

# Could you help lead the NHS in your area?

**East of England Ambulance  
Service NHS Trust**

**Non-Executive Director  
Candidate information pack**

**Reference: M3357**

**We value and promote diversity and are committed to equality of opportunity for all and appointments made on merit. We believe that the best boards are those that reflect the communities they serve.**

**We particularly welcome applications from women, people from the local minority ethnic communities, and disabled people who we know are under-represented in chair and non-executive roles.**

**Our recruitment processes are conducted in accordance with the Code of Governance to ensure that they are made on merit after a fair and open process so that the best people, from the widest possible pool of candidates, are appointed.**



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## 1. The opportunity

There is a vacancy for a Non-Executive Director (NED) at the East of England Ambulance Service NHS Trust (EEAST). This is an exceptional opportunity to share your talents and expertise to make a positive difference to the lives of people served by the Trust.

## 2. The person specification

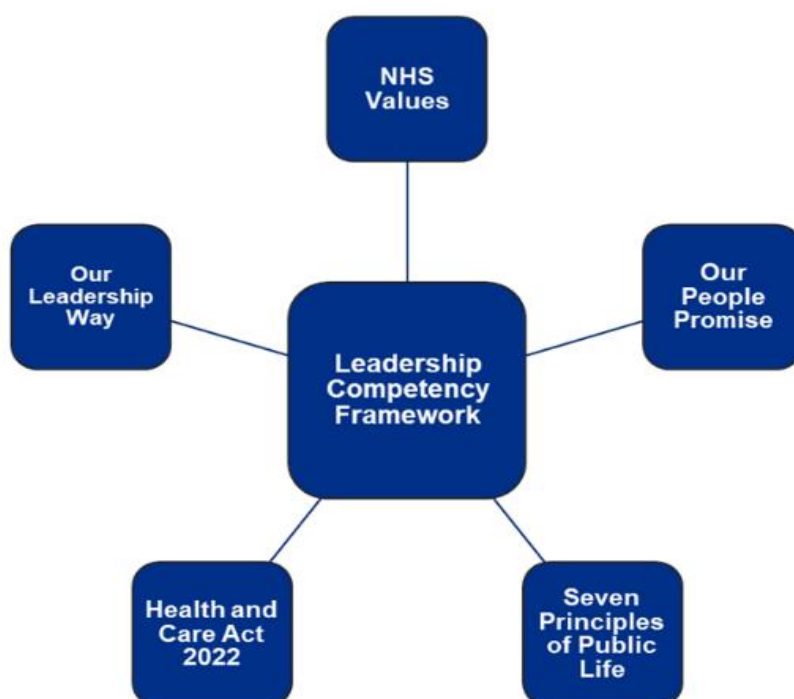
### Essential criteria

You will need to have a genuine commitment to patients and the promotion of excellent health care services. You will have clinical, quality and patient safety expertise gained from medical, nursing, or allied disciplines at a senior level in a clinical, academic, research or regulatory focused role.

### NHS leadership competency framework for Board members

Leaders in the NHS help deliver better health and care for patients by setting the tone for their organisation, team culture and performance. We have worked with a wide range of leaders from across the NHS to help describe what we do when we operate at our best.

The competency domains reflect the [NHS values](#) and the following diagram shows how they are aligned:



<b>Working together for patients*</b>	<b>Compassion</b>
Building a trusted relationship with partners and communities	Creating a compassionate, just and positive culture
<b>Respect and dignity</b>	<b>Improving lives</b>
Promoting equality and inclusion and reducing health and workforce inequalities	Setting strategy and delivering long term transformation Driving high quality sustainable outcomes
<b>Commitment to quality of care</b>	<b>Everyone counts</b>
Driving high quality and sustainable outcomes Setting strategy and delivering long term transformation	Promoting equality and inclusion and reducing health and workforce inequalities Creating a compassionate, just and positive culture
Providing robust governance and assurance	

The competency domains are aligned to [Our NHS People Promise](#), [Our Leadership Way](#) and the [Seven Principles of Public Life](#) (Nolan Principles).

### **The six NHS leadership competency domains:**

#### **Driving high-quality and sustainable outcomes**

The skills, knowledge and behaviours needed to deliver and bring about high quality and safe care and lasting change and improvement – from ensuring all staff are trained and well led, to fostering improvement and innovation which leads to better health and care outcomes.

#### **Setting strategy and delivering long-term transformation**

The skills that need to be employed in strategy development and planning, and ensuring a system wide view, along with using intelligence from quality, performance, finance and workforce measures to feed into strategy development.

#### **Promoting equality and inclusion, and reducing health and workforce inequalities**



The importance of continually reviewing plans and strategies to ensure their delivery leads to improved services and outcomes for all communities, narrows health and workforce inequalities, and promotes inclusion.

### **Providing robust governance and assurance**

The system of leadership accountability and the behaviours, values and standards that underpin our work as leaders. This domain also covers the principles of evaluation, the significance of evidence and assurance in decision making and ensuring patient safety, and the vital importance of collaboration on the board to drive delivery and improvement.

### **Creating a compassionate, just and positive culture**

The skills and behaviours needed to develop great team and organisation cultures. This includes ensuring all staff and service users are listened to and heard, being respectful and challenging inappropriate behaviours.

### **Building a trusted relationship with partners and communities**

The need to collaborate, consult and co-produce with colleagues in neighbouring teams, providers and systems, people using services, our communities, and our workforce. Strengthening relationships and developing collaborative behaviours are key to the integrated care environment.

The best boards are those that reflect the workforce and communities they serve. We particularly welcome applications from women, minority ethnic communities, and people with disabilities, who we know are all under-represented in these important roles.

- Applicants should live in or have strong connections with the area served by the Trust.
- On average this role will require the equivalent to 2 to 3 days a month, however the time commitment may vary and a flexible approach should be taken.
- The remuneration payable for this role is £13,000 (standard rate for all NEDs) per annum.

Given the significant public profile and responsibility members of NHS Boards hold, it is vital that those appointed inspire confidence of the public, patients and NHS staff at all times. NHS England and the Trust make a number of specific background checks to ensure that those we appoint are “**fit and proper**” people to hold these important roles. More information can be found on our [website](#).

## **3. About the East of England Ambulance Service NHS Trust**

The East of England Ambulance Service NHS Trust (EEAST) is one of the largest ambulance services in the UK. Their dedicated people are their biggest asset and provide 24 hour, 365 days a year **emergency and urgent care services** to around 6.2 million people in six counties: Norfolk, Bedfordshire, Cambridgeshire, Essex, Hertfordshire and



Suffolk which is an area of about 7,500 square miles. In addition, they provide **non-emergency patient transport services** for patients needing non-emergency transport to and from hospital, treatment centres and other similar facilities and who can't travel unaided because of their medical condition or frailty across most of the above counties. Their region encompasses tranquil rural retreats, busy seaside resorts and large urban conurbations.

EEAST's varied and modern services are tailor-made for each community's differing environmental and medical needs, from cycles to rapid response cars, frontline ambulances and emergency care practitioners.

They have excellent working partnerships with other emergency services including Air Ambulance organisations.

They attend more than one million emergency calls a year, and their patient transport service make nearly 1.5 million patient journeys to and from routine hospital appointments.

**EEAST's resources and teams include:**

- Over 5,000 staff and more than 1,200 volunteers
- Three Emergency Operations Centres (EOCs) located in Bedford, Chelmsford and Norwich
- 485 front-line ambulances
- 72 rapid response vehicles
- 178 non-emergency ambulances
- 53 hazardous area response team / major incident / resilience vehicles
- More than 130 sites

In 2023/24, the Trust spent just over £410 million.



## EEAST's vision:

EEAST developed a new vision as part of our new Corporate Strategy, which runs from 2025 to 2030. It was made after listening to its staff, patients, volunteers, charity partners, the public, our emergency service partners and NHS colleagues. It is:

### *The EEAST Way - Serving communities by saving lives, supporting partners, and investing in our people*

#### **Why we're here**

***Our purpose:*** We care for our patients, our communities and each other. We make every minute count to save lives and improve outcomes for patients.

***Our vision:*** Everyone in the East of England will have high-quality urgent and emergency care, with providers of health and care services across the region working in partnership with EEAST to make this happen.

#### **What we'll achieve**

##### ***Patient Mission***

To provide high-quality urgent and emergency care that is equitable, responsive, and focused on patient need.

##### ***People Mission***

To provide a supportive, inclusive, and empowering environment for our people, that supports individual and Trust performance.

##### ***Partnership Mission***

To connect patients to the best care, at the right time, first time, every time, through working with our partners.

##### ***Productivity Mission***

To be an innovative, efficient, and sustainable healthcare partner, to meet the needs of our communities within the resources available to us.

#### **How we'll work**

***Accountable***

***Respectful***

***Excellent***

This vision is underpinned by four missions:

- People
- Partnerships
- Productivity
- Patient



## EEAST's values and behaviours:

- **We are accountable**
  - I act with integrity
  - I collaborate effectively
  - I am responsible for my own wellbeing
- **We are respectful**
  - I am inclusive
  - I am empathetic
  - I am compassionate
- **We are excellent**
  - I prioritise my development
  - I listen and respond
  - I innovate

## EEAST's improvement journey:

The Trust is on a positive continuous journey, after hard work we come out of special measures in 2023 and our Board remain focussed on driving improvements in culture and performance. Even with the improvements we have made recently we're excited about the journey we're beginning now with our newly developed 2025 – 2030 Strategy which shares our ambition for what we want to achieve by 2030. Our strategy is underpinned by four missions:

- Patients
- Partnerships
- People / Workforce
- Productivity

## Core values are being

- Accountable
- Respectful
- Accountable



## **Appendix 1: Values and concepts from NHS Leadership Competency Framework**

### **Our people promise:**

- We are compassionate and inclusive
- We are recognised and rewarded
- We each have a voice that counts
- We are safe and healthy
- We are always learning
- We work flexibly
- We are a team

### **NHS values:**

- Working together for patients
- Respect and dignity
- Commitment to quality of care
- Compassion
- Improving lives
- Everyone counts

### **Our leadership way:**

We are compassionate

- We are inclusive, promote equality and diversity, and challenge discrimination
- We are kind and treat people with compassion, courtesy and respect.

We are curious

- We aim for the highest standards and seek to continually improve, harnessing our ingenuity
- We can be trusted to do what we promise

We are collaborative

- We collaborate, forming effective partnerships to achieve our common goals
- We celebrate success and support our people to be the best they can be



## Health and Care Act 2022

- Collaborate with partners to address our shared priorities and have the core aim and duty to improve the health and wellbeing of the people of England.
- Improve the quality, including safety, of services provided.
- Ensure the sustainable, efficient use of resources for the wider system and communities

## Seven principles of public life

- Selflessness
- Integrity
- Objectivity
- Accountability
- Openness
- Honesty
- Leadership



## **[Appendix 2: More information](#)**

For information about the Trust, such as business plans, annual reports, and services, visit their [website](#). Follow the links for more information about:

- **Support to prepare candidates to apply for a Non-Executive vacancy including:**
  - Role and responsibilities
  - Building your application
  - Sources of information and useful reading
  - Eligibility and disqualification criteria
  - Terms and conditions of Chair and Non-Executive Director appointments
  - How we will handle your application and information
- **[View all current chair and non-executive vacancies](#)**
- **[Sign up to receive email alerts on the latest vacancies](#)**
- **[Contact details for the Senior Appointments and Assessment Team](#)**

*NHS England respects your privacy and is committed to protecting your personal data. We will only use personal data where we have your consent or where we need to comply with a legal or statutory obligation. It is important that you read [this information](#) together with our [privacy notice](#) so that you are fully aware of how and why we are using your data.*

## **[Appendix 3: Making an application](#)**

If you wish to be considered for this role, please provide:

- a CV that includes your address and contact details, highlighting and explaining any gaps in your employment history
- a supporting statement that highlights your motivation for applying and your understanding of the NHS and the role. You should outline your personal responsibility and achievement within previous roles and how your experience matches the person specification
- the names, positions, organisations and contact details for three referees. Your referees should be individuals in a line management capacity, and cover your most recent employer, any regulated health or social care activity or where roles involved children or vulnerable adults. Your references may be taken prior to interview and may be shared with the selection panel. In accordance with [NHSE's FPPT framework](#) if appointed your references and other background checks will be shared with the Trust.



- please complete and return the monitoring information form which accompanies this pack and is available for download
- tell us about any dates when you will not be available

#### Appendix 4: Key dates

- **closing date for receipt of applications: 27 May 2025 at 11am.**
- **Stakeholder panel and interviews: 10 June 2025**
- **proposed start date: tbc 2025**

#### Getting in touch

- We strongly recommend an informal and confidential discussion with Thomas Patterson, Managing Director or Michael Earnshaw, Director of Researcher at Alumni Global, on +44 7719 055 971.
- **NHS England** – for general process enquiries contact Mandy Reszczynski on 0113 825 3909 or by emailing [amanda.reszczynski@nhs.net](mailto:amanda.reszczynski@nhs.net)

#### NHS England

E: [england.chairsandneds@nhs.net](mailto:england.chairsandneds@nhs.net)

W: [england.nhs.uk](http://england.nhs.uk)

