



CANDIDATE PACK TRUSTEES

drinkaware



WELCOME

Dear Applicant

Thank you for your interest in Drinkaware and in becoming one of our new Trustees.

Drinkaware is the UK's leading alcohol charity. Our mission is to use our expertise to give government, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harms it can cause. We deliver our work through public facing campaigns and digital services, information and guidance, evidence led advice to governments and industry, independent research, consumer insight and evaluation.

We are a pretty unique charity, with bold ambitions to reduce alcohol harm in partnership with those around us. We have strong brand awareness for a small organisation, great digital tools and services and a motivated and capable staff team. We're supported by over 300 organisations.

Our three-year strategy, now live until December 2025, focuses on helping more people drink below the Chief Medical Officer's low risk drinking guidelines. Many factors influence behaviour, including individual motivation, the wider culture in society as well as government policy. We believe that we have a shared responsibility for the culture of the society we want to live in; our strategy reflects that and is focused on catalysing change at a societal level, creating a future where people can make informed choices about their drinking and if they do drink, do so in a low-risk way.

We are seeking three new Trustees to join the Board and support this transition by strengthening our non-executive team in key areas including corporate affairs, medicine or Public Health and Government Affairs. You can find out more about the specific skills and backgrounds we are looking for in the Person Specification. Whatever your background, you will be a highly effective communicator with exceptional interpersonal and influencing skills and a strategic outlook.

The successful candidates will also bring an intuitive understanding of organisational development and change management and, most importantly, a deep alignment with our mission and values. This is an exceptionally exciting time to join Drinkaware as we're reshaping our work to be more dynamic and collaborative across a complex landscape. We also want to harness the power of partnership working, behaviour change campaigns, high quality research and insight to help more people drink below the low-risk drinking guidelines.

If you share our commitment to reducing alcohol harm and believe you bring the experience, drive and commitment we need to drive our impact even further, I very much look forward to hearing from you.



Lucy Armstrong
Chair of the Board of Trustees



ABOUT US

Drinkaware was set up in 2006, through discussions between the alcohol industry and government. At the time, alcohol was a major public issue with concerns about binge drinking and alcohol-fuelled social disorder regularly in the news.

Today, together with our network of academics, industry experts, governments, and other key stakeholders, we are capitalising on conversations around alcohol and making it possible to share our advice, tools, and evidence with more people than ever before.

As a society, our relationship with alcohol has shifted over the last 20 years. Many things have improved, particularly the number of young people choosing to drink less, the significant increase in the uptake of low alcohol and alcohol-free products and a reduction in binge drinking. However, some trends are moving in the wrong direction, including the recent rise in alcohol specific deaths.

We know there is more to do and that Drinkaware still has a vital role; our work is helping to shift the conversation around alcohol, making it more normal to talk about our drinking habits and reducing the stigma. A cultural shift is needed where addressing alcohol-related issues is met with empathy and understanding rather than judgment.

Like the cost-of-living crisis, alcohol related harm is also not experienced evenly across the population. People on lower incomes, or living in the most deprived communities, are disproportionately affected – experiencing a significantly higher rate of alcohol-specific deaths and alcohol-related hospital admissions than those living in more affluent communities.

As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. Making that more possible is our task.

You can read more about our work at www.drinkaware.co.uk

OUR VALUES



Solid Reasoning

We seek and use both hard evidence and expert insight to shape our work and inform our voice.

Clarity with Empathy

To reduce alcohol harm and strengthen informed choice, we make every effort to communicate clearly and constructively, and express our thoughts with care to make a positive difference.

Principled Partnership

We work with others to maximise impact, whilst exercising our independence, to deliver on our purpose.

Understanding & Connecting

In every aspect of our work, we support people by listening well and focusing on what matters most to them, we embrace each individual's unique situation, perspectives and skills.

Determination & Curiosity

Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response.

OUR STRATEGIC DIRECTION

We are moving from a focus on individual behaviour change, to societal change. Many factors influence behaviour, including individual motivation, the wider environment and policy and regulation. We want to see change at a societal level, and create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.



To negotiate this transition, we will be assessing our progress against five strategic objectives:

- Working together to reduce alcohol harm**
We know we cannot achieve our vision alone. We'll partner with governments, industry and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.
- Voice**
We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm, when there is evidence to support our position and when people seek our opinion.
- Information and support**
We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it, by providing clear, evidence-based information and delivering high profile campaigns.
- Research and expertise**
We'll become the trusted experts in our field, generating and sharing knowledge and insight and commissioning research into under-explored areas where we can fill any gaps in the evidence-base.
- Infrastructure**
We'll be a great place to work, with simple, effective systems and a sustainable income.

To find out more, please read our strategy [here](#).

OUR TRUSTEE BOARD



LUCY ARMSTRONG CHAIR

Lucy Armstrong is the Chair of the Board of Trustees. She has spent more than 30 years working with businesses to accelerate their development and success. She is currently Chair of the Port of Tyne Authority, Chair of the Cumbria based Holker Estate, and a Director of the Business Banking Resolution Service. Lucy Armstrong brings a wealth of experience to Drinkaware. She has spent more than 30 years working with businesses to accelerate their development and success. Her experience ranges from funding start up and early-stage manufacturing businesses in the North East through to mergers and disposals of international operations. She is currently Chair of the Port of Tyne Authority, Chair of the Cumbria based Holker Estate, and a Director of the Business Banking Resolution Service. Armstrong was educated at Oxford University and holds an MBA and an MSc in forensic psychology and criminology. Her early career was in private equity, corporate development and executive recruitment with 3i, Courtaulds Textiles and Tyzack.



PAUL WELLS

Paul Wells is a non-executive chair of two family-owned private companies, Muntons plc and Wells & Co, both located in the East of England. Paul is a non-executive chair of two family-owned private companies, Muntons plc and Wells & Co. both located in the East of England. Muntons, celebrating its centenary this year, operates worldwide in the processing of malt and malted ingredients, and Wells & Co has been brewing beer in Bedford since 1876. With a background in hospitality and marketing Paul was executive with Wells & Co for most of his career, developing their pub estate in the UK and France. He is chair of the Dame Alice Owen Foundation in the City of London.



DR COLIN HUNTER OBE

Dr Colin Hunter was a General Practitioner for over 33 years in Skene, Aberdeenshire. He has held various roles in the Royal College of General Practitioners, including four years as Chair of Scottish Council, ten years as Honorary Treasurer and six years as the Chair of Trustees of the College which he completed in November 2018. Dr Colin Hunter was a General Practitioner for over 33 years in Skene, Aberdeenshire. He has held various roles in the Royal College of General Practitioners, including four years as Chair of Scottish Council, ten years as Honorary Treasurer and six years as the Chair of Trustees of the College which he completed in November 2018. Colin is currently Chair of the Board of Trustees (University Court) at Robert Gordon University, Aberdeen. He has a number of other Trustee roles in the village of Braemar within the Cairngorm National Park where he now resides. Colin has a background in medical education (he was Co-ordinator for Primary Care in NHS Education for Scotland) and in quality assurance (Chair of the Independent Quality and Outcomes Framework for NICE). In 2022, he concluded a six-year term as a Trustee for Leonard Cheshire Disability.



REMALIE COMPORT

Remalie Comport is a Global Business Lead at Google. Remalie Comport joined Google eight years ago working in Google Dubai & Singapore before relocating to London. Her experience spans multiple functions across Google from working with engineering and product teams, to leading APAC media agency business and strategy as well as building and launching Google's creative agency platform, Create with Google. As a global business lead, Remalie is focused on defining the global partnership strategy and go-to-market approach for Google's largest global advertisers. Driving critical conversations with marketing executives and key stakeholders in order to accelerate growth through digital transformation. Remalie holds a Joint Honours BSc in Law & Sociology from Warwick University and enjoys mentoring start-ups as well as supporting various NGOs across the world.



DAVID HUTCHINSON

David's career spans over 30 years across multiple business sectors and brands where he has held leadership roles in marketing, commercial, operations and management in both FTSE, ASX and private equity-backed businesses. His early career was in the brewing, leisure and hospitality industry with businesses like Bass, Mitchells & Butlers, Whitbread and Costa Coffee. His more recent work has been within retail with Kingfisher, Greencross (Australia) and latterly Halfords, as well as a number of smaller businesses. He has over 20 years of experience sitting on diverse executive management teams. In all of these roles, the ESG agenda and charity partnerships

have been a key strategic pillar and he has worked with the likes of Shelter, Great Ormond Street Hospital, Children in Need, RSPCA, and MIND. He was also the founder of the Costa Foundation which has the mandate to provide education in impoverished coffee-growing communities. Those efforts have funded over 100 school projects in 10 countries, giving 100,000 people access to education across the world.



SIMON STEPHENS

Simon Stephens is a Partner at Deloitte. He has spent 25 years at Deloitte providing audit, assurance and advisory services to a range of clients in the financial services and private equity industries. Simon currently leads the Portfolio Audit and Assurance practice, a business of 1,000 professionals who work with a portfolio of over 800 of the businesses audited by Deloitte in the UK. As part of this role, he also leads the practice's focus on the broader private market, including private equity, and works with a cross-firm leadership team to deliver integrated services to portfolio companies and their private equity investors. Simon has a law degree from Aberdeen University and is a chartered accountant.



BRUCE RAY

Bruce Ray is a Public Affairs Advisor providing support for clients in the hospitality industry. Bruce has worked in the hospitality industry for 35 years and brings a wealth of experience from his time as a senior manager with Carlsberg, Bacardi and Brown-Forman. He started his career in off-trade retail and has also worked with the UK pub trade throughout. He is a previous member of the Brewers of Europe Executive Committee, the British Beer & Pub Association Council, and the Portman Group Council. Bruce was also part of the team that worked on the relaunch of the Drinkaware Trust in 2008. He now continues to provide counsel and advice on industry public affairs & regulatory matters.

OUR CHIEF EXECUTIVE



KAREN TYRELL CHIEF EXECUTIVE OFFICER

Karen is Drinkaware's Chief Executive Officer and joined the organisation in October 2022. Karen brings over 20 years of experience across health and social care, most recently in the national alcohol and drug treatment charity Humankind where she was Executive Director of Strategy, Culture and External Affairs. Prior to Humankind Karen worked at Addaction (now called With You), a charity that gives free confidential support to people with drugs, alcohol and mental health issues. Karen is also Vice Chair of Trustees at the Avalon Group, a social care charity. Karen is a

collaborative leader, with expertise in strategy and communications. She has spent time working in business development and started her career as a volunteer.

ROLE DESCRIPTION

Job title	Trustee
Reports to	Chair of the Board of Trustees
Key relationships	Chair, Trustees, Senior Executives; stakeholder community

ROLE PURPOSE

Acting together, the Trustees govern Drinkaware, safeguarding its assets and applying them as efficiently and effectively as possible to further its objectives.

MAIN RESPONSIBILITIES OF THE TRUSTEE ROLE

- To ensure that Drinkaware complies with its governing documents, company law, charity law and any other relevant legislation or regulations.
- To ensure that Drinkaware pursues its objects as defined in its governing documents and that its strategy remains relevant, up to date and achievable.
- To ensure Drinkaware uses its resources exclusively in pursuance of its objects.
- To contribute actively to the Board’s role in giving strategic direction to the organisation, setting overall policy, defining goals and setting targets, and evaluating performance against agreed targets.
- To safeguard the good name and values of the organisation.
- To ensure the effective and efficient administration of the organisation.
- To ensure the financial stability of the organisation.
- To protect and manage the property of Drinkaware and to ensure the proper use or investment of the organisation’s funds.
- To appoint the Chief Executive Officer when required and, during their time in office, to monitor their performance.



PERSON SPECIFICATION

PART ONE

KNOWLEDGE AND EXPERIENCE

- A background within at least one of the following areas is essential:
 - deep experience in corporate affairs – we are particularly interested in people whose advisory, professional or consulting experience has been gained in manufacturing or in retail, particularly in the alcohol or food industries;
 - a background in medicine or public health, as subject matter expert or public academic – we are especially interested in people with insight into prevention and / or population level behaviour change and are happy to consider applicants with an academic rather than clinical background (domestic or international)
 - a background in influencing Government, ideally in the context of another membership-based organisation; we would also consider applicants who have worked in industries exposed to policy, such as housing and infrastructure, transport, utilities or another regulated environment, if they can offer transferable skills.
- Experience gained as a Non-executive Director, supported by a track record of success, is preferable.
- A strong understanding of organisational development and change management, gained within a similarly complex organisation.
- An understanding of charity governance, with prior board experience being desirable.

Your experience may have been gained in England, Wales, Scotland or Northern Ireland.

PART TWO

SKILLS AND ABILITIES

- Able to provide robust oversight, help ensure effective governance arrangements are in place, and rigorously monitor the company's performance and controls.
- Strategic outlook with the ability to contribute towards the creation of future strategy and business plans, as well as the ability to assess competing objectives.
- Exceptional communication and influencing skills, including strengths in leading conversations and building consensus.
- Outstanding team, collaborative, interpersonal and relationship-building skills.
- Analytical and creative with strong problem-solving abilities.
- Able to uphold good governance by observing the duties and legal and regulatory governance standards expected of Trustees, and by setting charitable goals.

PART THREE

LEADERSHIP STYLE AND BEHAVIOURS

- Alignment with, and commitment to, Drinkaware's values and mission.
- Strong and demonstrable personal commitment to diversity and inclusion, and to ensuring that these principles are promoted across all aspects of Drinkaware's work.
- Well regarded within your professional area and able to leverage this to Drinkaware's benefit.



TERMS OF APPOINTMENT

REMUNERATION

This role is offered on a voluntary basis. All reasonable expenses incurred in the role are reimbursed.

TIME COMMITMENT

Five hybrid board meetings per year (approx. two hours each) plus annual Trustee away day with overnight in London. We also have an optional audit and risk subcommittee which meets four times per year, for two hours per meeting. Reading / preparation time is around six hours per year.

LOCATION

Board meetings take place at 35 Chiswell Street, London, EC1Y 4SE and are a mix of in person and hybrid.

HOW TO APPLY

To make an application, please go to <https://starfishsearch.com/jobs/drinkaware-trustees/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A covering letter that sets out your motivation for the role and describes the specific experience you can bring to the appointment to support Drinkaware's aims.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Deadline for applications is Friday 18th October 2024.

RECRUITMENT TIMETABLE

Closing date:	Friday 18th October 2024
Preliminary interviews:	w/c 28th October 2024
Final Panel interviews:	15th or 18th November 2024, TBC

