



Become a  
**Trustee**

Let's make Herefordshire and Worcestershire  
a great place to grow older.

# Robert Rankin

## An introduction from the chair of trustees,



Thank you for your interest in joining our Board of Trustees.

Our two counties offer a mix of urban and rural communities across two of the largest counties in England. Just under 354,000 people over the age of 50 live in Herefordshire and Worcestershire (ONS, 2020), representing a growing older population and one that is higher than the average for England and Wales.

This context provides a backdrop for the increasing demand for our support and services and explains the challenges of providing a rich mix of activities to support the diverse needs and interests of our older population.

Our mission is to make a difference to older people across Herefordshire and Worcestershire by promoting connections and enabling seamless access to advice, support and services through awareness raising and advocacy.

Each year we provide a range of support and services to over 15,000 older people. We particularly focus on activities that improve the quality of life for older people, their families and carers and will continue to do so, developing our services using a quality improvement approach based on feedback from our clients.

We are looking for new members of our Board who will share their knowledge and experience to support older people.



# About us

Age UK Herefordshire & Worcestershire (Age UK H&W) was established in October 1986. We are an independent charity & Brand Partner of Age UK, providing a wide range of services for older people from all communities and backgrounds in Herefordshire and Worcestershire.

We want to improve the quality of life for all older people across Herefordshire and Worcestershire by promoting choice, opportunities, and independence. We offer care services, information, well-being and active ageing opportunities for people aged 50 plus. We also support other groups working with older people and offer training for professionals.

We raise issues of concern for older people, work with local media, contribute to campaigns and sit on advisory groups and statutory agency advisory bodies.

**1986**

Age Concern  
Herefordshire &  
Worcestershire was  
established

**2015**

We became a brand  
partner of Age UK  
national becoming  
Age UK  
Herefordshire &  
Worcestershire  
(H&W)

**2019**

Age UK H&W  
merged with Age  
UK Droitwich Spa &  
District and Age  
Concern Ross-on-  
Wye

# Our services

We deliver a range of services in order to achieve our mission and our strategy for the next three years is intended to make sure that we can develop our work in these areas, supporting more older people within Herefordshire and Worcestershire.

Our services...

- Support older people to maintain their independence
- Support people living with dementia and their carers
- Deliver activities to combat social isolation
- Promote opportunities for those who want to be physically and socially active

# Our values

- 1 We are friendly
- 2 We work together
- 3 We make a difference
- 4 We are always learning
- 5 We are flexible

# Our impact

Every year we offer support and services to over 15,000 people. This includes:

- Taking over 4,000 calls from people needing information and advice
- Supporting people to apply for benefits totalling over £1 million
- Helping over 600 people with dementia and their families
- Carrying out over 11,000 visits to older people's homes to support with shopping, cleaning and other errands
- Providing over 3,000 befriending telephone calls to people who are lonely and isolated
- Training over 1,000 people to deliver high quality care to older people





# Our strategy

Our strategy has four main themes which provide a framework for our activity:

## **1. Promote a positive attitude to ageing**

leveraging the needs of older people, developing awareness of, and building support for, our work.

## **2. Ensure the highest standards of support and services**

which promote independence and address the needs of all older people.

## **3. Remain robust and adaptable as a sustainable organisation**

to deliver our Strategy and Business Plan.

## **4. Develop and grow our workforce**

ensuring that the charity is a great place to work and volunteer.

Each theme represents priority thinking and actions so that we can continue to support older people now and in the future. To achieve our vision, we have developed a Business Plan to support us to improve, grow and develop our services.

The delivery of the strategy will be led by the CEO and the Senior Leadership Team and monitored by the relevant trustee-chaired subcommittees which meet quarterly. The strategy will be reviewed annually by the Board.

## **Our people**

At Age UK H&W, it is our staff and volunteers who make us what we are. From the people who work across our two counties to deliver support and services to our Board of Trustees, Senior Leadership Team and those working in our offices to support vital functions.

## **Our funders:**

As an independent charity, we rely on a number of different types of income. We are very grateful to everyone who supports us financially as it enables us to deliver our vital support and services to older people in Herefordshire and Worcestershire. We strive to be open about how we are financed and how we use our income.

### **Commissioners**

Much of our income comes from Local Authorities and the NHS who commission some of our services such as footcare and home support.

### **Grant giving trusts**

There are a number of local and national funders who provide grants to charities who support older people and we have been successful in applying for funding, which supports a number of our projects.

### **Clients**

A number of our services are chargeable and clients pay a fee which contributes to the cost of providing these.

### **Donors**

We also welcome individual donations and encourage fund raising activity.

# Our partnership with Age UK National

Being an Age UK Brand Partner brings certain responsibilities – to deliver services to agreed quality standards and to subscribe to shared values of being:

- Caring
- Effective
- Enabling
- Influencing
- Innovative
- Inclusive

Whilst we are aligned with Age UK through the brand, we are still a local and independent charity. The services we deliver, the money we raise, the people we support are all in Herefordshire and Worcestershire. Our Trustees are responsible for strategy, policies and legal compliance.

There are also other local Age UKs, Bromsgrove, Redditch & Wyre Forest, Worcester & Malvern Hills and Hereford & Localities working and providing shops and services within the two counties.

## What our clients tell us about our current provision

We have valuable information from our clients about the quality of our services. Results from our client survey carried out in 2022 indicate that:

- 98% felt that our staff listened and understood their query or concern
- 86% said our services were very easy or easy to access
- 71% received a response from us either immediately or within 24 hours of their original contact
- 93% reported that our intervention had a positive impact on their life





# The role of a Trustee

Trustees have overall control of a charity and are responsible for making sure it is doing what it was set up to do. They are the people who lead the charity and decide how its run.

## Disqualification from appointment

- Those not eligible to work in the UK.
- A person subject to bankruptcy restriction order or an interim bankruptcy restriction order.
- A person who has in the last five years been dismissed from employment by a health service body for reasons other than redundancy.
- A person who has received a prison sentence or suspended sentence of three months or more in the last five years.
- A person who has at any time been removed from the management role of a charity.
- A person who has been dismissed by a former employer (in or out the NHS) on the grounds of misconduct in the last five years.
- A healthcare professional whose registration is subject to conditions, or who is subject to proceedings before a fitness to practice committee of the relevant regulatory body, or who is the subject of an allegation or investigation which could lead to such proceedings.
- A person who is under a disqualification order under the Company Directors Disqualification Act 1986 or the Company Director Disqualification Order 2002 (Northern Ireland), or made under section 429 (2) of Insolvency Act 1986 (disabilities on revocation of administration order against an individual).

# Outline of duties

- You will be expected to attend and contribute to meetings of the Board and subcommittees. This includes contributing to the collective decision-making on key strategic and policy matters; monitoring progress in relation to the delivery of strategy and financial plans.
- Ensuring the charity pursues our stated objects (purposes), as defined in our governing document, by developing and agreeing a long-term strategy.
- Ensuring the charity complies with our governing document (i.e. our trust deed, constitution or memorandum and articles of association), charity law, company law and any other relevant legislation or regulations.
- Ensuring the charity applies resources exclusively in pursuance of our charitable objects (i.e. the charity must not spend money on activities that are not included in our own objectives, however worthwhile or charitable those activities are) for the benefit of the public.
- Ensuring the charity defines its goals and evaluates performance against agreed targets.
- Role modelling charity values.
- Ensuring the effective and efficient administration of the charity, including having appropriate policies and procedures in place.
- Ensuring the financial stability of the organisation.
- Protecting and managing the property of the charity and ensuring the proper investment of the charity's funds.
- Following proper and formal arrangements for the appointment, supervision, support, and appraisal of the Chief Executive.
- Members of the Board act as ambassadors for the charity, promoting its work and enacting its values and mission.
- All members of the Board are required to complete an Annual Fit and Proper Person Declaration which includes a Declaration of Interest and Related Parties.

# Trustee support

- You will be invited to attend induction, training, and development events as needed to carry out the role effectively.
- Members of the Board are encouraged to take advantage of these opportunities to assist them in developing their understanding of the charity and the broader Integrated Care System.
- If new members of the Board are assigned a mentor from within the existing membership of the Board to support and guide them.
- You will be working alongside a committed Board of Trustees and Senior Leadership Team all striving to increase the impact of Age UK H&W and make a difference to older people.

# Time commitment

- Preparing for and attending quarterly hybrid meetings of the Board each year (late afternoon - evening).
- Being a member of, and actively participating in, at least one (usually more) of the Board subcommittees (usually during working hours) – which all meet at least quarterly. This will include a mixture of face-to-face, hybrid and online meetings, and the requisite preparation work and following up of actions outside the meetings.
- Supporting events throughout the year, including the AGM.
- Being responsive to emails and being available to offer ad hoc assistance/advice as required.

The charity holds four full board meetings per year in Worcester, including an AGM and an away day. Each meeting lasts around two hours, although you would also need to allow time to read through meeting papers beforehand. There may be specific occasions when a Trustee is required to attend an event to represent the charity.

We also have four subcommittees that report into the Board: Finance, Information and Risk subcommittee, Standards and Services subcommittee, People subcommittee and Engagement subcommittee and they have meetings separate from the full Board meetings, meeting quarterly. The membership of these committees are determined by the Board Trustees who serve a three-year term of office and can be re-elected to serve up to three additional terms.





- An understanding of the federated charity structure.
- A commitment to the charity's mission.
- An understanding of the legal duties, responsibilities and liabilities of trusteeship
- An understanding of strategic issues and strategic vision.
- The ability to analyse information and when necessary, challenge constructively.
- Willingness to devote the necessary time and effort to their duties as a trustee and attend meetings regularly.
- The ability to work effectively as a member of a team.
- A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
- We are particularly looking for people with experience of promotional campaigns, fundraising, retail, social media, digital, working within the voluntary sector or Health and Social care sector, lived carer or service user experience, experience of developing new services based on need, carbon reduction, facilities, policy development and organisational development / transformation.

## Information

- Previous experience as a Trustee is not as important as a passion for our work and desire to make a positive contribution
- The role of a Trustee is voluntary and is not accompanied by any financial remuneration, although expenses for travel may be claimed
- This post is covered by the Rehabilitation of Offenders Act 1974 and therefore applicants are required to declare unspent convictions and/or unspent conditional cautions

# Our current Board of Trustees



Rob Rankin  
Chair



Charli Wood  
Vice Chair



Michelle Worthing  
Chair of Standards and  
Services



Craig Guthrie  
Chair of Engagement



Iain Balchin  
Treasurer and Chair of  
Finance, Information and Risk



Caroline Smith  
Chair of People



Brian O'Connell  
Trustee



Peter Evans  
Trustee



# Age UK H&W

## How to apply

We are fully committed to equity of opportunity and diversity to ensure we replicate the full breadth of the communities we serve. It is important that our board has the diversity of thought to underpin good governance.

If you are interested in being a trustee please feel free to contact Chief Executive, Julia Neal, for an informal chat by emailing [jneal@ageukhw.org.uk](mailto:jneal@ageukhw.org.uk).



 0800 008 6077



[www.ageukhw.org.uk](http://www.ageukhw.org.uk)

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