



**Wimbledon
Guild**

Chief Executive Appointment Brief

June 2026

Introduction

Welcome to Wimbledon Guild

We are a dynamic charity focused on delivering a wide range of excellent services to people across Merton.

We believe that no-one in our community should face life's challenges alone and we work to:

- Reduce social isolation and loneliness
- Help people who are experiencing difficulties
- Enable older people to be active and healthy

Our skilled, professional and committed team of 55 staff and 270 volunteers work hard to create a welcoming and inclusive community environment and we receive excellent client feedback.

We support older people to stay independent, offer Talking Therapies to improve mental health, and offer grant funding to tackle poverty. We collaborate closely with the London Borough of Merton, the NHS, statutory authorities and a wide range of local charities and businesses, and play a key role in Merton's voluntary sector.

Wendy Pridmore is retiring from Wimbledon Guild after 14 years of

dedicated leadership. We are in a strong position, with an excellent reputation and ambitious plans for returning to our refurbished building in January 2027 - a year that also marks our 120th anniversary, a significant milestone in our long history of serving the local community.

Our new CEO will be joining us at a time of unprecedented demand for our services, with funding sources under ever increasing pressure.

We are looking for a Chief Executive who can build on our strong foundations, identify new opportunities and ensure Wimbledon Guild remains financially sustainable so we can continue supporting our community for generations to come.

We enclose information about our organisational strategy, structure and ambitions, along with a job description and person specification. I hope these will help you decide whether to make our opportunity your next career move.

With best wishes,

Sue Cooke
Chair, Wimbledon Guild



Who we are

Our mission is to make sure no one in Merton has to face life's challenges alone

Wimbledon Guild is a community charity in Merton offering practical help and support, so that no one in our community has to face life's challenges alone.

Our team are here to support when someone:

-  **Wants try something new**
-  **Wants to meet new people**
-  **Is feeling low**
-  **Is worried about money**
-  **Needs help to stay independent**

Future plans and direction

Guild House, our Wimbledon base, is currently closed for an ambitious refurbishment. This includes a reconfigured, more open and accessible interior and upgrades to create a welcoming environment for everyone who comes to the building. The refurbishment will also address disrepair issues and bring various

structural components up to modern standards.

The project will be completed in late 2026, and we will move back in January 2027. Staff have transferred to temporary locations throughout the construction period, but we have achieved our aims of maintaining services, avoiding any increase in home working and allowing teams to continue to work holistically by staying as geographically close to each other as possible.

The refurbishment has been funded from our own resources. We aim to supplement these with the disposal of a property which will shortly become surplus to requirements, but the cost is significant and will have an impact on our overall finances.

We envisage that our longer term building maintenance and running costs will decrease and that new opportunities for innovative uses, services and partnerships will develop to support Wimbledon Guild's longer term financial health.

Equity, Diversity and Inclusion



Wimbledon Guild is committed to equity, diversity and inclusion in everything we do as an employer and service provider.

We value and serve the whole community and we welcome diversity in our staff, volunteers and service users.

Our policy and actions aim to:

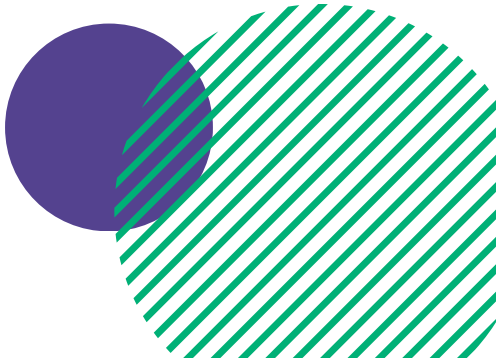
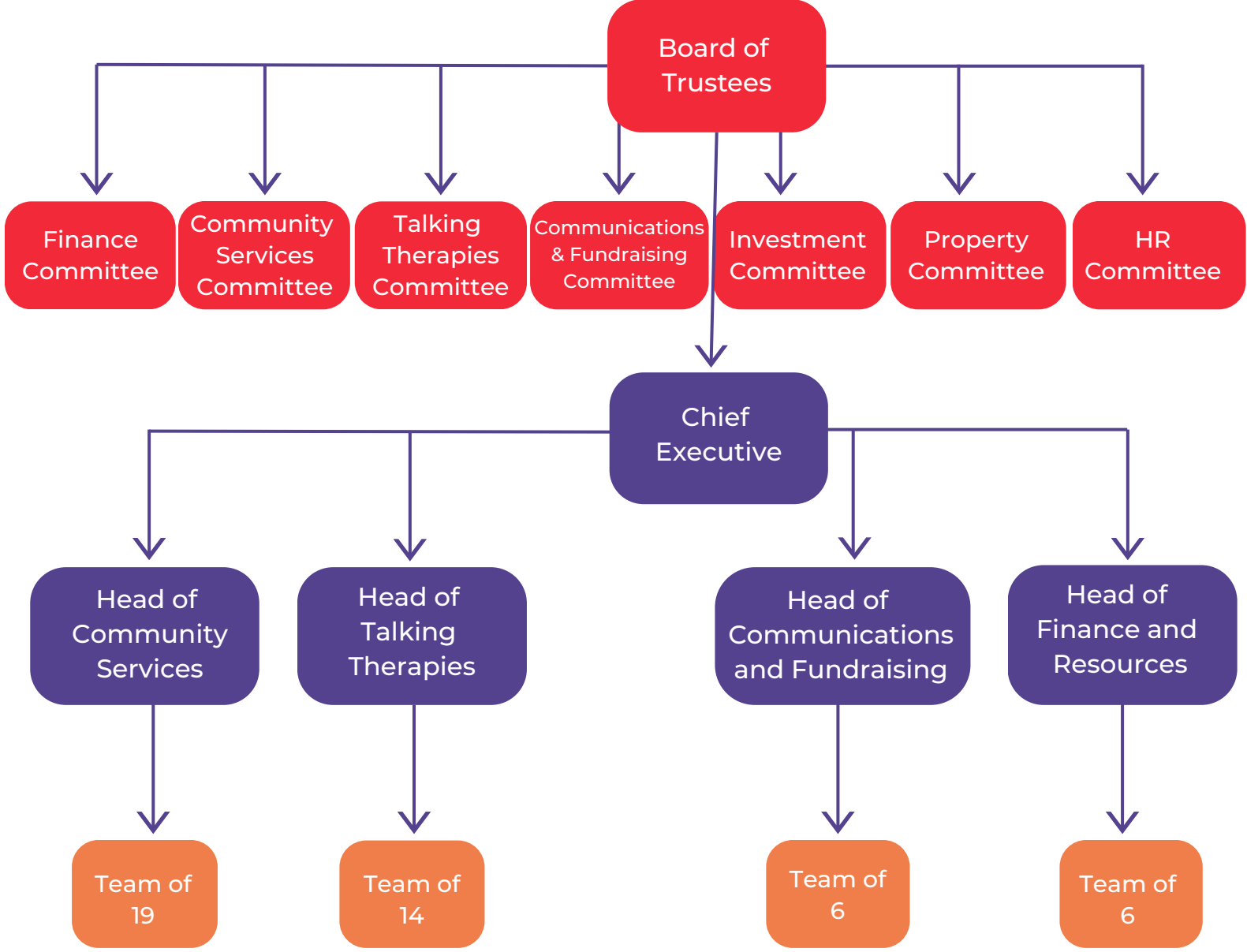
- Prevent discrimination, promote inclusion and celebrate diversity
- Ensure that we are fair when we deal with people we work with, taking into account diversity of culture and background of our service users, staff, volunteers, customers, local community, partners, trustees
- Ensure Equality, Diversity and Inclusion is embedded in our work

Everyone in our organisation has a responsibility for making WG inclusive.

Together we are working towards an environment where all employees, volunteers and service users can reach their full potential.



Organisation chart



Job Description



Job Title

Chief Executive

Reporting to

Board of Trustees through the Chair

Organisation

Wimbledon Guild

Direct Reports

Four (overall staff of 55 plus c.270 volunteers)

Terms of Employment

Full-time – 5 day week.

Flexible working is in place with the expectation that the postholder will be primarily based at Wimbledon Guild's premises on Worple Road, Wimbledon.

Salary

circa £100,000 per annum

Location

Central Wimbledon

Job Summary

To provide effective leadership and management of Wimbledon Guild and its team to ensure strategic development and the long-term sustainability of the organisation.

Main Responsibilities

Strategic Leadership and Vision

- Deliver Wimbledon Guild's mission by developing its strategic direction and managing delivery.
- Develop a multi-year vision and strategy to deliver that vision. Explore options that allow the charity to leverage and maintain its position as a major local service provider against a backdrop of significant change and increased demand.
- Build strong relationships with trustees, staff and stakeholders, in particular the London Borough of Merton, the NHS, statutory authorities and Merton's business and community network.
- Advise and support the Board of Trustees with reliable information for effective decision-making, ensuring compliance across a range of professional disciplines.
- Identify emerging trends, risks, and opportunities and develop new and existing services in response to need.
- Act as the public face of the charity.

Job Description Continued



- Hold Company Secretary responsibilities for the organisation.

Income Generation

- Lead and support income generation and develop sustainable income opportunities.
- With the Head of Finance and Resources monitor property and financial market performance, taking appropriate professional advice to maximise returns.
- Develop and maintain relationships with funders, commissioners, businesses and donors.

Staff Leadership

- Lead a skilled senior leadership team to delivery high quality, values led professional services.
- Maintain and effectively manage a diverse team which promotes equality and inclusion and meets the needs of the organisation.
- Retain a supportive, positive and committed performance culture, and ensure effective recruitment, development, performance management and wellbeing of staff.

Operational Management

- Oversee the effective day-to-day management of the charity, ensuring services are safe, high-quality and impactful.
- Ensure policies, systems and processes are fit for purpose and support continuous improvement in all areas.
- Monitor organisational performance against agreed objectives and KPIs.
- Ensure branding, messaging and external communications are professional and impactful.

Financial Management

- Hold overall responsibility for the financial health and sustainability of Wimbledon Guild, and the financial viability to deliver agreed financial goals and targets.
- With the Head of Finance and Resources lead budgeting, financial planning, and cashflow management.
- Ensure appropriate financial and management controls which comply with all relevant legal regulatory and Charities Acts requirements.

Person Specification



Qualifications

Essential

- Degree level education or equivalent work experience.

Relevant Experience

Essential

- Senior leadership experience within the voluntary, public, charity or community sectors.
- Experience of working with and reporting to a Board or governing body.
- Experience of developing new opportunities and entrepreneurial activity within an organisation.
- Experience of negotiating with and influencing external clients, partners and funders at a senior level.
- Experience of providing visible leadership, managing and inspiring teams and collaborative working.
- Experience of public speaking and giving presentations.
- Experience of income generation and contract negotiation.
- Experience of financial management at an organisational level.

Specific Skills

Essential

- Knowledge of strategic / business planning.
- Ability to manage complex contracts within a tight budget.
- Ability to manage complex relationships with a range of stakeholders.
- Excellent written and interpersonal communication skills, adaptable to a wide range of audiences.
- Consensus building skills.
- Ability to present high quality strategic/business plans in a clear and accessible way.
- Ability to analyse complex data and produce clear recommendations.
- Ability to analyse and communicate financial information accurately and effectively.

Desirable

- Experience of dealing with relevant regulatory agencies.
- Experience of working with older adults and/or talking therapies and/or individual grant giving.
- Familiarity with the health, mental health and/or social care sectors.

Person Specification Continued

Personal qualities

Essential

- Empathy with a diverse client group with a wide range of needs.
- Confident and persuasive.
- Ability to present complex and difficult messages clearly and with impact.
- Commitment to supporting and mentoring others in their work and pursuit of their goals.
- Proactive and entrepreneurial: forward looking, identifying trends, challenges and opportunities.
- Ability to manage and balance conflicting demands.



88p of every £1 spent goes directly towards helping people in Merton.

Finances 2024/25

Total income:
£2,438,817

Total expenditure:
£3,332,509

Total reserves:
£31,508,820

Our income and expenditure have risen over the last year. We recognise the challenges that this brings.

We continue to monitor our expenditure compared to budget with a view to generating savings where possible. We are also exploring new fundraising approaches.

A copy of our full set of statutory accounts is available at www.wimbledonguild.co.uk.

How to Apply

To apply for the role, please upload your CV together with a supporting statement (of no more than 1000 words) onto the Prospectus website via the link.

For guidance on formulating your Supporting Statement, please review our guide [here](#).

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format please email executive.admin@prospect-us.co.uk

Applications via the Prospectus website should be made at:

<https://jobs.prospect-us.co.uk/jobs/details/194960>

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website.

Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

Timetable

Closing date:

Sunday 12th July

Interviews with Prospectus:

Weeks commencing 20th July and 27th July

Interviews with Wimbledon Guild:

Week commencing 10th August

Queries

If you wish to have an informal discussion about the opportunity, please contact our retained advisors Omar Begg or Erica Ritchie at Prospectus via email:

Omar.Begg@prospect-us.co.uk

Erica.Ritchie@prospect-us.co.uk

