

Bield appoints Elizabeth to head up business growth

Bield the housing provider has announced the appointment of a new Head of Development and Business Growth. The body is hoping to create new opportunities for development.

With more than nine years of experience in the housing sector, Elizabeth Peacock has taken up the role at a critical time for [Bield](#), as growth opportunities in new and existing markets to benefit customers sit top of the charity's agenda.

After graduating from Edinburgh Napier University with a First Class Honours Degree in Building Surveying, Elizabeth was employed as a project officer with Castle Rock Edinvar, responsible for co-ordinating and delivering major works projects.

She later moved to Sanctuary Group working as a senior asset services surveyor for around 5 years. Elizabeth was responsible for commissioning and delivering various programmes for subsidiaries; Sanctuary Student Homes, Sanctuary Scotland and Sanctuary Cumbernauld.

Most recently, Elizabeth worked as part of The University of Strathclyde's multi-disciplinary technical services team, responsible for the delivery of various maintenance and capital projects.



Elizabeth Peacock

Elizabeth, who is originally from South Lanarkshire, said: “It’s pretty strange to start a new job during a global pandemic. However, I was fortunate that when I joined the restrictions had eased slightly at the time, so I was able to attend the office for a few weeks before reverting to working from home.

“This allowed me to meet my new team in person and be introduced to some other members of staff – although I’m still not sure what desk I’ll be having!

“Bield has embraced working from home, making it incredibly easy to complete essential training and meet others via video calls.

“The communication throughout the organisation is excellent and people are always willing to help, which has allowed me to settle in well.”

Elizabeth is responsible for Bield’s strategic objective to grow the business by identifying and creating opportunities for growth and development in new and existing markets.

Additionally, she will lead the delivery of the organisation’s development programme including the marketing and communications strategy.

She added: “Having worked within the social housing industry for several years and knowing of Bield and the work they do, I was excited when the opportunity arose to join the team.

“Bield is a changing and developing organisation, and with my experience and knowledge of the housing industry and capital works, I thought I’d be able to make a positive impact on the organisation and help improve the quality of life for Bield customers.

"It's an exciting time to join the organisation as Bield will be celebrating its golden anniversary of operating in the housing industry this year, so I am learning all about the charity's past milestones and celebrations, on top of what I already knew.

"I enjoy working in the housing sector as I feel you can have a direct impact in transforming people's lives. Bield's values stand firm on the fact that people are at the heart of everything we do. We try to shape a Scotland where people of all ages make their own choices and live life to the full which is something I am excited to be a part of."