

CHIEF EXECUTIVE OFFICER

RECRUITMENT PACK



Hosbis Dowl Sant

I David's Hospice

ARWR YR HOSBIS HERO

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Letter from the Chairperson

Dear Candidate,

Thank you for your interest in the role of Chief Executive Officer (CEO) at St David's Hospice. As the newly appointed Chair of the Board, I am excited to work with a visionary leader who can guide the Hospice through its next chapter. Our mission is deeply rooted in providing compassionate end-of-life care for the communities we serve across North West Wales, and we are seeking an inspiring CEO to uphold and enhance our Hospice's reputation in the community.

The successful candidate will demonstrate a track record of leadership in complex environments, ideally within healthcare or a regulated sector. This role demands a strong commitment to financial stewardship, strategic planning, and relationship building. As our CEO, you will represent St David's Hospice to the public, ensuring that our values of empathy, integrity, and excellence are upheld in every interaction.

You will be pivotal in driving the organisation's vision forward, maintaining our reputation as a trusted community institution, and securing the financial sustainability required to expand and enhance our services.

We look forward to welcoming a leader who is passionate about making a difference and dedicated to strengthening our impact and sustainability in the years to come.

This recruitment pack will hopefully provide you with the information you need to consider making an application, If you need further information, then please email our Head of People, leah.watkins@stdavidshospice.org.uk

Best regards,

Richard Thomas
Chair of the Board of Trustees
St David's Hospice

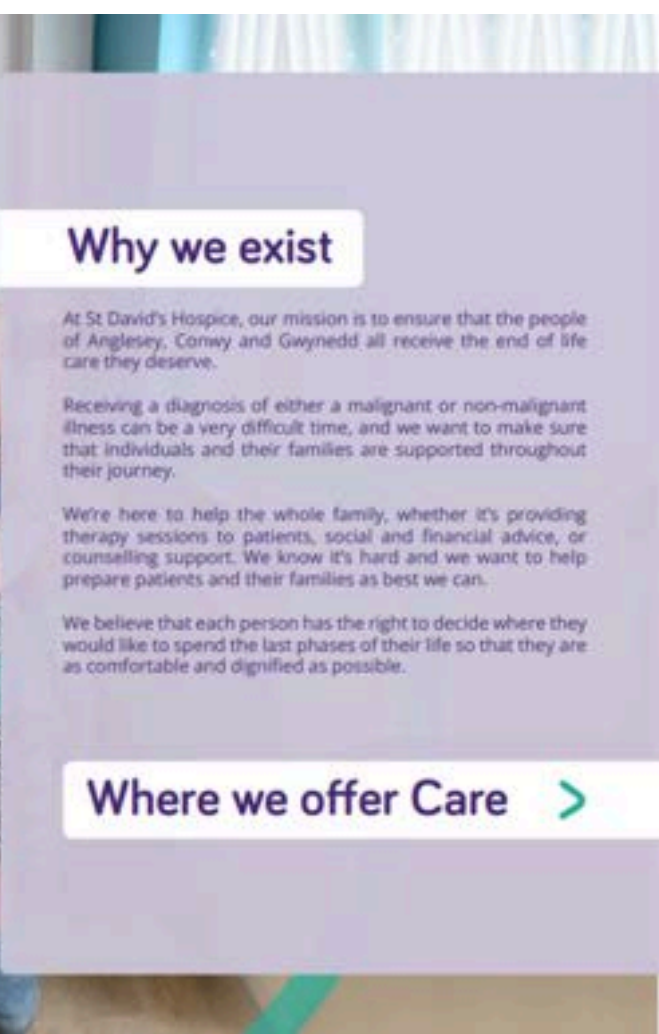




St David's Hospice

Impact Statement 2023

Registered Charity Number: 1033541



Why we exist

At St David's Hospice, our mission is to ensure that the people of Anglesey, Conwy and Gwynedd all receive the end of life care they deserve.

Receiving a diagnosis of either a malignant or non-malignant illness can be a very difficult time, and we want to make sure that individuals and their families are supported throughout their journey.

We're here to help the whole family, whether it's providing therapy sessions to patients, social and financial advice, or counselling support. We know it's hard and we want to help prepare patients and their families as best we can.

We believe that each person has the right to decide where they would like to spend the last phases of their life so that they are as comfortable and dignified as possible.



Where we offer Care >

Hospice Wedding

October 25th 2023 was a very special day as St David's Hospice staff granted a daughter's wish by helping to arrange a wedding ceremony at her mum's bedside.

Anna Brown, who married Hugo Matcham, was determined to have her mum Rita at her wedding. Rita was receiving care at St David's Hospice in Llandudno and would have been too unwell to travel to the wedding.

With only 24 hours notice, Anna and Hugo's vicar and Hospice staff rallied together to create a memorable wedding day for the couple and their families. Anna and Hugo were also helped by their nearest and dearest.

Anna said: "As fate would have it, it was by complete chance that we heard on Monday, October 23 about the hospice's magical ability to turn around a wedding in a matter of days. I discussed this with the staff that same day and, recognising that having mum there to witness our marriage and to give me away was the most important thing of all, and that our time with mum was running out, we decided to do it."

"The hospice had arranged for the chapel to be decorated beautifully with bunting and fairy lights. They had organised flower bouquets and button holes, a photographer on hand, a cake and champagne to celebrate with. It was incredible.

"She was so happy. The nurses told me how excited she'd been the evening and morning before our wedding. They also told me that later that day, having given me away and watched us exchange our vows, she felt at peace. Complete."



2023 running cost

£6,411,658

2022
£5,966,958

2021
£5,916,442

2020
£5,018,886



2023 in a flash



100,000

Hours of care given



288

Patients were cared for in our Llandudno and Holyhead Hospices



581

Bereavement support and counselling sessions were delivered



394

Physiotherapy sessions were delivered



400

400 volunteers gave 65,000 hours of their time saving us £677,300 in staff costs



£1,649,281

was raised through our retail department

53

Patients were cared for in their own homes



2023 in Retail

109,058

Items were donated to our shops and donation centres

1600

products were purchased from our online shop

£45,062

was claimed through Gift Aid

577

bikes were donated that generated an income of ...

£6,586 enough to fund 2 nurses for a month!



4 Retail shops were refurbished in 2023



2023 in Lottery

£563,040

of income was raised through Hospice Lottery

9,324

of you played in our weekly draw

332

of you joined as new players

You purchased

£76,427

worth of raffle tickets through our Summer and Christmas raffles...

enough to fund housekeeping and laundry service for almost **9 months**



2023 in Fundraising

£38,761

of your loose change was kindly donated to our collection tins

£48,314

was raised thanks to our amazing Hospice Heroes

£13,926

was raised through 717 of regular giving donors

3,021

of you signed up for fundraising events

3,000

of you attended our Summer and Christmas Fairs

A wish come true

Patients will always be at the centre of St David's Hospice care. As well as aiming to maximise comfort and dignity, our nursing team ensure patient quality of life is a priority. Getting to know a patient and finding out about their life loves allows our nursing team to help create happy moments for patients and their loved ones.

Jan was receiving care from our Anglesey Hospice team in Holyhead during summer 2023. Jan's final wish was to celebrate her Husband's 80th Birthday with him at their home.

Our team helped make Jan's wish come true.

Sister Fran D'Amora and her colleagues rallied together to make sure Jan was able to surprise her husband for his big day.

"We arranged for a Wish Ambulance to collect Jan from the Hospice to surprise her husband Rob. One of their neighbours had organised an afternoon tea and they were able to spend a lovely few hours with friends and family." Said Fran.

Thanks to Welsh Ambulance Services NHS Trust and Palliative Care Wales for providing the Wish Ambulance.



“Jan's wish day was perfect”

The difference you make



£10

will feed a patient for the day

£18

pays for bereavement counselling session for a patient's loved one

£26

pays for a physiotherapy or art therapy session

£200

pays for a patient's day programme

£600

will fund a weeks' worth of medical supplies

£3,500

pays for a nurse for a month

£17,000

pays for the running cost of one whole day of St David's Hospice

Your donations to our shops saved 704,500kg from going to landfill.

120,066 items of your preloved clothes were sold last year.

in terms of CO2 savings, this was the equivalent of ...

planting 1028 trees



Whilst also...



Saving the planet!



Thank you!

As we look back on 2023, we are overwhelmed with gratitude for the support we received. Because of the generosity of our supporters, we were able to provide essential care to families and individuals during some of the most challenging of times. Providing comfort when it was needed most.

As we embark on our 25th year, we are filled with hope that with your continued support we'll provide care for another 25 years and beyond.

Here's to the next 25!

www.stdavidshospice.org.uk/25-years

Mission Statement

Our mission is to ensure that the people of Anglesey, Conwy and Gwynedd receive the end of life care they deserve



Our Patients | Our why

Patients are centric to our 'why'. As well as palliative cancer patients we care for those patients with life limiting illnesses by providing respite care for families. The care we provide is homely, relaxed and is intended to meet the patient's physical, psychological and social needs.

“

Your team are more than amazing, they are angels in a broken system. The support they have given my dad and my family have been amazing and beyond words. The team have engaged with dad with things he would never speak with his sons about. Your team have shown compassion, empathy, and overall support with a family who have struggled (with a difficult father!) words cannot express our thanks and assurance the team have given, and that if we need support at the difficult time when it comes we know it is there. I personally will be looking /modelling my NHS teams in a similar fashion. Your team do the service proud and praise should be shared. Thank you so so much. ”

A patient's family member

Our Services

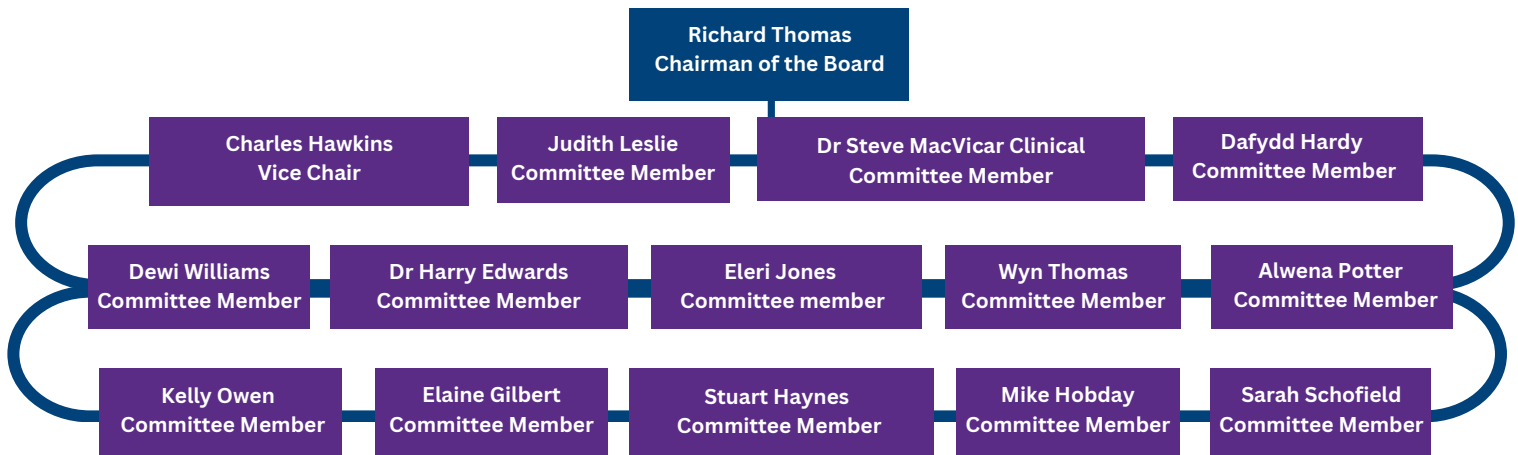
The Hospice is part funded by our local health authority at circa 24%. All other funding streams, we rely solely on income generation the fill in the 76% income gap. With 180 employees and 400 volunteers, making what we do possible, the organisation is split into clinical and non-clinical functions.

We have up to 16 Palliative Care beds within our Hospices in Llandudno and Holyhead as well as Day Therapy Units in Bangor and Llandudno.

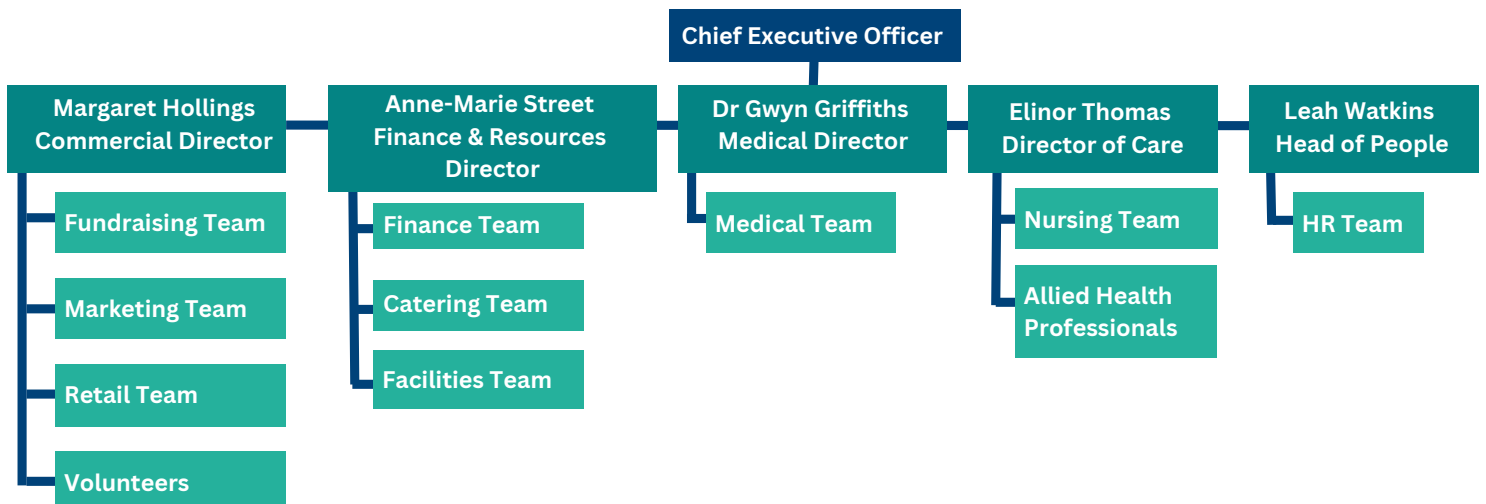
Organisation Structure

The Board of Directors/Trustees delegate day-to-day management, under a Scheme of Corporate Governance' to the Chief Executive Officer and Hospice Management Team. This 'executive' structure is as follows:

Board of Trustees



Hospice Management Structure



About the Role

The Chief Executive Officer (CEO) will provide strategic leadership to the Hospice as it navigates a pivotal period of transformation. This role is dedicated to securing the financial sustainability of the Hospice while delivering compassionate and high-quality care to our patients.

The CEO will be responsible for driving forward the Hospice's strategic vision, overseeing the implementation of a comprehensive business plan, and ensuring alignment with the evolving healthcare environment and funding models.

Key to success will be the CEO's ability to foster innovation, and build a culture of transparency, resilience, and collaboration. The role requires a decisive approach to achieving financial stability, optimising operations, and meeting the changing needs of patients and families.

As a visible and public-facing figure, the CEO will engage with stakeholders, including trustees and external partners, to strengthen relationships and champion the Hospice's mission within the wider community.

The CEO will work closely with an established Hospice Management Team (HMT), each member holding strategic responsibility for their areas, fostering a collaborative environment that empowers leaders and supporting collective success.

DIMENSIONS & LIMITS OF AUTHORITY:

Financial Accountability: Alongside HMT members the role has full authority over budget allocation, financial planning, income and expense management.

Strategic Decision-Making: Empowered to make critical decisions on restructuring and resource allocation to ensure sustainable organisational growth.

Staff Leadership: Responsible for the direct management and development of the Hospice Management Team.

Main Duties and Responsibilities

1. Strategic Leadership:

- Lead the development and implementation of the organisation's Mission, Vision, and Strategic Plan, establishing long-term goals that ensure the Hospice's sustainability and growth. Address current challenges, as part of a wider, comprehensive strategy to drive ongoing improvements and long-term success.
- Direct and oversee the operational, financial, and strategic functions of the Hospice, maintaining alignment with the Board's vision.
- Promote an inclusive, high-performance culture that attracts and retains talented professionals across the organisation.
- Ensure close collaboration with the Director of Care and Medical Director to uphold high standards in clinical services, supporting continuous improvement and aligning care delivery with the Hospice's mission and strategic goals. As the CEO you will also be the Accountable Officer and Responsible Individual as part of the Health Inspectorate Wales (HIW) requirements.

2. Financial Stewardship:

- Alongside the Finance Director, enhance financial controls and monitoring systems to manage expenditure and optimise revenue streams.
- Guide efforts to secure funding and diversify revenue sources through partnerships, grants, and donor engagement.
- Provide transparent financial reporting to the Board, addressing key fiscal challenges, presenting solutions, and tracking performance against targets.

3. Organisational Development:

- Implement necessary organisational changes to improve efficiency and maintain service quality.
- Make informed and often difficult decisions to ensure the Hospice's sustainability.
- Establish a strong governance framework, including a comprehensive risk register, to ensure compliance with regulatory requirements and uphold ethical standards.

4. Community and Stakeholder Engagement:

- Act as the primary representative of the Hospice, fostering relationships with community partners, donors, healthcare providers and other Hospices throughout the UK.
- In collaboration with the Commercial Director, strengthen the Hospice's community presence and advocacy efforts to enhance support and awareness of its mission and services.
- Report regularly to the Board on progress, challenges, and recommendations for continued growth.

Key Skills

Leadership

Demonstrates the ability to inspire, develop, and support a diverse team of staff and volunteers to achieve the Hospice's mission and goals, fostering a collaborative and compassionate environment. Works closely with HMT members, empowering them to lead their areas strategically while ensuring alignment with the broader mission.

Cultural Leadership

Sets the tone for a positive, inclusive, and mission-driven culture within the Hospice, embodying its values and ensuring they are reflected across the organisation.

Interpersonal & Communication Skills

Exceptional communication skills (including written) to build trust and rapport with a wide range of stakeholders, including patients, families, community members, healthcare partners, and senior figures in the healthcare sector. As the public face of the Hospice, the CEO represents the organisation in media, as well as with governmental bodies, Healthcare Inspectorate Wales (HIW), and the Charity Commission, ensuring alignment with regulatory standards.

Financial Acumen

Skilled in budget management and financial planning, the CEO is responsible for developing strategies to secure sustainable funding, cultivating donor relationships, and exploring new funding sources to support the Hospice's work.

Governance and Compliance

Knowledgeable in working with Healthcare Inspectorate Wales (HIW) and the Charity Commission, with experience in building a robust governance framework, including managing risk registers to ensure compliance and ethical integrity.

Flexibility & Adaptability

Able to quickly understand the unique challenges of hospice care, engaging in all facets of the Hospice's operations, including community events, to strengthen ties with the local community and broader healthcare network. A hands-on approach with a willingness to support tactical needs is essential.

Person Specification

	Essential	Desirable
Education, Training & Qualifications:	Bachelor's degree or equivalent qualification and / or experience. Evidence of continuing professional development	Relevant leadership or management qualification (e.g., MBA)
Knowledge and Experience:	<p>Demonstrated experience in leading organisations through a period of change and achieving sustained improvement.</p> <p>Proven track record of high-level leadership in a complex, regulated environment.</p> <p>Knowledge of corporate governance and robust leadership practices</p> <p>Proven ability to build strong working relationships and effectively influence and negotiate with key partners and stakeholders.</p>	Experience in the non-profit, hospice or healthcare sector.
Skills & Attributes:	<p>Exceptional leadership and accountability skills, with the capacity to inspire confidence and trust across all levels.</p> <p>Skilled in listening to and influencing individuals from diverse backgrounds, including volunteers, trustees, external partners, patients and families, and colleagues.</p> <p>Strong financial acumen with the ability to analyse data and craft strategies to address fiscal challenges.</p> <p>Skilled in stakeholder engagement and maintaining transparent, proactive communication with the Board and community.</p> <p>Excellent communication and public speaking skills.</p>	Welsh Speaking – ability to communicate in Welsh would be an advantage.

What you will get in return

Salary	A competitive salary will be offered dependent on experience.
Location	You will be based in our Llandudno site
Annual Leave	30 days plus bank holidays
Pension	7% contribution (salary sacrifice can also apply)
Occupational Sick Pay	Operates with a maximum benefit of 6 months full pay and 6 months half pay.
Hours	35 hours per week – Monday – Friday The CEO will be expected to attend internal and external meetings outside of these hours on a regular basis.

Further Reading

[Our Impact Statement](#)

[Our Independent Healthcare Inspection Report](#)

[Our Website](#)

How to Apply

To apply for this role, please email your CV along with supporting letter to Leah Watkins, Head of People - Leah.Watkins@stdavidshospice.org.uk.

You can also contact Leah in the first instance, should you have any questions relating to the role or like a confidential discussion.

Alternatively, if you would like a discussion with our Chair, Richard Thomas, please email Coral Williams coral.williams@stdavidshospice.org.uk our Executive Assistant to

The Hospice is committed to equality and diversity in our recruitment processes. Please let us know if you require any adjustments to support your application.

Key Dates

Closing date for applicants	9.00am – 3rd January 2025
Proposed Interview Dates	9th & 10th January 2025

Thank you for your interest
in joining St David's team!

