

PRIVATE & CONFIDENTIAL

Candidate Brief



U0905R

Public Voice
Chief Executive Officer

April 2021

Managing Director
Sarah Thewlis
sat@thewlisgraham.com

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Welcome from Sharon Grant

Chair of Public Voice



Dear Candidate,

I am delighted that you have expressed an interest in applying to be the Chief Executive Officer of Public Voice. Public Voice is a Community Interest Company founded in 2014. Since then, we have seen substantial growth and development resulting in a more diverse range of contracts and services across the health, social care and housing and regeneration sectors. We hope you find the information useful in this candidate brief and also on our website: <https://publicvoice.london/>

Our current Director, Mike Wilson, who helped establish the company and has successfully steered us to our current position, will be retiring later this year. We are now seen as a trusted third sector partner with a largely locally focused portfolio of contracts and services, which facilitate the voice of the citizen in health and social care, and neighbourhoods.

Due to the strength of our partnerships, Public Voice has been agile and supportive of service users and an integral part of the local response to the COVID pandemic, throughout the lockdowns, and we have been able to further increase both the breadth & depth of the services we offer. Our sustained development has been recognised by a grant from the Mayor's London Community Response Fund, and we have become key members of the formal Borough Partnership in Haringey. We are keen to build on our expertise & achievements and expand further geographically.

Our new CEO will provide vision, leadership, enterprise, management and operational direction to Public Voice CIC, and its subsidiary Haringey Circle CIC. It is key that both of these CIC's have long-term sustainability, further growth and development in line with overall vision and values.

Working with the Chair and other Board members, the CEO will ensure that Public Voice and any related companies are underpinned by robust governance, sound systems of financial & performance management and evidence-based decision making.

If this is an opportunity that appeals to you, and you have the skills set out in the job description and key responsibilities section in this candidate brief - we would very much like to hear from you.

For a confidential conversation with our recruitment partners - Thewlis Graham Associates, please contact Sarah Thewlis, Managing Director on 0207 850 4781 or email applications@thewlisgraham.com. Sarah will be happy to discuss this opportunity with you and answer any questions you may have. Alternatively, I am available to anyone who wishes to have a discussion about this position too. Please contact me through Thewlis Graham Associates on the above number to arrange this.

Yours faithfully

A handwritten signature in blue ink that reads "S.M. Grant".

Sharon Grant OBE
Chair Public Voice

2. What are we looking for?

We are looking for someone with vision, personal commitment and relevant practical experience and contacts, who can consolidate and build on our successes to date, and lead and support the organisation through a new phase of development. The Board is passionate about addressing inequalities through our work, and we would expect the same level of passion from our CEO.

You will be:

- Committed to our Vision and Values and our ambition to be a leading provider of research, consultation, engagement and co-design and co-production services, and a recognised influencer of both policy and practice
- Expert in establishing and maintaining good relationships with clients and key stakeholders and in partnership working
- Able to demonstrate a good understanding of health and social care policy and delivery
- Familiar with housing and neighbourhood regeneration programmes and initiatives
- A proven leader in times of significant change
- Widely networked and a good communicator
- Commercially and financially astute
- Experienced in growing and developing organisations and dealing with change
- Familiar with wider public policy and equalities issues, and with the public and third sectors
- Able to bring new perspectives to our work, and to the longer-term development of the company
- Able to connect effectively with and harness the digital agenda
- Passionate about the potential of engagement to advance diversity and social inclusion
- Able to both provide strategic oversight and demonstrate a track record of delivery at an operational level.

A key priority for the Board is to widen our appeal and sphere of influence by extending our portfolio of services and clients, developing a stronger research and policy capability and, importantly, extending our geographical reach, whilst maintaining a strong presence in Haringey. The Board is also alert to the potential to extend its sector reach beyond health and social care.

3. About Public Voice

Public Voice is a Community Interest Company (CIC) with a mission to improve public services and neighbourhoods through user engagement.

We do this through community engagement, individual user engagement and community intervention, collecting the combined voices of citizens, gathering evidence and ultimately taking action to bring about positive change, now and in the future.

Our vision is that: Providers of public services and housing are continually responsive to feedback; people are enabled and empowered to influence decisions relating to policy making and service delivery; commissioners of services ensure that contracts require providers to be both proactive in engaging with service users and responsive to feedback.

Public Voice has the expertise to deliver exemplary services, ensuring that we are the “go to” organisation in user engagement and service improvement.

We achieve this by: Listening to the voices of and securing the confidence of all service users to build a robust evidence base. Taking, or supporting others to take, action to deliver positive change in service delivery.

Our values: We only seek business opportunities which allow us to genuinely enhance or empower consumers, service users or communities, and which allow us the independence required to undertake the work on their behalf.

We seek to re-invest any excess income in ways that maximise the benefits to local communities and empower consumers least able to speak for themselves.

We work to involve service users, feed back to them and ensure they see and understand the outcomes of our work.

You can download our ‘what we do’ leaflet [here](#)

Projects

We are currently working on a considerable number of varied projects:

Healthwatch Haringey

Public Voice delivers the statutory Healthwatch service in Haringey, North London. Healthwatch Haringey is the independent consumer watchdog set up to collect information and represent the views of the public on health and social care. It exists to give patients, service users and local people an opportunity to influence and challenge decision making about local health and social care services.

You can find out more [here](#).

Reach and Connect Community Navigation

A very ambitious, exciting and innovative multi-agency programme supporting Haringey residents who are 50+, at risk of social isolation, or who have suffered a recent life event that threatens their wellbeing.



This initiative offers us an opportunity to develop creative solutions to combat social isolation and loneliness and will make a real difference to the lives of older people.

You can find more about Reach and Connect [here](#).

Public Voice Neighbourhoods

Public Voice Neighbourhoods provides Independent Resident Adviser services to tenants and leaseholders living on social housing estates which are going through the process of regeneration, Community Engagement services to local authorities and architects carrying out regeneration and development, advice to local authorities who are planning to ballot their residents, and resident involvement and engagement consultancy to local authorities and housing providers.

We are currently working in Cressingham Gardens and Fenwick Estate in Lambeth, Nightingale and Woodberry Down Estates in Hackney, Beech Tree in Sutton and an estate in Hillingdon.

You can find out more [here](#).

Experts by Experience

We recruited a board of fifteen residents across the five boroughs of North Central London who had experience, as service users, to involve them in co-designing new mental health service pathways of the local mental health services. We have been working with this group over the last three years, facilitating monthly meetings, and they have successfully provided a service user voice in the development of new mental health services. We have recently been re-commissioned to deliver the service in 2021/22

Social Prescribing

Public Voice employed the first two Social Prescribers based in GP Practices in September 2019. We now employ eleven SPs in six of the eight Primary Care Networks in Haringey and with the NHSE promotion of this new workforce role the numbers are likely to increase further in 2021/22. The feedback from GPs has been very positive and our team, which now has a new manager, are highly motivated and passionate about their role.

Health and Wellbeing Coaches

We currently employ a Health & Wellbeing Coach Manager who works in one of the Primary Care Networks (PCN) and are in the process of recruiting two more for another PCN.

Development of Patient Participation Groups

We have been commissioned by the CCG to develop the membership of Patient Participation Groups at local, Primary Care Network and Borough level. This is a twelve-month project being successfully delivered by one of our Engagement Officers. The first part of the Project was to review the impact of remote access to GP services on both patients and primary care staff. The first Haringey Network was successfully launched in February with much enthusiasm from PPG members.

Healthwatch England Digital Exclusion

We are one of five Healthwatch's nationally to successfully bid to be involved in the HWE digital exclusion research programme. This is an exciting programme with a national profile that started in November 2020 and was successfully completed in February 2021.

Community Protect

We are a lead partner in a VCS network commissioned for twelve months by Public Health to work with local communities at risk of being excluded from messaging in relation to Covid-19 guidance and advice. We are specifically working with the Turkish / Kurdish community, older people, Carers and those with LD and Autism.

IT Support Buddies

We were commissioned at the end of October 2020 to deliver a piece of action research to support patients who are digitally excluded to access remote GP's, hospital consultations and other remote health services. This is an exciting project involving the CCG, GPs and the three NHSE Hospital Trusts and it is expected to inform the ambition to commission a mainstream service in the future.

London Ambulance Service

We were commissioned by LAS to interview patients who are on the palliative care pathway to explore their experiences of using the London Ambulance Service. This is a sensitive and complex area which is difficult for the paramedics as well as the patients and their carers. We worked with St Luke's Hospice who identified several potential candidates to interview and a final report was delivered at the beginning of the year.

Health Inequalities

We have been commissioned by Haringey Council to research health inequalities relating to three specific groups - Older people, LGBTQ+ community and the homeless. The work started earlier in 2020 and should be completed by the end of April 2021.

Joint Partnership Board Support

We have been commissioned by the Council to develop and support the Adult Social Care Joint Partnership and the nine thematic Reference Groups, this contract was extended in August for a further twelve months and involves bi-monthly meetings of all the groups and servicing the Adult Social Care Redesign Group.

Haringey Circle

We have also recently established Haringey Circle as a trading arm and wholly owned subsidiary of Public Voice. Local over 50's organisations are represented on its board. Haringey Circle is an innovative membership organisation for the over 50s in the borough which aims to increase social connections, reduce isolation and loneliness and improve the wellbeing and self-esteem of older people in Haringey. Members will be able to access a handyperson service which includes gardening, cleaning and small repair jobs. With further



paid for services being added as the organisation develops, we aim to launch a home help service with a difference later in 2021. Growing Haringey Circle is a key priority for the year ahead. You can find out more about us on our main website [Public Voice](#) and our related websites for [Healthwatch Haringey](#) and [Reach and Connect](#).

Public Voice is run by a Board of up to twelve Directors with an Independent Chair, Sharon Grant, OBE – see <https://publicvoice.london/about/our-team/>

More Information

We employ some 30 staff and 12 associates, and we have a database of over 400 volunteers.

4. The Job Description and Person Specification of the Chief Executive Officer (CEO)

JOB PURPOSE

The CEO will provide vision, leadership, management and operational direction to Public Voice CIC, and its subsidiary Haringey Circle CIC, ensuring their long-term sustainability and further growth and development in line with overall vision and values.

Working with the Chair and other Board members, the CEO will ensure Public Voice and any related companies are underpinned by robust governance arrangements, sound systems of financial and performance management and evidence-based decision making. The CEO will work to maintain and further develop the reputation of the company(s) with key partners and stakeholders and promote our core value of “service improvement through user engagement”.

RESPONSIBILITIES

1. Prepare a strategic plan and annual budget for approval by the Board
2. Operate within the annual budget and ensure management, operational and HR policies are up to date
3. Build and maintain an effective working relationship with the Chair and Board, including regular reports to the Board and attendance at Board and sub-committee meetings
4. Act as the public face externally for Public Voice and promote the organisation’s vision and aims
5. Create, maintain and develop good relationships with clients, partners and other stakeholders
6. Create a flexible and effective management structure to ensure good governance
7. To seek out and secure new business opportunities in keeping with Public Voice’s vision for growth
8. Deliver appropriate leadership to staff and volunteers and ensure a clear focus on achieving the organisation’s vision and aims
9. Create an environment that promotes exceptional performance & positive morale
10. Take responsibility for delivery of all contractual commitments and overall performance
11. Ensure all legal & regulatory requirements are met and monitor compliance
12. Implement systems for continuous improvement of the organisation’s impact, performance and financial health, and for ascertaining the views of clients, stakeholders and other beneficiaries of Public Voice services on performance and impacts
13. Maintain awareness of risks and changes in the external environment that affect the organisation

PERSON SPECIFICATION

Essential

- Previous experience in a CEO or Senior leadership role within a commercial, public or third sector growth setting
- Experience of working with Boards and providing strategic oversight, balanced with tactical & operational delivery

- Demonstrable commitment to Public Voice values
- A track record of successful business development
- Knowledge and experience of the health and social care sectors
- Commercial and financial acumen
- Familiarity with the current public policy environment, locally and nationally
- Demonstrable track record in building and maintaining appropriate networks
- Deep understanding of the role of citizen engagement, co-production and consultation, and associated techniques
- Deep understanding of diversity issues, with experience of working in multi-ethnic communities
- Experience of partnership working and development
- Experience of managing teams, HR, IT and social media
- Ability to motivate and inspire staff, volunteers and partners
- Experience of performance and contract management
- Knowledge of finance, budgeting & cost control within a challenging environment

Desirable

- Knowledge and experience of sectors other than health and social care
- Knowledge and experience of London and London-based public and third sector organisations
- Understanding of research techniques and methodologies
- Change management experience
- Operational management experience
- Knowledge of the digital agenda
- Marketing and communications expertise

Qualifications

- Relevant degree or equivalent e.g. health or social care related and / or
- Relevant post graduate qualification e.g. MBA or master's degree

Skills & Behaviours

- Executive presence & emotional intelligence that instils confidence, trust and ambitions
- Personal drive, resilience and ability to thrive under pressure
- Excellent communicator to ensure clarity and engagement
- Ensures decisions facilitate continuous improvement and long-term sustainability
- Highly developed influencing and negotiating skills to foster trust and achieve mutual goals
- Has gravitas, is confident, robust and not easily fazed
- Has experience of organisational development
- Takes a balanced & evidence-based approach to managing risk
- Experienced with current safeguarding practices and working with multi-cultural vulnerable adults

5. Remuneration and Benefits

Salary - £70K per annum

Benefits:

Pension, season ticket loan, bicycle purchase scheme, place of work, hours of work (subject to the exigencies of the service).

We may consider applications for job sharing for this role, should there be suitable applications.



6. Timeline, Application Process and How to apply

Timeline

Dates	Activity
6 May 5pm	Applications close
10,11,13 May	Thewlis Graham consultant interviewing of interested candidates
w/c 24 May	Client Interviews

Application Process

Thewlis Graham Associates will acknowledge all applications. These will be assessed against the criteria in the Job Description and Person Specification section and the people who best meet these will be invited for interview with Thewlis Graham - Covid secure online.

Those candidates not invited to interview will be advised by email by mid-May.

Longlisted candidates will be advised by email. After a consultation between Public Voice and Thewlis Graham Associates a Shortlist will be drawn up and Shortlisted candidates invited for interview with the Client, again in the most Covid secure way.

How to Apply

To apply for this role, please email in word format to applications@thewlisgraham.com the following documents quoting reference **U0905R**: -

1. A comprehensive CV
2. A letter containing:
 - your reasons as to why you would consider yourself suitable for this role, and why you are interested in the role.
 - your current remunerations details and notice period,
 - and the name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)
 - Please keep the letter to a maximum of three pages in total.

Please ensure that you include your mobile phone number and email address in your application. Do not hesitate to contact Claire Drummond on 020 7850 4781 if you have any queries.

If you would prefer to receive this candidate brief in a more accessible format, please contact us.

7. Diversity and Inclusion Monitoring

Diversity and Inclusion Monitoring is independent of the recruitment process but please do complete your completed diversity monitoring form as Thewlis Graham Associates is committed to monitoring and analysing diversity information so that we can ensure that our processes are fair, transparent, promote equality of opportunity for all, and do not have an adverse impact on any particular group.

The link to this form is here: [click to open](#). If you have any problems with this, please contact Tracey on: tct@thewlisgraham.com.

Any information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by anybody directly involved in the selection process. No information will be published or used in any way which allows any individual to be identified.

Thank you.



8. Advert

CEO

LONDON • £70K per annum plus benefits

Public Voice is a Community Interest Company founded in 2014 that first began trading in April 2015 when it assumed the Healthwatch Haringey contract. Our first five years of operation have seen substantial growth and development resulting in a more diverse range of contracts and services across the health, social care and housing and regeneration sectors.

Our main focus as an organisation is on helping clients, stakeholders and citizens to achieve service improvement through user engagement. We do this using a variety of approaches from research, consultation and engagement to proactively working with service commissioners, providers and users to co-design or co-produce new and improved services, drawing on user views and lived experience.

We are looking to recruit a new CEO to lead our team and work with the Board. S/he will provide vision, leadership, enterprise, management and operational direction to Public Voice CIC, and its subsidiary Haringey Circle CIC. Ensuring both of these CIC's long-term sustainability, further growth and development in line with overall vision and values is of vital importance. Working with the Chair and other Board members, the CEO will also ensure that Public Voice and any related companies are underpinned by robust governance arrangements, sound systems of financial and performance management and evidence-based decision making. The CEO will work to maintain and further develop the reputation of the company(s) with key partners and stakeholders and promote our core value of service improvement through user engagement.

Responsibilities:

- To lead and develop the 27 strong Public Voice team
- To prepare a strategic plan and annual budget for approval by the Board
- To operate within the annual budget and ensure management, operational and HR policies are up to date
- To build and maintain an effective working relationship with the Chair and Board, including regular reports to the Board and attendance at Board and sub-committee meetings
- To act as the public face externally for Public Voice and promote the organisation's vision and aims

Successful candidate will need to be:

- A strong, inclusive, creative leader
- Forward thinking with people, connections and culture
- Good at relationship and building networks
- Knowledgeable and experienced in the health and social care sectors
- Able to write reports and bids and understand working with governance
- Educated to degree or equivalent (health/social care related) and/or have relevant post graduate qualification e.g.: MBA or master's degree

Please apply by visiting www.thewlisgraham.com/assignment-briefings and following the instructions in the candidate brief quoting reference U0905R. The closing date is 5pm on 6 May.

For a confidential conversation with Sarah Thewlis or for any other information please email applications@thewlisgraham.com

T: +44 (0) 20 7850 4781 E: enquiries@thewlisgraham.com
Thewlis Graham Associates, 16 St. Martin's Le Grand, London EC1A 4EN

www.thewlisgraham.com

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Registered office: 16 St. Martin's Le Grand, London EC1A 4EN

9. Organisation Structure

