



**CEO**  
**Candidate Information Pack**  
**February 2026**

## Welcome from our Chair

Dear Candidate,

I am delighted that you are interested in the position of Chief Executive Officer with Age UK Sutton. I hope that the information in this pack helps you to learn more about our organisation, and what we are looking for in our next leader.

Our vision is that every older person in Sutton lives well, feeling connected and valued, with the confidence and support they need to thrive. We have a highly experienced, cohesive and dedicated team who are passionate about ensuring that older people's voices are heard and are included in the design of our high-quality and needs-driven services. A culture of learning and improvement is embedded across our teams of staff and volunteers, and great teamwork is evident throughout the charity.

Age UK Sutton has seen unprecedented changes over the past few years. We have experienced a turbulent external context, and increased demand for services as older people face a range of challenges, including social isolation, poverty and digital exclusion. It has been a challenging time for the charity sector, with long-term financial sustainability an increasingly difficult prospect. In this context, we are fortunate to be exploring some exciting opportunities to support our future sustainability, enabling us to support more people in the borough to live fuller lives.

We are seeking an experienced and compassionate leader who can navigate challenges and maximise opportunities, leading organisational change with confidence. The ideal candidate will operate strategically with leaders and partners in the borough, but importantly also work alongside staff and volunteers to tackle day-to-day operational issues, supporting delivery whilst gaining a deep understanding of our culture and the services we offer.

Local partnerships are increasingly important, and we have earned a reputation for expert leadership on older people's issues. We need a CEO who can build on our strong relationships with providers, commissioners, and other stakeholders, but also forge new partnerships, e.g. with corporates and funders. Supported by a highly experienced and diverse Board of Trustees, our new CEO will make a positive difference for older people in Sutton, setting the direction for a sustainable future. If you bring the skills, experience and attributes we need, we would love to hear from you.

**Zoe Lelliott**, Age UK Sutton Chair

# About us

## Who we are

Age UK Sutton is an independent charity dedicated to helping older people in our community to live well in later life. We provide vital information, expert advice and practical support to enable informed decisions on finances, health and care. As the trusted local experts in ageing well, we combine national knowledge with deep local insight and understanding to deliver accredited, high-quality services that make a real difference.

## What we do

The charity is a Network Partner of Age UK, and as such benefits from membership of a network of similar independent charities across the UK, whilst being able to maintain a focus on local issues in the London Borough of Sutton. We deliver a mixture of social and community activities and commissioned services, and are increasingly involved in influencing strategy in Sutton, working with a wide range of other local charities, community groups, and statutory bodies including the NHS and the Council.

We are a small charity with around 30 staff, and a cohort of over 40 people delivering variable hours in our 'Help at Home' support services. The charity also has 60 - 70 volunteers in a growing team. Our turnover is approx. £1.3 million.

Age UK Sutton enjoys an open and participative working environment, supporting staff and volunteers in order that they can develop personally and professionally and acquire new skills. We are a flexible employer and pride ourselves on being a family and carer-friendly workplace.

## Our impact

Please see our latest Impact Report <https://www.ageuk.org.uk/sutton/about-us/impact-annual-reports/>

## Our vision, mission & values

### Vision

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A Sutton where every older person lives well, feeling connected and valued with the confidence and support they need to thrive.

### Mission

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As Sutton's trusted experts in ageing well, our mission is to ensure that later life is lived with dignity, purpose, and independence. We combine national expertise with deep local knowledge to deliver accessible, high-quality services — from expert advice and support in the community to specialist dementia care and practical help at home. We champion positive ageing, promote mental well-being, and advocate for change where needed. Our work helps older adults in Sutton experience later life with confidence by staying connected, healthy and financially secure.



## Values

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Our values live at the heart of Age UK Sutton, forming part of our culture, shaping who we are as an organisation, and how we work as staff and volunteers of Age UK Sutton.

**We are compassionate:** This is the care we have for older people, each other, and the community. It is the kindness and understanding we have for ourselves and for one another that guides how we work.

**We are generous:** This is the willing way we share our time, skills, knowledge and experience, and the way we support each other as we work to make Sutton a more age-friendly place.

**We are honest:** This is the transparency we practice as an organisation, and the openness we have with one another. It is the truth we speak about issues that matter to us as individuals and as an organisation, even when it is challenging.

**We are resourceful:** This represents the creative, proactive way we work. We take the initiative, we seize opportunities, and we make the most of our funds, skills, knowledge, and experience to achieve our organisational and personal goals.

**We are respectful:** This is the consideration we have for one another as individuals with our own beliefs, culture, values, and feelings. It is understanding this wealth of diversity to create a space of acceptance where people can be themselves.

**We are united:** This is our understanding that we are united by a common purpose, and how we pull together in the same direction and how we collaborate with others, nurturing connections to bring people together in making Sutton an age-friendly place for all.

**We are local:** As an independent local charity, our strength lies in our deep connection to the community we serve. Unlike larger, national organisations, we are rooted in local knowledge, relationships, and trust. We understand the unique challenges faced by people in our area because we live and work alongside them. This closeness enables us

to respond quickly and flexibly to emerging needs, tailoring our support to what will have the greatest impact. Being local also means that every pound raised stays within the community, directly benefiting those who need it most.



## Strategic Objectives 2025-28

We will:

- Deliver services that meet the needs of our beneficiaries, building on what we do well, and innovating where possible. We aim to improve the health and wellbeing of people in later life in Sutton, and support those who are struggling or who may be vulnerable, to access the support they need
- Have achieved longer-term financial security, enabling us to achieve a consistently balanced budget,
- Be well known to residents and our partners in Sutton, in order that we can inform, educate and change - making a tangible and positive impact on later life

## Our commitment to diversity

Age UK Sutton celebrates the diverse cultures, communities and environments that make up our society and the multitude of dimensions that characterise our diversity. We recognise that certain groups may face discrimination on the grounds of age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation and other unjustified reasons.

We believe that a strong, independent, voluntary and community sector is crucial to helping people and communities to tackle disadvantage and discrimination. As a leading organisation within the third sector in Sutton, we recognise that we have a key role to play in upholding equality and diversity.

Age UK Sutton is committed to the principle of equity of opportunity for all of its service users, staff, volunteers and trustees and to implementing non-discriminatory practices.

You can read more about Age UK Sutton's commitments in our [Equity and Diversity Policy](#).



# A great time to join us as CEO

In recent years, Age UK Sutton has undergone a few changes, throughout which we have retained a strong and committed team and a positive culture, where our values are central to all that we do. We consistently receive great feedback from our staff satisfaction surveys and have a good track record of retaining and developing our team. We continue to provide a range of tailored services for older people, which are valued by recipients, carers and families alike. Current services include support for people with dementia or mental health challenges, and our 'Help at Home' Social Enterprise, which provides much-needed support for people to remain at home, as well as generating unrestricted income. We have established a solid reputation for high-quality value-for-money service delivery with local commissioners, and our fundraising has significant scope for development.

However, recent significant opportunities for AUKS will require a shift in our ways of working and our culture, as we move from primarily commissioned and grant-funded services to a greater focus on income generation and delivery of paid-for services. This will require a CEO with commercial acumen, who is confident and visionary, but who is also compassionate and maintains a clear focus on supporting older people to be healthy, connected and fulfilled.

Our ideal candidate embodies inspiring and compassionate leadership, building a positive and inclusive organisational culture. They will be equally confident and adept at the strategic and the operational aspects of the role, as well as being skilled at influencing and developing external partnerships, and growing the organisation's income and reputation. Strong financial planning and tight financial management are essential as we move to multi-year budgets and sustainability. The successful candidate will need to be resilient, flexible and adaptable, and able to maintain focus and a sense of humour amidst significant plate-spinning!

As the CEO, you will have a dedicated and experienced support network which includes the Chair, the wider Board of Trustees, our committed and highly skilled Senior Management Team, wider staff members, and volunteers. Together, we share a steadfast commitment to advancing the mission of Age UK Sutton and making a lasting impact on the well-being of our older community.

If you are a visionary leader ready to contribute to the next phase of our journey, we would be delighted to receive your application.

# CEO job description

<b>Location</b>	Sutton Gate, 1 Carshalton Road, Sutton SM1 4LE
	Flexible working possible with a minimum of three days in the office. A four-day week would be considered for the right candidate
<b>Time commitment</b>	Full-time (35hrs/week), permanent
<b>Salary</b>	£65,000 - £70,000 per annum
<b>Reports to</b>	Chair of Trustees

## Overall purpose of the role

### CEO responsibilities

The key purposes and elements of the Chief Executive role are:

- Supporting the Board in delivering its charitable objectives efficiently and effectively, complying with all its legal and regulatory obligations and maintaining high standards of corporate governance;
- Working with the Board to shape the organisational strategy and to oversee its delivery, ensuring the success and sustainability of AUKS as both a charity and a business;
- Maximising efficient use of all AUKS' human, financial and other resources;
- Ensuring the range of services offered by AUKS is appropriately matched to the needs of local older people and sufficiently funded;
- Building strategic partnerships and managing AUKS' external relationships both locally and nationally.
- Be a champion for equity, diversity and inclusion, understanding the demographics and specific needs of local older people, and promoting diversity and inclusion within the workplace.

## Specific duties

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The following is not an exhaustive list but identifies the most significant duties which link to the responsibilities described above.

### **Working with the Chair and Board of Trustees:**

- Provision of timely and appropriate advice, information and recommendations to the Board on risks, and issues requiring Board decision or awareness
- Contributing to the Board's strategic thinking, especially by reference to knowledge of local issues and developments
- Supporting the chair in facilitating open and honest conversations at board and committee meetings and building strong relationships, such that there is appropriate and respectful challenge and debate of all key issues, surfacing and addressing differences of opinion
- Delivering the defined outcomes of the Business Plan, which operationalises the Board's strategic aims
- Supporting the Board on governance issues including trustee recruitment / induction and reviews of its own performance
- Ensuring AUKS compliance with all legal and regulatory requirements at Board and operational level

### **Resource management:**

- Leadership, organisation/deployment, motivation and recruitment of staff and volunteer teams for maximum effectiveness, including working with the senior leadership team to ensure internal resources are utilised, and services are delivered, to their maximum potential
- Oversight of AUKS' financial viability and financial planning including maintenance of high-quality financial information systems, controls and procedures, as well as developing multi-year budgets and financial sustainability strategies
- Maintaining effective strategies and processes to maximise income generation and diversify its sources

### **Income generation**

- Develop strategies to diversify and increase the income of the organisation, in particular with respect to unrestricted income, and long-term income streams

- Further expand and develop the social enterprise arm of AUKS, providing valued and trusted “paid-for” services for older people in the borough
- Maximise opportunities for bringing in new income streams, associated with use of premises now available for delivery of day activities

#### **AUKS services:**

- Ensuring AUKS monitors the changing needs of its clients and that the services it offers are matched to those needs, reflect equity, diversity and inclusion, and are consistent with the Board’s strategy
- Maintaining effective systems which ensure high quality in both delivery of services and measurement of their outputs and outcomes, and ensuring compliance with all necessary quality standards
- Facilitating a culture of continuous improvement where all staff are encouraged to identify opportunities to improve services and their delivery, through innovation and new partnerships

#### **External relationships:**

- Developing and maintaining productive relationships with Age UK, neighbouring Age UKs, related charities, London Borough of Sutton, NHS and other delivery partners;
- Promoting AUKS and its services to relevant local and national organisations to help increase its reach, to ensure that the voices of older people in the borough are heard, including taking leadership roles where this increases influence;
- Seeking opportunities for new relationships and collaborative working opportunities which can help deliver services, provide income or reinforce AUKS’ reputation and profile.

#### **Continuous Professional Development**

- Engage in continuous professional development to enhance skills and develop best practices.
- Keep abreast of developments in the field of mental health, public funding and policies, diversity and inclusion, and the voluntary sector as a whole.
- Maintain a high-quality standard at all times in accordance with our vision, mission and values.

## Person Specification: who we're looking for

Essential experience, skills and attributes for the post:

### Experience

- Senior leadership role, ideally at CEO level, in a similar values-led delivery organisation
- Experience of managing change, including organisational change and/or restructuring effectively and sensitively (e.g. introducing new services/closing services, staff redeployment and TUPE)
- Experience of effective systems of financial management, control and reporting; managing day-to-day operations including budgets, cost control, business development and income generation, and financial planning and sustainability strategies
- Experience of working effectively with external partners, stakeholders and a governing Board

### Knowledge and skills

- Ability to think strategically, and translate strategy into measurable objectives underpinned by robust measurement systems
- Ability to recognise needs, opportunities and innovation in the development of services
- Commercial acumen, and ability to develop and market paid-for services
- Knowledge of NHS and local authority / public sector context, and implications for commissioned services
- Detailed knowledge of the charity sector and related funding issues including identifying and developing new sources of voluntary income
- An understanding of the implications of the political, social and economic environment on older people, such as digital developments, changes in pensions or benefits, etc.

### Approach and attributes

- Possess emotional intelligence and the ability to inspire, listen, lead and motivate people towards the achievement of excellence
- Be values-driven, compassionate and approachable
- Ability to see the bigger picture, have a vision and good oversight of the work, while being prepared to get hands dirty when needed

- Willingness and ability to delegate, trust and harness the skills of the Senior Management Team, as well as the wider staff team
- An affinity for older people and championing their needs



# Ready to apply?

[Eastside People](#) is supporting Age UK Sutton 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, and not repeat, 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 Sutton?
- Having read the information pack, **and with reference to the key points in the Person Specification**, what relevant experience and skills would you bring to this role?

You are welcome to send your cover letter in writing, or as a video or audio clip, alongside your CV. Any video or audio submissions should be emailed to [lucinda@eastsidepeople.org](mailto:lucinda@eastsidepeople.org).

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](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 Monday 2 March.** Shortlisting interviews will take place shortly after, and shortlisted candidates will meet staff members and have first interviews with Age UK Sutton Trustees on 9 or 10 March, with second-stage interviews to be held during week beginning 16 March.

Eastside People is fully committed to equality of opportunity and diversity, and we work with our clients to ensure that we recruit inclusively, seeking to address the underrepresentation of some groups of people in leadership teams.

## 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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