



CEO

Candidate Information Pack

August 2025



Eastside People

Welcome from our Chair

As Chair of the Board of Trustees at Age UK Milton Keynes, I am delighted that you are considering this position.

At Age UK Milton Keynes, we strive to make lives better for our older people. Our logo states 'Let's change how we age', and this encapsulates how we feel about the ageing process. We don't believe in using stereotypes to define this age group – everyone is different, with varying needs and interests, and by helping them to appreciate their differences, and supporting them where necessary, we can make their lives better.

We are a well-established charity having been working for Milton Keynes for over 45 years – almost as old as the city itself! The world has changed and moved on but we have always endeavoured to keep ourselves relevant to ensure that all our services meet the changing needs.

This will be one of the key tasks of this role. We are looking to appoint a new CEO who can provide the leadership to continue developing the charity, whilst ensuring the quality of our services is maintained. You will be compassionate and able to navigate and lead change with confidence. Importantly the CEO will be the external face of the organisation – building on existing partnerships and exploring funding opportunities.

We have a highly experienced, cohesive and dedicated team who are passionate about ensuring that older people's voices are heard. A culture of teamwork has been embedded across our staff and volunteers, and this is evident throughout the charity.

Supported by an experienced Board of Trustees, our new Chief Executive will help to make a positive difference for older people throughout our city and set the direction for achieving a sustainable future.

I hope that this Pack answers the questions that you have but if there is more that you require, or just a chat before applying, please do contact Eastside People.

Kind regards

Jan McMeekin

“Would you like to play a key role in making a real and positive difference to the wellbeing and quality of life of local older people in Milton Keynes?”



About us

Who we are

Age UK Milton Keynes was established in June 1978 as Age Concern and became Age UK Milton Keynes when Age Concern and Help the Aged were merged in 2011.

Age UK Milton Keynes is a local independent charity working to improve the quality of life for all older people living in Milton Keynes.

It has evolved with the changing needs of society and enhances many lives by providing direct services and signposting to relevant services, as well as acting as a focal point for older people and other organisations.

What we do

We have a wide range of services, which include hospital aftercare, befriending, dementia support, meal deliveries, social prescribing, information & advice helping people with benefit claims, housing problems, etc, as well as practical support from a handyman and foot care.

Community links

We believe in working with others to make Milton Keynes a better place to grow older and have a range of networks and partnerships to ensure we can:

- Reduce social isolation and loneliness
- Empower people to maintain independence and improve the standard of living of those living in poverty
- Enhance self-respect, improve confidence and self-worth, driving emotional and physical resilience
- Enhance wellbeing, have fun and encourage growth for the life ahead - the next stage

These community links can also generate income, contracts and services. The list below highlights some of the organisations we have/are working with:

Milton Keynes University Hospital, University of Bedfordshire, Bedfordshire, Luton and Milton Keynes CCG, Milton Keynes Council, MK Community Foundation, National Lottery Community Fund, Rank Foundation, The Rausing Trust, The Open University.

Our impact/what our beneficiaries say

IMPACT REPORT 2024-25

We work with and for people (55+) to make a real and positive difference that contributes to their wellbeing and quality of life.

24/25 "is seeing the person not the age"

5,817
older
people
supported

24,654
client
contacts

10,000
hours of
befriending

£2.29m
claimed in
benefits by our
I&A service

84
keysafes
fitted to help
people leave
hospital

8,896
meals
delivered
to older
households

15,336
hours of
housework
and shopping
support

487
clients
transported
home from
hospital

37,651
hours of
their time
donated by
our volunteers

£69,690
claimed in
Gift Aid from
our retail
donations

31,496
calls to our
information
and support
line

>3800
attendances
at our day
services
clubs

"Age UK MK are the most helpful and knowledgeable people who helped me and my good wife to have the standard of life we have today. Would recommend to anyone."

"Absolutely unbelievable, your help was amazing and gave us so much hope after feeling we were let down and no hope before. Can't believe how lovely and dedicated you all are, especially our information and advice lady who was in touch with us."

Our vision, mission & values

Vision

To become a society in which we can all thrive - let's change how we age.

Mission

Age UK Milton Keynes works with and for older people to make a real and positive difference that contributes to their wellbeing and quality of life.

Our links with Age UK

Age UK Milton Keynes is an independent local charity sharing a brand partnership with Age UK. This trusted and well-known brand helps to open doors for us locally. Of course, we always have to deliver, but it helps to have the strength of the Age UK brand with us. Nationally, there are around 130 Age UK brand partners, each with a defined geographical area.

We align ourselves with the work Age UK does nationally by supporting their campaigns, sharing reports and news stories, and using their research to underpin grant and tender applications.

Age UK also provides our local MPs with information about older people that can help drive forward local policies and influence at a national level.

Being an Age UK brand partner brings certain responsibilities – to deliver services to agreed quality standards and to subscribe to the shared values:

- Respectful
- Show integrity
- Be accountable
- Strive to learn
- Embrace teamwork

While we are aligned with Age UK, we are still a local and independent charity. The services we deliver, the money we raise, the people we support are all in the Milton Keynes area and our Trustees are responsible for strategy, policies and legal compliance.

Our commitment to diversity

At Age UK Milton Keynes we are committed to encouraging equity, diversity and inclusion among our workforce, and eliminating discrimination. The aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee/volunteer to feel respected and able to give their best. In the search for our new CEO we would be particularly pleased to receive applications from people who come from groups that are often underrepresented, knowing that our work only benefits from a truly diverse staff team.



A great time to join us

Our current CEO, Denise Stygal-Watson, has done a fantastic job since joining the charity over four years ago and will be handing over an organisation at an exciting time in its development. We have a strong senior management team in place, enjoy robust processes, solid reporting, accountability and financial rigour and, while there are inevitably challenges, there is everything to play for going forward.

Great work has already been done but the charity needs to continue to build its network, develop partnerships with local companies, as well as grow its donor income, including legacies, to build on its base of earned income from its retail revenue. Ambitious for our growth and commercially minded, our new CEO will have the opportunity to make a significant impact and to focus externally, to be the ambassador for Age UK Milton Keynes, to raise its profile and promote the opportunities available to the people and organisations who can benefit from partnering with us.



Our governance structure

Trading Companies

Age UK Milton Keynes does not have any subsidiary companies but has established a trading arm known as In the Prime. This enables the charity to sell non-donated new products in our very successful shops - the main source of income for the charity.

Board and Committee

Age UK Milton Keynes has a Board of Trustees with between three and 10 Trustees at any one time. The Board of Trustees is the governing body of the charity and as such, Trustees ensure Age UK Milton Keynes has a clear strategy, and that the work and goals are in line with the Vision. The Trustees have independent control over, and legal responsibility for, the charity's management, administration and finances. They are also responsible for the corporate governance of the organisation and report annually to the Charity Commission and Companies House.

Board meetings are held on a quarterly basis, from 10.00am to 4.00pm, on the last Wednesday of the month following quarter end. The Facilities, Audit & Risk sub-committee also meets quarterly.

There may be other ad hoc groups or task groups formed from time to time as required.



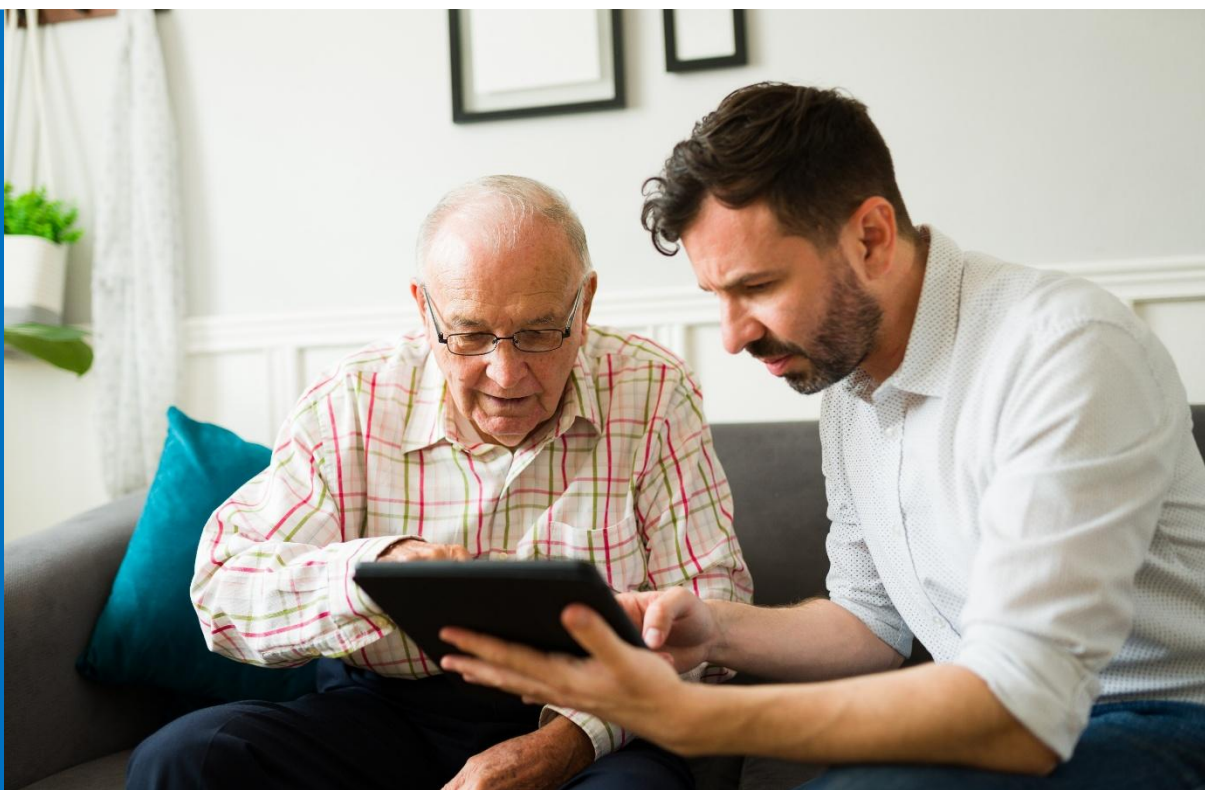
Being our CEO – what we're looking for

This pivotal role needs to provide commercially driven leadership, strong line-management and developmental support to the Senior Management Team (SMT) to ensure delivery of the Strategic Business Plan and adherence to the Age UK brand partnership. Excellent communication skills will be essential as will a high level of resilience and expertise in change management to help steer the organisation through the coming years.

You will be responsible for implementing and delivering a commercial strategy and long-term vision to ensure the fiscal stability and long-term sustainability of the charity, improving process efficiencies and skills within the charity and building on networking opportunities to develop partnerships, secure grants, etc.

Accountable and reporting directly to the Chair of Trustees, you will act as ambassador for the organisation providing the public face for campaigns, media interactions and business development.

You will also play a key role in motivating and engaging with staff, volunteers, beneficiaries, prospective donors and business partners, be the conduit between the charity and the Board ensuring alignment to its vision, mission and goals.



CEO job description

Location	The Peartree Centre, 1 Chadds Lane, Peartree Bridge, MK6 3EB
Time Commitment	3 days/22.5 hours per week
Salary	£65,000 pro rata
Reports to	Chair of Board of Trustees
Responsible for	Senior Management Team, staff, and volunteers within Age UK Milton Keynes
Probation and Notice	The post is subject to a probationary period of six months
Key contacts	Age UK regionally and nationally, NHS, Social Care, Local Authorities, local voluntary organisations such as VCSE, Government Agencies, Charity Auditors and Charity Commission and other appropriate key stakeholders

CEO responsibilities

Strategic Leadership and Vision

- To provide clear and forward-thinking leadership to ensure Age UK Milton Keynes remains resilient, relevant and impactful in a changing environment
- To maintain and develop services, the vision, mission, strategic objectives, risk management and strategic priorities of the charity and continue to develop its philosophy and values.

Financial Leadership and Fundraising

- To work with the Treasurer and appropriate Senior Management Team members to ensure the organisation's fiscal governance, proper budgetary and financial controls are in place and adhered to.
- To grow income from all sources, encouraging new avenues of income generation through services and growth.

Governance and Compliance

- To ensure the charity fulfils all its legal, statutory, fiscal and regulatory responsibilities.
- To be responsible for the effective, strong leadership and management of the staff, volunteers, the organisation and its resources.
- To be responsible for ensuring there is an appropriate and timely induction scheme, staff appraisals and reviews, regular performance management, and that staff development opportunities are in place.
- To work with and support the Board of Trustees, providing them with timely reporting as well as transparent information and advice.
- Foster a positive, inclusive and values-driven workplace that attracts, retains and motivates diverse talent

Service Development and Delivery

- To act as an advocate for the service users and ensure that their voice remains at the centre of the charity's work.
- To drive and manage change within the organisation as required by the local and national funding schemes or by needs within our own services.

External Relations and Representation

- To take an active role with Age UK locally, regionally and nationally, maintaining effective partnership working at all levels.
- To actively promote, explore and develop ways of working with organisations and statutory agencies within Milton Keynes.
- To act as an advocate for all older people (aged 55 years and over) in the local area.
- To undertake additional duties as requested by the Board.

Person Specification

Candidates should have a proven track record of strategic leadership and an appetite for ambition for growth. They should be able to inspire the trust and confidence of the Board of Trustees, the leadership and wider executive teams and key external stakeholders. The ideal candidate will bring a wealth of experience and qualities including the following:

Knowledge and Experience

- Proven track record of leadership and management across a range of responsibilities at senior level – ideally gained in the corporate sector
- Substantial experience of business planning development and delivery
- Financial acumen – experience of financial management and control, including budget oversight and cost control
- Knowledge, experience and understanding of strategic planning and service development planning; including facilitation, implementation and review/evaluation and organisational change
- A results-focused individual and motivator
- Track record in driving and supporting fundraising growth, developing networks and working with funding partners
- Demonstration of influencing and developing relationship with key stakeholders and senior opinion leaders including local authority or similar
- Track record as a leader of people, creating positive affirming environments for successful teams and an inclusive organisation

Personal Attributes and Skills

- An empathy for older people and the variety of economic, social and health issues that affect them – committed to the vision and values of the organisation
- Ability to think strategically
- Collaborative and supportive leadership style; inspiring and motivating

Ready to apply?

[Eastside People](#) is supporting Age UK Milton Keynes in the recruitment of these roles.

Please [click here](#) to apply by submitting your CV and a cover letter **both in Word doc format**.

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 the CEO role at Age UK Milton Keynes?
- Having read the information pack, what relevant experience and skills do you feel you would bring to this role? Please ensure you address the points in the Person Specification.

If you would like a call to discuss the role in more detail, please email Lucinda Shaw to arrange a convenient time at lucinda@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 or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately.

The closing date for applications is 17 September. Shortlisting interviews will take place shortly after and shortlisted candidates will have an interview with Age UK Milton Keynes during the week beginning 29 September or 6 October.

Finally

We understand AI can be a helpful tool, but please use it with caution and ensure your application is personalised and accurate.

If you know anyone else who might be interested, then please pass this Information Pack on as we would be very pleased to hear from them.



Eastside
People

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Eastside People is the trading name for Eastside Consulting Ltd. Company number:
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