

guts UK!

LEADING THE FIGHT
FOR DIGESTIVE, LIVER
AND PANCREAS HEALTH

guts-uk.org.uk

guts

UK

Candidate Pack

**Marketing /
Communications
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.

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

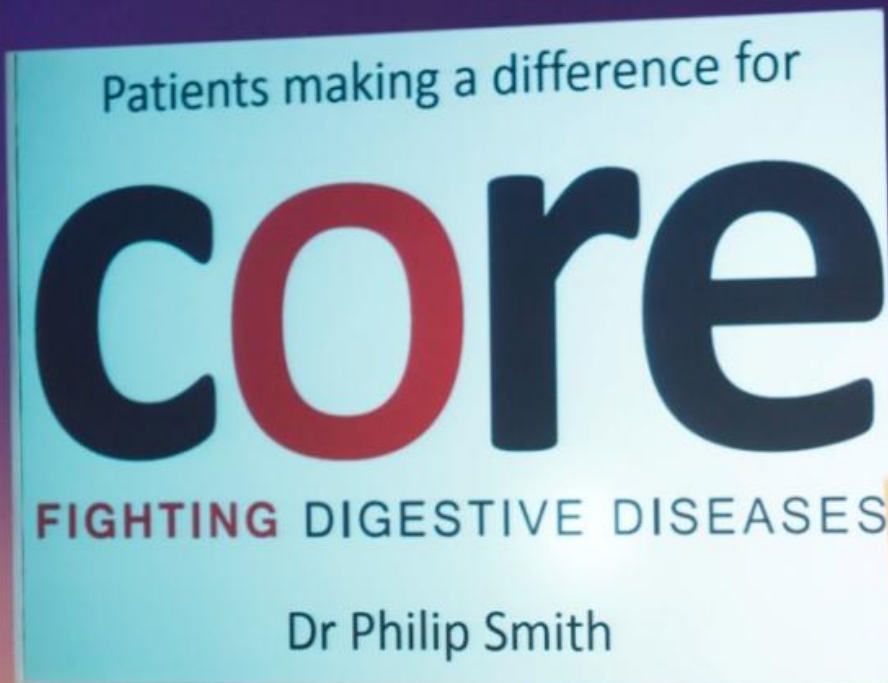
All of the charity activities derive from continuing operations during the above two financial periods.

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)	
Net current assets			<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](#)



Marketing/Communications Trustee

Role Summary

We are looking for a Trustee with marketing and communications expertise. An appreciation of the importance of digestive health is essential to this role as is an in-depth understanding of marketing and communications. The ideal candidate will be someone who can assist us in achieving our aim to extend and diversify the services we provide and to develop a comprehensive marketing strategy for the organisation. We are looking for someone who can help define and develop our long term goals with an ambitious and creative marketing strategy.

Main tasks

- In partnership with other trustees, to develop a comprehensive marketing & communications strategy to launch our new name, brand and build our profile and awareness.
- To identify and create relationships between Guts UK and other charities and corporate bodies.
- To support fundraising communications to increase supporters and income.

Person Specification:

Guts UK is seeking someone who can shape the way in which the organisation engages the public as well as other partner and professional organisations. Because our organisational remit covers the full spectrum of digestive diseases and conditions, there will undoubtedly be a broad range of medical, academic, charitable and public bodies that the organisation will need to engage, each requiring a tailored approach. In addition, the development of our website will be fundamental to the organisation's ambitious plans meaning the Marketing & Comms trustee will be working closely with our digital trustee and staff.

The candidate is expected to have the following attributes:

- Experience of marketing and communications at a senior level.
- Working in a team, being a self-motivator, willing to share views and knowledge.
- You must be innovative, creative and ambitious regarding the organisation's prospects, identifying key areas for promotion and growth.
- Ability to develop, test and launch new services and/or campaigns to successfully deliver growth.
- Proven effectiveness in facilitating organisational change with regard to branding and public engagement.
- Rigorous analytical thinking and problem solving skills with proven experience of designing efficient processes and strategies that result in impact to beneficiaries.
- Champion a positive approach to change and opportunity with a willingness to break-down taboos surrounding the importance of digestive health care.
- Project management expertise in the delivery of complex projects/activities to achieve long terms strategic objectives and strong, positive publicity.

Impact of the role

Our strategic objective is to expose and address the stigma surrounding digestive health whilst educating and informing the public on the importance of the issue. We aim to transform Guts UK into an outward facing organisation backed and supported by a strong community of health care professionals and beneficiaries. This is in a context of reduced NHS support due to budget constraints and, as such, the marketing trustee will also be a key contributor to Guts UK's fundraising and income generation strategy.

What's in it for the volunteer

A huge part of our challenge in 2018 will be finding the best ways to promote our new brand and develop an outward-facing approach. Much of our success will rest on a strong marketing strategy and this is an opportunity to take our public image and mission to the next level. In addition, you will work with a committed board of trustees and an enthusiastic CEO, all of whom are committed to driving change in this little understood and severely underfunded area of health care.

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

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89 Albert Embankment
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