesday 17<sup>th</sup> June | in person | Great Yarmouth Borough Council, Town Hall, Hall Plain, Great Yarmouth, NR30 2QF**

If you are unable to participate on any of the identified dates for interviews or other sessions, please do speak to Campbell Tickell before making an application.





**GREAT YARMOUTH**  
BOROUGH COUNCIL



# COUNCIL HOMES DIRECTOR

Great Yarmouth | Hybrid

Circa £90k

(A market supplement may be available for exceptional candidates)

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If you are a passionate housing professional with the vision, expertise, and determination to make a real difference to the lives of residents in Great Yarmouth, we would love to hear from you.

**CAMPBELL  
TICKELL**

To arrange a conversation, please contact Kelly Shaw | Associate Consultant:

[kelly.shaw@campbelltickell.com](mailto:kelly.shaw@campbelltickell.com) | 07900 363 803

Download a recruitment pack from <http://www.campbelltickell.com/jobs>

**Closes | Thursday 8<sup>th</sup> May 2025 | 9am**