

GOOD DESIGN CAN HEAL

CHIEF EXECUTIVE

Candidate Brief 

October 2024



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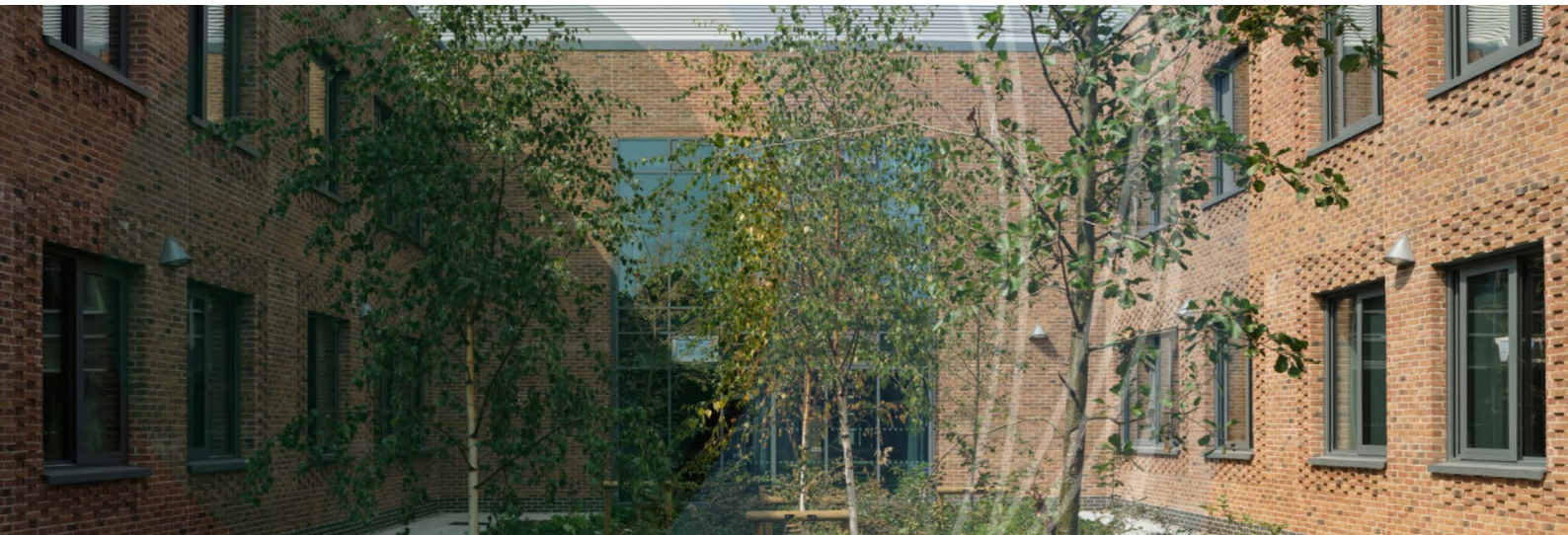
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WELCOME

Design in Mental Health Network is at an exciting stage on its journey; an organisation that has been going since 2006 – created by a Network of passionate people involved in mental health design, with a collective view that we need to improve the quality of these spaces – but is now aiming to be more ambitious.

People with lived experience, and staff tell us the current approach to mental health care and the spaces where



this care happens, is just not working or sustainable. Meanwhile, waiting times to access care are still measured in months, in some cases years.

Following an extensive strategic review mid-2024, we've decided that we want to be braver and bolder with our approach to improving mental health design; taking our research, approach of co-production and people with lived experience to proactively platform this with policy makers and decision makers.



We want to actively challenge the status quo, using research and our design skills to reimagine radical new ways of approaching mental health care that improve the outcomes for patients and make these spaces better places to work for the staff on the front line. We'll always do this from the view of what is best for the person receiving care, using the built environment as a platform for lasting stabilisation or recovery from mental ill health.

Looking forward to this exciting time we are seeking a CEO with the skills and experience to develop, implement and drive a plan to see our ambitious vision come to fruition.

There is growing appetite globally for what we do, with a group of interested people forming in the US and Canada as they invest significant sums in new buildings.

Over the past year, we've also been strengthening our board to better support our new Chief Executive.

Philip Ross
Chair of Trustees



ABOUT US

Design in Mental Health Network (DIMHN) is a registered charity, which aims to improve mental health outcomes by promoting knowledge exchange, co-production involving the voice of people with Lived Experience and challenging the status quo of mental health design.

We are a network of experts whose perspectives, thoughts, insights, opinions are grounded in research, professional qualification and/or lived experience. The collective includes a wide range of stakeholders involved in planning for, designing, building, managing and using spaces that impact on our mental health.

We believe the better the design brief is in determining and matching the evidenced needs of all users, the better the goal of improving the actual design of settings to support better mental health care and patient outcomes will be.

Good design facilitates human connection (therapeutic/supportive relationships) and to this end we advocate to engage and influence people with decision making capabilities and/or budget control, to understand how to use existing resources more effectively in leading to better mental health outcomes.





We seek to maximise our reach and influence by working in collaboration with likeminded but complimentary policy and delivery organisations including Mind/Shelter/Centre for Mental Health, The Design Council, Universities, NHS Confederation, and others.

Our growing network is open to anyone with an interest in the design of mental health environments. Our members cut across disciplines – architects, designers, lived experience experts, estates planners, clinicians.

Together we can make a difference to mental health design and the impact it has on therapeutic outcomes.

Download our latest [Annual Report](#)

Vist our website at dimhn.org

Our work

We have four main areas of activity.

Testing products for informed choices

Until now there has been no formal process across the NHS or private sector for reliably testing or assessing products' suitability for use in mental health environments. This meant that clinicians have had to rely on manufacturers claims – or take the responsibility of testing themselves.

To solve this problem, DIMHN has partnered with Building Research Establishment (BRE) and worked with over 100 experts from the field during the past seven years to create a global testing method for all products used in mental health.

This is not a pass or fail test. It's a way to grade products for their suitability for a range of different clinical uses so that teams can make informed choices.

Find out [more](#)



Membership – community engagement

We are a membership organisation that seeks to engage individuals and organisations with an interest and influence in the design of environments that can lead to better outcomes for people living with mental ill health.

The benefits we offer our members include:

- Keeping up to date with industry news and trends.
- Connecting with peers.
- Access to our compilation of international research.
- A membership profile across our network.
- Discounted exhibition and conference deals and advertising for commercial partners.
- Being able to consult with Lived Experience Experts.

Research and education

DIMHN, through our board members Professor Paula Reavey of London Southbank University, and Professor Steven Brown of Nottingham Trent, has led the field in evidencing best practice in the mental health built environment, by collating and disseminating the evidence in a series of highly acclaimed booklets, 'Design with People in Mind'.

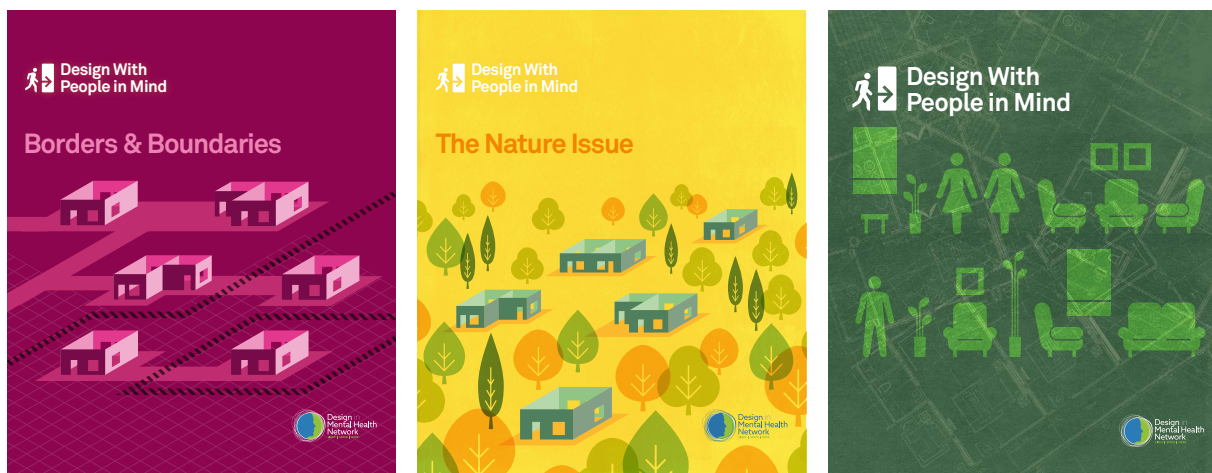
These booklets are available to members as a download and printed copies are available at our conference. Together they provide an overview of research suitable for a target audience of busy designers and practitioners.

'Research is going on all over the world and keeping track is hard work. We should be celebrating the amount of interest there is in the connections between design and mental health. It's a lot of leg work, but it's worth it.'

Professor Paula Reavey, Professor of Psychology, Honorary Research Consultant: St. Andrew's Healthcare, and Clinical Psychology Director for Postgraduate Research: School of Applied Sciences.

International work

Design in Mental Health Network has always attracted a global audience at our annual conference and exhibition as one of the largest dedicated mental health design events in the world. People recognise the UK as a leader in this field, with key leaders joining from across the US, Canada, Australia, New Zealand across Scandinavia.



Over the past year, we have created a local working group of design leaders across North America and well under way with creating a plan for establishing a local chapter to take on our approach to help improve the quality of mental health settings here.

Our annual conferences

Our flagship event takes place in June and attracts attendees from around the world.

The Design in Mental Health Conference, Exhibition and Awards

is the annual event where organisations and professionals interested in advancing the cause of good design in mental health settings meet to learn, share and explore collaboration.

The event is organised by Step Exhibitions in partnership with Design in Mental Health Network. There is a profit share arrangement between the two organisations.



The event is for anyone involved in the design, build, equipping, refurbishment, or management of facilities for mental health treatment, or are a clinician or academic in the field of mental health. It is a place to be informed and inspired, share experience and best practice, discover new products and solutions, and to have meaningful conversations on the issues that matter.

Find out more about the [DIMHN Conference](#)



CONTEXT FOR THE APPOINTMENT

DIMHN is a small organisation, but it is one with big ambition.

We are seeking to appoint a new Chief Executive who will work with the trustees, our members, and our partners to scale the operation to increase our reach and influence.

The charity is in a strong position to be able to achieve this ambition. We are in a financially strong and stable position. Our Annual Conference/Exhibition (in partnership with Step Exhibitions) is a well-respected industry event which generates a consistent level of income.

Reliance on this one source of income does, however, represent something of a risk if anything were to prevent it from taking place so part of the scaling of the operation will require us to increase income and diversify our income streams. There is scope to derive further commercial benefit from what we already do, e.g. our awards programme, as well as to explore potential voluntary income sources such as trusts and foundations.

We do not, however, see ourselves developing as an organisation that offers consultancy. It is through greater advocacy and influence that we will be able to attract more support.

Our next Chief Executive will need to bring the ability to harness the energies and expertise of the trustees, members and strategic partners and people with lived experience to achieve sustained growth through increased influence.



JOB DESCRIPTION

Job title	Chief Executive
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Salary	£65,000 - £70,000
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Hours	35 per week
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Location	Remote but with access to London and UK travel
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Contract	Permanent, full-time
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Reports to	Chair of Trustees
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Responsible for	Assistant (TBC)
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Job purpose

To lead on the delivery of DIMHN strategy for increasing growth and influence to achieve better outcomes for people with mental ill health in partnership with our member, strategic partners, funders and in co-production with people who have lived experience.



Key deliverables

1. Co-produce vision/strategy for the organisation with the board (this is owned by board).
2. Operationalise the strategy; creating actionable plans and delivering.
3. Ensure the charity is achieving its charitable purpose and delivering impact against its objectives, using resources to achieve the impact, and readying itself for growth.
4. Deliver, and oversee specific workstreams and projects; ensuring quality control, logistics and that the budget and timelines are aligned to agreed strategy.
5. Ensure financial sustainability, plan for and deliver growth.
6. Develop the foundations for the organisation (governance, systems and procedure), appropriate for our scale, so that it can grow in reach and revenue.
7. Platform and represent the organisation.
8. Promote lived experience participation.
9. Enhance value for our membership community so that members can engage all year round and grow their value perception of the organisation.
10. Support, motivate and engage colleagues and partners to pursue best interests of DIMHN and contribute effectively.





Key areas of responsibility

Leadership

- Provide exceptional leadership to enable the charity to flourish, supporting its mission to spread the practice of good design, which is truly coproduced, to improve mental health outcomes;
- Embody the charity's values, inspiring others to do the same;
- Coordinate projects to ensure their contribution to strategy to support income generation, public benefit/impact and increasing circles of influence for DIMHN;
- Motivate and engage others to develop DIMHN's network;
- Create strategic partnerships outside the charity and act as an ambassador for DIMHN;
- Work to ensure that the charity delivers against its charitable purposes, interrogating strategic plans and projects against long term impact and goals.

Delivery

- Deliver the strategy;
- Lead and deliver to a high standard;
- Coordinating/supporting volunteers with creative problem solving;
- Define objectives and coordinate project delivery through appropriate and available resources: CEO, staff, associates, subcontractors, volunteers, to ensure delivery to brief and on budget;
- Manage partner organisations, staff, subcontractors, and volunteers responsible for delivery and be ready to step in to fill gaps in operations when required.

Financial and business development

- Grow the income of the organisation to enable further investment in the reach of our mission;
- Identify opportunities to invest cash reserves into strategic initiatives that deliver impact;
- Produce regular financial reports and forecasts and manage the charity budget;



- Ensure full and accurate reporting including the preparation of an annual report and financial statements to the Charities Commission;
- Identifying opportunities for business development, including overseeing grant applications and readying the organisation to apply for grant funding;
- Developing strategically aligned partnerships to maximise the impact and influence of DIMHN;
- Create and maintain a risk register to present to/co-create with the board. Significant risks must have a mitigation/management plan and demonstration of progress against this.

Communications

- Ensure brand consistency across DIMHN;
- Develop and implement an integrated campaigns and media strategy, raising the charity presence and profile;
- Develop and maintain effective channels of marketing and communication with all stakeholders and ensure effective internal communications, to deliver increased levels of engagement;
- Develop coordinate materials to position DIMHN (the organisation) as a thought leader and influencer on national and international policies and industry.

Managerial and interpersonal

- Shape and influence a positive and inclusive culture and communicate ownership of policies and decisions across the charity;
- Promote the benefits of lived experience participation; encouraging colleagues and partner organisations in appropriate use of lived experience to further the DIMHN message;
- Ensure DIMHN is an inclusive organisation in terms of impact, audience, recruitment and retention of staff, board, associates and subcontractors.

PERSON SPECIFICATION

Knowledge and experience

Essential

- Senior management experience within a charity or purpose-led organisation, with sound experience of business and strategic planning;
- A proven track record or sound understanding of successful income generation, contract negotiation, and implementing growth strategies;
- Experience of working with a Board and of developing and maintaining robust governance, including risk strategy and management, and financial management;
- Experience of successfully raising the external profile of an organisation by seeking out and developing strong collaborative partnerships with like-minded organisations and/or through the use of effective advocacy, lobbying and external affairs campaigns.

Desirable

- Experience and knowledge of the current trends in thinking, practice, funding and public policy influencing the development and pattern of provision of mental health services in the UK and further afield.

Skills and abilities

- Leadership and people-management ability that inspires and motivates others to excel;
- Empathy and social skills in order to build effective relationships based on mutual respect and trust;
- Relationship development and management skills to develop mutually beneficial partnerships with members, decision makers in strategic partner organisations and funders;
- Effective negotiating, influencing and persuasion skills at the highest level;



- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes;
- Effective communication and presentation skills including the ability to present in public with conviction;
- Effective team-working and collaboration skills;
- Financial and business acumen – assessing opportunities and applying resources effectively;
- Ability to co-produce innovative and apply new solutions.

Special conditions

- Willingness to undertake work outside normal office hours and to travel as required;
- Undertake other duties as may be required from time to time.



HOW TO APPLY

For an informal conversation about the role, please contact our recruitment partner:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk



Apply online at www.nfpconsulting.co.uk/dimhn

Application is by way of CV and a Supporting Statement, which should clearly set out your motivations for the role and how your experience to date meets the requirements.

Closing date: Sunday 10th November

First interviews: Week beginning 25th November (conducted remotely by NFP)

Final interviews: Monday 9th December (conducted in-person, location tbc)

Accessibility

Please let us know if you have any special requirements to enable you to apply and participate in the selection process and to perform to the best of your ability. Any requests will not influence the decision-making process.

Equality, diversity, and inclusion

At DIMHN, we are committed to creating an inclusive environment where all individuals are valued and respected. We believe that diversity brings strength and innovation to our organisation, and we are dedicated to promoting equality of opportunity for all.



We welcome applications from all sections of the community and are committed to promoting equal opportunities in employment. We strive to ensure that our recruitment process is fair and accessible to all, and we will make reasonable adjustments to accommodate any individual needs.

We actively seek to improve representation and participation of underrepresented groups within our organisation and encourage applications from individuals with diverse backgrounds and experiences to help us better reflect the communities we serve and to enhance our understanding of the issues faced by those with lived experience of mental health challenges.

If you require any adjustments or support during the recruitment process, please contact us and we will do our best to meet your needs.