



Connecting the old & the young
to shine **Brighter Together**



JOB APPLICANT INFORMATION PACK

PROGRAMME LEAD



WHO WE ARE

Brighter Together is an award-winning intergenerational charity that connects two vulnerable groups: older people and early years children, to participate in shared activities, for mutual benefit to well-being and development. We're currently scaling our operations, and we are seeking a visionary Programme Lead to join our team.



Founded in 2020, Brighter Together works with care homes & day centres and links them with their local nursery school. The groups meet weekly to participate in meaningful, shared activities.

Our programme sets out to tackle social isolation and improve social and emotional wellbeing of all participants.

We aim to:

- Improve the social and emotional wellbeing of vulnerable older adults and children.
- Support the children's development against the Early Years Foundation Stage (EYFS) characteristics of effective learning.



The Brighter Together programme gives older adults a purpose and responsibility. By bringing a group of young children into their lives on a regular basis to participate in structured and meaningful activities, they share in the children's development and create strong relationships that will have a mutual benefit.

Our small team has a huge impact. You can find out more by viewing our [video](#) on our homepage and reading our [latest impact report](#).



WHY WE EXIST

Since the end of WWII, the UK has been moving away from multigenerational living. We've seen the increasing rise of the nuclear family. Recent research has found that the UK is now one of the most age-segregated countries in the world.

This has created a number of issues directly impacting the oldest and youngest in our communities and also for our wider society as a whole:

THE UK IS FACING A CRISIS

1 Social Isolation



UK society is increasingly age-segregated, with stark and concerning generational gaps creating more social isolation and less social cohesion.

2 Loneliness & Depression



Loneliness and depression are on the rise and the number of people over 70 experiencing depression has doubled since the start of the pandemic. The leading cause of depression is social isolation and lack of purposeful activity.

3 Disadvantaged Children



Children with fewer opportunities to have regular connections with those over 65 are at a disadvantage in terms of confidence, communication skills, concentration, and school readiness.

INTERGENERATIONAL WORK TACKLES THIS CRISIS

1 Wellbeing



Spending time engaged in meaningful activities in intergenerational groups has proven benefits to the wellbeing of participants.

2 Life Chances



Children's life chances are significantly enhanced through regular interaction with those over 65.

3 Social Cohesion



Intergenerational learning encourages greater understanding and respect between the generations and helps to bridge the 'generational divide'.



OUR VISION & AMBITION

The past year was a significant milestone for Brighter Together. We took our proven model and successfully scaled it, increasing the number of projects we delivered and reaching more vulnerable older adults and young children than ever before.

We now have a model that consistently delivers exceptional quality—even at scale. With this foundation in place, our ambition continues to grow. Our vision is of a UK where every older person has regular opportunities to connect with young children — building relationships that foster joy, reduce loneliness, and strengthen communities across generations.

Where We're Headed

Looking ahead, the next three years will focus on growth: expanding our programme to reach more older adults and early years children, especially in areas with the highest levels of social isolation. Our priority remains delivering deep, lasting impact — particularly in improving life chances for children and enhancing wellbeing for older people.

As we implement our new growth strategy, we will be expanding the knowledge and expertise of our Trustee Board and staff team.





179
**OLDER ADULTS &
EARLY YEARS
CHILDREN ATTENDING
PROJECTS FOR AT
LEAST 10 WEEKS EACH**

168
SESSIONS DELIVERED



**163 HOURS
OF VOLUNTEER TIME**

**15
PARTNERS**



**DELIVERING ACROSS
3
LONDON BOROUGHES**



98%

of **children** made
significant
improvement in their
social wellbeing

97%

of **older adults** made
significant
improvement in their
emotional wellbeing

“Brighter Together changes our clients’ lives and self-perception; they feel needed and important. The clients’ joy and happiness can be seen in their behaviour, conversations, and mood. They can’t wait for the next session.”

Agnes Lozowska, Health Care Assistant,
Homelink Day Respite Care Centre.



When asked if they'd recommend Brighter Together's programme to a colleague, **100% of partners gave 10 out of 10** (where 10 is extremely likely).

OUR APPROACH

We aim to maximise the benefit from the time that the children and care home residents spend together. To do that, we are rigorous about our programme planning which is built around the following 4 aspects:



1. Designed by Experts

Our sessions are designed with input from an Advisory Board. This board consists of a range of experts from fields including Occupational Therapy, Dementia Care, Physiotherapy, and Early Years education.



2. Session Structure

Each session is based on the approach of Cognitive Stimulation Therapy which has well-documented success in improving and maintaining cognitive functioning in older adults. Our sessions have also been designed to work within the Early Years Foundation Stage Framework.



3. Bespoke Training

Our Session Facilitators and our volunteers supporting the sessions are provided with professional training on how best to engage with older people, working in the care home environment, and receive accredited dementia training.



4. Community Involvement

The activities build up to a celebratory end-of-term event to showcase the work of the group to friends, family, and staff. This is an essential part of engaging the community, bringing a much wider range of people into the care home.



BACKGROUND TO THE ROLE

We're a young, bold, charity that has ambitious plans for tackling social isolation and improving wellbeing for early years children and our older people. This role will be critical to helping Brighter Together take a big step forward in expanding our service to reach more vulnerable people and transform more lives.

As a small organisation, we have achieved a lot with a very lean team, growing our programme whilst maintaining the quality of our service.

We are still in the start-up phase, embedding best practice across everything we do to ensure that we have the right systems and structures in place to continue to expand. We are spinning many plates and constantly juggling priorities. We are looking for someone who is excited to seize this unique opportunity to shape the future of our charity and maximise our influence with limited resources.

We're a dynamic and agile team with a great track record and want to build on our success to create a truly impactful organisation. No two days will be the same, and you will be required to get stuck into every aspect of Brighter Together, shaping our work and our operations. If this excites you and you've got the skills, energy, and enthusiasm to be a big part of growing our intergenerational programme, then we'd love to receive your application.



Polly van Marken
Chief Executive



Andy Melia
Chair of Trustees





PROGRAMME LEAD

ROLE OVERVIEW:

Title: Head of Programmes

Contract type: Initially a 12-month fixed-term contract, with the intention to extend or make permanent subject to funding availability.

Hours: Full-time with options for flexible working.

Workplace: Hybrid working with 2 days at our office space in Twickenham, SW London. There will be regular travel to our projects across London.

Salary: £32,000 – £42,000 per annum based on experience.

Annual leave: 25 days per annum + Bank Holidays

Line Manager: CEO

ABOUT THE OPPORTUNITY:

Brighter Together is an award-winning intergenerational charity that has a proven and highly impactful programme and is now aiming to maintain this quality whilst further scaling our work to reach more young children and older people.

The Programme Lead will be critical in achieving these aims and this is an exciting opportunity to join a forward-thinking charity at a stage where you will help shape the future of our organisation. The role will head up our programme development & delivery as well as being a part of our leadership team as we take Brighter Together into the next phase of its existence.

We're looking for someone who is ambitious and wants to make a meaningful difference, who thrives in a fast-paced environment and likes to get stuck-into making the organisation they work for the very best it can be. Brighter Together operates an extremely lean and agile core team and you will need to be a solution focussed, strategic thinker, willing to learn new skills at a fast pace to help us maximise our impact on minimal resources.



PROGRAMME LEAD

MAIN RESPONSIBILITIES:

Programme Development & Sales:

- Identify and engage potential partner settings (e.g. care homes, nurseries, day centres) across our target boroughs, clearly articulating the programme's value and securing participation through financial contributions where appropriate.
- Onboard new project partners to ensure each project is set up for success.
- Lead the recruitment of Session Facilitators as needed.
- Train Session Facilitators and partner staff in our theory, methodology, and practice, and coordinate external training opportunities for the facilitation team.
- Develop and manage volunteer opportunities to support programme delivery, including recruitment, training, and supervision.
- Define the structure and resourcing needs of the programme team, with a strategic view on how these should evolve over time to support growth and sustainability.

Programme Delivery:

- Develop objectives, KPIs and a delivery plan for the programme in line with the organisational strategy.
- Manage all live projects, including partner relationships and overall programme delivery at each site.
- Deliver programme sessions when required.
- Ensure high-quality delivery through oversight of Session Facilitators and quality assurance of sessions.
- Ensure adherence to all organisational policies and procedures, including safeguarding, GDPR, health and safety, and risk management.

Impact & Evaluation:

- Assess our current impact measurement tools and processes and researching best practice methods to ensure our monitoring and evaluation is leading edge.
- Lead the implementation of a robust impact measurement across all projects, ensuring we gather meaningful data and insights.
- Work with the CEO to produce our annual impact report.

Organisational Leadership & Growth:

- Act as a key member of the senior leadership team, contributing to the development of organisational strategy and delivery models.
- Work with the CEO and Trustees to review and refine internal processes for improved efficiency and resource use.
- Identify and support marketing and communications opportunities to build brand awareness and enhance our profile.



PROGRAMME LEAD

ABOUT YOU:

The ideal person would have:

- Entrepreneurial acumen and a desire to contribute to an organisation at a growth stage.
- A strategic mindset, with the ability to connect daily activity to long-term objectives.
- Proactive in spotting trends, addressing challenges, and finding solutions that drive impact.
- Detail-oriented, with high standards and a focus on accuracy and consistency.
- A drive to deliver high-quality work while managing competing priorities and tight deadlines.
- A growth mindset, eager to shape their role as the organisation evolves.
- A proactive, can-do attitude, willing to learn new skills to support organisational success.
- Initiative, self-motivation, and strong problem-solving ability.
- A natural communicator with excellent interpersonal skills.
- Confidence using IT and digital tools as part of day-to-day working.

Required experience:

- Strong experience of line managing a team and developing others.
- Experience in people leadership, demonstrating high emotional intelligence and resilience.
- Proven ability to deliver against challenging KPIs.
- Demonstrated success in pitching and managing programme sales.
- Understanding of complex programme delivery.
- Experience in programme and project management, including setting up and running projects.
- Excellent stakeholder management skills, with the ability to build effective relationships quickly.
- Experience of cross-team working.
- Right to work in the UK.

Desirable experience:

- Experience leading a geographically dispersed team.
- Experience working with nurseries, schools, within the education sector and/or the care sector.
- Experience working in a charity or organisation that has grown or scaled rapidly.
- Experience using technology strategically to improve processes, efficiency and/or increase impact.

Note: If an offer is made, the applicant will be required to undergo an enhanced DBS check. Should you be aware of any incidents, cautions or convictions that would appear on your DBS check, you should notify us with your application.

We are an equal opportunities employer and are committed to building a team with diverse voices and experiences. If you have any specific requirements (e.g. access, communication etc.) we should be aware of as part of the recruitment and selection process then please let us know when you submit your application (polly@brightertogether.org.uk)



PROGRAMME LEAD

HOW TO APPLY

If you've read this and think you'd be a good fit as Programme Lead at Brighter Together, then we'd love to find out about you and what you can bring to our organisation.

Please submit your **Task** (see below for details), **CV** and a **supporting statement** (no more than 2 pages) telling us:

- About you - your skills, experience and personal qualities.
- Why you're interested in the role and what you want to get out of it.

Task (to be submitted alongside CV & supporting statement):

Please draft a one-page introductory letter from Brighter Together to a manager of a care home we'd like to work with in one of our target boroughs.

The purpose of the letter is to introduce our intergenerational programme and request a meeting to explore the possibility of the care home becoming a project partner.

The letter should be written with the understanding that care home managers are often overstretched, dealing with complex challenges, and regularly receive letters from external organisations promoting their services.

Please submit your completed letter as a PDF or Word document along with your CV and supporting statement.

Please submit your application either as a Word doc or PDF to:
polly@brightertogether.org.uk by **9am on Monday 16th June**.

If you'd like to discuss the position further before applying, please contact Polly van Marken via email (polly@brightertogether.org.uk) providing your contact details.

APPLICATION TIMELINES:

- Applications close 9am Monday 16th June
- First round interviews week commencing 23rd June
- Final round interviews Friday 4th July