



Recruitment Information Pack

## **Board Member**

We believe in people from  
the Valleys to the Coast.



Cymoedd i'r Arfordir  
Valleys to Coast

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# Welcome to Valleys to Coast

We're delighted you are considering joining us as a Board Member at Valleys to Coast. If you're reading this, then we already know you are passionate about making a difference, passionate about social housing, and passionate about working for an organisation that shares your values – all of which are ideal qualities for this role.

Here at Valleys to Coast our colleagues care about our customers, our local communities and our environment. They want to help us make the most of the unique opportunity we have to build and grow an organisation that is more than just a landlord. You too could help us reach our potential.

And so we're pleased to share with you our exciting plans as we reach a pivotal moment in our [10-year Corporate Strategy](#) and transition into our growth phase.

We feel now is the right time to think big about our ambitions – we're ready to raise the bar and think differently about how we deliver our purpose and vision to help build a better Bridgend and Wales.

So, over the next five years, we are going to be bold and ambitious as we grow our business.

Our ambition is to grow our financial capacity, and grow our leadership and capability of our people so we can;

- Grow our service offering
- Regenerate our communities to deliver our safe and happy objectives with our ultimate aim of
- Driving higher customer and colleague satisfaction

This Board Member position is a pivotal part of our vision for growth and success.



**Joanne Oak**  
Group Chief Executive  
[Joanne.Oak@V2C.org.uk](mailto:Joanne.Oak@V2C.org.uk)



# Message from the Chair of the Board

Amanda has over 30 years of experience in affordable housing, including as Chief Executive of Pobl Group. A qualified accountant, she has led efforts to increase affordable housing and improve sustainability for tenants. She also has Non-Executive experience across housing, education, and economic regeneration and serves on the Board of Marie Curie Cymru and Dŵr Cymru.

I am thrilled to be part of Valleys to Coast at such an exciting time in its journey. As we enter the growth stage of our Corporate Strategy, we are building on a strong foundation to deliver even greater impact for the communities we serve. This is a pivotal moment for us as an organisation, and I'm looking forward to working with a Board and team who share my passion for housing and making a difference.

Throughout my 30-year career in affordable housing, I've been driven by a commitment to improving lives and pushing boundaries. From leading the delivery of more affordable homes across Wales to championing sustainability and affordability for tenants, I've seen first-hand how ambitious, forward-thinking organisations can transform communities. I bring this same energy and determination to Valleys to Coast, where we have bold ambitions for the future.

As Chair, I'm seeking passionate, strategic thinkers to join the Board—people who are inspired by our mission and excited about shaping the future of Valleys to Coast. We need individuals who believe in the power of collaboration and share our commitment to putting customers and communities at the heart of everything we do.

This is an incredible opportunity to contribute to an organisation that is not only growing but also leading the way in building sustainable, thriving communities across Wales. If you're excited by our ambitions and ready to make a difference, I look forward to welcoming you to the team. Together, we can achieve great things.



**Amanda Davies**  
Chair of the Board



# Who we are, and what we do

**We are a not-for-profit organisation operating across the Bridgend County Borough Council local authority area.**

We provide management, maintenance, and improvement services to a portfolio of rented homes, leasehold flats, commercial properties, and garages. We also develop new homes in and around the Bridgend area to support local housing need.

We are an ambitious housing association with our customers at the heart of all that we do, an approach reflected in our 10-year corporate strategy.

Now halfway through that strategy, and having laid strong foundations, we are ready to grow - being bold and ambitious in our plans to invest in our homes, places and people.

During 2024 we matured into a Group of companies launching our first wholly owned subsidiary Llanw, to deliver an improved and more efficient repairs and maintenance service for Valleys to Coast customers.

As part of our growth plans we plan to create another subsidiary in 2025 to deliver our ambitious and commercially-driven regeneration and development plans.

Three companies, rooted in the same values. To provide safe and happy homes and places.

**Want to know more? Visit our website [www.valleystocoast.wales](http://www.valleystocoast.wales)**





## Our vision

**Helping to  
build a better  
Bridgend  
and Wales**

## Our values

### **We value people**

seeing the potential in those we work with and serve

### **We think differently**

trying new things to improve peoples' lives and careers

### **We have courage to see things through**

speaking, working and acting with conviction, strength and determination



# Meet our Executive Team

Our Executive Team gives guidance and support to colleagues and partners, to provide homes and places where people feel safe and happy.



**Joanne Oak**  
Group Chief Executive

Joanne, a qualified accountant with over 20 years of senior leadership experience in the public and third sectors, previously served as Director of Strategy and Corporate Services at Social Care Wales. She is an active Board member at Bridgend College and a Trustee for Building Communities Trust. Joanne joined us in May 2020.



**Huw Lewis**  
Executive Director of Corporate Services

Huw, an accountant with over 30 years' experience, has led financial strategy at the Royal Mint and Cardiff Airport. Joining Valleys to Coast in December 2023, he became a permanent Executive Director in March 2024. A Bridgend resident, Huw also serves on the Swim Wales Board and as treasurer for Penybont SLSC, contributing valuable expertise to our organisation.



**Emma Howells**  
Executive Director of Customers and Communities

With over 20 years' experience in the housing sector across Wales and England, Emma has held leadership roles at Trivallis, United Welsh, and the London Borough of Camden, delivering diverse housing services. Passionate about amplifying customer voices, restorative practices, and innovative service design, she joined us in January 2020.



**Paul Price**  
Managing Director of Llanw

With four decades of experience in the housing sector, Paul is steering our course to success as the Managing Director of Llanw. Paul ensures seamless operations and exceptional service for our customers.

# Meet the Board

The Valleys to Coast Board has a diverse range of skills and experience with not only housing sector knowledge, but also knowledge of the financial, public, governance and legal sectors too. This, along with their passion for social housing, is invaluable to us as we plan for the next 10 years.



**Amanda Davies  
(Chair)**

Amanda has retired after a career of more than 30 years working in affordable housing. She is a qualified accountant and her most recent role was as Chief Executive Officer of Pobl Group Wales' largest Housing Association.



**Joanne Smith  
(Vice Chair)**

Joanne works as a Governance and Regulation Manager for the housing association Coastal Housing Group. She worked in the Housing Regulation Team in the Welsh Government before that.



**Richard Jenkins**

Richard is a Portfolio Executive at the Development Bank of Wales, helping Welsh SMEs secure funding for job creation, acquisitions, and business expansion, while also overseeing financial performance.



**Derek Hobbs**

Derek is a retired Senior Civil Servant and Chair of Planning Aid Wales. He has held senior roles at DWP, The Pensions Regulator, and DVLA, with expertise in digital, marketing, and insight across public, private, and voluntary sectors.



**Caroline Jones**

Caroline is an Associate Director at Savills estate agents, as well as a chartered surveyor and a registered valuer of the Royal Institution of Chartered Surveyors.



**Tara King**

Tara is a Director at KingShipp Sustainable Solutions, an independent advisor for circular procurement, material resource management, and renewable energy projects.



# Meet our the Board



**Sharon Lee**

Sharon is the Chief Executive of Aelwyd Housing, a faith-based association in South Wales, with nearly 30 years in housing and homelessness. She is an experienced board member and former Chair of a large Welsh housing association.



**Joy Ogeh-Hutfield**

Joy is an international trainer, coach, and CEO of JT International Leadership Academy, with a strong track record in diversity, leadership development, executive coaching, and women's empowerment across the UK, Europe, USA, and Africa.



**Gill Lewis**

Gill is currently a Business Consultant specialising in the public sector. She is a member of the Chartered Institute of Public Finance and Accountancy and has worked across many parts of the public sector for over 30 years.



**Andrew Wallbridge**

Andrew is a Management Consultant for a Bridgend based consultancy firm and works with many housing associations across South Wales. He has been a Valleys to Coast tenant for over nine years and lives with his wife and family in Maesteg.



**Mark Woloshak**

Mark is a Cardiff-based solicitor, who works for the South Wales firm of Howells Solicitors. His professional work has included acting on behalf of housing associations, and he was previously on the Board of a housing association in Devon.

# Board Member

## Role description

### Purpose

The Board and its committees have ultimate responsibility for the governance of Valleys to Coast. As a board member, you will demonstrate individual accountability and collectively provide strategic leadership to ensure the effective management of the organisation for the benefit of our customers, communities and colleagues.

The Board is responsible for the effective oversight of the organisation to ensure it is being managed efficiently and effectively and in accordance with the requirements of the law, Regulatory requirements and in accordance with best practice.

We are committed to building a diverse and inclusive Board and warmly welcome applications from suitably qualified individuals of all backgrounds.

In particular, we are seeking someone who can bring extensive knowledge, understanding, and experience to help us enhance our digital and IT capabilities.

### Key Responsibilities and accountabilities

As a Board Member you will be required to:

- Develop and approve Valleys to Coast's strategy, ensuring it meets the needs of our customers, communities, colleagues and stakeholders;
- Monitor and review the strategy, ensuring effective decision making and resource planning are in place to deliver effectively and that risks are managed and mitigated;
- Approve and review the scheme of delegations and systems of internal control, and ensure these are effective, efficient, and reflective of the culture of the organisation;
- Monitor and approve the appointment of the CEO, and the benefits and remuneration for the Leadership Team;
- Set and ensure compliance with the values, and strategic objectives of Valleys to Coast to ensure its long term success;
- Demonstrate the highest level of commitment to equality and diversity, sustainability, decarbonisation and working in partnership to achieve common goals;
- Set and uphold the values of Valleys to Coast;
- Safeguard the good name and values of the organisation, and display the accepted standards of behaviour in public life as defined by the Nolan Principles: selflessness, integrity, objectivity, accountability, openness, honesty and leadership;
- Ensure the integrity of financial information, approve the annual budget and annual accounts, ensuring appropriate resources are in place in order to deliver strategic objectives;

# Board Member

## Role description

- Ensure there is an effective framework in place for approving strategies and policies in order to achieve the corporate plan and its objectives;
- Establish and oversee a risk management framework in order to safeguard the assets of the organisation;
- Monitor the organisation's performance, and take timely action if required;
- Understand Valleys to Coast's constitutional, legislative, and regulatory frameworks, how they are applied and understood, ensuring the organisation acts within the set powers;
- Act in the interests of Valleys to Coast to further its objectives, adhere to the code of conduct, and avoid, plus declare, any real or perceived conflicts of interest;
- Prepare for, and attend, board and sub-committee meetings, the AGM, induction sessions, strategic planning days, workshops and learning and development opportunities as required;
- Participate in reviews of individual and collective board performance;
- Undertake personal development to keep up to date on sector matters;
- Contribute to, and share responsibility for decision making, accepting and abiding by collective board decisions;
- Act as an ambassador with external stakeholders, and represent the organisation as appropriate, promoting the work and values and protecting its reputation at all times;
- Respect confidentiality of information;
- Provide support, and constructive challenge, to the leadership team, to facilitate the achievement of the corporate objectives.
- Provide oversight and guidance on the association's digital strategy, ensuring technology initiatives align with organisational goals and deliver improved services for customers and colleagues.
- Champion the adoption of innovative technologies and digital solutions to enhance operational efficiency, improve the experience for customers, and support colleagues in delivering high-quality services.

# Board Member

## Other key information

The salary for this role is £5,000 per annum.

### Time Commitment

The Board meets at least six times each year, normally from 5pm to 8pm on a Monday evening. Meeting dates are agreed and published at the start of the year, for the whole year ahead, and invitations are sent to Board members electronically. Occasionally, it may be necessary to convene additional meetings throughout the year.

The Board is supported by three Committees; the Audit and Risk Committee, the Development and Assets Committee and the People and Remuneration Committee. In addition to their role on the Board, all members are required to sit on at least one Committee. Each Committee meets four times per year, normally from 5pm until 8pm on a Monday evening.

As a Board Member, you would be required to attend a minimum of 80% of all Board meetings, Committee meetings as well as away days and development sessions in any twelve month period. Throughout the year there are:

- 7 formal Board meetings (including the Annual General Meeting);
- 3 strategy days;
- 2 learning and development sessions;
- Up to 4 meetings of each of the respective Committees.

### Location of Meetings

Meetings are usually held either virtually over video, or at our Tremains Road office. They are formal, minuted meetings chaired by the Chair of the Board or the Vice-Chair if the Chair is unable to attend.

### Training

Training is considered essential and all newly appointed Members must complete a formal induction.

Thereafter, ongoing training is undertaken periodically by the Board as a whole. Members are also encouraged to attend external meetings, including seminars and conferences, to broaden their knowledge and understanding.

All Board Members are subject to a formal annual appraisal undertaken by the Chair of the Board and the Director of Governance and Assurance. This process allows members to indicate how well they feel the Board is operating and provides an opportunity to discuss their contribution and any future training and development requirements to support their individual needs.

### Remuneration and Expenses

This role is remunerated and Board Members are entitled to claim reasonable expenses for travel and subsistence costs incurred whilst fulfilling their role.

# Person Specification

## Essential Attributes

- **Strategic thinking:** An understanding of the organisation's overall strategy, and the role of the Board in setting strategy.
- **Communication:** Confidence to speak, contribute, constructively challenge; recognising responsibility to engage in debate. Ability to listen and have respect for other people's opinions.
- **Team working:** Experience of working in partnership with others, working towards common goals and shared objectives. Supports shared decision-making and stands by the decisions of the Board.

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## Skills Knowledge and understanding

### Essential

- An understanding of the expectations of the role, including legal and regulatory responsibilities;
- Knowledge and understanding of the challenges facing Bridgend and the communities we serve (now and in the future);
- An understanding of risk management and assurance, with a balanced view, without being opposed to taking risks;
- The ability to think strategically, analyse information and, when necessary, challenge constructively;
- Able to work well as a member of the team, yet exercise independent judgement;
- Knowledge of good governance.

- Knowledge of sustainability and decarbonisation;
- Knowledge of the local community, Bridgend;
- Prior experience of board or committee membership;
- Commercial acumen.

### Personal attributes

- Personal integrity, and be open, honest, independent and inclusive;
- Clear commitment to equality and diversity;
- Shares the vision, values and commitments of the organisation;
- Ability to establish and maintain strong working relationships;
- Respect and maintain confidentiality;

### Desirable (one or more of the following skills)

- Knowledge of social housing, and/or housing management;
- Knowledge of property management and construction;

## Person Specification

- An ability to solve problems, and find solutions, with good decision making skills;
- Ability to research issues, communicate ideas, and commit to life-long learning and continuous development;
- A commitment to making a positive contribution to meetings, including preparation, discussion, plus challenging constructively to aid the decision making process;
- Commitment to devote the necessary time and effort to the role and the business of the Association.



# Key dates and the application process

## Application process

you can apply for this exciting position by emailing [governance@v2c.org.uk](mailto:governance@v2c.org.uk) and including:

**Your CV** - detailing your education, work experience, skills, and relevant qualifications.

**A supporting statement** - explaining why you're the ideal candidate for the role, with examples or achievements that align with the position's criteria.

## Closing date:

Friday 31 January 2025

## Assessment date:

Week commencing 10 February 2025

For informal discussions about the role or if you are unable to attend on the identified date for assessment please contact Claire McDougall, Director of Governance and Assurance on [claire.mcdougall@v2c.org.uk](mailto:claire.mcdougall@v2c.org.uk).





**Cymoedd i'r Arfordir**  
**Valleys to Coast**

[www.valleystocoast.wales](http://www.valleystocoast.wales)  
[@valleystocoast](https://www.instagram.com/valleystocoast)