

# VOLUNTARY ACTION SURREY EAST



## CEO Recruitment Pack

# Chief Executive Officer Recruitment Pack Voluntary Action Surrey East (VASE)

## Welcome Letter

Dear Candidate,

**Are you ready to lead an exciting transformation in East Surrey's voluntary sector?**

As the Chairs of Voluntary Action Surrey East (VASE), and Voluntary Action Reigate and Banstead (VARB) we are delighted that you're considering joining us at this pivotal moment. We're seeking an exceptional leader to become our first CEO and help write the next chapter in our story of community support and social impact.

Our journey is a bold one. We're bringing together two well-established and respected organisations - [Tandridge Voluntary Action \(TVA\)](#) and [Voluntary Action Reigate and Banstead \(VARB\)](#) - to create something innovative and effective. This isn't just a merger; it's a reimagining of how we can better serve our communities and support the incredible voluntary organisations that make East Surrey special.

The foundations are already being laid. Tandridge Voluntary Action has successfully transitioned to become VASE, and Voluntary Action Reigate and Banstead will join us in March 2025. But this is just the beginning. We have ambitious plans to:

- ✓ Create a stronger, unified voice for the voluntary sector
- ✓ Develop innovative support services for our communities
- ✓ Build powerful partnerships across sectors
- ✓ Pioneer new approaches to volunteering and community action
- ✓ Transform how we support faith groups and social enterprises

As our CEO, you'll shape these ambitions into reality. You'll work with our experienced Board, dedicated staff team, and diverse stakeholders to establish VASE as a cornerstone of support for voluntary action across East Surrey. You'll have the freedom to innovate, the platform to influence, and the opportunity to make a lasting difference to many people across the area. Who we're looking for. We're looking for someone who shares our passion for community action and our belief in the power of voluntary organisations to transform lives, someone who can see the potential in this moment and has the skills, vision, and determination to effect change and shape a new organisation.

### Could this be you?

If you're excited by the prospect of leading this transformation, of building something new and important that will shape the future of voluntary sector support across East Surrey and make a real difference to our communities, then we want to hear from you.

Join us in shaping the future of voluntary sector support in East Surrey.

Yours sincerely,

Andrew Giles

Chair of VASE Board of Trustees

Stuart Matthew

Chair of VARB

## About VASE

Launching in Spring 2025, VASE will combine the strengths of two established organisations to expand our reach and increase our impact across East Surrey. Our mission is to provide enhanced support and services to volunteers, residents, and voluntary sector organisations while working strategically with local public sector partners.

### Our Vision

VASE envisions a future where East Surrey is enriched by a vibrant voluntary sector. A sector that celebrates diversity, is fuelled by active participation, commands respect and is equipped with the necessary resources to cater to the needs of residents. This is not just a goal, but a commitment to fostering a community that thrives on inclusivity, engagement, and mutual support.

### Our Mission

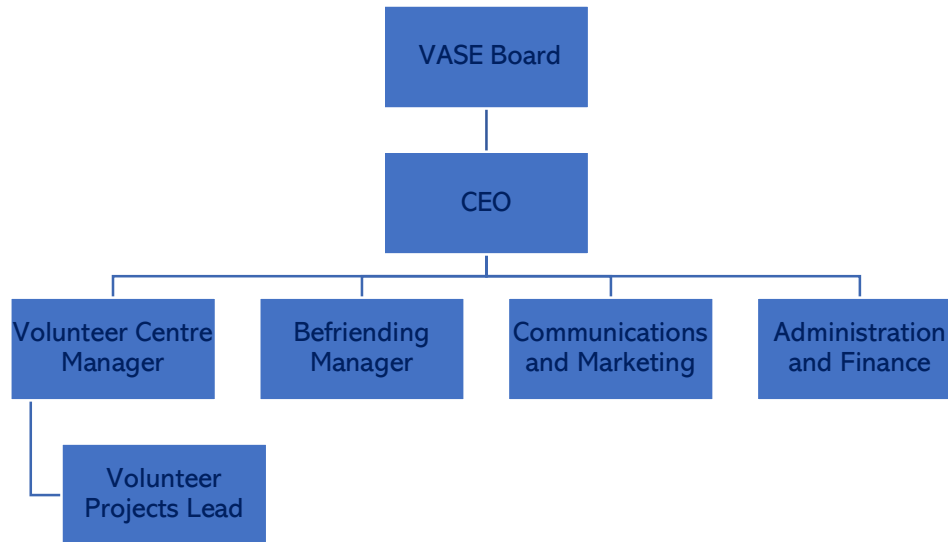
VASE's mission is to actively foster and champion a diverse and vibrant voluntary sector in East Surrey. We are committed to ensuring that this sector is well-resourced, respected, and fully equipped to meet the unique needs of residents. Our focus is on promoting inclusivity, encouraging active participation, and building a community that thrives on mutual support and engagement. We believe that by doing so, we can make East Surrey a model for other communities to emulate.

### Our Objectives

Drawing on identified good practice by [NAVCA](#) (National Association for Voluntary Action - the national umbrella body for local infrastructure), our work centres around four key objectives:

- Provide leadership and advocacy for the development and sustainability of local good causes
- Broker partnerships and collaborations between civil society organisations, the public and private sector in East Surrey and beyond
- Deliver organisational capacity building support to help establish and sustain community, voluntary, faith and social enterprises locally
- Promote and enable Volunteering -- by supporting the creation and promotion of volunteering opportunities within East Surrey and support volunteering host organisations to ensure the active and positive recruitment, management and reward of volunteering

## Our proposed outline organisational structure



### The Opportunity

As our CEO, you will have the unique opportunity to:

- Shape the development of a newly merged organisation
- Implement our vision for a stronger voluntary sector in East Surrey
- Build on the legacy of two respected organizations
- Develop innovative approaches to supporting local communities
- Lead a talented and committed team
- Create lasting partnerships across sectors
- Make a real difference to communities across East Surrey

### Benefits of Working with VASE

In addition to the salary package, we offer:

- Flexible working arrangements
- Generous annual leave allowance
- Pension scheme
- Professional development opportunities
- The chance to shape a newly merged organisation
- Work-life balance with a base in the beautiful Surrey countryside
- Excellent transport links to London and the South Coast

## About East Surrey

## Our Region

East Surrey encompasses the districts of Reigate & Banstead and Tandridge combining both urban and rural communities with distinct characteristics and needs. The area stretches from the M25 corridor down to the Sussex border, including:

- Historic market towns like Reigate and Oxted
- Suburban communities including Redhill, Banstead, Horley, and Caterham
- Rural villages across the North Downs and Surrey Hills Area of Outstanding Natural Beauty
- Major transport links including Gatwick Airport and direct rail connections to London

## Demographics and Community

East Surrey is home to a diverse population of approximately 200,000 people, featuring:

- Growing communities of young families attracted by excellent schools and green spaces
- Significant retired population, particularly in the rural areas
- Areas of both affluence and social deprivation
- Strong business presence, especially along the M25/A23 corridors
- Active voluntary and community sector responding to local needs

## Voluntary Sector Landscape

The area has:

- A vibrant mix of established charities and emerging community groups
- Strong faith sector engagement in community support
- Active parish councils and residents' associations
- Growing social enterprise sector
- Dedicated volunteer base across age groups

## Strategic Importance

East Surrey's location makes it strategically significant:

- Gateway position between London and the South Coast
- Part of the wider Surrey voluntary sector network
- Close relationships with Surrey County Council, Reigate and Banstead, Tandridge district councils, Parish councils, and NHS Surrey Heartlands
- Growing economic importance due to proximity to Gatwick Airport
- Key role in Surrey's environmental and sustainability initiatives

## About Voluntary Action Reigate and Banstead

### East Surrey Volunteer Co-Ordinator Forum



#### FOR ORGANISATIONS – NETWORKING & SUPPORT FOR STAFF

We hold quarterly East Surrey Volunteer Co-ordinator networking forums for volunteer coordinators. These forums bring together people who manage volunteers across East Surrey. A great way to stay up to date with and learn about best practice around volunteer management, to benefit from peer support, and to network with other volunteer coordinators. Our forum is open to anyone who has direct responsibility for managing or coordinating volunteers, regardless of the size of your organisation and whether your role is paid or unpaid. We also hold quarterly themed Network Lunches for voluntary, community and faith sector organisations.



#### FOR ORGANISATIONS – FUNDING

In March 2024, VARB received £21,818.18 in SPARKS funding from Surrey County Council to support small, community-led health and wellbeing projects. Grants of up to £2,000 each were offered, focusing on Tattenham Corner & Preston, Redhill West & Wray Common, and Horley Central & South—areas identified by the Surrey Health and Wellbeing Strategy as most impacted by Covid-19. With input from a community panel, funding was awarded to 11 organisations.

Additionally, we hold monthly funding surgery sessions, providing groups with access to funding information and tailored funding searches.

### Meet the Organisation'



#### FOR VOLUNTEERS

VARB promotes volunteering by helping individuals and teams find meaningful opportunities with local organisations. We champion good volunteer management practices and celebrate our volunteers' contributions, placing 278 volunteers this year alone.

We also provide guidance to voluntary, community, and faith organisations (VCFS) in Reigate & Banstead, encouraging collaboration and partnership-building. In 2023, we launched "Meet the Organisation," an online service for potential volunteers to learn about local organizations and available roles. Representatives, and sometimes current volunteers, present their work and answer questions. Over the past year, 10 organisations have participated in this initiative.

## About VASE *(previously known as Tandridge Voluntary Action)*



### SOW, GROW and GATHER

TVA's commitment to the vibrant and dynamic district continues with the offer for 1 to 1 support for Tandridge based groups and organisations. Over the last 12 months we have provided intensive, one- to-one bespoke support to over 30 organisations. The support is supplemented by a weekly newsletter, monthly funding bulletin and a wider training programme based on the core Trusted Charity standards.



### COMMUNITY COMPANIONS

Community Companions, is our specialist befriending scheme for older people in Tandridge.

The scheme addresses social isolation and loneliness. It measures its success through the Rockwood Frailty and the Warwick and Edinburgh Scale.

Annually it supports over 130 older people and is delivered by 90 volunteers.



### PARTICIPATORY GRANT MAKING



In 2023 Tandridge Voluntary Action, with funding from Surrey County Council, launched a small grants programme for local organisations. Applicants can secure up to £500.00 for a wide range of activities. The funding is intended to pump prime activities. In addition to facilitating the grant programme, VASE also acts as a fiscal host for organisations without a bank account.

Trustees, staff and volunteers from local organisations are encouraged to get involved in the decision making by serving on grant panels.



# The Role of VASE CEO

**Position:** Chief Executive Officer

**Salary:** £55,000

**Hours:** 35 hours per week

**Location:** East Surrey, with two days per week based at VASE office, in either/both Oxted or Redhill

**Reports to:** Chair of VASE

## Key Responsibilities

### Strategic Leadership and Organisational Management

- Develop and communicate VASE's vision and strategy
- Identify, develop and submit funding applications
- Support governance through close collaboration with the Board
- Build strong stakeholder relationships and partnerships
- Lead and develop an effective staff team

### Operational Excellence

- Design and provide capacity-building training for volunteers and nonprofits and their partners
- Manage projects aligned with VASE's objectives
- Develop sustainable funding strategies
- Oversee and report on financial performance and resource management
- Monitor and report on key performance indicators

### Sector Development

- Provide training and guidance on fundraising, planning, and governance
- Facilitate sector networking and collaboration
- Direct organisations and volunteers to valuable resources
- Promote volunteering opportunities
- Support volunteer matching, including those with differing needs

### External Relations

- Represent VASE to stakeholders and the public
- Advocate for policies benefiting the voluntary sector
- Provide informed representation of the sector

## Ethical Leadership

- Maintain high ethical standards and regulatory compliance
- Champion diversity, equity, and inclusion

## Person Specification

### Essential Criteria

- Two years senior-level experience in the voluntary sector
- Demonstrable success in fundraising. Raising funding of at least £200,000 for any single organisation
- Strategic and operational planning expertise
- Stakeholder engagement experience
- Two years' experience of hands-on capacity building delivery
- Two years financial management experience
- Two years staff management experience
- Strong communication skills
- Digital literacy
- Deep understanding of equity, diversity, and inclusion

### Desirable Criteria

- Experience with KPI design and measurement
- External communications expertise
- Local knowledge of East Surrey

### Assessment Process

Candidates will be evaluated through:

- Application review
- Formal interview and presentation
- Case scenario test
- Informal meeting with existing staff
- Focus group lunch
- Delivery of a sample training session

### How to Apply

Please submit your application to [recruitment@vase.org.uk](mailto:recruitment@vase.org.uk)

Include:

- Your CV
- A supporting statement addressing the person specification
- Contact details for two referees

**Closing Date: 28 February 2025, 11.59am.**

**Interview Dates: To be confirmed - in person in Oxted, Tandridge, Surrey**

Please take a moment to complete our **anonymous diversity monitoring form**. The information you provide cannot be linked to your application and helps us ensure we're creating equal opportunities for all candidates. Your responses support our commitment to diversity and inclusion.

### **Additional Information**

*VASE is committed to equal opportunities and welcomes applications from all qualified candidates. We particularly encourage applications from underrepresented groups in the voluntary sector.*

For an informal discussion about the role, please email [recruitment@vase.org.uk](mailto:recruitment@vase.org.uk)

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