



Appointment of Chief Financial Officer

Candidate Information

March 2020



An introduction from our Chief Executive



Dear Applicant,

I am delighted that you are interested in applying for the position of Chief Financial Officer at Place2Be, a children's mental health charity with over 25 years' experience working with children, families and staff in UK schools. Our vision is for all children to have the vital support they need to help them build life-long coping skills and to thrive. We provide access to emotional and therapeutic support and training within school communities, using tried and tested methods, backed by research.

Since our beginnings in 1994 in a single South London school we have grown steadily and thoughtfully, building our evidence and collaborating with partners. We focus on quality, with entrepreneurial spirit and innovation driving us forward, and children and young people always at the heart of all we do.

The need for our support has never been greater: we know that half of all mental health problems are established by the age of 14; and three children in every class have a diagnosable mental health problem. Children's mental health is firmly on the Government and public's agenda and Place2Be is well placed to provide the support and expertise to make a real difference in children's lives.

Place2Be currently works with almost 700 schools annually, supporting more than 350,000 children and young people each year. In the next five years, we are planning significant growth to enable us to support even more children. We will make the next step-change, developing and expanding our practice and direct work across our partner school base. We will continue to refine the range of mental health interventions we offer including developing more digital approaches.

We will contribute to building an expert workforce in the field of children and young people's mental health through our training and professional qualifications. And we will progress our work in research and evaluation, building awareness and the case for effective early intervention.

We have an annual budget in excess of £17 million. Our income derives from a combination of school and local commissioners, training fees and voluntary donations. We have an excellent team of committed executive colleagues with an ambition to take the organisation forward and make a real difference in many more children's lives. Our fundraising team has a strong track record and we have a terrific, engaged and supportive Chair and Board of Trustees.

Achieving our objectives requires careful financial management, a key focus for our Chief Financial Officer. Scaling our work and leveraging technology in our operations and practice requires oversight of an important investment programme in IT along with ensuring we have the legal, compliance and risk management processes in place to meet our ambitious objectives.

As Chief Financial Officer, you will have a positive and collaborative approach, engage with our teams, provide creative strategic and forward-thinking solutions in a growing and nationally dispersed organisation. You will be curious and bring a real energy and passion for our work. Place2Be will continue to thrive if we continue to have a high quality leadership team and we are looking for a talented Chief Financial Officer to help us achieve that.

I do hope that you will be inspired to apply.

Catherine Roche, Chief Executive

Our vision, aims & strategy

Place2Be is the UK's leading provider of school-based children's mental health services.

We provide emotional and therapeutic support in schools and expert training to improve the emotional wellbeing of children, young people, parents and teachers. We call this a 'whole school approach' to mental health.

Now in our 25th year, Place2Be's vision is for all schools in the UK to have access to high quality, effective, evidence-based mental health support.

Our work is backed by research, demonstrating the impact our support has in helping children to build lifelong coping skills and to thrive.

By 2025, our goal is to reach up to 10% of schools across the UK.

Our work focuses on four areas:

1. Supporting children and young people's mental health through therapeutic work in schools
2. Building awareness, skills and knowledge in school communities
3. Building an expert workforce in the field of children and young people's mental health
4. Innovating, gathering evidence and communicating our impact.

Our work with schools

In the past year, we worked directly with 639 schools, reaching a school community of 364,080 children and young people.

We worked in partnership with 390 schools to deliver our whole school approach to mental health.

“Place2Be believes no child should face mental health problems alone. With the right support, children have a better chance to engage with their learning, build crucial relationships and go on to thrive in adulthood.”

Catherine Roche, CEO, Place2Be

“Place2Be’s support for children, parents and teachers results in fewer young people needing referrals to people like me. Inspirational is a much over-used word, but Place2Be’s work is just that.”

Professor Sir Simon Wessely

Regius Professor of Psychiatry,
King’s College London and President



Our impact

Early intervention is important to identify children presenting mental health issues and to provide the support they need before the issues escalate.

Children who are presenting with mental health issues are referred to Place2Be.

Last year, **over 5,000 children** went on to access one to one support with one of our specialist child counsellors.

Around half (49%) of those who start with severe difficulties recover clinically after our support.

According to The Child Outcomes Research Consortium, the UK's leading organisation that

collects and uses evidence to enable more effective child-centred support, Place2Be's one-to-one counselling service is highly effective, especially in terms of parental engagement.

We continued to provide support for parents through our Place for Parents programme. In the academic year 2018/19, we saw 645 parents in parent counselling sessions.

Around three-quarters of these parents had a clinical

mental health need. Of these, 85% improved after Place2Be's support.

We promote positive mental health and wellbeing through our Place2Talk **drop-in sessions**, where children and young people can go if they have a problem, either individually or as a group.

In the academic year 2018/19, 38,000 children attended our sessions.

86% said they felt happier having been to the service.



After children have had Place2Be Counselling, our results show that:

68% cause fewer problems in the classroom.

75% find it easier to have & keep friends.

62% of children's difficulties had less impact on their learning.

81% of those with severe difficulties show an improvement in wellbeing.

The role of Chief Financial Officer

The Chief Financial Officer (CFO) is a key member of the Place2Be Executive team and has responsibility for leading Finance, IT and Facilities teams. The CFO also has oversight of Legal & Compliance activities, insurance and all major contracts, and is the Company Secretary.

The CFO's direct report team currently comprises: Financial Controller, Head of Technology, Legal and Compliance Officer and Centre Manager. There is a total team of twelve staff delivering these functions.

The CFO is one of six Executives reporting to the CEO.



Main Duties and Responsibilities

Financial

Responsible for:

- The financial governance framework to guide the organisation's financial decision-making and development
- Preparation of annual budgets and forecasts aligned to strategic plans, including agreement of underlying assumptions
- Financial and other reporting systems, ensuring these meet the requirements of charity accounting and regulatory authorities

Risk, Legal and Compliance

Responsible for:

- Risk management processes across all functions and liaison with the Trustee Board's Risk Committee
- Oversight of the Risk Register and mitigations put in place against identified risks
- Overall responsibility for Place2Be's Policy Framework, ensuring policies are put into effect and overseeing the implementation of any changes to policies
- Legal and contractual matters, liaising with established external legal advisers as required

- Liaison with Place2Be's designated Data Protection Officer, with lead responsibility for compliance with the requirements of relevant legislation as it affects Place2Be.

Property

Responsible for:

- Efficient functioning of Place2Be's facility in line with Place2Be customer focus, ethos and values
- Maximising utilisation and revenue-generation from Place2Be's property
- Managing budget and ensuring cost-effectiveness
- Overseeing building projects, renovations or refurbishments.

Strategic

Responsible for:

- Financial evaluation of opportunities presented by new ventures and potential financing, funding and commercial structures (e.g. Payment by Results)
- Operational efficiency reviews and identification of the potential for financial savings
- In conjunction with Directors responsible for services, setting service pricing and fee levels, balancing market sensitivity with sustainability.



The CFO is expected to support:

- The ongoing development of economic analysis of the impact of Place2Be's work and the social return on investment, the unit costs of service delivery and the efficiency of asset utilisation
- Budgeting for fundraising and commissioning bids and provide financial reports on progress of funded operations and projects
- Applications for funding by providing financial forecasts for future projects and final costs of previous projects. Attend meetings with funders and provide financial information as necessary.

General

- Monitor financial, tax and corporate governance developments across the charity sector and assess their impact on Place2Be, proposing actions as appropriate
- Maintain awareness of wider developments in the sector and key government initiatives relevant to Place2Be
- Contribute widely across all areas of the organisation as a member of the Executive Team
- Support and nurture the Place2Be values of Perseverance, Integrity, Compassion and Creativity
- Work as an Executive team member with responsibility for delivery of Place2Be's business plan as a whole, sharing information and best practice openly and productively.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Place2Be on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **UAJAM**.

Click on the **'apply'** button and follow the instructions to upload a CV and cover letter outlining why you would like to be CFO for Place2Be.

The closing date for applications is noon on **Friday 27th March 12:00 noon**.

Formal panel interviews will take place with the Selection Committee at Place2Be in late April and early May.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



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