



**THAMES VALLEY**  
**AIR AMBULANCE**



# **THAMES VALLEY AIR AMBULANCE**

## **TRUSTEE CANDIDATE PACK 2022**

**INCLUSIVE BOARDS**

# **INTRODUCTION FROM OUR CHAIR**

Thank you for your interest in becoming a Trustee at Thames Valley Air Ambulance. I hope you enjoy learning a little bit more about us from this pack and by browsing our website, and of course I will be delighted if this leads to you making an application.

Thames Valley Air Ambulance is one of the UK's leading air ambulance charities. We're here for people in Berkshire, Buckinghamshire, and Oxfordshire when they need us most. Bringing hospital-level care by land and air. We exist to give everybody in our community the best chance of surviving and recovering from an emergency. Our mission is to do everything in our power to protect, save and revive lives, with the best critical care at the scene and beyond.

We've come a long way in the last 23 years. When Thames Valley Air Ambulance was set up in 1999, we operated from a different base, we had yet to set up our dispatch desk at Bicester, and doctors were only on-board part time. A lot has changed since then. We've added Critical Care Response Vehicles to our fleet and become an independent healthcare provider, rated outstanding by the Care Quality Commission, leading the way in pioneering critical care by continually advancing the lifesaving kit and procedures our crew bring to the community.

We launched a [new ambitious strategy](#) earlier this year which sets our vision for the future and the steps that we will take towards achieving this over the next three years.

One of the key elements within this strategy is to continue to uphold the highest principles of governance and accountability, meaning that we wish to ensure we have a trustee board that continues to anticipate the need for succession planning and the development of relevant skills. Therefore, we are currently seeking to appoint a small number of trustees who will have backgrounds and experience within the fields of communications, digital and data, and also in human resources.

You will be joining a Board of experienced professionals from a range of backgrounds who share one thing – being totally committed to Thames Valley Air Ambulance and supporting the incredible team who together, protect, save and revive lives 365 days a year.



Sarah Roberts, Chair  
Thames Valley Air Ambulance



# ABOUT US

Thames Valley Air Ambulance exists to give everybody within our community the best chance of surviving and recovering from an emergency. We are here for you and your loved ones. In Berkshire, Buckinghamshire, and Oxfordshire. Whoever you are. Wherever and whenever you need us.

Together, we do everything in our power to protect, save and revive lives, with the best critical care at the scene and beyond. We save lives by bringing the best expertise, equipment, and medication to the scene of every incident. We revive lives by providing access to support for patients and their loved ones. And we protect our community by being ready to respond when we are needed.

With a doctor and a paramedic on board, we bring hospital-level care to the patient. Our helicopter and five Critical Care Response Vehicles mean that we can be there when every second counts. For former patients and their loved ones, our Aftercare service provides a lifeline when their world has been turned upside down.

We are not government or lottery funded, so we rely on the generosity of people like you to fund us. We need your support to be there for everybody when they need us most.







## OUR PURPOSE

To give everybody within our community the best chance of surviving and recovering from an emergency.



## OUR MISSION

Together, we'll do everything in our power to protect, save and revive lives, with the best critical care at the scene and beyond.

# OUR VALUES & BEHAVIOURS

## WE CARE NO MATTER WHAT



- We are **kind** to ourselves and **each other**
- We are **welcoming** and **take time to listen**
- We are **compassionate** and **conscientious**
- We put **patients at the heart** of everything we do
- We are **passionate** about the **positive difference** we make

**In words:**

Care, Compassion, Kind, Passionate



## WE GO ABOVE AND BEYOND



- We are **professional** and **proud** of our work
- We do **everything in our power** to **make a difference**
- We **strive** to be the **best** we possibly can be
- We are **innovative** and **forward thinking**
- We constantly look to **learn and improve**

**In words:**

Excellence, Innovative, Professional, Dedicated

## WE DO THE RIGHT THING



- We **remain true** to our purpose
- We are **open, honest** and **transparent**
- We **respect** and **trust** each other
- We are **fair and do not judge**
- We **learn** from our mistakes

**In words:**

Trust, Responsible, Honest, Respect

## TOGETHER WE ARE THAMES VALLEY AIR AMBULANCE



- We **are united** by our mission
- We **collaborate** to achieve our goals
- We **support** and **appreciate** each other
- We **share our expertise** and **learn from others**
- We **celebrate our successes**

**In words:**

Together, Teamwork, Collaborative, Community





# COMMITMENT TO EQUALITY, DIVERSITY & INCLUSION

Thames Valley Air Ambulance is an equal opportunities employer, committed to equal opportunities policies. We welcome applications from all backgrounds so that our board mirrors the community we serve.

We welcome applications from anyone regardless of age, disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background and political beliefs.

Thames Valley Air Ambulance is deeply committed to inclusive working practices, so during the application process we commit to:

- ▶ Paying for childcare whilst you are at interviews where these take place in person.
- ▶ Paying for your travel costs to the office and back for interviews held in person.
- ▶ Making any reasonable adjustments – for example ensuring we have a sign language interpreter organised in advance if you'd like them.
- ▶ Providing this document in a Word document format readily available to download.
- ▶ Offering a guaranteed first stage interview with Inclusive Boards for disabled candidates who meet the minimum requirements for the role.

If there is anything else you are concerned about or think we could provide, please let us know.



## ABOUT THE BOARD

Our Trustees are collectively responsible for ensuring we are well funded, properly managed and compliant with the relevant legislation, so we can carry out our charitable mission.

The Trustees set our strategic priorities, vote on major policy decisions and monitor our performance. Our Board is currently made up of 9 Trustees, bringing experience and expert knowledge in legal, financial, medical, aviation, marketing and fundraising.

The Board has 3 committees: Fundraising & Engagement, Service Delivery & Clinical Governance, and Risk, Finance & Planning (including remuneration).

## ABOUT THE ROLES

Thames Valley Air Ambulance is seeking new Trustees who are able to provide appropriate challenge and support to an experienced executive team. In addition to the more general skills required of all trustees, we are looking for individuals with experience in:

- ▶ Strategic Communications and Digital, the Trustee(s) will also become a member of the Fundraising and Engagement Committee
- ▶ Human Resources and People Development, the Trustee(s) will also become a member of the Risk, Finance and Planning Committee





# PERSON SPECIFICATION

## Strategic Communications and Digital

**Candidates need not meet every point in the person specification, each is desirable. We are looking for individuals able to provide strategic oversight and leadership across the areas mentioned.**

- ▶ Understanding the role of digital engagement and strategic internal and external communication within the charity sector
- ▶ Experience in advertising, broadcasting, journalism and media relations
- ▶ Expertise or experience in issue and crisis management
- ▶ Experience of working with charity fundraising and communications departments
- ▶ Experience in social media marketing and brand development
- ▶ Experience of developing and/or delivering digital strategy
- ▶ Broad understanding of the digital landscape including analytics, data strategy, SEO, CRM, e-commerce

# PERSON SPECIFICATION

## Human Resources and People Development

**Candidates need not meet every point in the person specification, each is desirable. We are looking for individuals able to provide strategic oversight and leadership across the areas mentioned.**

- ▶ Understanding of current HR trends and best practice
- ▶ Experience in people development and employee well-being
- ▶ Understanding and experience of delivering long term oversight of workforce requirements in relation to corporate strategic plans
- ▶ Ability to drive change successfully
- ▶ Understanding of a variety of HR fields including employment law, coaching, leadership development and internal communications
- ▶ Experience of working in charities, not for profit or similar organisations
- ▶ Management experience in the NHS or emergency services



# ADDITIONAL INFORMATION

## Time Commitment

- ▶ The Board and Committees each meet at least four times a year. There are also at least two other sessions annually, such as team building or strategic development.
- ▶ Each Trustee will be a member of the Board, and will serve on just one of the three Committees.
- ▶ In addition to Board and Committee meetings, other contact, usually electronic or by telephone, will be necessary.

## Conflict of Interest

- ▶ All candidates will be asked to disclose any actual, potential or perceived conflict of interest, and the will be discussed with the candidate to establish whether and what action is needed to avoid a conflict or the perception of a conflict.

## Terms of Appointment

- ▶ An offer of appointment will be made once all candidates have been interviewed, and will be subject to satisfactory completion of eligibility checks, including reference checks. If you are offered an appointment you will receive a detailed summary of your main terms and conditions,





# HOW TO APPLY

The recruitment process is being supported by Inclusive Boards on behalf of Thames Valley Air Ambulance. If you would like to apply, please supply the following by no later than 23.59 11/09/2022:

- ▶ A detailed CV setting out your career history, with responsibilities and achievements.
- ▶ A covering letter (maximum two sides) highlighting your suitability for the role and how you meet the person specification. Please note that the covering letter is an important part of your application and will be assessed as part of your full application.
- ▶ Please provide details of two professional referees together with a brief statement of their relationship to you and over what period of time they have known you. Referees will not be contacted without your prior consent.
- ▶ Completed [diversity monitoring form](#) – your data will be stored separately from your application and will at no time be connected to you or your application.

If you have any questions or would like to arrange a call to discuss the role please email [TVAA@inclusiveboards.co.uk](mailto:TVAA@inclusiveboards.co.uk) or call 0207 267 8369.

Please visit [www.inclusiveboards.co.uk/opportunities](http://www.inclusiveboards.co.uk/opportunities) to apply online or send your CV and cover letter to [TVAA@inclusiveboards.co.uk](mailto:TVAA@inclusiveboards.co.uk)





# INCLUSIVE BOARDS

## About Us

*Inclusive Boards* is the UK's leading board diversity practice. We have worked alongside over 300 organisations to provide support with Board recruitment, development and governance reviews. We strive to be at the forefront of equity and diversity, and believe that everyone should be represented at Board level. Additionally, we also provide bespoke training sessions on a variety of subjects including personal branding, inclusive recruitment practices and board structures and governance.

## Why Not Get in Touch?

If you think we can help to improve diversity on your Board, please don't hesitate to contact us via [hello@inclusiveboards.co.uk](mailto:hello@inclusiveboards.co.uk).

If you aspire to work on a Board, you can sign up to become a candidate and be eligible for the latest opportunities as and when they become available.

