

Bromley Healthcare

community first

Candidate information pack

Chief Executive Officer

February 2026

Reference: AAHAMF



Empowering people to live their fullest lives in the heart of their communities

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Introduction

Bromley Healthcare is a social enterprise providing a wide range of community health care services to people of all ages in Bromley, Bexley, Greenwich and Lewisham.

Founded on 1 April 2011, Bromley Healthcare was born as a forward-thinking staff-owned social enterprise, and has rapidly expanded from serving Bromley to delivering vital community health services across Bexley, Greenwich, and Lewisham.

From the very first days of life to the later years, our teams support communities at every step. Health visitors guide new parents through those precious early weeks, while school nurses champion the wellbeing of children as they grow. Our district and specialist nurses bring expert care directly into people's homes, and through Hospital at Home we deliver acute care in the community, helping people stay safe, supported and independent in their own homes wherever possible.

Beyond nursing, we deliver a full spectrum of therapy services for both adults and children. Whether it's unlocking communication through speech and language therapy, rebuilding strength with physiotherapy, or restoring independence with occupational therapy.

And for those living with long-term conditions such as COPD or diabetes, our specialist services provide expert guidance, personalised support, and proactive care to prevent complications and improve quality of life.

Working across clinics, hospitals, community hubs, nursing homes, or in people's homes, we bring high-quality, compassionate healthcare to those who need it. This is an exciting moment for community services, with the expansion of neighbourhood working creating new opportunities to deliver more integrated, locally responsive care.



What makes us different

Employee ownership at Bromley Healthcare means our staff aren't just employees, they have a personal investment in the quality of care we deliver. With many of our team as shareholders, every decision is driven by a shared commitment to excellence, accountability, and putting patients first.

As a social enterprise, we are free to make our own decisions on what is best for the patient and our staff, and every penny of surplus revenue is reinvested into enhancing care and capability in the communities we serve. This business model ensures decisions are shaped by patient and staff needs.

We are a critical partner within the South East London Integrated Care System and the One Bromley Local Care Partnership, and through this Bromley Healthcare works intricately with local GPs, council bodies, voluntary organisations, and hospitals to weave truly integrated care. Initiatives like data-sharing through EMIS, plus our unified Care Coordination Centre help reduce unnecessary calls and improve service efficiency.

Bromley Healthcare is also committed to training and developing our staff, delivering apprenticeship and training programmes across clinical and administrative roles. Apprentices train for over 100,000 hours annually, with the aim to reach around 160,000 hours in future, building local talent and sustaining services from within the community.



Our Vision: Community First

Since 2011, Bromley Healthcare has been providing community healthcare services for people in south east London. In that time, we have grown as an organisation, and have expanded our services and reach into our communities. The care we provide reaches hundreds of thousands of lives each year, and spans an entire lifetime, empowering people to start well, live well and age well.

But there is so much more we can do. Community health services are an essential part of national healthcare. We are here to meet the challenges of our decade, reduce health inequalities and create a culture of belonging and inclusivity within our neighbourhoods.

Our strategy 2023-2028 is all about putting the community first. It renews our focus on what matters and draws our attention to working with colleagues, our partners and communities to bring people the best healthcare and experience. Learn more about our strategy [here](#).

We want to empower people to live their fullest lives in the heart of their communities.

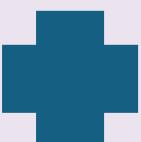
In order to achieve this vision, we have three goals:



1. Grow: Build a culture of growth and opportunity



2. Lead: Become a leader in integrated care



3. Invest: Invest in our communities

Our values

We use these four values as guiding lights to inform everything we do at Bromley Healthcare: the decisions we make as an organisation, how we grow and nurture our culture, and crucially, how we work together and provide the best healthcare and experience for the people we serve every day.



Belonging

Our people: we empower our colleagues to flourish and feel safe in a place where equity is embedded and inclusivity is recognised and celebrated.

Our communities: we provide accessible, equitable and inclusive healthcare for all, and work with local people and communities to focus on their needs.



Health and Wellbeing

Our people: we maintain a work/life balance and encourage others to do the same, and prioritise workplace wellness that helps colleagues to feel at their physical and mental best.

Our communities: we see the whole picture of someone's health and do everything we can provide care around people's wider health and wellbeing.



Continuous Learning and Innovation

Our people: we embrace learning, quality improvement and innovation in aspiring to be the best that we can be.

Our communities: we aim to be at the forefront of care innovation, bringing the best quality care to our communities.



Compassion

Compassion wraps around everything. We put people first and act with empathy and kindness in everything that we do.

The role

The Chief Executive Officer will serve as the driving force behind Bromley Healthcare's strategic direction and organisational success. This is a pivotal, high-impact leadership role, combining vision with execution, and purpose with performance.

As the most senior executive leader, the Chief Executive will shape and steer the organisation to deliver outstanding community healthcare, championing excellence in service delivery, operational efficiency, and innovative resource management. With a clear commitment to high standards of care, the Chief Executive will ensure Bromley Healthcare not only meets but exceeds its strategic objectives, achieving sustainable growth while generating meaningful social value as a Community Interest Company (CIC).

This is a rare opportunity to lead a respected social enterprise at the heart of community healthcare, where success is measured not just in performance, but in the difference made to people's lives. As the lead executive, the Chief Executive will inspire collaboration, set the tone for a values-driven culture, and work with internal teams and external partners alike around a shared vision for integrated, equitable, and forward-thinking healthcare.





Job description: Chief Executive

Reports to: Chair and Board of Directors

Direct reports: Executive Leadership Team

Location: Bromley Healthcare, with pan-borough responsibilities (Bromley, Bexley, Greenwich, Lewisham and beyond)

This role specification reflects the current priorities of Bromley Healthcare but may evolve to meet changing needs. Any changes will be made following discussion and agreement with the post-holder.

Purpose of the Role

The Chief Executive will provide visionary, values-driven leadership, guiding Bromley Healthcare (BHC) to deliver exceptional, integrated community healthcare.

They will champion our social enterprise model, ensuring that patient care, staff ownership, and sustainable growth remain at the heart of every decision.

The Chief Executive will be a highly visible leader, representing Bromley Healthcare within the NHS, across local systems, and to wider stakeholders, while driving innovation and maintaining financial and clinical excellence.

Key Responsibilities

1. Strategic Leadership and Governance

- Act as a Company Director in line with company law, the NHS Constitution, and Bromley Healthcare's Articles of Association.
- Lead the development and delivery of a bold, future-focused strategy, positioning Bromley Healthcare as a leading provider of community health and care across South East London and beyond.
- Ensure robust systems of governance, risk management, and financial stewardship, with clear accountability to the Board, Council of Governors, and shareholders.
- Embed a values-driven culture that reflects Bromley Healthcare's mission, placing patients, staff, and communities at the centre of decision-making.
- Foster an employee-owned culture, where staff shareholders feel empowered and engaged in shaping the organisation's success.

2. People and Organisational Development

- Provide inspirational leadership to the Executive Team and ensure effective appraisal and development of all direct reports.
- Champion a culture of innovation, inclusivity, and high performance, ensuring staff are supported, valued, and able to thrive.
- Oversee talent development, workforce planning, and initiatives such as apprenticeships and clinical leadership programmes, securing the workforce of the future.
- Lead on equality, diversity, and inclusion (EDI), ensuring the organisation reflects and responds to the communities it serves.

3. Service Delivery and Clinical Excellence

- Take ultimate responsibility for clinical governance and quality of care, ensuring compliance with CQC and other regulatory standards.
- Work with clinical leaders to promote a culture of clinical excellence and continuous improvement.
- Support the development and delivery of innovative care models that integrate community, primary, and secondary care, aligned with the South East London Integrated Care System.
- Drive digital transformation and data-driven decision-making to improve care, efficiency, and patient outcomes.

4. External Engagement and Influence

- Act as the primary ambassador for Bromley Healthcare, building effective relationships with NHS partners, commissioners, local authorities, regulators, community organisations, and the voluntary sector.
- Influence policy and represent the organisation at local, regional, and national levels to champion the role of community healthcare and social enterprise in the NHS.
- Strengthen Bromley Healthcare's public profile through effective communications, stakeholder engagement, and partnerships.

5. Business Development and Growth

- Identify and secure opportunities for service expansion, diversification, and strategic partnerships.
- Ensure Bromley Healthcare remains financially sustainable, delivering value for money while reinvesting surpluses into patient care and staff development.
- Lead on the exploration and adoption of innovative business models to extend Bromley Healthcare's reach and impact.

Person specification

The successful candidate will be a visionary, values-driven leader who can inspire and mobilise the organisation to deliver high-quality, integrated community healthcare while championing the social enterprise model. You will bring the following:

Knowledge and experience

- Significant experience at Board or Executive level within health and social care, with a strong record of organisational leadership and delivery.
- Evidence of successfully navigating complex multi-stakeholder environments, including commissioners, regulators, local authorities, and community partners.
- Proven track record of leading transformational change, including workforce, culture, and service redesign.
- Experience of driving financial sustainability and growth in mission-led organisations.
- Understanding of how digital innovation and data can transform healthcare delivery.

Skills, abilities and personal qualities

- Strategic thinker with the ability to shape and communicate a compelling vision for the future of community healthcare.
- Ability to lead organisational change, fostering innovation and improvement across services.
- Strong commercial acumen and financial literacy, with the ability to align growth and sustainability with social purpose.
- Exceptional stakeholder engagement skills, with the ability to influence and collaborate across the NHS, local government, and community sectors.
- Highly developed negotiation, communication, and public speaking skills, able to represent the organisation with authority and credibility.
- Analytical, with a focus on delivering measurable results.
- A passionate advocate for community-based healthcare, with a commitment to improving outcomes for patients.
- Collaborative and inclusive leadership style, able to win hearts and minds across a diverse workforce.
- High levels of integrity, credibility, and resilience, acting as a visible role model for the organisation's values.
- Commitment to building an inclusive organisation, ensuring that services and the workforce reflect and respect the communities served.
- Strong alignment with the ethos of employee ownership and social enterprise, empowering staff to shape and deliver outstanding care.

Terms of appointment

Job Title: Chief Executive, Bromley Healthcare (the authorisation of the Social Enterprise is subject to approval by NHS London)

Salary/Band: The salary will reflect the experience of the successful candidate.

Contract: Permanent

Location: Bromley



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Bromley Healthcare on this appointment.

Candidates should apply for this role through Saxton Bampfylde's website at www.saxbam.com/appointments using code **AAHAMF**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring* form.

The closing date for applications is **noon on Monday 23 February 2026**.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



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