

News Release

New manager is crucial to housing-led economic growth

West Lindsey District Council has appointed a new housing strategy and supply manager to deliver its ambitious vision for the district.

The innovative new role has been created to enable the delivery of the council's housing growth ambitions set out in the recently approved Central Lincolnshire Local Plan.

Leader of West Lindsey District Council, Cllr Jeff Summers welcomed the news of the appointment. He has played a key role in the development and subsequent implementation of the Central Lincolnshire Local Plan.

He said: "We have a robust local plan which has been approved and adopted but now we need to move into delivery.

"We need to take responsibility for making development happen and this role is critical if we are going to increase the housing supply to meet housing need and aspiration.

"We recognise that we cannot do this alone but I believe we have a great team at West Lindsey District Council that can identify opportunities and apply a solution focussed approach to make it happen."

Di Krochmal brings to the role a wealth of experience, which will help her work across the growth, regeneration, housing and planning areas of the council.

She said: "We are clear that our role as an enabling authority is crucial especially if we are to realise our ambition to increase housing supply, meet housing need and transform our neighbourhoods.

"To achieve this we will need to work with a range of partners across all tenures, balancing the needs and aspirations of all within legislation and policy.

“My experience of managing the Housing Zone Programme and forming key relationships needed for housing delivery has given me a great platform to begin this work.

“I look forward to the challenge of continuing to work with a flexible and pragmatic approach to achieve delivery not only of affordable housing and sites within the housing zone but development within the wider remit of this role.”

Di’s role incorporates partnership working with the Homes and Communities Agency, something she has developed over the last year with the implementation of the Housing Zone.

The appointment comes a year after the council launched its Invest Gainsborough Programme to attract developers to the area.

Eve Fawcett-Morale, Director of Economic and Commercial Growth at West Lindsey District Council said: “This role is a crucial strand of delivering housing led economic growth and it is exemplar of open for business.

“It also means greater focus can now be put into using the council’s asset base and position, to work in development partnerships with registered providers and house builders to build new and sustainable housing market across the district.”

Welcoming the appointment and the opportunity to deliver a meaningful housing strategy for West Lindsey, the authorities Home Choices Manager Michelle Howard said: “Achieving a varied and effective housing offer allows the council to genuinely put people first.

“This new role and approach the council is taking will deliver on housing need and in turn, have a positive impact on the wellbeing of our communities.

“It’s about what is important to our current and future residents and enables us to respond positively to needs and aspirations. Getting the housing offer right impacts on all aspects of life including jobs, health, education, transport and regeneration”.

Find out more about investment opportunities at www.investgainsborough.com or join the conversation @InvestGainsboro