



Head of Community Services

Recruitment Pack

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AUKEL: Our vision, values and strategy

Vision

We want East London to be a place where people age well, and where older people live happy, healthy and fulfilled lives.

Strategy

We have launched an ambitious [new five-year strategy](#) which was informed by the voices of older people in East London. Older people told us as part of our strategy consultation that they want to:

Be independent,

Be connected,

Be informed and

Be heard.

All our service delivery ambitions are clustered under these four headings.

Values

The way we do things is as important as what we do. We use the values agreed below, to frame our whole organisational approach.

Kind

Accountable

Collaborative

Flexible

Inclusive

We are committed to equity, diversity and inclusion

Age UK East London is committed to **Equity, Diversity and Inclusion (EDI)**, we recognise it as central both to our service delivery and to 'our people'. We want to build a diverse and inclusive team where everyone feels that they belong. We are aiming for a staff team that, at every level, reflects the profile of

our local community and for this reason particularly welcome applications from people we want to see better represented in our organisation - people of colour, LGBTQ+ people and disabled people.

About Age UK East London (AUKEL)

The organisation

Age UK East London (AUKEL) is a local independent charity, which is part of the national Age UK network. We work across Tower Hamlets, Hackney, Waltham Forest and Newham to deliver services which support older people to live healthier, happier and more fulfilled lives.

Our work

Each year we support around 20,000 older East Londoners by providing flexible practical and emotional support in homes, hospitals and in the community. Our boroughs have the country's highest pensioner poverty in the country, further exacerbated by the current cost of living crisis.

How we help:

1. We tackle poverty

Each year our advice service supports over 2,000 older people to claim £3.2million in welfare benefits, grants and relief entitlements. During the cost of living crisis we distributed £42,000 worth of emergency vouchers for food, helping older people ensure there was food in the fridge.

2. We alleviate loneliness

According to a national model, Tower Hamlets has the highest rates of loneliness in London and in England. Our East End Friends initiative teams housebound older people who'd like a bit more company with a volunteer to visit them at home. 92% of older people said they felt less isolated and lonely and 100% of volunteers would recommend the scheme.

3. We improve health

Many older people live alone and struggle to manage around the home. Our home from hospital service supports 3,000 older people to return to a safe and warm home. Just 6% are readmitted to hospital within 28 days compared to 15.3% in areas where there aren't these services.

4. We increase independence

Many older people in our boroughs have very poor health. For example, at age 65, women in Tower Hamlets can expect just six more years of good health, which is the lowest in London and almost the lowest in England. This reduces their quality of life and can make it harder to remain independent. As well as increasing income and addressing loneliness (both determinants of health) we offer yoga, walking, and chair-based exercise groups at our community centre in Bow. 87% of participants said they are more independent as a result.

About the team

We are a friendly, welcoming team of c. 70 staff and c. 70 volunteers. As well as many new starters we have several colleagues with 20+ years of service. You can read about our senior team on our website <https://www.ageuk.org.uk/eastlondon/about-us/senior-staff/> , and here's a picture of a few of us at our EID celebration in April 2024



Our Community Services

We provide a range of services for older people in Hackney, Tower Hamlets and Newham (with a smaller offer in the City). In 2024-26 we supported over 26000 people in a wide range of ways including hospital discharge, handyperson services, befriending support and information and advice.

Our community services make up a core part of our offer, through delivery we support wellbeing, reduce isolation, and promote health and independence amongst older people. Our community services include:

- **Exercise and falls prevention activities**, including chair-based yoga, walking groups and other fitness sessions delivered in our centres and outreach settings.
- **Social activities** that help older people build and maintain connections in centres and community locations.
- **Lunch clubs** offering healthy, warm and affordable meals alongside social interaction.
- **Digital inclusion support** enabling people to connect with family, friends and services online.
- **Online social activities** for people who are housebound, reducing isolation and stimulating engagement.
- **Carer support services**, ensuring carers understand and access their rights and entitlements, and providing groups and activities that help to alleviate the pressures of caring.

The role

You will be responsible for the development and delivery of our Community Services; ensuring they deliver against our [strategic ambitions](#). Working with our Head of Home and Hospital and Head of Information and Advice you will also ensure effective integration between service areas, and that our people are consistently led and managed.

Background to the role

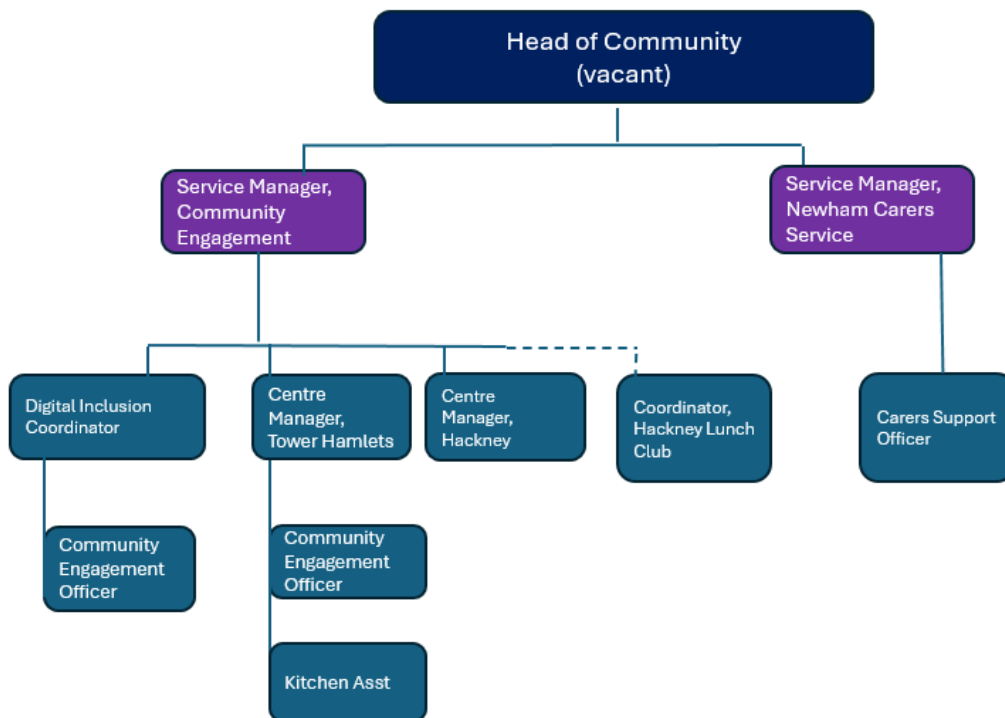
The post has been vacant since October, since then we've undertaken a review of our community team and our current community delivery – it's important we get these things right if we are to deliver our ambitious strategy. By the time you begin in role there will be a clear plan for development which you will lead on delivering.

This is a challenging and rewarding role; you'll have expertise in the needs of older people as well as experience of change management and of leading operations. You will be resilient and will have values which align with ours: Kind, Accountable, Collaborative, Flexible and Inclusive. You'll be an active member of the senior leadership team, collaborating with colleagues on organisational development, and culture. You'll be a confident networker, initiating and developing external relationships and networks which will support and enhance our community services offer.

There will be a lot of opportunity to make your mark, deliver change and support a very willing and enthusiastic team to develop together. We'll expect a great deal of you but in return you'll be well supported, invested-in and given lots of opportunity to learn and grow as an organisational leader.

We are looking for people who understand the community we serve and are therefore specifically looking for applicants who live in and/or have strong connections with Hackney, Tower Hamlets or Newham. Additionally, we are determined to increase the diversity of our senior team in line with our organisational EDI Objectives. For this reason, we are actively seeking candidates from the Global Majority (all non-white ethnic groups, including Black, Asian, and other groups previously labelled as "ethnic minorities" or 'BAME').

Community team structure



Job description

Job Purpose
<ul style="list-style-type: none">• Strategic and operational leadership of Age UK East London's community services, ensuring delivery requirements are met and we are responsive to new opportunities.• Lead on implementation of recommendations resulting from the community service review.• Support team members, volunteers, and members of the public to contribute to longer term planning and have a sense of ownership and agency in evolving our offer.• Build capacity in the team to focus on impact driven delivery which supports older people across Age UK East London to live happy healthy and fulfilled lives.
Key Tasks
Coordination and Management of service
<ul style="list-style-type: none">• Leading community services which contribute to the overall strategic objectives of Age UK East London, supporting team members to understand their role in this.• Motivate and inspire a frontline staff and volunteer team, using excellent communication skills and an enabling coaching approach.• Develop strategic relationships in the local health and social care system, gaining insight and timely access to future opportunities; building service reputation and influence.• Ensure that older people who are supported by the Community team also benefit from the range of AUKEL services and those provided by other local partners.
Quality and Insight
<ul style="list-style-type: none">• Use qualitative and quantitative insight to identify and respond to new opportunities and embedding a culture of continuous improvement.

- Ensure community services are meeting all KPI's for quality and delivery, overseeing data management and analysis to ensure compliance and insight that supports future development and demonstration of impact, taking a continuous improvement approach.
- Ensure all members of the team are fully conversant with our CRM, are following good data practices and are proactively utilising data as a delivery monitoring and service improvement tool
- Work with the team on embedding other systems and processes which underpin the quality and safety of our community service offer.

General

- Develop and nurture supportive and collaborative relationships with local community, voluntary and faith partners, sharing best practise and developing opportunities to work together to support local older people.
- Be an active member of our SLT, working with senior leaders across AUKEL, contributing your experience and expertise to problem solve, spot and develop opportunities as well as make an impact on our overall organisational development journey.

Leadership and management

- Engage, motivate and inspire the team, taking a person-centred approach to line management and continual professional development.
- Evaluate and manage overall team and individual performance and wellbeing
- Run regular team meetings with content that promotes team cohesion as well as being informative and operationally useful.
- Ensure communication and training of the team is in line with contractual requirements and AUKEL policies.
- Encourage and provide opportunity for sharing of knowledge within the team and between colleagues across AUKEL.

Other

- To undertake any other duties within the competence of the post holder as may be required from time to time for the smooth running of AUKEL.
- To carry out the duties of the post in accordance with AUKEL’s policies and procedures including: Equity and Diversity, Health & Safety, Confidentiality, Complaints, Data security, Safeguarding.
- Participate in learning and development opportunities and take responsibility for identifying your own learning needs.

Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Of leading a high performing culture through managing people and successfully engaging and motivating staff. • Of delivering services for older people. (A) • Of leading change. (A & I) • Of operational service management within community-based settings within the statutory, voluntary or private sector. (A) • Of working with data to monitor, evaluate and report on outputs, outcomes and reach. (I) • Of effective external collaboration and partnership development. (A & I) 	<ul style="list-style-type: none"> • Of engaging strategically with the local community, health and care system. • Of design and delivery of innovative, impactful health and wellbeing programmes.
Knowledge & Understanding	<ul style="list-style-type: none"> • Understanding of, and expertise in, the care and support needs of older people. (I) • Understanding of the impact of discrimination and disadvantage on the lives of older people and ability to work in a trauma-informed manner. (A) • Understanding and commitment to safeguarding and promoting the welfare of vulnerable adults and their Carers. (I) 	<ul style="list-style-type: none"> • Of the current health and care landscape

Skills/Attributes	<ul style="list-style-type: none"> • Intermediate IT skills (I) • Can demonstrate commitment to AUKEL values (accountable, kind, flexible, inclusive, collaborative). (I) • Commitment to learning and development and reflective practise. (A) • Ability to focus on a longer-term goal whilst also implementing shorter term initiatives. (A) • Resilient and resourceful in providing and seeking support where needed. (I) 	<ul style="list-style-type: none"> • Ability to speak a community language
Additional Requirements	<ul style="list-style-type: none"> • This post is subject to the relevant check through the Disclosure & Barring Service (DBS) • Flexibility in working hours to meet organisational needs. 	

Employment Details

Contract type

Contracted post for 35 hours per week. We welcome applications for flexible working including reduced hours.

Location

The post holder will be expected to base themselves across our 4 main sites as the role requires. These are located at:

1. Head Office, 82 Russia Lane, London E2 9LU
2. Marie Lloyd Centre, 329 Queensbridge Rd, London E8 3LA
3. Merchant Street Hub, Bow Road Methodist Church, 1 Merchant Street, Bow, London E3 4LY
4. 655 Barking Road, London E13 9EX

Salary

This is a Grade 6 role: £42,534 and rising to £47,787. Starting salary dependent on experience. Plus 5% employer pension contribution.

We have recently introduced a salary bands system. This salary range refers to the lowest and top steps of the grade. Salary will progress every year until the top salary is reached.

Holiday entitlement

25 days (pro-rata for part time) of paid holiday per year plus bank holidays. This increases after two years of service to 27 days, and then a further one day per every year of service up to a maximum of 30 days after five years of service. In addition, all employees are entitled to one day off on (or around) their Birthday.

Conditions of employment

The job offer is subject to the receipt of two satisfactory Employment References, a DBS Check and evidence of relevant Qualifications.

How We Value Our People

Below is a brief summary of the work and steps we take as an organisation to develop and care for our team. Please feel free to enquire for more details.

Learning and development - We are committed to supporting our staff through a variety of training, e-learning, workshop and shadowing.

Flexible working policy - we welcome flexible working requests from day one..

Family Friendly Policy - includes maternity, paternity, adoption and shared parental leave

Sick leave policy

Death in service insurance

Menopause and menstrual policy

Open Door policy

Wellbeing policy

Other benefits – cycle to work scheme, various discount schemes, employee assistance programs

How to apply

To apply, please complete the application form on [our website](#) which includes the following three questions:

Question 1: How will you know what community services we should be delivering? In your answer describe your knowledge of East London and your approach to finding out what is needed. (250 words maximum)

Question 2: The role of Head of Community has many responsibilities, including developing local relationships, leading a team, and service development. Which of these would you find most challenging? Please explain why and tell us how you would overcome any potential challenges. (250 words maximum)

Question 3: Obtaining funding for the delivery of our community services has become increasingly demanding. How would you approach ensuring the sustainability of our busy and impactful services? (250 words maximum)

Recruitment Timetable

Deadline to receive applications: 11.59pm Tuesday 12th May

1st stage interviews (online): Monday 18th May

2nd stage interviews (in person at one of our community venues): Thursday 28th May

Have any questions? If you want to find out more about the recruitment process or the role, please contact Larissa Howells, Director of Services/ Deputy CEO by emailing on: larissa.howells@ageukeastlondon.org.uk