



Non-Executive Directors Wanted – The Blair Academy

The Blair Academy is an award-winning London-based social enterprise using Hip Hop dance and music to improve the health, wellbeing and social connection of older people in care and community settings.

Since 2018, we have delivered joyful, culturally engaging sessions to thousands of older adults across residential care homes, day centres, sheltered housing and community spaces.

Our work supports healthy ageing, reduces loneliness and isolation, and helps older people stay active, connected and confident through the power of movement and music.

As the health and social care sector increasingly recognises the importance of preventative wellbeing, creative health and person-centred care, The Blair Academy is growing at an exciting time.

Following recent social investment, we are strengthening our Board and are seeking passionate and values-driven individuals to join us as Non-Executive Directors.

This is an opportunity to help shape an ambitious organisation working at the intersection of:

- healthy ageing
- creative health
- social care innovation
- community wellbeing
- culturally responsive care

We are particularly interested in hearing from people with experience in areas such as:

- Partnerships: NHS and Public Health Commissioning, Social Prescribing, Health and Social Care, Care Homes, retirement neighbourhoods
- Customer Voice and Safeguarding - with a strong understanding of inclusion and lived experience, especially with older people from diverse communities.
- lived experience connected to ageing, care or community wellbeing

Above all, we are looking for people who believe older adults deserve joy, dignity, creativity and meaningful connection at every stage of life.

Joining our Board offers the chance to contribute to a growing organisation with a strong social mission, a proven track record of impact, and an ambitious vision for the future of healthy ageing and creative wellbeing.



What the role involves

- Attending 3 Board meetings per year (June, September, February)
- Attending a yearly AGM – Dates tbc
- Providing strategic guidance, challenge, and support
- Acting as a critical friend to the CEO and leadership team
- Championing our mission, values, and the people we serve
- A commitment to be part of the Board for the next 3 years

Who we're looking for

- People who care deeply about health, wellbeing, and social impact
- Those who enjoy thinking strategically and collaboratively
- Individuals who value empathy, inclusion, and ethical leadership
- Prior board experience is welcome but not essential

This is a **voluntary role**, but you'll have the opportunity to:

- Shape the future of a purpose-driven organisation
- Contribute your expertise where it genuinely matters
- Be part of a thoughtful, values-led board culture

We are committed to building a Board that reflects the communities we serve and warmly welcome applications from people from underrepresented backgrounds.

To express interest or find out more, please contact:

[Charlie Blair / theblairacademy@gmail.com]

Check us out online:

Website: <https://www.theblairacademy.com>

Instagram: <https://www.instagram.com/theblairacademy/>

Supporting Documents Below:

- *Terms of Reference*
- *Code of Conduct*



BA Board of Directors - Terms of Reference

1. Purpose of the Board

The Board of Directors of The Blair Academy exists to provide strategic leadership, good governance, and accountability, while protecting the organisation's mission, values, beneficiaries, and long-term sustainability.

The Board supports and challenges the CEO, ensuring that The Blair Academy operates responsibly, ethically, and effectively, and delivers meaningful social impact.

Board members always act in the best interests of the organisation and agree to abide by the Code of Conduct.

2. Legal Status and Authority

- The Board is the governing body of The Blair Academy.
- Board members serve in a voluntary capacity.
- The Board delegates day-to-day management of the organisation to the CEO.
- The Board retains ultimate responsibility for strategy, finance, safeguarding, and risk.

3. Board Composition

The Board shall consist of up to six directors – five non-executives and the Chief Executive Officer:

- Non-Executive Director 1: Chair and Finance Lead
- Non-Executive Director 2: Investment lead
- Non-Executive Director 3: Partnerships Lead - NHS, Adult Social Care, care homes and retirement neighbourhoods.
- Non-Executive Director 4: Customer Voice & Safeguarding Lead
- Non-Executive Director 5: Digital Lead
- Executive Director: CEO

The Board may appoint additional members or advisors where specific skills, or experience are required.

4. Roles and Responsibilities of the Board

The Board is collectively responsible for:



Strategy & Mission

- Setting and approving the organisation's strategic direction
- Safeguarding the mission, values, and social purpose
- Ensuring decisions align with beneficiary needs and lived experience

Financial Oversight

- Approving annual budgets and financial plans
- Monitoring financial performance, cashflow, and reserves
- Ensuring responsible use of investment and funding
- Overseeing financial risk and sustainability
- Agreeing and signing off the annual accounts

Governance & Compliance

- Ensuring effective governance and ethical leadership
- Reviewing and approving key policies, including safeguarding
- Monitoring organisational risks and mitigations
- Ensuring appropriate accountability and transparency

Leadership & Support

- Supporting, and holding the CEO to account
- Acting as a critical friend to the CEO and leadership team
- Supporting organisational learning and improvement

5. Role of the Chair

The Chair is responsible for:

- Providing leadership to the Board
- Ensuring effective governance and decision-making
- Chairing Board meetings and setting agendas with the CEO
- Ensuring all Board members contribute appropriately
- Acting as a key support to the CEO



6. Role of the CEO

The CEO is responsible for:

- Leading the organisation's day-to-day operations
- Implementing the Board-approved strategy
- Managing staff, contractors, and partners
- Reporting regularly to the Board on performance, impact, risks, and finances

The CEO is accountable to the Board.

7. Decision-Making Powers

Board Decisions

The Board must approve decisions relating to:

- Organisational strategy and significant changes in direction
- Annual budgets and financial plans
- Taking on significant financial commitments or debt
- Appointment or removal of the Chair
- Major partnerships or contracts that materially affect risk or reputation
- Safeguarding policy and serious safeguarding matters

CEO Decisions

The CEO has authority to:

- Make all operational and day-to-day decisions
- Manage staff, contractors, and delivery partners
- Enter into routine contracts and partnerships within the approved budget
- Make urgent decisions required to protect people, services, or the organisation

The CEO must inform the Chair of any urgent or exceptional decisions as soon as reasonably possible.

8. Meetings

- The Board will meet three times per year (June, November, February)
- Additional meetings may be called by the Chair if required
- Meetings will be held in person where possible
- Minutes will be taken at all meetings - with any key decisions recorded



Quorum

A meeting is quorate when at least 50% of Board members are present, including the CEO.

Decision-Making

- Decisions will normally be made by consensus
- Where consensus cannot be reached, decisions will be made by a simple majority vote
- In the event of a tie, the Chair has a casting vote
- Decisions can be made outside of meetings via email, following the above decision-making process.

9. Conflicts of Interest

- Board members must declare any actual or potential conflicts of interest
- Conflicted members may be asked to withdraw from discussion or decision-making
- Conflicts will be recorded in the meeting minutes

10. Review of Effectiveness

- The Board will review its effectiveness annually
- These Terms of Reference will be reviewed annually and updated as required
- Non-executive directors are expected to commit for a minimum term of three years, which may be renewed, subject to Board approval.



The Blair Academy: Board Code of Conduct

Approved by: Directors: Charlie and Dennis

Approval Date: Jan 2026

Next Review Date: June 2026

1. Purpose

This Code of Conduct sets out the standards of behaviour expected of all Board members of The Blair Academy. It supports effective governance, accountability, and ethical leadership.

This Code reflects the Nolan Principles:

Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, and Leadership.

2. Core Principles

In line with the Nolan Principles, Board members will:

- Act selflessly, solely in the best interests of The Blair Academy and its beneficiaries
- Uphold and promote the organisation's values, mission, and social purpose
- Act with integrity, avoiding any obligation that may improperly influence their work
- Make decisions objectively, based on evidence and merit
- Be accountable for their decisions and actions
- Act with openness and honesty
- Demonstrate leadership by modelling high standards of governance and conduct
- Champion inclusion, equity, diversity, and safeguarding
- Comply with all legal and regulatory obligations

3. Behaviour and Conduct

Board members are expected to:

- Prepare for, attend, and actively participate in Board and committee meetings. If a Board member's annual attendance falls below 50%, subject to approval from the Board, their continued membership may be terminated.
- Contribute constructively, respectfully, and thoughtfully to discussions
- Challenge ideas and proposals, not individuals



- Maintain confidentiality where required, while upholding transparency where appropriate
- Support collective decisions once properly made
- Declare any personal, professional, or financial interests relevant to Board business

4. Boundaries and Roles

To ensure clear governance and accountability:

- Board members will not involve themselves in day-to-day operational management
- Board members will respect the delegated authority of the CEO and staff team
- Individual Board members have no authority to act on behalf of the Board unless formally delegated
- Board members will avoid creating confusion about roles when engaging with staff, volunteers, or beneficiaries

5. Safeguarding and Duty of Care

- All Board members share responsibility for ensuring safeguarding is effective, robust, and regularly reviewed
- Safeguarding concerns must be raised immediately with the CEO or Chair in accordance with organisational policy
- Board members will act in a trauma-informed, ethical, and person-centred manner
- Safeguarding will remain a standing governance priority, reflecting the principle of accountability

6. Conflicts of Interest

In accordance with the principles of integrity, honesty, and selflessness:

- Board members must declare actual or potential conflicts of interest at the earliest opportunity
- Conflicted members may be required to withdraw from discussion and decision-making
- Board members must not use their position for personal, professional, or financial gain
- Any gifts, hospitality, or benefits that could reasonably be perceived as influencing decision-making must be declared



7. Accountability and Transparency

In line with the principles of accountability and openness:

- Board decisions will be properly recorded and documented
- Board members will be prepared to explain and justify decisions where appropriate
- The organisation will communicate transparently with stakeholders, beneficiaries, and funders

8. Breach of the Code

- Concerns regarding a Board member's conduct should be raised with the Chair (or CEO where appropriate)
- Matters will be handled fairly, proportionately, and in accordance with the organisation's governing document
- Serious or repeated breaches may result in formal action, including removal from the Board in line with the governing document

9. Commitment

By serving on the Board of The Blair Academy, members agree to:

- Uphold this Code of Conduct and the Nolan Principles of Public Life
- Abide by the organisation's governing document and Terms of Reference
- Participate in periodic review of this Code

Trustee Declaration

I confirm that I have read, understood, and agree to comply with this Board Code of Conduct.

Name: _____

Signature: _____

Date: _____