



BBC CHILDREN IN NEED
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FEBRUARY 2021

BBC
Children
in Need



ADVERT

BBC Children in Need exists to make a positive difference to the lives of children and young people across the UK. We are the BBC's UK charity and our mission is to help ensure every child in the UK is safe, happy, secure and have the opportunities they need to reach their potential.

Our work focusses on supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

We are currently seeking to appoint two new Trustees, to replace long standing Trustees who will be leaving the Board by September 2021. In 2020 we celebrated our 40th anniversary, and this is an exciting, fulfilling, opportunity to help guide and shape our strategy and work at an important time in our history. One of the roles will help us with establishing and chairing a Development Committee to build on the great work the charity is doing and to help us achieve more. The Development Committee will support the charity through oversight of the income and external engagement strategies. The other role will serve on the Investment Committee and Finance, Audit and Risk Committee.

We expect Trustees to:

- Be an advocate for BBC Children in Need
- Support the Executive Team deliver fundraising and impact ambitions
- Help build and protect the charity's reputation
- Ensure financial sustainability and good governance

We are particularly interested in those looking for a new challenge, passionate about our work with any of the following expertise, experience and skills:

- **Board level leadership within a large (preferably) customer facing commercial enterprise**, with commercial, marketing, operational and/or business development experience
- **Commercial finance or banking/investment management**
- Business leaders with a **track record of commercial success and proven commitment to organisations and initiatives which deliver social impact**
- **All candidates must have significant financial or operational management experience** that could inform the balance of our commercial viability with our social purpose

You should have a good reputation and network in the sectors within which you operate and be able to demonstrate responsible business development and growth.

These are voluntary, unremunerated, roles, and the expected time commitment is up to a day a month.

We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. We particularly encourage applications from disabled candidates, black, Asian, and minority ethnic candidates, and those from the LGBTQ+ community as these groups are underrepresented within our organisation.

BBC Children in Need operates throughout the UK, and the Charity is seeking to diversify the geographic make-up of the Board and so would particularly welcome applicants from outside of London, including any of the other nations in the UK.

For an informal discussion about the opportunity, or any queries about any aspect of the appointment process, please contact Charles Sacconi, BBC Senior Resourcing Advisor, who is leading the search on behalf of the Board.

Email charles.saccani@bbc.co.uk or call **07384 456 403**.

To apply for this opportunity, please submit an **up-to-date CV with a supporting statement** to Charles, as above marked 'CiN Trustee Application' by Monday 12 April 2021.

Your supporting statement should be **no more than 2 pages of A4**, specifically describing:

1. Your motivations for applying and what excites you about the role
2. How you believe your skills and experience will support our ambition to create opportunities for children and young people to thrive

Selection and interviews will take place across April – June, and with the aim of taking recommendations on appointment to the Board of Trustees in late July.



INTRODUCTION BY CHAIR

BBC Children in Need is an instantly recognisable and beloved charity across the UK. This year we raised over £80 million to help bring happiness, comfort and fulfilment to thousands of disadvantaged children and young people, many of whom have to cope with illness, poverty and crisis. We connect with children across the nation via more than 3,000 grassroots charities, the impact of which is needed now, more than ever.

BBC Children in Need is a treasured part of the Corporation and we share its public service ethos. Our Appeal Week connects all platforms of the BBC, from peak time television to all the radio stations and across digital and online, and half the Board consists of senior BBC figures all of whom are wholly engaged with the aims of BBC Children in Need and are actively committed to its ongoing success.

BBC Children in Need is a wholly modern, robust charity concerned with and connected to the most pressing fears, problems and dangers which face so many children and young people today. As Trustee, you will face these frontline and urgent concerns, and you will be in a place where you can actively help. Being a Trustee of BBC Children in Need is without question the most fulfilling, stretching and socially connected work I have ever engaged with. If such work appeals to you, I hope you will consider applying to join me on the Board.



Rosie Millard OBE
Chair of the Board of Trustees
BBC Children in Need



ABOUT BBC CHILDREN IN NEED

BBC Children in Need is a national charity which occupies a cherished place in the hearts of the British public. Thanks to them, in the last year we helped change the lives of over 600,000 children and young people in communities right across the UK. We currently fund over 3,000 projects and activities and celebrated our 40th anniversary in 2020.

We raise money in our annual November appeal and throughout the year, which we put to work where it's needed most. We fund local charities and projects who help remove the barriers that are facing children and young people, so that they can thrive. We work closely with a whole range of organisations so we can understand where the need is greatest, ensuring the money raised goes to supporting the young people who need us most.

Every child deserves a childhood that is safe, happy and secure with the opportunity to reach their potential. We know that a growing number of children are experiencing ever increasing and more complex levels of disadvantage, exacerbated by Covid-19 in the last 12 months.

We support children and young affected by a whole range of disadvantages such as poverty, disability, illness, distress or trauma. We work with local projects and a range of partners to tackle some of the most pressing issues facing the UK's children and young people today, including: mental health and wellbeing; violence impacting young people; child sexual exploitation; holiday hunger; access to employment; and social injustice.

Across the four nations of the UK, fundraisers from all walks of life come together to support us – from marathons to cake sales, to school events and our brilliant corporate partners – every sponsor, every pair of ears bought, every pound popped in a bucket helps change lives.

BBC Children in Need is the largest of the BBC's own charities with an income last year of £85m. From epic challenges featuring famous faces alongside children we support to special programmes and our annual Appeal Show, the BBC itself and its programmes help us raise a phenomenal amount of money each year. The other BBC Charity is BBC Media Action and like BBC Children in Need is a separate organisation which is not funded by the licence fee. Other organisations, such as Comic Relief, are completely separate and do not sit within the BBC, although they are supported by the BBC.

Whilst we are part of the BBC family, we're not funded by the licence fee. Our running costs are met through Gift Aid, Investments and, from 2019/20, a small percentage (less than 5p in each £) from donations. Over 95% raised goes directly to create impact through our Impact programmes. We are a company limited by guarantee as well as a registered charity, with the BBC owning the intellectual property associated with our name and brand and granting us a licence for its use. As a registered charity our primary regulator is the Charity Commission for England and Wales. We own a small trading subsidiary, BBC Children in Need Limited.

You can read more about the positive impact we make for children and young people in our [**Annual Report and Accounts**](#).



ABOUT THE BOARD OF TRUSTEES

The Board of Trustees is the governing body of BBC Children in Need and is ultimately responsible for everything the charitable company does. The Board of Trustees act together as a group (rather than as individuals) to further the charitable objects of the organisation. Trustees are the legal Directors of the organisation.

In line with its governing document, the charity can have up to 13 Trustees. The BBC is the 'Founder member' of BBC Children in Need, and as such is entitled to appoint a Director/Trustee, known as the 'Founders Trustee'. Half of the remaining Trustees (up to 6) are recruited and appointed because of a connection with the BBC, with the remainder recruited and appointed from outside of the BBC.

Our current Trustees come from a wide range of backgrounds and bring a range of skills and experiences – short biographies can be found on the [website](#).

New Trustees are appointed by the existing members of the Board. When filling vacancies, the Board takes into account the skills, knowledge and experience needed to maintain the Board's ability to direct effectively the full range of the charity's activities.

All new Trustees receive an induction to help them fully understand the nature of BBC Children in Need and its purpose, and to explain the roles and responsibilities of a new Trustee. Training and development resources are also available to support new Trustees, and develop the skills of existing Trustees. Trustees are appointed for a three year term, which can be extended by a further two, three year terms.

The Board has a small number of committees to support its work and help it fulfil its responsibilities:

- Impact Committee
- Finance, Audit and Risk Committee
- Investment Committee
- Nominations and Remuneration Committee
- BBC Children in Need Ltd Board
- (in the process of being established) Development Committee

Trustees are asked to join one or two committees that are best suited to their experience, knowledge and skill sets.



TRUSTEE TIME COMMITMENT

Board and Committee meetings have generally been held at Broadcasting House, London, although are currently being conducted via Zoom. Meetings take place during the normal working day.

Trustees are appointed for a three year term, which can be extended by a further two, three year terms (i.e. a maximum of nine years in total). We would expect the two Trustees appointed through this recruitment process to join the Board in summer 2021.

The time commitment includes attending five Board meetings a year (circa three hours each) plus an away day and relevant committee meetings (each committee meets, on average, four times per year), averaging out at up to a day a month.

Trustees are encouraged to see the impact of our work by visiting projects we fund.

Our Trustees are unremunerated. However travel expenses, directly incurred in the role as Trustee on official business, can be reimbursed.

TRUSTEE DUTIES AND RESPONSIBILITIES

The duties of a Trustee Board member are to:

- contribute actively to the Board of Trustees, working with the Chief Executive and Executive Team, to develop and agree strategic goals and objectives
- define the parameters on which the budget will be based, agree the budget and monitor financial performance to ensure the financial sustainability of BBC Children in Need
- monitor the charity's progress towards the achievement of its strategic goals and objectives and monitor the impact of its activities on its beneficiaries
- safeguard the good name and values of BBC Children in Need
- ensure that BBC Children in Need complies with its governing document (its Articles of Association), charity law, company law and any other relevant legislation or regulations
- ensure that BBC Children in Need uses its resources exclusively in pursuance of its objects: the charity must not spend money on activities which are not included in its own objects, no matter how worthwhile or charitable those activities are.
- establish and, as necessary, review a clear framework of delegation to committees and the Chief Executive and Executive Team, monitor compliance with that framework and hold Committees and the Chief Executive and Executive Team accountable for the authority that has been delegated to them
- be accountable to stakeholders for the way in which they have discharged their responsibilities as Trustees

In addition to the above, each Trustee should use any specific skills, knowledge or experience they

have to help the Board of Trustees reach sound decisions and increase the impact of its activities.

This may involve leading discussions, identifying key issues, providing advice and guidance on new initiatives, and evaluating or offering advice on other areas in which the Trustee has particular expertise. It may also involve introducing and enhancing relationships with third parties whose support will help BBC Children in Need meet its ambitions.

Trustees are expected to:

- identify with, and be motivated by, the values and objectives of BBC Children in Need
- champion the work of BBC Children in Need and the need for its support/services to external audiences
- introduce and support existing fundraising initiatives
- think strategically, look for innovative solutions, provide constructive challenge and be willing to contribute
- work collaboratively with a talented Board and Executive Team to take decisions for the good of BBC Children in Need.
- demonstrate Nolan's seven principles of public life, namely: selflessness, integrity, objectivity, accountability, openness, honesty and leadership
- have a willingness to give as much time as they reasonably and productively can and at least the minimum time requirement
- understand and accept the legal duties, responsibilities and liabilities of Trusteeship

As a Trustee, your statutory responsibilities are clearly set out in the Charity Commission's publication **CC3: The essential Trustee: what you need to know, what you need to do.**



SPECIFIC REQUIREMENTS OF THE ROLES

We are currently seeking to appoint two, non-BBC, Trustees, to replace long standing Trustees who will be leaving the Board by September 2021 having served their maximum terms of office of nine years each. One of the roles will help us with establishing and chairing a Development Committee to build on the great work the charity is doing and to help us achieve more. The Development Committee will support the charity through oversight of the income and external engagement strategies. The other role will serve on the Investment Committee and Finance, Audit and Risk Committee.

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You should have a good reputation and network in the sectors within which they operate and be able to demonstrate responsible business development and growth.

If successful you will be required to obtain an enhanced DBS check.

OUR COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. We particularly encourage applications from disabled candidates, black, Asian, and minority ethnic candidates, and those from the LGBTQ+ community as these groups are underrepresented within our organisation.

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MORE INFORMATION AND HOW TO APPLY

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