

# We believe in people, we believe in you.



Valleys to Coast

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# Welcome

**Thank you for your interest in joining the Board of Valleys to Coast. I hope that you have all of the information you need in order to complete your application.**

We believe that having a safe and secure home is a basic right for everybody; we strive to put our customers at the heart of everything we do, providing desirable homes and developing thriving communities. You will be joining us during a very exciting programme of change and will contribute to strengthening our governance foundations as we continue to deliver our ambitious business plans. If you would like further information or an informal discussion with me about the role, please contact our Governance team on **01656 762457** or email **board@v2c.org.uk**.

I look forward to receiving your application.

**Anthony Whitakker**  
Chair



# Our values

Over the next 5 years we want to make sure that Valleys to Coast is a vibrant organisation which delivers quality services and products for its customers.

We are keen to increase the capacity of our financial position, drive through greater efficiencies across the whole organisation, achieve truly customer-centric services, find ways to be a more sustainable landlord / business and create a dynamic, enjoyable workplace for our colleagues.

To support these ambitions we have identified 4 Strategic Priorities with which we will align to all of our plans.

These are:



**Customers at our heart**



**Desirable homes**



**Thriving communities**



**Successful organisation**





# What's it like to work in housing?

If you ask anyone who works in housing about what it's like to work here the majority of the answers will say definitely the people and how rewarding it is.

As an independent organisation, we occupy a unique position whereby we can combine our drivers of social purpose with delivering efficient business operations.

Don't just take our word for it though, we are currently part of a wider campaign called 'This is Housing' where we showcase what the sector is really like and what career opportunities are available.

Read what they have to say here:

**[www.thisishousing.wales](http://www.thisishousing.wales)** or check us out on glassdoor: **[www.glassdoor.co.uk](http://www.glassdoor.co.uk)**.



# About Us

**We're a not for profit social housing organisation who provide and manage 5,835 homes across Bridgend, South Wales.**

We also provide management services to 722 leasehold flats, have a portfolio of 50 shops and other non-residential properties, and manage 1,129 garages.

Our purpose is to provide homes where people feel happy and safe, which contributes to our bigger vision which is to help build a better Wales.

In order to maximise our impact, we are keen to seek out and collaborate with partners across all sectors and to work with different types of organisations and agencies.

We are keen to be an actively developing housing provider and to make a contribution to the housing provision goals of Welsh Government. We have invested extensively in our housing stock since transfer, in order to reach Welsh Government's Housing Quality Standards (WHQS), and are committed to continuing to raise the physical standards of our homes and to improve the surrounding areas.

We truly recognise that our greatest strength is the people we employ. Our colleagues are the face of Valleys to Coast and set the tone and focus for our customer experience. By creating a workplace that offers encouragement, development and fun we hope that colleagues will be inspired to play to their strengths and bring their best self to work every day.

Our values are our fundamental beliefs as an organisation. They are the guiding principles for how all of our colleagues should behave and act. They flow through every part of our organisation and are what makes us special.

**Value People:** We see the potential in people, those we work with and those we are here to serve.

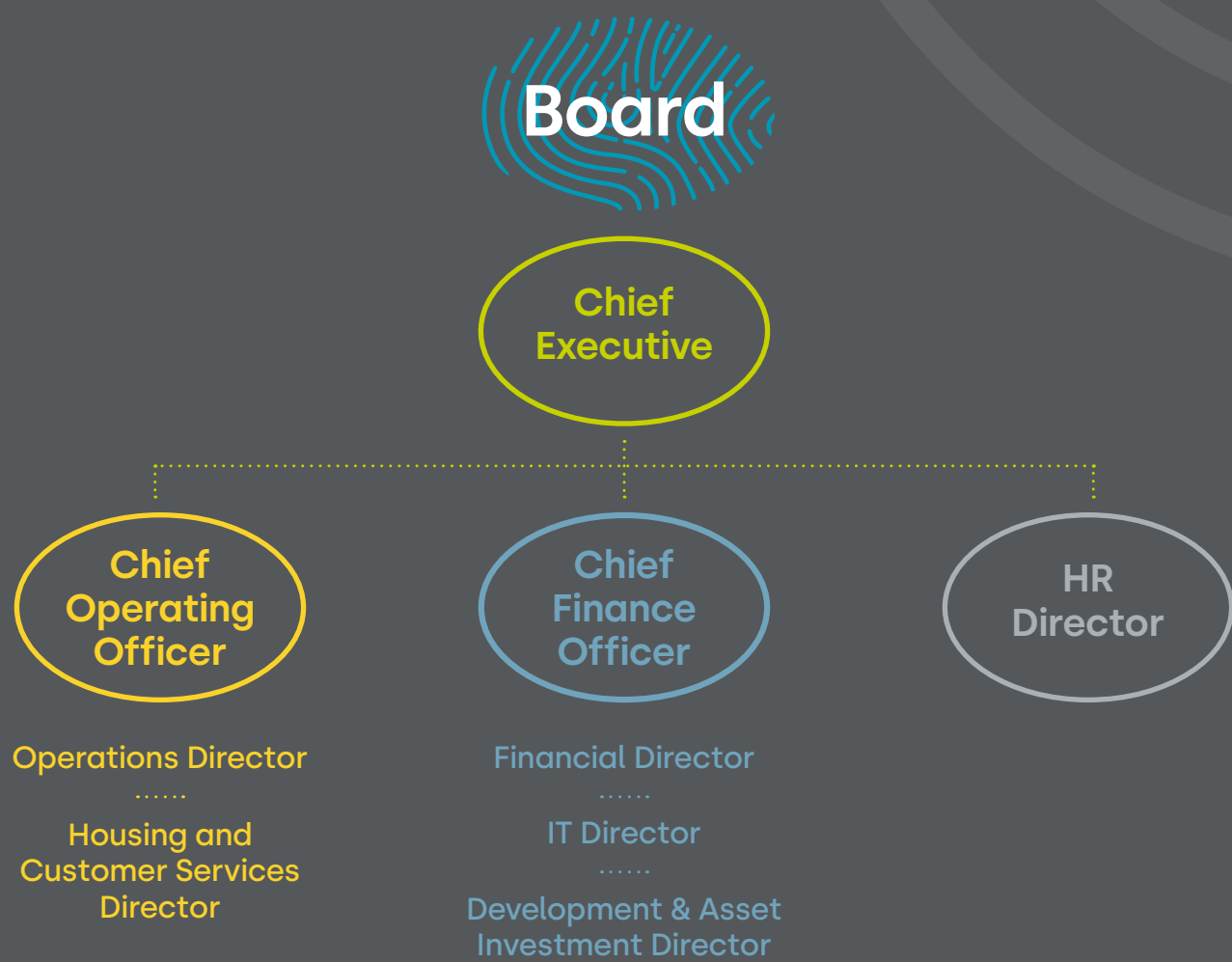
**Think Differently:** We try new things to improve peoples' lives and careers.

**Courage to see things through:** We want the best for ourselves, our colleagues and the people we serve; so we speak, work and act with conviction, strength and determination.





# Our Structure



# Our Senior Leadership Team

## Duncan Forbes

### Chief Executive

Duncan is a qualified solicitor and has a background in housing law. He was one of the country's leading housing lawyers providing legal advice to more than half the housing associations in Wales and acting as legal adviser to many tenants. He has more recently worked as Chief Executive at Bron Afon for the last 10 years and served as Board Chair at Cardiff Community Housing Association.



## Sarah Prescott

### Chief Finance Officer

Sarah is a Chartered Accountant; she has a qualification in International Treasury Management, a Foundation Certificate in NLP and a degree in Economics. She has extensive financial background in not for profit organisations and her previous role was Director of Finance and ICT for Cardiff Community Housing Association.



## Paul Ryall-Friend

### Chief Operating Officer

Paul is an associate of the Chartered Institute of Bankers and has a BSc (Hons) degree in Financial Services. Before housing his career started at Lloyds Banking Group working in Plymouth, Cardiff, Bristol, London and Edinburgh. His previous job was Director of Strategy & Planning at Curo, a housing and care group based in Bath and operating across the South West of England.



## Alison Cooper

### Interim HR Director

Alison has over 20 years' experience with considerable strategic experience and track record of positively influencing change within business whilst providing hands-on delivery of fundamental HR practices. She has global organisational, multi sector and site experience within engineering and manufacturing at Mira Showers; supply chain, warehousing and distribution at Bidfood and financial service and public sector experience.



## Steve Gopal

### Operations Director

Steve trained as a barrister in London, is MBA qualified and occasionally lectures Economics. He previously worked as Operations Director then as Business and Strategy Director at for Honda Logistics UK and then more recently Head of Logistics at McLaren Automotive.



## Claire Marshall

### Financial Director

Claire is a Fellow of the Institute of Chartered Accountant with a wealth of experience from working in core finance, audit, corporate finance and risk management roles, and also holds an MBA from Warwick University. She has more recently worked as an Advisory for Grant Thornton, but also brings housing experience as she is currently the Board Chair of the Cadarn Housing Group.



## Anthony Hearn

### Housing and Customer Services Director

Anthony has an MSc in Management focusing on innovations in social businesses and enterprises. After moving from Sussex to Wales, he has held management positions with United Welsh, Llamau, Community Housing Cymru and Coastal Housing, delivering a range of specialist and generic housing and support services, and supporting new social business developments.



## Polly Thompson

### IT Director

Polly has an MBA from the Open University. She started her career at Southern Housing Group in London, before moving on to Scope and then Citizens Advice, where she spent 14 years supporting the use of technology and data to help individuals and to campaign for policy change.



## Darrin Davies

### Development & Asset Investment Director

Darrin is a Chartered Surveyor with nearly 30 years' experience in both private and public sector asset management. Prior to joining us he held an interim role as Senior Project Manager with The Pobl Group and before this was Head of Property Services at Family Housing Association.





# About Bridgend



## Location

Bridgend is located 20 miles west of the capital Cardiff and 20 miles east of Swansea and has the M4 motorway running through the middle of the borough, which is ideal for commuting and connecting to different locations in Wales. Our main office is located just 5 minutes from the M4 by taking junction 35.

## Transport

Bridgend railway station is also just located 5 minutes' walk from our office and has regular services to Cardiff Central, Bristol Parkway and London Paddington to the east; Port Talbot Parkway, Neath, Swansea and the West Wales Line to the west; and Maesteg to the north. There are also services to Manchester Piccadilly. Lots of colleagues tend to use the train to commute.

Bridgend bus station has services to urban and rural areas in South Wales. Most services are operated by First Cymru.

## Redevelopment

The town is undergoing a redevelopment project, with the town centre mainly pedestrianised and ongoing works including redevelopment to Bridgend Shopping Centre, car park redevelopments, ongoing public realm improvements and the upgrade of the local leisure centre and demolition of offices to accommodate a large retirement complex.

## Shopping

In the town centre the main retail shopping areas are the Rhiw Shopping Centre which contains Bridgend Market.

There are out-of-town shopping areas at Waterton, near the A473, on Cowbridge Road and at The Derwen, Junction 36 of the M4, home to the Bridgend Designer Outlet.



# About Bridgend



## Education

Bridgend town has three comprehensive schools: Archbishop McGrath Catholic Comprehensive, Brynteg Comprehensive and Bryntirion Comprehensive.

Brynteg is renowned for its rugby alumni, including J.P.R. Williams, Rob Howley, Gavin Henson, Mike Hall and Dafydd James, many talented athletes at other local schools join Brynteg to play for the school in the Welsh School Rugby Union leagues.

At least nine primary, junior schools, and infant schools are in the town, though several of the junior and infant schools have merged to form single primary schools in recent years.

Also, two special-educational needs schools are there: Heronsbridge School which is linked with Brynteg Comprehensive School and at the back of Bridgend College. It is for students of primary and secondary school ages with severe learning disabilities.

Bridgend College is the town's further education and higher education provider; it primarily offers vocational courses and GCSEs. It attracts school-leavers from as far as Swansea and Cardiff. It offers a range of higher-education courses such as Postgraduate Certificate in Education, Higher National Certificate, and Higher National Diploma in various subjects and master's programmes at its Queens Road campus on Bridgend Industrial Estate.





# About Bridgend

## Tourism

Porthcawl is a holiday resort in Bridgend and is home to a large static caravan park known as Trecco Bay, which is owned and operated by Parkdean Resorts.

It has an extensive promenade and several beaches, two of which are Blue Flag beaches: a tourist-oriented beach at Trecco Bay, at the east end of the town; a sandy beach at Rest Bay, which lies to the northwest of the town; and the quiet and sandy Pink Bay leading out towards

Sker Point where a tarmac-covered car park serves a sandy beach.

There are many hotels including the prominent Seabank Hotel and guest houses as well as a funfair called Coney Beach. Four rocky points line the shore: Hutchwns Point, Porthcawl Point (on which a lighthouse stands), Rhych Point and Newton Point.





# We believe in people



from Valleys to Coast

