



Trustee Recruitment  
Candidate Information Pack  
August 2025

**“Could you support our campaigning to improve the lives of older Londoners and ensure that their voices are heard by decision makers?”**

## Welcome from our Chair

As Chair of the Board of Trustees for Age UK London, I am delighted you are considering joining our board. We are currently seeking new trustees who bring energy, insight, and a passion for making London a better city for its older residents.

At Age UK London, we work to improve the quality of life of older people across the capital by campaigning for changes to how the city is run. Through advocacy, campaigns, and working with the London network of local Age UKs, we ensure that the voices of older Londoners are heard and that their needs and contribution are recognised by decision makers, the media, and the wider public.

The role of a trustee is deeply rewarding and offers you the opportunity to make an important contribution to the charity. As a member of our board, you will help shape our strategic direction, ensure robust governance, and contribute to a culture of inclusivity and respect. In particular, we are keen to hear from individuals who are themselves Londoners and who have expertise in campaigning, public affairs, policy work.

In this information pack you should find all you need to know about Age UK London and what being a trustee involves.

I look forward to the possibility of welcoming you to our board.

With best wishes,

*Tony Burch*

# About us

## Who we are

---

Age UK London is a charity that campaigns for an age-friendly London. We have been working to promote the interests of older Londoners for over 20 years and support the network of London Age UK's and other older people's organisations across all 33 boroughs.

Our CEO, Abigail Wood, joined us in 2020 and under her leadership Age UK London has gone through a significant period of consolidation and transformational change, streamlining activities and organisational structure, whilst maximising our impact.

## What we do

---

Age UK London is a charity that campaigns for an age-friendly London. We campaign for specific change to improve the lives of older Londoners. We also work to ensure that their experiences, needs and contributions are heard and taken into account by decision makers.



## Our vision, mission & values

### Vision

---

Our vision is of an age-friendly London, in line with the aims of the [WHO Global Network for Age-friendly Cities and networks](#).

### Mission

---

Our mission is to campaign for specific change to improve the lives of older people and ensure that their experiences, needs and contributions are heard and taken into account by decision makers.

### Our values

---

The following principles underpin all our work:

- We champion the contribution older Londoners make to the city.
- We put older Londoners' views, experiences and wellbeing at the heart of what we do.
- We consider diversity and inclusion in all aspects of our work and seek to challenge the additional impact of ageism alongside other inequalities.
- We base our decisions on evidence not assumptions.
- We work with others who share these principles.



## Our strategic priorities

We have adopted three key strategies to achieve our objectives:

- Core campaigns, through which we will secure specific, sustainable changes to the policies and practices of decision makers, and where appropriate encourage individual behaviour change, to improve the lives of older Londoners and make London an age-friendly city.
- Shaping the agenda, by building relationships with key stakeholders through which we ensure that experiences, needs and contributions of older Londoners are heard by decision makers and form part of the public discourse on the future of London. Through our relationship with local Age UKs in London and other older people's organisations, we can bring the data and insight on older Londoners' lives and use it to shape public policy discussions.
- Supporting the London network of local Age UKs. An age-friendly city relies on both campaigning and direct service provision, so we support the network of local Age UKs in London who deliver vital front-line services, and our campaigns and policy influencing are in turn informed by the insight gained via their service delivery.

Our current strategic priorities:

- Building a strong track record of delivering campaigns that result in sustainable, positive change for older Londoners;
- Creating a robust evidence base assessing the progress London has made towards becoming an age-friendly city including through two-way conversations with the London Age UKs and use this evidence to determine our future campaigns;
- Supporting and motivating older Londoners to campaign for change so that our campaigns are shaped and delivered by older Londoners themselves;
- Making equality, diversity and inclusion a mainstream element of every aspect of our work, and actively considered in every campaign;
- Continuing to build a strong, effective and sustainable campaigning organisation, including developing a sustainable income stream and making our internal processes as efficient as possible.

Our most recent Annual Report can be viewed [here](#).



## Our commitment to diversity

We value equity, diversity and inclusion. We value and respect all the differences that make us who we are, including age, cultural background, ethnicity and race, disability and mental health, neurodiversity, gender, gender identity and expression, sexual orientation, social background and lived experience.

We believe that effective leadership and good decision-making is enabled through a diverse board membership, a culture of listening to, and acting on, diverse perspectives and, having board behaviours that embody respect, openness and constructive challenge. We are seeking to increase the diversity of our broad and warmly welcome qualified candidates who bring new perspectives.



# A great time to join us

A highly successful recent strategy day highlighted that the staff and trustees are closely aligned and have a strong sense of being part of one team, all pulling in one direction. We want to build on that by welcoming new Board members with key skills and expertise to enhance and further sharpen our work.

The Age UK London board currently comprises seven trustees, one of whose term will finish at our AGM in the autumn. Our chair, Tony Burch, took on the role in December 2024, having been a trustee since 2018. Our former chair, Imogen Clark, left having stayed on as a trustee until our CEO had returned from maternity leave in February of this year, and two other trustees resigned earlier this year for personal reasons.

We are a friendly, committed and effective board, and we foster a productive relationship with the Age UK London CEO and her team. We are passionate about campaigning to improve the lives of older Londoners.

We're now keen to welcome someone who brings skills and experience in campaigning, public affairs and policy. Given that this is the key focus of our work, it's important that our Board is replete with a deep understanding of the challenges as well as the possibilities for influence and change.

If you feel you are the right person to join our board, we would be delighted to hear from you!





# Being a trustee – what's involved

Every charity has a Board – a group of volunteers who ensure that the organisation is effective in carrying out the purpose for which it was set up. Trustees have responsibility for overseeing the work of Age UK London, ensuring it is financially stable, well-run, and fulfilling its charitable objects.

A helpful summary of trustee roles and responsibilities can be found in the Charity Commission guidance for new Trustees: [The Essential Trustee: what you need to know, what you need to do \(CC3\)](#)

Boards govern effectively by:

- Focusing on their governance responsibilities
- Being clear about the role of the board vs the role of the executives - and fostering good relationships between both
- Ensuring the board itself operates effectively

As an Age UK London trustee, you'll be an ambassador for the organisation and its work. You'll share our vision of an age-friendly London, in line with the aims of the [WHO Global Network for Age-friendly Cities and networks](#).

## What you'll gain from this role

---

Becoming a trustee is an interesting and compelling way to engage with the charity sector. It is a role that will give back as much as you put in, and often more. One of the primary takeaways from the [Charity Commission's 2025 research into trusteeship](#) is the extent to which trustees benefit from their experience. Although trusteeship is a significant voluntary undertaking, the majority would recommend it to others. Many trustees reported experiencing multiple and profound benefits, from feeling they are positively impacting the world to feeling more connected to a community or movement, highlighting the rewards of responsibility. Overall, just 1% of the trustee population surveyed would not recommend the role to others.



## 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, allowing you to develop and hone your critical thinking, problem-solving and analytical 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

Through a trustee role, you can gain a clearer idea of your professional strengths and weaknesses whilst simultaneously learning new skills. Understanding how to adapt your professional knowledge to useful and impactful ends is a good reminder of your versatility, giving you confidence in your existing abilities while challenging you push the boundaries of your expertise.

## Teamworking

As a Trustee at Age UK London, you are part of a team and will have the opportunity to apply your unique skills and experience while also learning from others. Working in a team with a passionate team of individuals who bring diverse 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 leadership team is essential to ensuring the Board's strategic decisions are fully informed, reasonable and effective.



# Trustee job description

**Location** London Bridge/hybrid

**Time Commitment** Time commitment will vary but it is expected to require approximately 4-6 hours per month including:

- Attending five board meetings per year (four lasting two hours and one to sign off the annual report and accounts lasting 1-2 hours)
- Attending the Annual General Meeting (lasting up to one hour)
- Attending the Annual Away Day in the summer (lasting up to six hours)
- Dedicating time to preparing for each meeting by reading the papers provided.
- All board meetings are hybrid but trustees are encouraged to attend in person if they can. The Annual Away Day requires in-person attendance.

Trustees undertake an initial two-year term and can be re-appointed for up to two additional terms of three years.

**Salary** This is a voluntary role. Reasonable expenses can be claimed.

Trustee terms outlined in our Constitution are: two years for the first term, with a maximum two additional terms of three years.

## General responsibilities for all trustees

---

- To be aware of and accept the responsibilities of a charity trustee and director of a charitable company.
- To ensure equality, diversity and inclusion is promoted and sustained through all aspects of Age UK London's work and relationships.
- To represent the board as necessary, on internal disciplinary and complaint panels or other panels, and on external bodies by agreement.

- To act properly at all times, declaring any conflict of interests or perceived conflict of interests which may have a bearing on their role as a trustee.
- To act in good faith with due care and diligence for the best interests of Age UK London and working within the charity's vision, mission and values.
- To attend and actively participate in board meetings, contributing own opinions and ensuring that papers are read in preparation for meetings.
- To undertake training and attend induction.
- To respect the confidentiality of matters discussed at board and any other meetings set up by the board.
- To evaluate the performance of the board in relation to the agreed objectives.
- To engage with the wider work of Age UK London and its network.
- Willingness to commit to a minimum of two years in the role.

In addition to the above duties, each trustee should use any specific skills, knowledge or experience they may have to help the board of trustees reach sound decisions. This may involve scrutinising board papers, leading discussions, focusing on key issues, and providing advice and guidance on new initiatives or other issues in which the trustee has special expertise.

## Who we're looking for

Among your key attributes, we are looking to secure experience at a senior level of public affairs, including how organisations can engage with Government and influence policy through a combination of lobbying and public campaigning, as well as:

- Ability to understand and accept the duties and liabilities of a Trustee and how they differ from operational management
- Empathy with the vision, mission and values of the charity
- Willingness and ability to devote the necessary time and effort
- Ability to think and apply knowledge strategically
- Ability to analyse and evaluate management information and any other evidence
- Ability to communicate clearly and sensitively and to participate in discussions
- Ability to work effectively in group situations
- Ability to constructively challenge and ask questions in an appropriate manner
- Ability to manage difficult/challenging situations



- Ability to maintain confidentiality on confidential and sensitive information
- Ability to manage boundaries and conflicts of interest appropriately



# Ready to apply?

[Eastside People](#) is supporting Age UK London 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 a Trustee role at Age UK London
- Having read the information pack, what relevant experience and skills do you feel you would bring to this role? This might come from paid work, study, community or voluntary work or other experience.

If you would like a call to discuss any of the roles in more detail, please email Lucinda Shaw to arrange a convenient time at [lucinda@eastsidepeople.org](mailto: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 15 September.** Shortlisting interviews will take place shortly after and shortlisted candidates will have an interview with Age UK London during the week beginning 22 September.

## 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

Eastside People  
Canopi  
82 Tanner Street  
London  
SE1 3GN

0203 821 6174  
[eastsidepeople.org](http://eastsidepeople.org)

Eastside People is the trading name for Eastside Consulting Ltd. Company number:  
4958922.