

# Board Director

## Application Pack

December 2022



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## Timetable

<b>Role published</b>	1 <sup>st</sup> December 2022
<b>Deadline for applications</b>	5pm – Monday 9 <sup>th</sup> January 2023
<b>Expected interview date/s</b>	w/c 23 <sup>rd</sup> January 2023

# Introduction

**Joy Beishon, Chief Executive**

Dear Applicant,

Thank you for your interest in joining in the Board of Healthwatch Greenwich.

This is an exciting opportunity to be at the heart of our work in making a positive contribution to local NHS health and care services.

Healthwatch Greenwich was established in 2013 as part of a larger charity. We made the transition to an independent, non-profit organisation in April 2016. Since then, we have firmly established ourselves as the key strategic partner for patient and service user voice across the Borough.

Our Board has overall oversight and accountability for the delivery of Healthwatch Greenwich's activity and is committed to having a strong, outcome focused Healthwatch, rooted in the communities it serves.

Local people are at the heart of everything we do, and we are looking for Board members who share our passion for continuing to develop Healthwatch Greenwich as the 'consumer champion' for all publicly funded health and social care in Greenwich.

You will sit on our experienced Board of knowledgeable and motivated non-executive directors who bring a diverse range of skills and experience to support and guide the organisation. We are looking to add specific skills and experience

to our board with the recruitment of a position to support the strategic development of our marketing and communications.

If you share our passion for ensuring that patients and service users are heard, their experiences shared, and their voices amplified, creating change, and improving services for all in the planning and delivery of health and care in the Royal Borough of Greenwich – join us.

The closing date is Monday 9<sup>th</sup> January 2023 with shortlisting the following week. Successful applicants will be notified, with interviews expected to be held w/c 23<sup>rd</sup> January 2023. Informal enquiries are welcome; please contact Joy Beishon (CEO) at [joy@healthwatchgreenwich.co.uk](mailto:joy@healthwatchgreenwich.co.uk).

We look forward to receiving your application.

Yours sincerely,

Joy Beishon

Chief Executive Officer of Healthwatch Greenwich Ltd.

<b>Position</b>	Non-Executive Director of Healthwatch Greenwich
<b>Length of Board membership</b>	Initial four-year term
<b>Time commitment</b>	<p>Six Board meetings annually (currently quarterly meetings and two thematic/development session)s. Meetings held in-person in Greenwich for up to three hours.</p> <p>Total time commitment - up-to 7hrs a month.</p>
<b>Role</b>	<ul style="list-style-type: none"> <li>• Review Board papers</li> <li>• Occasional work related to Board meetings</li> <li>• Active participation in Board meetings</li> <li>• Strategic stakeholder engagement</li> <li>• Bring knowledge of methods of communications and marketing</li> <li>• Actively participate in the development of marketing and communications strategies</li> <li>• Contribute significant insights to how Healthwatch Greenwich can maximise its engagement activities, relationships and brand to deliver positive outcomes for Greenwich residents</li> </ul>

	<ul style="list-style-type: none"> <li>Optional activities dependent upon the needs of Healthwatch Greenwich and the experience, interest, and skills of the non-executive director.</li> </ul>
<b>Reports to</b>	Chair of the Healthwatch Greenwich Ltd Board
<b>Remuneration</b>	This is a voluntary role. Expenses incurred in delivering Board activities will be paid.
<p>This document can be supplied in different languages or formats:</p> <p>Tel: 020 8301 8340 or email: <a href="mailto:info@healthwatchgreenwich.co.uk">info@healthwatchgreenwich.co.uk</a></p> <p><a href="http://www.healthwatchgreenwich.co.uk">www.healthwatchgreenwich.co.uk</a> Twitter: @HWGreenwich</p>	

## Context

### Healthwatch Greenwich

The Health and Social Care Act 2012 required each local authority area to set up a Healthwatch organisation. Healthwatch gives people a powerful voice both locally and nationally. Healthwatch Greenwich works to help people get the best from their health and social care services, whether it's improving them today, or helping to shape them for tomorrow. Healthwatch Greenwich is about local voices being able to influence the delivery and design of their services.

Healthwatch Greenwich is commissioned by the Royal Borough of Greenwich to provide the following 6 key functions:

- Gather views and understand the experiences of patients and the public.
- Make people's views known.

- Promote and support the involvement of people in the commissioning and provision of local health and care services and how they are scrutinised.
- Provide advice and information (signposting) about access to services and support for making informed choices.
- Making the views and experiences of local people known to Healthwatch England (and to other local Healthwatch organisations) and providing a steer to help it carry out its role as national champion.
- Recommend investigation or special review of services via Healthwatch England or directly to the Care Quality Commission (CQC).

## **Vision, mission, and values**

### **Our vision**

We want a Greenwich with high quality services, consistent levels of public engagement and an excellent patient/service user experience.

To achieve our vision:

- We listen.
- We act.
- We influence.

### **Our mission**

We are the consumer champion and voice for people who use health and social care services.

### **How we achieve this:**

Understanding what matters most to the public, especially those least heard, by always starting with their needs and views. Influencing those who have the

power to change design and delivery of services, so they better meet the needs and views of users.

## **Values**

- Inclusive
- Influential
- Independent
- Credible
- Collaborative

## **How we work**

### ***User involvement:***

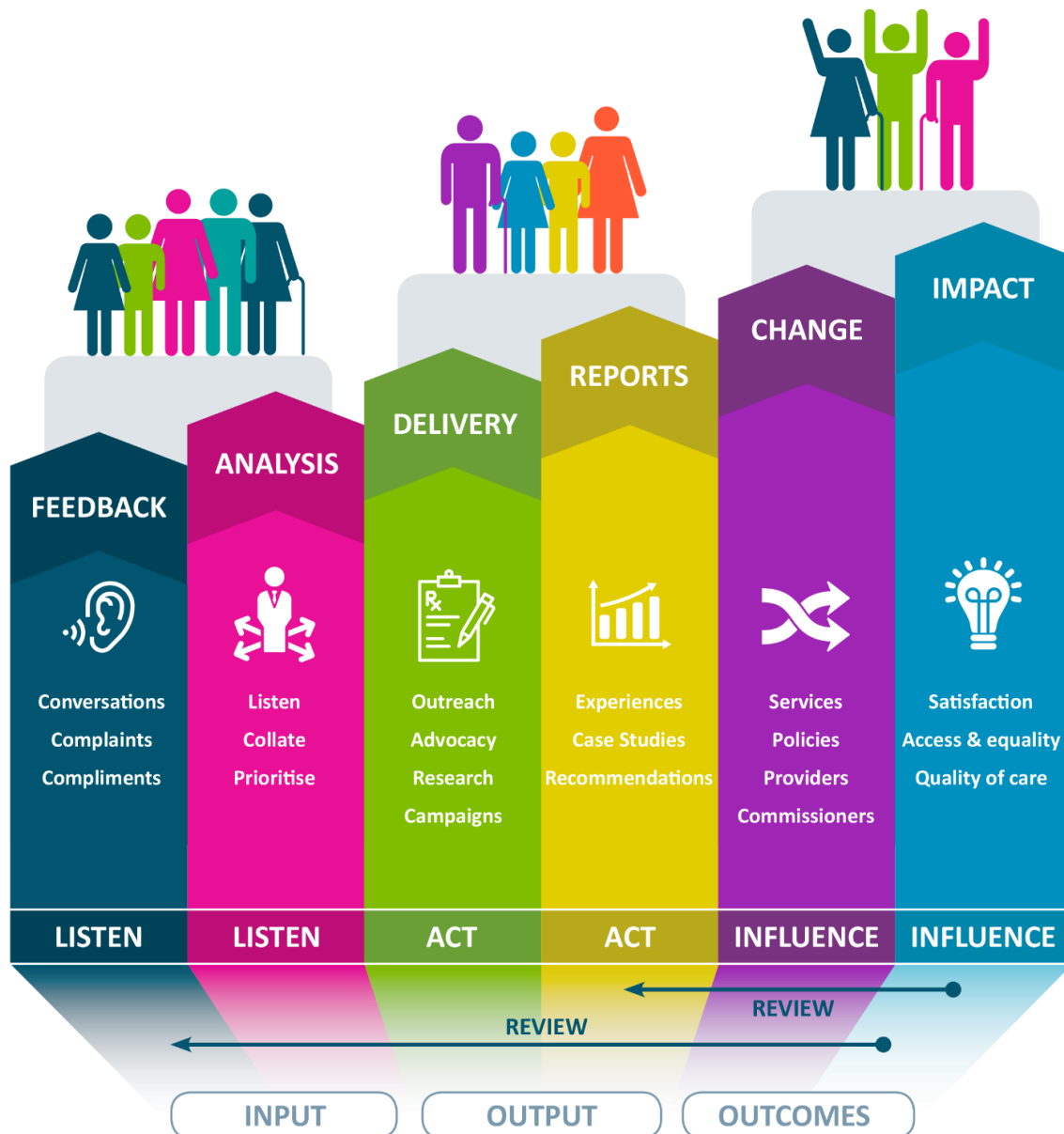
Healthwatch Greenwich is committed to public and patient involvement throughout health and social care services in Greenwich. We aim to involve our users in every aspect of our delivery and facilitate the voice of users in the public arena.

### ***Independent voice:***

Healthwatch Greenwich challenges services, highlights need and investigates issue raised by service users and patients.



## Healthwatch Greenwich Model of Change



## Role description

### Title: Non-Executive Director – Marketing and Communications

The Non-Executive Director – Marketing and Communications will support the Board to oversee marketing and communications matters.

The role of the Non-Executive Director – Marketing and Communications includes:

- Review of marketing, communications and digital strategic objectives and plans
- Review of stakeholder engagement, including wider communications strategy and performance
- Liaison with key personnel (CEO) to support development and refreshment of strategic marketing and communications plan
- Help to identify low-cost or cost-effective marketing initiatives and tools to support marketing plans
- Advise on engagement with 'seldom-heard' groups
- Advise on advancement of Healthwatch Greenwich's brand identity to increase visibility to a wider audience and broaden awareness of who we are and what we do
- Advise on targeting high-level external audiences including the media and key (local) influencers
- Support the Board and staff to recognise external communications opportunities and solutions
- Act as communications spokesperson on behalf of the Board, when required.
- Sit on appraisal, recruitment, and disciplinary panels (when required)

## Person specification

We are particularly interested in hearing from people with skills and experience in the areas outlined in the role descriptions above.

### Equality

You believe in patient and public involvement, have a strong commitment to equality, diversity, and inclusion, and enabling the involvement of disadvantaged groups.

### Governance

You understand the principles of good governance and are willing to accept the legal duties and responsibilities that go with being a Non-Executive Director.

### Communication

You can assess different opinions, understand the point of view of others, be a good listener and communicator, and you are able to give constructive feedback.

## Conduct

All members of our Board are expected to demonstrate high standards of corporate and personal conduct including adhering to the Nolan Principles of Public Life [The Seven Principles of Public Life - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/the-seven-principles-of-public-life)

## Eligibility

- You must be over the age of 18
- You must live **or** work **or** use health/care services in the Borough of Greenwich

## Exceptions

You are not eligible to apply if:

- Your work (as an employee or volunteer) directly involves you in commissioning health or social care services in/for Greenwich,
- Your work (as an employee or volunteer) directly involves you in commissioning or making strategic policy for health or social care services in/for Greenwich
- You are a paid member of staff or elected official in the local NHS, Integrated Care System (ICS), or Greenwich Council.

For legal reasons, some people are barred from being a Non-Executive Director, these include:

- Anyone who has been convicted of an offence involving deception or dishonesty – unless the conviction is spent
- Anyone who is an undischarged bankrupt, or is the subject of a bankruptcy restriction order, or bankruptcy restrictions
- Anyone who has made a composition arrangement with, or granted a trust deed for creditors, and has been discharged in respect of it
- Anyone who has previously been removed from trusteeship of a charity by the court of Commissioners

- Anyone under a disqualification order under the Company Directors Disqualification Act 1986, or is the subject of a disqualification undertaking

## Frequently asked questions

<b>How many Board meetings do I need to attend and what are the expectations?</b>
Non-Executive Directors are expected to attend all Board meetings, and a minimum of 4 of the annual 6 meetings. Board members are expected to support the objectives and policies agreed by the Board, contribute to, and share responsibility for the decisions of the Board. Non-Executive Directors are expected to work constructively with other Board members and the staff of Healthwatch Greenwich.
<b>Are there any other meetings I need to attend?</b>
From time-to-time Board members will be expected to participate in Board development activities, sub-groups, committees, working groups, and stakeholder engagement.  Board members may be offered the opportunity to attend events or meetings related to Healthwatch Greenwich activity and objectives. While Non-Executive Director support is encouraged, attendance is not compulsory and will depend on the skills/knowledge/interests/capacity of the Non-Executive Director.
<b>What is the time commitment?</b>
In addition to attending Board meetings, Non-Executive Directors will need to be able to allocate time for reading reports and preparing for Board meetings (and where appropriate Board sub-groups, committees, and working groups). The average time commitment is 1 day (7hrs) per month.
<b>Is this a paid position?</b>
No. Healthwatch Greenwich Board positions are voluntary and unpaid but reasonable expenses will be reimbursed.
<b>Will I need to provide references?</b>

Yes, two satisfactory references will be sought before any appointment is confirmed.
<b>Where can I find out more about Healthwatch Greenwich?</b>
You can find out more information about Healthwatch Greenwich from our website. <a href="#">Healthwatch Greenwich   Your spotlight on health and social care services</a>
<b>I've got more questions about becoming a member of the Board – who do I ask?</b>
You can contact the CEO, Joy Beishon at 'joy@healthwatchgreenwich.co.uk' or 0208 301 8340.



## How to apply

Please send an:

- Up-to-date CV (including the names and contact details of two referees)
- A covering letter (no longer than two sides of A4)
- Diversity monitoring form

to **joy@healthwatchgreenwich.co.uk** by 5pm on Monday 9<sup>th</sup> January 2023.

Your covering letter must identify how your skills/experience/knowledge will enable you to carry out the related tasks (as identified under role description in this pack).

Please specify any changes to the recruitment interviewing process that you would like us to make to ensure you have equality of opportunity.

All information provided will be treated as confidential and used only for the purposes of selection to be a member of the Healthwatch Greenwich Board. Your information will only be seen by those directly involved in the selection process.