RBWM Function Chart
Chief Executive's Service
October 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

Optalis

Lin Ferguson
Executive Director of Children's Services and Education

Achieving for Children

Rachel Howard
Executive Director of Resources and Section 151 Officer

Internal Audit

Fraud prevention

Sophia Waite-King
Assistant Chief Executive

36 HC / 33.89 FTE

External and internal communications

Digital and corporate marketing

Strategic policy and projects

Performance and insights

Equalities and community engagement

Senior Leadership Team

19 HC / 19 FTE

Total Headcount : 789

Full Time Equivalent : 774.33

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Royal Borough of Windsor & Maidenhead

RBWM Function Chart
Place Directorate
October 2026

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

58 HC / 58.16 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

52 HC / 56.18 FTE

Planning:
Development management, enforcement,
and policy

Technical support

Building Control

Arboriculture Services

Vacant
Assistant Director of Placemaking, Partnerships and Sustainability

61 HC / 56.61 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

77 HC / 89.60 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

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RBWM Function Chart
Adult Services, Health and Communities Directorate
October 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**
17 HC / 14.94 FTE	**15 HC / 15.81 FTE**	**8 HC / 4.73 FTE**	**111 HC / 117.92 FTE**	**17 HC / 16.35 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
October 2026

Royal Borough of Windsor and Maidenhead

Cabinet and Council

Stephen Evans
Chief Executive and Head of Paid Service

Lin Ferguson
Executive Director of Children's Services and Education

Clive Haines **Deputy Director, Education**	Sarah Moran **Deputy Director, Social Care and Early Help**	Lynne Penn **Associate Director, Operations**	Suzanne Parrott **Executive Head Teacher of the Virtual School**	Frances Lee **Associate Director, Education Psychology and Wellbeing**	Jane Peters **Head of Berkshire Sensory Consortium Service**	Matthew Edwards **Associate Director, Provider Services**
ACHIEVING FOR CHILDREN						
School leadership development initial teacher training Elective home education School support School inclusion SEND Early years development and support Outdoor education Adult education School Place Planning and Schools Capital Programme	Single point of contact/ multiagency safeguarding hub Early help and family hubs School nurses and health visitors Youth offending service Support and Safeguarding service Children in Care and Care Leavers Disabled Children and Young People Adoption services Independent Reviewing Service Performance and quality assurance Corporate Parenting	School Admissions and Child Employment School Transport Business Services, commissioning, placement commissioning and procurement Business development Business support and digital transformation	Virtual School - services for all children and young people with a social worker Virtual College – 16 - 25	Wellbeing Services Educational Psychologists Getting Help team Systemic Wellbeing team	Berkshire Sensory Consortium Service	Dotted line management Fostering/residential services

RBWM Function Chart
Resources Directorate
October 2026

Royal Borough of Windsor and Maidenhead

Cabinet and Council

Stephen Evans
Chief Executive and Head of Paid Service

Rachel Howard
Executive Director of Resources and Section 151 Officer

Julian McGowan **Assistant Director of Finance and Deputy S151 Officer**	Louise Freeth **Assistant Director of Revenue, Benefits, Library and Resident Services**	Nikki Craig **Assistant Director of HR, Corporate Projects and IT**	Elaine Browne **Deputy Director of Law and Governance and Monitoring Officer**
73 HC / 75.58 FTE	**148 HC / 119.42 FTE**	**70 HC / 71.23 FTE**	**27 HC / 26.91 FTE**
Budget co-ordination and monitoring, Treasury management and banking, Statutory financial reporting, Transactional finance (debtor invoicing, creditor payment), Business Partnering and financial analysis, Investment case review, Project finance, Taxation, Capital accounting Risk management Insurance Royal County of Berkshire Pension Fund Procurement and contract management support	Library service Face to face Customer Services and Contact Centre Council Tax and Business Rates Housing Benefits, Council Tax Support and Financial Inclusion Financial Assessments Deputyship and Appointeeship Registrars	Human Resources - employee lifecycle, policies, systems, payroll, benefits, employee relations and organisational development, Health and Safety Projects - Corporate and transformational project management IT - Management of strategic and operational IT solutions, contracts, applications, systems, infrastructure, telephony and security Digital - Digital services, website management, CRM and CMS	Democratic services Electoral services Cabinet policy and support Legal support and advice Data protection and security Information Governance and Freedom of Information Compliments and Complaints Executive support

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