Healthwatch Croydon is the borough’s Healthwatch organisation, established in line with the Health and Social Care Act 2012 as a Community Interest Company to ensure that service users and the public are at the heart of all health and social care service delivery in the borough.

1. Outcomes

Leadership team successfully established for this new organisation including a Chief Executive and various Board Members.

2. Project Need

Healthwatch Croydon needed to establish itself rapidly with appropriate governance arrangements and recruit people for its key leadership roles. The organisation was also keen to adopt an innovative and distinctive structure whereby the majority of staff were not directly employed but would be sub-contracted to allow them to focus resources on service delivery.

For the CEO role, Healthwatch Croydon needed a public-spirited individual with experience of senior management in the public, voluntary or potentially private sectors, a good understanding of health and social care and a history of working with stakeholders. In Directors, Healthwatch needed high quality individuals who had the ability to operate at a strategic level, experience or knowledge of health care services in Croydon and a passion for the work of the organisation.

3. Solution

Eastside Primetimers were initially contacted by Healthwatch Croydon to assist in the set up stages and help with recruitment to their Board. We later worked with them when they needed to recruit a Chief Executive, Marketing Officer and 2 more Board members.

We ran an open recruitment process for the positions, advertising the positions online on various job sites, contacting our networks and using a headhunting/search process. We were able to provide Healthwatch Croydon with shortlists of candidates for the various roles which enabled them to recruit to each position. We relied heavily on our strong network of senior business professionals to reach the right quality of candidate.

“This Eastside Primetimers assisted and supported Healthwatch Croydon in getting a full team of Directors which will enable us to deliver our innovative service delivery model. I have worked with Eastside Primetimers three times and on various projects and I am so glad I have found them.”

Mark Justice
Former chair & current board member, Healthwatch Croydon

This case study was produced in Sep 2015.
If you would like to learn more about this project please contact the Eastside Primetimers office on 020 7250 8440