

Contents

- 3 Introduction
- 4 Welcome from our CEO and Trustee
- 6. About us
- 13 The opportunity
- 14 Leading the change
- 15 Who we're looking for
- 17 Terms of appointment
- 18 How to apply



Introduction

Every year in the UK, another 90,000 survivors face the catastrophic impact of a stroke.

Anyone – mums, dads, grandparents and even children – can be left unable to move, see, speak, or swallow.

It's a traumatic, life-changing event that robs survivors and their families of the life they knew.

We're looking for a new Chair to help us tackle the devastation of stroke.



Welcome from our CEO

Juliet Bouverie OBE



Role explained by our Senior Independent **Director Trustee**

lan Lee





Our strategy

We're tackling the devastation of stroke by focusing on three key areas, underpinned by a fourth, each with a clear purpose.

Support

Help stroke survivors and their loved ones live their best lives after stroke.

Influence

Catalyse action with decision-makers to drive improvement in stroke.

Contribute

Help and inspire supporters to make their best contribution.

Underpin

Help our people to work safely, legally, ethically, sustainably and continuously.



The difference we want to see

We'll only fulfil our purpose to support stroke survivors by working collaboratively across the whole health and care system. We've identified a set of long-term changes that are beyond any single organisation to achieve alone, but which we can achieve in partnership:







Reduce the self-reported physical, cognitive and emotional impacts of stroke.



Increase the proportion of people who are able to access appropriate stroke treatment.



Reduce the proportion of strokes which are fatal or impact on independence.



Reduce the incidence of stroke, taking account of changes in population.

Read our corporate strategy in full on our website.

Solving inequity

Stroke doesn't discriminate, but people, organisations and systems do. While stroke can affect anyone, it is shocking that non-medical factors, such as where you live and how much money you have, affect both your likelihood of having a stroke, and the outcome of that stroke and the help you receive.

As well as challenging barriers to progress in solving inequity through our work for stroke survivors, we want a Board that embraces and drives these principles through the way they operate.

We want the Board's actions and behaviours to reflect knowledge, deep understanding and empathy for diversity of thought and experience.

It's vital that the Chair provides confident and visible leadership in this space, ensuring that the Board is a psychologically safe space where diverse values and experience are sought, valued, and acted upon.

Our pillars

Four pillars guide our approach to solving inequity in stroke:

- 1. Improving our services and influencing.
- 2. Forming equitable partnerships.
- 3. Building trust and credibility.
- 4. Developing our people and leadership

Read our **Approach to solving inequity** on our website.

Our achievements

We are the UK's leading stroke charity and the only charity delivering amazing, life changing support for all stroke survivors and their families across the whole UK. During 2023 to 2024:



Our **Stroke Support Coordinators** completed more than

12,500 home visits.

They also had almost 300 video calls with people affected by stroke, providing almost 200 hours of support.



Our Stroke Support Helpline gave over

15,000 people

tailored support over the phone, helping them to find information and reassurance.



We reached more than

44,000 people

through our local support services across the UK – a 5% increase from last year.



We provided vital support to nearly

75,000 people

Through all our support services, a **10% increase from the previous year**.

Our achievements



gave their time to help us and the stroke community.



We reached more than

£3.7 million

in pioneering stroke research.



We funded

14 research awards

at 13 research institutions around the UK.



Thanks to the generosity of our supporters, we raised

£28.9 million.

(compared to £28.4 million in 2022-23)

Funding our work

How we raised our money

Donations and legacies: **£28.9 million**

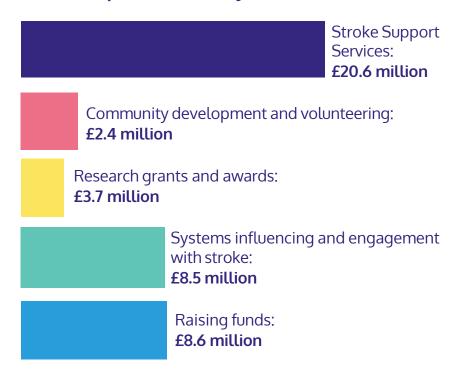
- Locally commissioned services
 £11.1 million
- Other income (including trading, investments, grants and the Stroke Group Network):
 £2.1 million

Total income: £42.1 million



For every £1 we receive we spend 79p on our charitable work. (2021-22: 78p)

How we spent our money



Read our **Annual Financial Report** on our website

Total expenditure: £43.8 million

Your opportunity

We have grown to become the leading charity supporting stroke survivors, their loved ones and their carers through our work in campaigning, caring and income generation.

loin us to tackle the devastation of stroke.

We have been successful in growing our reach and impact - but we are far from achieving our purpose of tackling the devastation of stroke.

As you'll see in our corporate strategy, the opportunity to drive transformational impact for people affected by stroke across the UK is enormous.

We know that a great strategy can only be achieved with a culture that matches its strength.

We are entering a new era, one that calls for a bold shift in how we think, work, and lead. We are transforming our culture leaving behind the mechanisms of industrialised ways of thinking and working that aren't fit for our volatile, uncertain, complex and ambiguous world.

We're adopting new ways of working that put our customer and purpose at the heart of everything we do.

This is not incremental change, it is a profound reimagining. It calls on head, heart, and hands - demanding a relentless focus on what we must be great at through the eyes of people affected by stroke.

It requires us all to keep at the centre what stroke survivors need as we master systems thinking, agile working practices and evidence-led decision-making.

This is a rare opportunity to lead a generational shift, to leave a legacy that reshapes not just our organisation, but how we serve stroke survivors.



Leading the change

As Chair of the Stroke Association's Board of Trustees, you'll work in partnership with the Board, the Chief Executive, and the Executive Team to make sure that we are delivering on our strategy and purpose - making sure that the charity is well-led to deliver the change that stroke survivors need.

You'll provide excellent and inclusive leadership to the Board, making sure that every Trustee can bring their very best to fulfilling their responsibilities for governance and strategic direction of the charity.

You'll bring the support and challenge we need to make sure that we're developing the right capabilities to make the best possible impact with and for stroke survivors and their loved ones – paying close attention to the inequity they experience.

You'll be joining a strong organisation. We are in a good financial position – with the opportunity to invest in change now to deliver real impact. We have robust governance in place. And a strong and united Executive Leadership Team who are on the front foot of driving our culture and strategy.

Our values are embodied by everyone at the Stroke Association. And you'll feel them from the moment you connect and throughout your time with us. Our staff and volunteers are highly engaged, with an appetite for the changes needed to deliver our strategy.



Who we're looking for

We're looking for a Chair who excels in these key areas:

Leadership and governance	• Bring a demonstrated ability to lead a team of bright and engaged trustees, including chairing trustee meetings effectively, seeking consensus, balancing the need for full debate on key questions with the expeditious despatch of business to reach clear and agreed decisions as swiftly as possible.
	 Bring a strong understanding of good governance, along with legal and regulatory awareness, most likely illustrated by experience operating in a complex, large, and highly regulated organisation, as well as chairing an organisation or committee.
Cultural and values leadership	• Be accessible and humble, with a willingness to 'roll their sleeves up'. They will be naturally relational, collegiate, and collaborative.
	• A commitment to developing the Chief Executive as a leader, working closely with them to provide coaching and support as needed.
	Prioritise and uphold the values of the Stroke Association at all times,
Strategic thinking and Agility	• Given the organisation's agile and experimental nature, the Chair should be able to mirror this approach and support the Stroke Association's strategic delivery and culture, rather than being overly programmatic.
	• Build strong relationships with the Executive Team to identify, test, and scale viable solutions while committing to a four-nations approach.
	Have the aptitude to support the new strategic direction and the strategic thinking already established by the charity.
Communication and influencing	• Be an ambassador and influencer for the charity, being prepared to introduce the charity to new contacts and support the CEO in building key external relationships and networks, particularly in the fundraising space.
	 Communicate clearly, compellingly, and persuasively with all audiences, including politicians and NHS system decision-makers, bringing strong political awareness when engaging with a range of stakeholders at national, regional, and international levels.
Commitment to diversity and inclusion	• Bring cultural competence and awareness, including understanding of systemic inequalities and barriers; cultural self-awareness and willingness for self-reflection, learning and growth; and understanding of how bias and privilege shape perspectives.
	 Have the ability to support accountability and action around EDI issues including: commitment to inclusive practice, understanding of power dynamics, ability to take decisions through an equity lens; ability to create safe and inclusive spaces for discussion and decision making; and ability to engage across differences, helping the organisation reach underrepresented communities.

Cultural fit	• Build a strong relationship with the CEO, including coaching her, and be naturally relational, collegiate, and collaborative with her and with the Board.
	 Handle relationships across the charity with humility and foster a culture of both support and positive challenge among trustees and executives, with a proven ability to drive meaningful change.
Personal qualities	Bring an open-minded, curious, and humble approach. The Chair should support accountability by focusing on 'helping to account' rather than 'holding to account'.
Commitment to the cause	An empathy for the cause and a demonstrated interest in stroke were seen as important attributes for the Chair.

Other desirable skills and experience:

- Lived experience lived experience of stroke brings credibility and influencing ability.
- Understanding of the healthcare system some exposure to the healthcare system is useful.
- Charitable governance prior experience in an organisation with a social purpose and strong understanding of charitable governance is helpful.
- Fundraising acumen an understanding of marketing and fundraising is important, but it is equally useful to have a well-connected Chair that can leverage their networks. No matter this person's experience, they will help the organisation navigate the challenging funding landscape and ensure its long-term financial viability.
- Relentless focus on what matters a balance of support and challenge is critical, especially someone who can bring positive conflict to the board to drive forward critical issues.



Terms of appointment

Location

The Stroke Association operates a fully home-based working pattern, with ad hoc face to face meetings. We want to remove barriers to participation and ensure that trusteeship is accessible to all. If you have concerns about time commitments, meeting arrangements, or accessibility, please reach out – we are open to flexible solutions.

Learn more about being a Trustee: Charity Commission Guidance.

This is an unpaid position and reasonable expenses will be covered.

Time requirement will be two to three days a month.

Process and key dates

- Longlisting: Friday 11 July.
- Shortlisting: Thursday 31 July.
- Roundtable and formal panel interviews: Monday 15 September..

Due diligence

Due diligence and referencing will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Stroke Association on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code ZAXHC.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is **noon** on Monday 7 July 2025.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent.

You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.





Finding strength through support

Appendix – Transcript A

Hello – I'm Juliet Bouverie, CEO of the Stroke Association. I've dedicated over 30 years to the voluntary sector, especially health and care charities, and for the past 8 years, I've had the privilege of leading this extraordinary Charity.

It's the best job I've ever had. Why? Because stroke is a cause worth fighting for. And the stroke community, especially the courageous, inspiring stroke survivors, are a joy to champion.

At the Stroke Association, we've set ourselves two bold goals:

1.Make stroke the priority it urgently needs to be.

2.Ensure everyone affected by stroke gets the rehabilitation and lifelong support they deserve.

With stroke cases expected to rise by over 50% in the next decade, and a stretched health and care **strategy**. system, our work has never been more vital. We're here to improve outcomes for hundreds of thousands of stroke survivors and are determined to do it.

We want

Yes, like many charities, we face challenges. But we're in a strong position, and here's why:

1. We're Ambitious.

We're not here to do "just enough." We're here to transform lives.

Our goal?

To reach every stroke survivor in the UK **as early as possible** after their stroke. Right now, we reach just a third, and that's not good enough.

We want everyone to know we're here for them. We want to be louder, bolder, a charity that plays a bold and critical role in policy, partnerships, and public awareness.

We want to scale up our support, boost our influence in the health system, and push for a dramatic increase in income to fund our ambitions.

2. We're Powered by Culture.

Our culture is the heartbeat of our organisation. It's what sets us apart.

We live our values every day — and it shows.

- •82% of staff and 89% of volunteers recommend us as a place to work or give their time.
- •Over 90% of our people are passionate about our cause.
- •We have one of the lowest turnover rates in the sector. Our people love to be here, and we value

their contribution.

And we're not standing still.

We've started a bold cultural transformation, moving to a **relational way of working** that puts people, purpose and impact at the centre of our charity and decision making.

It's a reinvention of how we think, how we lead, and how we serve. We're empowering teams to lead with autonomy, creativity and trust. We're becoming a learning organisation, one that listens deeply, adapts fast and leads with courage.

3. We're Financially Ready.

Thanks to smart decisions, we've built **healthy reserves**, and we're using them to **accelerate our strategy**.

We want to invest in growth: expanding our reach, strengthening our brand, increasing our influence and transforming the stroke journey for more people than ever.

Now, we're ready for the next phase, and we're looking for an exceptional **Chair of Trustees** to walk this journey with us.

So what are we looking for?

We want a bold leader. A changemaker. Someone who will challenge and support me as CEO, and help lead this organisation into a new era.

We're not just looking for good governance, though that's essential. We're also looking for vision, commercial acumen, and a track record of customer-focused change.

We're actively building a more diverse Board, and we want your voice, your lived experience, perspective, and ideas at the table.

This is more than a role. It's a **rare opportunity to shape a generational shift**, to leave a legacy that changing lives for years to come.

So, if you believe in our ambition and are ready to support us we'd love to hear from you. Please apply or contact us for an informal chat. So we can reimagine the future for stroke survivors together.

Thank you.

Appendix – Transcript B

Hello, I'm Ian Lee. My background is in finance and accountancy, and I've worked at senior leadership levels across major sectors. I've had the privilege of serving as a Trustee of the Stroke Association for over four year, and I can say, without hesitation, this is one of the most meaningful roles of my career.

This is more than a role. It's a chance to lead change. To make a difference. To stand with stroke survivors and help shape a future full of hope, support, and recovery

If this is you, we would love to hear from you.

We're at a moment of real transformation.

Stroke is one of the leading causes of adult disability in the UK. It strikes suddenly, and its effects can last a lifetime. That's why the Stroke Association is on a mission to rebuild lives—and we need a Chair of Trustees who's ready to help us lead that change.

We're looking for someone who will guide the Board with wisdom, courage, and clarity. As Chair, you won't just lead governance, as Juliet has explained, **you'll help shape the culture**, direction, and impact of the entire charity.

You'll bring a proven ability to lead a **high-performing board**, chairing meetings that are inclusive, effective, and focused. You'll know when to encourage debate, and when to help the Board move forward together, with clear, timely decisions.

Governance here is about more than policies and compliance, though those matter. It's about holding a steady course while also **adapting to change**. You'll help us stay financially sound, legally compliant, and mission-driven, while fostering a Board culture that's collaborative, values-led, and forward-thinking.

And you won't be doing this in isolation. You'll work in close partnership with our Chief Executive, and that relationship is central, built on mutual trust, shared values, and a joint commitment to impact. And of course you will be working with a range of talented trustees, with a range of experience in finance, audit, lived experience, digital, research and clinical practice.

But perhaps most importantly, **you'll be an** *ambassador*. An ambassador for the Stroke Association. An ambassador for stroke survivors, their families, and the thousands of people who have a stroke every year and over a million stroke survivors.

You'll help us raise our voice, introducing the charity to new networks, strengthening relationships with funders, decision-makers, and influencers. Whether speaking to politicians, health system leaders, or corporate partners, you'll represent our cause with passion, clarity, and credibility.

You'll understand the **importance of visibility**. Of showing up. Of using your voice along with the Charity to **amplify the needs of stroke survivor**, and the power of the work we do.

And of course, you'll embody our values. You'll champion equity, diversity and inclusion, not just in words, but in action. You'll create space for underrepresented voices, foster belonging, and ensure we're building a future that serves *everyone* affected by stroke.