



APPOINTMENT OF ACADEMIC TRUSTEE

REALL RECRUITMENT PACK | JUNE 2025



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ABOUT REALL

Reall's seeks to improve the lives of under-served households in African and Asian cities by building and increasing access to green, resilient, affordable homes.

Originally established as Homeless International, Reall was born out of the UK housing sector in response to the UN's International Year of Shelter in 1989. Homeless International was dedicated to the alleviation of housing poverty in the global south.

Globally there are 1.2 billion people without somewhere decent to call home, 300 million new homes are needed by 2030 to respond to the housing gap. These numbers are huge, but Reall has a commercially and environmentally viable solution that realises a return on investment and drives macroeconomic development, transforming the lives of people living on low incomes and opening a doorway to 16 out of 17 of the Sustainable Development Goals.

We have been pioneers and thought leaders in the global affordable housing space for more than 30 years. We recognise the scale of the challenge. We recognise the interconnection between rapid urbanisation, inclusion and climate change. And we understand that homes can be a doorway to prosperity and a peaceful inclusive sustainable planet.

Reall works across Africa and Asia, with a priority focus on **key markets**





THE CONTEXT

In developing cities across the world over 140 million people pay \$100-\$350 per month to live in informal settlements that are unplanned, unregulated, unmanaged, in which they have no security of tenure, representation or access to basic services. These numbers are swelling as people relocate to urban centres in search of jobs and better prospects.

3.5 billion people, over half the world, already live in urban settings. By 2050 this number is projected to rise to over 6 billion people. The Global South's burgeoning urban centres are not equipped to deal with this housing demand. Reall is addressing this growing global crisis as one of very few organisations taking on the challenge of affordable urban housing. We are striving to go beyond merely constructing homes to significantly impacting markets in favour of individuals with low incomes.

We are proud to have attained international recognition for our investments in green housing, further enhancing our green credentials. Looking ahead, we are transitioning into a high- impact Green Affordable Homes organisation focused on evidence-based strategies, innovation, and commercial building practices.

Our shift towards a more business-oriented model aims to reduce reliance on subsidies and grants and accelerate market transformation. With increasing demand for green affordable homes and robust credibility, we are well-positioned to lead market innovation alongside our partners. Our participation in international events and positive reception from stakeholders further reinforce our reputation as a pioneering force in the green affordable housing sector.



OUR MISSION

Improve the lives of under-served households in African and Asian cities by building and increasing access to green, resilient, affordable homes.

OUR DELIVERY OUTCOMES

Homes

- Quality housing built for under-served households in Africa and Asia
- Policies and regulations that drive quality housing for the under-served

Housing finance

- Increased access to traditional and alternative housing finance products

Construction finance

- Increased investment in construction financing for Real and the wider market

Climate

- Green, resilient homes that adapt to and mitigate climate change
- Policies and markets that support green construction

Gender and inclusion

- Increased access to quality, affordable homes for women and marginalised groups

- Better designed homes and neighbourhoods

Knowledge

- Generation and exchange of robust data, evidence and knowledge



REALL'S MODEL

Across Africa and Asia, affordable housing markets are broken. Lack of investment, poorly targeted policy environments and an absence of housing developers and end user finance providers serving the lower end of the market has resulted in extreme housing deficits.

This absence of safe, secure, resilient housing severely impacts health, education, poverty and financial security.

Partnering with developers, end user finance providers and specialist research institutions, Reall works to drive innovation through **demonstration projects**, leverage these and wider work to **collect evidence**, and **advocate for market change**.





OUR IMPACT

People

- Reduced poverty through improved livelihoods, access to finance, and opportunities for wealth generation
- Improved health and education through quality homes with essential services
- Improved security through safer homes and legal rights
- Transformational benefits, especially for women, children and marginalised groups

Prosperity

- Improved job markets and upskilled workforces through increased activity in construction and supply chains
- Increased growth through greater investment into emerging housing markets
- Commercially viable affordable housing markets and financial services that put people in homes

Planet

- Resilient homes and cities through adaptive design and construction
- Mitigated housing's contribution to climate change through normalising low carbon design and construction
- Commercially viable approaches to climate mitigation and adaptation in emerging markets

OUR VALUES

- Curiosity:** We foster a culture of curiosity, encouraging questioning and learning to ensure that we stay at the forefront of the affordable housing sector, adapting to evolving challenges and opportunities.
- Accountability:** We hold ourselves accountable for our actions and outcomes, ensuring that we deliver on our promises and uphold the trust placed in us by our partners and stakeholders.
- Respect:** We treat every individual with respect, valuing diversity, and fostering inclusive partnerships. We believe that collaboration and mutual respect are essential for achieving meaningful and sustainable impact.
- Enterprising:** We approach our work with a spirit of entrepreneurship, constantly seeking innovative solutions and pursuing opportunities for growth and improvement.

OUR EXPECTATIONS

- Reall is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, and committed to promoting the welfare of children, young people, adults and clients with whom Reall engages.
- Reall expects all staff to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.
- The post holder will undertake the appropriate level of training and is responsible for ensuring that they understand and work within the safeguarding policies of the organisation. All offers of board membership will be subject to satisfactory references and appropriate screening checks, which will include criminal records and finance checks.



GREEN CITY HOMES INTERNATIONAL LIMITED (GCHI)

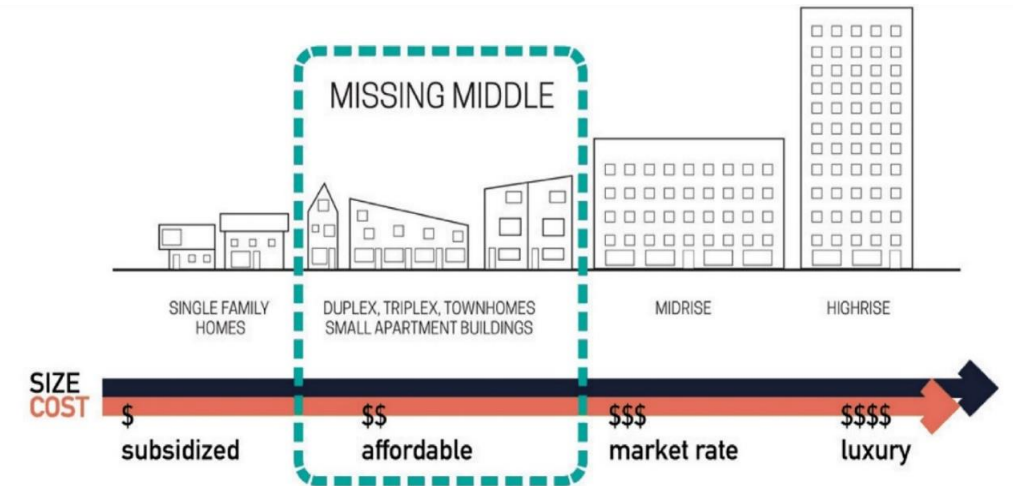
ABOUT GCHI

- Commercial subsidiary of Reall with a focus on increasing supply of affordable housing
- Targeting emerging markets with catalytic potential in six priority countries
- \$60m fund to build over 3,000 homes for 12,000 people
- Targeting core workers who are priced out of the housing market
- Bringing together leaders across the housing ecosystem for innovative solutions
- Financing projects to combat urban sprawl and create vibrant, integrated neighbourhoods

Focus on Affordable Housing: Provides housing solutions for "missing middle" households in the 25th to 70th income percentiles.

Targeted Beneficiaries: Serves essential city workers like teachers, nurses, firefighters, police, and house helpers who are priced out of the housing market.

Support for Low-Income Groups: Partners with developers to rehabilitate informal housing, targeting households in the 20th-income percentile





BOARD DIVERSITY AND INCLUSIVITY

We have a diverse board committed to inclusivity and equal representation. As we expand, we seek individuals with varied backgrounds to enrich and diversify our board.

Our high-calibre Board consists of five women and five men, with a mix of four UK- based and six internationally-based members (three in our priority markets).

Diversity leads to better decision-making and outcomes. Join us in creating positive change; we encourage applications from women and under-represented individuals.

COMPLIANCE

All board members must:

- comply with the policies and procedures as set out in Reall's Staff Handbook and all relevant procedures and processes.
- adhere to all relevant Data Protection legislation
- at all times work in a manner that ensures the health and safety of the postholder, other staff, colleagues and visitors to Reall's premises and where relevant beyond

BOARD MEMBER KEY RESPONSIBILITIES

- Own and protect Reall's mission and values, ensuring policies and monitoring are in place
- Act as an ambassador for Reall with external stakeholders
- Guarantee probity across Reall's activities for long-term viability
- Participate in decision-making on policies, operational changes, and new initiatives
- Contribute to setting strategic direction, defining goals, evaluating performance
- Ensure compliance with laws, regulations, and Reall's objectives
- Uphold responsibilities for safeguarding, modern slavery, and fraud awareness
- Act as eyes and ears for potential issues while representing Reall
- Utilise sector-specific skills, experience, and networks to advance Reall's vision, providing advice and facilitating connections to wider sector actors.
- Contribute to committees and working groups as needed
- Protect and manage Reall's assets, investments, and mitigate losses
- Develop and review risk management strategy and policies regularly
- Attend necessary training, induction, and performance review sessions
- Appoint, monitor, and support the Chief Executive Officer in their role





KEY SKILLS AND EXPERIENCE

You will be required to demonstrate experience in at least three capabilities highlighted below:

- Expertise in climate, gender, or financial inclusion
- Expertise in leading quality academic research
- Financial governance, including knowledge of charity finance and/or NGO and similar funding streams.
- Strategic planning.
- Advocacy, marketing and communications.
- Governance processes and best practice.
- Expertise, experience, and linkages related to organisational development in developing countries.
- Raising funding from the impact and development finance sector and related/similar networks.
- Investment and loan book management, especially in the context of developing countries.
- Investment appraisal, principally in relation to construction projects.
- Construction and project management
- Urban and real estate planning in developing countries



OTHER REQUIREMENTS

The role is likely to include occasional overseas travel in representing Reall's interests and in building an understanding of its operating environment with partner organisations.

This role will require travel to Reall's office in Coventry at least annually, and occasionally to other UK venues for meetings and events. Virtual attendance is also often possible.

TIME COMMITMENT

Required commitment of 5-6 days annually.

Board meetings are held quarterly with virtual monthly briefings in between on occasion. We aim to have 1-2 meetings in person per year in our Coventry UK office.

These roles are on a voluntary basis and are unremunerated, however, appropriate expenses will be reimbursed, including international travel for the annual meeting as necessary.

MORE INFORMATION

View Reall's published accounts at Companies House: [HERE](#)

View our current Board members and Executive Team: [HERE](#)





A HOME
FOR
HUMAN
POTENTIAL

Reall



reall.net



company/reall