

the Trustee Conference 2007

Thursday 21 June 2007

The Annual Conference for Charity Trustees
at The Royal Society of Arts, 8 John Adam Street,
London WC2N 6EZ

governing the modern charity

It is widely accepted that charities need to be more businesslike in their approach to governance in order to achieve effective service delivery. This conference brings together leading figures and specialist advisers in the charity world – and of course your fellow trustees and senior staff – to help you to develop the skills and confidence required to govern effectively as the sector evolves. Building on new developments in the legal and policy framework, including the Charities Act, the conference will include sessions on:

- ▶ Partnerships and collaborative working
- ▶ Reporting performance
- ▶ Generating income through contracting
- ▶ Impact reporting
- ▶ Creating a high-performance board
- ▶ SORP
- ▶ Risks, responsibilities and liability

This year we will also be running a series of seminars for the new trustee providing an introduction to financial, legal and fundraising issues.

Organised by

The Projects Company

RUSSELL-COOKE SOLICITORS

sayer vincent

consultants and auditors

price

Prices include refreshments, lunch, evening refreshments, conference pack and VAT.

Please note that the conference is not a profit-making venture. Any money left over after operating costs have been met will be donated to the charities represented by our guest speakers.

First delegate from an organisation: £190
(discounted rate of £180 applies if booked before 1 May 2007)

Second delegate: £160

about the organisers

The Projects Company

The Projects Company is a leading independent provider of fundraising and management consultancy and training. The Company works with organisations of all sizes and types in the not-for-profit sector. It is a Licensed Training Provider and Assessor for the Institute of Fundraising Certificate in Fundraising Management.

www.theprojectscs.co.uk

email: info@theprojectscs.co.uk

The Charity Team headed by James Sinclair Taylor advise on the whole field of charity law and acts for over 600 voluntary sector organisations

RUSSELL-COOKE SOLICITORS

across the UK. Their work touches on most aspects of life in the voluntary sector, from day-to-day problems to strategic and constitutional issues, including governance, company secretarial, trading, fundraising, tax and employment.

www.russell-cooke.co.uk

email: taylorj@russell-cooke.co.uk

sayer vincent

consultants and auditors

Sayer Vincent is a firm of consultants and accountants specialising in the

charity and not-for-profit sector. As well as audit services to charities, Sayer Vincent is a leading provider of consultancy to the charity sector, covering specialist charity IT needs, business planning, restructuring, risk and management.

www.sayervincent.co.uk

email: svinfo@sayervincent.co.uk

programme

9.00 Registration and refreshments

9.45 Welcome

10.00 **A | David Mears and Gina Negus**
Partnerships and collaborative working

Partnership and collaborative working is high on the government agenda and organisations are recognising the value of working in this way. This session includes:

- ▶ The range of ways that partnerships can work;
- ▶ Benefits and pitfalls of collaborative working;
- ▶ An outline framework for making partnerships operate well.

B | Helen Elliott
The new trustee – introduction to charity finance

This session will discuss the responsibilities of trustees regarding charity finance. It will provide those new to the trustee role with an overview of the key issues. This will include:

- ▶ Key differences between a set of charity accounts and commercial accounts;
- ▶ Budget setting, performance monitoring and reporting to the trustees;
- ▶ Internal financial controls;
- ▶ Key financial policies;
- ▶ What to expect from your auditor.

C | James Sinclair Taylor
Creating a high-performance board

Successful charities develop and make the best possible use of the Board. This session will look in particular at alternative approaches to Boards' self-review of performance and:

- ▶ Lessons to be learned from the private sector;
- ▶ Developing good governance policies;
- ▶ Key governance risks.

D | Pam Craig
Impact reporting

SORP 2005 requires annual reports to include a review of performance and assessment of the extent to which targets have been met. This session will review best practice in annual reporting since the introduction of the most recent SORP. It will also include:

- ▶ A reflection on the winners of the annual Charities Aid Foundation online accounts awards;
- ▶ A review of how trustees' annual reports can be developed to look beyond outputs and outcomes, to reporting impact.

11.15 Break – refreshments

11.45 **Keynote speech – Leading beyond authority: the risks, the reality and the reward** *Julia Middleton (Common Purpose)*

12.30 Lunch

1.30 **E | Helen Elliott**
SORP

This is a practical session that will take you through a set of statutory accounts that comply with charity recommended practice. It will explain the key principles behind charity accounting, with the emphasis on reading and interpreting the accounts. This session will help you to:

- ▶ Build your confidence and ask the right questions;
- ▶ Understand different types of funds;
- ▶ Interpret the balance sheet.

F | Sheron Ferguson and Rebecca Luff
The new trustee – introduction to fundraising

This session provides an overview of the range of options for funding and finance that are available to a modern charity. It also looks at:

- ▶ What are some of the benefits and pitfalls;
- ▶ What framework is needed;
- ▶ The need for strategy.

G | Gina Negus
Generating income through contracting

The contract culture has developed considerably since it was introduced to change the way organisations gain government funding. Most organisations at some point are in a position where they should be bidding for contracts to provide the services that they offer through government funding or subsidy. This session looks at:

- ▶ Identifying the different options for/types of tendering;
- ▶ The generic themes that need compliance;
- ▶ The implications of entering into the "bidding" process.

H | Tamsin Priddle
Understanding the changing legal environment

This session will look at the impact of changes coming through and the shifting government agenda including:

- ▶ The Charities Act;
- ▶ The Companies Act;
- ▶ The Charity Commission's new role;
- ▶ New rules on making payments to trustees.

2.45 Break – refreshments

3.15 **I | Kate Sayer**
Reporting performance

This session will look at how financial reporting to the trustees can be enhanced to provide a fuller picture of the charity's performance. It will focus on the key information and performance indicators needed to support trustees in decision making and managing the overall performance of the charity. It will cover:

- ▶ Financial and non-financial reporting;
- ▶ Different methods of presenting information;
- ▶ Tailoring information for different audiences.

J | Shivaji Shiva
The new trustee – introducing your legal duties

Becoming a charity trustee for the first time can be challenging. You may feel you do not know enough about what the organisation does; where you fit in; and what you can contribute. This session provides an introduction to key legal and governance issues including:

- ▶ Getting an effective induction;
- ▶ Your legal obligations;
- ▶ The constitution and governance policies;
- ▶ Individual and collective responsibility.

K | David Mears
Risks, responsibilities and liability

Are fears of personal liability making it hard to recruit new trustees or even retain existing trustees? This session looks at the real extent of the risks and how to manage them.

- ▶ How might I be made liable?
- ▶ Protection through legal structure;
- ▶ Risk review and procedures;
- ▶ Insurance.

L | Sheron Ferguson and Robin Brady
The role of trustees in fundraising

This session will discuss the role and responsibilities that trustees have in relation to fundraising and how trustees can be involved to the advantage of their organisation.

- ▶ What trustees can do better than paid fundraisers;
- ▶ How trustees can be properly equipped;
- ▶ Choice of fundraising techniques.

4.45 **Closing address – Tesse Akpeki**

5.30 Refreshments and networking

about the speakers

Tesse Akpeki, a freelance governance and leadership consultant, practices internationally and nationally. For nine years she spearheaded the Governance programme at the National Council for Voluntary Organisations. She serves as an NCVO Governance consultant, a consultant to OnBoard, The Centre for Strategy and Communications, The Centre for Charity Effectiveness, Charity Trustee Networks, and Board Source, a Washington DC based governance organisation. Tesse is a Non-Executive Director of West London Mental Health and chairs its Diversity and Equality Steering Group. She recently chaired a Trust panel reviewing selected healthcare standards.

Robin Brady is Chief Executive of Crusaid, the national fundraiser for HIV and AIDS in the UK. Prior to taking up this post Robin worked as a consultant for Crusaid on an international pilot capital project based in Cape Town, South Africa. He has previously worked at Arts Council England as a grant assessment and monitoring officer for the Arts Council's National Lottery large scale capital programme and has worked in commercial banking and the retail sector. Robin is also a fellow of the RSA.

Pam Craig is a partner at Sayer Vincent. As well as a wide portfolio of audit clients, Pam works with charities to help them structure the work of their finance departments. This often involves review of job roles and assisting with the recruitment of new staff. Pam is also an experienced trainer, and runs many courses particularly for non-finance professional staff.

Helen Elliott is a partner at Sayer Vincent specialising in charities and not-for-profit organisations. She is the audit partner for a number of significant charities and leads consultancy assignments on managing growth, mergers, reorganisations and VAT reviews. Many of her clients deliver services under contract and she has advised them on business planning issues in relation to them. Helen writes on VAT and accounting issues for specialist publications and is a special adviser to the Charities' Internal Audit Network.

Sheron Ferguson joined the team at The Projects Company a year ago bringing with her a wealth of experience from the media, business and voluntary sectors. Sheron's twelve years experience in the voluntary sector – as manager of a regional charity supporting people with learning disability and Head of Fundraising for a national charity providing services for people with brain injury, together with media, sales and commercial experience, has equipped her well in her role as trainer, consultant and facilitator.

Rebecca Luff has an extensive history in the urban farming movement, most recently as Director of Spitalfields City Farm in east London where she has worked for the past eight years. She also provides advice to members of the Federation of City Farms and Community Gardens and other organisations. Rebecca has considerable experience in fundraising, social enterprise development and setting and achieving goals through the motivation and development of people. Rebecca is a member of the Institute of Fundraising and is further developing her skills as an advisor, trainer and coach.

David Mears is a partner in the Charity Team at Russell-Cooke. He advises on a range of issues including governance, charity formations and mergers, care contracts and fundraising agreements. Previous roles include Head of Legal at large disability charity Leonard Cheshire. David is also a charity trustee and school governor.

Julia Middleton is the founder and Chief Executive of international leadership organisation Common Purpose. She is a passionate campaigner for more – and more diverse – leaders who are active in civil society. In the autumn of 1988, Julia formed Common Purpose and she has grown the organisation since then to 45 offices across the UK and an increasing number internationally. The organisation aims to improve the way society works by expanding the vision, decision-making ability and influence of all kinds of leaders. By bringing leaders from diverse backgrounds together on educational programmes, Common Purpose creates new networks for current and future decision-makers.

Gina Negus is the founder of The Projects Company and provides consultancy and training for not-for-profit organisations, social enterprises and SME's in management and fundraising techniques. She has first-hand experience of setting up organisations, working with trustees and devising strategy for and managing fundraising campaigns. The Projects Company is a City and Guilds Accredited Centre, licensed by the Association for Project Management and a licensed training provider and assessor for the Certificate in Fundraising Management.

Tamsin Priddle is a solicitor at Russell-Cooke specialising in company and commercial law for charities. Her work includes advising charities on constitutional and governance matters, incorporations, mergers, fundraising, contracts and trademark and data protection issues. Tamsin has personally worked for a number of charities both abroad and in the UK.

Kate Sayer is a partner with Sayer Vincent. She is well-known as a trainer in financial issues for charities and is the author of several books specifically for charities in The *Practical Guide* series, including *VAT, PAYE, Accounting and Financial Management*. She is a member of the SORP Committee convened by the Charity Commission and regularly takes part in working groups for various charity sector initiatives.

Shivaji Shiva is a partner in the Charity Team at Russell-Cooke. He advises on a wide range of issues including trustee disputes and charity proceedings, Charity Commission review visits and inquiries. Shivaji is a charity trustee himself, currently chairing a storytelling theatre company, and is Secretary of the Charity Law Association.

James Sinclair Taylor is a senior partner and head of the Charity Team at Russell-Cooke. Much of his work is centered on supporting trustees to manage change and improve governance. He advises charity clients on a wide range of issues including, constitutions, regulation, collaborative work, employment, mergers and the negotiation of large-scale contracts. He is the co-author of *The Voluntary Sector Legal Handbook* and the *Company Handbook for Voluntary Sector Companies*. He is also involved in training trustees and has been a trustee of a range of grant making and service delivery charities.

booking form

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No refund will be made if you cancel your booking less than three weeks before the conference.

Please reserve _____ place(s)
at The Trustee Conference 2007

We enclose £ _____
(Cheques made payable to *Russell-Cooke*)

Contact name

Organisation

Address

Telephone

Contact email

How did you hear about the Conference?

Please send your booking form to:
Janev Djemil, Russell-Cooke Solicitors,
2 Putney Hill, London, SW15 6AB
fax 020 8788 1656

Enquiries to Janev Djemil, tel 020 8394 6372
or email djemilj@russell-cooke.co.uk

Delegate one

Name _____

Position _____

Session choices

(please circle the appropriate letter in each slot)

10.00	A	B	C	D
1.30	E	F	G	H
3.15	I	J	K	L

Delegate two

Name _____

Position _____

Session choices

(please circle the appropriate letter in each slot)

10.00	A	B	C	D
1.30	E	F	G	H
3.15	I	J	K	L

Delegate three

Name _____

Position _____

Session choices

(please circle the appropriate letter in each slot)

10.00	A	B	C	D
1.30	E	F	G	H
3.15	I	J	K	L

Delegate four

Name _____

Position _____

Session choices

(please circle the appropriate letter in each slot)

10.00	A	B	C	D
1.30	E	F	G	H
3.15	I	J	K	L