# Head of New Developments

### Connected Neighbourhoods directorate

## Role description

* **Salary:** £56,254 per annum, with a London Weighting Allowance of £4,530 for those living within a London Borough (32 local authority districts plus the City of London)
* **Location:** any Sustrans office or hybrid. The role regularly involves in-person meetings and site visits, particularly (but not exclusively) in the Midlands and South of England
* **Line manager:** Director of Connected Neighbourhoods
* **Department / Team:** Connected Neighbourhoods

### Role summary

Sustrans works across the UK to make it possible for people from all parts of society to walk, wheel and cycle. We have a new strategy for 2025-30, which we will pursue through the following strategic goals:

* Transforming the school run
* Putting active travel at the heart of new developments
* Integrating active travel and public transport
* Improving the National Cycle Network
* Empowering millions to walk, wheel and cycle

The Head of New Developments is responsible for driving progress in the second of these strategic goals: to influence – and secure commissions for professional services from – organisations involved in delivering new developments. In this new role, the post holder will develop and promote an offer to maximise active journeys in new developments, drawing on Sustrans’ existing infrastructure, behaviour change and advisory services. They will play a crucial role in growing Sustrans’ contribution to decarbonising transport and improving population health by enabling more households to walk, wheel or cycle for their day-to-day journeys.

The Head of New Developments will use their networks and sector knowledge to connect with, inform and inspire professionals and decision makers across the housing delivery sector to adopt the actions required to increase active travel in new developments. They will work with Sustrans’ Commercial team to develop a pipeline of commissions and secure contracts with public, private and non-profit organisations in this sector.

### Key responsibilities

**Subject leadership and service development:**

* Set the direction for Sustrans’ new strategic goal of putting active travel at the heart of new developments, with input from other subject experts.
* Lead the development and promotion of a coherent offer of active travel services to organisations involved in delivering new developments. We are aiming to provide combinations of services and to demonstrate measurable impact on travel behaviours.
* Develop your own and others’ knowledge and skills – in transport, the built environment and behaviour change (to change the habits of both decision makers and the public).

**Communicating with and influencing the sector:**

* With support from Sustrans’ evidence, policy and communication specialists, develop and implement a plan to influence sector leaders to take the highest priority actions to increase active travel in new developments.
* Be a leading spokesperson for Sustrans, to build awareness and understanding of, and support for, investment in active travel.

**Business development:**

* With input from Sustrans’ Commercial team, develop and implement a strategy for securing new commissions related to new developments.

**Internal management and collaboration:**

* Collaborate with senior colleagues across Sustrans to ensure our service offer, policy, communications and service delivery activities are joined up.
* Line manage one or more technical colleagues (currently a Planning Technical Officer who provides spatial planning advice and undertakes casework for Sustrans’ infrastructure delivery projects).

## Person specification

### Specific qualifications or experience required

* Significant experience contributing to the delivery of new developments through work for, and collaboration with organisations such as developers, housing providers, consultancies, local authorities, and government departments and agencies.
* Significant experience securing new commissions from and/or influencing organisations involved in delivering new developments.
* A professional network in housing delivery.
* Experience of engaging meaningfully with communities to ensure that new developments respond to the challenges and aspirations of local residents and stakeholders.

### Specific/technical knowledge required

* Strong working understanding of the process through which new developments are planned, funded, designed, approved and built out, including the spatial planning system as it applies to housing delivery.
* Deep knowledge of the challenges, opportunities and hot topics in housing delivery – for new towns, urban extensions and urban intensification schemes.
* Good knowledge of how active travel can be embedded into new developments to maximise the number of routine journeys that are walked, wheeled or cycled.
* Excellent understanding of the roles of parties involved in delivering new developments, the power dynamics between them, and the opportunities and appetite each has for taking action to increase active travel.

### Skills and abilities

* Exceptional external-facing leadership, including to devise new approaches and persuade others to pursue them and take risks.
* Strategic, creative thinking; able to solve problems and convert new ideas into practical actions.
* Outstanding communication – written, verbal and graphic – to engage with stakeholders at a senior level, including on contentious subjects and on high-profile projects.
* Strong business acumen to secure new commissions and deliver effectively for clients – by forging partnerships, building trust, preparing compelling tenders, bids and proposals, and entering into contract to provide professional services.
* Influencing decision-makers involved in delivering new developments, using in-person and online contact, social media and other digital content.
* Exceptional collaboration and people management skills, able to motivate, develop and learn from colleagues
* Commitment to fostering an inclusive and high-performing organisational culture.

### Professional Membership

We welcome Chartered membership of a relevant professional body.

This document does not form part of the contract of employment but does outline our expectations. If we need to amend this document in the future we will consult with the post holder before doing so.

Sustrans is a registered charity in England and Wales (number 326550) and Scotland (SC039263).

We work for and with communities, helping them come to life by walking, wheeling and cycling.

We campaign to create healthier places and happier lives for everyone.

Join us on our journey. [www.sustrans.org.uk](https://www.sustrans.org.uk/)