



Trustees

Candidate Information Pack

February 2025

# Welcome from our Chair

Thank you for your interest in becoming a Trustee of Age UK West Sussex, Brighton & Hove (AUKWSBH).

We aim to help older people to remain healthy, stay independent, be informed and get connected. We provide a range of information, advice and services, alongside vibrant social clubs both in the local community and within our centres that host enjoyable activities promoting camaraderie and physical well-being. Collaborating strategically with the NHS, local councils, and partners, we help people make the most of later life and manage any difficulties that come their way.

This is an important and exciting time to be joining the Board. Our new strategic plan took a year to develop and will be launched in April 2025 and will last until April 2030. It takes time because we don't make assumptions about our customers or plan based on guesswork, we fully involve older people in the process. This way, we can be sure that our work is shaped around what they want and need from us in the coming years.

You will work with the Chair, fellow Trustees and executive team to help guide the organisation as it works to achieve its mission of wanting to be the 'go to' for expert guidance and support for people as they age. Let's 'change how we age' is our new strapline, developed by and shared with our national partner Age UK. Change can be challenging but it isn't something we're afraid of here, it's something we're driving.

Too many older people remain lonely or isolated in our communities, some spending days with no one to talk to. Others live in poverty, trying to make meagre pensions stretch as prices rise. Ill health, some of which is preventable, limits and shortens lives and ageism is rife, as if somehow our value decreases as we age. Our priorities include growing our income to allow us to reach as many people with services and support as possible. We're focusing on sustainability, improving our environmental impact and ensuring we're fit for the future. Some of the key areas we're working on include dementia, loneliness and frailty. One in two of us will be affected by dementia in our lifetime, either caring for someone with the condition, developing it ourselves, or both. Loneliness and social isolation are killers and we are working tirelessly to overcome this for those we serve. Finally, frailty is an area where we know we make a huge impact with our work, building strength and confidence and

helping to prevent injuries and falls is critically important to helping older people live healthier lives.

You'll be pleased to hear that the team at AUKWSBH is second to none. Our staff and volunteers are dedicated, professional and kind, regularly going above and beyond to ensure we make the biggest difference to everyone who needs us. If you can match this energy and you'd like to use your skills and experience to join them in making that difference, then we'd warmly welcome your application to become Trustee. Thank you so much for your interest in helping us change the way we age.

Best wishes,

Alison Mohammed



# About Us

Age UK West Sussex, Brighton and Hove is an independent local charity working in the local community providing a wide range of activities, information, advice and support to people as they age, their families, friends and carers. Age UK West Sussex, Age UK Brighton & Hove and Age UK Horsham District merged in 2020 and are now known collectively as Age UK West Sussex, Brighton and Hove. The merger allowed us to share expertise, resources and local knowledge, ensuring services are sustainable and able to support increased demand.

Our mission is to be the **'go-to' for expert guidance and support** for people as they age, their family members, friends and carers.

Through delivering our mission our vision is to **change the way we age** – by ensuring timely access to guidance and support when needed, empowering communities and enabling individuals to remain active, healthy and independent as they age, tackling poverty and narrowing inequalities, and challenging ageism wherever it occurs.

We are one of the larger organisations within the Age UK family, with a turnover of just under £5m per annum. We undertake contracts, generate our own income and fundraise to support and deliver our services across our area. We want to improve the quality of people's later life through community and home-based services and enterprises.

Led by our CEO and Senior Leadership Team, we employ 160 staff. They are supported to deliver services by 350 Home Helpers and over 220 volunteers. Our staff, from leadership to the front line all have an absolute commitment to making older people's lives better. Our many volunteers give their time freely to help with everything from administration or cooking to checking on people at home after a hospital stay or offering dementia support. Our funders, charity partners, donors, fundraisers and campaigners are all also vital in enabling us to be there for as many people as possible.

For further information about our work, please see our [2023/24 Annual Review](#).

Our website also gives further information about the charity: [Welcome to Age UK West Sussex, Brighton & Hove](#).

## Our values are:

**Valued**

**Included**

**Passionate**

## We help people to be:

**Informed**

**Independent**

**Healthy**

**Connected**

## Equity, diversity and inclusivity

AUKWSBH is dedicated to promoting equity, diversity and inclusivity in every aspect of our work. We believe that all individuals should have the opportunity to contribute and to benefit from the services we provide, free from discrimination or exclusion. We wish to celebrate the unique qualities that make people different and strive to cultivate a workplace and organisation that is respectful, inclusive and diverse.

In our 2024 Annual Staff Survey 96% of staff believed AUKWSBH complied with the law and best practice in equality, diversity and difference. 89% of staff would recommend AUKWSBH as a good place to work and 97% of staff felt their work positively impacts customers. The 2024 survey of our amazing volunteers also found 99% felt valued and respected at AUKWSBH and 98% would recommend us as a good organisation to volunteer.

## We are making a real difference

*“Best place ever – I’m excited to visit each week. The staff and volunteers help everybody.”*

**Connie 82, Haywards Heath**

*“Thanks to the service, I’ve regained joy and community.”* **Reggie 67, Horsham**

*“Before your support, we were overwhelmed. Now, we feel supported and able to care for our loved ones.”* **Wendy & Ron, Bognor Regis**

*“The Sunshine Seniors Club has been a lifeline, restoring my brother’s happiness and giving me time to recharge.”* **Kevin 62, Crawley**

## Recruiting trustees

The Board of AUKWSBH comprises nine Trustees including the Chair. There are currently three vacancies, providing an opportunity for new people with a desire to support a vibrant, ambitious charity to join this highly effective Board.

We're especially looking for people from minority communities and are also seeking to broaden the age profile of our trustees to better reflect the younger people we provide services to. Previous Board experience is not essential and we offer a full induction and onboarding process. What is essential is a passion for our work and a desire to change the way we age.

We are particularly interested in people with skills and expertise to offer around:

- Strategic understanding of NHS and/or Social Care as it applies to older people
- Financial experience/and/or knowledge of charity accounting and the ability to apply this strategically
- Income generation with enterprise/commercial expertise

The time commitment will be on average 12 days per year, including attending four Board meetings and an annual away day, time to read documents, and joining occasional ad hoc discussions outside of the Board meeting programme.

Trustees also have the opportunity to occasionally attend other Age UK events including special events, and fundraising activities. This is optional but encouraged as it supports connection and insight for Trustees and staff.

AUKWSBH is committed to enabling everyone, including Trustees, to participate and engage fully in the role they hold. As such, we make accommodations where possible to fit around work and other commitments. Board meetings currently start at 5pm.



# Being a Trustee – what's involved

AUKWSBH is a registered charity and company limited by guarantee which is governed by the Board which is comprised of up to 12 trustees. The Board of Trustees are here to provide support and stretch to the executive ensuring scrutiny, stewardship and strategy ensuring the older people of West Sussex, Brighton and Hove have access to the very best support and services. We want to change the way we age.

The Board delegates to the Chief Executive who is supported by an executive team and wider Senior Leadership Team.

## What we can offer you

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Becoming a Trustee is a fascinating way to engage in the not-for-profit sector. It's a role which will give back just as much as you put in and often more. A Board role can reward with a wealth of personal and professional skills which are valuable for both work and personal life. It can also empower you with a new sense of contribution in the pursuit of a wider purpose.

### **Contributing to a great cause**

There is no doubt that being a Trustee in a not-for-profit organisation is one of the most powerful ways in which you can contribute to a cause you care about. As an AUKWSBH trustee, you will have an opportunity to have a real impact on our work supporting and enabling people across West Sussex, Brighton and Hove to remain active, healthy and independent as they age, tackling poverty and narrowing inequalities, and challenging ageism wherever it occurs.

### **Strategic experience**

Strategic experience can be hard to come by. It can often take decades to find yourself in a role which requires strategic oversight. A charity Board role is a fantastic way of getting a head start on this, at once allowing you to develop and hone your critical thinking, problem-solving and analytical skills as well as developing vital strategic sensibilities and teamwork skills. The strategic experience which can be gained through a Trustee role can have an immediate and powerful impact on your career, opening doors to new responsibilities and more senior job prospects.

Equally for those who have already had some strategic responsibilities, a Board role provides an opportunity to use those skills in a significantly different context.

### **Continued personal development**

Joining a Board can be a very interesting experience, not least because it allows you to adapt and apply everything you have learned to date into an entirely new context. Through a Trustee role you can gain a clearer idea of your own professional strengths and weaknesses whilst simultaneously learning altogether new skills. Understanding how to adapt your professional knowledge to useful and impactful ends is a good reminder of your own versatility, giving you confidence in your existing abilities whilst challenging you push the boundaries of your expertise.

### **Teamworking**

As a Trustee at AUKWSBH, you are part of a team and will have the opportunity to apply your unique skills and experience, while also learning from others. Working closely with a passionate team of people who have different perspectives is often one of the most enjoyable aspects of the role. The ability to collaborate effectively with others and to challenge constructively the ideas of fellow Trustees as well as those of the Senior Leadership Team, is essential to ensuring the Board's strategic decisions are fully informed, reasonable and effective. Negotiating, empathising, listening and clearly communicating ideas and concerns are key factors in this process and often help to set the tone and culture of Board meetings.





# Role Description: Trustee

## Key Information

<b>Time Commitment</b>	Quarterly Board meetings, plus one away day are held in person at one of our sites across West Sussex, Brighton and Hove.  Trustees with the capacity to do so are encouraged to visit our sites and staff teams.
<b>Duration</b>	Terms are three years and Trustees can serve up to two terms.
<b>Remuneration</b>	Unpaid - expenses covered in line with policy

### Trustees are collectively responsible for:

- Undertaking the general and specific duties of charity Trustees to meet legal requirements and ensure that the organisation is well run. Please see [here](#) for further information on what is required of a charity Trustee.
- Providing leadership, contributing to the setting and shaping of the charity's strategic direction and learning from the work as it develops and progresses.
- Championing our work by supporting our activities, fostering networks within wider communities, and promoting what we do to peers and contacts.
- Offering valuable resource in terms of supporting, questioning and holding to account the Executive, and engaging in particular projects from time to time, according to skills, expertise and interests.
- Working as part of the Board to ensure that we function within the legal and financial requirements of a UK-registered charity and company and our constitution and that we strive for best practice.

## Person Specification

We are particularly interested in people with skills and expertise to offer around:

- Strategic understanding of NHS and/or Social Care as it applies to older people
- Strategic financial experience/and/or a knowledge of charity accounting

- Fundraising and income generation with enterprise/commercial expertise

**We are looking for people who are:**

- Intrinsically curious with a readiness to probe, challenge and enquire alongside the judgement to do so constructively.
- Strategic in outlook with the ability to contribute towards the creation of our future strategy.
- An outstanding team-player with a collaborative approach and strong interpersonal and relationship building skills.
- Collaborative in their approach to leadership.
- Demonstrably committed to the principles of diversity, equity and inclusion.
- Wholly committed to the mission and values of Age UK West Sussex, Brighton & Hove.



## How to apply

[Eastside People](#) is supporting Age UK West Sussex, Brighton and Hove in the recruitment for this role. Please click [here](#) to apply by submitting your CV and a cover letter.

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in a Trustee role at Age UK West Sussex, Brighton and Hove?
- How can you contribute to Age UK West Sussex, Brighton and Hove as a Trustee?  
Please highlight relevant experience and demonstrate how your skills match the specific requirements of the role as set out in the role description.

If you would like a call to discuss the role in more detail, please email Bernice Rook to arrange a convenient time at [bernice@eastsidepeople.org](mailto:bernice@eastsidepeople.org). Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability, and potential. If you have a disability and identify any barriers in the job description or person specification, please tell us so that we can help with making the application process work for you.

**The closing date for applications is Fri 28<sup>th</sup> March** with online shortlisting interviews taking place the week after. Face-to-face interviews with the recruitment panel at Age UK West Sussex, Brighton and Hove will take place on Monday 28<sup>th</sup> April.

Eastside People is fully committed to equality of opportunity and diversity and work with our clients to ensure that we recruit inclusively, seeking to address the underrepresentation of some groups of people in leadership teams. We warmly welcome applications from all suitably qualified candidates.



# Eastside People

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