



Trustee Recruitment Pack

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Hello and Welcome

Nearly a million older people in the UK are often lonely.*

Many older people in our communities face significant challenges - from loneliness, isolation, and frailty to financial hardship and managing life-changing conditions like Dementia. The work we do is vital in ensuring they have access to the support and care they deserve.

Our team is deeply passionate about this mission. Many of us have personal experience supporting older relatives through similar challenges, and these lived experiences fuel our commitment to delivering high-quality, compassionate services.

Following our successful merger in August 2023, our organisation is now moving forward with greater ambition and a renewed focus on expanding our reach. As a Trustee, you will play a crucial role in shaping that future - helping us to serve more people, strengthen our services, and advocate for the needs of older people across Maidstone, Sevenoaks, and Tonbridge.

*Data from research conducted by National Age UK.



Louise MacPherson

Chief Executive Officer

Our Vision, Mission and Values

Our Vision

Our vision is to grow an age friendly community, enabling people to age well across Maidstone, Sevenoaks and Tonbridge and love later life.

Our Mission

Our mission is to improve the wellbeing of older people over the age of 50 by making later life a fulfilling and enjoyable experience by tackling loneliness, isolation and poverty.

Our Values

Heart - We put people's needs and preferences at the heart of all we do.

Creative - We work together to find new solutions to the challenges facing older people within our local communities.

Professional - We are dedicated to delivering the highest quality services and activities to our local communities.

Inclusive - We are inclusive, positive and welcoming in everything we do.

Collaborative - We believe teamwork and partnerships are central for achieving our vision.

Proud - We are proud to work and volunteer here. We value that Age UK Maidstone, Sevenoaks and Tonbridge's role is to make a positive difference to the older people.



Our Services

We offer a mixture of community-based and centre-led sessions which aim to provide support for older people with different levels of need across our areas of operation.

Our community-based services include a Befriending service, Dementia Cafes which run from various areas across Maidstone, Sevenoaks and Tonbridge, Gardening services, Independent Living Support and more. Many of these services focus on ensuring older people can maintain their independence in a home environment.

Our centre-led services include Day Centre drop-ins for older people who may benefit from additional support and supervision, alongside specialist Dementia Day Care provision for older people who may be diagnosed with Dementia at a more advanced stage.

We also offer a range of additional services, including an Information & Advice service that supports older people with applications for Blue Badges and Attendance Allowance, as well as help with using technology such as smart-phones, tablets, and computers. In addition, we provide guidance on a variety of topics aimed at helping older people maintain their independence and enhance their quality of life.

If you would like to learn more, visit <https://www.ageuk.org.uk/maidstone-sevenoaks-tonbridge/our-services/>.

“His Blue Badge makes a world of difference to his life, making the outings I take him on so much easier.”

- I&A Client

Age UK Maidstone, Sevenoaks and Tonbridge supported 17,328 in the financial year 2024 - 2025.

Our Impact In The Words Of Our Beneficiaries

“Just to say the person who helped us was so helpful and kind and made the process so easy.”

“Thank you so much for your help recently with the blue badge application form; the blue badge arrived today, we are so pleased. The blue badge will help mum so much.”

“Excellent service. Approachable. Professional. Very helpful. It’s reassuring to know that there’s someone to ask for guidance and help.”

“The ladies at Age UK were very helpful and so kind and nothing was too much trouble so thank you Age UK.”

“Thank you so much for your help. I really could not have done this without you.”

“...she was lovely, extremely helpful, couldn’t have done more for us. Please pass on our thanks and tell her how grateful we are. Thank you.”

The Role Our Trustees Play

Age UK Maidstone, Sevenoaks and Tonbridge are a Registered Charity ([Number 1062723](#)). This means that our Trustees have a legal obligation to our organisation and our beneficiaries.

Our Board of Trustees are responsible for our Governance and Compliance, managing organisational risk and setting the Strategic Direction for the organisation - making decisions about the future of our organisation, and monitoring and reviewing our impact against our charitable objectives.

Our Board also oversee our Legal and Financial Responsibilities in accordance with our Governing Document, charity law and other relevant legislation - ensuring that we are accountable to our donors, beneficiaries, regulators and the broader public.

Our Trustees work closely with our Senior Leadership Team to ensure that Age UK Maidstone, Sevenoaks and Tonbridge is doing everything necessary to serve our communities in ways which are ethical and legal, whilst also ensuring we are impactful in the work



**Age UK Maidstone,
Sevenoaks and Tonbridge
has 115 staff, and 180
volunteers supporting us.**

The Types of Trustees We Are Looking For

As Age UK Maidstone, Sevenoaks and Tonbridge look to build on our successful merger, we are eagerly seeking new experience across a range of areas which we feel will support the continued evolution of our charity, and in turn, the quality of the service we can offer to our beneficiaries.

Current priority areas include:

Finance

We are looking for people from a financial background to help with oversight of our budgeting, planning, forecasting, investments, governance, reporting and financial decision-making. This is a great opportunity to work closely with organisational leaders to ensure every penny makes a difference.

Digital Technology

As technology continues to evolve, we are eager to explore ways we can refine and evolve our current processes whilst ensuring we are bringing older generations with us. There is scope to play a key role in supporting the design and future digital strategy for our organisation.





Income Generation

We are seeking Trustees to help us build a strategic approach to income generation and to help us diversify and grow our income generation. Income generation is a key pillar in our strategic plan for Age UK Maidstone, Sevenoaks and Tonbridge. We are seeking passionate people with experience in fundraising across a variety of income streams to support our leadership team as we further develop our fundraising ambitions.

Marketing and Communications

We are already actively investing in our marketing and communications capacity, but we are keen to grow and develop this further, and are eager to recruit Board members who can share their experience of communications and strategy development as we seek to reach even more older people.

Please Note: Whilst these are our current areas of priority, applications are welcomed from other individuals with applicable skills. We are keen to ensure our Board is a diverse board that is representative of the communities we serve.

Expectations of Our Trustees

Trustees are a crucial part of the Age UK Maidstone, Sevenoaks and Tonbridge team. We acknowledge that Trusteeship is a voluntary role, and therefore aim to be as transparent as possible about time commitments for potential applicants.

Trustees are expected to attend regular board meetings, which will take place either in-person in our area of operation, or on-line. There are **approximately 6 full board meetings per year**, plus additional meetings for any sub-committees which Trustees sit on.

Trustees are also expected to attend an annual Board Away Day which are necessary to reflect on the progress of the charity and it's direction moving forward.

Alongside these expectations, **board members will also hold responsibility for our strategic direction, financial planning and investment, and our compliance and governance.**

If you have any questions about expectations and responsibilities, we encourage you to ask these during the recruitment process.





Next Steps

If you are interested in joining our Board of Trustees, please contact Louise MacPherson, our CEO, in the first instance. Her e-mail address is Louise.MacPherson@ageukmst.org.uk.

Louise will be able to pass your details on to Jess Kuller, who is the chair of Age UK Maidstone, Sevenoaks and Tonbridge's Board of Trustees. Jess will be happy to set up an informal conversation with you to further discuss the role of Trustee within our organisation.

If you have any questions about this process, please do not hesitate to contact us and we will endeavour to assist where possible.

We particularly welcome applications from individuals from under-served communities within our area of operation. We are keen to ensure our services reach these communities.



www.ageukmst.org.uk

