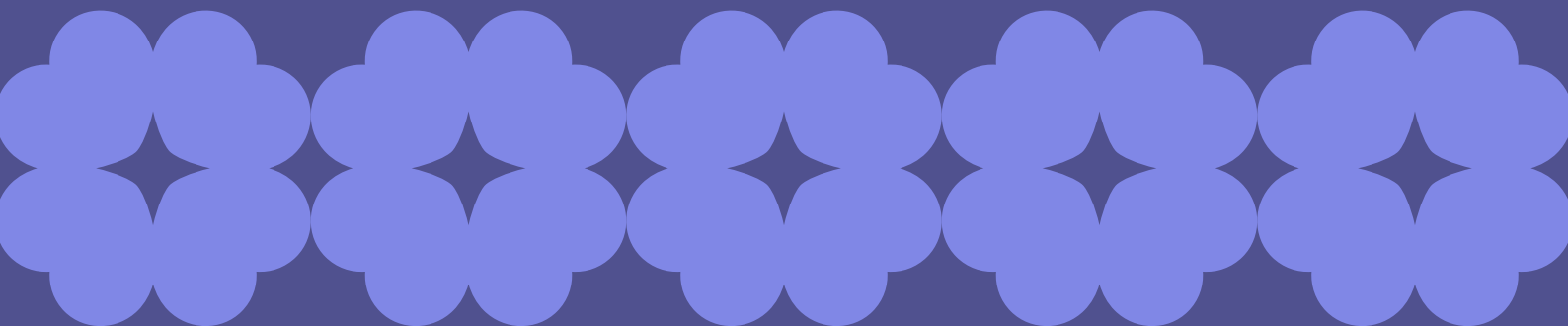


**East Lancashire
Hospice**

Chief Executive Candidate Brief

May 2026



Contents

- 3** Welcome
- 5** About the Hospice
- 8** Context for the appointment of our next Chief Executive
- 9** Management organisational structure
- 10** Job description
- 17** Person specification
- 20** How to apply





Welcome

East Lancashire Hospice...We're all about quality of life.

Everyone deserves to receive the care and dignity that a hospice provides. That's what we believe, that's why we're here, for the people of Blackburn, Darwen, Hyndburn and the Ribble Valley.



We provide specialist palliative care and support. But we're not just about the end of life, we're about the quality of life. Whether in our hospice or receiving care at home, our patients and their friends and family are at the heart of what we do. We're by their side, helping them make the most of life. Our holistic approach, centred on the individual's health and wellbeing, helps us achieve that together.

East Lancashire Hospice is a registered charity, founded in 1984. We support and care for patients with life limiting illnesses, their families and others close to them across our community.

In 2008, the Hospice became independent. Since then, we have grown significantly to include a wide range of services, recognised as "Outstanding" by the Care Quality Commission.

We now seek a new Chief Executive to lead the organisation into the next stage of our strategic development. We are ambitious in our goals and wish to continue our growth to enable us to reach and support more people than ever before.



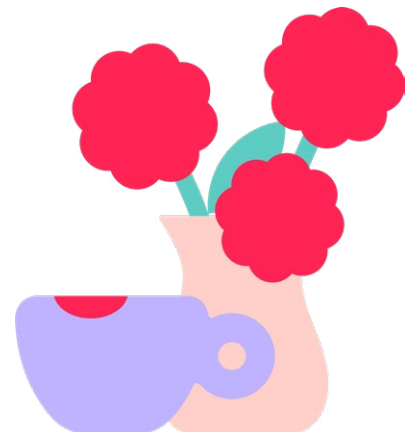
Our vision is to help everyone who comes into contact with the Hospice to achieve the very best quality of life. We are looking for a leader who is committed to this vision, alongside our mission and values: to care, listen, respect and work together to support people to live well until they die and support those affected by death.

The Hospice is a unique and special organisation where kindness and compassion are qualities that run throughout. Please read on to find out more about our organisation and I hope that you will be as inspired as I am.

I will look forward to your application.

Graham Parr

Chair of Trustees





About the Hospice

Whether in our hospice or receiving care at home, our patients and their friends and family are at the heart of what we do. We're by their side, helping them make the most of life.

Everyone deserves to receive the care and dignity that a hospice provides. We offer a range of different services dependent on the patient's needs. This might be symptom management and specialist end of life care, or it might be physiotherapy, counselling, guided relaxation and creative therapy. Our holistic approach puts the individual's health and wellbeing at the centre of everything we do, helping them make the most of life.

Our services include an In-patient Unit, which provides 24-hour specialist palliative care and support including complex symptom management. Our community based services include Hospice at Home and CNS (Clinical Nurse Specialists) which offer dignified care in the place our patients feel most comfortable, which is often their own home.

Alongside these two core service elements, we offer a range of therapeutic interventions and support, which includes creative therapies, physiotherapy, bathing service, counselling, bereavement support and complementary therapies such as aromatherapy, reflexology, Reiki, guided relaxation, meditation, mindfulness and breathing techniques.

We strive to ensure that all patients with palliative care needs have access to a range of services when they need them for as long as they are needed. The quality of our services is founded upon the intrinsic value of the life of each person, and the privacy and dignity of each person.

We respect and respond to the culture, faith and beliefs of each person by working in partnership with patients and their friends and family to meet their physical, emotional, spiritual and social needs.



We help patients make informed choices, promote rehabilitation and independence through interdisciplinary work.

We create a culture that empowers and supports staff and volunteers and work in partnership with our colleagues within the NHS and throughout the community.

For more information

For more information about the history of the Hospice, what we do, how we do it and who is involved, please visit our [website](#).

Funding

East Lancashire Hospice operates in a challenging and changing financial environment. As an independent charity, we rely on a combination of statutory funding, fundraising, retail, lottery, donations, legacies and commercial income to sustain and develop our services. The Hospice is entering a planned period of investment to support agreed strategic priorities and strengthen long term sustainability. The next Chief Executive will play a central role in ensuring this investment is well governed, affordable and aligned to our charitable purpose.

Download our latest [Annual Report and Accounts for 2024-2025](#).



Strategy

The Hospice is now beginning the development of a new five-year strategic plan. This will set out ambitious plans for service development, financial sustainability, income growth and the continued strengthening of our role across the local health, care and voluntary sector landscape.

A key priority will be to increase sustainable recurring income streams, including retail, lottery and fundraising, alongside the continued development of philanthropy, major donor relationships, legacy giving, NHS and Integrated Care Board relationships, commercial opportunities and community support.

This work will be supported by a revised five-year financial plan. The new Chief Executive will play a key role in shaping, leading and delivering this strategy, ensuring that ambition is matched by strong governance, financial discipline and measurable outcomes.



Context for the appointment of our next Chief Executive

We now need to appoint a Chief Executive who will lead the organisation into the next stage of our strategic development to enable us to realise our strong ambitions to reach and support more people than ever before.

We are looking for a forward-thinking inspiring, ambitious, people focused leader with a successful senior leadership track record in a relevant, not for profit, public or private sector environment.

The Hospice needs a leader with vision, someone who will work collaboratively with external stakeholders, coupled with an ability to be hands-on with a visible, inclusive and involving approach to empower and motivate our dedicated team of staff and volunteers.

Our next Chief Executive will need to share and be committed to our vision, mission and values, be empathetic to our cause and ensure that patients and their friends and family are at the very heart of our work, which will ensure the highest quality of care to those we support.

As an ambassador for the Hospice, the Chief Executive is our representative in the community and beyond, in pursuit of engaging with a wide range of internal and external stakeholders and partners.

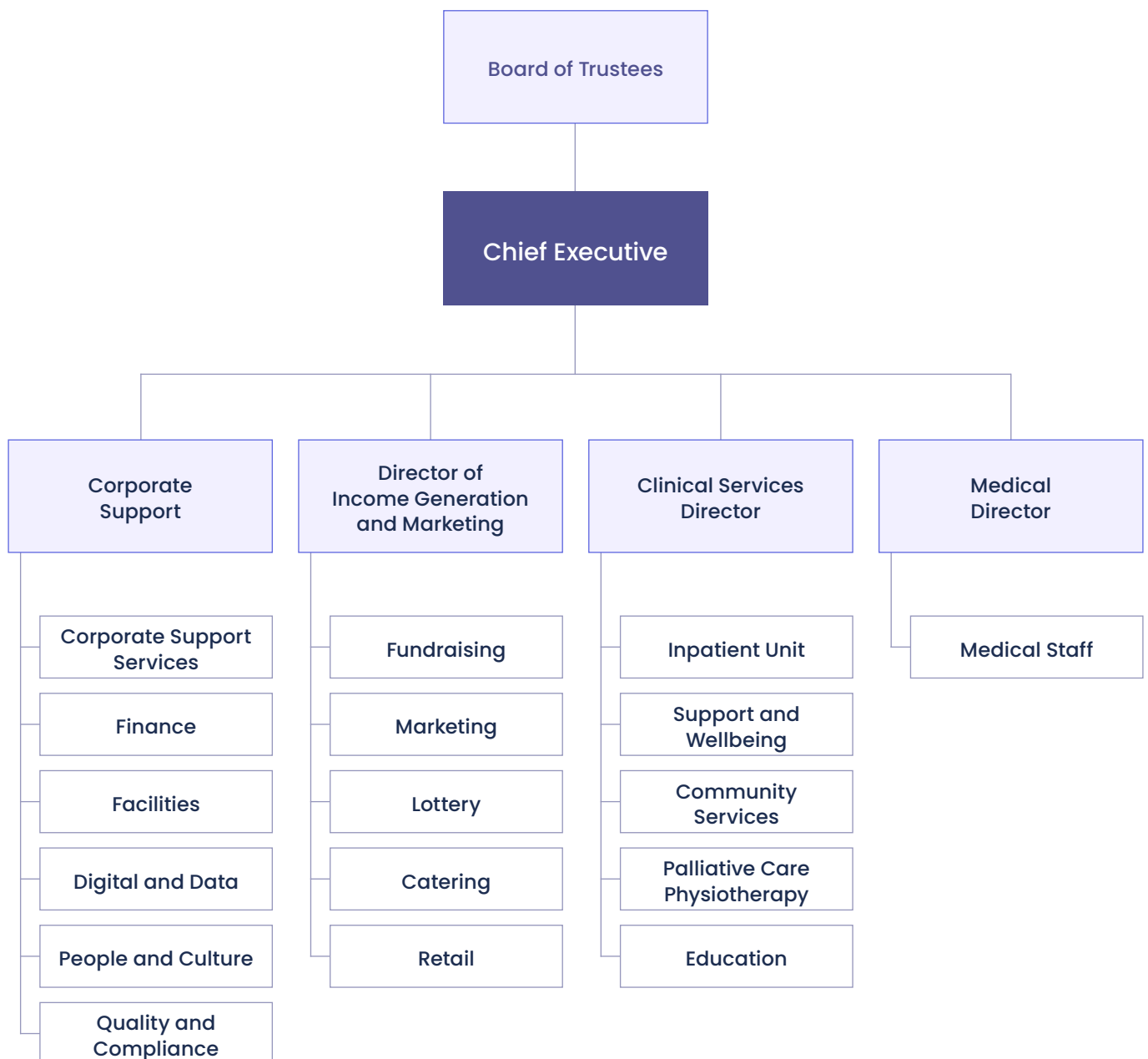
It is essential that we continue to have a close and effective partnership with the NHS and that we continue to collaborate with other hospices and care providers for the benefit of the patients and their friends and family we support.

A hospice is a complex operation. It delivers highly regulated medical and care services, but what makes this possible is generating the funds required and making the best use possible of these through careful financial stewardship. So as well as seeing the bigger picture, the Chief Executive is responsible for ensuring that finance and governance are managed effectively.

Ultimately, we are seeking to appoint a Chief Executive who is both curious and bold, someone who is solution focused, forward thinking and who is genuinely excited by realising the potential for growth and diversity.



Management organisational structure





Job description

Job title	Chief Executive
Salary	£85,000 – £90,000
Contract	Full-time, permanent
Hours	37.5 hours per week
Annual leave	27 days plus eight bank holidays with the option to buy up to an additional four weeks annual leave
Healthcare	Access to a subsidised private healthcare scheme, Benenden Health
Pension	Contributory Pension Scheme (NHS and Private)
Location	Park Lee Road, Blackburn, Lancashire, BB2 3NY
Accountable to	Board of Trustees
Primary reporting relationship	Chair of Trustees
Responsible for	Corporate Services Income Generation and Marketing Clinical Services Medical



Job summary

As Chief Executive, you will be accountable to the Board of Trustees for the leadership, strategic direction, operational performance, governance and long-term sustainability of East Lancashire Hospice. Working with the Chair, Board of Trustees and Senior Leadership Team, you will lead the development and delivery of the Hospice's new five-year strategic plan and supporting five-year financial plan.

You will ensure that the Hospice continues to provide safe, effective, compassionate and high-quality services for patients and their friends and family, while strengthening income generation, financial sustainability, public profile, partnership working and organisational culture.

You will provide clear and timely advice to the Board, ensuring that trustees are supported to discharge their governance, assurance and strategic responsibilities in an environment of openness, transparency and accountability.

Key performance areas

The Chief Executive will be accountable to the Board of Trustees for the delivery of the agreed strategic plan, annual business plan and Board-approved performance objectives. Performance will be assessed against agreed measures, which may include financial



sustainability, income growth, quality and safety of services, CQC performance, workforce engagement, partnership development, service reach, innovation and delivery of strategic projects.

- Delivery of the agreed five-year strategic plan and annual operating objectives.
- Improved financial sustainability and progress against agreed income generation targets.
- Growth and diversification of recurring income streams, including retail, lottery, fundraising, philanthropy, legacies, major donors and commercial opportunities.
- Maintenance of strong governance, risk management and regulatory compliance.
- Continued delivery of safe, effective, compassionate and high-quality services.
- Positive CQC outcomes and effective clinical governance.
- Strong staff and volunteer engagement, retention and organisational culture.
- Increased reach, influence and impact across the communities served by the Hospice.
- Effective strategic partnerships across health, care, local authority, voluntary sector, education, business and community networks.

Strategic responsibilities

- Lead, with the Board of Trustees and Senior Leadership Team, the development and delivery of the Hospice's new five-year strategic plan and supporting five-year financial plan.
- Ensure that strategic ambition is matched by strong governance, financial discipline, operational delivery and measurable impact.
- Lead the Hospice's approach to digital transformation, data-led decision making and innovation in service delivery.
- Ensure that systems, information and technology are used effectively to improve care, operational efficiency, governance, supporter engagement and organisational impact.
- Use high-quality data, insight and evidence to inform strategic decisions, service development, workforce planning, income generation and Board reporting.



Operational responsibilities

- Ensure that the Hospice maintains strong clinical governance, safeguarding, quality assurance and regulatory compliance arrangements, supporting the Registered Manager and clinical leadership team to deliver safe, effective, caring, responsive and well-led services.
- Lead and support a high-performing Senior Leadership Team with clear accountability for delivery.
- Ensure robust financial management, budgeting, reporting, audit and internal control arrangements.
- Support the Registered Manager and clinical leadership to maintain strong regulatory compliance, quality assurance and patient safety arrangements.
- Promote a culture that supports recruitment, retention, engagement and development of high-calibre staff and volunteers.
- Provide visible leadership in embedding equality, diversity, inclusion and belonging across the Hospice, ensuring that services, employment practices, volunteering, community engagement and governance reflect the needs and diversity of the communities served.



Key relationships

- Act as the public face and ambassador of East Lancashire Hospice, strengthening its profile, reputation and influence.
- Build strategic partnerships across the NHS, Integrated Care System/Integrated Care Board, local authorities, voluntary sector organisations, education providers, businesses, funders, supporters and local communities.
- Represent the Hospice regionally and nationally, influencing policy and contributing to the future development of hospice and palliative care services.
- Support and attend fundraising events, stakeholder engagement activities, public speaking opportunities and community events, recognising the importance of visible leadership in maintaining public trust and support.
- Develop and maintain positive relationships with commissioners, donors, corporate partners, major supporters, local MPs, councillors, civic leaders, community groups and other organisations that can support the Hospice's mission.

Professional responsibilities

- Demonstrate the highest standards of executive leadership, integrity, judgement and personal accountability.
- Build and maintain a constructive, transparent and effective working relationship with the Chair and Board of Trustees.
- Provide clear, timely and evidence-based advice to the Board, enabling trustees to fulfil their governance, assurance and strategic responsibilities.
- Model the Hospice's values and set the tone for a positive, inclusive, compassionate and high-performing organisational culture.
- Promote effective decision making, appropriate use of resources, openness, accountability and continuous improvement across the organisation.
- Act as an ambassador for East Lancashire Hospice, promoting its vision, mission and values at all times.



Personal development

- Access mandatory training appropriate to the role.
- Participate in the Hospice appraisal system and access training opportunities to improve own knowledge and skills.
- Participate in the education and training of others as appropriate to the role.

Managing people

- Recruit staff and volunteers in accordance with the Hospice policy and procedures.
- Induct new staff and volunteers in accordance with the Hospice policy and procedures to ensure they have the appropriate information and training to carry out their role.
- Ensure all staff have an annual PDR to assess performance and identify development needs.
- Facilitate staff development to enhance service delivery.
- Organise and manage staff in accordance with the Hospice policies and procedures.



Statutory duties

- Ensure the security of information accessed in the course of your duties, ensuring compliance with the Data Protection Act, Caldicott principles and information governance best practice guidance.
- Report any hazards or incidents in accordance with the Health Safety and Risk Management policy and procedures.
- Comply with the East Lancashire Hospice 'no smoking' policy in all hospice premises and grounds.
- Be responsible for maintaining own vaccinations including Hepatitis B immunity (as applicable).
- Ensure that infection control measures are followed in relation to your role.
- Work at all times to safeguard the rights of individuals promoting their wellbeing and protecting those at risk from harm, acting on any concerns related to safeguarding children and adults at risk in line with policy and local guidance.
- Work at all times to respect people's individuality, rights and diversity to ensure equality.

Working hours

This is a full-time role with flexibility required to meet the needs of the Hospice, including occasional evenings, weekends, attendance at events and external stakeholder commitments.



Person specification

Experience and knowledge

- Experience of working effectively with a Board of Trustees, non-executive board or equivalent governance body, including providing assurance, strategic advice and performance reporting.
- Experience of leading within a charity, healthcare, social care, hospice, public service or similarly regulated environment.
- Experience of leading or overseeing income generation, fundraising, commercial development or financial sustainability strategies.
- Experience of developing and delivering organisational strategy, with clear evidence of measurable outcomes.
- Strong understanding of charity governance, trustee accountability and the regulatory environment in which charities operate.
- Understanding of CQC-regulated services and the importance of quality, safeguarding, clinical governance and patient safety.
- Understanding of the current NHS and Integrated Care System landscape, including the role of Integrated Care Boards and local partnership working.

Qualifications

- Degree level or equivalent senior leadership experience.
- Post Graduate qualification (desirable).
- Evidence of continuing professional development.



Skills

- Ability to provide strong aspirational leadership.
- Excellent interpersonal, communication and facilitation skills with the ability to speak at public events.
- Ability to work under the pressure of multiple priorities and to delegate effectively.
- Ability to deal with a wide range of data and information and make appropriate decisions from it.
- Ability to listen and influence people from a wide range of backgrounds.
- A capacity to understand and embrace new technology including social media platforms.
- Strong strategist, able to work with the board to define a clear direction for the Hospice and then able to articulate that vision both inside and outside charitable and healthcare sectors.
- Ability to forge and nurture partnerships and collaborative relationships with a wide range of organisations both inside and outside healthcare and charitable sectors.
- Ability to work effectively with a Board of Trustees, supporting good governance while maintaining clear executive accountability.
- Strong financial literacy, with the ability to lead long-term financial planning, investment decisions and income sustainability.



- Ability to use data, digital systems and insight to support strategic decision making, service improvement and organisational performance.
- Strong ambassadorial, influencing and public speaking skills, with the ability to represent the Hospice credibly with stakeholders, funders, commissioners, supporters and the wider community.
- Ability to lead change, manage complexity and deliver measurable outcomes through others.

Personal attributes

- A natural leader who is visible, has vision and enables others.
- Team player who can inspire confidence and earns the trust and respect of colleagues.
- Positive professional approach and image.
- Commitment to the culture, purpose and values of East Lancashire Hospice.
- Has a people and patients first approach.
- Emotionally resilient with the ability to work under pressure to meet deadlines and has personal drive, energy and enthusiasm.
- An entrepreneurial mind-set with outstanding organisational skills with the ability to use own initiative.
- Visible, compassionate and values-led leader with the credibility to inspire staff, volunteers, trustees, supporters and external partners.
- Commercially aware, financially disciplined and entrepreneurial, while remaining firmly committed to the Hospice's charitable purpose and values.
- Inclusive leader who actively promotes equality, diversity, inclusion and belonging.
- Politically astute and externally credible, with the confidence to influence across health, care, community, voluntary, business and civic networks.
- Resilient, reflective and accountable, with the judgement to balance strategic ambition, financial discipline and compassionate care.



How to apply

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

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



Apply online at: nfpconsulting.co.uk/eastlancashirehospice

Application is by way of CV with a Supporting Statement that should set out your motivations for applying and how your work experience to date meets the scope of the responsibilities. As a general guide, your Supporting Statement should be around two sides of A4.

Closing date: Sunday 14th June

Selection process and timescales

Stage 1: Week beginning 22nd June

First round of screening interviews, these will be conducted by NFP Consulting and remotely.

Stage 2: Visit the Hospice on Monday 29th, Tuesday 30th June or Friday 3rd July

Candidates taken forward from the first round of interviews will be invited to visit the Hospice to meet staff, volunteers and where possible and appropriate, people who we support and their families or carers.

Stage 3: Friday 10th July

Final interviews with a panel of trustees will be held on-site at the Hospice.



Accessibility

Please let us know if you have any specific requirements or would like adjustments to support you at any stage of the recruitment process. We are committed to making our process as accessible and inclusive as possible, and any adjustments requested will not be taken into account when assessing your suitability for the role.

Please let us know if you would like to receive this information in a different format.

