

**Zenna Atkins**  
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**Zenna Atkins is one of Britain's most acclaimed social entrepreneurs and a prominent voice and recognised expert in driving profitable social change through high-profile public and private organisations.**

**With strong strategic advisory relationships across all sectors, including multiple Government departments, Zenna has built her reputation on an ability to shape thinking and influence policy direction. She has consistently brought her enviable commercial sense and business acumen to deliver tangible shareholder return to a range of boards; chairing both major public and private bodies as well as emerging private sector companies.**

**Zenna has enjoyed considerable success in enabling and supporting a number of new ventures to get off the ground and has helped various companies to grow and develop new products and services. Her ability to assimilate complex information quickly, think creatively and communicate concisely has enabled her to establish herself as a sought-after public speaker with a national reputation.**

**Zenna also has extensive media and communications experience and has been both a regular broadsheet columnist for The Guardian and a guest presenter for a television series on Channel 5.**

### **Current Roles & Responsibilities**

#### **Executive Director, Social Solutions Limited**

**2000 - current**

A company promoting entrepreneurialism, supporting the development of Social Enterprise, advising and delivering Corporate Social Responsibility (CSR) for the private sector, conducting social research and supporting regeneration within the social sector (3 permanent staff + 17 associates)

- Established 5 Enterprises in the last two years
- Advised a wide range of companies on CSR
- Driven growth and expansion in 4 business in the last year
- Audits and social research undertaken for Government, private sector and research based charities, including DCMS, British Heart Foundation, Impetus and several Local Authorities

#### **Chairman, OFSTED**

**2006 - current**

The regulation and inspection body for schools, all children's services and state funded learning including work based learning. Operational budget of £280 million, 3000 staff, delivering 47,000 inspections a year.

- First Non executive chairman appointed by Alan Johnson, then, Secretary of State for Education
- Established an effective governance structure and Board.
- Line management responsibility for Her Majesty's Chief Inspector
- Oversaw the successful creation of the new OFSTED for 1st April 2007, bringing together four previous inspection bodies
- Achieved 30 million of savings
- Driving strategic and organisational change programme

#### **Chair of Audit Committee, Royal Navy**

**2005 - current**

##### **Member of the Royal Navy Board**

- Responsible for Corporate Governance, liaison and interface with Defence Audit Committee
- Operating budget £2.1 billion, 36,000 staff, 100+ strong fleet
- Head hunted for the Tri service vehicle rationalisation programme board WFM.

**Chairman, Places for People Group Ltd****2004 - current**

A major property development, management and regeneration group, with a turn over of £330, £2.4 billion asset base 59,000 properties in management, building 1500 homes pa, serving circa 100,000 customers per year.

- Brought in to tackle Governance failure and bring the group out of "supervision", achieved this within 6 months
- Reduced inefficiency through radically restructuring subsidiary companies and governance
- Performance manage, guide & support the Chief Executive
- 30% increase in growth during tenure
- Established joint land acquisition venture, securing current land bank with 15,000 plots

**Non Executive Director, South East of England Development Agency 2009 - current**

SEEDA is responsible for the sustainable economic development and regeneration of the South East of England - the driving force of the UK's economy

**Past Roles & Responsibilities****Chairman, Portsmouth City Teaching Primary Care Trust****2001 - 2007**

NHS trust responsible for the health services of Portsmouth. £270 million budget, employing 2000 staff and providing services to 190,000 people.

- Accountable to the Secretary of State. Performance manage, guide & support the Chief Executive
- Successfully brought three NHS organisations together
- Delivered outstanding VFM service on budget contrary to the other Trusts in the area.
- Increased life expectancy in Portsmouth by over a year

**Founder, PCSP****1998 - 2000**

An award winning Social Business working with young people and their families to prevent crime in the Portsmouth area, piloting best practice nationally

- Establishment turnover £75k, rising to £870k within 18 months
- Pioneered and piloted 25 programs for young offenders and targeted initiatives for persistent young offenders. Delivered direct services to 2,000 vulnerable and excluded young people
- Managed strategic team with 150 staff reporting to them

**Founder, Portsmouth Safer Cities****1995 - 1998**

A government funded partnership program to reduce crime

- Developed and managed crime prevention initiatives, directing £750k to tackle crime and reduce fear of crime. Established a significant grant fund awarding grants to innovative projects
- Responsible for 25 staff and 30 volunteers

**Guest Presenter, Channel 5****1997**

- Twice weekly presenter on Channel 5 breakfast show, interviewing guests and facilitating debate

**Crime Prevention Officer, Portsmouth City Council****1993 - 1995**

Local authority senior management post responsible for reducing crime and residents' fear of crime

- Developed and implemented youth crime prevention strategy

**Founder & Manager, Young Single Homeless in Portsmouth****1991 - 1993**

An entrepreneurial "street" based organisation initially funded by DoE to meet the needs of young single homeless

- Created holistic non-residential award winning homeless service

**Senior Deputy Project Manager, Richmond Fellowship****1985 - 1991**

A national charity running therapeutic communities for vulnerable people

- Responsible for all therapeutic group work and Family therapy, development of 3 move-on projects, team management and day-to-day running of the project.

**Counsellor / Instructor, Camp Helping Hands****1984-(6m)**

A US charity offering summer camps and employment opportunities to young people with disabilities

## Qualifications

### **London Business School**

- Corporate Finance Residential **2008**

### **Centre for Continued Professional Development, Portsmouth**

**2000**

- Diploma - Strategic Management
- NVQ Level 5 - Management

### **Southampton University**

**1992 - 1993**

- CCETSW Post Graduate Practice Teacher award

### **Richmond Fellowship College, Bristol**

**1985 - 1987**

- Certificate in Psychodynamic Group Therapy

### **Cornwall College of Further Education, Cornwall**

**1982 - 1984**

- Certificate in Social Services
- A Levels

## Awards Received

### **Honorary Doctorate of Laws, Portsmouth University**

**2003**

### **Ernst & Young Entrepreneur of the Year, Southern Region**

**2000**

### **Dubai Award for Innovation**

**1998**

### **Woman of the Year**

**1996 & 2008**

## Voluntary Memberships of Boards, Committees and Charities

### **Trustee, 21<sup>st</sup> Legacy Trust**

**2008 – current**

### **Chairman, Respect, Portsmouth FC**

**2008 - current**

### **Trustee, Olympic Legacy Trust**

**2007 - current**

### **Director, Portsmouth Business Partnership**

**2007 - current**

### **Chairman, Dreamwall**

**2001 – current**

(Together with past membership of a wide variety of voluntary and charitable bodies)

## Personal Details

### **Date of Birth**

30<sup>th</sup> September 1965

### **Nationality**

British

### **Marital Status**

Married with two children and two older stepchildren

### **Other Interests**

Football (Youth league to England!), Pig Farming, Civil Society

## Referees

**Prue Leith OBE**, Chastleton Glebe, Chastleton, Gloucestershire, GL56 0SZ

**Admiral Sir Jonathon Band KCB ADC**, Main Building, Whitehall, London, SW1A 2HB