

communitycaregaming.org

# HELP SHAPE THE FUTURE OF VIRTUAL REALITY IN HEALTHCARE BY BECOMING OUR FOUNDING ADVISORY GROUP CHAIR

## INFORMATION PACK



**Community  
Care  
Gaming**

## A very warm welcome...

...to **Community Care Gaming**. We are an ambitious, kind and evidence-led, not-for-profit, Community Interest Company. Proudly founded in 2021, our social purpose is twofold; firstly we are working with partners to understand how virtual reality might reduce loneliness and social isolation; reduce the risk factors for dementia; and aid stroke survivors recovery. In addition we are also delivering purposeful research and thought-leadership around the impacts of gaming, gambling and technology on humanity.

**Community Care Gaming** is led by an exemplar team, drawing members with an evidenced track record in business development, research, communications, health tech, evaluation and clinical expertise. Collectively we are on a journey and embrace the challenge of founding a purposeful organisation from nothing but lived-experience, hard work and kindness.

As our work continues to evolve, we feel now is the optimum moment to seek a founding, Advisory Group Chair, to establish, recruit members and lead an Advisory Group. This information pack distils our current thinking around the establishment of the group, and the skills and competencies we feel would complement our values and exemplar team.

Our organisation sparks memories and brings joy and social connection wherever we go. We are seeking a thoughtful leader for this role, who can connect, bring people together and collectively imagine and deliver a future healthcare for the United Kingdom.

Thank you for your interest in the role.



**John Dabill**  
Technical Director



**Adrian Sladdin**  
Partnerships Director



**Nathan Edmonds**  
Communications Director



**Lee Willows**  
Founder & Executive Chair



## The opportunity

This role has a focus on **THE DOMES** our award winning virtual reality (VR) solution and the immersive worlds we have created as part of our social purpose. Through our own research and the delivery of experiences in care homes and community settings, we have evidenced that VR is a powerful, non-invasive tool. It improves quality of life, rehabilitation outcomes, and social connection for people living with dementia, stroke survivors, and older adults experiencing isolation

For people with dementia, our immersive solution supports emotional well-being through reminiscence experiences, calming environments, and meaningful engagement, helping reduce anxiety and agitation while preserving dignity and a sense of identity. Shared VR experiences also enhance communication and connection with caregivers and family members.

For stroke survivors, **THE DOMES** provides motivating and personalized rehabilitation environments that support motor and cognitive recovery. Interactive, gamified exercises encourage repetition, increase therapy adherence, and enable safe, home-based rehabilitation beyond clinical settings.

For older adults facing loneliness and social isolation, VR expands access to social interaction and enriching experiences such as virtual travel, cultural events, and group activities. These immersive experiences reduce feelings of loneliness, support mental health, and help maintain curiosity, joy, and social belonging.

Overall, we believe our work enables person-centered, accessible, and scalable interventions that complement traditional care. By restoring access to connection, movement, and meaningful experiences, VR has the potential to reduce healthcare burden while significantly enhancing well-being across vulnerable populations.



# What we are looking for

We are looking for a highly organised, hands-on founding, Advisory Group Chair, to establish, recruit members and then lead an Advisory Group.

Our team will work with you as Chair to scope and share insights for the Advisory Group to ensure we are able to attract a diverse range of voices, skills, expertise and those with lived experience. To maintain focus we would propose the Advisory Group has an initial focus on:

1. Expert counsel, advice and hands-on assistance to deliver our research, evaluation and fundraising programme.
2. Expert counsel, advise and hands-on assistance to develop our technology and platforms.
3. Expert counsel, advise and hand-on assistance with periodic workshops, events and comms work to help us scale our reach and build awareness of our organisation.

It is our desire that our Founding Chair has a strong health background as a clinician or senior leader from within the sector. We welcome applicants who are just starting out on their career, or those who are established within the sector.



# Engagement

**Remuneration:** Initially this would be a voluntary role, like many of the team who are helping to use their expertise and experience to help society.

**Time commitment:** Up to three days per month.

**Term:** Up to three years

**Role:** Non-executive

**How to apply:** Organisational and team chemistry is important and to that end we are making the application process as straightforward and inclusive as possible. To apply we are keen to understand how you might approach the task of establishing the Advisory Group and work with our team to deliver the three priorities as above

We would welcome a letter, no more than two sides of A4 outlining how you might approach the task or alternatively you can send us a short video, no more than five minutes in length.

**Closing date:** We have a closing date of Monday 13 April at 1200 noon. We will acknowledge all applications and those whom we feel there is chemistry, we will invite you to individually to London to meet with our team on Tuesday 21 April.

**Contact:** Please send your letter or video to our Founder Lee Willows. Lee can be reached via email at [Lee@communitycaregaming.org](mailto:Lee@communitycaregaming.org). Additionally, Lee and the team are more than happy to have an information conversation with you over a Teams call to help answer any questions you may have.

**Due-diligence:** Even though this is a initial voluntary role, appointment would be subject to two references, a basic DBS and evidence of your eligibility to reside in the UK. We would also ask you complete our Register of Interests to help us manage any conflicts that may arise together.

**2026 Enabling Plan:** Here is a link to our 2026 Enabling Plan to give you a sense of our direction: [CCG Enabling Plan Nov 2025 V12 spreads.pdf](#)





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**COMMUNITY CARE  
GAMING**

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