

# Chief Executive Vacancy Candidate Information - May 2023



Helping people change  
their lives for the better

# Welcome from VAL Chair

Dear Candidate,

Thank you for your interest in Voluntary Action LeicesterShire (VAL).

We are immensely proud of our nearly 60 year history and track record in delivering excellent services and championing local voluntary action. We work with people to help them change their lives whether through direct support services such as volunteering, personal support, or assistance into employment/training or through support to the 3,800 local community organisations across Leicester and Leicestershire.

We have a fantastic, experienced staff team and a committed cohort of volunteers. Our strong, collegiate and committed Trustee Board, provides strategic guidance, challenge and support to our Chief Executive and Senior Management. As an independent charity we have succeeded in ‘weathering the storm’ of a decade of public sector austerity and continue to be accessible, agile and responsive to community and service user needs – always ready to develop and grow.

VAL’s Chief Executive, Kevan Liles (MBE), is retiring in October 2023. We are therefore looking for an inspiring leader and ambassador to further improve VAL’s role and standing and to lead us into the next important phase of our development and growth.

This is a strategic and relationship-based role, working with a talented, committed and passionate staff team and volunteers. Success in this role will come from combining the strengths of the management team whilst drawing on your own significant experience to strengthen the organisation to grow.

**This Candidate Pack provides you with more information on the Services we provide, the Projects we deliver and our overall Impact. It also includes the Role Description, Application process and Timelines.**

**If you would like to lead us on this journey, we’d love to hear from you.**

Best wishes,

Linda Jones – Chair of Trustees



Linda Jones  
VAL Chair

# Our History

VAL was formed in 1965 as the Leicester Council for Social Service when voluntary and community groups in Leicester recognised the need to come together to meet needs in the city.

It was renamed Leicester Council for Voluntary Service (LCVS) in 1974 and embarked on an ambitious programme of developing Leicester’s voluntary groups, including the establishment of Home-Start, now an international group of agencies providing support for families with young children.

It was renamed Voluntary Action Leicester (VAL) in 1991 and the Volunteer Centre became independent for the next 10 years, merging again with VAL in 2001. A National Lottery grant helped VAL to buy the building that we currently occupy to provide better resources for local voluntary and community groups, which opened as the Active Communities Centre in 2002. Having the building as a resource has also enabled VAL to earn income from office space, meetings and conferences, helping to ensure our sustainability.

In 2009 we won the tender to provide support services to local voluntary and community groups and to volunteers in Leicestershire.

We have recently supported local communities to take over the running of their

local Libraries, and supported community development across Leicestershire.

VAL provides advice, support and training to charities and community groups across Leicester and Leicestershire. With around 2,400 registered charities and an estimated 3,800 grassroots community organisations across the city and county, we help charities to reach their potential and continue delivering vital services within local community.

Earlier this year, we proudly received, “*The Platinum Jubilee 2022 Community & Business Award*” which was presented by the Deputy Lieutenant.

In the last few years VAL has expanded its service delivery for young people and families and for people with learning disabilities. We successfully bid for and secured funding from the European Social Fund and National Lottery Community to support economically inactive people into training, education and employment delivered through our YES, GREAT and WiLL Projects working with local partners, doubling our Income and Staffing.



**Platinum Jubilee 2022 Community & Business Award presented by Deputy Lieutenant Professor Surinder Sharma**



# About VAL

## VAL Vision Statement

VAL's vision is to help people in Leicester & Leicestershire change their lives for the better.

## VAL Mission Statement

To support, strengthen and provide services for people and communities to achieve social change

## VAL Values

The core values for VAL describe how we plan to achieve our mission. These guiding principles dictate our behaviour and help to determine if we are on the right path and fulfilling our goals.

VAL's values are:

- **Passionate:**  
We use our drive and commitment to energise, engage and inspire others.
- **Inclusive:**  
We create a culture of warmth and belonging, where everyone is welcome.
- **Transformational:**  
We strive to deliver our very best with a 'can do' approach with innovation and continuous improvement.
- **Integrity:**  
We uphold the highest standards of integrity, honesty and independence in our actions, and are accountable to our stakeholders.

## Commitment to Equality, Diversity and Inclusion

VAL is privileged to be operating in Leicester which holds the title of one of the first "super-diverse" cities in the UK. This has enabled us to work closely with existing and new communities to help improve and grow our services. We accept that there is still more to be done.

Our Equality, Diversity and Inclusion (EDI) work is informed and guided by a Staff led Diversity & Inclusion Group, chaired by our Chief Executive. The internal EDI group have implemented training across the whole organisation. The staff led group hold regular conversations and take actions aimed at advancing EDI. VAL Trustee Board have also undergone EDI training and regularly monitor our profile, performance and progress on D & I.

**The VAL Trustees have committed to The Equality, Diversity and Inclusion Principle of the Charity Governance Code – and regularly review progress and plans for VAL.**



To find out more and get an insight into what VAL does and who we support view the 2 videos below:

VAL 2022 Achievements video:  
<https://youtu.be/aZ1c0qaTc-U>

The VAL Awards 2022 Highlights video:  
<https://youtu.be/gpzLP3ClxeU>

## Environmental, Social & Governance (ESG)

We are committed to driving down our energy and carbon impact and have Action Plans in place, working towards making the VAL Building Net Zero in line with the Government's aim of net zero carbon society by 2050

# VAL Strategic Aims

**1** VAL provides a voice for and supports local voluntary & community groups who strive to meet community needs in a changing environment

**Delivery:**

- Providing platforms for voluntary and community groups to engage with policymakers and funders.
- Supporting new voluntary and community groups and initiatives to start up.
- Supporting the development and sustainability of local voluntary and community groups and initiatives
- Enabling local voluntary and community groups to attract resources and deliver effectively.



**2** VAL empowers and invests in people to enable them to improve their lives

**Delivery:**

- Providing support for people with Learning Disability to live fulfilling lives
- Enabling people to enter employment or training.
- Supporting people into volunteering roles in VAL and in other organisations.
- Supporting and developing staff at VAL



**3** VAL brings together communities, the private and public sectors to improve local lives

**Delivery:**

- Engaging in partnership work with voluntary, private and public sectors
- Supporting consortium and multiagency working
- Maintaining information/data and reporting on the voluntary and community sector in Leicester and Leicestershire
- Celebrating the scope and impact of local community action – sharing best practice



# Our Services and Projects

## VAL Sector Support

VAL enables the Voluntary, Community and Social Enterprise (VCSE) sector in Leicester and Leicestershire to develop and grow, providing you with the skills and knowledge you need to manage your charity, social enterprise or community group.

We offer the tools, advice and support you need for running your organisation, developing your staff, or finding new avenues of funding. VAL provides support for local voluntary and community groups so that they can operate effectively. The greatest areas of need are fundraising, volunteering, governance and legal issues. 60% of groups we support are small community organisations.

<https://valonline.org.uk/sector-support/>



## VAL Volunteering

VAL is the Volunteer Centre for Leicester and Leicestershire so more people are able to be active in their communities through volunteering and hold the following quality standards:

- National Association of Voluntary and Community Action (NAVCA) Quality Mark
- National Council for Voluntary Organisations (NCVO) accredited Volunteer Centre for Leicestershire
- Recognised as an Investor in Volunteering

<https://valonline.org.uk/recruit-volunteers/>



## VALUES

Our VALUES service supports adults with learning disabilities to be a part of their community through: finding employment, volunteering opportunities, training to help them travel independently and enabling people to take part in social and leisure activities.

We support over 100 people each year in the city and the county.

<https://valonline.org.uk/values/>



## VAL Meeting & Conferencing

VAL has a fully accessible and centrally located building that accommodates our offices and a base for a range of other organisations and businesses.

We also provide flexible and Covid secure space for conferences, meetings and events, attracting a range of customers from public, private and voluntary and community sectors. It aims to provide excellent facilities and customer service in the city, as well as generate income that can be reinvested in the charitable work of VAL.

<https://valonline.org.uk/meeting-and-conference/>



## Healthwatch Leicester and Leicestershire

Healthwatch Leicestershire is the county's patient and public champion for health and social care services.

We exist to help the residents of Leicestershire get the best service from health and social care providers.

We do this by listening to local people about their views and experiences of using health and social care services, such as: GPs and practices, Mental health services, Hospitals, Social care, Community health services, Carers services and Children and young people services.

<https://valonline.org.uk>



## The GREAT Project

Our Building Better Opportunities projects are funded by the BIG Lottery and EU to support people into employment from across Leicester and Leicestershire.

The GREAT Project is designed to help members of families move towards employment or training.

GREAT offers a holistic, person-centred service, which is tailored to each family's unique needs. As a participant on the project, each person will have access to a range of sessions focused on helping them to achieve career goals.

<https://valonline.org.uk/the-great-project/>



## The YES Project

The YES Project is a free service that began in 2016 with the aim of supporting young adults, aged 15-24, that are not in employment, education or training (NEET).

The YES Project is a partnership of seven organisations and including - The Prince's Trust, Bangladesh Youth & Cultural Shomiti, Soft Touch Arts, The Bridge, Leicestershire Cares and Highfields Community Association.

<https://valonline.org.uk/the-yes-project/>



## The Work.Live.Leicestershire (WiLL) programme

The Work.Live.Leicestershire (WiLL) programme helps people who are economically inactive or unemployed who are living in rural Leicestershire to move into job search, training, or employment.

Working to help support people living in rural Leicestershire (Hinckley and Bosworth, North West Leicestershire, Melton and Harborough), the programme will focus on filling gaps in current services, providing access to holistic, tailored support and breaking down the barriers to people entering work or learning.

<https://valonline.org.uk/work-live-leicestershire/>



# Our Impact - Key Metrics

SUPPORT FOR GROUPS	VOLUNTEERING
<b>2852</b> Groups supported	<b>1047</b> Volunteering Enquiries via our dedicated VAL volunteering website
<b>£4,385,296</b> in funding for voluntary groups through support from VAL in the past 3 years.	<b>326</b> volunteer opportunities available in Leicester & Leicestershire
<b>7163</b> Enquiries dealt with the Helpline Service	Since 2016, VAL has generated:
<b>143</b> Training and Events held (including online)	<b>13,438</b> Volunteering queries
<b>152,781</b> Page views on our VAL website this financial year 2022/23.	<b>95%</b> customer satisfaction
	<b>232,543</b> Page views on our VAL Volunteering website this financial year 2022/23.

## VALUES

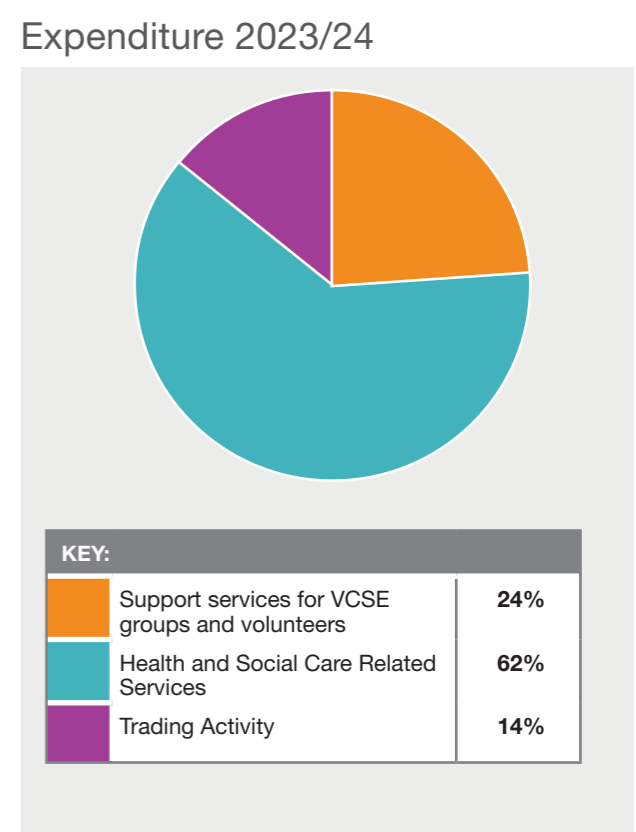
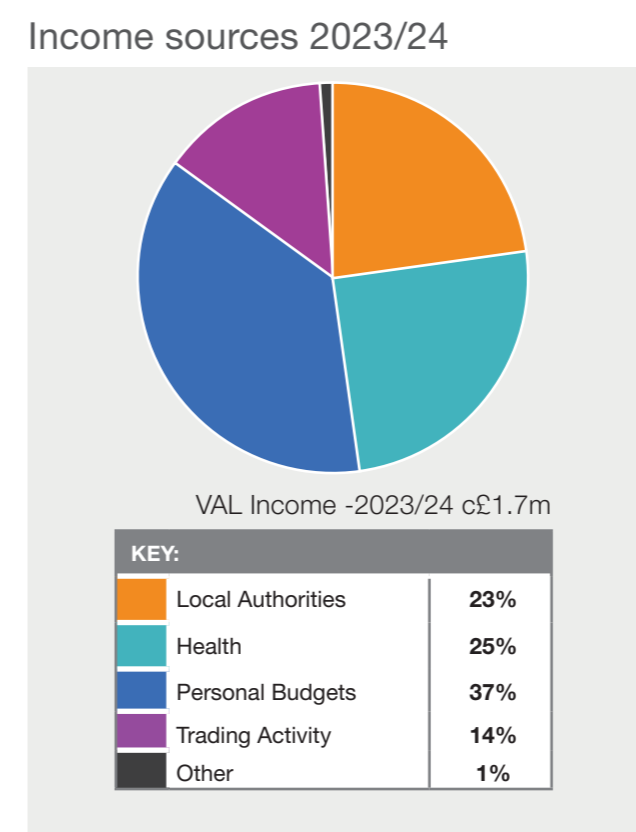
<b>7</b> days of service provided every week	<b>110+</b> people with a learning disability supported
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## BUILDING BETTER OPPORTUNITIES

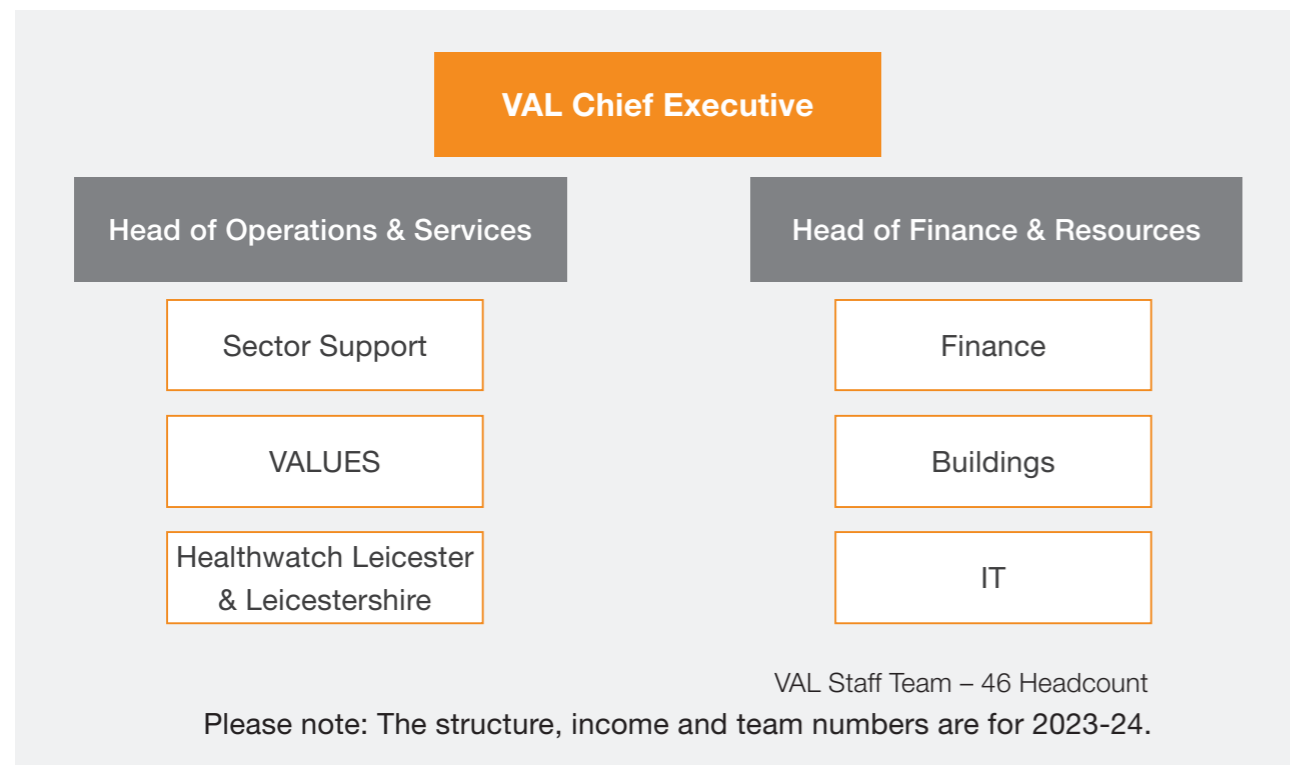
YES Project	GREAT Project	WiLL Project
<b>843</b> participants worked with	<b>901</b> participants worked with	<b>327</b> participants worked with
<b>459</b> Supported into Employment, Education, Training & Job Search	<b>376</b> Supported into Employment, Education, Training & Job Search	<b>126</b> Supported into Employment, Education, Training & Job Search

## VAL Finances



## VAL Staff Teams Chart

This group leads the strategic implementation for VAL and in turn they are supported by the Team Managers who deal with day to day operations.



In addition to the Equality, Diversity and Inclusion (EDI) working group, we also have the following staff led groups:

### VAL Staff Environmental Champions Group

- Proactively support the management of energy and water consumption, reducing VAL carbon footprint
- Minimise waste, encourage recycling
- Reduce environmental impact activities including work travel and procurement
- Involve and train staff on sustainability, developing ideas and initiatives



### VAL Staff Wellbeing Group

- Grow VAL's wellbeing support for Staff and Volunteers, embedding a culture of emotional, mental and physical wellbeing
- Share, signpost and provide resources
- Improve management practices and policies in support of wellbeing
- Build awareness and understanding through shared experiences, training and peer support
- Acquire "Mindful Employer" accreditation



## VAL Chief Executive Vacancy

- £55000 per annum, plus Benefits
- Leicester City Centre, LE1
- 35 Hours per week Full-time. 4 days a week considered
- Hybrid Working from Home, Up to 30 days Basic Holidays plus Bank Holidays
- Enhanced Family Friendly and Wellbeing Benefits. 6% Employer Pension Contribution

Voluntary Action Leicester (VAL) a sector leading Regional charity that has a 50 year track record in "Helping People Change their lives for the better" and we have a rare and exciting opportunity for a new leader with passion, energy, vision and commitment to direct this thriving organisation. You may already be a CEO or a senior manager who feels ready to step up and lead an organisation for the first time. Whatever your background, we will be delighted to hear from you.

Our Chief Executive will need to have sound strategic vision, a strong track record in delivering strategic objectives to budget, experience of leading teams through change and transformation, together with a proven track record in Income Generation.

Working closely with our engaged and committed Trustee Board you will deliver to the Board's strategic priorities, support with setting VAL's strategic direction through sound governance, disciplined delivery and value services. An ambassador for VAL, you will strengthen existing and develop new sustainable relationships, brokering strategic partnerships and collaborations with multiple internal and external funders, commissioners, members and stakeholders.

With at least five years' established senior management experience in development, implementation, delivery and monitoring of strategic priorities you will need to demonstrate sound understanding of the challenges that the VCSE organisations face.

You will be a strategic and analytical thinker with financial acumen and be able to turn ideas into action but with a strong empathy with our values, aims and objectives.

With excellent presentation and people skills, your communication style will be inclusive and self-assured. You will need to demonstrate resilience, strength of character, flexibility and the ability to prioritise complex situations together with drive and determination to play a key role in our future.

You will be able to talk authoritatively about inclusive involvement, barriers which lead to discrimination and exclusion and be able to implement working practices that support equity and diversity. Knowledge of the voluntary sector and/or Learning Disabilities and/or Social Care is highly desirable.

Voluntary Action LeicesterShire (VAL) is a sector leading diverse and ambitious organisation, with a vision for growth.

You will benefit from a competitive salary, a flexible and supportive working environment, up to 30 days annual leave plus Bank Holidays, a 6% employer pension contribution and excellent enhanced sickness and family friendly benefits.

## How to Apply

Voluntary Action LeicesterShire is committed to achieving greater inclusiveness and diversity in all aspects of its work. We encourage and welcome applications from marginalised and often excluded communities.

If you feel you have the passion and experience to join VAL as our Chief Executive, we would love to hear from you. Your application should include your CV together with a supporting statement about why you are the right person to lead VAL (maximum 2 sides A4).

- It is important through your CV and statement of suitability that you evidence your career history, key achievements and explain your motivation for applying.
- Your statement should evidence your suitability for the role, making reference to the criteria set out in the job description and person specification.

- Please ensure that your statement explains any service gaps in your CV.
- Do let us know in advance if you require any specific support or adjustments should you be called for interview as well as any dates when you will not be available, taking into account the Recruitment Timeline.

**Applications should be sent to:**  
[recruitment@valonline.org.uk](mailto:recruitment@valonline.org.uk)  
 by no later than **3pm on Tuesday 30 May 2023**.

## Queries

If you have any queries on any aspect of the appointment process, or need additional information please contact [recruitment@valonline.org.uk](mailto:recruitment@valonline.org.uk)

If you would like to speak to our Chief Executive or one of our existing trustees before applying, please contact **Kevan Liles:** [kevan.l@valonline.org.uk](mailto:kevan.l@valonline.org.uk)

## Recruitment timetable

<b>Deadline for Application</b>	<b>3pm on Tuesday 30 May 2023</b>
<b>Meet our Teams</b>	<b>14 June 2023</b> Interview and Overnight expenses will be met by VAL
<b>Panel Assessment &amp; Interview</b>	<b>15 June 2023</b>
<b>Start Date</b>	<b>Mid - September 2023</b>

## VAL Chief Executive - Role Description

<b>Role purpose:</b>	Provide leadership, strategic vision, direction and overall management to maximise delivery of VAL services, projects and its charitable aims and objectives. Ensure ongoing sustainability, growth and success of VAL - "Helping people change their lives for the better".
<b>Responsible to:</b>	Chair of Trustees, VAL Trustee Board
<b>Responsible for:</b>	Senior Management, VAL Staff and VAL Volunteers

### 1. Main aims of the role

- To provide leadership, strategic vision, direction and overall management to maximise delivery of VAL services and its charitable aims and objectives.
- To ensure that VAL delivers a broad spectrum of effective support, services and projects in line with the VAL's overall aims and objectives.
- To work with the Chair of and Board of Trustees to develop new approaches to ensure sustainability for VAL, including activities which generate income and collaborative working.
- To ensure that the performance and profile of VAL is maintained at a high level and that VAL generally acts as and is recognised as an exemplar in its field.

### 2. Main activities of the role to deliver the aims

#### AREAS OF RESPONSIBILITY

- Strategic Development & Leadership
- Performance and Financial Management and Business Continuity
- People and Culture Management
- Governance
- Relationship Management, Profile and Promotion

#### STRATEGIC DEVELOPMENT and LEADERSHIP

- Lead on strategic development and planning for the organisation, with the Board, ensuring ongoing business development and strategic positioning and shaping of VAL.
- Identify and secure funding, income and other resources in support of strategic plans, financial targets and sustainability.
- Collaborate and negotiate with Commissioners, Funders and other strategic partners across the relevant sectors, nurturing strategic partnerships, championing the VCSE Sector.
- Represent VAL at a strategic level, making a significant contribution to its development.
- Ensure strong fiscal management including financial planning, budgeting, reporting and audit (in conjunction with the Treasurer, Chair and other Board members).
- Establish and maintain awareness of external and internal influences on the direction of VAL.
- Identify opportunities for growth and change and working with the Board of Trustees, review, assess and implement these accordingly.

**CONTINUED... 2. Main activities of the role to deliver the aims**

**PERFORMANCE MANAGEMENT and BUSINESS CONTINUITY**

- Lead the Senior Management team on strategic planning and development of VAL.
- Oversee performance management of services/service delivery, ensuring effective monitoring and evaluation of work, in line with Funder/ Commissioner requirements.
- Maintain/implement appropriate quality management systems, including risk management, critical success factors and key business and financial performance indicators.
- Embed a culture of continuous improvement of services and engendering trust amongst all stakeholders, in line with the VAL aims and objectives
- Ensure effective income generation and funding strategies are in place to support VAL's objectives and ensure its financial stability.
- Ensure Risk Management and Business continuity plans are embedded in the management and governance of VAL, ensuring risks are assessed, managed and reported with appropriate input from the key staff.
- Lead and contribute to the risk management process along with relevant VAL staff and Board members.
- Work with Senior Managers to lead, direct and manage staff teams and volunteers to oversee the effective delivery of services and projects.

**PEOPLE and CULTURE**

- Establish and maintain an ethos within VAL which is "people centred" and features a strong commitment to its values.
- Take responsibility for ensuring that VAL carries out its legal duties with particular regard to employment practice and health and safety.
- Ensure appropriate policies and procedures are in place and that they are implemented and regularly reviewed and revised to protect the interests of paid staff, volunteers, users, Board members and others.
- Support and supervise (directly and indirectly) the work of paid staff and volunteers and ensure that all staff are properly trained and supported in their roles through established management techniques.
- Ensure a positive people culture within VAL which reflects a commitment to equal opportunities, diversity, inclusion and well-being.

**GOVERNANCE**

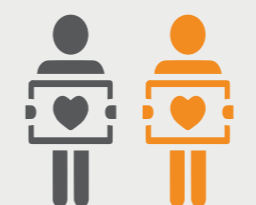
- Facilitate effective governance, informing, advising and working with and on behalf of, the Board of Trustees.
- Support and advise the Board of Trustees to enable them to carry out their legal and constitutional responsibilities as a Registered Charity, Company Limited by Guarantee and Employer.
- Support the Board, its sub committees and working groups in their responsibility to ensure robust governance structures are in place for VAL and report to the Board on performance and direction in line with strategic objectives.
- Enable effective and compliant governance through preparation of Board papers, agenda, reports and minutes in line with agreed schedules and in consultation with the Chair/Key Officers.
- Ensure timely preparation of reports and budgets for Board approval, including annual reports, statutory accounts and statutory returns.
- Oversee arrangements for Board Meetings.

**POSITIONING AND PROMOTION**

- Ensure that the profile and reputation of VAL is maintained and developed through PR, promotional activities, networking and sustaining well-established links in a variety of arenas and with relevant partner organisations at local, regional and national level.
- Promote VAL, its service users and the local VCSE Sector and volunteering to external stakeholders at local, regional and national level.
- Establish and maintain awareness and an understanding of local and national policy decisions and agenda, as well as future developments that impact VAL.
- Build strong and purposeful strategic relationships and alliances that benefit the voluntary and community sector and the diverse communities they serve.
- Deliver effective, timely, quality PR, Marketing and Communications campaigns for VAL aimed at raising its profile and establishing its status as a lead and "go to" organisation in its field locally and regionally.

**3. Supporting the development of VAL and its people**

- Be an effective ambassador and representative for VAL.
- Lead and participate positively in the development of plans, projects, performance management and organisational development.
- Maintain data, statistics and information and produce regular monitoring and promotion reports.
- Actively lead, promote and participate in learning opportunities, including mentoring and peer learning to share and gain skills across the organisation and people and keeping up to date with relevant changes in policy and practice.
- Build and maintain effective relationships with colleagues including working collaboratively across VAL.
- Be accountable to VAL and colleagues for own actions, actively supporting VAL's values.
- Support volunteers to deliver aspects of VAL's work.
- Ensure the health and safety of VAL people and service users.
- Encourage, promote and embed equality, diversity and inclusion inside and outside of VAL.
- Full-Time, 35 hours per week, Hybrid Working, some evening and weekend work necessary.
- Undertake any other reasonable duties in line with the aims of the post.



**87%**

staff feel their Wellbeing is supported



**95%**

staff feel that their Managers are flexible and supportive



**94%**

staff feel that VAL cares for its people



# Person Specification

## Essential Experience, Skills and Knowledge

- Minimum 5 years in a senior strategic leadership level role (in VCSE or related sector).
- Established experience of financial and risk management – substantial budget management experience and able to analyse risk and take decisions.
- Experience of leading an organisation through change and transformation across multiple functions and diverse stakeholders.
- Ability to grow and re-shape an organisation while retaining quality in its core provision and services.
- Experience of managing, motivating and developing multiple, diverse staff and volunteer teams.
- Proven track record of delivering bids, income generation and securing funding in a tough financial climate.
- Experience of working with a Board of Trustees, and senior stakeholders on development, implementation and monitoring of the organisation strategy.
- Sound understanding of the Sector, its challenges and its external environment
- Good understanding of Charity governance and funding.
- Experience of working in politically and culturally sensitive context, achieving effective partnerships.
- Experience in media handling.

## Desirable Experience, Skills and Knowledge

- A good understanding of the implications of working with vulnerable adults.
- Safeguarding experience.
- Evidence of significant continuing professional and personal development.
- Coaching qualification and/or experience.

## Personal Qualities

- Leads by example, with passion, vision and drive.
- Empowering and Consultative Leadership style.
- Skilled and diplomatic Communicator.
- Emotional intelligence and initiative.
- Credible, acts with integrity, not afraid to demonstrate values led leadership.
- Politically astute, able to read situations and exercise sound judgement.
- Open, transparent and Flexible – willing to question “status quo”.
- Growth Mind-set with high Self Awareness.
- Change Resilience – “positive” in change, calm, rational.
- Natural Collaborator, Influencer, Alliance Builder, Networking.
- Committed to continuous improvement.

For Recruitment Data Privacy Statement visit:

<https://valonline.org.uk/work-for-val/>

**Good Luck.**

**We look forward to receiving your Application.**

## Get in touch:

**Voluntary Action LeicesterShire**  
 9 Newarke Street  
 Leicester  
 LE1 5SN

### Contact us on:

**0116 257 5050**

[recruitment@valonline.org.uk](mailto:recruitment@valonline.org.uk)

### Follow us on social media:

- [@valonline](#)
- [Voluntary Action Leicestershire](#)
- [@voluntaryactionleics](#)
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To find out more about what VAL does, you can visit our website at:

[www.valonline.org.uk](http://www.valonline.org.uk)

May 2023

