

## REDROW HOMES – PLANNING DIRECTOR

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### ABOUT REDROW HOMES

Redrow is the UK's fastest growing house builder.

Our purpose is to create a better way for people to live. We care about the quality of homes we build, the people who help us build them, the communities we create and the societies in which we live.

We are looking for high performing people looking to build a career with Redrow. At Redrow you will be part of a business that recognises achievement.

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### JOB PURPOSE:

To manage the Operating Division's planning activities in relation to all aspects of land purchase, both short and long term to ensure that appropriate planning consents are obtained, cost effectively; and maximum contribution is achieved from all land purchases.

#### **Responsible for:**

**Staff:** As appropriate

**Budgets:** Responsible for forward land pre-development expenditure.

**Scope:** The Planning team in an Operating Division is part of the land buying team and contributes planning expertise to all potential land purchases; greenfield and brownfield, short term and forward options. The Department is also responsible for managing the company's forward land interests, both options and land acquired.

## **Key Responsibilities:**

1. Management of the Business
  - In accordance with corporate responsibility for the business, work effectively as part of the senior management team and take a “whole company” perspective to managing issues.
  - The post holder has corporate governance responsibilities which extend across all business areas and which require the post holder to actively promote best practice throughout the company.
  - The post holder, with fellow Directors has corporate responsibility for the management of the company; including the general running of the division, setting budgets, minimising risks, maximising opportunities, achieving the company’s targets; and seeking to positively influence the progression and growth of the company.
  - Contribute to the annual Strategy Plan for the business and devise and implement appropriate planning strategies within the Company.
  
2. Management of the Department
  - Responsible for effectively managing the company’s Planning function to ensure best practices are followed, costs are controlled, the Department maximises revenue generation and contribution to the company’s operating profit and increases the value added to the company.
  
3. Planning Appraisal
  - Undertake Planning Appraisals of all potential development sites and make recommendations to the Board on the prospects of achieving planning permission.
  - Oversee the identification of potential forward land (greenfield and brownfield), and ensure sites are analysed in accordance with Group Planning criteria and a shortlist is produced for discussion with MD/DD and Group Planning Director.
  
4. Planning Procedure
  - Manage the Forward Land Bank and ensure it is effectively promoted through the Planning System with relevant Local Authorities in order to achieve appropriate Planning Consent.
  - Utilising the 3 year Land Schedules and Options Schedules, forecast the contribution from the Forward Land Bank in terms of units and timescale

and provide updates to the Managing/Regional Director and Group Planning Director at regular Planning meetings.

- Ensure appropriate authority is obtained for forward land acquisition, appoint land agents and agree fees, liaise with solicitors and other internal departments (Technical and Divisional/Group Accounts) to ensure correct acquisition procedures are followed.
- Ensure an up to date and efficient database is maintained to assist in the implementation of current and forward land policies in the company.

#### 5. Land Acquisition

- Determine the appropriate method of acquisition and manage the planning representation procedure to ensure it is carried out effectively.
- Purchase of forward land sites when options are exercised.
- Maintain a high profile with external property contacts by establishing and maintaining effective working relationships with local authorities, local agents, land owners and other developers within the Divisional geographical area, in pursuit of opportunities for the company.

#### 6. Staff

Ensure the right calibre of staff are recruited, and in accordance with company policy and procedures.

- Lead, motivate, communicate with, develop, appraise and performance manage staff to ensure they are fully motivated to achieve best performance to meet the company's needs.
- Ensure the department operates in accordance with Company policies and procedures and that staff gain a detailed knowledge of development opportunities and competitor activity within the Divisional geographical area.
- Comply with responsibilities as laid down in the Group's Health & Safety Policy in order to ensure a safe environment for sales department employees and for customers.

#### 7. Meetings

- Prepare papers for inclusion in Company Board Pack, update the Board and Management team on potential forward land acquisitions; also advise on general planning matters and inform of relevant changes in National, Divisional and Local policies and advise of any likely impact of such

changes; and be involved in discussing and influencing all aspects of the business

- Attend Management meetings and Land/Planning meetings and keep the management team fully informed of issues and progress.

### **Working Relationships:**

Effective working relationships are an essential part of daily working life.  
The focus in this role is both:-

**Internal:** Colleagues within Operating Division, Group Legal Department, Group Planning Director; and

**External:** Local Authorities, other public bodies, House Builder Federation representatives, local agents, land owners and other developers. Consultants.

### **Decision Making Authority:**

General appointment of Consultants.  
Strategy for promotion/planning activities.  
Handling and authorisation of fee proposals.  
Agreement of contracts.

**These are illustrative duties and the post holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.**