

guts UK!

LEADING THE FIGHT
FOR DIGESTIVE, LIVER
AND PANCREAS HEALTH

guts-uk.org.uk

guts

UK

Candidate Pack

**Digital
Trustee**

January 2018





Dear Applicant,

As the medical and lay co-chairs of Core (soon to be re-launched as Guts UK) we are delighted that you are interested in joining our board of trustees. These are challenging but rewarding times for charities. We actively support the legislation that regulates charities effectively and welcome support and advice from committed individuals from a wide range of backgrounds to help with this important responsibility.

It is likely that recent changes in legislation will stimulate charities to merge and/or cooperate more fully than in the past. This is reflected in the journey of growth and transformation we have set for Guts UK. As the only UK charity dealing with all aspects of gastrointestinal, liver and pancreatic health and disease, we feel we have a responsibility to bring other charities with us to deliver greater impact and to reverse the shortfall of funding for digestive health. This will require ambition matched with diplomacy, but we can point to real progress in achieving this shared vision.

The charity enjoys committed support from five medical trustees who are active as consultants and in research of their own. Our lay trustees are an invaluable source of skill and wisdom, without whom we would struggle. The new charity landscape means we need these skills more than ever. There is no better time than now for committed individuals to become actively involved trustees. I hope you see joining at this exciting time as an opportunity that can bring immense personal satisfaction.

So we thank you for your interest. If there are any points in this document that you would like to clarify please don't hesitate to get in touch.

Professor Chris Hawkey
Medical Co-Chair



Qamar Hamid
Lay Co-Chair



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About Guts UK

Previously known as Core, Guts UK is the only medical research charity that covers all digestive conditions of the gut, liver and pancreas, from top to tail. Guts UK is uniquely placed as the sister charity of the British Society of Gastroenterology – the digestive health of the nation is in their hands.

With our new name, brand and improved outreach, Guts UK will be the voice for those who feel their digestive condition is not understood or taken seriously enough.

Guts UK can raise the banner for all digestive disorders to remove stigma, raise awareness and promote important conversations free from fear, shame and embarrassment.

Guts UK understands the importance of healthy guts. If the gut works, life works. We are fascinated with the workings of “the inner tube of life” and by bringing the urgency of the patients’ need alongside the expertise of health professionals, together we can understand more and help others.

Our proposition

We believe it’s time for the guts to have their day. Our guts just don’t get the attention they deserve. As individuals, most of us take our guts for granted – until they go wrong. The better we understand how it all works, the better we can look after our insides.

It is estimated that digestive disorders account for 12 % of all NHS time, from GPs through to specialist consultants. It affects huge numbers of people, every day.

Guts UK can help people affected by gut disorders get the right information, empowering them to ask the right questions for a quicker diagnosis, treatments and effective self-management.

Research into our guts is woefully underfunded and has been for decades.

We should rival levels of investment into heart and cancer research but alas, we are way short of this. How come the guts got left behind? There are too many unanswered questions and too many conditions that lack effective treatments. We need to be a £10 million charity to make the kind of impact needed by society and, whilst this is an ambitious goal, we are already on the right track.

Our plans



Guts UK is embarking upon an ambitious journey of transformation and growth. Transitioning from an inward looking research-based organisation to a public facing repository of knowledge, a network of experts and a proactive community, Guts UK aims to become the central charity and research organisation promoting and educating the public about the importance of a healthy gut.

- Guts UK intends to tackle the stigma surrounding gut health and needs new trustees to join the existing board to help make this happen.
- Key stakeholder groups will create an organisational strategy for 2018 – 2021.
- Delivering our charitable objectives with measurable impact, we will create a strong sense of direction, focus and clarity.
- The journey of bringing together different stakeholders, creating a new culture at Guts UK, is as important as the final outcome and will be the platform for delivering the strategy.
- Our aim is that by June 2021 when the charity will be 50 years old, we should be a charity that is recognised as the 'go to' place for anyone affected by digestive conditions with a growing income of £5 million a year instead of £500,000.

Registered Charity: 1137029



Rebranding Core to Guts UK

core

FIGHTING DIGESTIVE DISEASES

After a short spell as The British Digestive Foundation, Core was adopted as the working name for the Digestive Disorders Foundation charity in 2004.

This name, however, doesn't state clearly who we are and what we do. The charity has been, like most contemporary medical research charities, one set up by doctors answering doctors' questions. We now need to put the patients and people affected by issues surrounding digestive health at the centre of our mission. By turning to face the public, we will have a bigger impact as well as becoming more visible in the charity market place.

We recently conducted research with patients and carers to understand how their lives were affected by digestive health issues. Their contributions were incredibly **personal, honest, brave and bold**. We used these values to come up with 3 different approaches to a new name. We then further tested these with stakeholders, doctors, nurses, health professionals, patients, carers and members of the public. The clear winner was a dynamic, bold, 'say-what-it-does-on-the-tin' Guts UK.

Board of Trustees

The current board of trustees is composed of 5 clinicians, two Co-Chairs (one medical one lay) and a Treasurer.

Whilst the current trustees are dedicated experts in their field, the board requires more balance in terms of business/organisational development skills.

In order to succeed with our ambitious plans, Guts UK needs to bring a wide range of expertise onto the Board to supplement the extensive medical expertise currently available.

The Board is now looking to appoint trustees with backgrounds in the following areas:

- Legal
- Digital
- Marketing/Communications
- Business Development / Income Generation

Subcommittees

As part of Guts UK's new governance structure, trustees will contribute to the appropriate subcommittee meetings. At present, there is an **Audit, Risk and Compliance Subcommittee** led by the Treasurer, however, it is hoped that the newly appointed legal trustee will make significant contributions to this area of work.

In addition, the formation of a **Fundraising, Marketing and Communications Subcommittee** is anticipated and it is hoped that the new trustees in Digital, Marketing, Business Development and Fundraising will comprise this team.

Finances

Statement of financial activities 2016

		Unrestricted funds £	Restricted funds £	Endow- ment funds £	2016 Total funds £	2015 Total funds £
Income and expenditure						
Income						
Donations and legacies	1	405,131	—	—	405,131	307,711
Other trading activities	2	41,441	—	—	41,441	40,290
Investment income	3	47,803	81,881	—	129,684	128,054
Charitable activities	4					
. Grants for research		—	48,000	—	48,000	53,000
. Public Education		35,000	—	—	35,000	23,000
Total income		529,375	129,881	—	659,256	552,055
Expenditure						
Cost of raising funds	5	132,430	5,154	—	137,584	95,224
Expenditure on charitable activities	6					
. Grants for research		99,225	118,000	—	217,225	131,598
. Public education and Science of Digestion		127,416	—	—	127,416	90,802
Total expenditure	8	359,071	123,154	—	482,225	317,624
Net income before transfers	9	170,304	6,727	—	177,031	234,431
Transfers between funds	19	(70,000)	70,000	—	—	—
Net income after transfers		100,304	76,727	—	177,031	234,431
Net gains (losses) on investments	14	159,831	—	251,831	411,662	(48,129)
Net income and net movement in funds for the year		260,135	76,727	251,831	588,693	186,302
Reconciliation of funds:						
Funds and balances brought forward		1,645,016	28,330	2,429,451	4,102,797	3,916,495
Fund balances carried forward		1,905,151	105,057	2,681,282	4,691,490	4,102,797

All of the charity activities derive from continuing operations during the above two financial periods.

All recognised gains and losses are included in the above statement of financial activities.

Balance Sheet as at 31 December 2016

	Notes	2016 £	2016 £	2015 £	2015 £
Fixed assets					
Tangible fixed assets	13		1,107		658
Investments	14		4,611,907		4,149,980
			<u>4,613,014</u>		<u>4,150,638</u>
Current assets					
Debtors: due after more than one year	15	—		33,478	
Debtors: due within one year	15	145,025		96,573	
Short term cash deposits		332,220		431,447	
Cash at bank and in hand		85,273		172,577	
		<u>562,518</u>		<u>734,075</u>	
Liabilities:					
Creditors: amounts falling due within one year	16	(459,042)		(581,373)	
			<u>103,476</u>		<u>152,702</u>
Total assets less current liabilities			<u>4,716,490</u>		<u>4,303,340</u>
Liabilities:					
Creditors: amounts falling due after one year	17		(25,000)		(200,543)
Total net assets			<u>4,691,490</u>		<u>4,102,797</u>
The funds of the charity					
Unrestricted income funds					
. General			219,398		217,641
. Designated funds	20		1,685,753		1,427,375
Restricted funds	19		105,057		28,330
Endowment fund	21		2,681,282		2,429,451
			<u>4,691,490</u>		<u>4,102,797</u>

[Find out more about Guts UK Finances](#)

Digital Trustee

Role summary

As part of the transition to a more outward facing charity, Guts UK needs a digital strategy expert who can help the organisation take advantage of the many digital opportunities and challenges faced. A great digital strategy means more than just redesigning the website and utilising social media, it means making services and knowledge readily available to the public, creating a community and redefining the ways in which we reach out to and support our beneficiaries. The digital trustee will be integral to the transition of Guts UK and will work closely with other trustees to ensure that the organisation is taking full advantage of its website, its online presence and other digital tools for outreach and income generation.

Digital Strategy

The new Trustee will lead on the creation of our digital strategy. Initially, they seek to integrate our new branding and ethos into our website and social media, however, the role is significantly broader than this. We are keen to develop new ways of using our website and social media to engage multiple audiences to various ends, including income generation, business development, partnership working and the possibility of mobile and tablet based apps. Ultimately, Guts UK needs better ways to engage with the public and the use of digital media and technologies will be fundamental to our success.

Duties:

- Assessing and monitoring risks to the organisation and advising on appropriate mitigation measures (financial, business, reputational).
- Enabling and developing strategic relationships and communicating with partners and other stakeholders.
- Developing and creating outcomes and metrics for evaluating impact, and regularly measuring performance and effectiveness using those metrics.
- Directly supporting fundraising and other operational activities where required
- Acting as an ambassador for the organisation.

Main Tasks:

- Working closely with marketing and fundraising to develop an ambitious and comprehensive digital strategy for Guts UK.
- Providing leadership to the board and advising the operational team on the most effective and appropriate role of digital in the delivery of Guts UK's charitable objectives.
- Providing strategic and practical advice in relation to all digital aspects of Guts UK's work including services, marketing, fundraising, communications and other relevant areas.

- Keeping the Board and operational team updated on relevant emerging digital trends, opportunities and risks.
- Enabling the board as a whole to understand and engage in digital discussions an informed way.
- Helping to ensure that the staff team has the digital capabilities that they need to implement the strategy through mentoring and/or supporting in recruitment of appropriate external expertise.

Person Specification:

- Knowledge and experience of working with IT and digital technologies relevant to voluntary and community organisations.
- Experience in website development and the use of web analytics would be an advantage.
- Experience of delivering incremental change to existing technologies and processes through the introduction of new and digital technologies to improve efficiency, effectiveness and impact.
- Excellent communication and presentation skills.
- A strong network of contacts from the IT and digital sectors (not for profit and / or private sector).
- A commitment to and understanding of Guts UK's purpose and mission
- Personal qualities of integrity, credibility and a passion for improving the effectiveness and availability of information regarding digestive health.
- A willingness to devote the necessary time and effort to perform the duties outlined above.

Impact of the role

Your expertise and engagement will play an essential role in strengthening the board of trustees. In particular, you will help Guts UK to capitalise on the opportunities currently available and to use digital and new technologies in a way that will best support our beneficiaries. Your contribution will be fundamental to the growth of the organisation as well as its long term sustainability and success.

What's in it for the volunteer

Guts UK aims to position itself at the very forefront of digestive health and will be the only organisation in the UK which covers the full range of digestive health conditions and diseases. In addition, this is a fantastic opportunity to work with a dedicated team of committed professionals and to engage with a range of professional bodies, charities and partner organisations. With ambitious plans taking shape, this is a very exciting time to join Guts UK.

Time Commitment and Location

On average, it is estimated that this role will require 8 hours per month.

Trustee of Guts UK are expected to attend four board meetings per year with some strategy days taking place in-between. Trustees will be expected to contribute to appropriate subcommittee meetings and be available on an ad hoc basis depending on the needs of the charity.

Board meetings currently take place in central London but it is hoped that, as a national charity, a proportion of Guts UK board meetings will eventually take place elsewhere in the country.

How to apply

Applications must be made via TrusteeWorks in the first instance. To apply, please submit your CV along with a covering letter stating why you wish to join the organisation, how your skills would add value to the board and any other relevant information.

Applications must be submitted to trusteeworks@reachskills.org.uk.

If you are interested and would like to talk to someone about the role before applying, don't hesitate to contact the TrusteeWorks Team directly on **020 7840 5668**. If you would like to have a preliminary phone call with the organisation, please do let us know and we will be happy to arrange this for you.

Contact

0207 840 5668

trusteeworks@reachvolunteering.org.uk

**Reach Volunteering
89 Albert Embankment
London SE1 7TP
Telephone: 020 7582 6543**

