

Dear Applicant,

Thank you for your interest in the role of Chief Executive of YMCA North Staffordshire. This is an extraordinary organisation with deep roots in our community, a clear sense of purpose, and a bold vision for the future. We are delighted that you are considering joining us at such a significant moment in our journey.

YMCA North Staffordshire is an inclusive Christian movement committed to ensuring that all young people can belong, contribute and thrive. Our work is grounded in four core values that shape every decision we make and every relationship we build:

Protect – Hope – Persevere – Trust

These values are not simply statements. They define our culture, guide our leadership, and set our expectations for how we serve young people, families, and communities.

Who We Are

Founded in 1851, YMCA North Staffordshire has become a trusted and influential force for young people across Stoke-on-Trent and North Staffordshire. Last year, more than 100,000 local people engaged with our campus, services, and programmes — evidence of the genuine community ownership and confidence that underpin our work.

We support young people through a wide range of services, including:

- Supported accommodation and homelessness prevention
- Youth work, wellbeing, and leadership programmes
- Education, training, and employability pathways
- Community development, social enterprise, and volunteering
- Sports, health, and creative initiatives
- Neighbourhood projects rooted in Asset-Based Community Development (ABCD)

Our mission is clear: We develop young people; they develop their world.

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.



SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION

Registered Company No. 4804681 Registered Charity No. 1100749

Our Strategic Direction 2026–2029

The next three years will be shaped by our new Business Plan, informed by the voices of over 3,000 young people who took part in the Young People's Survey 2024. Their ten recommendations sit at the heart of our priorities.

Our Business Plan outlines four principal aims:

1. Raising the voice, influence, and impact of young people

Delivering the ten recommendations, strengthening participation, and ensuring young people have genuine influence on decisions locally and nationally.

2. Governance as our bedrock Maintaining the highest standards of governance, compliance, safeguarding, and accountability — including Trusted Charity accreditation and Ofsted readiness.

3. Ensuring excellence in all products and services Using evidence, feedback, and innovation to ensure every service delivers meaningful, measurable impact.

4. “It takes a village to raise a child” Deepening a culture of welcome, inclusion, and care through Ubuntu and asset-based community development, recognising and valuing the strengths within our communities.

This plan reflects our belief that YMCA North Staffordshire is more than a service provider — we are a movement rooted in love, community, and shared responsibility.

The Opportunity

We are seeking a Chief Executive who can lead this movement with integrity, courage, and vision. This role requires someone who:

- believes deeply in the potential of young people
- can champion our Christian ethos while embracing inclusion for all
- leads with humility, authenticity, and relational strength
- understands governance and organisational excellence
- is confident working across civic, political, business, and community sectors



- can inspire staff, volunteers, and partners
- thinks strategically while remaining grounded in practice
- embraces innovation, evidence, and collaboration
- can steward a diverse, vibrant campus and community with care

This is a unique opportunity to lead a well-established, highly respected organisation that is ready for its next phase of growth, innovation, and community impact.

A Message from Daniel Flynn, Outgoing Chief Executive

"YMCA North Staffordshire has been one of the great blessings of my life. It is a place where love, faith, and community come together to create real, lasting change. Young people here are not just participants — they are leaders, co-creators, and the heart of this movement.

As I step aside after 23 years, I do so knowing that the organisation is strong, stable, and ready for a leader who can build on this foundation and take it even further. If you are someone who believes that young people deserve the very best, and if you are inspired by the idea of leading a movement rather than just managing a service, then I encourage you to consider this role."

Thank you again for your interest. We hope this pack gives you a strong sense of who we are, what we value, and the kind of leader we are seeking.

We look forward to hearing from you and to exploring together whether this opportunity may be the next step in your own journey of leadership and service.

With warm regards,

Peter Dartford
Chair: Board of Trustees
YMCA North Staffordshire

