

# Caudwell Children Appointment Brief



caudwell  
**children**

Changing Children's Lives  
RCN 1079770  
SC 043874



## **INTRODUCTION FROM CRAIG BENNET, CHAIRMAN**

**Thank you for your interest in becoming the Chair of Caudwell Children, a national charity with a local heart, which transforms the lives of disabled children.**

At Caudwell Children we are immensely proud to have been shaped by the children and families we support. Their individual feedback, helped identify our first ever donations and they have been instrumental in every part of the charity's development. Our continued consultations have also influenced and shaped our biggest project to date, the Caudwell International Children's Centre (CICC) due to open in 2018.

Founded in 2000 by John Caudwell we have provided life-changing support to tens of thousands of lives, providing a safety net for families unable to gain the help they need. Our entrepreneurial spirit and desire to make a lasting difference means that as we look ahead to our next 17 years and beyond, we are pushing ourselves to not just match our past performance, but to improve upon it.

This is made possible by our dedicated team who with pride, passion and professionalism promote the work of Caudwell Children in communities across Northern Ireland, Scotland, England and Wales.

Our direct work with children grew consistently year-on-year over the first 15 years of the charity's existence and is set to continue to grow with the development and launch of the charity's innovative new autism service in 2018.

This continued growth is staggering and makes our direct work with children comparable with many household name charities. Our key challenge for the coming years will be generating the vital income needed to continue to advance positive change across the disability landscape.

Our CEO from the very beginning, Trudi Beswick has driven the charity forward with professionalism, relentless enthusiasm, and determination. A former textiles entrepreneur and Director of Executive Projects within the Caudwell Group, she brings commercial and business intelligence to the not-for-profit sector which is often commented on as what stands Caudwell Children apart from other charity organisations.

It is also Trudi's unique insight into the daily challenges of the families that the charity serves and her vision for the future of childhood disability services, which has started the next chapter of the Caudwell Children story.

Caudwell Children are entering a particularly exciting period, with our new Centre and autism assessment, intervention and research programme primed to be launched in 2018.

From the initial design concept through to delivery of the £18million construction and



infrastructure project, Trudi Beswick has been fundamental in the completion of this landmark development supported by key members of the charity team. Following 17 years as Chairman, the charity's founder John Caudwell retired from the post of Chair in 2017 and I was privileged to be asked to fulfil the role on an interim basis.

We are now working together to identify a new Chair to lead Caudwell Children longer-term and into the next exciting phase of the charity's development.

Our new Chair will have the expertise and skills to Chair one of the UK's fastest growing and most impactful charities. They will bring leadership experience at Board level, within a FTSE 100 or equivalent business. They will have a current and existing portfolio of contacts within influential private and public organisations, with the ability to mobilise these contacts for support of a given philanthropic or business aim. We are looking for someone with experience in developing and managing a strong team, with the energy, passion and empathy with the needs of disabled children and their families.

With strong foundations, and an ambitious strategy for the future, this role represents an exciting opportunity for an individual with a strong commitment to and enthusiasm for Caudwell Children. As a member of the Board, I look forward to working closely with you, and I am excited to see what you can bring to Caudwell Children.

**For an informal exploratory conversation please contact Philip Nelson at Oxford HR 01865 403298 or via email at [pnelson@oxfordhr.co.uk](mailto:pnelson@oxfordhr.co.uk).**



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## ACHIEVING OUR VISION

Caudwell Children is passionate about improving the health and wellbeing of disabled children and young people. We recognise that childhood is a critical and vulnerable stage, when health inequalities and resulting poverty can have effects that last throughout life.

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## VISION

A world where all disabled children and their families have choice, opportunity, dignity and understanding.

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## MISSION

Practical and emotional support through compassionate and efficient services.

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## MOTTO

Whatever it takes.

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## VALUES

- 1. Teamwork**  
Together we are stronger
- 2. Excellence**  
Striving to exceed expectation
- 3. Inclusion**  
Encourage, listen, respect and learn
- 4. Efficiency**  
Ensuring effective use of our resources
- 5. Entrepreneurialism**  
Encourage innovation, embrace change
- 6. Collaboration**  
With you we can do more

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## OUR SERVICES

Within the UK there are disabled children in every community who desperately need our help. Without our supporters we would be unable to deliver our key services. Without Caudwell Children being in these communities many families and their children will face their journey alone.

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### Family Support

Giving families practical support and guidance at home, in hospital or on the phone at the point of diagnosis or during treatment.

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### Equipment

Mobility, sensory and specialist sports equipment that children need to live fulfilled, happy and independent lives.

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### Treatment

Providing access to vital treatments which could dramatically change or save a child's life.

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### Therapy

Access to life changing therapy programmes for children with cerebral palsy, brain injuries & other associated conditions.

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### Supported Holidays & Short Breaks

Teaching practical life skills through activity programmes, family trips and accredited courses and creating precious family memories with our fully supported holiday to Florida.

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### Autism Services

Providing practical and emotional support for autistic children and their families. In 2018, with the opening of the Caudwell International Children's Centre we will launch a new programme of multidisciplinary assessment, intervention and research aimed at improving the health and wellbeing of people living with autism.

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### Who do we help?

We continue to work hard to reach those in society with the greatest need and those that have more barriers to accessing services.

In 2017 we are proud to state that 26% of the families we worked with were from ethnic minority communities, a greater proportion than the national average of 14%. It is our continued belief that by working together across all communities we can take a huge step towards changing the futures of a generation of disabled children.



## CAUDWELL INTERNATIONAL CHILDREN'S CENTRE (CICC)

### A BUILDING FOR CHILDREN'S FUTURES

The Caudwell International Children's Centre will be the UK's first independent purpose-built centre for multi-disciplinary assessment and support for childhood disability and research of neurodevelopmental conditions, including autism.

Built for Children. Inspired by Children. The centre will be a place where children and families can feel at home, while our team of experts deliver therapy and education during everyday activities. Healthcare professionals will also undertake their clinical assessments, and research subtly without intrusion.

To create this unique environment, it was imperative that our beneficiaries and stakeholders influenced the project. Trudi Beswick's vision for the CICC began in 2007 and her concept for both the building and programme was children and family centred from the outset. She has since led the design team through each detail, ensuring the needs of the charity's beneficiaries and the professionals who shall deliver our services

and research have been at the heart of our decision making.

During a series of consultation events held with children, parents, volunteers and the charity team, we generated a comprehensive picture of the emotions that buildings and interior designs conjure.

We also engaged with specialists in all areas and took the learning from other healthcare centres around the world.

This knowledge assisted the development of a practical, unique, efficient, multi-functional 'person centred' designed facility.

Designed totally for the service users but always considering the delivery team, taking into account every element of the charity's operations, and the building users' needs, in order to provide the required environment to deliver the best possible outcomes from our work.

Including open spaces, technology, forward thinking yet relevant design creating an iconic building and a peaceful space both inside and out.

### AMBITION

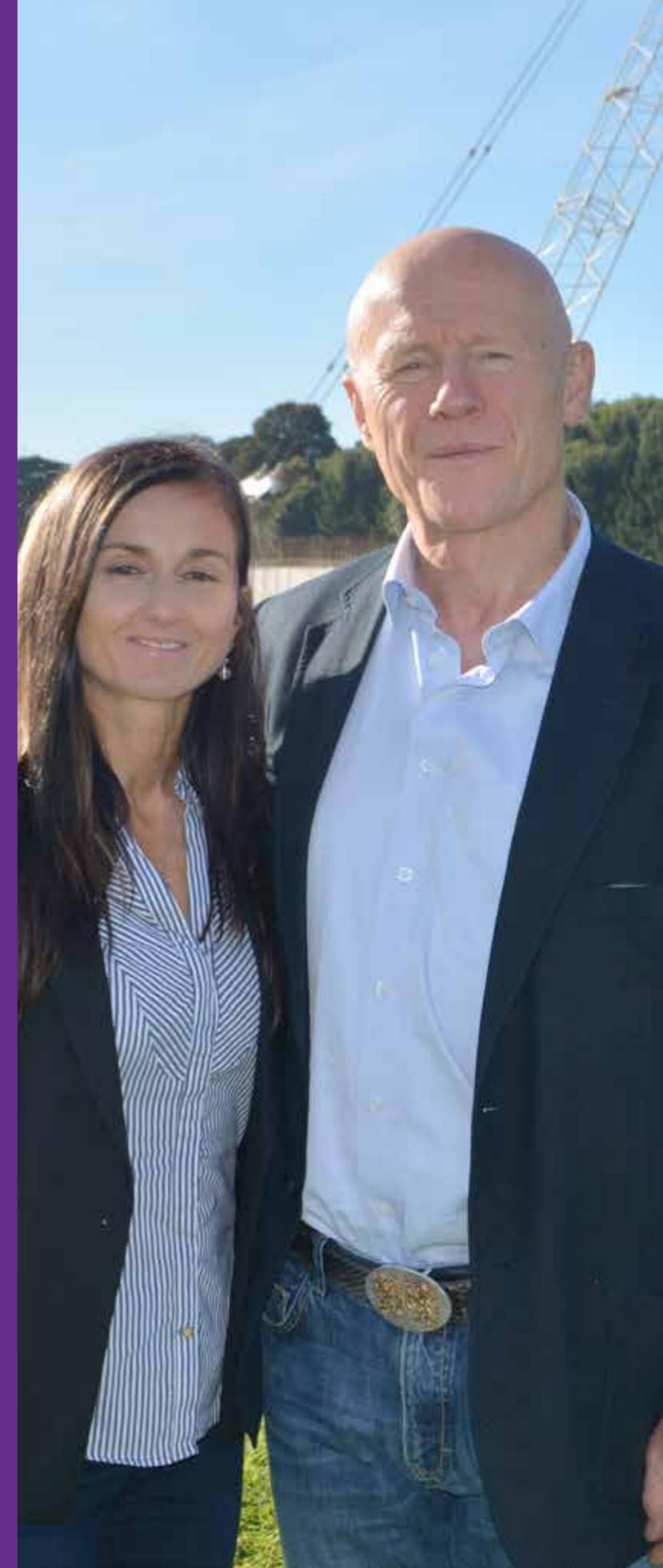
The centre is the culmination of nearly a decade of scrutinising the charity's services and identifying the most effective way to increase our reach to the children and families who need it most. It will house both the charities administration and delivery of core services, marking a significant turning point in the charity's history and future for children with a wide-range of disabilities.

Through careful consultation with global academic and clinical communities, fellow charities, and our beneficiaries, the framework for an unprecedented combination between research and service delivery is being developed.

### SUCCESS

Vital to the success of the Caudwell International Children's Centre is the ability to take the work beyond the walls of the building to integrate with local communities, professional bodies, education and healthcare providers. This will help ensure the charity's ground-breaking approach reaches as many children and families as possible.

The CICC project has been made possible due to the unwavering commitment and support of our founder, John Caudwell. His confidence and belief in the vision for the CICC has seen him generously match-fund every donation made towards the project. This investment further proves his extraordinary commitment to making a lasting difference to the lives of disabled children.



## PARTNERSHIP

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It is our continued belief that by working together we can take a huge step towards changing the futures of a generation of disabled children.

In 2017, Caudwell Children once again enjoyed effective partnerships with hospitals including Great Ormond Street, Birmingham Children's Hospital, Bristol Children's Hospital, Leeds General, Royal Belfast Hospital for Sick Children, Royal Hospital for Sick Children and University Hospital of Wales. We strengthened the charity's links with a wide range of organisations and individuals, particularly within the field of autism services and research, and charities including National Autistic Society, Tree of Hope, Variety UK, the Council for Disabled Children and many more.

## INTERNATIONAL RECOGNITION

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Caudwell Children continues to receive international recognition thanks to the support of its high-profile ambassadors and celebrity supporters.

Supporting events throughout the year celebrities including Sir Rod and Lady Penny Stewart, Peter Andre, Sir Lee Pearson, Dame Joan Collins, Rachel Stevens and David Haye continued to pledge their support.

Once again, our star-studded Butterfly Ball is a highlight of the charity year. Raising awareness of the life-changing work of Caudwell Children and the impact disability has on the lives of a million children in the UK. We work with a passionate London Ball committee to enhance the continued success of this high-profile event.



## FINANCIAL STRENGTH

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Despite the continued uncertainty of the current economic climate, Caudwell Children has continued to raise ever increasing amounts of funding over the past five years, which peaked in 2016 at £13,822,914, an increase of 81%.

Much of this increase was in the form of restricted funds towards our major capital project, the Caudwell International Children's Centre.

We continue to drive to maximise efficiencies and reduce expenditure where ever possible. Through these core values of constantly searching for best value for money we were able to deliver more services to greater numbers of disabled children and their families.

We are once again extremely proud to have continued to double every £1 raised, thus enabling us to provide more than £2 of goods and services for every £1 raised.

This level of efficiency is further compounded by the Charity's unique situation, with John Caudwell committing an annual personal donation to cover the organisation's management and administration costs; therefore offering donors peace of mind that their direct donations have the best possible impact.

## MOVING FORWARD

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We will continue to set ourselves challenging goals and aim to be identified as the UK's leading voluntary provider of practical and emotional support across the UK. The scale of our direct work and its impact continues to gain a much wider recognition.

Each year we will develop and strengthen our reach into communities, changing the futures of disabled children and families in desperate need, expanding our service delivery provision to cope with ever increasing referrals and demand. We will apply our understanding of the national and global disability landscape and need for increased support and research in to the most prevalent disabilities.

The Caudwell International Children's Centre will embrace new technologies with an integrated infrastructure that has been designed with parent and child collaboration and well as industry leading professionals. The Centre will provide a state of the art base for our services and create an environment where ground breaking research can be undertaken. This research will change the way some conditions are viewed, changing the futures of millions of people around the world.

And we will continue to seek the public's support for a new approach to disability and a lifelong partnership, giving disabled children the chance to lead a full and independent life. With our interventions and support for disabilities enabling us to change the disability landscape in the UK.



## HOW WE ARE FUNDED

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The work we do is only made possible by the incredible generosity of our supporters as 100% of our annual income comes from voluntary sources. This includes the legacy of John Caudwell's personal contribution, which covers the charity's annual administration and managements overheads.

Our donors allow for life changing support to be given to the most vulnerable in society. This support is made by making regular monthly financial gifts, sponsoring our key programmes, attending our prestigious events, taking part in diverse fundraising challenges and raising funds across the country for children in their local communities.

Our supporters provide us with the independence to ensure that disabled children and their families' voices are heard within UK Government and across local health and social care providers.

There has been a continued focus on building partnerships with corporate supporters, key national services, grant making bodies and commissioners across the UK.

Without this generous support, none of what we have achieved and hope to achieve, would be possible and we are proud and humbled by those that give their time, energy, and money to help Caudwell Children. Without them thousands of children may never have had the opportunity to reach their full potential.



## ROLE PROFILE

### CHAIR

**Remuneration:**

The role of Chair is not accompanied by any financial remuneration, although expenses for travel may be claimed.

**Location:**

Caudwell International Children's Centre, Keele, Staffordshire / London

**Time commitment:**

2-4 Board meetings per year.

The Chair is also expected to have regular meetings with the Chief Executive, and represent the Caudwell Children at various events and meetings with key stakeholders and attend Sub-Committee Meetings by request.

**Responsible to:**

Board of Trustees

**Responsible for:**

Line management of the Chief Executive

## PURPOSE

The Chair will provide leadership and direction to the Board of Trustees, enabling them to fulfil their responsibilities for the overall governance and strategic development of the charity. Working with Trustees and external contacts to further Caudwell Children's success according to the Memorandum and Articles, legal and regulatory guidelines and the Organisation's Vision, Mission and Values. Working in partnership with the Chief Executive to ensure that Trustees' decisions are acted upon and the Charity is managed in an effective manner.

## PRINCIPAL RESPONSIBILITIES

### Strategic leadership

- Lead the Trustees in their role to provide guidance and support to the Chief Executive, to ensure the continued success of Caudwell Children.
- Ensure that the Board can regularly review major risks and associated opportunities, and satisfy itself that systems are in place to take advantage of opportunities, and manage and mitigate the risks.
- Establish a new Business Development Committee formed of new and existing contacts from the commercial and corporate community.
- Support sub-committees and advisory groups where required

### Governance

- Ensure that the approved values and mission of the organisation are upheld in all the decisions and decision-making processes of the Board.
- Ensure that all Board members are given a fair opportunity to express their views before important decisions are made in an impartial manner.
- As a Board member and the Charity's chief volunteer, undertake the full responsibilities of a Trustee and adhere to the charity's policies and procedures (inc. Child Protection, CQC Registration, ISO:9001).
- Ensure that the Caudwell Children Board of Trustees receives professional advice when it is needed, either from its senior staff or from external sources.
- Ensure Trustee decisions are acted upon.
- Ensure that the performance of the Board and the Trustees is reviewed on an annual basis.
- Ensure the well-planned recruitment of a new Chief Executive if/when necessary

- Ensure the Board conducts its business effectively and efficiently.
- Act between full Board meetings in authorising action to be taken where necessary (e.g CQC, Legal Documentation)
- Ensure all governance policies are in place and are reviewed regularly as agreed by the Board.

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### External Relations

- Promote the work of Caudwell Children to their own network of contacts within private and public-sector organisations to ensure the continued growth and success of the charity.
- Represent the charity at public and private events and/or meetings to ensure the continued growth and success of the charity.
- Establish a robust network of contacts from the public and private sector to support the continued growth of the charity.
- Ensure that the Board of Trustees proactively promotes the work of Caudwell Children to their own network of contacts within private and public-sector organisations to ensure the continued growth and success of the charity

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### Relationship with the Chief Executive

- Work collaboratively with the Chief Executive, ensuring that Caudwell Children is run in accordance with the decisions of the Trustees, its Memorandum and Articles and appropriate legislation and best practice.
- Work collaboratively with the Chief Executive to deliver Trustee meetings and to ensure Trustee meetings discuss and resolve the necessary business both efficiently and effectively.
- Support the Chief Executive in the management of any event which is deemed to be of material significance, or likely to give rise to substantial adverse publicity to Caudwell Children.

The above list is indicative only and not exhaustive. The Chair will be expected to perform all such additional duties as are reasonably commensurate with the role.



## PERSON SPECIFICATION

Our new Chair will be expected to have the essential skills, knowledge and experience referenced below. The items under the heading 'desirable attributes' would also be useful. However, candidates who do not have these desirable attributes should not be deterred from submitting an application.

### Essential skills, knowledge and experience

- Demonstrate leadership skills and experience of operating at a Board Level within a FTSE 100 or equivalent business
- Demonstrate a current and existing portfolio of contacts within influential private and public organisations, with the ability to mobilise contacts for support of a given philanthropic or business aim
- Demonstrate the ability to build, develop and manage a strong team, valuing, encouraging and acknowledging the different contributions from the various team members in a safe environment where the issues may be discussed fully and openly
- Energy, passion and empathy, with the needs of disabled children and their families
- Strong communication skills with the ability to represent the charity externally at the highest levels as required
- Ability to Chair, lead and inspire the Board of Trustees to achieve and extend the goals of the organisation
- Ability to support, challenge, act as professional mentor to and work in partnership with the Chief Executive

### Desirable skills, knowledge and experience

- Knowledge and understanding of the charitable sector.
- Knowledge/experience or, or interest in, the issues that face parents who have children with disabilities.
- Knowledge/experience or, or interest in, statutory health care, the NHS and the relevant Government bodies.
- Knowledge/experience or, or interest in, the legislative framework affecting children with disabilities and their families (e.g Children and Families Act 2014)

### Term

The charity's Chair (and board members) serve an initial three-year term to be eligible for re-appointment for one additional term.

In addition to chairing the main Board meetings, the Chair has the right to attend meetings of the sub-committees.

## HOW TO APPLY

To apply for this position, please forward a copy of your CV, together with a supporting statement and a list of non-executive directorships and trustee posts that you currently hold to [pnelson@oxfordhr.co.uk](mailto:pnelson@oxfordhr.co.uk) Please ensure that your submission includes evidence of how you meet the person specification, together with your motivation for applying.

You should provide the names, positions, organisations and contact details of two referees. References will only be taken once your express permission has been granted.

We would be grateful if you could also let us know if you require any special provision as a result of any disability should you be called for interview.

Finally, please ensure that you have included your mobile and home telephone numbers, as well as dates when you will not be available or might have difficulty with the indicative timetable:

### Timetable

Closing date:	Monday 29th January
Preliminary interviews with Oxford HR:	week commencing 12th February
Final Panel Interviews:	week commencing 19th March

These dates may be subject to change and applicants will be advised in advance should this happen.

### Selection Process

All candidates will receive feedback within four working days of the closing date. Shortlisted candidates may be required to undertake an additional assessment prior to the final interview.

### Queries

If you have any queries on any aspect of the appointment process, need additional information or would like to have an informal discussion, please contact Philip Nelson on 01865 403298 or via email at [pnelson@oxfordhr.co.uk](mailto:pnelson@oxfordhr.co.uk).



 **0345 300 1348**

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