

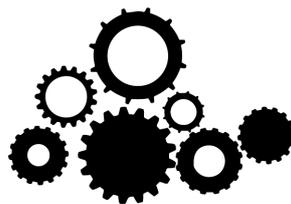
Cornwall Air Ambulance

Saving Time. Saving Lives.

www.cornwallairambulancetrust.org

Registered Charity No: 1133295

Trustee Recruitment Pack 2019



**PUBLIC LEADERS
APPOINTMENTS**

Trustee Recruitment Pack 2019

Cornwall Air Ambulance Trust

CONTENTS:

About Cornwall Air Ambulance

- The History
- The Future

Governance

Trustee Role Description and Person Specification

Recruitment Process

About Cornwall Air Ambulance

History

The Cornish people are justifiably proud of their air ambulance, and especially of the fact that it was the first of its kind in the UK. The successful model pioneered in Cornwall has been copied across the country, where there are now more than 30 air ambulance helicopters, the majority funded by charitable donations.



In April 1987, the air ambulance was introduced as an integral part of Cornwall's ambulance service. The initial funding provided by the local health authority was withdrawn in October of that year, and shortly afterwards the charity, then known as the First Air Ambulance Service Trust, was formed. Following considerable publicity, the service was then financed by public fundraising and donations. This remains the case to this day, with fantastic support given by the people of Cornwall and local business. The different income streams include lottery, retail, legacies, corporate support, events, regular giving, collection boxes, community fundraising and trading activity.

The Charity is now known as the Cornwall Air Ambulance Trust, and is a company limited by Guarantee, and VAT registered. There is a wholly owned trading subsidiary company (CAAT Trading Ltd). The former unincorporated charity is dormant save for receiving small sums of donated monies. Cornwall Air Ambulance Trust is overseen by a group of professional business trustees, normally nine in number, bringing a range of skills and expertise from both the public and private sector in the county.

The Head Office is based at Trevithick Downs, Newquay, Cornwall TR8 4DY. The building is purpose designed and constructed with grants from ERDF and Libor, and some funds from charity reserves. The fundraising activities and the helicopter operations are co-located on this Freehold site adjacent to Cornwall Newquay Airport.

The Charity Patron is The Duchess of Cornwall, and the President is Colonel Edward Bolitho OBE.

The Future



In December 2014, The Cornwall Air Ambulance took delivery of two MD902 helicopters on a five-year lease with a medical aviation operator. This was a relatively short lease, but gave the charity time to review the recent technical developments in the air ambulance sector before committing to a longer-term solution. The charity has concluded a tender process, and has launched a fundraising appeal to raise the balance of funds

needed to purchase a new generation air ambulance, which will commence service in 2020.

The charity has increased their flying hours to include missions flown using night vision imaging systems during the winter, and has contracted Education Support Physicians with pre-hospital care expertise who work together with a team of Specialist Paramedics in Critical Care, all under a Service Level Agreement with South Western Ambulance NHS Service Trust. This is part of a wider strategy to enhance pre-hospital care, and deliver ED services to the scene, as well as the more traditional rapid air ambulance transport to hospitals.

The charity's excellent fundraising efforts have resulted in an increase in income, but is currently focussed on investing in various revenue streams, including increasing digital fundraising efforts, to provide a longer-term income generation strategy aligned to meeting the future costs of new generation helicopters. The charity team and associated professional fundraisers operate under a strict policy of ethical fundraising practice, and huge emphasis is placed on the word "voluntary" when the charity solicits support from the community. The charity is applying a Legitimate Interest Policy to fundraising communications under GDPR.

Other Key Stakeholders

The Cornwall Air Ambulance is part of a fully integrated response to emergencies in Cornwall, facilitated through the South-Western Ambulance Service NHS Foundation Trust. The helicopter in Cornwall is deployed on emergency missions from their Emergency Clinical Hub in Exeter, and the Charity meets quarterly with SWASfT and other air ambulance operations in the South West region. Together with other stakeholders, the tasking criteria is scrutinised during the year, to satisfy all parties that the deployment of air assets to emergency calls remains appropriate to the purposes of the charity objectives. The Charity receives daily, monthly, quarterly and annual reporting, which provides the controls to ensure proper operational use of the aircraft.

Trustee Recruitment Pack 2019

Cornwall Air Ambulance Trust

Governance

Overall responsibility for the charity lies with the Board of Trustees who delegate the day to day running to the CEO, Paula Martin, and her senior leadership team comprising the Chief Operating Officer and the Director of Fundraising.

Trustees serve a term of office consisting of three years and can be re-elected for a further two terms and thereafter annually. There are currently nine Trustees and their constitution allows them to increase this number if required, e.g. to provide a succession plan and handover prior to a planned retirement. The Board meets four times a year at the Head Office, being routine board meetings and for at least one strategic away day. There are three board level committees, Chaired by trustees. These are Finance, Risk and Audit, Nominations and Remuneration. There are three executive committees which trustees are regularly invited to attend. Where possible we encourage our trustees to participate in additional events such as conferences, meetings, presentations, volunteer events and fundraising activities. Such events can add an additional few extra days' commitment each year.

The current Board of Trustees: -

Sarah Pryce – Chairman since August 2016

Ian Brackenbury CB, CBE - Vice Chairman, joined the board in 2008.

Chris Pomfret - joined the board in 2012

Ellen Winser – joined the board in 2015 and retiring

Robert Cowie – joined the board in 2015

Henry Orchard – joined the board in 2017

Barbara Sharples – joined the board in 2017

Ben Mark – joined the board in 2018

Judge Simon Carr – joined the Board in 2018

Role Description and Person Specification

TRUSTEE ROLE OUTLINE

Charity Trustees are the people who serve on the governing body of a charity. They are equally responsible in law for the Board's actions and decisions and have equal status as Trustees. Cornwall Air Ambulance Trustees have and must accept ultimate responsibility for the charity's affairs. They use their personal skills and experience to ensure that Cornwall Air Ambulance is solvent, well run and efficient and delivering its charitable outcomes.

The Trustee role can be very rewarding and enjoyable offering an opportunity to serve the community whilst learning new skills. The Trustees role is to focus on the strategic direction of the organisation and to ensure effectiveness and accountability. Day-to-day operational decisions are delegated to the Chief Executive, and through her, the leadership team.

Board papers are sent electronically to Trustees at least 7 days before the meeting and the Board is provided with secure IT equipment to access confidential papers, in addition to a business e mail provision.

Key Responsibilities are to actively contribute to the Board of Trustees, which:

- Sets and maintains the vision, mission and values
- Develops the strategic direction and longer-term strategies
- Ensures compliance with the Governing Document and that the charity acts in the furtherance of its objects
- Ensures accountability, in that Cornwall Air Ambulance applies its resources exclusively in furtherance of its objectives
- Ensures compliance with the law
- Maintains a proper fiscal oversight
- Maintain effective Board performance
- Promotes Cornwall Air Ambulance
- Appoints, supports and monitors performance of the Chief Executive

In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience to help the Board of Trustees reach sound decisions.

TRUSTEE SPECIFICATION

- Integrity
- A commitment to Cornwall Air Ambulance
- An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
- A willingness to devote the necessary time and effort to their duties as a Trustee
- Good independent judgement
- An ability to think creatively
- A willingness to speak their mind
- An ability to work effectively as a member of a team
- A willingness to use tablet technology and paperless systems which are provided for trustees

The Board of Trustees has a wide range of experience and skills, this recruitment is focussed on adding and enhancing skills in the following priority areas.

1. Finance, including Investments and cash management
2. Digital marketing and innovations
3. A service user who is a confident and willing speaker, and comfortable working with colleague non-executive Directors at Board Level.
4. Well connected to London, and others in London who are passionate about Cornwall

ADDITIONAL INFORMATION

References

Trustees will need to provide two written references and sign a declaration of eligibility

Out of pocket expenses

Trustees will be reimbursed for reasonable and receipted out of pocket expenses should they wish to claim these. (Mileage, parking, public transport etc).

Time Commitment

- Approximately 4 Board meetings (approx. 3 hours' duration) per year, normally held in the Cornwall Air Ambulance offices in Newquay.
- Sub-committee meetings - 4 a year or when requested.
- A board strategic away day per annum
- Reading time for papers
- Contribution to charity events and activities

Trustee Recruitment Pack 2019

Cornwall Air Ambulance Trust

Cornwall Air Ambulance is committed to achieving equality of opportunity in both services to the community and the employment of people and expects all employees to understand and promote its policies in its work. As with all positions, this role outline will be kept under review and may develop to meet the changing needs of the organisation.

Recruitment Process

The recruitment process includes:

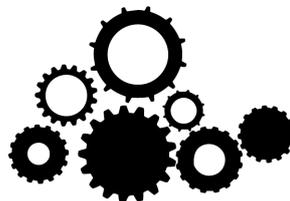
- Initial telephone calls and informal discussions with Anna Jay of Public Leaders Appointments.
- Meeting with the Chairman, Vice Chairman and CEO at the Head Office in Newquay and an opportunity to speak with members of the team.
- Attending a board meeting as an observer and meeting the wider Board.
- If the trustee is new to this type of governance role, or wishes to attend a refresher course, access to appropriate Trustee training and networking.
- Appointment to the board at the next scheduled meeting and completion of Directorship documents for Companies House and Insertion of details on the Charity Commission Register.

How to apply

Please forward your CV and covering letter to our retained consultant **Anna Jay** at Public Leaders Appointments with the reference 'CAAT' in the title of your email: anna@publicleadersappointments.com

For more information or to discuss the opportunity to become a Trustee for Cornwall Air Ambulance Trust, please call **Anna** on **07904 236 348**.

The closing date for applications is midday on Wednesday 31st January 2019; early applications are encouraged.



PUBLIC LEADERS
A P P O I N T M E N T S

Trustee Recruitment Pack 2019

Cornwall Air Ambulance Trust