

**RBWM Function Chart  
Chief Executive's Service  
March 2025**

Royal Borough of Windsor and Maidenhead

Cabinet and Council

**Stephen Evans**  
Chief Executive and Head of Paid Service

Sara Blackmore  
Director of Public Health



Andrew Durrant  
Executive Director of Place

Kevin McDaniel  
Director of Adult Services, Health and Communities (DASS)  
Deputy Chief Executive Executive

Lin Ferguson  
Executive Director of Children's Services and Education

Ian O'Donnell (Interim)  
Executive Director of Resources and Section 151 Officer

Sophia Waite-King  
Assistant Director of Strategy, Communications and Engagement

Senior Leadership Team

RBWM Property Company Ltd

Optalis

Achieving for Children

Internal Audit  
Fraud prevention

**11 HC / 10.22 FTE**

**14 HC / 14 FTE**

External and internal communications  
Digital and corporate marketing  
Strategic policy and projects  
Performance and insights  
Equalities and community engagement

**Total Headcount : 690**  
**Full Time Equivalent : 655.07**

**RBWM Function Chart  
Place Directorate  
March 2025**

Royal Borough of Windsor and Maidenhead

Cabinet and Council

**Stephen Evans**  
Chief Executive and Head of Paid Service

**Andrew Durrant**  
Executive Director of Place

Alysse Strachan  
**Assistant Director of  
Neighbourhood Services**

**45 HC / 44.47 FTE**

Contracts and Service Improvements

Sports and Leisure - client and contract management

Waste – strategy and contract management

Highways, parking enforcement, parking policy and strategy

Transport - road safety policy, schools, including escorts, new roads and streetworks, school crossing patrols

Management of parks, cemeteries, countryside, open spaces, allotments, Public Rights of Way

Grounds maintenance

Street cleansing

Adrien Waite  
**Assistant Director of Planning**

**56 HC / 58.66 FTE**

Planning:  
Development management, enforcement, and policy

Technical support

Building Control

Arboriculture Services

Chris Joyce  
**Assistant Director of  
Placemaking, Partnerships and  
Sustainability**

**39 HC / 33.70 FTE**

Joint Emergency Planning Unit

Lead Local Flooding Authority

Economic growth

Tourism

Town Centre management

Regeneration

Museums, Heritage and Arts

Sustainability and Climate

Energy

Natural environment and nature reserves

Ecology

Infrastructure planning

Amanda Gregory  
**Assistant Director of Housing  
and Public Protection**

**71 HC / 71.46 FTE**

Housing Options and Homelessness including Rough Sleeping

Housing Strategy and Inclusion – UK resettlement, Disabled Facilities grants and Flexible Home Improvement Loans Ltd

Trading Standards – Consumer protection

Licensing - premises, street trading and taxis

Environmental Health  
- Food hygiene/standards, Health and Safety, infectious disease, private water supplies, animal licensing  
- Private sector housing, HMO and caravan licensing.  
- Environmental Protection

Community Safety – antisocial behaviour, Channel and community wardens

Community Safety Partnership

Control Room and CCTV

**Property Company Board**

Ian Brazier-Dubber  
**Managing Director  
RBWM Property Company  
Ltd**

**7 HC / 6.70 FTE**

Asset Management – Corporate and Commercial Assets

Building Services Compliance – Corporate Estate

Property Services – Mechanical and Electrical Plant

Project Management – School modification and Decarbonisation

Development Management – Joint Venture Development, surplus assets, and deposals



**RBWM Function Chart  
Adult Services, Health and  
Communities Directorate  
March 2025**

Royal Borough of Windsor and Maidenhead

Cabinet and Council

Stephen Evans  
Chief Executive and Head of Paid Service

Kevin McDaniel  
Executive Director of Adult Services, Health and Communities (DASS)  
Deputy Chief Executive



<p>Sara Blackmore <b>Director of Public Health</b></p>	<p>Jesal Dhokia <b>Strategic Lead for Communities and Health Partnerships</b></p>	<p>Vacant <b>Assistant Director of Performance, Quality and Improvement</b></p>	<p><b>Director's Office</b></p>	<p>Kate Concannon <b>Deputy Director of Adult Social Care Operations (Deputy DASS)</b></p>	<p>Lynne Lidster <b>Director of Commissioning - People</b></p>	<p>Helen Woodland <b>Chief Executive of Optalis</b></p>
<p><b>15 HC / 13.93 FTE</b></p>	<p><b>11 HC / 11.81 FTE</b></p>	<p><b>2 HC / 2 FTE</b></p>	<p><b>4 HC / 2.18 FTE</b></p>	<p><b>88 HC / 91.65 FTE</b></p>	<p><b>14 HC / 12.44 FTE</b></p>	<p><b>OPTALIS</b></p>
<p>Preventing population ill health</p> <p>System leadership on health inequalities</p> <p>Becoming a Health Promoting Council</p> <p>Assessing current and future health needs</p> <p>Advice to NHS commissioners</p> <p>Commissioned services: - Health visiting and school nursing - NHS health checks - Healthy weight - Drug and alcohol misuse - Sexual health - Smoking cessation</p>	<p>Community engagement and capacity building</p> <p>Community grants to voluntary organisations</p> <p>Community volunteering and prevention</p> <p>Partnerships, including health</p> <p>Carer prevention, reducing and delaying the need for care</p>	<p>* Systems development</p> <p>* PARIS operations</p> <p>CQC readiness and assessment</p> <p>* Performance management, culture and systems</p> <p>* Statutory returns</p> <p>Quality Assurance Framework and operation</p> <p><i>* being covered on an interim basis by Jesal Dhokia</i></p>	<p>Information, Advice and Support Services SEND – Jean Hobson, Information Advice and Support Service Manager</p> <p>MOSAIC project leadership - Sydney Martindale, Interim</p> <p>All Age Safeguarding Board (dotted reporting line to Lin Ferguson) – Mark Fitzgerald, Interim</p>	<p>Information, advice and support service</p> <p>Operational and social care practice</p> <p>Care and resource allocation</p> <p>Assessment and care and support planning</p> <p>Workforce recruitment, retention and development</p> <p>Operational complaints</p> <p>Operational safeguarding</p> <p>Safeguarding Board</p> <p>Collaboration and integration across organisational boundaries, including health and care</p>	<p>Care provider quality assurance and support</p> <p>Strategic procurement of residential, nursing and care at home services</p> <p>Brokerage of placements and care packages for individuals</p> <p>Market management, contract negotiation and provider relations leadership</p> <p>Better Care Fund oversight and control with Frimley ICS</p>	<p>Delivery of specific services for residents including Supported Accommodation, Day Centres, Supported Employment and Reablement Services</p>

**RBWM Function Chart  
Children's Services and Education  
Directorate  
March 2025**

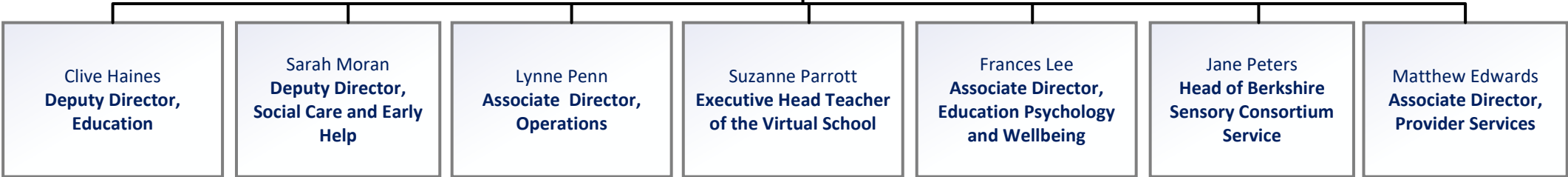


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**Cabinet and Council**

**Stephen Evans  
Chief Executive and Head of Paid Service**

**Lin Ferguson  
Executive Director of Children's Services and Education**



**ACHIEVING FOR CHILDREN**

<p>School leadership development</p> <p>initial teacher training</p> <p>Elective home education</p> <p>School support</p> <p>School inclusion</p> <p>SEND</p> <p>Early years development and support</p> <p>Outdoor education</p> <p>Adult education</p> <p>School Place Planning and Schools Capital Programme</p>	<p>Single point of contact/multiagency safeguarding hub</p> <p>Early help and family hubs</p> <p>School nurses and health visitors</p> <p>Youth offending service</p> <p>Support and Safeguarding service</p> <p>Children in Care and Care Leavers</p> <p>Disabled Children and Young People</p> <p>Adoption services</p> <p>Independent Reviewing Service</p> <p>Performance and quality assurance</p> <p>Corporate Parenting</p>	<p>School Admissions and Child Employment</p> <p>School Transport</p> <p>Business Services, commissioning, placement commissioning and procurement</p> <p>Business development</p> <p>Business support and digital transformation</p>	<p>Virtual School - services for all children and young people with a social worker</p> <p>Virtual College – 16 - 25</p>	<p>Wellbeing Services</p> <p>Educational Psychologists</p> <p>Getting Help team</p> <p>Systemic Wellbeing team</p>	<p>Berkshire Sensory Consortium Service</p>	<p>Dotted line management</p> <p>Fostering/residential services</p>
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**RBWM Function Chart  
Resources Directorate  
March 2025**

