Beat
Eating disorders

Chair

Candidate information pack

October 2024

Hunter Healthcare

Beat
Eating disorders

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and Scotland (SC039309).

Company limited by guarantee no 2368495

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Welcome

Welcome and thank you for your interest in becoming our Chair and helping to change the world for people with eating disorders.

Eating disorders are serious mental illnesses that include anorexia, bulimia and binge eating disorder. More than 1.25 million people in the UK suffer from an eating disorder and, tragically, anorexia claims more lives than any other mental illness. It has been estimated that the financial cost of this to the NHS is more than £4bn each year; the emotional cost is far higher – to sufferers, their families and society as a whole; stealing childhoods, devastating relationships and pulling families apart. Beat, the UK's leading eating disorder charity, has a mission to end the pain and suffering of eating disorders, and we are making a difference. We now need a new Chair to help us do even more.

We have grown rapidly since our set up in 1989: today we employ more than 80 staff who work with and have provided over 70,000 support sessions to sufferers and carers in the last year. Our range of services has also grown, and we are now commissioned by the NHS in many parts of the UK to provide guided self-help and carer coaching services. However, we also operate against a backdrop of austerity and funding cuts and we have not been immune to the challenging times in which we all live. Working closely with our Trustees and Executive Team, our new Chair will need to guide us through the development and implementation of a new strategy and drive fundraising, to enable the organisation to become fit for the future and deliver on our vision.

As you can see, this is not a "business as usual" role, so we are seeking someone who shares our passion and our determination to achieve meaningful and long-lasting change for people affected by eating disorders. The ideal candidate will need to bring leadership skills that are both strategic and visionary; they will need to have excellent influencing, communications and relationship management skills; and they should also bring a strong background in Non-Executive roles, ideally as a chair. Some understanding of the voluntary sector would be helpful as would exposure to/understanding of eating disorders. Above all, we need someone who can champion our cause and live our values. We know that we need a diverse, passionate workforce to deliver our mission so we are committed to retaining and promoting a diverse mix of individuals who are representative of the communities we serve.

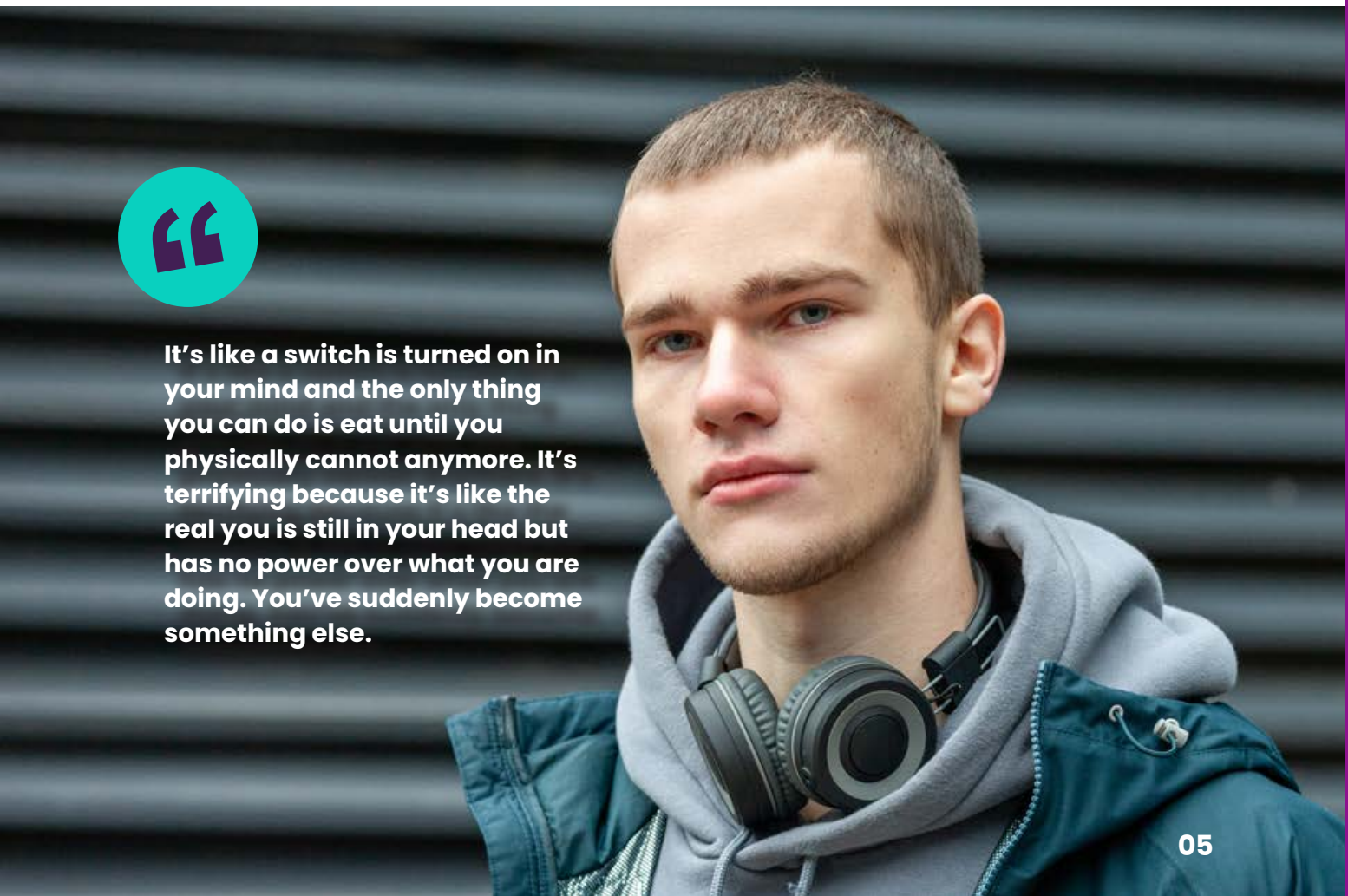
If you are inspired by our vision and our potential, and if you know you can help us complete our transformation and take Beat to the next level, please contact Jenny Adrian on jadrian@hunter-healthcare.com or by phone on 07939 250362.

About Us

Beat is the UK's eating disorder charity. We exist to end the pain and suffering and loss of life among people affected by eating disorders:

- We help them to understand their illness, support them to get treatment and help them towards recovery.
- We help families and carers know how best to support a loved one into, through and out of treatment.
- And we train teachers, health professionals and other key individuals to spot when someone is showing the early signs of an eating disorder, how to talk to them and how to encourage them to seek and get treatment as quickly as possible.

We use our experience to campaign for better government policy and health service practice that addresses the challenges faced by people with eating disorders, always guided by the experience of our beneficiaries and the expertise of clinicians. We work both nationally and locally, focussing on three priority areas: early intervention, family empowerment and prevention & cure.



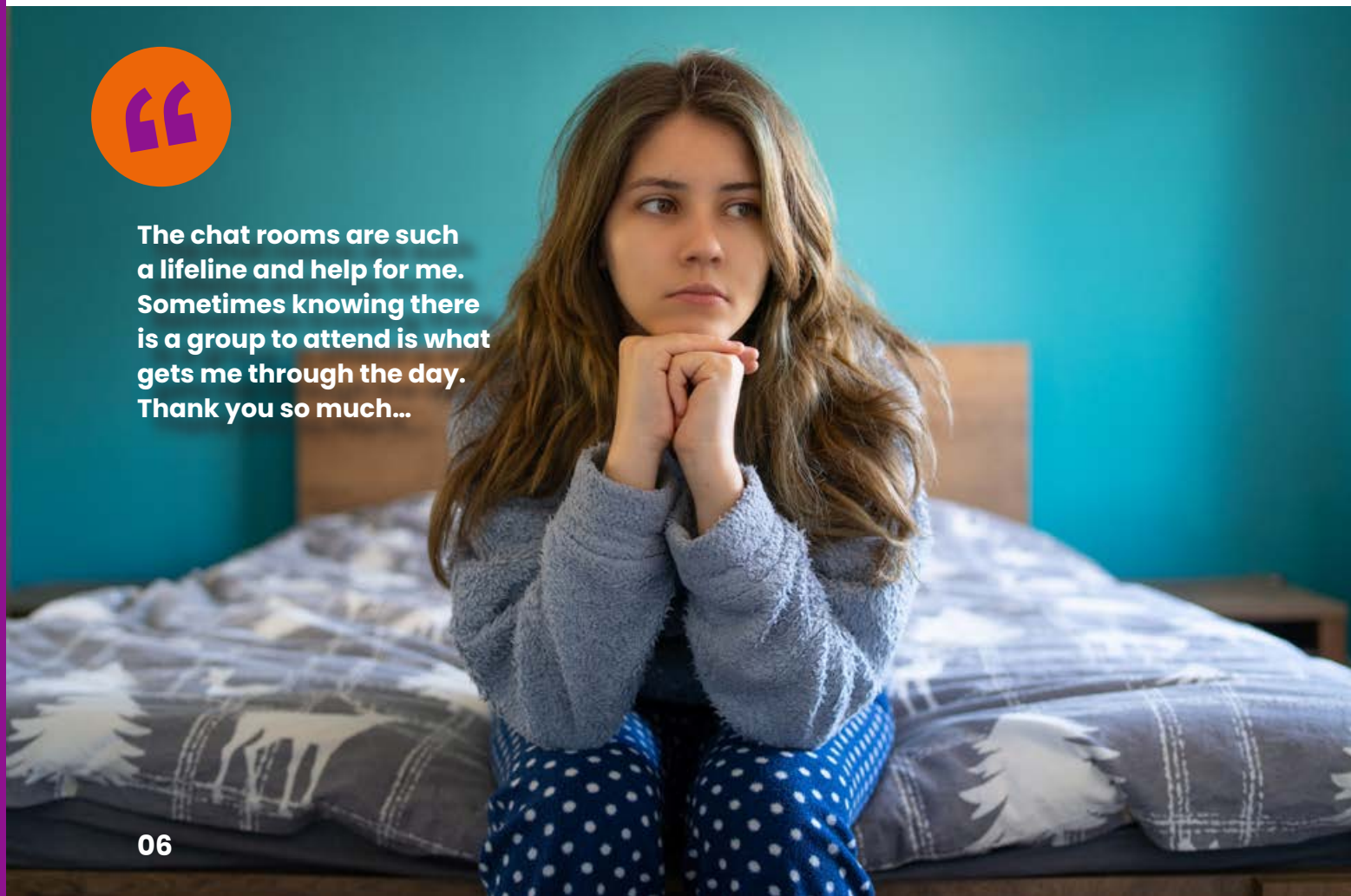
It's like a switch is turned on in your mind and the only thing you can do is eat until you physically cannot anymore. It's terrifying because it's like the real you is still in your head but has no power over what you are doing. You've suddenly become something else.

Our Strategy

We have a strategy for 2019-25 with the goals of:

- Reducing the delay between someone falling ill and starting treatment from over 3 years at present to less than 12 months, and shortening current waiting times from months to days.
- Ensuring that all family members and carers are fully informed about their loved one's illness and empowered to support their recovery.
- Achieving an increase in the funding and priority given to eating disorders research so that there is a chance of effective cures and prevention strategies being discovered.

We are now developing a new five-year strategy which will take us to 2030. This retains our current goals but with an additional focus on ensuring equity of access to treatment for anyone affected by an eating disorder, and achieving better outcomes for people with longer term illness.



Our Year in Numbers [2023-24]

70,396

NUMBER OF TIMES OUR SERVICES HELPED PEOPLE

96%

OF HELPLINE CALLERS WOULD RECOMMEND BEAT TO A FRIEND

99%

OF HELPLINE CALLERS SAID THEY FELT LISTENED TO

1.3M

PEOPLE ACCESSED OUR EATING DISORDER WEB PAGES

£761,873

AMOUNT RAISED BY OUR INCREDIBLE FUNDRAISERS

£1,145,355

TOTAL DONATIONS RECEIVED IN SUPPORT OF OUR VITAL WORK

AND OUR CAMPAIGN RAISED AWARENESS WITH:

- → **100,000** VIDEO VIEWS
- → **17,000** ENGAGEMENTS ON SOCIAL MEDIA
- → **977** SUPPORT SESSIONS DELIVERED
- → **800** ARFID WORKSHOP ATTENDEES
- → **556** MENTIONS IN THE MEDIA ACROSS PRINT, ONLINE AND BROADCAST OUTLETS, INCLUDING BBC BREAKFAST, BBC NEWS, GOOD MORNING BRITAIN AND MORNING LIVE

Our Values

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.

Equality, Diversity & Inclusion

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good

Governance and Structure

Beat is a company registered as a charity in England and Wales and separately, in Scotland. Its registered name is the Eating Disorders Association. It has a set of "charitable objects" that define what the organisation can do – all its activities must be linked to these objectives.

These are:

- Help for those suffering from eating disorders, including Anorexia Nervosa, Bulimia Nervosa, Binge Eating Disorder and all other eating disorders.
- Help for the families of those closely involved with the sufferers of eating disorders through by providing advice and information to them.
- The education of the public in respect of the nature and treatment of eating disorders.
- The promotion of research into the cause and treatment of eating disorders and the dissemination of the results of this research.

The Board of Trustees

The Trustees are accountable for the work of the Charity. All authority to act in the name of the Charity rests with the Trustees and together they act collectively, as The Board of Trustees. Without the consent or delegated authority of the Board, no individual Trustee or group of Trustees may bind the Charity to any course of action.

The Board has a number of key responsibilities. The most important of which is to approve the overall strategic direction of the Charity, along with annual Business Plan and Budget. It is also responsible for monitoring performance against these plans and to keep risks, opportunities and threats to the Charity's success under review. The Board makes decisions on receipt of guidance and information from those appointed to manage the day to day work of the Charity. While the members of the Board are jointly responsible for the operation of the Charity, up to five trustees are appointed to senior roles ('Officers'). Currently, there are three officers: the Chair, Treasurer and a Vice-Chair (currently vacant).

The Chair is responsible for leading the Board and the organisation to enable the Charity to fulfil its purpose, primarily through the strategic and business plans and oversight of their implementation. S/he supports the Chief Executive and ensures an effective relationship between the Board and the Executive. (S)he plays a leading role in fundraising and acts as a spokesperson and figurehead for the Charity.

The Vice-Chair is the senior alternate Trustee. Deputising for the Chairman at meetings from time to time, his/her principal role is to provide an alternate route for advice and support for management.

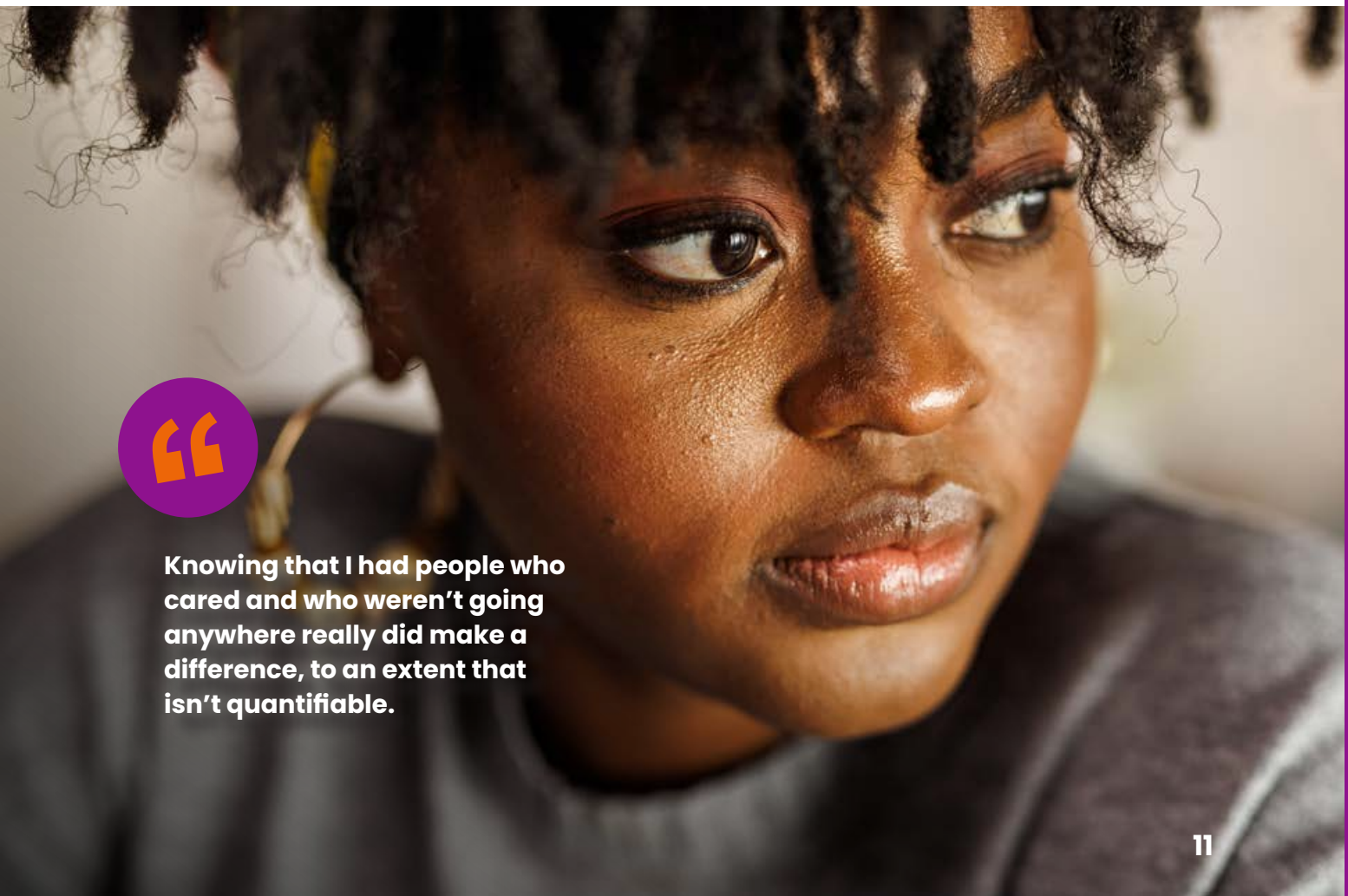
The Treasurer leads on the oversight of the effective and efficient administration of the Charity. S/he chairs the Finance Committee which meets six times per year to review management accounts, oversee all finance matters and to ensure effective risk management. S/he also provides particular support to the Finance Director.

The Sub-Committees of The Board

The Board delegates certain of its functions to sub-committees which oversee activities and take decisions within the terms of the authority delegated. The committees report regularly to the Board on their activities through the circulation of minutes and through providing formal reports to each Board meeting. The current committees are Finance, Human Resources and Services committees. The Board may close or amend the terms of the delegated authority to these Committees at any time. BEAT is also supported by a multi-disciplinary Clinical Advisory Group of senior clinicians who provide guidance and support on our services.

The Senior Management Team

To enable the Board to fulfil its role, it appoints a Chief Executive and delegates the day to day responsibility for the Charity to him/her. In turn, the Chief Executive, appoints a Senior Management Team. This currently comprises Directors of Finance, Fundraising, External Affairs and Services. All appointments to the Senior Management Team are approved by the Board and Trustees are involved in the recruitment process.



Knowing that I had people who cared and who weren't going anywhere really did make a difference, to an extent that isn't quantifiable.

Meet the Trustees

David Smart – Chair of the Finance & Risk Committee

David worked in the investment management field for 34 years for Barings, County NatWest and Fiduciary Trust, which was subsequently taken over by Franklin Templeton. He served on a number of the subsidiary boards of the last two and chaired the board of Fiduciary's Swiss Bank for a number of years. He currently serves on the investment committee of Beazley plc and of UNRWA, the UN agency that looks after Palestinian refugees in the Middle East. David was elected to the National Trust Council in 2012 and appointed to the Board of Trustees in January 2015.

Jo Bennett – Chair of the HR Committee

Jo is an experienced Human Resources leader with over 30 years working in businesses such as Mars, Cadbury and Costa Coffee, both in the UK and overseas. She has broad HR expertise including remuneration, and a specific interest in change management and talent development. Jo has personal experience of caring for a family member with an eating disorder. She has a Biochemical Engineering degree from University College, London.

Dr Selma Stafford MRCGP DFFP

Selma is a Clinical Director for NHS Sussex with a special interest in children's and young people's mental health. She has worked as a GP for 24 years and works with asylum seekers. She has been vice chair of governors at a local school and was recently awarded the Nye Bevan certificate in Executive leadership from the NHS leadership academy. Selma has personal experience of caring for a young person who has been very unwell. Selma graduated from Manchester Medical School in 1996 and became a member of the Royal College of GPs in 2001. She joined the board as a trustee in 2023.

Emily Rothwell

Emily joined Beat in early 2017 as a Beat Ambassador. At the time she was completing an MSc by Research, investigating a digital treatment for those affected by binge eating difficulties. Emily then began working as a Research Officer and as a Senior Helpline Advisor for Beat, and in 2018 began working as Beat's Clinical Advice Co-ordinator, which later became Clinical Advisor. She left Beat in 2020 to begin her training on the clinical doctorate programme.

Valerie Jolliffe - Treasurer

Valerie has been a trustee and treasurer of Beat since 2012. She has extensive experience of the charity sector, with a particular focus on health and mental health. She is currently a trustee, and chairs the finance committee of the Royal Free Charity and the Institute of Physics and Engineering in Medicine. She previously worked in corporate finance and early stage venture capital. She has a masters in Charity Finance and Accounting and a Diploma in Charity Accounting. Valerie has personal experience of living with an eating disorder.

Job description

Role Description

- Provides leadership and direction to the Board of Trustees and enables the Board to fulfil its responsibility for inspiring and effective strategic decision making and the overall governance of the organisation
- Works in partnership with the Chief Executive and Executive Directors to support the employees, helping them achieve the aims of the organisation; optimise the relationship between the Board of Trustees and staff.
- Ensure that the organisation pursues its objectives as defined in ites governing documents, charity law, company law and other relevant legislation/regulation.

Main Relationships

- The chair works with all Board members especially the Treasurer, and engages particularly closely with the CEO. Good relationships will also be important with key donors, civil servants, politicians and other influential supporters, including members of the clinical advisory group.

Key Responsibilities

- Ensuring that Beat has ambitious and impactful strategies and that the Board delivers effective oversight of Beat's strategy, finances and direction.
- Building and maintaining a powerful working relationship with the Chief Executive, respecting the boundaries between the two roles, ensuring s/he is supported and held to account for achieving agreed strategic objectives.
- Representing and/or speaking on behalf of Beat at events, meetings and functions as appropriate, including liaising with or forming relationships with key donors and funders.
- Keeping Beat's governance and Board performance under review; resulting in high performance and ensuring full compliance with all relevant legislation and regulation.
- Ensuring the experience and skills of Board members meet the organisation's needs, with regular appraisal of trustees.
- Chairing Board and relevant sub-committee meetings, approving agendas, monitoring implementation of decisions.

Person Specification

The successful candidate will bring all of the following:

- Strong empathy and engagement with the work of Beat and a desire to bring energy and determination to its mission.
- Strong strategic skills and a track record of effective senior leadership at executive or non-executive level in a commercial or public setting, with experience of highly effective chairing and of delivering business growth.
- Broad ranging networks and proven relationship-building ability across commercial, non-profit and government sectors, with the ability to leverage these connections on behalf of Beat.
- Keenness to lead and be actively involved in leading board activity in fundraising activities and the ability to ask for gifts and grants.
- Collaborative style of leadership with the ability to engage a wide range of stakeholders.
- Experience and ability to effectively chair board meetings
- A good understanding of charity governance and regulation.

It's been months since I last binged and purged and I am learning that there is so much more to life than the misery of an eating disorder.

How to Apply

To apply for this position, please provide the following:

- a **supporting statement** of no more than two pages, explaining how you believe your experience specifically matches the requirements of the role, directly addressing the each of the points as outlined in the person specification.
- a short **introductory statement** (less than one page) demonstrating your motivation for this role.
- a comprehensive **CV** including details of your achievements in each role, and including details of two referees, one of whom should be your current or most recent employer.

To find out more about this role please contact our recruitment partner Jenny Adrian at **jadrian@hunterhealthcare.com** or phone 07939 250362.

Application and Selection Process

All applications will be acknowledged, if you do not receive an acknowledgement email within 24 hours, please contact us.

Closing date for applications:	**11 November 2024**
Longlisting:	**w/c 18 November**
Shortlist meeting:	**w/c 2 December**
First round interviews	**w/c 16th December in London**
Second round interviews	**Early January in Norwich**

The successful candidate will be appointed as a trustee and chair at the next board meeting. An induction with the current Board, Executive and staff team, and handover from the current Chair will be arranged.

Please note that this is a voluntary role but any out of pocket expenses will be covered.

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