

HOUNSLOW

Recruitment

Executive Director of Place

Candidate Pack | November 2025



Contents

Welcome

Our Values

The Opportunity

The Role

Person Specification

Organisational Chart

Further Reading

How To Apply?



Welcome

Thank you for your interest in the role of **Executive Director of Place** at the London Borough of Hounslow.

This borough represents the very best of London, its diversity, creativity, resilience and ambition. Our communities are full of talent and energy, and our location gives us extraordinary opportunities: from Heathrow and the Golden Mile to thriving town centres and neighbourhoods. But what makes Hounslow truly special is the **strength of our people, and our determination to ensure that growth and regeneration deliver real benefits for everyone.**

This role sits at the heart of our vision. Through *Opportunity Hounslow*, we are setting out a bold and long-term approach to regeneration, housing and economic development. We are tackling some of London's biggest challenges: housing need, climate resilience, inclusive economic growth, while seizing opportunities to deliver new homes, jobs, infrastructure and high-quality places.

As Executive Director, you will lead this agenda. That means providing system leadership for regeneration, housing, planning, traffic management and transport planning, working with Members and partners to set strategic direction, and ensuring delivery at pace and scale. It means being an ambassador for Hounslow regionally and nationally, influencing funding and policy. And it means shaping regeneration in a way that is inclusive, sustainable and future-focused.

We are looking for a bold, visible and values-driven leader who can bring fresh thinking and strong delivery. Someone who understands the complexity of place leadership, who is comfortable with challenge and the evolving nature of the role, and who can turn ambition into impact.

Most of all, someone who shares our commitment to fairness, inclusion and sustainability.

If you are excited by the chance to lead one of London's most ambitious growth and regeneration programmes, and to make a tangible difference to our residents' lives, I look forward to hearing from you.



Warm regards,
Mandy Skinner
 Chief Executive
 London Borough of Hounslow





Our Values

At Hounslow, our values define how we lead and deliver for our residents. They are not just words on a page, they are the principles that drive regeneration, housing and growth in a way that is inclusive, sustainable and ambitious.

As an Executive Director, you will be expected to model these values every day, embedding them into strategy, culture and delivery.

These are the values that drive us:



Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.



Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas, keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.



Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old-fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.



Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.



Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.



The Opportunity

Executive Director of Place London Borough of Hounslow Salary: £159,840 - £186,282

With our groundbreaking approach to strategic area-based regeneration in place Opportunity Hounslow Business Case for Growth setting out our plans to align our ambition and growth to has been carefully planned to benefit all our communities. This is your chance to lead one of London's most aspiring growth and regeneration agendas. Hounslow is a borough on the move. Through Opportunity Hounslow, www.opportunityhounslow.com we are delivering one of the capital's most exciting regeneration strategies –transforming our town centres, delivering new homes at scale, creating jobs and investment opportunities, and embedding climate resilience into everything we do.

We are now seeking a new Executive Director of Inclusive Growth & Place to lead this bold agenda. This is a role of scale, visibility and influence:

- Own the end-to-end growth agenda: spanning regeneration, housing and planning, with a remit to shape the future of the whole borough.

- Drive inclusive and sustainable outcomes: ensuring that every community benefits from change, and that growth aligns with our climate and net zero ambitions.
- Represent Hounslow regionally and nationally: leveraging partnerships with the GLA, TfL, government, developers and investors to unlock delivery and attract external capital.
- Lead our talented teams: inspiring regeneration, housing, planning, traffic management and transport planning professionals to deliver at pace, with a culture of innovation, accountability and collaboration.

We are looking for a strategic, values driven leader with a proven track record of executive leadership in regeneration, housing and planning. Someone with the political acumen, convening power and commercial insight to deliver results at scale.

This is more than a service leadership role, it is a chance to shape the future of one of London's most diverse, dynamic and ambitious boroughs.

About our Commitment to Diversity and Inclusion

We serve a diverse community, we employ a diverse workforce, and we are committed to

being an inclusive employer. We invest in representation, employee networks and learning programmes that actively eliminate inequality, inequity, injustice and bias. As a Disability Confident Employer, we offer reasonable adjustments throughout recruitment (candidates can state what they need in the application form).

For a confidential conversation, contact:



Pete John

on 07701 305617 or email:
pete.john@penna.com



Bruna Varante

on 07858 306725 or email:
bruna.varante@penna.com



Ali Tasker

on 07514 724114 or email:
ali.tasker@penna.com

To apply for this role please visit
<https://execroles.penna.com>

**Closing date: Midnight,
11th January 2026**



The Role

Executive Director - Place

Grade: Executive Director

Role Title: Executive Director – Place

Reports to: Chief Executive

Salary: £159,840 - £186,282

Direct Reports: Director of Housing; Director of Regeneration and Economic Growth; Director of Planning and Building; Director of Asset Strategy; Director of Environmental Services

About being an Executive Director at the London Borough of Hounslow

As a member of the Corporate Leadership Team and the Senior Leadership Team, you play a key role in decision-taking on behalf of our residents and contribute formally through our leadership governance arrangements across the organisation.

Leaders at Hounslow are future-focused, looking across and outwards to make the greatest positive impact for our residents. You will provide system leadership for regeneration, planning, housing and transport and traffic, setting the strategic direction and ensuring delivery of the borough's growth ambitions. You will lead critical services, and you will manage risks, ambiguity, and challenges responsibly. You will play a significant role in local democracy, supporting directly elected Members across all political parties. You will also exercise influence and have a significant impact beyond the Council and the London context, both as a leader in your profession

and as an ambassador for our organisation and communities.

Specific accountabilities for the role

As the Council's **Executive Director - Place**, you will drive the delivery of our bold Inclusive Growth Strategy – *Opportunity Hounslow*; a strategy that provides long term vision and aspirations for the whole borough, exploiting every opportunity for growth.

You will pioneer Hounslow's work on sustainable economic development and inclusive growth, taking a thought-leading approach to community wealth building and social value, harnessing collaborative working relationships with global and local businesses, and the community and voluntary sector, leveraging strategic partnerships with public and private institutions.

You will represent the borough in regional and national forums, influencing policy and funding decisions at the GLA, TfL, and central government level. You will position Hounslow as a leader in sustainable urban development, leveraging external capital and strategic partnerships to accelerate delivery. Your leadership will secure the delivery of shared ambitions for homes, jobs, infrastructure, and opportunities that benefit our residents and communities. You will consistently ensure that our approach to sustainable development secures intergenerational equity and the very best economic, social, and environmental outcomes.

As the lead adviser on housing, you will own the housing delivery agenda, from strategy and partnerships to new build and estate regeneration, ensuring the delivery of ambitious housing programmes and developing outstanding and productive relationships with developers. You will ensure that the Council's approach to homelessness and homelessness reduction is compassionate and robust, and that strong collaborative partnerships are maintained to address social and housing needs. You will ensure the delivery of first-class landlord functions and housing and estates management, and of course that the Housing Revenue Account is managed in line with statutory requirements.

You will ensure that the Council's Development Management, Town Planning and Building Control Regulatory responsibilities and duties are discharged with the utmost probity and transparency, in line with the Council's constitution and statutory requirements, and you will ensure the same for all traffic and transport schemes and projects.

Top things about you

- Proven track record of executive leadership in regeneration, housing, planning, traffic management and transport planning, delivering complex multi-stakeholder programmes at scale.

- Thought leadership and deep sector expertise, with a strong grasp of best practice and emerging trends in place-making, regeneration, planning, housing and transport, with an excellent aptitude for developing inventive solutions to complex problems.
- Politically astute, with substantial experience of influencing and advising elected Members, including the Council Leader, Cabinet and Portfolio Holders.
- A strategic communicator, able to outline complex issues into clear, compelling narratives that drive alignment and action across diverse audiences.
- Strong convening power, with a history of leading strategic partnerships with the GLA, TfL, developers, investors and other key stakeholders to unlock delivery and attract external capital.
- Commercial acumen and financial leadership, with a track record of managing large budgets and investment portfolios with integrity and impact.
- An empowering and visible leader, skilled in building high-performing, multi-disciplinary teams and fostering a culture of accountability, innovation and continuous improvement.
- Role model our values, creating the conditions for our people and our residents to succeed.

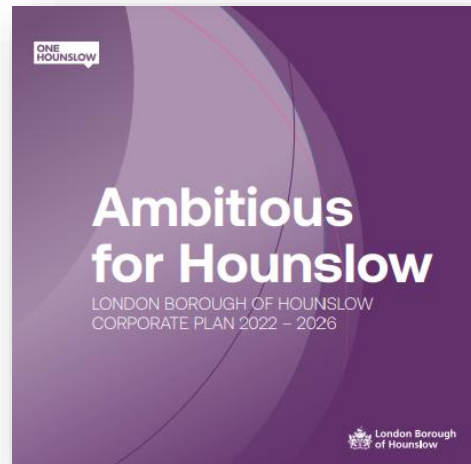
Your corporate contribution

- Act as a corporate leader, working effectively as one of the Council's most senior officers, delivering corporate objectives through collaboration across the whole Council and with our partners.
- Sponsor and lead the Council's transformation programmes, balanced against the delivery of services our residents need every day, in line with the Council's strategic and business planning approaches.
- Lead, motivate and support divisional teams and individuals across the whole organisation, driving a high-performance culture, enabling them to learn, every day, and to effectively deliver corporate, divisional and personal goals so that they can be the very best they can be.
- Provide strategic financial stewardship of the Council's money in accordance with the Council's standing orders and regulations, delivering financial efficiency and value for money, and maximising the generation of income. Deliver the One Hounslow Financial Strategy.
- Champion equality, diversity and inclusion in the delivery of services and in our employment practices, and support Hounslow to become an even more inclusive employer, by putting equality front and centre of everything we do. Make Hounslow fairer and more equal.

- Deliver - through everything you do - our climate strategy, understanding how the services and the transformation programmes you lead contribute to our climate ambitions.
- Deputise for the Chief Executive.
- Participate and lead in the Council's emergency planning and responses to emergency situations when required to do so.
- Assist in the conduct of elections as required.



Further Reading



[Corporate Plan
2022 - 2026](#)



[Opportunity
Hounslow](#)



How to Apply?

This guidance contains important information to help with your application:

Please apply by submitting a CV and Cover Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.

Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.

Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.

Please share with us in your Supporting Statement the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.

Please complete the Equal Opportunities Monitoring Form when you upload your details via our website.

Please upload your application by the closing date – no applications will be accepted once the long listing process has begun.

Following long-listing, you will be contacted directly by a Penna consultant to update you on the status of your application.

Asking for adjustments: we're committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact us.

To apply for this role, please visit the following link to upload your CV and Cover Letter: <https://execroles.penna.com>

Date	Stage
11/01/2025	Applications Deadline
w/c 19 th Jan	Longlist Meeting
w/c 26 th Jan	Technical Interviews
w/c 2 nd Feb	Shortlist Meeting
w/c 9 th Feb	Final Interviews

For questions or an informal discussion, please contact:



Pete John

on 07858 306725 or email: pete.john@penna.com



Bruna Varante

on 07858 306725 or email: bruna.varante@penna.com



Ali Tasker

on 07514 724114 or email: ali.tasker@penna.com

**The opportunities are here...
and we want to ensure it
benefits our residents and
communities in meaningful
and effective ways!**





**Thank you for your
interest in the role!**



London Borough
of Hounslow



Penna
An LHH brand