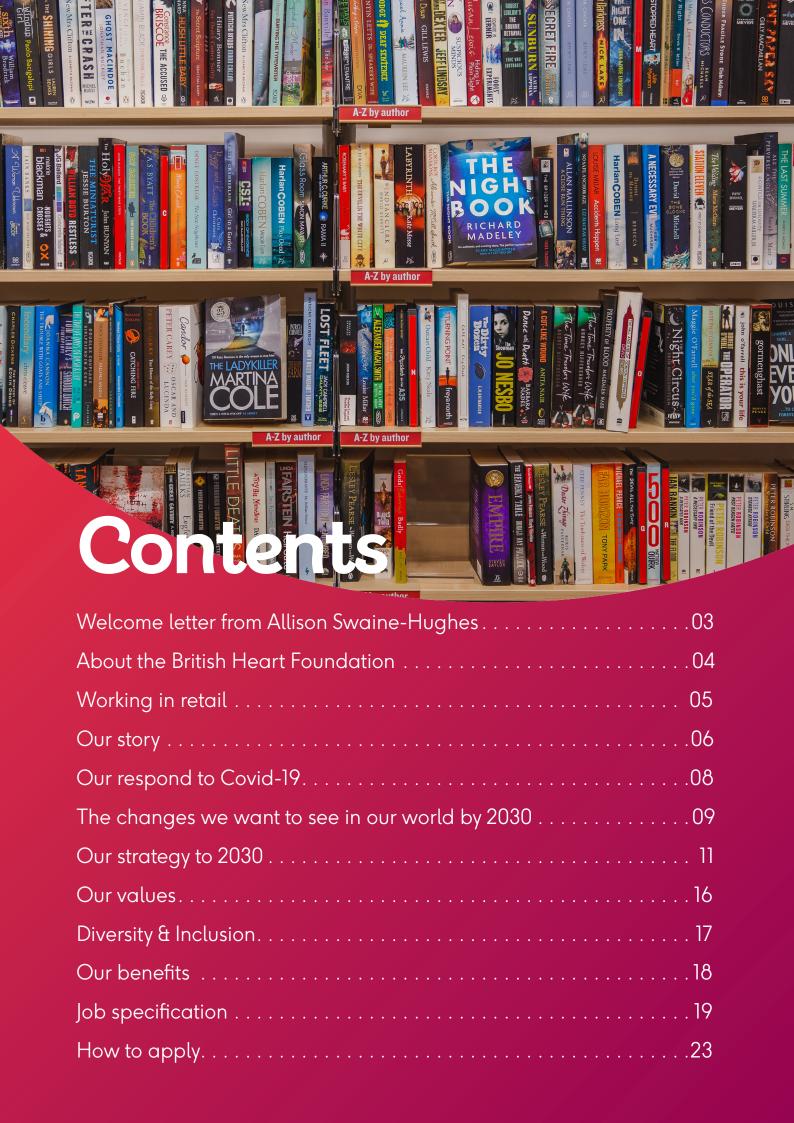


**British Heart Foundation** 

## Candidate pack

Role: Area Manager



### Appointment of Area Manager

Dear Candidate,

Thank you for your interest in our role of Area Manager at the British Heart Foundation (BHF).

It is my privilege to lead the Retail team for the UK's largest charity retailer.

BHF is strong, highly effective and well respected nationally and internationally. Our work saves lives—tens of thousands in the UK each year alone—and enhances the lives of many more. We have a big job on our hands—beating heartbreak from the world's biggest killers.

When it comes to retail, we are leaders in the sector. We have over 700 stores across the UK and ongoing expansion plans. We serve 60 million customers each year. Plus, we deliver annual profits of nearly £30 million that fund pioneering research into heart and circulatory diseases. We couldn't do it without our people who run a seamless operation, get a kick out of finding brilliant products, and deliver a first rate customer service.

As an Area Manager you'll lead a team of Shop/Store Managers to deliver Sales and Profit targets for BHF Retail. You'll achieve this through building an effective team of Managers, instilling a culture of high performance supported by clear objectives and inclusive working practices. You'll also work with fellow area managers, and business partners within the BHF to deliver a great people experience, business change or operational excellence.

We want an exceptional colleague who exemplifies and champions our values and behaviours; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

The BHF is also proud that we are working towards being a truly diverse organisation. Our growing commitment to equality and diversity spans across our organisation and we pride ourselves in being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to beat heartbreak forever, then we would be delighted to hear from you.

Allison Swaine-Hughes

**Retail Director** 



### About the British Heart Foundation

We fund around £100 million of research each year into all heart and circulatory diseases and the things that cause them. Heart diseases. Stroke. Vascular dementia. Diabetes and many more. They're all connected by our research. Due to the current Covid-19 pandemic we expect that investment this year in new life saving research will fall from £100m to about £50m, and will not recover to historic levels for many years. Drawing on our values we are rising to this challenge and through our talented and committed teams we continue to innovate to ensure we engage our supporters to drive our life saving research.

We raise money to fund research to find better ways to prevent, detect, treat and cure heart and circulatory diseases. These diseases can happen to anyone and everyone. By funding the research that will find breakthroughs and end the heartbreak they cause, we hope to realise our vision of a world free from the fear of heart and circulatory diseases.

We were founded in 1961 and are the leading independent funder of cardiovascular research in the UK with a total annual income in excess of £335 million, an employee base of over 4,300, supported by a further 19,000 volunteers. We are also the UK's largest charity retailer with almost 730 stores.

In addition, we have built a strong cash and investments position to ensure we can meet our significant research commitments, even in times of uncertainty such as we now face.

Our life saving work is primarily advanced through long-term investment in medical research with an aspiration to invest £1 billion in cardiovascular research over the next ten years.

Our pioneering research has helped to transform the lives of people living with heart and circulatory conditions. The landscape of heart and circulatory disease is changing.

More people survive a heart attack or stroke than ever before, and that combined with an ageing population means more people are now living with a heart or circulatory disease and need help. We will continue to fund life saving research, vital prevention and survival activity and ensuring quality care and support for everyone affected by heart and circulatory diseases.

# Working in retail

Let us share our story so far...

Our entire Retail directorate began with two very determined fundraisers from Leicester, Dorothy and Anne. From their BHF loan of £2,000 to set up a single shop, 32 years later their legacy lives on, with over 700 stores across the country. We are the UK's largest charity retailer. We've opened an average of one new store every fortnight for the past 32 years.

We fully appreciate that we have a role going beyond being a great charity retailer. We will continue to connect with our local communities who generously offer gifts of reusable quality goods or by giving their time and volunteering in our stores.

In addition to raising funds for the BHF, we also reduce clothing and furniture waste right across the UK. Our stores make a huge environmental impact by preventing around 70,000 tonnes of unwanted items going to landfill every year. We receive 1.6 million items donated to our home stores and 9.8 million bags of donated items, and we will continue to build upon our reuse agenda in the

Innovation is key. We have embraced eBay in the last five years and our dedicated centre in Leeds generates over £5 million. Our partnership with Gumtree, where we list 1,000 furniture items a week, is unique; the website shows what is for sale in your local area. We have established great partnerships with other mainstream retailers and other organisations whereby we can offer them stock solutions for their returns or end of lines that they maybe need a solution for.

We have both the systems and capability to be able to take an array of products. This is due to the scale of our retail estate, but also due to our significant online presence.

We fully understand that we need to ensure we create enjoyable, rewarding and safe environments so we can attract great calibre staff and retain volunteers who chose to give their time to support BHF retail. It's important that our teams feel valued and thanked for the incredible contribution that they make.



## Our story

When we were founded in 1961, heart and circulatory diseases caused over half of all deaths in the UK. Sudden death from a heart attack at the age of only 50 or 60 was so common it was thought to be just a fact of life.

But with unwavering public support, BHF-funded researchers began to pioneer a revolution in the understanding and treatment of conditions like coronary heart disease. Today, 7 out of 10 people survive a heart attack in the UK. Since we were founded, our research has helped to reduce deaths from heart and circulatory diseases by half.

#### But we cannot stop now.

Heart and circulatory diseases still cause untold heartbreak for millions of families. And although we have made great strides in solving many big problems in the past, continued and emerging challenges demand a bold new approach. As survival from heart attack and stroke continues to rise, more people are living to an older age, often with multiple chronic conditions that require new kinds of treatment and care. The number of people living with vascular dementia, for instance, is forecast to more than double over the next three decades. Rising risk factors like obesity and diabetes are putting our progress at risk, and health inequalities still persist.

We know research is the answer to these challenges. And we need to act now. Only through continuing to push the frontiers of scientific discovery, embracing the opportunities of our digital new world, and developing truly innovative solutions, will we be able to turn back the tide.

By building evidence, influencing decisionmakers and involving people in their own health and care, together we can drive change at a national, local and community level.

We can prevent more people developing heart and circulatory diseases in the future, and make sure those with existing conditions and risk factors are detected and treated early, with more effective medicines and interventions.

We can ensure that everyone, regardless of factors like gender, age, ethnicity, or where they live, has access to the treatment, care and support that they need.

And we're ready for the challenge.

We want
better ways to
identify people at
risk and help people
avoid disease

7,400,000

Around 7.4 million people are living with heart and circulatory diseases in the UK today – that's double the number of people living with cancer and Alzheimer's disease combined



## our story

#### Our track record speaks for itself.

Heart transplants, pacemakers, clot-busting drugs and statins are just a few examples of the countless advances in heart and circulatory health and care propelled by our world-class medical research.

The BHF currently funds over half of all noncommercial research into heart and circulatory diseases carried out in the UK.

Over the last year, we awarded £99.7m in worldclass, life saving medical research. Every penny helps us support researchers who are working tirelessly to beat the heartbreak caused by heart and circulatory diseases. Like many charities, the Covid-19 pandemic has had a significant impact on our funding and we are having to cut our spend on new research awards by half this year from £100 million to £50 million. The shockwaves from such a drop in funding for heart and circulatory disease research will be profound, stalling progress in making the discoveries we urgently need.

This is an ongoing crisis, and the severity of the situation has hugely impacted our ability to raise vital funds and led to many difficult organisational decisions. However, with the strength of staff, volunteers and supporters behind us, we have responded effectively and will continue to navigate our way through these uncertain times.





The beginning of 2020 signalled the start of an exciting new decade for the BHF. Our 730 shops were open, hundreds of events were in the calendar, and our world-class scientists were continuing vital research. Over the coming months, so much changed. The Covid-19 coronavirus outbreak meant we had to guickly re-align our priorities.

#### Protecting our income

Along with many other charities, the outbreak of Covid-19 had a huge impact on our ability to raise funds. Following government guidance, we immediately closed all our shops and stores and cancelled all public fundraising events – including our flagship London to Brighton Bike Ride. Our supporters also postponed many community events, including bake sales, coffee mornings and raffles. But despite the magnitude of the challenges faced, our staff and volunteers showed patience and tenacity. Their quick responses led to the development of a range of virtual fundraising products that would help us to generate income. These swift actions, coupled with the generosity of our supporters and the capacity of our reserves, put us in a strong position to come through the crisis.

#### Looking to the future

We have a clear strategy to realise our vision of a world free from the fear of heart and circulatory diseases, and we will continue to focus on what's important to us: funding life saving research and providing support and information to those affected by heart and circulatory diseases.

Our fundraising activities will continually evolve to reflect "the new normal", and we will support our staff and volunteers to adapt to new ways of working.

During this time of inevitable change, we will draw upon our values to guide us. Taking decisions in the face of uncertainty will require bravery. Making the best possible decisions will rely on being informed and working with our partners. And our compassion for people affected by heart and circulatory conditions, alongside our supporters, volunteers and colleagues will be key. Above all, we will be driven to bring about positive change for our beneficiaries.



## The changes we want to see in our world by 2030

Since the BHF was founded in 1961, we have funded transformative research to drastically reduce the number of deaths from coronary heart disease and heart attacks. Thanks to your support, our research has contributed to reducing UK deaths from heart and circulatory diseases by half.

With our supporters, we have achieved tremendous things. But we need to achieve so much more. Heart and circulatory diseases still cause untold heartbreak for millions of families. Suffering and disability from vascular dementia and stroke remain part of the landscape in the UK, health inequalities persist, and millions across the UK are living undiagnosed with the risk factors that cause heart and circulatory diseases.

We are tackling these challenges head on. We launched our ambitious 2030 strategy in 2019, which will guide us as we fund research to help save and improve lives. We will work

closely with patients and the public, growing our support and striving for excellence by governing ourselves with integrity and passion.

We will further scientific discovery, developing innovative solutions to today's and tomorrow's challenges, and involve people in their own health and care to drive change.

We can prevent more people from developing heart and circulatory diseases, and make sure that those with existing conditions and risk factors are detected and treated early, with more effective medicines and interventions.

## The changes we want to see in our world by 2030

By 2030, we want to see advances across the spectrum of heart and circulatory diseases; we want to prevent these conditions from developing and we want those with existing conditions to have better, longer lives. These advances include:

### Better survival and recovery from heart disease

- We want cures for inherited heart conditions
- We want every child born with a heart condition to lead a long and healthy life
- We want thousands more people to survive a heart attack
- We want to mend broken hearts
- We want to prevent people having heart rhythm problems
- We want to triple the number of people surviving a cardiac arrest

### New and better treatments for circulatory diseases

- We want to halve the number of people dying from or being disabled by a stroke
- We want to find ways to prevent and treat vascular dementia

### Better prevention and management of risk factors

- We want better ways to identify people at risk and help them avoid disease
- We want everyone to breathe clean air and to live in a smoke-free UK
- We want a world in which the healthy choice is the easy choice
- We want everyone to know how to reduce their risk of heart and circulatory diseases

#### Longer, better lives for everyone

- We want everyone's treatment to be personal to them
- We want everyone to have access to the best available treatment and care
- We want everyone to get the physical, psychological and social support they need





# Our strategy to 2030

Our strategy to 2030 will get us closer to beating heartbreak forever

## Time for the next big idea



We never stop working towards a world free from the heartbreak caused by heart and circulatory diseases. To beat heartbreak forever, funding research into better prevention, diagnosis and treatments for patients remains paramount. This year, we awarded a total of £99.7m to outstanding scientists who are making extraordinary breakthroughs.

The Covid-19 pandemic will undoubtably have an impact on our BHF researchers and we are proud to have taken swift action to support this community and protect our life saving research.

- We remain committed to funding the brightest basic and clinical scientists in the UK to drive our world leading research efforts.
- We will continue to develop national and international funding partnerships to ensure the money we raise goes even further towards worldleading research with wide impact.
- The BHF Clinical Research Collaborative and BHF Data Science Centre will bring together cardiovascular professionals and research groups to better coordinate and prioritise clinical research and data science efforts.
- We will increase efforts to analyse the outcomes and benefits of the research we fund, making sure we can demonstrate its value and impact to a wide audience.
- We will continue to foster a constructive and positive research culture and environment in the research institutions we fund.
- We will continue to work to protect our research mission at this unprecedented time.



5 e minutes someo

Every five minutes someone is admitted to a UK hospital due to a heart attack

## Time to work together



Change takes all of us working together, over many moments, days, years, even decades. Our Healthcare Innovation team are dedicated to working with people around the country in order to save more lives. We build partnerships across healthcare, government, business and the community to beat heartbreak forever. And as the Covid-19 pandemic continues, we'll be drawing on all of our skills and years of experience to serve people affected by heart and circulatory diseases as best we can.

- As part of our ambition to ensure that people have access to the best possible care, we will continue the rollout of the Circuit to ambulance services to improve access to life saving defibrillators in the quickest possible time across the UK.
- We will support new products and services, translating research into groundbreaking innovations to better support people at risk of, or living with, heart and circulatory diseases.
- We will develop a more influential voice, with senior decision-makers in the Government so that we can deliver our mission and help the collective voices of researchers, clinicians, patients and the public go further.
- We will gear our work towards providing more support than ever for people affected by heart and circulatory diseases throughout the Covid-19 crisis.

**British Heart Foundation** 



Candidate pack

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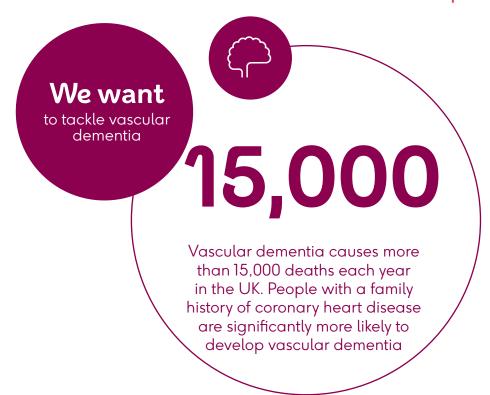


## A race against time



We know that our ability to raise funds for research into heart circulatory diseases is a matter of life and death. We're endlessly grateful to every single one of our supporters across the UK who helped us reach our goals and focus on saving and improving lives, even as the Covid-19 pandemic forced events across the country to be cancelled.

- Keeping up and increasing the momentum that our supporters create in raising funds for life saving research is vital. To this end, we will use our events, campaigns and communications to reinforce how important it is that we fund research into beating heart and circulatory diseases.
- We know we can achieve more if we work together. Our focus will be on building even more meaningful partnerships with other charities, businesses, the Government and institutions.
- We want to make it as easy as possible for people to support us. This year we will develop our customer support so that shopping with the BHF is a seamless one-stop experience.
- We will continue to develop and promote innovative at-home fundraising products to raise money for the duration of the Covid-19 pandemic.



### Time to lead

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Our staff and volunteers are our most important resource when it comes to reaching our goals and saving lives. We want every single one of them to feel supported and valued for the incredible contributions they make. To do this, we will support their progression, maintain the highest ethical standards, and champion our vision of beating heartbreak forever. We want to lead by example within our sector and beyond it, whether that's shaping how volunteering is perceived or the changes we've put in place to reduce our environmental impact.

•We will continue to ensure that we provide a safe and inclusive working environment for all our staff and employees.

- We will embed our new People Experience Programme to help unlock our people's full potential, inspire a deeper connection to our cause, and create an even stronger community of staff and volunteers supporting the work of the BHF.
- We will continue to upgrade our technology systems and processes to enable us to better meet the needs of our beneficiaries and supporters throughout the UK.
- We will embed sustainable practices across the BHF, so that we can strengthen our role as a leading force for good in society.
- We'll do everything we can to support our staff and volunteers through the Covid-19 crisis, putting their safety and wellbeing first.



## These are our values

Our values express who we are and what we stand for. They are the spirit and culture of our organisation. Because the way we work together, knowing what to expect of each other, knowing what we expect of our leaders, knowing what's expected of

ourselves, we're able to live our values. We are fearless in our approach. Together, we can beat heartbreak forever to create a world free from the fear of heart and circulatory diseases.



We speak out. We're decisive. We're innovative



We're open and honest. We respect others. We promote our cause



We work together. We're clear. We're curious



We're driven

We're focused. We're determined. We keep learning



Heart and circulatory diseases do not discriminate. We are committed to beat heartbreak for everyone and we are also committed to being an inclusive employer. Our equality and diversity agenda spans across our charity, we pride ourselves on being an inclusive employer and we endeavour to place diversity at the heart of everything that we do.

We want all our colleagues, volunteers and supporters to bring their true selves to work.

Our Kaleidoscope group is made up by representatives from each directorate and our activities span across the diverse landscape which is prevalent in all of our communities, encompassing accessibility to work for people with caring responsibilities, working parents, disabilities, age, people from racially underrepresented groups, LGBT and many more strands of diversity.

We strive to embody diversity and inclusion from recruitment to appointment and with all BHF colleagues, volunteers and supporters.

We have begun to develop affinity groups, which are spaces for colleagues from underrepresented groups currently spanning, religions and racial and ethnic groups; to feel connected, included and heard.

Whilst working for the BHF, you will be actively encouraged to bring your true self to work. You'll find a culture where colleagues are inquisitive about diversity and keen to get involved in all activities that make individuality part of what we do every single day.

We want to beat heartbreak from heart and circulatory diseases for everyone. We will only achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.



#### We all achieve more together when we're happy and healthy

As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here.

But more than that, we provide opportunities that are completely unique to the British Heart Foundation, such as going behind-the-scenes of cutting edge research, meeting scientists who are paving the way for future cures, and hearing from people who have directly benefited from the research we fund.

We've been recognised by the Chartered Institute of Personnel and Development (CIPD) for our Live Well. Work Well. programme and we're passionate about creating a mentally healthy workplace for everyone. From lunch time yoga and pilates to mindfulness sessions and team sports, we know there's more to work than targets and being behind a screen.

Because we all achieve more together when we're happy and healthy.

Our generous benefits include:



#### Annual leave

Your work-life balance is important to us and our annual leave allowance of 25 days plus bank holidays is among the best in the sector.



#### Healthcare

We offer all employees private healthcare, dental health cover and a contribution towards your gym membership.



#### Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



#### Pension

It's essential to save for your retirement. Everyone is eligible to join our group pension plan after three months up to a maximum employer contribution of 10%.

## Job specification

#### Job description

| Job title                | Area Manager      |                       |          |
|--------------------------|-------------------|-----------------------|----------|
| Directorate              | Commercial        |                       |          |
| Team                     | Standard/Home     |                       |          |
| Reporting to             | Regional Manager  | No. of direct reports | c.10     |
| Location                 | Home based /Field |                       |          |
| Budgetary responsibility | NA                |                       |          |
| Job level (HR use only)  | 5                 | Date                  | Jan 2021 |

#### Role priorities

- The fundamental responsibility of the Area Manager is to lead a team of Shop/Store Managers to deliver Sales and Profit targets for BHF Retail
- The Area Manager will achieve this through building an effective team of Managers through instilling a culture of high performance supported by clear objectives and inclusive working practices
- To effectively work with fellow area managers, and business partners within the BHF to deliver a great people experience, business change or operational excellence
- To identify and bring to the business new ideas and commercial opportunities to grow income across our shops, stores and our online operations
- To be an effective member of the Region's Leadership Team

#### Role priorities

#### Area Team Leadership:

- Maximise performance of the Shop/Store Managers by leading an inclusive and diverse team that consistently demonstrate the BHF values
- Recruitment and development of shop/store managers within your remit
- Recognise individual potential and develop an area succession plan
- Monitor staff turnover levels and take or recommend appropriate action to reduce to an acceptable level
- Work with your Regional Manager, and fellow areas managers cross every fascia, to take appropriate measures to meet volunteer recruitment and retention levels in every shop/ store on your area
- Hold one-to-ones with all line reports, to identify performance trends to establish key objectives and personal development goals
- Evaluate training needs of a shop/store manager and set personal development plans for each
- Provide coaching and feedback to recognise or improve performance
- To arrange regular meetings of Shop Managers and staff for the purposes of training, communication and planning
- To create a team who are effective managers and can effectively manager their own locations
- Liaise with the Regional Manager to implement the disciplinary and dismissal procedures as appropriate for paid and voluntary staff where necessary, in accordance with current policies and procedures.

#### Key duties

#### **Area Commercial Performance:**

- Drive commercial awareness throughout the Area to maximize sales and profit
- To ensure that each shop achieves its full sales and profit potential by setting appropriate actions and follow-up during each shop/store visit
- To ensure that Shop Managers and staff maintain a high level of service to customers
- To ensure that merchandise is clearly priced, to monitor pricing levels and to ensure a consistent and the shop/store follow any promotional activity as directed
- Undertake any regional initiatives to maximise sales and profit and monitor/report results as appropriate

#### Area Operations Management:

- Demonstrate effective work with your Regional Manager and business partners within the BHF to deliver a great people experience, business change or operational excellence across the Area
- Work with Shop/Store Managers to understand stock requirements and direct the stock generation or rotation activities to ensure that there is a sufficient supply of donated stock to meet customer demand in shops, stores and online
- To ensure that managers understand the standards for stock on display relating to cleanliness pricing and visual merchandising.
- To ensure that incoming stock (new/donated) is efficiently sorted and prepared for sale and that stock and warehouse and sort rooms spaces are properly organised to the BHF ways of working
- Work with key suppliers for your Area to ensure SLAs and commercial performance is maintained
- Build local relationships with organisations that can support the BHF and collaborate with BHF colleagues that can support local efforts, such as, fellow Area Managers across both fascias, BHF Volunteering, and Community Fundraising
- Ensure that regular management checks are carried out within shops in order to maintain high standards of security and to ensure that policies and procedures are adhered to related to both new and donated stock items
- Ensure that BHF's Health & Safety Policy and any other legal or BHF requirements are followed



#### Key duties

#### Area Administration:

- Adhere to procedures that ensure payroll and employment documentation is submitted accurately and punctually
- To monitor and manage staff holiday to ensure that shops are properly staffed at all times
- To appoint and supervise van crews/van drivers to collect donated stock in accordance with BHF procedures
- To visit all locations regularly and provide an accurate/agreed visit log post each visit
- Except in the case of emergencies, to plan shop visits in advance advise the Regional Manager and complete visit schedule as appropriate
- To ensure that shops are properly supplied with consumable items,
- To maintain the personal BHF expense float in a separate bank account and to keep records and submit monthly claims for travel and other expenses
- To provide information as necessary to comply with property maintenance procedures.
- To ensure that security checks, cash control, cash handling and banking procedures are properly followed

#### Area Real Estate Management:

- As required, visit potential new premises in agreed towns to provide further market insight on the viability of future sites
- On completion of a lease for new shop/store premises, work with the regional and central team to ensure the new premises is ready to trade by the agreed date
- On any closure, re-site, or department store merger, liaise with the Regional and Central teams to co-ordinate as appropriate
- Comply with any other conditions required by the lease, and leave the premises in a fit condition, making regular inspections of the interior and exterior and arrange maintenance in accordance with current procedures
- To deal efficiently with emergency maintenance, break-ins, in accordance with current procedures

#### General:

- To ensure that you and your team comply with the procedures laid down in the Shop/Store Operations Manual and/or within other BHF published policies
- To attend meetings for the purpose of training, communications and planning as reasonably required, which may include overnight stays where necessary.
- To ensure that any allocated motor vehicle is maintained to the proper standard with enables an Area Manager to carry out the job effectively and that the value of the Foundation's investment is protected.
- To assist or relieve other Area Managers as and when required, staying away overnight if necessary.

#### Person specification

#### Knowledge, training and qualifications

- Strong commercial profit and loss experience
- Ability to manage and develop a multi-site retail team
- Intellectual capability to identify business trends, identify solutions and lead the change with pace and adaptability
- IT literate and numerate
- A knowledge and understanding of the BHF cause and its objectives
- Full, clean UK driving licence

#### Experience

- A strong retail background preferably gained within the commercial sector.
- Previous multi-site retail management experience
- Proven experience of managing a team to include, recruitment, training, development, performance management as well as motivating a team to achieve business objectives
- Experience of budget management and forecasting
- Experience of working to and achieving sales targets

#### Skills and Attributes

- Strong leadership and motivation skills with the ability to build and motivate a team of staff and volunteers
- Strong commercial acumen
- Excellent communication and relationship building skills
- Strong time management and organisation skills
- Able to work under own initiative and take a proactive approach
- Committed to achieving the highest retail standards

#### Safeguarding

At the British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially



To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a covering letter, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment Team. If you wish to speak with a member of the team regarding the role and your application please contact them on careers@bhf.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

### bhf.org.uk

Heart transplants. Clot busting drugs. Pacemakers. Breakthroughs born from visionary medical research. Research you fund with your donations.

Heart and circulatory diseases kill 1 in 4 people in the UK. They cause heartbreak on every street. But if research can invent machines to restart hearts, fix arteries in newborn babies, build tiny devices to correct heartbeats, and give someone a heart they weren't born with – imagine what's next.

From heart attack and stroke, to vascular dementia and heart failure, we won't stop funding research until we can cure and treat every single one. Our research is the promise of future prevention, cures and treatments.

The promise to protect the people we love. Our children. Our parents. Our brothers. Our sisters. Our grandparents. Our closest friends

You and the British Heart Foundation. Together, we will beat heartbreak forever.

