Martin Pettifor

Chairman of the board of Trustees

I became chairman of the board in June 2021 having helped Age UK Barrow over the previous 12 months get onto a sounder financial footing. I believe I offer my fellow trustees significant leadership experience, having sat on Executive teams and boards for over 25 years, including being Managing Director of Boots Healthcare in the Netherlands and Commercial Director of two NHS trusts, as well as the largest Mental Health charity in the UK. My voluntary experience includes being a board governor of the University of Northampton for the last 8 years, where I am currently the Senior Independent Member and previously chaired an Audit committee overseeing the construction of a new £300m campus.

Having lived in 8 countries and worked across the globe, I have seen how different cultures treat their elderly. Many, notably the Japanese, value their wisdom. I firmly believe older age should be a time of celebration, of more not less life. But for too many in the UK, it’s a time of loss, of social isolation constrained by poor health and limited finances. Age UK does some amazing things to help - not least of all in helping older people in Barrow claim over £1m pa in assistance from the government.

You don’t work in a charity to become rich. Our amazing team does it to make a difference everyday in every interaction- as one of them said “ my job is like Christmas everyday”. I can’t think of a better way of spending my spare time than helping them and our tremendous volunteers help some of the most vulnerable members of our communities live healthier, more enjoyable, and more fulfilling lives.

That’s what being chair of Age UK Barrow & District is all about for me.

*Martin Pettifor*

