

Executive Group Pay Policy

1. Introduction

The British Heart Foundation's vision is to create a world free from the fear of heart and circulatory diseases. To deliver this goal it is essential for the BHF to have credible leaders who bring professional expertise, significant leadership experience and strong capability to deliver our objectives. The BHF has adopted a clear and transparent policy that not only ensures the selection and retention of high calibre leaders but also ensures our donors, supporters, staff, volunteers, beneficiaries and public recognise the importance of accountability in all aspects of our work including the determination of pay and benefits of the senior team.

2. Scope of Policy

This policy applies to the Chief Executive and the Executive Group Directors only, referred to for the purposes of this policy as the Executive Group.

Reference is made to the recommendations from the 2014 inquiry into executive pay by the National Council for Voluntary Organisations (NCVO.) Not all the recommendations are adopted but this policy does include the BHF's approach to pay for our Executive Group, how pay is determined and reviewed and the relative impact on pay across the organisation.

These points form the basis of our senior pay statement, which includes the publishing of our Chief Executive's salary and can be found in a prominent position on our website at www.bhf.org.uk.

3. How pay is determined

Since the BHF was founded, our research has helped reduce UK deaths from heart and circulatory diseases by half. But there is still more work to do, such that we have an ambition to invest over £1 billion in cardiovascular research over the next 10 years. This will only be possible through the continued generosity of our supporters, whether through taking part in an event, a generous legacy or regular gift or a donation of a preloved item to our shops.

It is essential that the BHF is able to attract and retain people with the right leadership, values, experience, knowledge and skills required to lead. Having a competitive reward offering is one of the many ways in which the BHF can secure the very best people to deliver our ambitious targets and fight for every heartbeat. It is our aim to secure the fight through fair salaries for talented people and this will define our approach to pay.

To successfully recruit and retain high calibre Executive Directors, it is essential that the salary and benefits offered are competitive in the relevant market. The market sector used for making this assessment will depend on the relevant area of profession the Executive Director is recruited from and the value of the level of skills, knowledge

and experience which is required to perform effectively in the role. This can range from the not-for-profit sector, such as other charities of similar size and complexity, to the public, medical or research sectors, such as the NHS, Universities, or Research centres, from where BHF would need to recruit for some of our most prestigious roles such as Chief Scientific and Medical Officer. Whilst the BHF does not seek to compete on salary terms with the commercial sector, it will need to know what the comparator salaries are for those Executive Directors in commercial roles and the pay differentials should candidates wish to move from these sectors.

4. How pay is governed at BHF

The Board of Trustees is responsible for defining BHF's Executive Group Pay Policy and deciding on the salaries of the Chief Executive, and the Executive Group. The Board delegates this responsibility to the Remuneration & People Committee. This Committee is chaired by Lousie Wilson who is a member of the Board of Trustees, and is a senior Human Resources specialist. The role of the chair is to oversee the proper administration of the Executive Group pay policy, review the evaluation of Executive Director performance with the Chief Executive, and the evaluation of the Chief Executive's performance with the Chair of the Board of Trustees, and recommend changes to executive pay. The committee meets twice a year with the Chief Executive and the Chief People Officer attending in an advisory and non decision-making capacity, other than when their own pay and performance is discussed.

5. Principles

Our approach is to pay a fair salary to attract and retain skilled and expert senior leaders for the BHF. Salaries and benefits should be market competitive within the charity sector, proportionate to the complexity of each role and responsibility, in line with our charitable objectives. To achieve this, the BHF aims to:

- Set pay at a market competitive level in comparison to similar organisations across both the UK Charity sector as well as taking account of the broader general industry sector. The exception to this are the roles of Chief Scientific and Medical Director, where the nature of the roles and experience required, lend themselves to the public sector, and to a lesser extent the pharmaceutical sector.
- Ensure performance is reviewed and reported to the Remuneration Committee on an annual basis, noting that there is no guarantee that this review will lead to a pay increase
- Apply performance related pay elements only where required by the relevant market sector
- Monitor a blend of charity sector and general industry salary trends and externally benchmark when and where necessary, usually every two years.

The pay bands for those earning over £60,000 are published each financial year in the BHF [Annual Report & Accounts](#). In addition, a summary of this policy and the current salary of the Chief Executive are available in a prominent position on the [BHF website](#). Further disclosure of names and individual salaries are not available as it is believed that the BHF is currently providing appropriate levels of transparency.

Review of this policy

This policy will be reviewed on an annual basis by the BHF Remuneration & People Committee and was last reviewed March 2026.