



SHPT Role Description: Director of the Board of Haversham Trading

Aims and Objectives of the Haversham Board

South Hill Park Trust (SHPT) is a charity running Bracknell's premier Arts Centre. Haversham Trading, reporting to the SHPT Board of Trustees, is its subsidiary company, responsible for the identification, development and growth of SHPT's commercial business income stream. Developing profitable new opportunities is a major part of the Board's remit. This is a vital part of the funding that supports the purpose of the Trust and maximises its positive impact on our community.

The Haversham Board acts, collectively, as the conduit between the Trust, SHPT management and our commercial partners including our catering franchisees.

Following a strategic review, the Trust is seeking new directors to join our hard working Haversham Board.

Haversham Board members have a duty and responsibility for the effective performance and governance of the SHPT commercial business operation.

The Board must always act in the best interests of SHPT, acting as a group and being accountable for their performance.

He or she will also act as an ambassador for SHPT.

A Board Member's role includes:

General

- Contributing actively to the commercial success of the organisation, setting overall strategy, defining goals, setting targets and evaluating financial performance against agreed targets
- Ensuring that the Board pursues its objectives as defined in its ToR and plans
- Identifying future trends that may impact our commercial success – including technological, social, economic etc – anticipate their impact, and make appropriate plans
- Communicating and negotiating with franchises, tenants and other commercial customers – including contract management and SHP management and staff.
- Making sure that the organisation's commercial activities comply with the Trust's governing document, policies, organisation law, and any other relevant legislation or regulations.
- Ensuring that the Board applies its resources effectively in pursuance of its objectives
- Taking collective responsibility for the actions of the Board and other Board members

Problem Solving

- Using any specific personal knowledge, contacts or experience to help the Board reach sound decisions.
- With your fellow Board members, make balanced and adequately informed decisions, thinking about the long term as well as the short term and actively supporting the collective decision

- When requested, lead sub committees or discussions, focused on key issues, and provide advice and guidance requested by the Board on new initiatives, or other issues relevant to the area of the organisation's work in which you have special expertise

Individual

- Participating in other tasks as arise from time to time, such as staff recruitment or presentations to stakeholders
- Building strong working relationships with fellow Board members – and be prepared to negotiate and exchange ideas and opinions when analysing information and forming judgements
- Keeping informed about the activities of the organisation and wider issues which affect its work
- Be aware of and respond to the customer, market and industry trends and performance, ensuring that the SHP offer is competitive
- Giving enough time, thought and energy to your role, for example by preparing for, reading papers in advance, attending and actively participating in all Board meetings
- Declare any conflict of interest while carrying out the duties of a trustee

Key Skills and Attributes

The role of an effective Board member requires that entrepreneurial commercial thinking, supported by sound, timely decision making, is used within a team, collaborative environment.

- Demonstrate a strong and visible passion and commitment to the charity, its strategic objectives and cause
- An understanding and acceptance of the legal duties, responsibilities and liabilities of Board membership
- A broad awareness of relevant economic, political, technological, legal and social factors that may impact the organisation
- Sound judgement, including ability to grasp complicated issues, distil from them the most important elements and identify the areas for decision-making;

Personal Skills

- Ability to think creatively and apply entrepreneurial skills when appropriate
- Willingness to debate and discuss, making decision-making more robust and conclusions more satisfactory in the interests of SHPT
- Tact and diplomacy, with the ability to listen and engage effectively
- Integrity
- Rapport building, team player
- Demonstrates continuous personal development

Experience of one or more of the following is desirable

- Customer Service Management
- Contract Management
- Commercial Management
- Negotiation skills

- Product and / or service marketing
 - Retail
 - Hospitality and F&B
 - Finance
 - Franchising
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Remuneration

The role of Board Member is not accompanied by any financial remuneration, although expenses for travel may be claimed

Time commitment

10 Board meetings per year. Directors are also expected to represent SHPT at various events and meetings with key stakeholders. They may be required to sit on sub committees and have occasional additional meetings with the SHPT Board or staff Members

Reporting to

SHPT Board of Trustees
