

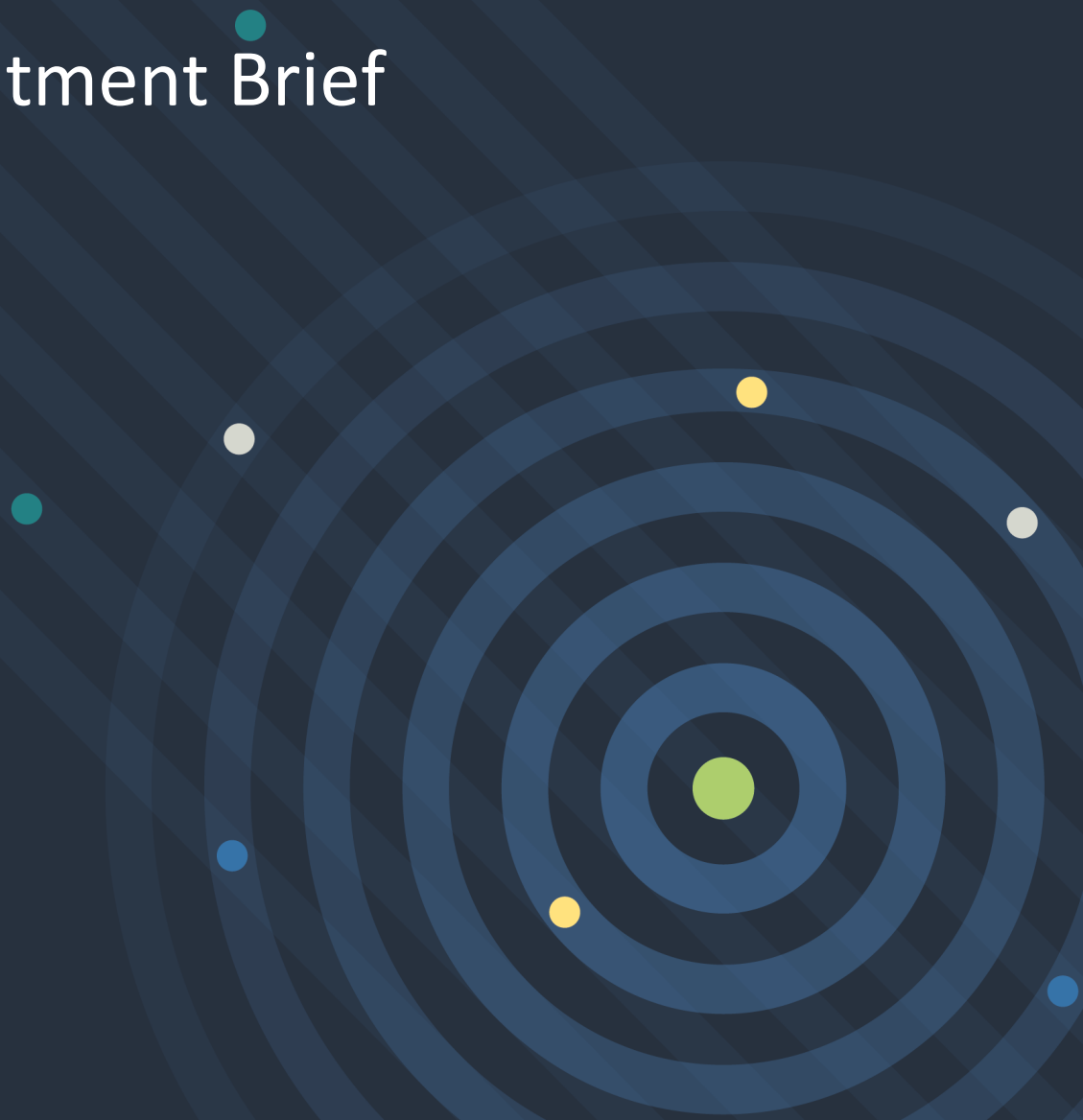
Attenti

Executive Recruitment Services

RSPCA Assured

Trustees

Appointment Brief



Introduction

We are the RSPCA's farm animal welfare assurance scheme and the only farm assurance scheme in the UK dedicated solely to improving farm animal welfare. Together with our parent organisation, the RSPCA, we have recently announced ambitious and bold priorities for the next ten years, which include seeing more than half of all UK farm animals reared to RSPCA welfare standards by 2030.

Working together with our members, retailers and foodservice partners will be pivotal in achieving this target. The popularity of ethical products continues to grow: in 2021, sales of RSPCA Assured products increased by more than 26%, and a record level of shoppers (62%) recognised the RSPCA Assured logo. And, while the challenges facing people working in the world of food and farming continue, with Covid 19, Brexit, Avian Influenza and African Swine Flu each presenting their own unique problems, we remain highly focused on our new goal as we continue to evolve and modernize.

We have a new leadership team in place. We have just welcomed a new Executive Director and building upon a recent governance review we have just appointed two new Trustees, and a Treasurer who will chair a newly created Finance and Risk Committee. To help further improve our governance arrangements we are now seeking to recruit a number of new Trustees.

To be successful as a Trustee you will have a proven track record of strategic leadership, strong communication and influencing skills and a sophisticated understanding of leadership, management and governance. We are particularly interested in individuals who have a track record of adding value, driving growth and organisational change. A background in and around Technology, Digital, Data and Retail would be particularly advantageous.

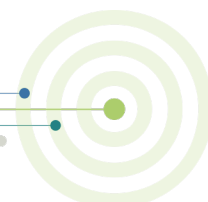
These are wonderful opportunities to play a significant role at an exciting time of growth and change. If you feel you have the drive, skills and experience to help us advance the changes we are seeking to make we would love to hear from you.



David Smith
Chair



Toby Baker
Executive Director



RSPCA Assured

RSPCA Assured is a wholly owned subsidiary of the RSPCA, set up to administer the RSPCA's farm animal welfare labelling scheme. Its role is to promote and apply welfare standards drawn up by the RSPCA through marketing the RSPCA Assured labelling scheme. RSPCA Assured encourages farmers, hauliers, abattoirs and other businesses in the food supply chain to participate, educate and promote awareness with end-users and consumers of food products bearing the RSPCA Assured label.

The original concept was to enable consumers to identify animal products that had come from higher welfare farms, and for customer demand to drive progress in welfare through direct support for farmers who were going the extra mile for animal welfare. RSPCA Assured has now been helping improve the lives of farm animals for nearly 30 years. In that time, we've worked with thousands of UK farmers and many of the UK's biggest food retailers, including Sainsbury's, Marks & Spencer, the Co-op and McDonalds. Over 12% of UK animals are now RSPCA Assured, including over 90% of Scottish salmon and free range eggs.

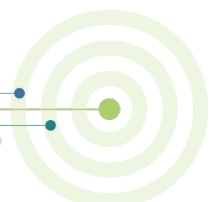
The RSPCA Assured mark makes it easy for people to recognise products from animals that had a better life, and they can feel confident and good about their choice. Our assessors inspect hatcheries, farms, hauliers and abattoirs to RSPCA welfare standards to ensure that farm animals have been well cared for throughout their lives. In addition to annual assessments, members also receive independent monitoring visits, many of which are unannounced, from RSPCA farm livestock officers. We also work with Lloyd's Register assessors to inspect processors and packers and to ensure a full chain of custody for products that carry the RSPCA Assured logo.

All farms on the RSPCA Assured scheme must abide by the RSPCA's higher welfare standards, which cover the whole of an animal's life, from their health and diet to environment and care; from birth to slaughter. They have been developed to ensure that all animals are reared, transported and slaughtered according to our higher welfare ideals and have everything required for a better quality of life. Practical and applicable, our standards are created through a collaborative process with farmers, vets and scientists to reflect the current on-farm situation and to provide guidance for compassionate farmers.

For further information please follow the links below

[Our Website](#)

[Our Annual Review](#)



Our Purpose, Vision and Aims

Our charitable purpose

To improve the lives of farm animals, working with the RSPCA to drive change.

Our vision

For all farm animals to have a good life and humane death.

Our mission

Working to ensure the highest welfare for all farm animals by driving continuous improvement and providing trusted assurance in farm animal welfare.

Our strategic aims

- Shaping standards, which are pragmatic but continuously push the boundaries of aspirational farm animal welfare
- Collaborating with the industry ecosystem to consistently raise the welfare of farm animals
- Enabling consumers to look for, connect, buy and advocate RSPCA Assured brand and higher welfare animal products
- Empowering our people and equipping them with the right tools, knowledge and skills to assess and influence effectively

Our goal

At least 50% of each UK farm animal species are reared to RSPCA welfare standards by 2030



A Summary of our Business Plan

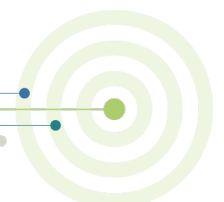
- Continue to strengthen the strategy and governance of RSPCA Assured
- Ensure the transformation is achieving our ambitions
- Continue to demonstrate RSPCA Assured's value to members
- Engage and advocate with the industry ecosystem and people to increase the adoption of the standards
- Grow and maintain influential partnerships
- Ensure the scheme is ready for significant growth
- Improve RSPCA Assured's impact measurement
- Empower staff through effective culture, collaboration and development

Governance

RSPCA Assured has recently undergone a governance review, facilitated by Steph Harland of Bayes Business School (Formerly CASS). As a result our articles of association and the governing framework between RSPCA Assured and the RSPCA have been revised and agreed.

To help improve our governance arrangements and strengthen our board we have recently appointed two new Trustees, and a Treasurer who will chair a newly created Finance and Risk Committee.

Building on from this, we are now seeking to recruit a number of Trustees to further broaden and strengthen the skills mix of our board as we continue to modernise and grow.



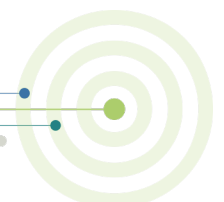
Trustee Role Description

Overall purpose

Trustees are responsible for the overall governance and strategic direction of the charity and for the effective delivery of its charitable objects, through setting clear organisational objectives and goals and monitoring their achievement, in accordance with the RSPCA Assured's governing documents and relevant regulatory guidelines.

Main responsibilities and duties:

- To ensure the financial viability of the charity and the effective and efficient application of its resources to its charitable objects, to maximise benefit to the charity's beneficiaries.
- To provide clear strategic direction and set overall policy, ensuring that appropriate targets are agreed and achieved.
- To provide strategic challenge and support to the executive management of the organisation.
- To be collectively responsible for the effective and efficient administration of the charity and the achievement of its objects.
- To be collectively responsible for the protection of the charity's reputation.
- To attend meetings of the Board, having previously studied relevant papers and to debate and collectively determine outcomes, advised by the Chief Executive .
- To at all times adhere to the Trustee Code of Conduct and all of the RSPCA's governing documents, policies and procedures and making recommendations for change.



Trustee Person Specification

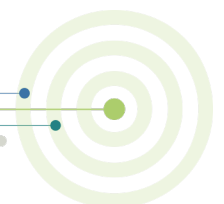
Within your supporting statement, you should be able to demonstrate and provide evidence of the criteria listed in Part One. These will be tested further throughout the process formally and informally, along with the criteria listed under Part Two:

The successful candidate will be able to give evidence of the following:

- Significant experience of operating at board level within large and complex organisations
- A demonstrable track record of driving growth and organisational change
- A sophisticated understanding of good governance, board development and the respective roles of a Chair, Trustees/Non-Executives and the CEO
- Significant and successful corporate management experience gained within a large national charity or a complex commercial entity
- Significant financial literacy, commercial acumen and appreciation of risk
- Effective communication skills with the ability to listen, engage, support and challenge in a constructive manner
- Demonstrable experience of building and sustaining relationships and developing and maintaining successful collaborations and partnerships
- A genuine empathy with and compassion for animals and animal welfare
- A high level of emotional intelligence and the ability to engage at all levels
- A commitment to the NOLAN Principles of Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty and Leadership

In addition to the core requirements of being a Trustee, it would be highly advantageous if candidates had a background in;

- Technology, Digital, Data and or Retail

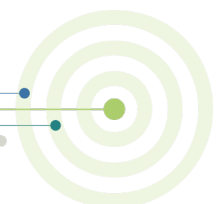


Time Commitment and Terms and Conditions

- Successful candidates will be appointed by the RSPCA Assured Board for an initial period of three years, with an option for the Board to further extend by mutual agreement for another three years, twice
- The time commitment for Trustees is likely to be approximately one and half days per month
- The Board meets formally four times a year alternating between Horsham, London and on-line.
- The RSPCA Assured main office is located within the RSPCA HQ, 4th floor Parkside, Chart Way, Horsham, West Sussex, RH12 1XH
- Expenses are reimbursed, and the role is unremunerated

Timetable

Closing date for all applicants	Sunday 3rd March 2024
Preliminary conversations at Attenti	w/c 11 th March and 18 th March
Informal meetings with the Chair and Chief Executive	w/c 8 th April and 15 th April
Final panel interviews	w/c 22 nd April



How to Apply

If you are interested in applying to join the RSPCAA Assured Board, please do so via the Attenti website:

www.attenti.co.uk/RSPCAATrustees

Please ensure you provide the following:

- A comprehensive CV (no more than 3 pages) including details of your achievements in each role
- A written supporting statement, outlining your motivation and suitability
- Details of two referees, one of whom should be with regard to your current or most recent Board level role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent

Please ensure that you indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you.

All applications will be acknowledged. Attenti will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

Please let us know of any accessibility accommodations you may require.

Closing date for all applications is **Sunday 3rd March 2024**

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants:

Anita Denton on 07725 554 802, Anita.Denton@attenti.co.uk or
David Fielding on 07810 507 235, David.Fielding@attenti.co.uk

