



Help shape the next chapter

Board Member – Technology, Cyber Security and Marketing

Board Recruitment Pack | October 2026

100 years of purpose

HYELM provides safe, high-quality and affordable homes for young people working in London, helping them build their careers, independence and futures in the city.

Voluntary role | London | Reasonable expenses paid

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Welcome from the Chief Executive

Dear Candidate,

Thank you for your interest in joining the HYELM Board.

HYELM and The Ames House Trust are housing charities with a long history of supporting young people who come to London to work. HYELM was founded in 1926 and Ames House in 1890. Today, the organization provides rented accommodation for working young people, many of whom are key workers or at the beginning of their careers and may have limited alternative housing options or family support in London.

Our vision is that every young person who aspires to work in London has access to safe, high-quality and affordable housing that supports their career growth and strengthens communities. Our mission is to provide affordable housing for young people who work in London, fostering community and stability while enabling them to plan for their future.

As we celebrate HYELM's centenary, we are entering an important period in our development. We have secured land in Colindale and planning permission for a further 156 flats, although development is currently on hold while we consider the best way to use this asset in a complex development environment. At our Old Street residence, we are also delivering a significant programme of works to address fire safety and other construction defects, which is expected to continue for a further two to three years.

These priorities make this an especially important time to join our Board. Strong governance, strategic thinking, sound financial stewardship and a clear focus on our residents will be central to the decisions we make about HYELM's future.

We are seeking a new Board Member who can strengthen the Board's expertise in technology, cyber security and/or marketing and communications. We recognise these are distinct disciplines and do not expect one person to be an expert in every area. We are interested in the strategic insight and practical experience you could bring to our collective decision-making.

The commitment

Board membership is voluntary. We expect the role to require around one day per month, including approximately five Board meetings each year, the AGM, around two strategy/away days, preparation and reading, training and occasional events. Meetings are generally held in person in London. Reasonable expenses are paid.

Board Members are appointed in accordance with HYELM's governing arrangements and the NHF Code of Governance 2020 for a maximum of six years, normally comprising two terms of three years.

Further information about HYELM, including our audited accounts, annual review, Strategic Plan and key policies, is available through the Document Library on our website at hyelm.com.

We hope this pack gives you a clear sense of HYELM, the contribution our Board makes and the opportunity to help shape our next chapter. We would be delighted to hear from you.

Yours sincerely,

Debra Ives
Chief Executive, HYELM

Board Member opportunity

London | Voluntary role | Reasonable expenses paid

Help shape the next chapter of a housing charity that has supported young people in London for 100 years

HYELM provides safe, high-quality and affordable homes for young people working in London, including many key workers and people at the beginning of their careers. Our purpose is simple but important: to help young people build their lives and careers in London by giving them an affordable and secure place to call home.

As we celebrate our centenary, we are appointing two new Board Members through separate recruitment processes. This opportunity focuses specifically on technology, cyber security and marketing/communications. We are delivering a significant programme of investment in our existing homes, considering opportunities for future growth and development, and continuing to strengthen our organisation for the future.

The opportunity

As a Board Member, you will share collective responsibility for the governance and strategic leadership of HYELM. Working with fellow Board Members and our small executive team, you will:

- help shape our strategy and long-term direction;
- ensure HYELM remains financially sustainable and delivers its charitable purpose;
- provide constructive challenge, support and oversight to the executive team;
- oversee organisational performance, risk, regulatory compliance and the safety and quality of our homes;
- ensure the needs and experiences of our residents inform Board decision-making; and
- act as an ambassador for HYELM and the work we do.

Who are we looking for?

We want to hear from people who share our commitment to providing good-quality, affordable homes for young people in London and who bring independent thinking, sound judgement and constructive challenge to our Board.

For this appointment, we are particularly interested in candidates with expertise in one or more of the following areas:

- Technology and digital strategy: digital transformation, data and information governance, technology procurement, and the effective use of systems to improve organisational and resident services.
- Cyber security and resilience: information security, cyber risk, business continuity, data protection and the oversight of appropriate digital controls.
- Marketing and communications: brand and reputation, digital communications, stakeholder engagement, audience insight and strategies to increase organisational profile and impact.

These are complementary areas rather than a requirement for every candidate. We welcome applicants with depth in one discipline and an interest in the wider challenges facing a small housing charity.

Previous Board or Trustee experience is not essential. We welcome candidates considering their first Board role and will provide induction, training and support. We value different perspectives and lived experience, including insight into housing affordability and young people's experiences in London.

What will you gain?

- The opportunity to make a tangible contribution to HYELM's social purpose
- experience of strategic decisions about the future of an established London housing charity
- opportunities to develop your governance, strategic leadership and decision-making experience
- broader professional networks; and
- access to relevant training, development and sector events.

If this is your first Board role, we will agree a tailored induction and development programme with you.

Commitment and term

The expected commitment is approximately one day per month. This includes around five Board meetings each year, the AGM, Board strategy/away days, preparation and reading, training and occasional events. Meetings are generally held in person in London. The role is voluntary and reasonable expenses are paid. Appointments are normally for a three-year term and may be renewed once, subject to HYELM's governance arrangements.

How to apply

Please submit a current CV and a supporting statement of no more than two A4 pages explaining why you would like to join HYELM's Board and how your expertise and perspective would enable you to contribute.

Please send your application to: exec@hyelm.com

Closing date: **Monday 16th November 5pm** | **Shortlisting: 17th – 19th November** | **Interviews: late November / early December, in person at HYELM Old Street.**

For an informal conversation, please contact Debra Ives, Chief Executive, at debra@hyelm.com. If you require reasonable adjustments at any stage, please let us know.

About HYELM

100 years of providing homes for young people

HYELM was founded in 1926 by Arthur West, who recognised the need for affordable accommodation for young people coming to London to work. HYELM began in Tufnell Park and later moved to Hampstead, where Arthur West House was developed during the 1970s with support from the Greater London Council.

In 2008, HYELM opened its Old Street residence, providing contemporary accommodation for 125 young workers. The former Hampstead property was sold in 2016 as it no longer met the needs and expectations of young people.

Using the proceeds from that sale, HYELM acquired a site in Colindale, North London, in 2019. Planning permission has since been secured for residential development. The development did not proceed as originally planned following the Covid pandemic and subsequent economic and market changes, and the land is currently in meanwhile use while HYELM considers how best to use the asset to support its future growth.

The Ames House Trust

Ames House was established in 1890 and historically provided housing for young women in Hampstead. In 1995, HYELM entered merger discussions with The Ames House Trust. Following discussions with the Charity Commissioners, a group structure was established under which the two organisations retained their separate legal identities and HYELM became the sole corporate trustee of Ames House.

The Ames House property was sold in 2004. The sale proceeds were used to purchase a long-term lease over part of Arthur West House and, subsequently, Ames House funds contributed to the acquisition of the Colindale site. In 2014, the Charity Commissioners approved amendments to the aims and objectives of Ames House to mirror those of HYELM.

Arthur West House Limited

Arthur West House Limited is a wholly owned subsidiary company of HYELM, established in 2015 to support the delivery of HYELM's development programme.

Our vision

Every young person who aspires to work in London has access to safe, high-quality and affordable housing that supports their career growth and strengthens communities.

Board Member Role Profile

Purpose of the role

As a member of the Board, you will share collective responsibility for the strategic leadership, good governance and long-term sustainability of the HYELM Group, ensuring that the organisation fulfils its charitable purpose and delivers positive outcomes for residents.

You will contribute your expertise, insight and independent judgement to strategy and policy, while ensuring that decisions support HYELM's strategic objectives and take proper account of the interests of residents and other relevant stakeholders.

Governance responsibilities

HYELM Board Members have responsibilities arising from HYELM's charitable and corporate status. Board Members must act in accordance with HYELM's governing documents, applicable charity and company law, and relevant governance and conduct requirements. This includes acting within powers, exercising independent judgement and reasonable care, skill and diligence, managing conflicts of interest appropriately, and helping ensure that HYELM uses its resources responsibly in furtherance of its charitable purpose.

Main responsibilities

Purpose and strategy: Contribute to the development, approval and oversight of HYELM's strategy and ensure that the organisation remains focused on its charitable purpose and long-term objectives.

Residents and social purpose: Keep residents and the outcomes HYELM exists to achieve at the centre of Board decision-making, drawing on resident experience and insight where appropriate.

Financial stewardship: Oversee financial performance, viability, treasury and the responsible use of HYELM's assets and resources.

Risk and assurance: Understand the principal risks and opportunities facing HYELM, agree an appropriate approach to risk and seek assurance that effective controls and mitigations are in place.

Safety, quality and compliance: Maintain appropriate strategic oversight of the safety and quality of HYELM's homes and compliance with relevant legal and regulatory requirements.

Performance and accountability: Monitor organisational performance against agreed strategic and business plans and hold the executive team to account for delivery.

Executive support and challenge: Provide constructive challenge and support to the Chief Executive and executive team while respecting the distinction between governance and operational management.

Culture and values: Promote HYELM's culture, values and commitment to equality, diversity and inclusion, and contribute to an open, respectful and effective Board culture.

Governance and conduct: Act in accordance with HYELM's Articles and other governing documents, declare relevant interests, respect confidentiality and comply with applicable governance and conduct requirements, including the current NHF Code of Conduct.

Collective responsibility: Prepare for and participate actively in Board meetings, induction, training and review; contribute constructively to collective decisions; and represent HYELM appropriately when required.

What we are looking for

This person specification relates to the technology, cyber security and marketing Board appointment. Candidates will be assessed on the essential Board qualities below and the contribution their specialist experience could make to HYELM.

Essential qualities for all Board Members

- A clear commitment to HYELM's charitable purpose, residents, culture and values.
- The ability to think strategically, take a long-term perspective and contribute to setting priorities.
- Sound judgement and the ability to analyse information, identify key issues and consider the implications of proposals and decisions.
- The confidence to ask constructive questions and challenge appropriately, while working collaboratively and respecting collective decision-making.
- Integrity, independence of thought and a commitment to high standards of governance and conduct.
- An understanding of, or willingness to learn, the distinction between strategic governance and operational management.
- The ability to consider risk and opportunity proportionately and to balance social purpose with financial and organisational sustainability.
- A commitment to equality, diversity and inclusion and to ensuring different perspectives can contribute to Board discussions.
- A willingness to understand and take account of the experiences and needs of HYELM's residents.
- The capacity to devote sufficient time to the role, prepare for meetings and undertake relevant induction, training and development.

Priority expertise for this appointment

- Technology / digital: strategic experience of digital systems, data, digital transformation or the use of technology to improve services and organisational effectiveness.
- Cyber / information security: experience of cyber security, resilience, technology risk, information governance, data protection or business continuity.
- Marketing / communications: experience of marketing strategy, communications, brand, reputation, stakeholder engagement, digital channels or audience insight.
- Ability to translate specialist knowledge into proportionate, strategic Board-level advice for a small housing charity.

Candidates do not need to meet every specialist criterion above. We particularly welcome depth in at least one area, and the ability to connect that experience to HYELM's wider objectives.

Relevant professional qualifications may be valuable where applicable, but candidates should focus on how their experience can contribute to strategic oversight and decision-making.

First-time Board Members

Previous Board experience is not required. We welcome candidates considering their first Board or Trustee role who can demonstrate the essential qualities above and relevant expertise or perspective. HYELM will provide induction, training and development support to help new Board Members contribute confidently and effectively.

Lived experience and perspective

We value lived experience and perspectives that can deepen the Board's understanding of the people and communities HYELM serves. This may include experience of housing affordability challenges, renting in London, being at an early stage of a career in the city, or working professionally or within communities with young people. Lived experience is valued alongside, rather than as a substitute for, the core qualities needed to contribute effectively as a Board Member.

How we work together

- We support the Board's shared aims and respect the roles of fellow Board Members and staff.
- We challenge constructively, listen to different views and are prepared to change our minds when the evidence supports it.
- We maintain appropriate relationships with the executive team and do not allow personal relationships or interests to interfere with our governance responsibilities.
- We prepare properly, communicate inclusively, respect confidentiality and create space for others to contribute.
- We keep our knowledge current and seek learning and development where it will strengthen our contribution.

Current HYELM Board

Our Board brings together experience from housing, development, finance, law, governance, safeguarding and the wider charity sector. We are now looking to broaden that collective expertise and bring additional perspectives to the Board.

Name	Board role	Experience
Andy Brainin	Chair	Accountancy, investment, development and asset management
Vanessa James	Board Member	Legal, HR, housing
Febechi Chukwu	Board Member; Member Responsible for Complaints	Commercial law, ethics and governance
Rhiannon Meredith	Board Member	Affordable housing development
Liliana Shanbhag	Board Member; Safeguarding Lead	Land acquisition, investment and development appraisal
Jon Clowes	Board Member	Social housing development
David Capel	Board Member	Chartered Surveyor; residential construction and development
Jay Doshi	Chair of Audit and Risk Committee	Engineering, project management and development
Isla Haigh	Board Member	Charity governance, programme leadership, third-sector strategy and impact

Interested in joining us?

Please send your CV and supporting statement exec@hyelm.com by 5pm Monday 16th November 2026.