



Eich llais mewn iechyd | Your voice in health
a gofal cymdeithasol | and social care



Llywodraeth Cymru
Welsh Government

Information Pack for Applicants

The Citizens Voice Body for Health and Social Care, Wales: Llais Cymru

**Appointment of a Non-Executive Member
to the Board.**

Closing date: 21st April 2025

Index:

- 1. Message from the Chair of Llais Cymru**
- 2. An Introduction to Llais Cymru**
- 3. The role of Non-Executive Member and the role of the Board**
- 4. Our Board and Committees**
- 5. The way we work**
- 6. Job Description and Person specification**
- 7. How to apply**
- 8. Personal Statement**
- 9. Curriculum Vitae**
- 10. References**
- 11. Welsh Language**
- 12. Terms of Appointment**
- 13. Duration of Appointment**
- 14. Time Commitment**
- 15. Location**
- 16. Remuneration**
- 17. Induction, Learning and Development**
- 18. Indicative timetable**
- 19. Diversity Statement**
- 20. Disability Confident**
- 21. Key Contacts**
- 22. Eligibility**
- 23. Conflicts of Interest**
- 24. Due Diligence**
- 25. Standards in Public Life**
- 26. The Selection Process**
- 27. Queries**

1 Message from the Chair of Llais

Thank you for your interest in becoming a member of the Board of Llais Cymru.

Since our inception on April 1, 2023, we have focused on laying a strong foundation. Our initial efforts were directed towards listening – to the public, our stakeholders, and our own teams. This period allowed us to understand the needs and aspirations of the communities we serve. Despite the complexities of setting up new systems and integrating new staff and volunteers, we have made significant strides in building a robust framework that supports our mission.

We have experienced a period of significant transformation and growth as we established ourselves as an independent body dedicated to reflecting the views and representing the interests of the people of Wales in health and social care services.

The Board and I are immensely proud of the progress we have made as a new organisation, and we are grateful for the unwavering commitment of our staff, volunteers, and partners.

We continue to engage in numerous initiatives to amplify the voices of the Welsh people. From attending local and national events to launching a comprehensive multimedia marketing campaign, our efforts are aimed at raising awareness about our independent role in improving health and social care services. We have successfully established and continue to develop strong partnerships with NHS bodies, local authorities, and third-sector organisations, which have been instrumental in supporting our approaches.

We are dedicated to making Llais a well-run, trusted, and ambitious organisation. Our vision for the next 3 to 5 years sets ambitious goals to help make sure that health and social care services in Wales work best for everyone. We will continue to learn, adapt, and grow, always prioritising the needs and voices of the communities we serve.

Our strategic plan for 2024-2027 guides our efforts to drive a national conversation about the future of health and social care in Wales. This conversation will be inclusive and honest, addressing the challenges we face and building consensus around sustainable solutions.

Llais is looking for candidates who share this vision and our values to contribute to a dedicated and committed Board focused on taking

forward our organisational goals and contributing to the continued development of the organisation. Llais is looking for applicants who bring recent experience of accountancy, financial services and financial governance and candidates who have an effective understanding of the health and social care issues across Wales and preferably in North Wales.

Thank you for considering this opportunity to join Llais. I hope that you will be encouraged to apply.

**Professor Medwin Hughes
Chair**

2 An Introduction to Llais Cymru

Llais Cymru is a national, independent body set up by the Welsh Government through the Health and Social Care (Quality and Engagement) (Wales) Act 2020, to give the people of Wales a stronger voice in their health and social care services. We became fully operational on the 1st April 2023. At this point, the former Community Health Councils across Wales, came to an end as Llais was established.

Llais seeks to make sure that the views and experiences of the citizens of Wales are actively used by decision-makers to plan and deliver better health and social care services to meet people's needs.

The Board and staff of Llais are focused on making sure that everything we do is in the interests of the people of Wales. We undertake activities nationally and locally throughout our 7 regions to represent citizens interests and gather their experiences, both good and bad of health and social care services. We represent the people of Wales in planning and discussions with local NHS and social care providers to respond to the things that matter most to them. We also provide support for citizens to make complaints and provide advocacy support, when required.

Llais is a statutory body, and this means that NHS organisations, local authorities and third sector care providers must listen to us and take note of what we are bringing to their attention on behalf of the people of Wales.

We are committed to being transparent in everything we do, having strong accountability and good governance arrangements in place, and

having efficient financial management and ensure the proper use of public funds.

We also seek to deliver meaningful representation and support for the citizens of Wales in the health and social care sectors for those who use and rely on their services. We have done this through engaging with citizens and our partners in the development of our new three-year Strategic Plan, which came into effect from April 2024.

Further background information about Llais and our work can be found on our website – www.llaiswales.org

3 About the role

The role of the Board

The Board of Llais is collectively accountable and responsible for ensuring that Llais fulfils its roles and responsibilities under Health and Social Care (Quality and Engagement) (Wales) Act 2020 and our accountability agreement with Welsh Government.

The Board members are expected to act and behave in ways that reflect and demonstrate the seven Nolan Principles of Public Life, the leadership values expected of a Welsh public service and the Llais Behavioural Framework.

The Board, through the Chair, is accountable to Ministers in Welsh Government for the effective governance of the organisation, upholding Welsh public values and promoting confidence in the public and our partners of the ways in which Llais undertakes its business in appropriate, accountable, open and transparent ways.

The Chief Executive is the designated Accounting Officer for Llais. The responsibilities of an Accounting Officer include responsibility for the propriety and regularity of the public finances for which the Accounting Officer is answerable, for keeping proper records, and for Llais' assets as set out in the memorandum - 'Managing Public Money' - published by HM Treasury, and 'Managing Welsh Public Money', published by the Welsh Government.

4 Our Board and Committees

The Chair and 9 Board members are responsible for providing leadership and direction. Our Board comprises a Chairperson, Deputy Chairperson, 6 other Non-Executive members and the Chief Executive. All these positions can vote on Board decisions. Our Board has 1 associate Non-Executive member, who cannot vote and is appointed with agreement with trade unions.

The Board works closely with the Chief Executive and our senior leadership team, known as Tîm Arwain, to set our strategic direction through the approval of our 3-year strategic plan and annual plan, allocates our resources, and monitors our performance. Our work is scrutinised, guided, and approved by the Board and its sub-committees.

The Board meets formally 6 times a year in public and holds a further 6 development meetings. Each Non-Executive member is appointed to one of the 2 committees of Llais. Each of the committees meet for a minimum of 4 meetings a year.

5 The way we work

The Board at Llais aims to set clear standards and values within and outside our organisation. We also listen carefully to our staff and volunteers, the citizens of Wales and team up with others to make sure we fulfil our roles and responsibilities appropriately, effectively and efficiently. Our values are:

People-driven - We put the needs and experiences of people at the centre of decision-making.

Working together - We are inclusive and accessible. We working as one team with shared goals, both within our organisation and externally.

Integrity - We are independent, honest, accountable and transparent about our work and everything we do.

What support is provided to members of the Board of Llais

A range of support is available to Board members based on their individual needs and the collective needs of the Board. This includes, but is not limited to:

- An induction programme, which provides a comprehensive introduction to the work of the organisation and the roles, responsibilities and expectations of the Non-Executive member.
- Opportunities for learning and development, individually and collectively,
- Reasonable reimbursement for costs incurred as a Board member whilst fulfilling duties on behalf of Llais, for example overnight accommodation, travel and subsistence and other assistance that might be required by the individual to enable them to fulfil their role. These are assessed for each Board member and arrangements made based on the assessed requirements.
- Support from the Chair and other Board members (through a 'buddy' arrangement). Individual members and the Board collectively are also supported and advised by Llais's Board Secretary.
- Electronic equipment and training will also be provided e.g. a Llais computer to access emails and other communications and agenda and papers for Board, committee and other associated meetings.
- Llais also supports reasonable adjustments to enable members to effectively carry out their work for Llais.

6 Job Description and Person Specification

Llais is looking for a Board member who has recent experience of accountancy, finance, or financial services, and with an effective understanding of the health and social care issues across Wales (and preferably in North Wales). Applications are welcomed from candidates who do not have this specific experience but may have transferable knowledge and skills.

The Non-Executive member must be able to commit to 4 days per month to Llais and be able to demonstrate that they are able to balance competing priorities with other commitments and roles

The Non-Executive Board member, will:

- Provide effective leadership and contribute to the development of strategic direction and shared objectives through understanding current issues relating to health and social care in Wales,

- Promote high standards of public finance, ensuring regularity, propriety, and value for money and demonstrate the ability to make decisions and explain the reasoning for these decisions to build trust and confidence,
- Lead and cultivate a positive organisational culture based on strong values and behaviours and demonstrate the ability to work as part of teams and have an understanding and commitment and commitment to equity, diversity and inclusion,
- Ensure that Llais operates efficiently and effectively within a robust governance and accountability framework and demonstrate the ability to digest and make sense of complex and sometimes conflicting information and an ability to learn from experience to achieve stated outcomes,
- Have good communication skills to participate in meetings and act as an organisational ambassador internally and externally to Llais.
- Monitor the organisation's performance to ensure it meets its objectives and targets and provide constructive challenge and support others to do the same.
- Participate in the committee structure, to provide scrutiny and advice to the Board.

7 How to apply

To make an application, please visit the Welsh Government Public Appointments website: <https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-4ac5797242e0/candidate/register>

To apply for this role, click the Llais Non-Executive Member vacancy and click 'apply' at the bottom left-hand corner. The first time that you apply for the role, you will need to complete a registration form for the Welsh Government's online application system. You will only need to register once, and you will be able to keep yourself updated on the progress of your application, and any other applications you make via your registered account.

When you have registered, you will be able to access the application form for this role. To apply you will need to complete the application form and upload a personal statement and a current CV in the reasons for applying section of the online application form.

During the recruitment process you will be assessed against the recruitment matrix attached to this information pack.

8 Personal Statement

How you structure your personal statement is a matter for you. However, it must not exceed two pages of A4 text using font size 12 as a minimum and no more than 1000 words. Your application might be rejected if you exceed this limit.

Within the personal statement, you must cover/answer the 4 statements which are provided below to enable you to demonstrate that you can meet the essential criteria for the role.

You will not be shortlisted for interview if you have not answered/covered these statements:

1. Describe a time/given an example of when you have worked with others to achieve a shared objective,
2. Provide an example of when you have learnt from either a success or mistake and used that experience and learning to ensure better outcomes for the future,
3. Explain how you have maintained a positive attitude to challenges, adversity and change and supported others to do the same,
4. Provide an example of when you have had to communicate openly and inclusively with others to gain their trust and confidence.

You should aim to provide examples from all aspects of your life (not solely in the workplace) that demonstrate your knowledge, experience and values and describe how you would bring this to the work of Llais. Please also consider the other areas covered in the person specification section above. It would be helpful if you would indicate clearly which of the specific examples you provide relate to which numbered statement.

9 Curriculum Vitae

Please ensure that your CV is up to date and includes brief details of your current or most recent post or role(s) and the dates that you have been in this post or role(s). We recommend that your CV is no longer than 3 pages of A4 paper. Please identify any past or present Ministerial appointments.

10 References

Please provide two referees (one and employer, if relevant and one personal reference). Referees will be contacted for successful candidates only.

11 Welsh Language

Llais and Welsh Government are committed to ensuring diversity of our public boards so that they are representative of Wales, its communities and the bilingual nature of Wales. It will be essential that board members have an understanding and empathy towards the provision of the Welsh language in health and social care and the operation of Llais.

Due to the current level of Welsh language skills amongst the Board of Llais, Welsh language skills have been assessed as desirable for this post. An appreciation of the Welsh language in health and social care is an important requisite for this role.

12 Terms of Appointment

All appointments will be made by the Cabinet Secretary for Social Justice, Trefnydd and Chief Whip.

13 Duration of Appointment

Member will initially be appointed for up to 4 years. The appointment will be renewable subject to satisfactory performance and Ministerial agreement, to a maximum of 8 years in total. There should be no presumption of automatic re-appointment.

14 Time Commitment

Members are expected to commit 4 days per month, which includes attendance at Board meetings, committee meetings and other activities as agreed with the Chair of Llais.

15 Location

The Board meets in-person and virtually. Meetings are held across locations in Wales. Llais has offices across Wales. There may be some requirement to attend Llais offices, but these will be infrequent.

16 Remuneration

The remuneration for the role is £198 per day and members can claim travel and subsistence in accordance with Welsh Government guidance.

17 Induction, Learning and Development

Llais offers full induction and learning opportunities with a focus on continuous development. If this is your first role as a Board member, support will be offered to support you to become an effective member of the Board.

18 Indicative timetable

Closing date: 21st April 2025

Shortlisting: 28th April 2025

Interviews: week commencing 9th June 2025

19 Diversity Statement

The Welsh Government recognise the value of having public bodies reflecting a wide range of cultures, identities and backgrounds. We encourage applications from all parts of society and want to appoint from the widest and most diverse pool of talent.

We welcome applications from everyone regardless of age, marriage (including same sex marriage) and civil partnership, sexual orientation, sex, gender identity, impairment or health condition, race, religion or belief or pregnancy.

We are committed to recruiting women, Black, Asian and Minority Ethnic people, disabled people and members of the LGBTQ+ community, who are currently under-represented in board positions at public bodies.

20 Disability Confident

The Welsh Government accepts the social definition of disability, in which it is recognised that barriers in society act to disable people who have impairments or health conditions, or who use British Sign Language (BSL).

We are committed to removing barriers so all staff can perform at their best. The Equality Act 2010 uses the medical definition of disability “a physical or mental impairment which has a substantial and long-term impact on a person’s ability to carry out normal day-to-day activities”.

We guarantee to interview anyone who is disabled, whose application meets the minimum criteria for the post. By ‘minimum criteria’ we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence for the role and any qualifications, skills or experience defined as ‘essential’.

We are committed to the employment and career development of disabled people. If you would like a guaranteed interview, please contact The Public Appointment Team via email at: publicappointments@gov.wales to let them know.

If you have an impairment or health condition or use BSL and need to discuss reasonable adjustments for any part of this recruitment process, please contact The Public Appointment Team as soon as possible to discuss your requirements and any questions you may have.

21 Key Contacts

For further information regarding the selection process, please contact Public Appointments Team

Email: publicappointments@gov.wales

For further information regarding the role of Llais and the role of Non-Executive member, please contact Richard Bevan, Board Secretary, Llais

Email: Richard.bevan@llasicymru.org

Should you need any further assistance with applying for this role, please contact publicappointments@gov.wales

For further information about Public Appointments in Wales, please visit www.gov.wales/public-appointments

22 Eligibility

Any specific criteria which disqualify an individual from sitting on the board of the Body should be listed here. This might include specific disqualification or eligibility criteria or where the House of Commons Disqualification Act 1975 or Orders made under the Government of Wales Act 2006 apply.

Candidates should also note that membership of Llais is a disqualifying office for membership of the Senedd Cymru under the Senedd Cymru (Disqualification) Order 2020.

[The Senedd Cymru \(Disqualification\) Order 2020 \(from legislation.gov.uk\)](http://legislation.gov.uk)

23 Conflict of Interests

When applying, you will be asked to declare any private interests which may or may be perceived to conflict with the role and responsibilities of Non-Executive member of Llais including any business interests and positions of authority outside of the role in Llais.

Any conflicts of interest will be explored at interview. If appointed, you will also be required to declare these interests on a register which is available to the public.

24 Due Diligence

Welsh Government Public Bodies Team will undertake due diligence checks on all candidates successfully sifted to interview. This will include, but not necessarily be limited to, social media and internet searches. As a result, you may be asked questions at interview in relations to any findings from due diligence searches.

25 Standards in Public Life

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies.

[Code of Conduct for Board Members of Public Bodies \(gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/362222/Code_of_Conduct_for_Board_Members_of_Public_Bodies.pdf)

Civil servants must not misuse their official position or information acquired in the course of their official duties to further their private interests or those of others. Conflicts of interest may arise from financial interests, and more broadly from official dealings with, or decisions in respect of, individuals who share a civil servant's private interests (e.g. freemasonry, memberships of societies, clubs, organisations and family).

Where a conflict of interest arises, civil servants must declare their interest to senior management, for senior management to determine how best to proceed.

26 The Selection Process

The interview panel will assess candidates' CVs and personal statements to determine who it believes best meet the criteria for the role, and who will be invited to interview. The panel will rely only on the information you provide in your CV and statement to assess whether you have the skills and experience required. Please ensure that you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by a Welsh Government representative (*details to be confirmed*), and will also include Professor Medwin Hughes, Chair of Llais and an Independent Panel Member, Alison Thorne, Chair, National Dance Company Wales.

Your application may be "long listed", subject to the volume of applications received, before it is passed to the selection panel for consideration. You should be aware that in this situation, your application may not be considered in full by all of the panel.

We anticipate that during May 2025, the panel will have decided who will be invited for interview in June 2025. It is our intention that interviews will take place via Microsoft teams.

The panel will select for interview only the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the

person specification. However, if you have applied under the guaranteed interview scheme and you meet the **essential minimum criteria** for the post, you will also be invited to attend an interview.

If you are invited to interview, and the date of the interview is not already provided in this information pack, we will aim to provide you with as much notice as possible of the interview date. If you are unable to make the arranged date, we will endeavour to re-arrange it, but it may not be possible due to time constraints within the appointment timetable or selection panel availability.

You will receive email communication from Welsh Government's application centre to let you know if you have been invited to interview.

If you attend an interview, the panel will question you about your skills and experience, asking specific questions to assess whether you **meet the criteria** set out for the post.

Candidates who the panel believe are 'appointable' will be recommended to Ministers, who will make the final decision. The Minister may choose to meet with appointable candidates before making their decision. If they do, they will meet all candidates in the presence of the panel chair, or their nominated representative. There will be a time gap between interview and a final appointment decision being made. Candidates who have been interviewed will be kept informed of progress.

If you are successful, you will receive a letter appointing you as Non-Executive member of the Llais, which will confirm the terms on which the appointment is offered.

If you are unsuccessful at interview, you will be notified through the Welsh Government's application centre. We appreciate it takes a lot of time and effort to apply for roles and that feedback is a valuable part of the process. As a result, the letter will provide the details of who you may approach for feedback on your application and interview, should you so wish.

27 Queries

For queries about your application, please contact publicappointments@gov.wales

If you are not completely satisfied

Welsh Government will aim to process all applications as quickly as possible and to treat all applicants fairly, and with courtesy. If you have any complaints about the way your application has been handled, please contact publicappointments@gov.wales .

Additionally, you can write to the

Office of the Commissioner for Public Appointments, Ground Floor,
1 Horse Guards Road, London, SW1A 2HQ, or via email at publicappointments@csc.gov.uk