



A MEETING OF THE BOARD OF TRUSTEES
Thursday 14th May 2015 – 15:00-17:00
5th Floor Holborn Gate, 26 Southampton Buildings,
London, WC2A 1PQ

Attendees

1. Sir Nick Parker (Chairman) (SNP)
2. Chloe Donovan (CD)
3. Matt Hyde (MH)
4. Amanda Jordan OBE (AJ)
5. William Nye LVO (WN)
6. Louis Stokes (LS)
7. Jean Tomlin OBE (JT)
8. Dame Julia Cleverdon CBE (DJC)

Apologies

1. Ronan Dunne

In attendance

1. Charlotte Hill (CH)
2. Rania Marandos (RM)
3. Dominic Cotton (DC)
4. Fiona Ellison (FE)
5. Rebecca Wyton (RW)
6. Sophie Drechsler (minutes)
7. Kate Van Der Plank (KVDP)
8. *Emily Dyson - observer*

Welcome

SNP - Welcome to Kate Van Der Plank who is going to be working with the team two days a week and also to Emily Dyson who is on the fast stream civil service secondment here to observe the meeting.

The principle objective of the meeting is to make sure our approach to the new administration is agreed. The #iwill campaign ends in 2020 at the same time as the current fixed term parliament.

We need to agree the priorities and energy we can give to health and social care, long term funding and our approach to local authorities and DCLG. We need to agree the effort and energy this year considering it is such a small team.

Minutes from the last meeting and matters arising:

SNP - No comments from Trustees on the minutes, all actions from the previous meeting are either completed or will be covered during the meeting.

DJC – asked why haven't asked all those who have pledged to have a minimum of x% of the work force to take part in adult volunteering especially with the new government?

CH - This will be covered later in the meeting.

Apologies

Apologies were given from Ronan Dunne.

Conflicts of interest



No conflicts of interest shared by Trustees.

SNP asked Chloe Donovan to explain some upcoming activity she will be helping the campaign team with for the Trustees to consider if this will be a conflict of interest.

CD – explains that she will be helping out Kerri Hall with the upcoming headteachers event on a short term fixed project.

SNP - She needs to be at a distance down the governance chain to separate this role and her role as a Trustee. It also has to be time dependent task in order not to be a conflict.

All Trustees are happy for Chloe to do this work with the team.

Presentation of areas of work plans to be signed off

Enable delivery plan

Fiona and Matt talk through the Enable work plan paper.

MH – talking about the first 2 goals. Key comments:

- We need to focus in the next couple of months around the bigger picture of funding. There are huge opportunities with momentum from political parties showing commitment and adding youth social action to their manifestos. We need to convert that to an action.
- Need for dedicated funding to tackle barriers and unlock opportunities.
- Scale and Reach steering group met, alongside Trevor Pears, from Pears Foundation, and Mark Fisher, Cabinet Office, to agree approach.
- Key opportunity is getting backing for this through the CSR (comprehensive spending review).
- We have a diverse youth sector therefore it is a challenge getting everyone behind one big idea. We are trying to keep everyone together in order to capitalise the momentum.
- Nick Hurd is also working on a proposal for an endowment to promote volunteering. We are keeping open dialogue with Nick Hurd. CH – agreed with the Cabinet Office officials that we would work with them on a paper to propose to the minister around this.

AJ - Question whether Nick Hurd is talking about volunteering or social action.

MH confirmed that Nick Hurd interchanges volunteering and voluntary action whereas we are talking about social action.

The Trustee Board had a wider discussion on this work. Key points:

- WN – agrees it is a big ask but definitely worth trying. We need to work towards a paper that has more numbers in it. Are we asking for capital investments or running costs? Suggests we are better off asking for the former. We need to be clear what we are asking for. Suggests we estimate a proportion of the 1.5M additional young people will be engaged via opportunities created from this investment, e.g., one third in hard to reach areas. We should connect the narrative back to the new Government's focus on social justice.



- SNP – we need to ensure this campaign is going to maintain at a distance from distribution of cash.
- MH – the version of the paper, which went to the group of CEOs and was discussed, took the approach that we are trying to get 1.5m opportunities and there are many ways this can be done. There is a mix of funders – government, lottery and youth foundations so we need to find ways to release it. At this stage OCS will need to guide us.
- CD – Seeing a gap in the paper currently which doesn't include a place for young people to be involved or lead on ways of fundraising. It is also practicing what we preach and shows other organisations that young people can be involved in this kind of work.
- AJ – helps remind us what we are really about. Need to think about how we get young people and communities involved in this.
- CH – need to get a minister to really champion this so we need to keep it very simple at the moment. Rob Wilson will drive one big idea forward but we need to go higher up than this to the Cabinet if we can.
- SNP – in summary, a big ask worth trying, some thought given in the paper to whether we reframe it to have more numbers, it needs to appeal to the principal ministers and chancellor and reflect treasury pull. We need some more thought with DCLG and people like Greg Clarke who we can try to influence. DJC – Suggested the team talk to Bank of England for example.
- MH – We need to be realistic as we have four months to get onto the agenda. We think we have a great idea but lots of other people think that too. We need to think about what is the best use of every minute and word in the document. SNP – We need to have a consistent narrative into the Trustees so we can get support from Trustees in the most helpful areas. We are not a government organisation and we are responsible to lots of civil society organisations. CD – Rob Wilson's priority will be how we get youth voices helping to drive this up.

FE went onto explain the other pillars of the Enable work plan. Key points:

- Looking at achieving a shorter-term pot of about £3m from Cabinet Office and match funders. We have had positive conversations with Queen's Trust and Spirit of 2012.
- Creating a delivery plan for our work in the health and social care sector. The next couple of months are to get a vision and find the key areas to focus on. We are finishing a paper to the Department for Health.
- Final piece is how we develop more of the high quality opportunities, looking at the cadet expansion programme and how to embed quality principles.



SNP – Both Nick and William will focus on the cadets but need to spend time on health and social care. We need to consider as a board if this is an area we push hard on? There is the risk in areas like substitution. Nick asks the Trustees if they are happy for the team to give this some real emphasis? Thoughts from Trustees included:

- WN – There are some great examples around the country, very supportive of the idea.
- JT – we need to be clear about how deep we go but it is a fantastic opportunity. It is critical that we get the language correct and it is clear exactly what we are going to do but in a controlled way.
- MH – There is currently no one sat round the Trustee Board from the health and social care space. One way to give this some momentum is to get some top level buy in from a CEO from that space who can come back and support this.
- LS – As a volunteer in the NHS he can only see the benefits of it. Seeing it first hand and speaking to other managers he hasn't seen a problem with substitution.
- CD – organisations like CQC who are very supportive and could be a potential place to go to get more buy in.
- AJ – we should also look at working with partners like Kings Fund, who are respected on all sides of the political divide
- DJC – Is Lucy de Groot someone we could contact to ask about helping in this area and drive this?

SNP –concluded it's a good idea to press on with, there is insufficient knowledge at this level and need to check if we have the right capacity to drive it forward.

Action: The team need to think about who could maybe join the board as a Trustee who could take on this role?

Action: Trustees to let the team know if they have any suggestions about who this could be.

Information Hub

- JT - there has been a lot of progress made since the last meeting, focusing on the scope and making sure this doesn't already exist.
- RW - talks through the presentation.
- JT – idea of the pilot is a sensible one, it gives a comprehensive opportunity to test some of our assumptions and do it powerfully. Jean believes whatever we do testing that engagement process is critical. We need to get that buy in during the pilot stage and ensure for legacy it is dynamic and live.
- SNP – helpful to know if there are any points to caution what is being suggested.
- DJC – backs a pilot idea, pick up the survey to decide which area to test – suggests not to focus on the worst or the best. Also suggests changing the name



- from information hub. It needs to be more exciting like '2020 compass'. It could be included in the paper to the CSR to see what you need to do and to invest where.
- MH – The pilot is the right way, but need to know what the incentive is for people to give their information. It is suggested the pilot area is East Anglia – a problem area so the incentive is there for them to share information in the hope the return is they get more investment.
 - CD – we need to make sure there is a way for the information to be regularly reviewed so that it always stays relevant – we should aim to build in the review process from the outset. Happy to help if East Anglia is put forward.
 - WN - great to try somewhere like East Anglia so they get the benefits.

Adult Volunteering

AJ – We are delighted that Kate is going to focus on this and thanks to Emily for her support. Need to find the role that we can play in this field. We are not responsible for employee led volunteering but need to see what the opportunities in the sector are. There is also the problem that some organisations wouldn't know what to do if they were given the volunteers. We need to understand the landscape a lot better than we do. We need to make the business case to employers of why it's important that their employees get involved. We also need to identify and champion best practice of employer supported volunteering. BITC are a very active partner and we have had a lot more engagement from them since the last meeting. Team London is also a key player in providing support, as are CIPD.

- MH – we need to consider the 3 days a year Manifesto commitment from The Conservative Party, which has come in and be there with a view.
- DJC – we need to start with where corporates are, less focus on the youth voluntary sector. We need to look at the old style-volunteering sector to see what they are doing to get more youths engaged. What are the incentives to companies who support their employees to do social action? E.g. how many special constables do we have – M&S are one example.
- AJ – business pioneers will help to demonstrate best practice of how to incentivise this.
- JT – we can look to see what we do through our 120,000 employees at Sainsbury's; lots of employees doing different things in terms of volunteering.
- Action: KVDP to follow up with JT for Sainsbury case study
- AJ – there are lots of areas we can be looking at, e.g. tech skills and support needed.
- KVDP – we need to collaborate with other campaigns already going on, there are lots of layers of volunteering. Some options are corporates sending in strategic/commercial skills into youth social action organisations that could then help work with them to prepare e.g. if they suddenly had lots of volunteers come in.



- CH – great to have KVDP in place and we will also continue to have a PwC secondee and Civil Service Fast Stream secondee to support in this area. There is also a lot of support from CIPD and BITC.
- KVDP – We need to be clear that we are the campaign and changing perceptions and mind-set, we are not the brokers of it.
- DJC – Suggests looking at IOD and see if Simon Walker could help do some work in this area and also speak with Nick Hurd getting involved. Need to look at what his role is in all of this.

Action: KVDP/CH to get introduction from DJC to Simon Walker and follow up with Nick Hurd

Action: KVDP to follow up with JT for Sainsbury case study

Progress of delivery plans

RAG report

- CH – checking Trustees are happy with this format and invites and comments/questions.
- All Trustees are happy with the format.
- MH – query around education and if it is amber?
- SNP – it will stay amber, as we don't know which way it will go. Once we have more granularity of where it's progressing we can review this again.
- WN – don't be afraid to put boxes in red (consensus from Trustees).

Pledge update

FE – talked through presentation slides. Summary of discussion points are:

- DJC – identifying who the sleeping giants are and putting a focus on it from Trustees to ask for a presentation to the board on what they have done. E.g. talk to the new CEO at the NHS to reinforce the importance of that. The Department for Health should be as big as the Department for Education.
- AJ – We should use the “seeing is believing” model to maximise impact.
- SNP – we need to give some thought about how we visualise the outcome of pledges.
- CH – Trustees and Patron to help account manage the big game changers.
- JT – Make sure you ask everyone to tell you how they are going to measure this.

Action - #iwill team to approach relevant Trustees with game changing pledges to gain their support.

Data analysis and scenario planning

RW – talks through the presentation data analysis and scenario planning slides.



Scenario planning – breakdown of three areas prepare, review, respond
RM – explains that funding is not yet confirmed from Cabinet Office – this is firmly on their radar and they recognise its importance, but are not yet in a position to be able confirm funding. We are continuing to push this so we can confirm as soon as possible, and we are committed to going ahead with the survey this year.

Action – Rebecca/Rania to contact Number 10 about the survey and push to get their support.

Action – Charlotte to contact NCVO to ensure YSA survey figures can be included in the Almanac in future.

Future activity and comms

Comms reporting

DC - talks through the presentation comms reporting slides and November anniversary. Trustees happy with plans for November celebration and comms reporting.

Action – DC to share the comms reporting going forward with the Trustees on a quarterly basis

November anniversary

SNP – the aim is to attract not the usual suspects

Public affairs

- DJC – we could focus on local authorities and DCLG.
- DC – asks if the board are happy to support on the public affairs grid and lead on some letters to certain departments.
- AJ – Nick should sign the remaining letters
- SNP – highlights that although we got into the party manifestos we now need to exploit that in a focused way.

Finances

2014/15 end of year financial update

All Trustees are happy with finances

Current financial update

All Trustees are happy with finances

AOB

WN – is working to get a date in HRH's diary for end of the year but it won't be confirmed until end of June. The Advisory Council meeting will be likely to be the second half of



February. He will also share any dates that HRH is around the country that may be relevant.

Step Up To Serve and #iwill branding update

All Trustees are happy with the differentiation between naming but we need to make sure they are matched up in a clear way.

Kevan Collins – Advisory Council addition

SNP asks the Trustees if they are happy with the recommendation to put Kevan Collins on the Advisory Council. A proposal was shared as a hardcopy during the meeting.

- All Trustees were happy. Nick asked that Trustees send him an email if they would like to raise anything.

Action: Trustees to let Nick know if they have any problems with this by email reply.

Risk assessment process

This will be shared and discussed in September

Data protection policy

Action – SNP to share data protection policy with Trustees along with the minutes.

If approved the following will be included in the signed minutes:

The Trustees reviewed and approved the Charity's draft Data Protection Policy. It was noted that (i) Charlotte Hill, Chief Executive will act as Data Controller with overall responsibility for compliance; (ii) Sir Nick Parker, the Chairman, would act as the nominated officer for monitoring compliance and providing guidance on policies and procedures, and (iii) all employees are responsible for adhering to the Charity's Data Protection Policy and its associated procedures. It was then agreed that the Chief Executive would circulate the Policy to the team.

AOB

- SNP – wants to generate more momentum about how we get more young people involved in the campaign. This will be discussed more at a later date.
- JT – we need to keep thinking about legacy. Also need to be conscious of safeguarding and make sure we are the right guardians of safeguarding.
- MT – we need to add safeguarding to next agenda, Matt is happy to support around this.

Action: Sophie to add safeguarding and legacy to agenda for September meeting, alongside the role of young people within the campaign.

Actions

No.	Name	Action
1	#iwill team	The #iwill team need to think about who could join the Board of Trustees to be the senior health and social care sector representative
2	All trustees	Trustees to let the team know if they have any suggestions about who could join the Board of Trustees to be the senior health and social care sector representative
3	Charlotte and Kate	Charlotte and Kate to get an introduction from Dame Julia with Simon Walker and follow up with Nick Hurd around adult volunteering piece
	Kate	KVDP to follow up with JT for Sainsbury case study
4	#iwill team	#iwill team to approach relevant Trustees with game changing pledges to gain their support
5	Rebecca and Rania	Rebecca/Rania to contact Number 10 about the survey and push to get their support
6	Charlotte	Charlotte to contact NCVO to ensure YSA survey figures can be included in the Almanac in future.
7	Dom	Dom to share the comms reporting going forward with the Trustees on a quarterly basis
8	Nick	Nick to share data protection policy with Trustees along with the minutes.
9	All trustees	Trustees to let Nick know if they are not happy with the data protection policy by email
10	Sophie	Sophie to add safeguarding and legacy to agenda for September meeting alongside involving young people in the campaign

Signed.....

Date:.....

Sir Nick Parker - Chairman