



Paragon Asra

PA Housing

Senior Land Manager (New Business)

Salary £65,000 (plus generous benefits package)

*Passionate about delivering more
affordable homes and great services*

oceanedge.biz/PAH

working in partnership with

OCEAN EDGE
EXECUTIVE SEARCH



About us

PA Housing is ambitious about growth.

We are dedicated to increasing our development programme to enable us to build 500 new homes per year predominately focused within London and the South East, **plus the Midlands**. We are financially strong and have an excellent reputation.

We need motivated and driven people who will be able to help us achieve our goals.

Our history

In April 2017 asra Housing Association and Leicester Housing Association – both part of asra Housing Group – amalgamated with Paragon Community Housing to create Paragon Asra Housing (PA Housing). One of the main reasons for the amalgamation was to help meet the need to build more homes.

We have created an ambitious and dynamic housing association and together we own and manage almost 24,000 homes in London, Surrey and the Midlands.

A photograph of a woman with long brown hair, wearing a red sweater and a black headset, smiling at the camera. She is sitting at a desk in an office. In front of her is a computer monitor displaying a website, a multi-line office phone, and a keyboard. A red box with the word 'WORK' is visible on the desk. The background shows a window and a white wall.

We have created
an ambitious and
dynamic housing
association

An exciting future

Creating more affordable housing is central to our future and we relish the challenge of developing more quality, affordable homes for our customers.

We aim to deliver 6000 homes between 2020 and 2030 across London, Surrey and the Midlands for rent and shared ownership.

However we are about much more than just bricks and mortar. We focus on the wellbeing of the people we serve and have exciting plans to help our neighbourhoods prosper and thrive.

We have the potential to achieve brilliant things in the future and we look forward to unlocking the benefits which PA Housing can bring – to our customers, our employees and in the wider community.

Our success and our plans for the future would not be possible without our dedicated team of staff members. Every one of our employees help to make a difference to the lives of our residents and other local people, and we look after our team members well.

We are looking for a Senior Land Manager (New Business) to help drive us forward. The role is central in helping us achieve our exciting plans for the future to ensure the organisation can grow and even more

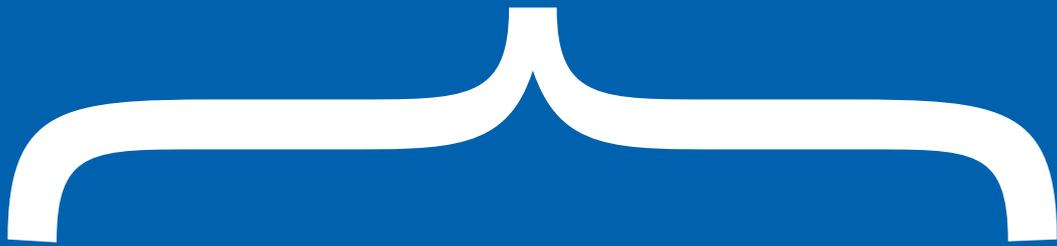
people can benefit from our exceptional services. You will identify, appraise, negotiate and acquire land in order to develop homes for affordable rent, shared ownership and private sale.

It's a really exciting time to join PA. If you would like to join us, we look forward to your application.



Our values

Our values underpin everything we do and our culture and behaviours define how we do things.



Always do the right thing

We offer the best quality service that we can.

We are dedicated to our people.

We are honest, open and responsible.

We challenge ourselves to be the best.

We always look for best value.

There when you need us

We always offer solutions.

We listen and take action.

We deliver on our promises.

You can count on us.

We treat people as we would want to be treated.

We never give up

We are ambitious.

We are unashamedly bold.

We work together to make a difference.

We welcome innovation.

We show courage in our pursuit of growth.

We create a culture that people want to be part of.

A great place to work

We pride ourselves on our 'can-do' approach and our caring, staff team.

PA Housing is an extremely welcoming and friendly place to work. We have a philosophy of continuous improvement and invest in our staff, giving employees support and encouragement to flourish. As a result our team members are committed to delivering value for money and excellent customer service.

In turn, we reward our staff for their dedication by offering competitive salaries and an excellent range of employee benefits.

Working for PA is incredibly rewarding. Everyone in our team makes a difference to people in the diverse and vibrant communities we serve.

Equal opportunities

We are an equal opportunities employer and we make sure that every step of our recruitment process is fair.

Employee benefits



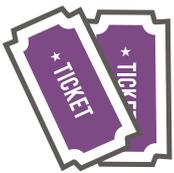
Perkbox

Discount scheme (e.g. High Street shops, cinemas, airport parking and hotels, savings with Apple, free coffee at Caffe Nero each month, download a free film each month)



Health cash plan

No cost to the employee except if you choose to upgrade and add additional members to the plan



Season ticket loans (bus & train)

0% loan for the cost of a season ticket which is deducted from salary over a 10 month period. (This benefit is available on successful completion of probation.)



Social events

- Summer BBQ held in Walton-on-Thames
- Diwali party held in Leicester
- Christmas party - all three locations



On-line whistle blowing scheme In-Touch

A service where colleagues can report any concerns that they have confidentially and anonymously. PA Housing has signed up to the Speak up hotline service available 24/7.

Visit www.speak-up.info/pahousing or call 0800 097 0026

Access code: 27924



Enhanced PA Housing maternity, paternity, adoption pay and share parental leave

Pay above the Statutory basic amount



Annual flu vaccinations

Offered to all employees who can use a voucher at Boots Pharmacy or see a visiting nurse.



Free VDU test and a contribution to the cost of glasses - with approved supplier
(Conditions apply)



Employees assistance programme using Health Assured
A 24 hour confidential telephone counselling service



Car leasing scheme
Through tuskercars.com using salary sacrifice (This is available upon successful probation).



Wellbeing

Wellbeing champions plan activities throughout the year at each office, e.g. fitness classes, walking clubs, meditation sessions and much more.



Long Service Awards

Love to shop vouchers plus an extra day's leave to be taken that year

5 years £75

10 years £150

15 years £225

20 years £300

25 years £375

30 years £450



Bike2Work Scheme

A salary sacrifice scheme enabling colleagues to purchase a bike up to the value of £1,000.

Role profile

Senior Land Manager (New Business)

Location: Flexible working between our London and Walton-on-Thames offices and home

Dept: Development and Sales

Salary: £65,000 (plus generous benefits package including 10% bonus)

Reporting to: Assistant Director of New Business

Hours: 35 hours per week

PA Housing is an award winning provider of affordable, quality homes, but our business is about more than property – it's about people. We aim to put our residents at the centre of everything we do and offer first class services to all.

Our business is built around decades of experience in the social housing sector across the Midlands, London, Home Counties and the South East. We hold a stock of more than 24,000 homes and employ 600 plus staff to provide a high standard of service to our householders.

Our success and our plans for the future would not be possible without our dedicated team of staff members. Every one of our employees help to make a difference to the lives of our residents and other local people, and we look after our team members well.

We currently have an opportunity for a Senior Land Manager (New Business) to identify, appraise, negotiate and acquire land in order to develop homes for affordable rent, shared ownership and private sale. You will secure planning, appoint and manage design and professional teams to agree development agreements and land and JCT contracts.

The role involves:

- Sourcing and acquiring land for development that maximises returns and minimises subsidy requirements, with a view to increasing handovers year on year.
- Working to achieve targets of delivering 750 starts per annum by 2022/23 through land-led, s106 and package deals.
- Developing and maintaining regular contacts with Land Agents/Owners and working closely with local authorities and public bodies to explore partnership opportunities.
- Negotiating the purchase of land and agreeing heads of terms.
- Appointing relevant professional teams.
- Obtaining RICS valuation advice, preparing and checking financial feasibility.

- Leading and managing the planning process and negotiating the S106 agreement.
- Maintaining up to date budgets for all schemes in Pamwin/Proval and ensuring accurate forecasting of milestone dates.

The successful candidate will have:

- A Degree in Estate Management or another relevant discipline or a minimum of 5 years relevant experience with a proven track record in the acquisition of Land Led, S106 and Package opportunities for a Housing Association or Public/Private Sector.
- Knowledge of GLA & HCA requirements and a sound knowledge of option agreements and land contracts.
- Detailed understanding of the planning policy and of JCT contracts.
- A strong network of land agents and owners.
- Understanding of residual land valuation, financial appraisals and land viability assessments.
- Detailed knowledge of PAMWIN or Proval

This is a great opportunity for an enthusiastic and motivated individual to work as an integral part of a dedicated Development team.

We recognise that people are at the heart of our business and that success is dependent on enthusiastic and committed colleagues. We make sure they feel supported and encourage a culture of opportunity and learning to enable colleagues to fulfil their potential and make a real difference to people's lives every day.

Working for PA is incredibly rewarding. Everyone in our team makes a difference to people in the diverse and vibrant communities we serve.

In return, we reward our staff for their dedication by offering competitive salaries and an excellent range of employee benefits including:

- 26 days annual leave entitlement per annum plus bank holidays (pro rated for part time roles).
- Opportunities to develop your career through internal and external training, professional qualifications, career coaching etc.
- Generous pension scheme including 10% bonus
- Health Cash plan for discounted optical, dental and health.
- Perkbox – High street discounts.
- Long Service Awards.
- Health and Wellbeing initiatives.
- Walton on Thames is located 10 minutes from the M3 and 30 minutes from the M25.
- Our London offices are near Borough Market and Southwark Street tube station.

PA Housing - Passionate about delivering more affordable homes and great services

Main Purpose of Job

- To identify, appraise, negotiate and acquire land to develop for affordable rent, shared ownership and private sale. Effectively secure planning, appoint and manage design and professional teams to agree development agreements and land and JCT contracts.
- To be an active member of the New Business Team and work closely with the delivery team to hand over projects and achieve our target of 750 starts on site per annum by 2022/23.
- To manage the New Business Team to ensure quarterly and annual targets are met.

Key Tasks and Responsibilities

- Contribute to the team's day to day activities, driving best practice whilst setting an example in delivering excellent customer service in line with our values. Manage the Land Manager, Land Buyer and Graduate, holding regular 1-2-1 meetings to develop their skills to ensure they are meeting targets set by the Assistant Director of New Business.
- Contribute to strategies that identify potential to achieve the business growth plan. Source and acquire land for development that maximises returns and minimises subsidy requirements, with a view to increasing handovers year on year.
- Identify a portfolio of projects to deliver 750 new homes in London, Surrey and Midlands every year by 2022/23. Source and appraise new business opportunities in line with internal KPIs and financial hurdles that will deliver between 20-100 units per site for private and affordable homes.
- Ensure the team keep the offer log up to date with all new opportunities both rejected and bid on and ensure all cash flows for these schemes are accurate.
- Develop and maintain regular contacts with Land Agents/Owners within the area of operation. Support the Assistant Director of New Business to work closely with local authorities and public bodies to explore partnership opportunities to deliver affordable housing. Negotiate the purchase of land directly with agents and/or owners and agree heads of terms
- Using the framework, appoint the relevant professional teams to assist in the purchase and delivery of the project. Instigate the necessary technical investigations required to ensure that the land can be satisfactorily developed in both deliverability and within the financial assumptions used in the appraisal.
- Obtain RICS valuation advice, prepare and check financial feasibility, sustainability and risk appraisals and assist the Assistant Director of New Business in the preparation of reports to the Development and Assets Committee.
- Carry out due diligence on all new contractors with finance before the letting of new building contracts

- Appoint and review with solicitors the report on title prior to exchange of contracts, reporting key risks to the Assistant Director of New Business. Update key risk items in the risk register and report when necessary project boards.
- Using your knowledge of planning policy work with planning consultants, architects and the Local Planning Authority (LPA) to ensure you maximise development potential and value. Lead and manage the planning application securing internal stakeholder support for each scheme and negotiate the S106 agreement so it is acceptable to PA Housing. Ensure the planning permission is obtained in as short a time as possible by liaising with the technical departments in the company and organising and attending meetings with them and the LPA. When necessary prepare reports and presentations for key internal and external stakeholders to secure support for the scheme.
- Appoint the Employers agent to review the build ability of the scheme and work with Assistant Director of New Business and the Delivery Team to ensure we are satisfied the proposed scheme can be delivered within the red line of the site and for the proposed budget.
- Working with the Employers Agent and Delivery Team, negotiate and agree with the contractors the terms of the construction contract (JCT/Development agreement) to ensure the final contract captures our employers requirements and design brief.
- Prepare and draft written reports and supporting documents for the Assistant Director of New Business to secure internal approval to purchase the land and enter the build contract.
- Ensure the Land Team maintain and keep up to date budgets for all schemes in Pamwin/Proval as detailed in business plan. Ensure accurate forecasting of milestone dates (planning, acquisition, SOS and PC) and that slippage and variances are clearly managed and reported to the Assistant Director of New Business. Maintain an accurate record of all abortive costs and spend that you and the team have secured approval for from your line manager. Report this back monthly to the Assistant Director of New Business.
- Act as the Client for the purposes of the Construction Design Management Regulations 2015, ensuring that all relevant appointments are made and managing the appointed consultants to ensure the delivery of their duties.
- Maintain clear scheme records to ensure internal and external audit compliance and ensure that handover procedures to the delivery team are followed.
- Ensure Health and Safety compliance for all staff and third parties as a priority to ensure regulatory and governance procedures and adhered to. Adhere to relevant statutory and regulatory provisions.
- To collate all data from the monthly report created by the Land Manager and prepare a monthly report for the New Business Team outlining new land contacts, new bids made. Where bids have been accepted an update of progress preparing the scheme in readiness to exchange contracts.
- When necessary submit bids on the GLA/ HCA systems to secure grant funding.
- Flexible working between offices and home.

- Use your creative flair to find solutions to project challenges.
- Treat all PA Housing, staff, customers, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation
- Comply with the Health & Safety Policy, ensuring own and others health and safety.

Performance Measures

- To identify future development sites to deliver 750 starts per annum by 2022/23 through land-led, s106 and package deals.
- Keep the offer log up to date with all new business opportunities received and new bids made.
- Identify off market opportunities and secure a legal option to purchase STP or to Land Bank the site.
- Project spend across the New Business Team is kept within the abortive budget and then project costs are moved out once the project has an approved budget code.
- Meet monthly/ quarterly targets set by Assistant Director of New Business to ensure business growth plans are met.
- Securing Planning on STP deals
- To ensure all members in the New Business Team keep accurate and up to date scheme cash flows up to date at all times.
- All invoices received into the New Business Team are recorded and paid on time in line with PA Finance policy
- Ensure the team are meeting the targets set to generate new land contacts.
- Where bids have been accepted and heads of Terms agreed make sure schemes progress in line with the time frame agreed in the heads of terms in readiness to exchange contracts.
- Meet personal development targets.
- Manage the Land Manager, Land Buyer & Graduate to ensure they meet overall targets set by the Assistant Director of New Business.

Relationships & Contacts

- Develop, maintain and influence relationships with key stakeholders and partners to facilitate the supply of development opportunities. Contribute to corporate stakeholder management. Where required, represent PA Housing on external working groups, speaking engagements, etc
- **Internal**:- Legal team, Housing Management, Sales, Finance, Asset Management, Delivery and Programme
- **External**:- GLA/HCA, TFL & Public Bodies, land owners, land agents, house builders, local authorities, planning authorities and consultants.

Person specification

The following list of skills, knowledge, experiences and personal characteristics are classed as essential criteria for the role of Senior Land Manager (New Business). Please consider how you meet these criteria to help inform your application and interview.

Attitude

- Team player
- Puts customers first
- Passion for service excellence and continuous improvement
- Displays a 'can do' attitude with drive and enthusiasm
- Behaves in a manner that promotes our mission and core values
- Always encourages learning, both personally and in other colleagues
- Ability to represent the Group at a variety of levels and act as an ambassador
- Ensures a great service is provided whilst consideration is given to Value for Money

Qualifications

- Degree in Estate Management or another relevant discipline or a minimum of 5 years relevant experience with a proven track record in the acquisition of Land Led, S106 and Package opportunities for a Housing Association or Public/Private Sector

Skills

- Ability to write reports to support the acquisition of land and appointment of contractor
- Ability to identify key risks and manage/mitigate them
- Ability to identify hidden value in projects
- Ability to network with all levels of stakeholders, land agents and land owners.
- Strong mathematic and IT ability
- Excellent negotiation and networking skills
- A pragmatic approach to problem solving
- Interpersonal skills and attitude
- Excellent communication skills
- Able to work under pressure
- Able to work with a high degree of accuracy
- A methodical approach to working practices
- A self starter capable of creating and maintaining momentum in projects
- Customer focused
- Prioritises and multi-tasks effectively to meet deadlines
- Ability to build and maintain effective relationships
- Ability to analyse and present complex information simply
- Ensuring value for money is taken into consideration
- Influences, negotiates and relates subtly and sensitivity

- Excellent leadership and communication skills
- Ensures that colleagues within area of responsibility are well managed and motivated and that both good and poor performance is actively managed
- Ability to take ownership and empower others
- Ensures policies and procedures are adhered to

Knowledge

- Knowledge of GLA & HCA requirements and understanding of how local authorities work.
- Sound knowledge of option agreements and land contracts.
- Detailed understanding of the local and national planning policy.
- Detailed knowledge of JCT contracts
- Good understanding of VAT and SDLT
- Strong network of land agents and owners.
- Understanding of residual land valuation, financial appraisals and land viability assessments.
- Detailed knowledge of PAMWIN
- A good understanding of legal obligations
- In-depth knowledge and understanding of planning authorities
- In depth understanding of budget management
- A strong knowledge of housing management
- Knowledge of housing management systems

Experience

- Decision maker with pragmatic approach to problem solving
- Demonstrable track record of buying land and negotiating JCT contract for affordable Land in London and the South East.
- Negotiation of Joint Venture contracts, JCT and Development Agreements
- Able to influence and persuade others
- Experience of budget control
- Experience of managing people
- Experience in a customer facing role

To apply for this role

Please email your CV and a supporting statement showing how you meet the role criteria to our recruitment partners Ocean Edge Executive Search at **jobs@oceanedge.biz**

For an informal chat please call the Ocean Edge Executive Search team on **023 8000 1153**

Closing date:
12 noon Monday 27 September, 2021

Working in partnership with Ocean Edge Executive Search
www.oceanedge.biz/pah

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