



# London Ambulance Service

NHS Trust

## Non Executive Director Candidate information pack October 2025







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 black and 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.

# Welcome

## Hello and thank you for your interest our non-executive director role.

We are looking for a new team member with a strong background in digital to join our inclusive Board and work with colleagues to help take the Trust from Good to Great. As the only pan-London NHS provider, we are particularly keen to consider candidates who are rooted in the communities we serve and who can bring experience of building successful alliances and strong relationships with a broad range of partners.

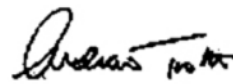
This pack contains a lot of information about what we do and who we are and the person specification on page 10 will tell you more about the sort of person we think we need. However, we recognise that people can sometimes be put off applying for a job unless they think they match every requirement. Don't let that hold you back.

If you are excited about the role, think you can do much of what we have described, but aren't sure if you are quite who we're looking for, please do contact us.

We are an inclusive employer and welcome applicants from all backgrounds to ensure that our Board reflects the diversity of our communities and encourages diversity of thought.

If you would like to have an initial conversation, please call or email our recruitment partners Jenny Adrian and Rhiannon Smith, at Hunter Healthcare on: 07939 250362 or [jadrian@hunter-healthcare.com](mailto:jadrian@hunter-healthcare.com)

We look forward to hearing from you.



**Andrew Trotter OBE, QPM**

Chair

London Ambulance Service NHS Trust



# About LAS

**London Ambulance Service (LAS) is the only London-wide healthcare provider, making us one of the largest and busiest ambulance services in the world.**

We respond to more 999 and 111 calls than any other ambulance service in the country, and operate a number of specialist teams to provide tailored care to people's needs – this includes our mental health joint response cars (where a paramedic is teamed with a mental health practitioner) and our joint community response teams who care for frail older people in their own homes.

We attend more than 2,700 patients every day. Our patients, staff, volunteers and communities are at the heart of what we do, and we involve them in helping to shape our work and the care we provide. As a large NHS organisation caring for the whole of London, we are responsible for ensuring our services and employment practices are accessible and inclusive for the diverse communities we serve and the people we employ or who volunteer with us.

A growing part of our work is supporting patients who need non-emergency care (also known as urgent care) and ensuring that patients access the most appropriate care service to meet their needs through NHS 111 and the integrated clinical assessment service. We are now the lead provider of this service in three of the five care systems in London, with a key role to play in the remaining two.

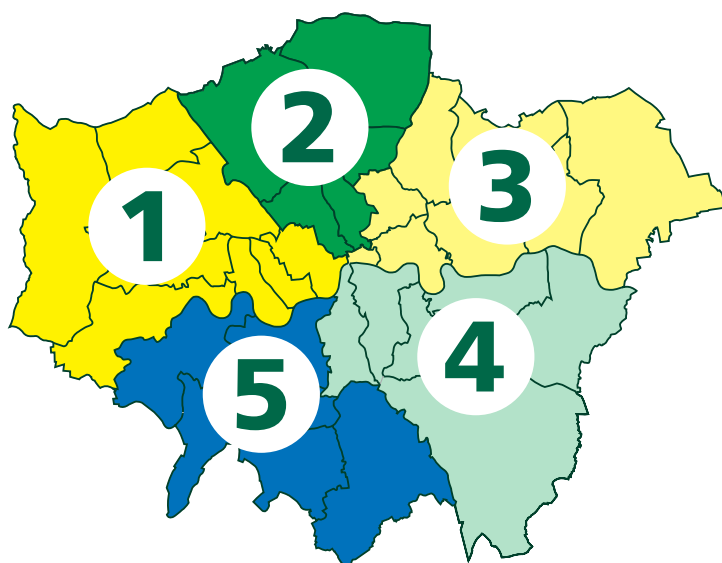
Thanks to our specialist, tailored approach to providing care, we now take fewer than half our patients to hospital and work with our health and care partners across London to develop effective care pathways to help make that happen.

## Working in partnership

We are part of London's five integrated care systems (ICSs) – North West London (1), North Central London (2), North East London (3), South East London (4) and South West London (5) – which bring together health and care organisations to deliver care.

Across our ICSs we work with five integrated care boards, 33 borough councils, 42 NHS trusts including mental health acute and community hospitals, over 200 primary care networks, and hundreds of voluntary sector organisations. We work closely with partners such as the London Air Ambulance, the Metropolitan Police, British Transport Police, and the London Fire Brigade.

Each ICS has a health and care strategy addressing the needs of the population which vary significantly across and within boroughs.





# Our Strategy 2023-28

**Our vision is to deliver outstanding emergency and urgent care whenever and wherever needed for everyone in London, 24/7, 365 days a year.**

Our strategy 2023-2028 outlines how we plan to achieve this, and is centred upon three missions focused on:

- **Our care** – delivering outstanding emergency and urgent care whenever and wherever needed
- **Our organisation** – being an increasingly inclusive, well-led and highly skilled organisation people are proud to work for
- **Our London** – using our unique pan-London position to contribute to improving the health of the capital

To achieve these three missions we have set ourselves 50 commitments to deliver over the next five years. In developing these ambitious commitments, we have engaged extensively both inside our organisation, with our partners and with our patients, and we have analysed population trends and horizon scanned the future.

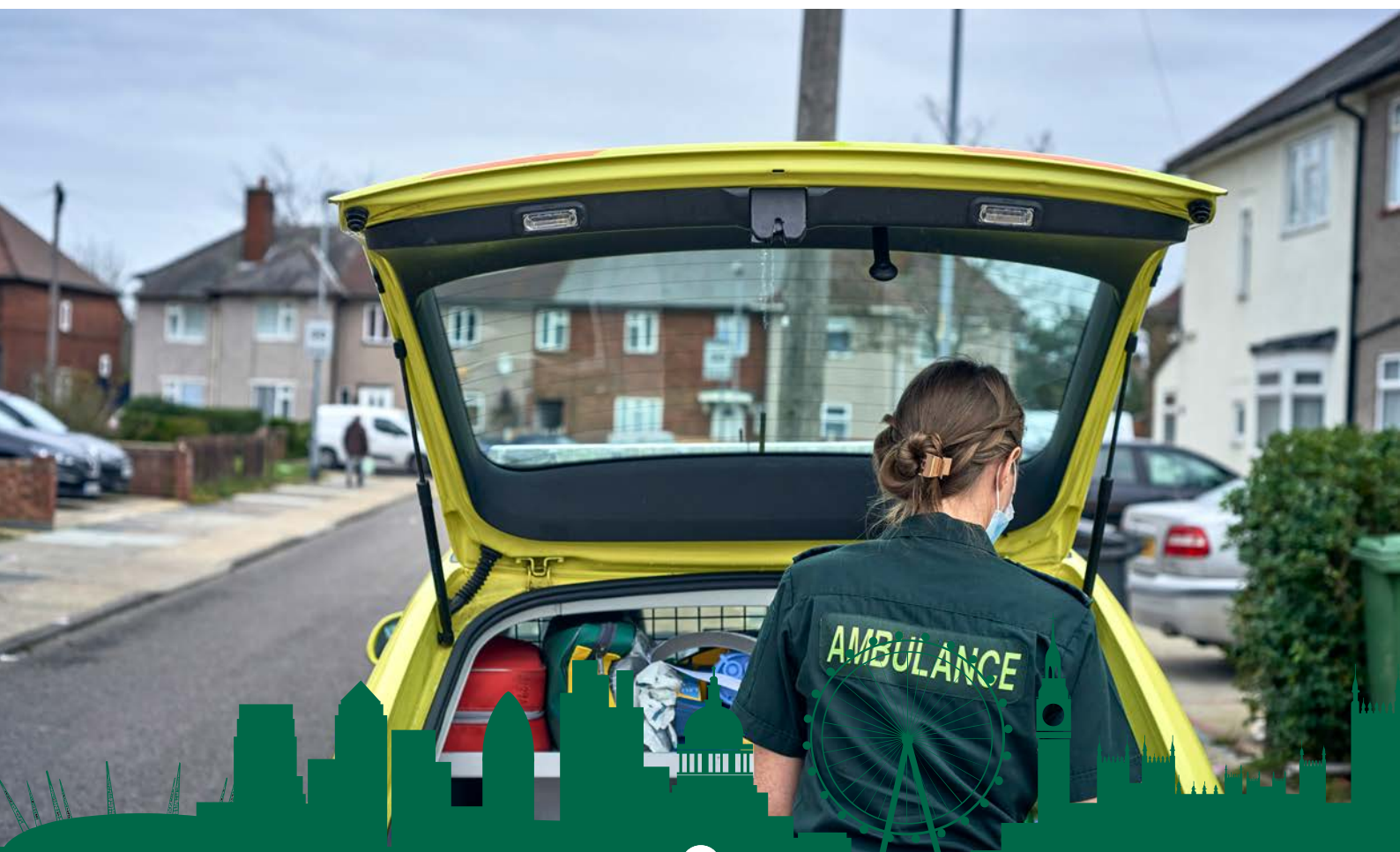


# Values and behaviours

We seek to live up to Our LAS Values and behaviours with all of our patients, communities, colleagues and other partners across London.



| VALUES          | BEHAVIOURS                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Caring</b>   | <ul style="list-style-type: none"> <li>Kindness – be caring and compassionate, polite, welcoming, approachable</li> <li>Positive – embrace change, be enthusiastic and optimistic, proactive</li> <li>Empathetic – put myself in other people's shoes, consider other perspectives</li> <li>Listening – hear others, be open, approachable, give others space to speak</li> </ul>                |
| <b>Respect</b>  | <ul style="list-style-type: none"> <li>Equity – be fair, embrace diversity, accept others for who they are</li> <li>Inclusive – advocate for others, ask for input, seek out alternative views</li> <li>Understanding – be interested in others' feelings, stories and backgrounds</li> <li>Appreciative – offer descriptive praise, seek out feedback, value others</li> </ul>                  |
| <b>Teamwork</b> | <ul style="list-style-type: none"> <li>Supportive – offer help when you notice others need it, check in regularly</li> <li>Collaborative – seek opportunities to work together, communicate, clarify</li> <li>Professional – be accountable, responsible for my attitude, calm and reassuring</li> <li>Integrity – be honest, share learnings, act in others' and LAS' best interests</li> </ul> |



# A day in the life of LAS

We answer  
**5,700**  
calls in 999



**999**

We answer  
**6,000**  
calls in 111

**111**

## We help:

**240**  
fallers

**230**  
patients with  
breathing problems

**200**  
patients reporting  
chest pain

Deliver **4** babies



## We respond to:

**34**  
cardiac arrests

**34**  
suspected  
strokes

**8**  
suspected  
heart attacks



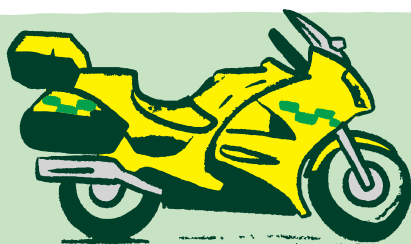
# Our fleet



**400**  
ambulances



**80**  
rapid response  
cars



**10** motorcycles



**20** bicycles





# Our people

Over

# 10,000

people working, studying  
and volunteering with us



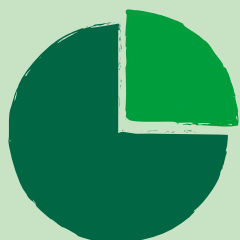
# 1,900

operational support  
and corporate staff



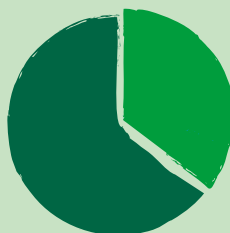
# 6,800

operational staff



# 25%

from an ethnic  
minority background



# 35%

of new recruits in  
2024/25 from an ethnic  
minority background



# 53%

of staff trust-wide  
are female



# 44%

of staff are Band 7  
or above

# 170

volunteers



Our social media posts were seen

# 63 million

times in a year



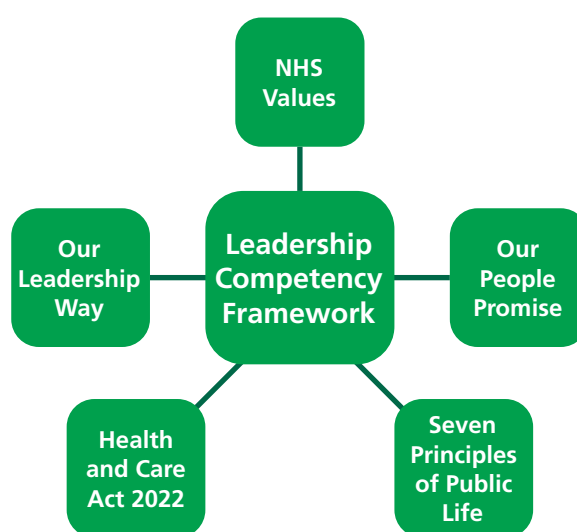
# Person specification

## Essential criteria

- A **genuine commitment** to patients and the promotion of excellent health care services.
- The Trust is keen to attract applicants from a **digital background**. As an ambulance organisation the Trust is heavily dependant on digital and telephony services to deliver its clinical services and it has a major programme of renewal and transformation in the digital space. The appointee needs to be capable of chairing the Digital and Data Committee and providing oversight and challenge to the digital strategy. We operate as a unitary board and the candidate should also demonstrate a strong interest in **finance, audit or strategy** issues.

The competency domains reflect the NHS values and the following diagram shows how they are aligned.

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



## 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.

| Working together for patients*                                                                                                                                        | Compassion                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Building a trusted relationship with partners and communities</li> </ul>                                                     | <ul style="list-style-type: none"> <li>• Creating a compassionate, just and positive culture</li> </ul>                                                                                            |
| Respect and dignity                                                                                                                                                   | Improving lives                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>• Promoting equality and inclusion and reducing health and workforce inequalities</li> </ul>                                   | <ul style="list-style-type: none"> <li>• Setting strategy and delivering long term transformation</li> <li>• Driving high quality sustainable outcomes</li> </ul>                                  |
| Commitment to quality of care                                                                                                                                         | Everyone counts                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>• Driving high quality and sustainable outcomes</li> <li>• Setting strategy and delivering long term transformation</li> </ul> | <ul style="list-style-type: none"> <li>• Promoting equality and inclusion and reducing health and workforce inequalities</li> <li>• Creating a compassionate, just and positive culture</li> </ul> |
| Providing robust governance and assurance                                                                                                                             |                                                                                                                                                                                                    |



## 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 at the same time as tackling discrimination in the pursuit to be an anti-racist organisation.

### 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, people from local black, Asian and minority ethnic communities, people with disabilities and people from the LGBTQIA+ community 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 5 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](#).



# 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

### 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

### 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

### Seven principles of public life

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



# Appendix 2: More information

Follow the links for more information about:

- **Support to prepare candidates to apply for a non-executive vacancy** including:
  - About the NED role
  - 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 Non-executive Appointments 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: How to apply

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**
- tell us about any dates when you will not be available

Hunter Healthcare are helping us to identify potential candidates. For an informal conversation about the post, please contact Lauren Viro or Jenny Adrian at our recruitment partners, Hunter Healthcare by email: **jadrian@hunter-healthcare.com** or phone: **07939 250362**

- NHS England – for general enquiries contact Miriam Walker by email **miriam.walker@nhs.net**
- Please forward your completed application to **england.chairsandneds@nhs.net** quoting reference number **L3484**
- Long-listed candidates may be invited for a preliminary interview with Hunter Healthcare. To facilitate this, we will share your application with them. Feedback from these interviews will be given to the panel

## KEY DATES:

|                             |                  |
|-----------------------------|------------------|
| <b>Application Deadline</b> | 5 November 2025  |
| <b>Shortlisting</b>         | 20 November 2025 |
| <b>Interviews</b>           | 5 December 2025  |





**NHS**

# London Ambulance Service

NHS Trust



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