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ENGLISH RURAL

# *Board Member Recruitment Pack*

*An invitation to help shape the future of affordable  
rural housing in England.*

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MAY 2026 · [englishrural.org.uk](http://englishrural.org.uk)





## Mark Pragnell

*Chair, English Rural*

# Welcome

**“** *Thank you for your interest in joining the Board of English Rural.*

As part of our succession planning, we are looking to appoint one exceptional Board Member who brings deep experience in finance and treasury management. This pack sets out who we are, what the role involves, and how to apply.

It is an exciting time to join us. English Rural is a small organisation that punches well above its weight, with high levels of engagement among both our staff and Board members. We are delivering an ambitious Business Strategy that confirms our position as a leading provider of affordable rural homes — investing more than ever in our purpose: to provide and manage affordable housing for local people in rural villages, and to be a national advocate for affordable rural housing.

I hope you find yourself inspired by the work we do. I look forward to receiving your application.

*With best wishes,*

***Mark Pragnell***



# Specialist provider of affordable rural homes.

We build and manage homes in village locations, principally across the South of England. Our partnerships with local communities ensure homes are affordable — and stay that way — for local people, forever.

**“** *We’re a small organisation that punches well above its weight — with an expert team and a Board deeply engaged in shaping our future.*  
— Martin Collett, Chief Executive



*HRH The Princess Royal is our Patron.*

# Quality homes, well managed, built with the community.

*Three principles guide every scheme we deliver and every home we manage.*



## Quality & Sustainability

We design and maintain to a high standard. A 'fabric first' approach minimises environmental impact, while renewable technology keeps homes affordable to live in.



## Resident Voice

We listen to our residents and act on what they tell us. Their feedback directly shapes the way we work, helping us to continually improve the services we deliver and ensure they truly meet the needs of the people we house.



## Trusted Governance

Rated V2 for Viability and G1 for Governance by the Regulator of Social Housing. We work in partnership with Homes England to invest in more affordable homes.

# Board Member

*A non-executive role with a clear scope and a structured induction.*



## REPORTS TO

Chair of the Board



## REMUNERATION

£2,500 per annum



## TIME COMMITMENT

Five Board meetings · three Committee meetings · two to three days for site visits and external events, per year.



## TERM

Up to two terms of three years.



## LOCATION & FORMAT

A mix of in-person and remote video meetings; at least three Board meetings per year held in person, generally in London.



## INDUCTION & APPRAISAL

Comprehensive induction, a Board buddy, professional coaching sessions, and Insights Discovery profiling. We invest in ongoing Board training and development. Annual 360° appraisal.

# What you'll do.

- 01** Help shape business strategy and objectives — preparing for, attending and contributing positively at Board and Committee meetings.
- 02** Safeguard the assets and interests of English Rural and its residents through sound financial and risk management.
- 03** Scrutinise performance against objectives, budgets and strategies, ensuring effective financial and control systems.
- 04** Make sure English Rural acts in line with its purpose, values, rules and governance framework, and meets legal and regulatory duties.
- 05** Act as an ambassador - promoting our purpose internally and externally, across networks, rural communities and stakeholders.
- 06** Uphold the highest standards of behaviour, equality, probity, confidentiality and data protection.
- 07** Attend training and other functions and contribute to Committees or Panels as appropriate.
- 08** Champion the resident voice - ensuring their views and experiences are heard and actively shape our decisions and services.

# What you'll bring.

We are looking for one Board Member with a strong background in finance and treasury — supported by the breadth of qualities listed below.

## EXPERIENCE OF

### ESSENTIAL

- Setting strategy and providing strategic direction.
- Leadership, sound judgement and good decision-making.
- Working effectively as part of a team, with persuasion and influence.
- Communicating clearly and listening to other views.
- Supporting good governance — ideally within a regulated sector.
- Interpreting and challenging complex information and data.

### DESIRABLE

- Working with rural communities and customer-focused environments.
- The not-for-profit sector — its culture and values.
- Equalities and access legislation, policies and practice.

## CURRENT KNOWLEDGE OR SKILLS

### Finance & Treasury

Strong expertise in finance and treasury management.

### Sector Knowledge

Solid understanding of financial frameworks and operations.

### Qualified Accountant / Finance Qualification

Professional accounting or finance qualification preferred.



# Helpful, but not essential.

*Any of the following would strengthen an application:*



## **Contract management & negotiation**

Demonstrable knowledge of how to manage contracts and negotiations effectively.



## **Cost analysis & value for money**

Financial understanding of cost analysis and value-for-money disciplines.



## **Regulated-sector experience**

Experience of operating within a regulated sector.



## **Rural community insight**

An understanding of the challenges currently facing rural communities.



## **Non-executive experience**

Previous experience of working in or with a non-executive role.



## **Strategic thinking**

Ability to absorb large amounts of complex information to support good decisions.



## **Smaller-organisation perspective**

An understanding of the needs and limitations of a smaller organisation.

# Why English Rural exists.

OUR VISION

## Putting rural communities front and centre.

*“For rural communities to thrive, we believe local people deserve to live in high-quality, well-managed homes that are comfortable, safe and affordable.”*

OUR MISSION

## Building, managing — and advocating.

*“To build and manage affordable housing for local people in rural communities in England, and to be an advocate for affordable rural housing.”*

# Six values that guide us.

*Our mission is underpinned by six Core Values shared by every Board member, employee and partner.*



## COLLABORATIVE

We collaborate effectively as a team, recognising individual strengths and contributions. By forming powerful external partnerships, we achieve our purpose and ambitions.



## APPROACHABLE

We take pride in our transparent and accountable culture. We are open to new perspectives and respond positively to change.



## RESPECTED

We value our trusted position in the sector as experts and leading rural housing specialists. We always act professionally and with the utmost integrity.



## RESOURCEFUL

We are innovative and creative, and we persist when problems arise. We run an efficient and effective business, applying our resources to achieve our purpose and ambitions.



## DISTINCTIVE

We value the unique perspective that comes from being a leading rural housing specialist. We encourage new ideas and offer unique solutions to achieve our purpose.



## INCLUSIVE

We strive to make everyone feel valued, welcomed, respected, included, represented, and heard. We ensure that they fully belong, can be authentic, contribute to the collective, and have a voice.

# How we sustain our purpose.

*Our purpose is as relevant today as when English Rural was founded, in 1991. Five fundamentals enable our expert team to deliver it.*



## Good governance

Governance that keeps pace with internal and external requirements.



## Sound finances

Strong finances, controls and a clear focus on value for money.



## Trusted relationships

The satisfaction of residents and the partners on whom we depend.



## Access to capital

Access to capital finance to invest in new and existing homes.



## Effective risk management

Robust risk management and stress-testing of the Financial Business Plan.



# Key dates.

CLOSING DATE

**Fri 12 June 2026**



*Applications submitted by 5pm.*

INTERVIEWS

**w/c 6 July 2026**



*Held with the panel; format confirmed in advance.*

BOARD CONFIRMATION

**Thu 23 July 2026**



*Appointment confirmed at the Board meeting.  
Shortlisted candidates will be asked to observe  
the board meeting.*

## Want an informal chat first?

For a confidential conversation about the role, please contact Martin Collett, Chief Executive — [020 7820 7930](tel:02078207930) · [martin.collett@englishrural.org.uk](mailto:martin.collett@englishrural.org.uk).

An informal chat with our Chair, Mark Pragnell, can also be arranged — we will be happy to facilitate this.

Process queries: Karen Eagles, Governance & Executive Support Manager — [020 7820 7933](tel:02078207933) · [karen.eagles@englishrural.org.uk](mailto:karen.eagles@englishrural.org.uk).

# Building a board that reflects our communities.

*English Rural is committed to equality, diversity and inclusion. We welcome applications from candidates of all backgrounds.*

## OUR COMMITMENT

- We are an equal opportunities employer. All applications are judged solely on merit.
- We value diversity and are committed to creating an inclusive environment where everyone can contribute their best.
- We make reasonable adjustments for disabled candidates throughout our recruitment process and welcome enquiries about access requirements.
- We are committed to fair recruitment and to building a culture in which all Board members can thrive.

## WHO WE'D ESPECIALLY WELCOME

We particularly encourage applications from people currently under-represented on our Board, including:

- People from Black, Asian and minority ethnic backgrounds
- Disabled people
- Women
- Younger people
- People who identify as LGBTQ+

*We recognise that diversity of thought, background and experience makes for a stronger Board and better outcomes for the rural communities we serve.*

# Submitting your application.

Please email the items listed below to [55bc96e0.englishrural.org.uk@emea.teams.ms](mailto:55bc96e0.englishrural.org.uk@emea.teams.ms) by 5pm on Friday 12 June 2026.

**01**

## Detailed CV

Including positions held and relevant dates.

**02**

## Personal statement

Up to 250 words explaining why you'd like to join the Board, and what you'd bring.

**03**

## Two referees

Full contact details (name, role, organisation, phone, email).  
References will only be taken with your prior permission.  
References are a prerequisite of appointment.

**04**

## Equality, diversity & inclusion form

Please also complete our optional online [equality & diversity monitoring form](#).

*English Rural recognises the positive value of diversity, promotes equality, and welcomes applications from people of all backgrounds. Your application will be acknowledged and treated in the strictest confidence.*



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THANK YOU

# *Build something that lasts.*

*Joining our Board is a chance to help local people live in high-quality, well-managed homes — in the villages they love.*

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Apply by 5pm, Friday 12 June 2026

[englishrural.org.uk](https://englishrural.org.uk)