

Press Release

19 June 2014

Close Brothers Asset Management launches Trustee Leadership Programme

Close Brothers Asset Management (CBAM) today launches the first trustee training of its type to encourage more young people to become trustees and to train them in the skills necessary to guide the strategic direction of a charity.

The Close Brothers Trustee Leadership Programme is a response to the shortage of young and diverse charity trustees and the overall lack of support provided to trustees across the country. The Charity Commission reports that just 2% of trustees are aged between 18 and 30ⁱ. This initiative offers CBAM's clients, employees and prospects a clear path into the trustee role with a series of structured sessions that introduce them to the importance of trustees and the roles available, alongside the opportunity to develop their leadership skills.

The Programme will commence this month and be delivered in conjunction with social business *Cause4*, a company which specialises in supporting charities and social enterprises.

Interest in the course has far exceeded expectations and capacity has been expanded to provide 50 attendees with invaluable trustee boardroom training and inspire them to take a position following the course.

Each session will involve practical support and inspiration from influential trustees from across the sector. Michelle Wright, CEO, *Cause4* will introduce each module and confirmed guest speakers include leading governance experts such as Sir Tom Hughes-Hallett, former Chief Executive of Marie Curie Cancer Care, Chairman of *Cause4* and chair of the Philanthropy Review.

CBAM's inaugural programme will run from June 2014 to February 2015 with courses taking place every six weeksⁱⁱ. Those attendees that commit to being a trustee for two years will be awarded the *Close Brothers Trustee Fellowship*.

The six modules are:

- Module 1 – An Overview of the Charity Sector and Importance of Trustees
- Module 2 – Roles & Responsibilities Part 1: Governance & Strategic Planning
- Module 3 – Roles & Responsibilities Part 2: Financial Management
- Module 4 – An Introduction to Fundraising

- Module 5 – How to Be an Effective Board Member
- Module 6 – How to Become a Charity Trustee

At the end of the programme CBAM and *Cause4* will aim to match participants with charities seeking new trustees. Those that commit to becoming a trustee for a period of time will be awarded the Close Brothers Trustee Fellowship. More details will be announced in the next few months.

Penny Lovell, Head of Private Client Services, Close Brothers Asset Management and experienced trustee (Pennies Foundation, Philharmonia Orchestra, Royal Academy of Arts, Princes Foundation for Children and the Arts) who has spearheaded the programme, commented: “We support a broad range of charities and charitable trusts and recognise the significant responsibilities placed on – and the impact made by - talented trustees. An injection of young blood can challenge the status quo and provide innovation on areas from digital approach to fundraising. To safeguard future governance we need to ensure the next generation is ready to step up and fulfil this role. But they can’t do this alone. That’s why we are proud to launch the Trustee Leadership Programme, the first of its type, and have been delighted by the response from our clients and colleagues.”

Michelle Wright, CEO, Cause4, commented: “There isn’t a charity that we know of that isn’t looking for additional high calibre support in governance. Talented professionals can contribute to a charity’s strategy using skills and contacts that they’ve gained in the private sector, and can help to shape a successful organisation, but all too often trustees have no knowledge or previous experience of what it means to be a charity trustee. Through this programme we hope to make a real difference to the recruitment, knowledge and training of new charity trustees.”

Sir Thomas Hughes-Hallet, former Chief Executive of Marie Curie Cancer Care and Chairman of Cause4, added: “The benefit of being a trustee shouldn’t be underestimated. The charity benefits but the individual also has the rewarding experience of seeing the impact of good governance on the development of a charity’s activities. There are too few young trustees and diversity in its broadest sense is a challenge for many charities seeking to develop governance. I’m convinced that we have a willing pool of talented professionals that might want to become charity trustees, but they lack the opportunity or information to commit to a role. I’m excited about the potential for the Close Brothers Trustee Leadership Programme to provide a much needed service that will match charities with young professional trustees.”

- Ends -

Join us on Twitter @CloseBrothersAM
Talk about the Trustee Leadership Programme using #CBAMTLP

Enquiries

Dan Pike / Kelly Hollidge / Beth Hardwick at Teamspirit Public Relations

020 7360 7877 or dpike@teamspiritpr.com / khollidge@teamspiritpr.com / bhardwick@teamspiritpr.com

About Close Brothers Asset Management

Close Brothers Asset Management provides a full range of advice, investment management and

self directed services to private and corporate clients and professional advisers. The business operates out of offices in London, Bristol, Manchester, Cuckfield, Newcastle, Northwich, Edinburgh and Glasgow.

Close Brothers Asset Management is a trading name of Close Asset Management Limited and is part of Close Brothers Group plc. Close Asset Management Limited is registered in England and Wales and authorised and regulated by the Financial Conduct Authority. Registered number: 01644127. Registered office: 10 Crown Place, London EC2A 4FT. VAT registration number: 245 5013.

Close Brothers is a specialist financial services group which makes loans, trades securities and provides advice and investment management solutions to a wide range of clients. Close Brothers was established in 1878 and today employs over 2,500 people, principally in the UK. Close Brothers Group plc is listed on the London Stock Exchange and is a member of the FTSE 250.

About Cause4

Cause4 was setup in May 2009 to support charities, social enterprises and philanthropists in development and fundraising across the community, arts, sports and educational sectors. *Cause4* seeks to be a modernising influence and leader within the charitable sector, offering relevant, contemporary solutions for charities and social enterprises at a time when more creative, entrepreneurial approaches are much needed.

The organisation works in three main areas: strategy and fundraising, philanthropy and enterprise development.

In 2010 *Cause4* developed the Entrepreneurship training programme through which it seeks to address the widely-acknowledged shortage of entrepreneurial development and fundraising personnel within the community, arts, sports and education sectors. The programme identifies young graduates with a passion for the charitable sector and with the entrepreneurial drive, personality and talent to succeed.

Cause4 has won a string of awards including Michelle Wright, as female entrepreneur of the year at the Natwest Start Up Awards 2011, a top 10 winner in the Ernst and Young Future 100 awards 2011 for demonstrating innovation in social enterprise. *Cause4* was also a winner in the 2012 Startups 100 list for most innovative small businesses across the UK and was a finalist in the Orange National Business Awards for Start Up Business of the Year 2012. In November 2012 *Cause4* won two prestigious silver international Stevie Awards for innovation.

Cause4 is a recipient of two investment bursaries from the Goldman Sach's 10,000 small businesses programme, facilitating study at University College London and the Said Business School at the University of Oxford. In 2013 *Cause4* was invited by Lord Young of Graffham and Sir Terry Leahy to join the Accelerate 250 for UK small businesses showing rapid growth and great potential.

www.cause4.co.uk

ⁱ <http://www.charitycommission.gov.uk/media/95329/rs23text.pdf>

ⁱⁱ There will be a break in the courses from over the summer period.