

15. NCH

A. GENERAL REPORT

1. Introduction

A major strategic review of our work and the environment in which we operate, entitled 'Building on Success', was completed in 2006 and a major whole organisation re-configuration 'Change for Children' is well underway. This reconfiguration embraces all aspects of our organisation and includes, 'the proposal to fully explore the developmental potential and value of the Highbury site alongside the cost of providing an alternative location within London for a significantly smaller Headquarters and locations outside London for Fundraising and Support Services' (Council, October 2006).

We are determined that NCH will continue to be a successful and thriving organisation across the nations of the UK and beyond. We aspire to be respected for our high quality services, strong brand and campaigns for children. We will protect our independence, speak out and innovate for children and young people. We will have excellent and cost effective support services and strong finances. We will be able to compete in an increasingly complex market place which includes well resourced private sector entrants.

Our priority is to focus the resources available to the front line so that all our decisions and actions are governed by the imperative of making a positive difference in the lives of children and young people, ensuring that they are at the centre of all that we do.

Such achievement is only possible through partnerships between our staff, volunteers and the children, young people and their families we work with. The trustees of NCH wish to express their thanks and appreciation for the huge support we continue to receive from the Methodist Community in a wide variety of ways and which provides added value to our work. The voluntary income we receive enables our innovation and our ability to offer services of the highest quality.

2. Vision, Purpose, Values & Mission statements

We have restated our vision, purpose, values and mission. Though the language may be different this statement continues to connect with the vision of our founder The Revd Thomas Bowman Stephenson, almost 140 years ago.

Our Vision is of a world where all children and young people have a sense of belonging, and are loved and valued. A world where they can fulfil their potential, shape their destiny and experience the joy of life.

Our Purpose is to help the most vulnerable children and young people break through injustice, deprivation and inequality, so they can achieve their full potential.

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Our Values are

Passion - We are driven by our desire to help children and young people overcome injustice and disadvantage

Equality - We believe all children and young people have equal worth and equal rights

Hope - We believe in a child or young person's potential, no matter what they have experienced or what they have done.

Mission Statement

NCH meets the needs of children and young people who most need support to achieve their full potential. Through our work and through speaking out, we seek to break the cycle of deprivation.

We challenge injustice and empower children to overcome the obstacles in their lives that hold them back. We tailor our work to local circumstances, in partnership with children and young people, families, communities and local organisations.

We work with children and young people

- whose families need support
- who cannot live with their birth families
- who are disabled
- who experience severe difficulties in their lives

Children whose families need support

- An increased focus on intervening early
- An increased focus on those families needing intensive support and the "hard to reach"
- Shaping the UK policy agenda
- The 'Respect' agenda

3 Re-launching NCH

1. The NCH brand re-launch project has its roots in *Building on Success*, the strategic review which set the scene for the entire *Change for Children* programme of which improving our brand and profile is one part. A fundamental decision was taken at that time, resolving dialogues and discussions that were prevalent in NCH up until the beginning of 2006 about whether the organisation was becoming diverted from its charitable purpose by the demands of providing public services under contract.
2. In 2006 the organisation clearly affirmed that it is an independent charity with its own charitable objectives – guarded and nurtured by its trustees – which cannot be limited by governments or by markets, but which are established in response to the needs of children and young people. The activities funded by NCH's independent voluntary income (VI) are those which enable it to imbue all its activities – even those funded by statutory means – with its own unique values, vision and purpose. If public spending shrinks and the markets for our services become more competitive, it will

become even more important to tell a consistent, clear and simple story to all audiences about who we are and what we stand for. Furthermore, our voluntary income is, in real terms, in decline. If that income is the engine that drives our values through the huge range of our activities, then we need to take steps to halt that decline.

3. It had been recognised by Council that a stronger brand – and in particular one which can support a significant increase in awareness among all audiences including the general public – is becoming more important for NCH than it has been in recent years. Our capacity to innovate and develop our services is hampered by our weak brand. A revitalised and clear brand and a high profile campaign with simple, singular, consistent messages and a call to action are imperative for our future work.
4. The re-branding project started in April 2007 following a Brand Audit, which summarised the current state of the NCH brand. Council has considered whether it would be better evolving the organisation's name and a new *brand platform* **Always There for Children** was tested with key stakeholder groups (including the Methodist Church). On 17 October 2007 Council approved the new *brand platform* and, before that platform was developed further, extended the project's remit to include research on whether the organisation should include a name change within its re-branding plans. The project has now completed research of possible new names for the organisation alongside the agreed brand platform.
5. Investment in the NCH brand supports our renewed vision and mission, our new, more active campaigning stance, our need for increased voluntary income, and delivery of the services through which we meet our charitable objectives.
6. **Conference representatives will receive an update on the project at the lunchtime presentation on Tuesday 8th July. There will be a further, more in depth, presentation at the Conference workshop on Wednesday morning 9th July. Conference members are urged to attend these presentations and to visit the NCH stall available throughout Conference.**

4. Service Provision

	Disability	Looked after children	Supporting families	Youth
England	34	19	182	74
Wales	17	5	28	5
Scotland	7	9	18	33
N. Ireland	0	1	10	1
Totals	58	34	238	113

There are two projects, Arts Initiatives and the Virtual Therapeutic Team, that are UK wide, making a total of 445 projects.

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5. Campaigning

We are committed to actively developing our campaigning ability based upon our careful research and experience in service provision. Growing Strong is a major UK-wide campaign from NCH that was launched in October 2007. The campaign aims to highlight the importance of developing 'emotional wellbeing' in all children and young people to help them realise their full potential in life. Developing good social skills, confidence and resilience is essential if children and young people are to have the inner strength they need to cope with the things life might throw up - from the first day at school to managing money to joining a club or applying for a job.

From lobbying Government and local authorities, raising public awareness of emotional wellbeing through media work to community-based fundraising appeals, NCH has been making sure that everyone knows about Growing Strong and what good emotional wellbeing could mean to some of the most vulnerable children in society.

An update on the campaign can be found at: www.nch.org.uk/growingstrong.

6. International Work

In addition to our work in the UK, NCH's International Work is currently making an input in 23 countries. Much of this work supports and builds on Partnerships (assisted by the World Church Relationships Office of the Methodist Church in Britain) between NCH and the Methodist Churches in the Caribbean, Central America, and Southern Africa. We aim to progress this work in ways that make best use of our experience and expertise. We look to maximise partnership working and to encourage indigenous local delivery of services.

7. Tribute to Revd Bill Lynn

Bill retired in December 2007. A farewell evening on 12th December 2007 saw a host of colleagues, past and present, together with many from the Methodist Church, gathered to express their appreciation of Bill's service as Pastoral Director. Bill's huge contribution was acknowledged with humour and deeply felt gratitude. The Conference warmly adds its appreciation of Bill's ministry and especially his service through NCH.

*****RESOLUTIONS**

15/1. The Conference receives the General Report of NCH.

15/2. The Conference on the recommendation of the trustees appoints the following to NCH Council as a trustee for 3 years (2008-2011):

Mr Nick Pollard

15/3. The Conference on the recommendation of the trustees reappoints the following as trustees of NCH for a further term of 3 years (2008-2011):

The Revd William Anderson (2005)

Mr Christopher Dawes (2005)

Mr Gerald Russell (2005)

- 15/4.** The Conference notes that Lesley Sawers was appointed for 3 years as a trustee of NCH by the Methodist Council on 7 February 2008, acting in the name of the Conference, and that Gareth Matthewson was appointed for 3 years as a trustee of NCH by the Methodist Council on 16 April 2008, acting in the name of the Conference.
- 15/5.** The Conference notes that the NCH Council of Trustees for 2008-2009 will therefore be constituted as follows:
- i) Chair: Ms Pamela Chesters (2006)
 - ii) Vice-Chair: Mr Robin Wendt CBE (1997)
 - iii) The Secretary for External Relationships or their appointee
 - iv) Eleven other persons appointed by the Methodist Conference on the recommendation of the NCH Council of Trustees (of whom at least 50% shall be members of the Methodist Church)
 - The Revd William Anderson (2005)
 - Mr Garron Baines (2003)
 - Mr Alan Broughton (2007)
 - Mr Christopher Daws (2005)
 - Mrs Catherine Dugmore (2006)
 - Dr David Findley (2007)
 - Mr Gareth Matthewson (2008)
 - Mr Andrew McDonald (2007)
 - Mr Gerald Russell (2005)
 - Ms Lesley Sawers (2008)
 - Mr Terence Wynn (2007)

- 15/6.** The Conference expresses thanks to those trustees who retired in 2007/8

Ms Alison Kelly
The Revd William Morrey
Mr Paul Morron MBE
Ms Lara Oyesanya
Baroness Glenys Thornton

Appendix - Reasoned Statements

Nick Pollard was appointed by the Conference in 2007, however it was agreed that due to his work commitments he would not take up trusteeship until 2008.

Lesley Sawers

Lesley was until recently Chief Executive of Glasgow Chamber of Commerce and has previously been in the private sector. Her focus was primarily on Marketing and Communications, initially with Scottish Power plc where she was Head of Corporate Communications, before moving to Royal Mail Group plc as Director of Scottish Affairs and Chairman of Royal Mail Group Advisory Board, where she was the principal representative of the group within Scotland. After a brief spell helping Visit Scotland at a challenging time with their strategic communications, she joined Glasgow Chamber and has helped to grow the membership and impact of the organisation very effectively.

Lesley is Chair of the Scotland Committee.

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Gareth Matthewson

Gareth Matthewson is an experienced teacher and has been head of Whitchurch High, the largest school in Wales, since 1994. Gareth has also had experience of running schools in diverse ethnic and social environments in both London and South Wales.

He has been an elected member of the National Association of Head Teachers (NAHT) Cymru since 1992 and was president and Chair of the NAHT Executive Committee between 1996 and 1997. He has considerable experience of local and national politics and processes and is familiar with the functions and operations of the Welsh Assembly Government.

Gareth was awarded an OBE in 2006 for services to education and is due to retire from teaching at the end of the current academic year.

Gareth is Chair of the Wales Committee.