

Briefing and Application Details for Blue Cross Trustees

Greetings,

Thank you for your interest in learning more about these Trustee positions at Blue Cross.

Our vision is for every pet to live a healthy life in a happy home and we are passionate about realising that vision.

We are at an important juncture in our history. Having enjoyed a season of year on year growth in income and pets helped through treatment and rehoming, we are shifting our focus towards the welfare of pets throughout the country.

It's a bold and exciting vision that will see us impacting the welfare of more than a million pets a year by 2023. Building on our now national footprint and strong reputation, we will be placing a greater emphasis on the relationship between pets and people by significantly expanding our education and public affairs work and configuring the organisation so that we are delivering in more agile and more digitally enabled ways.

It will take new skills and ways of working at every level of the organisation, including among the board of trustees. In this tranche of five trustee appointments, we will be aligning the skills of the board to this ambitious goal, bold strategy and the concomitant needs of Blue Cross well into the 2020s.

If you would like the opportunity to help lead this vision and believe that you have the skills to contribute, we would love to hear from you. You will find details of how to apply enclosed.

Thank you once again for your interest in Blue Cross and our valuable work.

Yours sincerely,

Tim Porter,
Chairman, Blue Cross





Introduction

We have been caring for animals since 1897. Established to support the working horses of London, we then opened the very first animal hospital in the world, before raising funds to care for horses and dogs on the battlefields of WW1. Today we care for thousands of domestic pets; horses, cats, dogs and small animals. And, we provide a uniquely wide and holistic service including:

Rehoming

We find homes for unwanted cats, dogs, small pets and horses across the UK and our tailor made service means we help each pet find the right person for them.

Clinical

Our four animal hospitals treat sick and injured pets when their owners can't afford private fees. We also have welfare clinics at some of our twelve rehoming centres. We treat over 30,000 poorly pets every year.

Behaviour

We help pets that arrive at Blue Cross with behavioural issues and offer ongoing support to anyone who rehomes one from us. We are a leading charity in the pet behaviour field and our team regularly give training courses and lectures.

Education

We promote animal welfare to the pet owners of the future by giving talks at schools and youth groups. We help current pet owners through a range of activities including free pet advice leaflets.

Pet Bereavement:

Our Pet Bereavement Support Service is available 365 days a year to help people who are struggling to cope with the loss of a pet. Trained volunteers are at the end of a phone line, ready to help.

Where we are now

The last five years has seen us develop in a number of important ways. We have focussed on increasing our service capacity, improving our facilities and extending our geographical reach across the UK. We have worked hard to grow our awareness with the public at large, increase our supporter base, improve our gravitas with government and harness the power of the public, volunteers and our teams to help thousands of pets and people in need. The goal has been to make Blue Cross a charity that is able to help significantly more pets than ever before, and we now directly help around 40,000 pets in need each year. All of this is achieved through the dedicated work of over 600 FTE employees and 4300 volunteers. For further details see the [2018 Annual Review](#)

However, the sheer number of pets that may, at some point, need our help is huge. There are an estimated 16 million cats and dogs, nearly one million horses and ponies and more than one million rabbits, guinea pigs and hamsters kept as pets in the UK. Thankfully the majority enjoy healthy lives but, with 45 per cent of households owning an animal, inevitably some pets will find their welfare compromised. Factors including financial pressure, a lack of good quality pet information and irresponsible breeders can all lead to an increase of pets who are sick, stray, abandoned or just cannot be cared for anymore.





Where we want to be

To address these welfare needs, we will in November 2019 launch an ambitious three year strategy that places greater emphasis on the relationship between pets and people, and sets out our priorities in order to have an even greater impact on the lives of pets who give us so much. Leveraging the reputation and respect we have been developing, we will increase our advocacy and education work; help many more pets in need through our range of rehoming, behavioural and veterinary services; we will increase the help and advice we offer to owners at every step of their relationship with their pet; and we will embrace and pioneer digital solutions and partnership working to increase accessibility to our services across the UK.

To help plan for the next 10 years we have developed our [Impact Framework](#). This vital document allows us to identify and focus on areas of pet welfare where we can make the biggest difference. It also offers a means of measuring the impact our work has and provides a visual framework for working towards our vision.

Vision of the future:

Every pet will enjoy a healthy life in a happy home

Outcomes required to make our vision possible:

Improved knowledge and understanding

Pets are a valued part of society

Help for pets in need

Activities needed to deliver the required outcomes:



Informed by a continually developing evidence base

Our vision

Every pet will enjoy a healthy life in a happy home.

Our Mission

To improve the welfare and quality of life for all pets

Our values

Integrity + Dynamic + Responsible + Compassionate + Fair & Reasonable



Executive Team

The Executive Team is led by Sally De La Bedoyere formerly, Managing Director of the Evening Standard, Director of Income Generation at the RSPCA and Chief Executive of the Public Fundraising Regulatory Association. The full team comprises:

- + [Sally De La Bedoyere, Chief Executive](#)
- + [Steve Goody, Deputy CEO/COO](#)
- + [Julia McKechnie-Burke, Director of Fundraising, Marketing and Communications](#)
- + [Iain Heaton, Director of Finance and Resources](#)
- + [Beth Verrechia, Director of People and Development](#)
- + [David Catlow, Director of Clinical Services](#)
- + [Kelly Grellier, Director of Re-Homing](#)

Trustee Board

The board include:

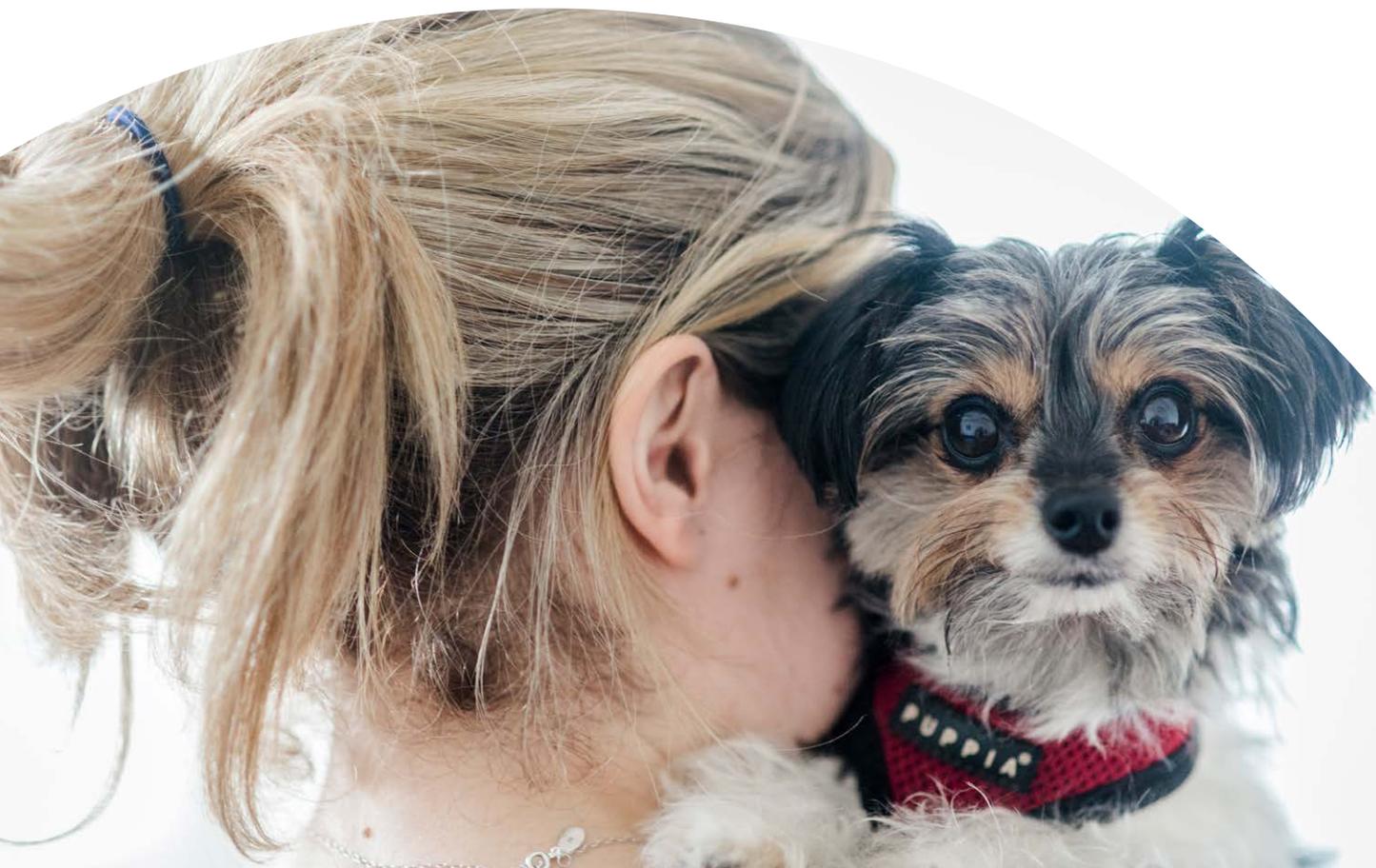
- + Tim Porter, Chair (Formerly Partner, PWC)
- + Steve Swift, Vice Chair (Formerly, Commercial Director, National Trust)
- + Zair Berry (Formerly, Partner, Accenture)
- + Catherine Brown (Formerly, Group Strategy Director, Lloyds Banking Group)
- + Jeremy Stewart (Head Vet, Mandeville Hospital, Goddards)
- + Clive Everest (Formerly, Partner, PWC)
- + Nico Lutkins (Director of B2B Marketing, LinkedIn)
- + Caroline Gosling (Formerly Global Head, Executive Comms and Engagement Strategy, GSK)
- + Chris Martin (Chief Technology Officer, Powwownow)
- + Nick Park (Vet and Director, Sampson Park Vet Services)
- + Stuart Carmichael (Professor, University of Glasgow Veterinary School)
- + Henrietta Roper-Curzon, Vice Chair (Marketing and Advertising Consultant)

The Role of Trustee

The role of a Blue Cross Trustee is to provide strategic leadership and advice in line with the charity's strategic plan and objectives. To use their knowledge, skills and experience to ensure that Blue Cross achieves its charitable objectives and to represent the interests of all stakeholders and act as ambassadors for the charity.

Responsibilities

- ✦ Provide strategic leadership and advice in line with the charity's strategic plan and objectives
- ✦ To ensure effective governance and efficient administration of the organisation and its financial stability and legal compliance within the Charity Commission's regulatory guidelines.
- ✦ To oversee the financial health of the charity, ensuring that Blue Cross has sound systems of internal control and risk management and reviewing the financial and commercial impact of any new or revised activity.
- ✦ To approve strategic plans, budgets, reserves policy and position and authorisation limits and to ensure that the organisation has the resources to achieve its aims.
- ✦ To recruit and support the Chief Executive and delegate to her/him the management of the organisation.
- ✦ To protect and oversee the portfolio of property of Blue Cross and ensure that the organisation invests its funds with due diligence.
- ✦ To represent the Board at functions and events.
- ✦ To engage with volunteers and beneficiaries to keep informed about the organisation's activities and issues that affect the charity's work.
- ✦ To act as an ambassador for Blue Cross, representing its values and upholding its reputation.
- ✦ To have an oversight of remuneration and the compensation and benefits paid to staff of the organisation





Person Specification

With several trustees coming to the end of their term in 2020 we are seeking to appoint up to five new trustees and particularly welcome applications from individuals with expertise in one or more of the following specialist areas:

- ✦ **Fundraising/Business Development** - experience of growing income in a commercial or not for profit context ideally including knowledge of relationship building especially with HNWI's
- ✦ **Finance** - financial leadership ideally in an organisation of a similar size and complexity
- ✦ **Advocacy and public affairs** - an understanding of public policy formation and how to influence it
- ✦ **Human Resources** - HR leadership ideally in an organisation of a similar size and complexity
- ✦ **Managing operational change** - including embedding digital and new ways of working it could be from logistics, distribution or healthcare
- ✦ **Charity leadership** - ideally in a large charity with significant volunteer support and service delivery commitments

Essential

- ✦ A compassion for animals and interest in all issues affecting animal welfare.
- ✦ Empathy with and commitment to Blue Cross's vision, mission and values as well as an ability to communicate this enthusiasm to others.
- ✦ A strong understanding and acceptance of the legal duties, liabilities and responsibilities of trustees and clear on the difference between governance functions and management functions.
- ✦ Able to work well as part of a diverse team of trustees.
- ✦ Strong strategic awareness and experience of high-level strategy development.
- ✦ A good communicator with excellent interpersonal skills, able to both empower and challenge supportively.
- ✦ Well networked and willing to engage with contacts and/or fulfil an ambassadorial role for the benefit of Blue Cross.
- ✦ Able and willing to devote the necessary time to the role and a willingness to attend events and represent Blue Cross when and where necessary.

Desirable

Previous experience of working as a Trustee and collective decision making that requires an understanding of commercial and non-commercial issues.



Time Commitment

Being a Trustee of a growing and ambitious charity means a commitment in terms of time. Trustees meet a minimum of four times per annum and committee meetings are held on a quarterly basis. There is a Board development day to update on current issues affecting Blue Cross and its work and continuing professional education is encouraged. In addition to the board there are 5 main committees which operate under the delegated authority of the board and advise and make recommendations to the Board. The current committee structure covers:

- + Audit Committee;
- + Commercial and Retail Committee;
- + Finance and Support Committee;
- + Remuneration Committee;
- + Service Delivery Committee.

In addition there is an investment sub-committee.

The term of appointment is for three years with the possibility of renewal for further three years terms. Trustees work on a pro bono basis and are asked to give around 10-15 days a year to Blue Cross.

Reasonable expenses are reimbursed.

How to apply

Applications should be sent by email to Sam Stephens at sam.stephens@macaulaysearch.com

The closing date for applications is 7th November.

Your application should comprise of:

a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements;

a covering note of not more than 1.5 pages (total) stating which of the expertise areas (outlined in the person specification above) you meet, summarising your proven ability in that area and your motivation for applying; daytime, evening and/or mobile telephone numbers (to be used with discretion).

Process

Macaulay Search has been engaged as the executive search advisor on this appointment. A selection of candidates will be invited in the w/c 2nd December. You can expect to hear from us by 20th November.