

# Regional committee **West Midlands**



For further information, please contact the National Housing Federation's regional office on 0117 929 7388 or email [leah.jackson@housing.org.uk](mailto:leah.jackson@housing.org.uk).

[www.housing.org.uk/westmidlands](http://www.housing.org.uk/westmidlands)

[www.twitter.com/natfedwestmid](http://www.twitter.com/natfedwestmid)

# West Midlands Regional Committee 2012



**Sarah Boden is Chief Executive of Severnside Housing.** She joined Severnside as Chief Executive in January 2006 and has led the organisation through a period of substantial change and improvement. Operating in Shropshire, Severnside provides 5,300 homes and works closely with its customers, both rural and urban, to provide great services and vibrant communities.

Sarah started her housing career over 25 years ago, working in homelessness. Before moving to Shropshire she worked in the South East, specialising in new business initiatives and development.



**Mike Brown is Chief Executive of Bromsgrove District Housing Trust,** a stock transfer organisation established in 2004. Operating mainly in Bromsgrove, with stock in Redditch and South Birmingham, bdht has a passion for excellent customer service and delivering urban and rural general needs, care and support, development of new homes and homelessness under contract to the local authority.

His background of 32 years in housing has seen him employed by a wide range of housing providers engaged in all aspects of the housing business. Most recent past experience, as Director with a major Housing Association in the South West and with Whitefriars in Coventry. He also has spent time as a Board member with two large housing groups, a national charity and was for 3 years Chairman of the Regional Young Enterprise Board.



**Ron Dougan has been Chief Executive of Trent & Dove Housing,** a stock transfer association based in Burton and Uttoxeter for over 10 years, having led its set up in 2000. Prior to this, Ron worked for councils and housing associations in the North West. He holds numerous positions outside of housing, including advisory Board positions with Derby and City of London Universities, President of the Burton and District Chamber of Commerce, East Staffordshire LSP and Stoke in Staffordshire LEP.

Ron is a Fellow of the CIH, holds a Masters degree in Organisational Leadership and is currently undertaking doctoral research in Leadership at Derby University. He was awarded the NHF national leadership award in 2006 and the CIH nation CEO of the year award in 2009.



**Dr Chris Handy (Chair) is Group Chief Executive of Accord Group.** Chris is Visiting Professor in Governance at Birmingham City University. He also has a Doctorate in Business Administration, a Master of Law degree, Fellowship of the Institute of Housing and membership of the British Institute of Management. He was awarded an OBE in 2009 for services to housing. He has been Chief Executive of Accord and its precursors for over 20 years, previously working as a Housing Director and working in local government at Wolverhampton, Telford and Birmingham. Chris is a published author and is on the Editorial Board for the Journal of Housing Law.

Chris is Chair of Walsall Housing Regeneration Agency (WHRA) a significant social enterprise which supports other community enterprises, working with co-ops, tenants and other members of local communities. It also heads the West Midlands Regional Resource Centre for neighbourhood management.

Chris is a non-Executive Director of the West Midlands Strategic Health Authority as well as chairing the Workforce Committee of the Health Authority. He is a Board member of WATMOS (Walsall Alliance of Tenant Management Organisations), and a member of several Midlands local authority partnerships and committees.



**Martin Holland is Chief Executive of Shropshire Housing Group**, which combines Meres and Mosses Housing Association and South Shropshire Housing Association. Martin has been Chief Executive at Shropshire Housing Group since its formation in 2007 and prior to that Martin was Chief Executive Officer at South Shropshire Housing Association who own and manage over 2,00 properties.

Martin has over 30 years worth of housing experience in the sector, including senior experience at national and regional housing associations, a major local authority and as a freelance housing consultant. Martin has been a member of the National Housing Federation West Midlands Regional Committee for several years, including a two year stint in the past as Chair.



**Simon Kimberley is Chief Executive of Optima Community Association**, the stock transfer organisation established in June 1999 to take transfer of 3000 properties from Birmingham City Council. Optima is responsible for the regeneration of an area of central Birmingham known as Attwood Green, a 10 year £550 million programme providing over 2000 new homes for rent and for sale, new public infrastructure and the complete refurbishment of retained housing stock.

Prior to being appointed to Optima, Simon was Assistant Director at Birmingham Housing Department for 8 years, and prior to that was Assistant Director at Southampton City Council. Simon has been a Birmingham Social Housing Partnership Executive member for the last 9 years and a member of the Regional Committee since 2008.



**Diane Lea (Vice Chair) is Chief Executive of the Staffordshire Housing Group**. She has wide ranging experience in housing management, regeneration and corporate services over 15 years at senior level, and became Chief Executive in 2006.

Staffordshire Housing owns and manages around 3,000 homes and provides a diverse range of services through subsidiary companies Blue Mountain, which supports refugees, and Revival Home Improvement Agency, which provides property and wellbeing services to vulnerable households.

Diane has chaired the North Staffs Housing Forum, been a board member of the housing market renewal agency Renew, and is currently Chair of the Stoke Town Regeneration Board.



**Michelle Musgrave is Executive Director of Customer & Communities of Midland Heart**. Michelle leads on Asset Management, Regeneration, Customer Involvement, Neighbourhood Management and Allocations. Midland Heart provides housing and support for 32,000 properties, working with more than 70,000 customers. We want to ensure everyone can live in an environment they can afford; feel safe and are empowered.

Michelle was previously Director of Housing & Neighbourhood Services at Rotherham MBC with responsibilities including the borough's extensive housing market renewal and regeneration programme, community involvement, area assemblies, housing policy, community safety, and business regulations, as well as being the client for the Council's ALMO managing over 21,000 properties. Prior to this appointment, she was Chief Executive for a large Housing Association in Canada for 12 years.



**Guy Weston is Group Chief Executive of Festival Housing Group.** Guy became Chief Executive of Festival Housing Group in 2003. Prior to this he held various senior management roles in housing in urban and shire district councils, and led the transfer of Wychavon's housing stock in 1994 to Spa Housing Association, becoming Chief Executive at transfer. With over 9,000 properties throughout Herefordshire and Worcestershire, Festival is the largest affordable housing landlord working in the two counties, providing housing, care and maintenance services to its residents, including sheltered housing, extra care, residential care, student housing and market rented homes.

Guy is Vice Chair of the Malvern Hills Local Strategic Partnership, a member of the Shenstone Group a joint public and private sector leaders forum in Worcestershire and a voluntary Board Member on the Lyng CA, a resident lead registered provider in Sandwell.



**Boris Worrall is Director of Strategy & External Affairs for the Orbit Group,** a 37,000-home housing organisation working in the Midlands, East and South East. His current role includes performance, business planning, corporate communication and external affairs. Boris previously spent 3 years at the Accord Group following 5 years within the Home Office as a communications manager working on organised crime and miscarriages of justice.

Boris began his career as a journalist with major regional newspapers, working as a Crime Correspondent on the Birmingham Mail and also freelancing on The Independent. Boris is also a Visiting Tutor in Public Relations for Birmingham City University, a regular conference speaker on Public Affairs and has carried out consultancy work on branding and crisis management.



**Andy Ballard (Co-optee) is Chair of Herefordshire Housing,** a rural stock transfer organisation established in 2002, which provides homes across Hereford, Ross-on-Wye and the surrounding areas.

Andy qualified as a solicitor in 1981 and has been advising housing providers on issues such as governance, strategy, asset management, value for money and contracting. He joined the Board of Herefordshire Housing Limited in 2007 and became its Chair in 2010.

Andy brings knowledge of housing at both a local and national level and experience of working with the private sector. He has an understanding of the issues affecting both urban and rural providers, as well as the issues that arise from worklessness. Andy comes with ideas around linking the challenges of multi deprivation, health, education, work and housing, and has the passion to make a difference.



**Jon Crockett (Co-optee) is the former chief executive of Wolverhampton City Primary Care Trust,** a position he held from its creation in April 2002 until retiring in September 2011.

He was born and brought up in Wolverhampton and is one of the city's greatest ambassadors and a life-long Wolves supporter. After completing a degree in economics at Staffordshire University, he began his career in public service in 1976 in the finance department of Wolverhampton Council. After a spell with Solihull Council, he joined the NHS in 1985 as chief internal auditor and was appointed director of finance for the former Wolverhampton Health Authority in 1993 and chief executive 2001. He became chief executive of Wolverhampton City Primary Care Trust on its creation in April 2002.

Jon is also a qualified accountant and was elected president of the Chartered Institute of Public Finance and Accountancy for the Midlands (CIM) for two years from 2003. He has chaired the Wolverhampton Strategic Partnership; the Black Country

Cardiovascular Network; the Staffordshire, Shropshire, Black Country Newborn Network; the Black Country Workforce Locality Stakeholder Board, and the Regional Project for Investing for Health – Transforming the Workforce.

He was also the health service director of the Black Country Consortium (regeneration), a member of the Black Country Employment and Skills Board and the Modernising Scientific Careers reference group. Jon is a Board Governor of the City of Wolverhampton College and a member of their Audit Committee, as well as a trustee of the Believe to Achieve local children’s charity. He continues to serve on CIM regional council and in retirement has become a non executive director of Heantun Housing Association.

Jon received an Honorary Doctor of Science Degree from the School of Health and Wellbeing, University of Wolverhampton, for his considerable contribution to the provision of health and well-being in the region.



**Colin Hudson (Co-optee) is a board member of Mercian Housing Association** and an independent management consultant, with over 30 years experience of working in the public and private sectors. Colin commenced his career in local government where he became a CIPFA qualified accountant. After 12 years in local government including the role of Principal Finance Officer in a Housing Services Department he joined KPMG’s public sector practice undertaking a mix of both audit and consultancy work, becoming a Partner of the firm in 2002.

After retiring from the partnership in 2008 Colin set up his own management consultancy business with a focus on local government, social care and housing. He joined the Board of Mercian Housing Association in 2011 and has recently taken the Chair of the Association’s Audit and Risk Committee. He is also taking a lead role on behalf of the Board in developing a response to the Localism agenda.



**Danielle Oum (Co-optee) is a board member of Family Housing Association** (Birmingham) and has recently led a governance review of the organisation. As associate non-executive of Walsall Healthcare NHS Trust Danielle provides the non-executive lead for older person’s health care. She is Head of Federation Support for Groundwork UK, the hub of a national federation of charities. With 10 years’ experience of leading public service business improvement and programme management, Danielle also has worked extensively in the private sector in publishing and print production, building and leading international teams. Her professional expertise is in stakeholder engagement and transformational change. Her other professional interests are socio-economic inclusion, cross sector partnerships and regeneration.

For more information about the contents of this briefing contact:

Gemma Duggan  
Lead Manager, West Midlands  
National Housing Federation  
Tel: 07919 110536  
Email: [gemma.duggan@housing.org.uk](mailto:gemma.duggan@housing.org.uk)

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford. That's why we represent the work of housing associations and campaign for better housing.

Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.

**National Housing Federation**

101 Victoria Street, Bristol BS1 6PU  
Tel: 0117 929 7388 Email: [midlands@housing.org.uk](mailto:midlands@housing.org.uk)  
[www.housing.org.uk](http://www.housing.org.uk) [www.inbiz.org](http://www.inbiz.org)

Contact: Gemma Duggan  
Email: [gemma.duggan@housing.org.uk](mailto:gemma.duggan@housing.org.uk)  
Tel: 07919 110536