



# OVER THE WALL CAMP

UK Children's Charity

## Appointment Pack Chief Executive Officer

### Over The Wall Camp

Permanent, Full-Time

Based in Ockbrook, Derbyshire

Salary £75k – £95k

### About Over the Wall Camp

More than 1 in 10 children in the UK have a long-term illness and owing to advances in paediatric clinical treatment, more children than ever are living longer with a chronic health condition.

Many of these children remain in treatment for lengthy periods and are often unable to engage in normal childhood activities, leaving them isolated, lonely, and vulnerable. Parents tell us they can feel overwhelmed and powerless watching their children become increasingly withdrawn and unable to enjoy their childhood.

Over The Wall Camp (OTWC) is a UK-based charity for children with serious illnesses and disabilities and their families. Our free summer camps allow children and young people to discover a world of mischief and magic - a place where they can be brave and have fun with others. Attending a camp allows kids to rediscover the joys of childhood and is truly a transformational experience with long lasting benefits.

These amazing places are both physical residential camps at our new site in Ockbrook, Derbyshire (opening summer 2026) and online through our Camp in the Cloud Programme. OTWC provides a safe environment for children and young people to build confidence and self-esteem, whilst first-class medical care ensures our unique ability to cater for more than 130 different conditions. In 2024, we served 826 campers at residential camps and a further 786 through Camp in the Cloud.

## Current context and strategic overview

The charity is over 25 years old, with a well-established management team and a track record of steady growth. Up until now, we have operated our camps at rented facilities, typically boarding schools or activity centres. However, we recently signed a 40-year lease on our new home at a former school in Ockbrook near Derby which will become our headquarters and the future base for our award-winning residential programmes from 2026 onwards. Having our own site will allow us to offer richer experiences for campers, and also to increase our sustainability by developing a deep local network of supporters in Derbyshire and the East Midlands. It will enable us to increase our capacity to 1,500 campers per year initially, with potential to reach 4,000 campers per year in later phases of the site's development.

Today, annual operating income is a little over £2m, and we are in the middle of Phase 1 of our capital campaign to raise £4m, of which around 50% is already secured. We are starting the renovation work at Ockbrook in the summer of 2025 and plan to open in mid-2026. We anticipate several further phases of development will be needed over the next 5 years to allow us to use the site's full potential.

We currently have a team of around 40 people (33 FTE) and a senior leadership team of 5. In addition, our camps are supported by around 250 volunteers of whom 25 are doctors and nurses. Today we operate a hybrid working model with some employees based in the office and some working from home. The organisation will transition to its new headquarters in Ockbrook during 2025 and 2026.

OTWC has a strong fundraising team of 9 and a well-established and diversified portfolio of donors who have supported us over many years. We have also recently established a Derby-based Development Board chaired by a leading local businessman which is building a group of high profile supporters to extend our network in the East Midlands and to develop future fundraising opportunities. However, continuing to maintain and grow our fundraising base is always an important priority for the charity, particularly given the ongoing capital program, and the CEO plays a key role in supporting the fundraising team in initiating and stewarding major donor relationships.





## Current context and strategic overview cont.

Our camps only run during school holidays and weekends, so once the site is open, we will develop a commercial business to sell the unused capacity of the site to other client groups such as local academy groups or youth organisations and generate income to support our charitable activities. We have already secured a large local academy trust as an important anchor client, but this is a new departure for OTWC and will involve establishing a number of new commercially-oriented activities as the business develops.

OTWC is a member of the SeriousFun Children's Network (SFCN), an umbrella organisation of 30 similar camps around the world all linked back to our founder, the actor Paul Newman. SFCN provides all the camps in the network with practical support such as advice on safeguarding and medical issues and also provides financial support with funding raised from global donors. The CEO of OTWC plays an important role in working with the other member camps to maximise the mutual benefit of this cooperation.

We are seeking a hands-on leader who is ready to steer us through this important transition into our next chapter. While some aspects of our strategy are already defined by the move to Ockbrook, there is an exciting opportunity to help to shape our future: ensuring that Phase 1 of the project is successfully delivered, helping the organisation adapt to its new home and use the new opportunities it offers to the full, launching and building out the commercial business, and designing and implementing further phases of the capital campaign to fully develop the site.



## Role Overview

The CEO of OTWC will provide leadership, strategic direction and operational oversight to ensure the charity achieves its mission and goals and to drive growth, innovation, and impact.

We have a strong board of 14 trustees and formal governance is through quarterly board meetings, with more abbreviated monthly reporting to EXCOM, a board subcommittee, and a variety of other subcommittee meetings are also held during the year. The CEO is expected to work independently within agreed budget and strategy, while maintaining open communication with the Chair and rest of the board to keep them fully informed of any material developments as they occur.

The CEO will work closely with a wide range of stakeholders, including the Board of Trustees, staff, volunteers, major donors, and key charity partners. This role requires an inclusive, collaborative, and experienced leader who can inspire others and navigate the challenges of the charity sector.

# The Role

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## Reports to

Chair

## Key Relationships

- Chair and Board of Trustees
- Senior Management Team
- Major Donors and Development Board Members
- Key Charity Partners
- SeriousFun Children's Network (SFCN)
- Moravian Union (landlord at Ockbrook)
- Local Children's Hospitals
- Embark Federation Academy Trust
- Local Ockbrook community
- Marketing Derby

# Person Specification

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## Essential Criteria

### Leadership Experience, Approach, and Qualities

- Proven leadership experience in a mission-driven organisation, charity, non-profit, social enterprise, or relevant sector.
- Proven experience with measurable outcomes in areas that map strongly to our business model:
  - Voluntary income generation
  - Capital development projects
  - Development of commercial income streams
- Experience in strategic planning, organisational development, and change management.
- A collaborative, people-centred leadership approach that fosters innovation, inclusivity, and problem-solving.
- Able to work independently within agreed strategy and budgets, while keeping Chair and board appropriately informed of material developments
- Resilient, ethical, partnership-oriented, and data-informed.

### Fundraising and Financial Acumen

- Experience of managing the fundraising process, working with grant-making bodies, and stewarding major donor relationships.
- Strong financial management skills, with experience in budgeting and financial reporting.

# Person Specification cont.

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## Commitment to the Mission

- A deep commitment to improving the lives of children and families affected by serious health challenges.
- Understanding of the challenges facing the charity sector, and the ability to navigate them effectively.

## Communication and Relationship-Building Skills

- Excellent communication skills, with the ability to engage and collaborate with diverse stakeholders.
- Good interpersonal skills, with the ability to build and maintain relationships across different backgrounds and communities.

## Innovation and Vision

- A forward-thinking mindset with the ability to identify and capitalise on new opportunities.
- Experience in driving innovation and implementing new initiatives.

## Governance and Compliance

- Knowledge of charity governance, regulatory requirements, safeguarding and best practices.
- Experience working with a Board of Trustees or similar governing body.

## Desirable Criteria

- Strong personal networks in the East Midlands.
- Experience in operating a residential facility such as a boarding school or hotel.
- Demonstrated success in fundraising, including securing major gifts, grants and corporate partnerships.
- Knowledge of digital transformation and its application in the charity sector.
- Experience in managing remote teams and hybrid working environments.



# Responsibilities



Through effective delegation, and in conjunction with the Chair and Board of Trustees.

## Strategic Leadership

- Continue to develop and implement the long-term strategic plan to expand the reach and impact of OTWC through the development of the Ockbrook site and beyond.
- Balance the need to grow fundraising, operational capabilities and capital investment in parallel.
- Identify new opportunities for growth, innovation, and collaboration.
- Ensure the charity remains financially sustainable and compliant with regulatory requirements.

## Operational Management

- Oversee the day-to-day operations of the charity, ensuring efficiency, effectiveness, and high-quality delivery of programmes.
- Lead, motivate, and develop a high-performing, inclusive team of staff and volunteers.
- Foster a culture of collaboration, learning, and continuous improvement.

## Fundraising and Financial Management

- Support fundraising team to secure the resources needed to achieve the charity's goals.
- Build and maintain strong relationships with major donors, corporate partners, and grant-making bodies.
- Ensure robust financial management, including budgeting, forecasting, board and statutory reporting.

## Advocacy and Representation

- Act as the primary ambassador for OTWC, raising its profile and promoting its mission to stakeholders, the media, and the public.
- Build strategic partnerships with other organisations, government bodies, and healthcare providers.
- Lead OTWC's involvement within SFCN and play an active part in SFCN's CEO Council.

## Governance and Compliance

- Deliver timely and transparent reporting to the Board of Trustees.
- Work closely with the Board of Trustees and board subcommittees to ensure effective governance and accountability.
- Ensure compliance with all legal, regulatory, safeguarding and ethical standards.

## Leadership team as of May 2025

### Direct Reports

- Camp Director
- Finance Director
- Director of Marketing and Communications
- Clinical and Recruitment Director
- Director of Business Development (Partnerships, Capital Projects)
- Director of Development (Fundraising)

# Responsibilities cont.



## Budget/accountability

Responsible for managing a £2.3 million annual operating budget in 2025 (forecast to grow to £3 million in 2027). Responsible for completion of Phase 1 of the capital project (total budget £4m, construction expected to run from September 2025 to March 2026), and for preparing and launching subsequent phases from 2027 onwards (expected budget ~£10 m).

Formal reporting at quarterly board meetings and abbreviated monthly reporting to EXCOM (subcommittee of the board). Participation in all board subcommittees. Regular ad hoc communication with the Chair.

## Terms of appointment

This role is based in Ockbrook, Derbyshire, with regular travel across the East Midlands and England. The role is conditional on an enhanced DBS or equivalent background check (support available as needed).

## Commitment to Diversity, Equity, and Inclusion

We are committed to building a diverse and inclusive workplace where everyone can thrive. We strongly encourage applications from candidates of all backgrounds, including those from underrepresented groups, disabled candidates, and those with lived experience of the issues we work on.

# Apply

## How to apply

We follow Safer Recruitment practices and require all candidates to complete an online application form, which is at the end of the appointment pack. Within the appointment pack, there are three questions we would like you to complete. Please also include an up-to-date CV showing your full career history, no longer than three pages.

## Timescales

- The closing date for applications is **Monday 14 July 2025**.
- Shortlisted candidates will be notified by the end of July.
- Initial screening telephone calls will take place during August/early September.
- The final interview and assessment process will be held on **Thursday 18 September 2025**. The assessment process will take place at our Ockbrook site (in Derbyshire).

## Point of contact

Over The Wall Camp is working exclusively with Loates Recruitment to appoint the Chief Executive Officer role. All questions should be directed in the first instance to:

Sarah Loates

[Sarah.Loates@Loates.net](mailto:Sarah.Loates@Loates.net)

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