

**RBWM Function Chart  
Chief Executive's Service  
April 2026**

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

Rachel Howard  
Executive Director of Resources and Section 151 Officer

Sophia Waite-King  
Assistant Chief Executive

Senior Leadership Team

Optalis

Achieving for Children

Internal Audit  
Fraud prevention

**18 HC / 17.46 FTE**

**18 HC / 18 FTE**

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

**Total Headcount : 749**  
**Full Time Equivalent : 731.75**

**RBWM Function Chart  
Place Directorate  
April 2026**

Royal Borough of Windsor and Maidenhead

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

**Andrew Durrant**  
Executive Director of Place

Alyse Strachan  
**Assistant Director of  
Neighbourhood Services**

**56 HC / 55.16 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**

**51 HC / 54.66 FTE**

Planning:  
Development management, enforcement, and policy

Technical support

Building Control

Arboriculture Services

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

**66 HC / 58.80 FTE**

Joint Emergency Planning Unit

Lead Local Flooding Authority

Economic growth

Tourism

Town Centre management  
Regeneration

Museums, Heritage and Arts

Sustainability and Climate, energy and Ecology

Natural environment and nature reserves

Infrastructure planning, CIL and S106

Property Services  
Facilities and building management

Asset Management – Corporate and Commercial Assets

Building Services Compliance

Development – Joint Ventures

Development, surplus assets, and deposals

Civic events and ceremonies  
Mayoral Office

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

**74 HC / 81.80 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

**RBWM Function Chart  
Adult Services, Health and  
Communities Directorate  
April 2026**

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



Sara Blackmore  
Director of Public Health

Jesal Dhokia  
Assistant Director ASC  
Systems, Performance  
& Communities

Safeguarding,  
Information and  
Advice

Kate Concannon  
Deputy Director of Adult  
Social Care Operations  
(Deputy DASS)

Lynne Lidster  
Assistant Director ASC  
Commissioning and  
Finance

Helen Woodland  
Chief Executive of  
Optalis

12 HC / 10.63 FTE

14 HC / 12.81 FTE

7 HC / 4.20 FTE

98 HC / 104.82 FTE

17 HC / 15.35 FTE

OPTALIS

Leadership and delivery of Joint Health and Wellbeing Strategy across the lifecourse and JNSA

Oversight of public health grant across health improvement, healthcare public health, and health protection

Oversight and assurance of mandated and discretionary services: NHS HealthChecks, Healthy Child Programme, child measurement, sexual health, smoking cessation, substance misuse, weight management and NHS commissioner advice

CQC readiness

Systems:  
Mosaic user support, training, data quality, workflows, supplier interface, governance

Performance: statutory returns (ADASS, CLD, SAC), performance analysis, KPI reporting for Finance and Performance Board, Power BI reporting and benchmarking trends

Community: Capacity building, asset mapping, co-production, local coordination, voluntary sector commissioning, social prescribing, integrated NHS/Public Health prevention, impact monitoring, partnerships funding development.

Information, Advice and Support Services SEND

MOSAIC project leadership

All Age Safeguarding Board

Information, advice and support service

Operational and social care practice

Care and resource allocation

Assessment and care and support planning

Workforce recruitment, retention and development

Operational complaints

Operational safeguarding

Safeguarding Board

Collaboration and integration across organisational boundaries, including health and care

Care provider quality assurance and support

Strategic procurement of residential, nursing and care at home services

Brokerage of placements and care packages for individuals

Market management, contract negotiation and provider relations leadership

Better Care Fund oversight and control with Frimley ICS

Delivery of specific services for residents including Supported Accommodation, Day Centres, Supported Employment and Reablement Services

**RBWM Function Chart  
Children's Services and Education  
Directorate  
April 2026**

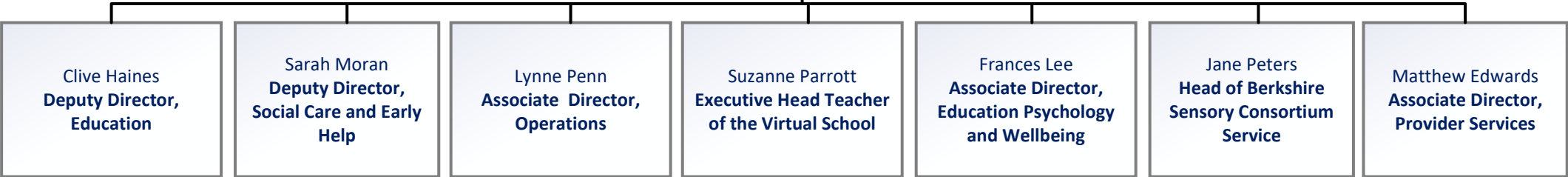


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Chief Executive and Head of Paid Service**

**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  
April 2026**

