

RNS Number : 2171A  
London & Quadrant Housing Trust  
13 April 2026

## **Alyson Heald appointed as L&Q's Executive Group Director, Partnerships and Regional Operations**

L&Q has announced that Alyson Heald will take up the role of L&Q's Executive Group Director for Partnerships and Regional Operations from 20 April 2026.

Her appointment follows the March announcement that this new role had been created to champion regional partnerships and lead on sustainable transformation and change for the housing association's operations in the North West.

Aly is currently L&Q's Partnerships Director for the North West, and has previously held senior roles in policy and research, community investment, technology and transformation for both L&Q and Trafford Housing Trust, which she joined in 2004.

Fiona Fletcher-Smith, L&Q Group Chief Executive, said: "I'm absolutely delighted to welcome Aly to the Executive Group. She has deep experience of our operations in the North West, and has already established strong local partnerships. Her priority now will be to support the delivery of our new corporate strategy by enabling work to provide social homes to meet housing need in this region.

"She will also support L&Q to ensure that our investment to make major improvements to homes and services is delivered consistently across our operational areas, and continues to meet the needs of residents in the North West."

Aly said: "I've dedicated my career to providing better housing services for residents in Trafford and am honoured to be able to champion L&Q's work to do this across Greater Manchester.

Along with Greater London, Greater Manchester has some of the highest levels of housing need and it will be essential that we take a long-term and partnership-driven approach to tackling this. I look forward to working with colleagues and our valued partners to find ways to deliver more much-needed social homes."

Aly's appointment follows a rigorous internal recruitment process which included stakeholder sessions with members of L&Q's Resident Services Board, the Chairs of the housing association's internal colleague diversity networks and the Executive Group. The recruitment panel included an independent Recruitment Advocate, who participated as part of an L&Q scheme to ensure that hiring for senior roles is fairer and more inclusive.

L&Q published their five-year [corporate strategy](#), spanning 2026-2031 in March.

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