

Head of Housing Management

Croydon Council

Candidate Information Pack 2025



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Welcome

Thank you for considering joining Croydon Council's housing directorate. This is truly an exciting time to join us as the housing service undergoes a massive transformation programme to deliver improved services to our residents.

As you will already know, Croydon has faced significant challenges over the past three years, in terms of the Council's financial crisis, and some well publicised service and governance failures.

We need an outstanding individual to join us to become our new Head of Housing Management. The successful candidate will be instrumental in shaping the Council's Housing department and ensuring that our residents and leaseholds live in safe and well maintained homes and neighbourhoods.

We are looking for someone who of course has the right skills and experience, but most importantly, shares our values and our commitment to Croydon, its people and to making this Council the best organisation it can be. You will join us at an exciting, yet challenging time for both the Council and the housing directorate. We can guarantee hard but fulfilling work; you will face challenges testing your experience and knowledge to date, but if you are looking for that opportunity to really make a change, this is one you will relish.

You will not be on your own in this challenge. You will be joining a strong, supportive, and values-driven team of senior staff, all helping to rebuild the Council and the housing service: its finances, governance, culture, and services - and be a part of a wider corporate leadership group transforming the whole council at pace.

The challenge is steep, but according to our independent Housing Improvement Board, we are making progress. We have clear direction through our three-year transformation programme and the Executive Mayor of Croydon's Business Plan, a shared commitment to the task ahead, putting Croydon's people first and restoring pride in our borough.

Croydon is a fantastic place; a vital part of London's growth story with a strong identity of its own. This role is a rare chance to make genuine change in a place of great opportunity. It's a once-in-a-career moment, to join us at a time when your impact will be felt the most.

We are building an organisation in which talented, and committed individuals with a strong public service ethos thrive. We are building a supportive, inclusive, and accountable culture which will be so important to getting the Council back on track. We also want to rebuild the relationship with the people of Croydon - earning their trust which has been impacted by the financial and governance failures of the past.

This is a values-led organisation where people care passionately about fairness, inclusion, tackling inequality, and making Croydon better for the people who live here. The next few years will be tough, but with the right team working together, they will also be immensely fulfilling.



Susmita Sen
Corporate Director Housing
Croydon Council



About Croydon

As one of London's largest and most diverse Boroughs, Croydon is a fantastic place to live, work and spend time, with all the benefits of close proximity to the rest of London and the Southeast.



Our Borough is made up of diverse communities that stretch from Crystal Palace to Coulsdon and from New Addington to Purley; with bustling district centres and over 120 green spaces that link us together and an urban town at its centre.

One of London's largest commercial districts outside the centre, Croydon is a major hub for shoppers, workers and visitors; its excellent transport links include the iconic trams. The Borough has a richly diverse cultural scene and is known as the birthplace of music genres from punk to dubstep and the home of grime legend Stormzy.

Croydon's greatest strength is its people. London's most populous Borough, Croydon is home to 398,800 (Census, 2021). Caring, passionate and principled, they take huge pride in coming together to improve their Borough and help their communities.

Croydon is also home to more than 90,275 people aged under 18 (Census 2021) – more young people than anywhere else in London.

We are incredibly proud of them and committed to them and their futures.

We look after more vulnerable children and young people than any other council in London; caring for them is a privilege and a priority, and our children's services are rated 'good' by Ofsted.

Over the past decade, we have seen huge investment, regeneration and growth in our Borough. Croydon remains an attractive and important part of London for ongoing growth and investment – growth from which we want to see all our communities benefit.

However, the impact of our financial challenges means we must focus on the needs our residents are facing today, regain their trust following the financial and governance crisis at the council and make sure we are a financially sustainable council by 2026.

Croydon Council

Croydon Council is two years into one of the most significant and fast-paced transformational programmes in local government today.

The 'Mayor's Business Plan' sets out how we must change as an organisation to provide the good quality core services and value for money our residents and businesses expect. We must do less and do it better.

In addition, the housing service has had its own significant challenges with the issues reported in March 2021 at Regina Road and the subsequent regulatory notice.

But the transformation of housing is underway and forms an extensive programme overseen by the Housing Improvement Board.

There is a huge amount of change underway and most importantly, we want to involve staff, residents and all our partners in the decisions we make and be open in everything we do.

Our passionate and committed workforce is our greatest asset; our partners are our most valued colleagues.



We look forward to continuing to work with them as we build the council for Croydon's future.

Title: Head of Housing Management

Salary: £75,784 - £83,011

Croydon is a council on a journey. By accepting and addressing the challenges of its past, the council is transforming itself into a modern, sustainable, and resident-focused local authority.

This is an opportunity to be part of a new chapter for Croydon and help shape the future of the council. A council with a passion for driving positive change and delivering excellence; a community with a rich heritage, a diverse population, and a distinct identity. It's an environment in which you can find fresh inspiration and inspire others in equal measure.

Welcome to Croydon Council – and a role that will challenge you and fulfil you like never before.

As our Head of Housing Management, you will be a strategic Head of Service reporting to the Director of Housing Management. You'll lead the design and delivery of tenancy services across Croydon's housing stock – from anti-social behaviour, tenancy sustainment, and estate improvements, to driving up resident satisfaction and service standards.

This is a pivotal role within the wider Housing Directorate, and you'll be expected to work collaboratively with internal and external partners, elected Members, and community advocates. Your leadership will ensure services are not only compliant with regulatory and legal standards, but also deeply aligned with Croydon's core values of fairness, transparency, and value for money.

Croydon Council priorities

- We will live within our means, balance the books and provide value for money for our residents.
- We will focus on tackling ingrained inequality and poverty in the borough. We will follow the evidence to tackle the underlying causes of inequality and hardship, like structural racism, environmental injustice and economic injustice.
- We will focus on providing the best quality core service we can afford. First and foremost, providing social care services that keep our most vulnerable residents safe and healthy and keep our streets clean and safe.
- To ensure we get full benefit from every pound we spend, other services will only be provided where they can be shown to have a direct benefit in keeping people safe and reducing demand.

The impact you'll have

When it comes to housing, we've already started to make some improvements. But there's much more we need to do. Which is why we need an inspirational leader. There will be difficult decisions to make and tough budgets to deliver. But you'll relish the chance to apply your ideas and ingenuity to find the best ways forward. **Your specific responsibilities will include:**

- Leading and motivating dedicated housing management teams to deliver outstanding, resident-focused services.
- Setting strategic direction and leading service transformation across tenancy management, estate services and community engagement.
- Driving continuous improvement, innovation, and service performance using robust data and resident feedback to sharp service delivery.
- Managing complex risks, resolving and learning from high-profile complaints, and responding to sensitive political and regulatory issues.
- Ensuring Croydon's housing services are inclusive, equitable, and meet the highest safeguarding and health and safety standards.
- Working in partnership with contractors, residents, elected Members and external agencies to deliver service excellence.
- Supporting financial sustainability by managing budgets effectively and delivering value for money across your portfolio.

The experience you'll bring

We're seeking a dynamic and visionary leader who brings a wealth of experience from senior roles in social housing or similarly complex public sector environments. You'll have operated at a senior level within large organisations, working alongside a diverse range of stakeholders to deliver meaningful and lasting impact.

Your ability to communicate with clarity and influence with confidence will be matched by your talent for inspiring teams, building cohesion, and driving continuous improvement in service delivery. You'll be someone who thrives on strategic thinking, able to interpret business intelligence, manage budgets with precision, and translate long-term vision into practical, actionable plans.

Your commercial acumen and insight will be key to shaping the future of housing services in Croydon, ensuring they are both effective and sustainable. Above all, you'll be a passionate advocate for tenants, committed to ensuring their voices are heard and their needs are met. Your inclusive leadership style and deep understanding of safeguarding, health and safety, equality, and diversity will help foster a culture of excellence and accountability.

With a degree-level qualification or equivalent experience, you'll bring the credibility and resilience needed to lead in a fast-paced, politically sensitive environment, championing high-quality homes and services for the people of Croydon.

Please see the job description for full role responsibilities.

Who we are & where we're going

We fully acknowledge the fact that we haven't got things right in the past and have strengthened our resolve to do them better. With a clear financial strategy in place together with an unwavering commitment to listening to our residents and putting them first by upholding our **Residents Charter** to:

To treat residents with respect.



Respond quickly and efficiently to complaints and learn from problems that lead to complaints.

Be clear and transparent with our residents about how we are performing.



Provide safe homes and a clean environment which residents are proud to live in.

Give residents a voice and encourage meaningful decision-making activities.



Communication is clear and easy to understand.

If you'd like to find out more about Croydon, please go to: www.croydon.gov.uk/.

Croydon Council is an inclusive employer and welcomes applications from all sections of the community. We are happy to consider applications from candidates seeking flexible working arrangements.

As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the advertised role. We're committed to safeguarding and promoting the welfare of children and vulnerable adults, and we expect every member of our team to share this commitment.



How to apply

For further information about the role, or to arrange a confidential discussion, please contact our recruitment partners at Adecco.

To apply for the role, please submit your CV and covering letter to:

Robin Turner - robin.turner@adecco.co.uk

Closing date: Sunday 2nd November.

CROYDON
www.croydon.gov.uk

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