

united
welsh

Candidate Recruitment Information Pack

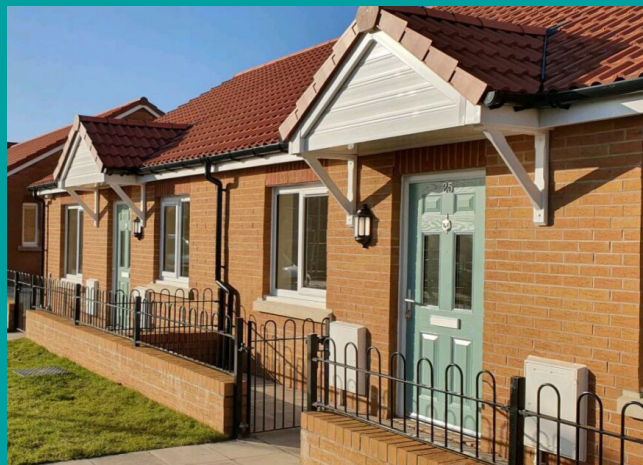
Group Chief Executive

October 2021



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Welcome Letter

Dear Applicant,

Thank you for your interest in applying for the role of **Group Chief Executive** with us.

It is an exciting time to join the United Welsh Group. Despite the challenges of the past 18 months, our team has never lost sight of our primary purpose to support and enable the people in our homes and communities to live the best life they can, and we have ambitious plans for our future.

Our Board, Executive Team and staff are passionate about working innovatively to achieve our mission of building homes, creating communities and transforming lives.

As we shape our future with a new Group Chief Executive, we will continue to provide excellent, customer-focused services that make a positive difference to people every day, while never shying away from the difficult conversations that we must have to ensure we keep doing the right thing.

We are committed to meeting the challenges faced by our communities head on; tackling poverty, providing more genuinely affordable homes, minimising our carbon footprint, investing in a greener future, and challenging inequality at every turn.

We look forward to building on the successful outcomes we have achieved in recent years with a leader who will drive the progressive, creative, and values-based culture that we are so proud of at United Welsh.

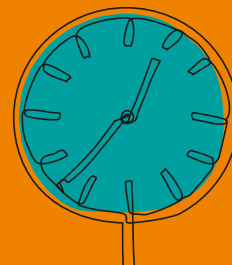


We hope you will find the information in this pack useful. You can also visit our website www.unitedwelsh.com for additional information you might find helpful for your application.

If you would like an informal discussion about the role or have any questions before applying, please contact **Simon Wing** or **Delicia Coutinho** at **GatenbySanderson**, who are managing the recruitment for us.

I look forward to receiving your application.

Yours sincerely,
Grahame Sturges
Chair



About Us

United Welsh is an award-winning not-for-profit organisation providing homes and related services in South Wales. We are passionate about building homes, creating communities and transforming lives.

We look after over **6,300 homes** for people across **11 local authority areas**, and our services help thousands more in our communities.

Helping people to live happily and in good health is important to us, and we are proud to have been named fifth best landlord in the UK.

We have a new building programme that is worth around **£21m** each year and in the next five years, we intend to build **1,300 more homes**. We are ambitious about how we can help people to live their best lives, working with a range of partners including local and national government and the

NHS to give people choice; tackling poverty, improving wellbeing and playing our part in ending homelessness.

The United Welsh Group also incorporates our subsidiary Celtic Horizons Ltd which, in partnership, looks after all our property services, and Harmoni Homes Ltd, which builds affordable homes and homes for sale.

We are also developing a new social enterprise, Celtic Offsite, that will manufacture low carbon homes and support the local economy to thrive.

With over **370 employees** and a turnover of over **£40m**, we are an ambitious organisation with a strong sense of social purpose.

Life at United Welsh centres around our culture. We live by our values which connect us and inspire us, guiding our strategies as well as the decisions we make day to day.



United Welsh Group Structure

United Welsh
Housing Association

Celtic Horizons
Ltd

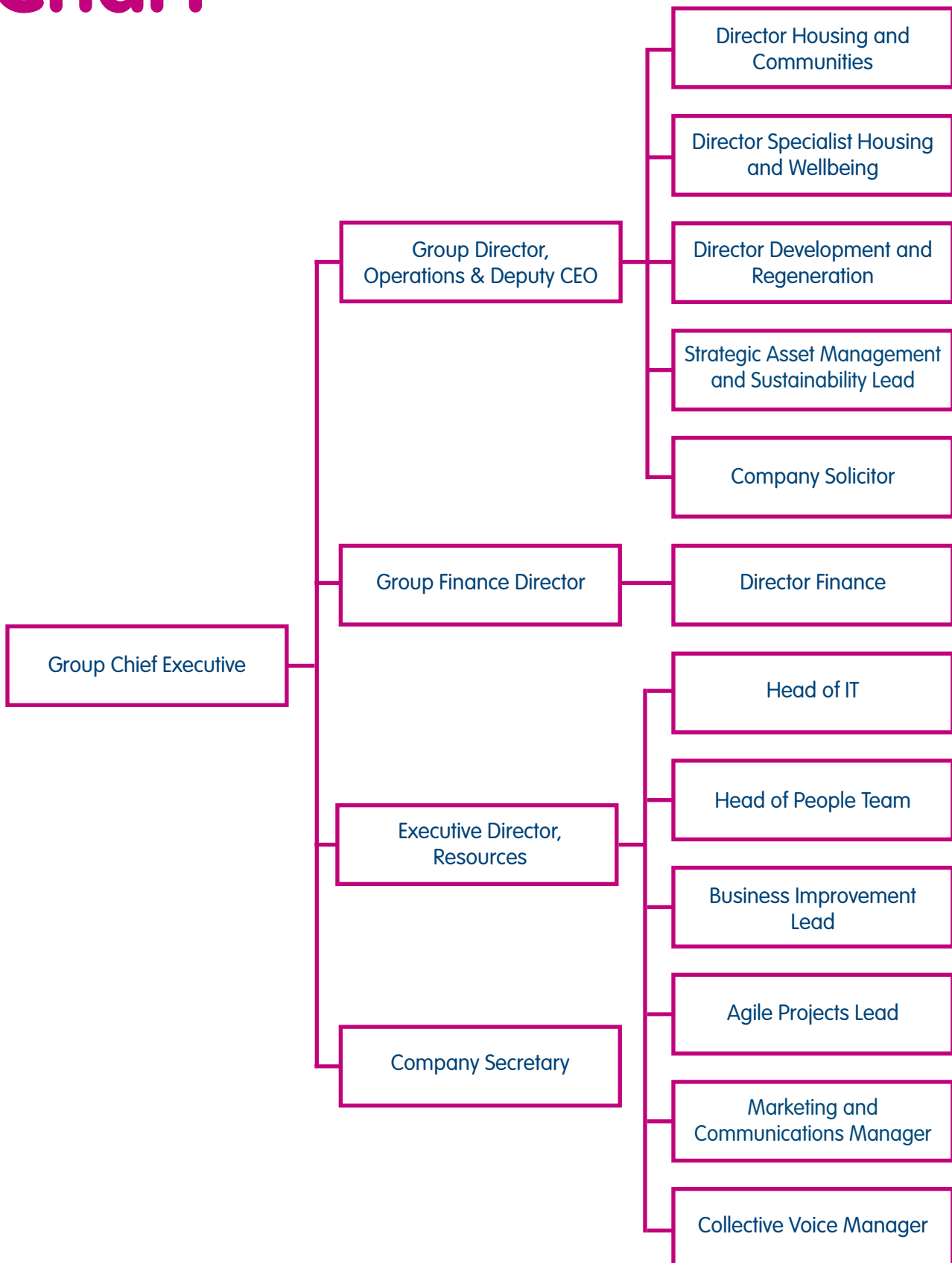
Harmoni
Homes Ltd
Developing Homes for
United Welsh

Celtic
Horizons
Asset
Management

Celtic
Offsite
Timber Frame
Factory

The Celtic
Horizons Asset
Management
service for
United Welsh
is delivered in
partnership with
Mears Ltd

Organisational Chart



Job Profile

Group Chief Executive

Reporting to Responsible for

The Board
Group Director Operations and Deputy Chief Executive (Executive Board Member)
Group Finance Director (Executive Board Member)
Executive Director Resources
Company Secretary
Managing Director, Celtic Offsite

Broad purpose of the post

As a member of the Board and Executive Team, determine the **strategic direction** of United Welsh, motivating and inspiring people in the successful delivery of strategic objectives.

Leading United Welsh, driving a progressive culture of **innovation** and **creativity**, where people feel trusted to deliver and take measured risks, and in agreeing a clear vision with Board colleagues, working collegiately in line with that vision and the Association's values, and within the authority delegated by the Board.

As a Board member, act as guardian for the **values, culture** and **long-term success** of United Welsh Group.



Key Accountabilities

Working with and advising the Board to determine **strategic objectives** that will result in United Welsh being a **top performing housing organisation**, delivering customer and partner focussed outcomes. Being accountable to the Board for the performance of United Welsh consistent with its social purpose, agreed objectives and organisational values and behaviours.

Leading, motivating and inspiring the Executive Team and the wider United Welsh team, creating an **engaged team** where effective open communication, internally and externally, is at the heart of the way of working. People are involved in decisions that affect them and have a **clear understanding** of the values and strategic direction of United Welsh as well as maintaining **strong public relations**.

Developing **positive** and **productive** relationships with partners, including Welsh Government, local authorities and other organisations in order to influence policy direction, maximise opportunities for business improvement and growth.

Maintaining the Group's thought leadership in respect of **de-carbonisation** of existing homes and delivery of new **zero carbon homes**.

Be a visible champion of **equality, diversity** and **inclusion** both within the Group and externally ensuring that it remains a cornerstone of how we work.

Ensuring that United Welsh is adequately and appropriately resourced to meet its strategic objectives, whether that be financial resource, investment in people or other resources. Maintaining an understanding of current **social, economic** and **political influences** in order to develop and adapt the business to meet future challenges and leading and managing any resulting change.

Working closely with the Chair and the Board to ensure that United Welsh demonstrates **strong corporate governance**, manages risk effectively and exercises robust internal control. Managing any potential conflicts of interest and thereby promoting United Welsh as both **ethical** and **accountable**.

Developing and maintaining an understanding of housing and company law in order to ensure compliance with legal, regulatory and constitutional requirements, thereby **maintaining confidence of regulators, funders, customers** and **partners**. This includes performance of obligations under the SM&CR for consumer credit in respect of implementation, oversight, notification and conduct.

Personal Requirements

Experience

Essential

- Proven experience in senior leadership and engagement role
- A demonstrable track record of delivering continuous improvement, innovation, and driving growth whilst delivering value for money
- Evidence of the ability to develop and encourage new ways of working and new delivery models
- The ability and experience of successfully working with a wide range of stakeholders
- A track record of strategic business planning and risk management

Desirable

- A working knowledge of housing or related sectors with particular reference to legal and regulatory compliance issues



Professional Skills

Essential

- Outstanding visible trust-based leadership skills
- The ability to create and communicate a clear vision
- Intellectually and emotionally resilient
- Comfortable working in a collegiate way with senior colleagues and external partners
- Strong interpersonal skills, builds teams, relationships, partnerships and networks effectively
- Demonstrates passion for customer service delivery
- Commercial acumen, understanding budget setting and financial control
- Creative thinker with practical application
- Commitment to equality, diversity and inclusion
- Demonstrates highest standards of integrity, honesty and accountability
- Educated to degree or equivalent level
- Full UK driving licence

Desirable

- An understanding of the social, economic and political influences within the Welsh Housing sector

IS Skills

Essential

- Competent system user with the vision to understand the benefits of digital applications in the workplace and delivery of services to customers

The Essential Criteria stated within the Personal Requirements will be used for shortlisting purposes. However, all criteria will be considered in the process of making an appointment.

Please note, this role will require checks and approval from the FCA under regulation of consumer credit and may require a DBS check. These will be conducted as part of the recruitment process for the successful candidate.



Terms & Conditions

Current Salary

Total salary is **£140,000**.

Pension Plus

While working at United Welsh you are eligible to join one of our pension schemes. United Welsh partner with the **Social Housing Pension Scheme (SHPS)** to deliver our pension provision for employees.

We currently have two schemes:

- the **Defined Contribution Scheme (DC)** – Maximum **9%** employee and **9%** United Welsh Contribution = Total contribution **18%** and
- the **Defined Benefit Scheme (DB)** which is a career average revalued earnings (CARE) scheme. Care 1/80th – **8.35%** employee and **8.35%** United Welsh Contribution = Total contribution **16.7%**

Both schemes are Salary Sacrifice, so deductions are taken before tax. Please note that the DB scheme is currently under review.

Leave

- **30** days, rising to **32** days after **10** years' service, and Bank Holidays
- **Two** United Welsh Gifted Days - an additional two gifted days, usually to be taken during the office closure over the festive period.



Additional Benefits

- A company culture that promotes **work life balance**.
- **Flexible working** including home working.
- Entitled to half a day's leave under the '**School Starter Scheme**'.
- Free **fruit, fresh filtered water, tea and coffee** machine within our offices.
- **Cycle to Work** Scheme.
- **Electric Vehicle** Scheme.
- **Free eye tests** at Specsavers and we contribute towards the cost of prescription glasses.
- **Learning and Development**: Our goal is to continue to invest in creating a **strong learning culture**. For us, learning is not a scheduled event; it is a **continuous process** seen as the path to excellence in your field. Learning is accessible in a range of formats such as **training courses, coaching, mentoring, placements, secondments** and more.
- As a testament to our approach and genuine commitment to learning, United Welsh holds the **Investors in People Gold Award**.



Timetable

Closing date: Monday 25th October 2021

Long list meeting: 2nd November 2021

Preliminary interviews by GS: w/c 8th and 15th November 2021

Shortlist Meeting: 24th November 2021

Assessments and informal meetings with Chair: w/c 29th November 2021

Final Interviews: 8th December 2021

How to apply

To apply, please submit an up to date copy of your CV, along with a supporting statement (maximum of two pages). Ideally your supporting statement will give clear examples of how you meet the criteria in the Job Profile.

Applications should be submitted via www.gatenbysanderson.com/job/GSe78136 and must be received by 9am on Monday 25th October 2021.

Please provide your home, mobile and email contact details and let us know of any dates when you are not available or where you may have difficulty with the indicative timetable.

You should also provide the names, positions, organisations and contact details for two referees, one of whom should be your current or most recent employer. We would not approach these referees before the shortlist stage, and only with your permission. If you do not wish us to approach your referees at any stage, please state this clearly. However, references will be sought as part of our pre-employment checks for the successful candidate.

If you would like to discuss the role in more detail, please contact **Simon Wing** on **0207 426 3976** or **Delicia Coutinho** on **07741 264 892**.



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