



Could you help lead the NHS in your area?

**East of England Ambulance Service
NHS Trust**

Non-executive Director

Candidate information pack

Reference: M3725



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 actively encourage applications from individuals of all backgrounds, including those from underrepresented groups and people living with disabilities.

We value the unique perspectives that come from different life experiences, cultures, and identities. Whether you bring lived experience of using health services, professional expertise, or community insight, your voice matters.

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 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. Alongside joining the Board as a NED, you will also Chair the People Committee.

2. The person specification

Essential criteria

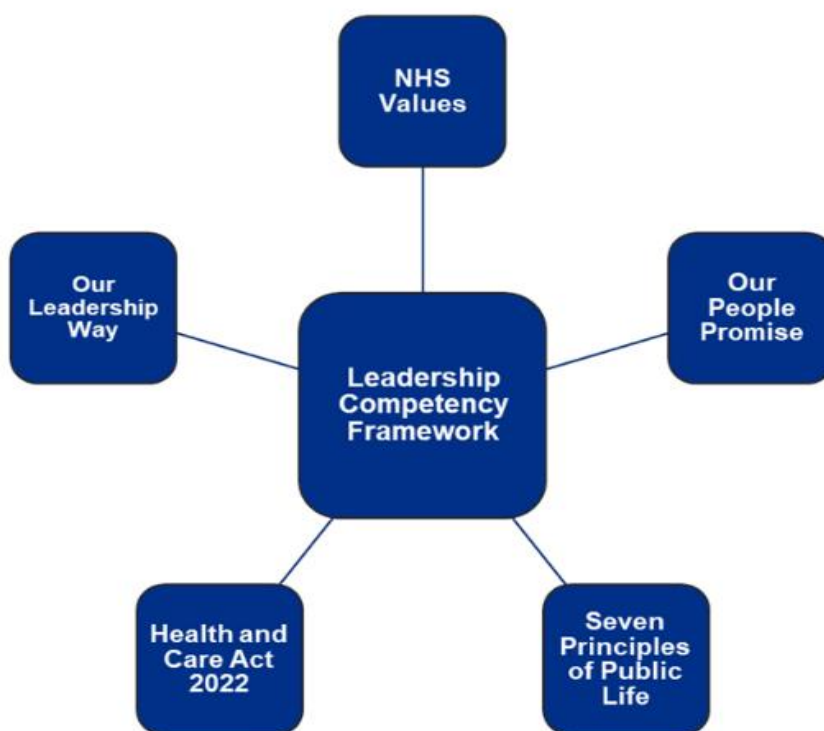
You will need to have a genuine commitment to patients and the promotion of excellent health care services. You will have senior level experience in one or more of the following areas, that may have been gained in any sector:

- People / HR / OD leadership experience, perhaps as a Chief People Officer / HR Director or similar
- General management or wider executive director experience with a track record of inclusive people leadership and culture change
- Prior NED/Trustee experience or the demonstrable ability to step into this role, with the capability to chair the People Committee

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:



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

Applications will be assessed on merit, as part of a fair and open process, from the widest possible pool of candidates. The information provided by applicants will be relied on to assess whether sufficient personal responsibility and achievement have been demonstrated in previous/other roles, to satisfy the experience being sought.

The best boards are those that reflect the workforce and communities they serve. We particularly welcome applications from individuals of all backgrounds, including those from underrepresented groups and people living 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 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](#).

3. About 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 6.3 million people in six counties: Norfolk, Suffolk, Cambridgeshire, Bedfordshire, Hertfordshire, and Essex 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 1.4 million emergency calls a year, and their patient transport service made over 300,000 patient journeys to and from routine hospital appointments.

EEAST's resources and teams include:

- Over 6,000 staff and more than 1,500 volunteers
- Three Emergency Operations Centres (EOCs) located in Bedford, Chelmsford and Norwich
- Number front-line ambulances – 500
- Number rapid response vehicles - 70
- Number non-emergency ambulances - 132
- Number hazardous area response team / major incident / resilience vehicles - 56
- More than 120 sites

In 2025/26, the Trust spent just over £500 million.



EEAST’s vision:

EEAST has implemented its new Corporate Strategy for 2025 to 2030, and whilst embedding is currently underway with its Patient and Partnership Missions, further development of its People and Productivity Missions are ongoing. This strategy was developed through deep stakeholder engagement and 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 direction is defined by our purpose and vision.	Our purpose We care for our patients, our communities and each other, making every minute count to save lives and improve outcomes for patients.			
	Our vision for our region Everyone in the east of England will have high-quality urgent and emergency care. Health and care providers across the region will work in partnership with the East of England Ambulance Service to make this happen.			
WHAT we will achieve over the next five years. Our four missions.	Our Patient Mission To provide high-quality urgent and emergency care that is fair, responsive, and focused on patient need.	Our People Mission To provide a supportive, inclusive, and empowering environment for our people. It will support individual and organisational performance.	Our Partnership Mission To connect patients to the best care, at the right time, first time, every time, through working with our partners.	Our Productivity Mission To be an innovative, efficient, and sustainable healthcare partner. We will meet the needs of our communities within the resources available to us.

HOW we will treat each other and those we serve. Our values describe the culture we want and the behaviours you should expect from us all.	VALUES		
	We are ACCOUNTABLE	We are RESPECTFUL	We strive to be EXCELLENT
	BEHAVIOURS		
	I am honest and do what I say I will do • I collaborate to get the job done well • I take responsibility for my own wellbeing and actions	I am inclusive • I am empathetic • I am compassionate	I develop the skills I need to do my job well • I act on feedback • I keep improving the way we work



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 continuous improvement journey, and we have made significant progress over the past couple of years. During 2025, the Trust set clear expectations to ensure sexual safety for all our staff. We have launched a bespoke sexual safety campaign, embarked on a Culture Review to fully understand the challenges, whilst addressing these through a robust Employee Relations (ER) process. We engage very well with our trade union colleagues and have started codesigning transformation programmes to ensure that we give our people their voice. We have implemented a range of wellbeing services in support of our people, who are often exposed to very traumatic circumstances as part of their daily roles. We are committed to fostering an organisation which is inclusive and supportive for everybody – patients, staff and stakeholders. Even with the improvements we've made in recent years, we recognise the need to continue to evolve how we deliver our service to respond effectively to the needs of the 6.3 million patients in the east of England. To support this, the EEAST strategy 2025-30 not only provides a new vision for our future but outlines the missions, values and behaviours required to get us there. Our Strategy is underpinned by four missions:

- Patients
- Partnerships
- People
- Productivity



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:**
 - 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 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

For more information, you can get in touch with:



- We strongly recommend an informal and confidential discussion with Julie Thallon, the interim Chair of the Trust. Please contact Michaela Knapcova, Business Support Officer by e-mailing Michaela.knapcova@eastamb.nhs.uk
- Alumni Global are helping us to identify potential candidates, if you would like a confidential discussion about the role contact Thomas Patterson, Managing Director on 07970 339 151 or email thomas.patterson@alumniglobal.com.
- **NHS England** – for general process enquiries contact Jane Hundley by emailing jane.hundley@nhs.net

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 as well as previous employer(s) from the past six consecutive years. They should also cover 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
- If you have previously held a Director, Chair or Non-executive Director position in an NHS funded organisation or a regulated services organisation (see list below), a Board Member Reference (BMR) will also be requested from your former organisation(s), for posts ending after September 2023:
 - NHS Trusts and Foundation Trusts
 - Integrated Care Boards
 - NHS England (national and regional teams)
 - Arm's Length Bodies if they deliver regulated services
 - Independent providers commissioned by the NHS (e.g. private hospitals, social enterprises)
 - Community Interest Companies (CICs) delivering NHS-funded care
 - Joint ventures or partnerships involving NHS statutory bodies
- 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



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

Appendix 4: Key dates

- **closing date for receipt of applications: 14th August 2026 at 11am.**
Please forward your completed application to england.chairsandnedes@nhs.net quoting reference **M3725**, copying in thomas.patterson@alumniglobal.com.
- **Preliminary interviews:** Long-listed candidates will be invited for a preliminary interview with Thomas Patterson, Managing Director at Alumni Global. To facilitate this, we will share your application with Alumni Global. Feedback from these interviews will be given to the panel.
- **Stakeholder event:** the shortlisted candidates will be invited to the Trust to meet groups of its key stakeholders on **w/c 14th September 2026 - TBC**
- **Interview date:** 15th September 2026
- **proposed start date:** TBC

NHS England

E: england.chairsandnedes@nhs.net

W: england.nhs.uk

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