



# effervescent

Trustee Recruitment Pack 2021



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# INTRODUCTION

Dear applicant,

Effervescent nurtures children and young people to create professional campaigns that trigger local, national, and international change for social good.

In partnership with socially-motivated not-for-profits, public services, and commercial brands we give children and young people intensive creative learning experiences that not only support them to become more resilient, happy, and well-connected; but create campaigns which are stunningly successful, catalysing important changes in the public's behaviour and attitudes which, in turn, benefit even more children and young people.

2020 was a highly significant year for us. We had just accepted social investment financing from our partners Nesta and Resonance in order to grow, when Covid-19 struck the UK. We rapidly made radical changes in how we operate to ensure continuity: we now work peripatetically across the UK and beyond, delivering work with young people for our clients wherever it's needed – in hired studios, or over the internet; and we prioritise commissioning and mentoring young and emerging talented creatives who, for intersectional reasons, find it hard to get a foot in the door of the creative industries.

In 2021 we embark on the next phase of the charity's development by building on our strong foundations, enabling us to scale our work to reach more children and young people; to support more ethical brands to flourish; to nurture more early-career young creatives; and to train and mentor more of the ethical advertising professionals, social entrepreneurs, and collaborative designers of the future. We'll also be developing a Young People's Board which will support and advise the Trustees and develop Effervescent's Trust Fund for our young 'graduates.'

We are thrilled you're interested in the role of trustee with Effervescent. The Board of Trustees is passionate about being part of this vibrant, innovative organisation and strives to be a high performing team, constantly looking to develop further. I'd like to take this opportunity to highlight how valuable and important board diversity is to us – and by that we mean people of different ages, life experiences, cultural backgrounds, levels of formal education, and work or volunteering experiences. Possibly more than most, we know that wisdom comes from collectives and does not rely on any one person. We would be delighted to receive your application if you share our vision and values, and if you have the drive and skills to help lead Effervescent towards achieving even more for children, teenagers and young people.

Eloïse Malone  
Founder

# ABOUT EFFERVESCENT

## OUR VISION

Ethical design and innovation through coproduction with children and young people, will make the world a kinder, happier, healthier place for everyone.

## OUR MISSION

We nurture and coach children and young people to create professional campaigns which trigger local, national, and international change towards sustainable societies and social good.

Our business model with two distinct business units enables us to produce bespoke campaigns; and to create confidence in other organisations and practitioners to include young people's voices, through teaching our meffod.

## OUR IMPACT

Our Theory of Change was redeveloped in partnership with NESTA and Manchester Metropolitan University in 2020 to help us capture the changes our meffod helps to effect for our Young Designers: the children and young people we work with directly - almost all of those children and young people have experienced hardship and poverty, Adverse Childhood Experiences, or intersectional barriers to thriving.

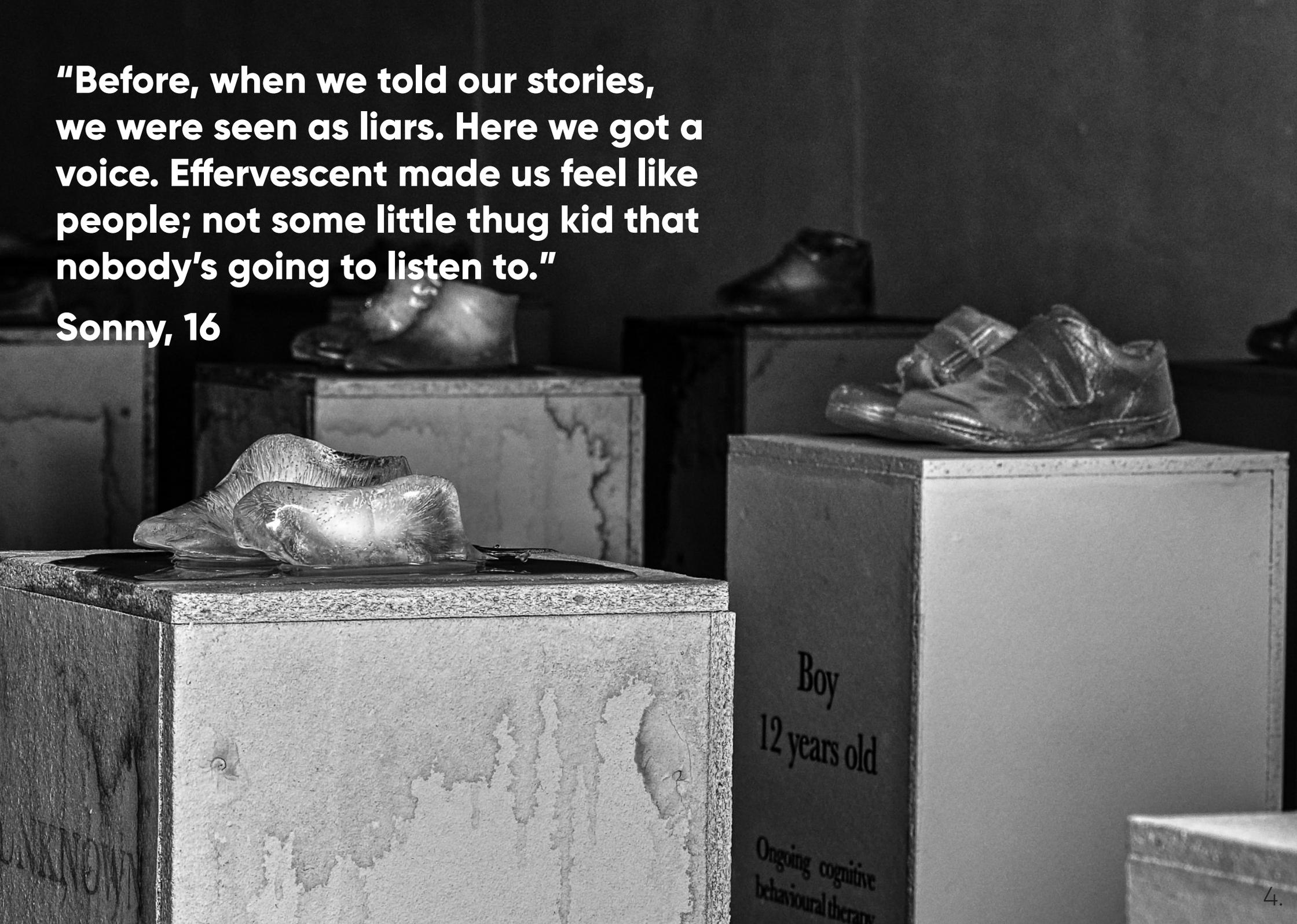
In addition to this area of change, we also impact a much broader set of young people who benefit from the impact our campaigns have on the behaviour and attitudes of the general public

More widely again, the insight and expertise which the Young Designers develop whilst working on projects is fed back to our partners - funders, professionals, service or product managers, and policymakers - resourcing them with fresh knowledge and information with which to refine and develop their programmes, schemes, and services for young people and children.

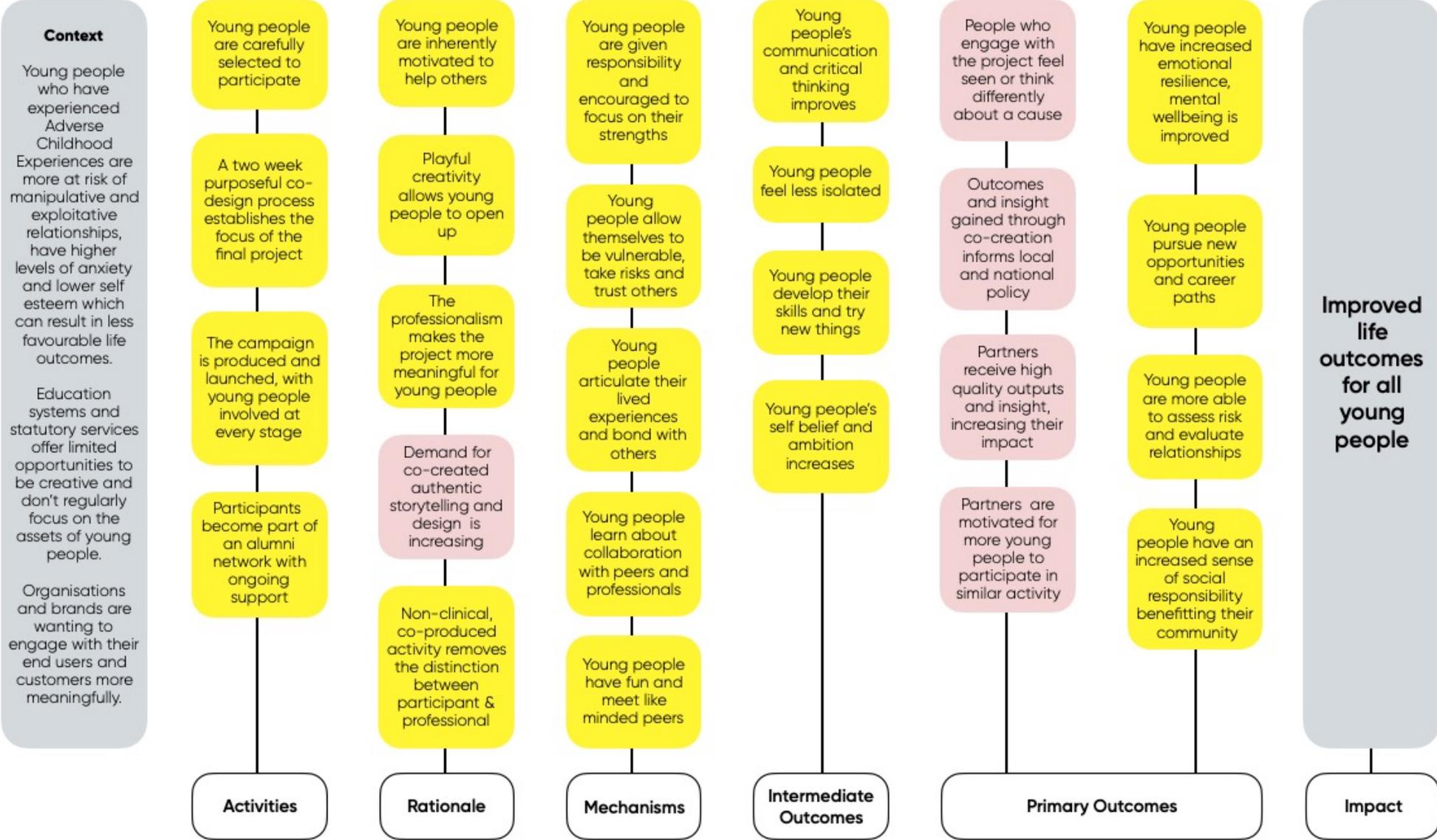
Finally, the artefacts created by codesigning with young people are so visible and successful, that other ethical brands and organisations see that they could be including children and young people much more deeply in codesign and coproduction; we support them to develop those skills and strategies in-house so that more young people get excellent experiences.

**"Before, when we told our stories,  
we were seen as liars. Here we got a  
voice. Effervescent made us feel like  
people; not some little thug kid that  
nobody's going to listen to."**

**Sonny, 16**



Young people draw on their lived experience to craft professionally co-produced campaigns that spark empathy, influence policy and help others whilst improving the life outcomes of participants



# OUR VALUES

In everything we do, we hold these key values at our core:

## **INNOVATION**

We design transformation.

We make extraordinary, beautiful campaigns that create real change.

## **FEARLESSNESS**

We are brave.

We engage with subject matter and ideas that challenge us, our clients or partners, and the public.

## **AUDACITY**

We embrace the impossible.

We research what is needed, and build whatever is necessary to make that happen.

## **FUN**

We are mischievous.

Warmth, happiness, playful experimentation and hopefulness underpin everything we do.

## **CARE**

We nurture.

We provide clients, children and young people, campaigns, communities and our staff with exceptional resources, support and energy.

## **COLLABORATION**

We play nicely.

We are welcoming, supportive and honest; we actively share resources, ideas and knowledge.

## **INTEGRITY**

We prize truthfulness.

We work honestly and with clarity, with clients we can genuinely benefit; our campaigns are authentic and impact-focused.

## **RESONANCE**

We build lasting impact.

We design products, services, and experiences that ensure enduring positive change for children, brands, and communities.

## **VALUE**

We price our work fairly.

We create robust campaigns that set a challenge to other design agencies. We generate real world return on investment – measured in pounds and pence.

**"This has given me the hope of doing something positive, meeting new people who I immediately felt a connection with, and creating something incredible. It's the first piece of excitement and happiness in a long while, and I found myself so inspired by everyone and everything we were doing."**

**Josie, 20**



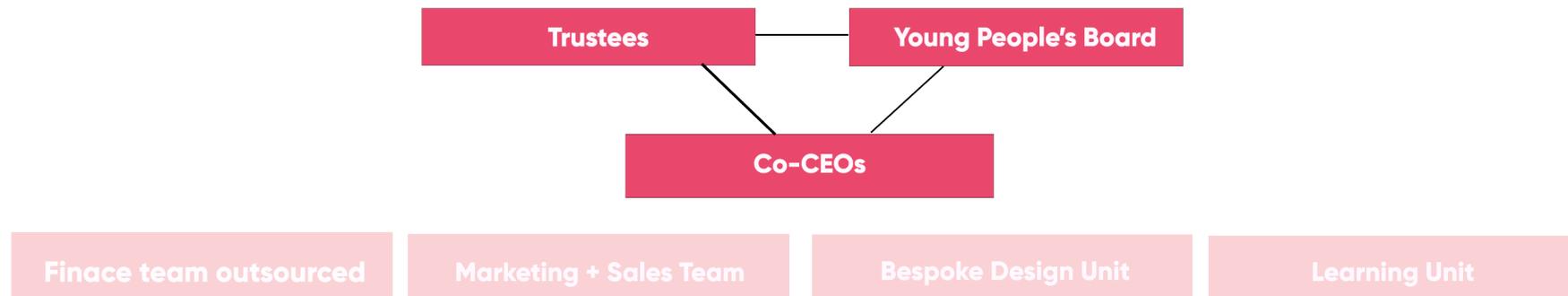
# OUR WORK

Since early 2020 the team works remotely; we currently have team members in Devon, Cornwall and Kent and expect to see that expand across the UK.

When we need to work face-to-face with young people we decamp to wherever they, or our clients, need us to be and hire a studio there. When young people need us to work with them remotely over the internet, we send boxes of resources, ipads, wifi dongles and headsets so that everybody is included.

## STRUCTURE

In 2020 we calibrated our team to be responsive and deft. All our staff are trained and encouraged to work face to face with children and young people when operationally valuable; when we require more resources to respond to an opportunity, we bring in temporary or freelance staff with specific expertise. One of the many advantages of this arrangement is that children get to work for sustained periods with people they might not usually get access to: our CMO and CEO, for example.



# **BESPOKE DESIGN UNIT**

Together with children and young people, we design and deliver cutting-edge campaigns, services and products which lead to real, tangible, transformational impact for the children themselves; for brands or organisations which care about social sustainability and social good; and for wider society.

Projects within this unit are predominately grant- or client-funded with price point ranging from £10,000 to £100,000+

## **LEARNING UNIT**

We advocate for the emerging micro-sector of codesign with young people; continually developing and interrogating our own practice; training the next generation of creative socially responsible designers and researchers; and equipping established design, cultural, and socially responsible companies with the skills and processes to achieve social change in their own communities.

By adopting a sales funnel approach and a tiered product range at differing price points, we offer a range of fee-earning training and mentoring options targeted towards individual as well as organisations, paid for by the package and by the hour.

## **GOVERNANCE STRUCTURE**

Effervescent is a charitable company limited by guarantee and governed by a Board of Trustees that consists of no less than five and no more than 16 elected Board Members, who are concurrently Directors under Company Law.

The Board of Trustees meets virtually, or in person in London or Plymouth, four times a year to ensure that Effervescent has a clear vision, mission and strategic direction and is focused on achieving them. This involves monitoring and acting to ensure that performance and impact is achieved, as well as being the guardians of our fundamental values and ethos. For example, the Board reviews and approves the medium-term strategic plans, receives and examines reports on the charity's financial affairs, monitors programmatic and fundraising activities, and considers policies and procedures in areas such as risk management and legal and regulatory compliance.

# EFFERVESCENT IN NUMBERS: APRIL 2020 TO MARCH 2021

Hours of time spent by young people on creative projects: **1711**

Young people attended an average of **99.3%** of offered creative sessions

Number of Young People and Young Emerging Creatives we worked with: **99**

Professional Development hours for partner organisation staff: **106 Hours**

We mentored **21** emerging young creatives or social entrepreneurs

Reach to Campaign Audiences: **7 million**

Value of Creative Commissions to Emerging and Established Creatives: **£21,343.80**

# THE ROLE: TRUSTEE, EFFERVESCENT

## PURPOSE OF THE TRUSTEE ROLE

Effervescent is seeking to appoint up to four Trustees to join our Board in 2021. We would like to hear from candidates from variety of backgrounds; we particularly welcome people with experience in

- Marketing, advertising, or strategic communications
- Non-profit fundraising
- Children's social care, education, youth work, or play
- Funds management
- Social enterprise
- Business development
- Financial management
- IT
- Health & Safety

We welcome people of all ages, cultural backgrounds, lived experiences, and levels of formal education; and particularly people who have previously worked with Effervescent as an employee, trainee, student, young person, or client.

You will bring vision, excellent communication skills and an understanding of governance in order to help guide and enhance the strategic development of Effervescent.

Each Trustee uses their specific skills, knowledge or experience to help the Board reach sound decisions. This may involve scrutinising Board and committee papers, leading discussions, focusing on key issues and providing advice and guidance on new initiatives and other issues in which the Trustee has special expertise.

Trustees will strive to achieve best practice, ensuring that Effervescent works within the legal and financial requirements of a UK charitable organisation.

As a Trustee, you must be fully committed to the objectives and mission of Effervescent, sharing our vision to make the world a kinder, happier, healthier place for everyone through ethical codesign of services, products, and communications with children and young people,

You are expected to acquire a sound knowledge of the activities and financial position of the charity and be willing to devote the necessary time and effort to the role and to becoming part of a high performing team.

**"It seems like we have opened the door to ourselves for more opportunities that we wouldn't have taken in the past but we are taking now. I feel unstoppable. I feel like can fly away with nobody telling me what to do or what to say."**

**Alima, 18**



# TRUSTEE RESPONSIBILITIES

- Ensure that Effervescent complies with its governing document, charity law, company law and any other relevant legislation or regulations.
- Promote Effervescent's vision, mission and values and demonstrate Effervescent's values in all of the Board's work.
- Ensure that the organisation's strategies and policies reflect its vision and principles.
- Ensure that Effervescent pursues its objects and applies its resources exclusively in pursuance of these objects.
- Approve annual plans, strategies and budgets.
- Work with other Trustees to ensure that Effervescent is and remains solvent and that robust financial control and risk management systems are maintained; taking particular care when investing the funds of the charity, or borrowing funds for the charity to use.
- Examine regular financial and operational reports to ensure the organisation is financially stable and effectively administered, seeking expert professional advice as necessary.
- Jointly with other Trustees, ensure that appropriate financial accounts are kept and approve the charity's annual report and accounts.
- Contribute specific skills, interests and contacts and support the organisation in its fundraising and advocacy activities.
- Provide support and guidance to the Executive team on matters relating to your area of expertise.
- Be an active member of the Trustee body in exercising its responsibilities and functions, attending meetings regularly and reflecting the Trustees' policies and concerns in relevant sub-committees and working groups.
- Maintain confidentiality on any sensitive/confidential matters discussed in line with data protection legislation and relevant Effervescent policies.
- Avoid conflicts of interest and declare and appropriately manage any conflicts should they arise.
- Maintain good relations with Trustees and Effervescent staff.
- Undergo a thorough induction upon appointment and ongoing training to remain up to date with the duties and responsibilities of being a Trustee and the work of the charity.
- Fulfil such other duties and assignments as may be required from time to time by the Trustee body.

# WHO WE'RE LOOKING FOR

We're looking for candidates of exceptional calibre who can guide and support Effervescent's development:

## ESSENTIAL

- A passion for and commitment to Effervescent's vision, mission and values and to promoting the interests of children and young people, especially those experiencing intersectional disadvantage or adverse childhood experiences
- Excellent communication and interpersonal skills, able to represent Effervescent and its work to key stakeholders. Willing to engage a broad range of people for the benefit of the organisation.
- Able to work effectively as a member of a team while contributing an independent perspective, providing motivating support and challenge.
- Able to devote the time required for the role.
- Values inclusivity and respects colleagues' different perspectives, experience, skills and knowledge.

## DESIRABLE

- Demonstrates commitment to Nolan's seven principles of public life; selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
- A good knowledge of charity and corporate governance.
- Demonstrable leadership experience in an ethical commercial, public sector or not-for-profit organisation.
- Expertise in governance in a not-for-profit sector; and/or expertise in the civil service/government.
- Experience or an understanding of children's wellbeing and education and / or safeguarding
- Previous involvement in and understanding of the charity sector.

# TERMS OF APPOINTMENT

As a Trustee of the Effervescent Board, you will normally be expected to attend every Board meeting (about four times a year) which are usually held between 6pm and 8pm on weekdays. We meet by videoconference, or at our head office in Plymouth, or at our partner Esmee Fairbairn's offices in London.

You can also expect to participate in working groups established by the Board to examine relevant issues. In addition, some time will need to be devoted to reading and considering papers to discussions with relevant colleagues, and attendance at short adhoc meetings when needed.

You will be required to attend training events relevant to the role as necessary.

Appointments will normally be for a period of up to three years, which may be extended for a further period of up to three years provided the person concerned still meets the criteria for membership of the Board.

The role is unpaid but reasonable expenses are payable in line with Effervescent's standard expense policies.

## APPLICATION PROCESS

1. Please send a CV or your LinkedIn profile, along with a short note outlining your main skills and reason for interest to [ellie@eff.org.uk](mailto:ellie@eff.org.uk) by 31 July 2021.
2. We will invite you for an informal coffee meeting with the CEOs. If you then wish to proceed,
3. One of our trustees will invite you for an informal meeting and chat. If you then wish to continue:
4. You will be invited to observe a board meeting. If we all wish to advance your application:
5. You will be asked to submit your CV and a formal letter of application to the trustee board
6. You will then be asked to engage with a DBS check process, which is a crucial element of our safeguarding strategy, and to formally join the board.



# effervescent

 Paul Hamlyn Foundation

resonance 

 Esmée Fairbairn Foundation