



**Stephen Brooker**  
Chairman  
- Charities Practice

Welcome – We are currently experiencing immense changes in the Third Sector and we thought that this July's Newsletter should focus in on these issues and how Russam GMS can and have been of assistance in coping with the ever changing environment of the Sector.

We have been privileged to help a wide and diverse range of organisations and aim to try and assist those organisations in as many ways as possible, which is one of the reasons we held our recent breakfast on Corporate Social Responsibility. Baroness Lynda Chalker – a former minister at the Department of Health and Social Security, Transport and Department for International Development – joined us to talk about her views of the voluntary sector. Lady Chalker stressed the need for charities to engage with corporates - their objectives and operations rather than just thinking of the cash return. As regards Unilever (where she is a Non-Executive Director), she spoke of programs where they educate women in basic hygiene thus improving the standard of health awareness as well as leading to increased sales. She also spoke of programs where they provide micro finance to sole traders, mostly women (a better credit risk than men!) selling Unilever (and other) goods. Others around the table contributed examples from their own experience making for a fascinating discussion from which we all learned.



**Mike Whitlam**  
Specialist Sector Advisor  
- Charities Practice

## British Red Cross wins coveted HR Excellence Award



The Russam GMS Charity Practice enjoyed reflected success last week at the Haymarket HR Excellence Awards at the Dorchester Hotel in London as The British Red Cross Society were announced as winners of the “most effective use of resources for an Interim project”. Top Interim Manager Mel Petrie was provided by Russam GMS to manage the Tsunami response for the International charity. Mel was brought in to manage the Emergency Response team during a transition for the British Red Cross in London when an enormous Tsunami struck the Indian Ocean region and aid had to be mobilised and co-ordinated fast. Mel's role was Acting Head of Emergency Services for 4 months until a permanent incumbent could be found, responsible for mounting a huge aid operation to help hundreds of thousands of people affected by the disaster.

Judges were looking for evidence of an organisations ability to mobilise its people resources to achieve stated aims for a one off project. In particular, creative and clear thinking in the projects conception and

management was needed, along with evidence of its successful delivery.

Russam GMS's Specialist Charity Practice Chairman Stephen Brooker commented “This assignment was always very special and significant and we were delighted to be able to help The British Red Cross at such a critical time when the disaster struck. The Tsunami was a personal tragedy for millions of people, and The British Red Cross richly deserves this award which underlines their professional and businesslike approach to all that they do”.

Now in its eleventh year the Human Resources Awards are the most prestigious in the HR calendar.



Mel Petrie, Margaret Lally, (The British Red Cross), Stephen Brooker (Russam GMS), Anna Bishell (Russam GMS), and Jeremy Vine (BBC Radio 2) at the ceremony.

### Russam GMS welcome Baroness Chalker to discuss - CORPORATE SOCIAL RESPONSIBILITY

Mike Whitlam and Stephen Brooker were delighted to welcome guests to the The Lanesborough Hotel, Hyde Park Corner on 15th June 2006.

Baroness Lynda Chalker - a former minister at the Department of Health and Social Security, Transport and Department for International Development, and founder and Chairman of [Africa Matters Ltd.](#) is also a Non-executive Director of Unilever, where she chairs their Corporate Social Responsibility Committee - joined guests to talk about and debate her views of the voluntary sector.

Lady Chalker gave an overview of the Unilever CSR Programme which recently received a high rating. In particular, she explored and gave insight into what makes a successful engagement with a CSR programme of a big multinational corporate.

Drawing on her considerable experience of African cultures and relationships and the numerous business and development issues crucial to Africa, she personally directs and supports the work of the Project Directors, providing leadership and political insights which help make the company unique.

Lady Chalker shared her thoughts and observations of how Corporate Social Responsibility impacts the Third Sector in an invigorating and insightful discussion which covered her recommendations to the voluntary sector for entering into a partnership and the benefits of engaging in a CSR Programme.

For the full notes please [click here](#)

For more information regarding CSR visit [The Trust Partnership](#) or contact Benjamin Janes on 01285 640 001



Baroness Chalker

# CABINET RESHUFFLE- Good for the voluntary sector?

**Mike Whitlam - takes a moment to share his views on the effects the Cabinet reshuffle will have on the Third Sector.**

In May the Prime Minister reshuffled his cabinet and created two new important positions for the Third Sector. Hilary Armstrong MP, became Minister for the Cabinet



Hilary Armstrong

Office and Social Exclusion and Chancellor of the Duchy of Lancaster. One of her roles will be to take responsibility for the Third Sector. She will be ably supported by a Parliamentary Secretary - Ed Milliband. Their job will be to draw together different parts of Whitehall that currently deal with Voluntary and Community sectors and Social Enterprise.

This new office should bring greater coherence to the Government's approach to the sector. The Reshuffle comes hot on the heels of a recent meeting between the Acevo board members and the Prime Minister, where they discussed the future of the Third Sector.

We recently had the announcement from Mr Blair that there would be a review of the sector led by Gordon Brown and his Treasury colleagues.

## **What do these developments tell us?**

We know that there have been many debates within the sector and within the government, about whether or not the sector has the wish and the ability to become a provider under contract to such Government agencies as the National Health Service. The debate is hotting up as we see financial pressures increasing in the NHS, and more and more voluntary organisations becoming

increasingly professionalized. There are, we know, a number of initiatives not least of which, the Big Lottery and FutureBuilders, which are encouraging voluntary organisations to improve and develop their infrastructure so that they can operate at a level that would enable them to bid for service contracts.

This is not only good news for the sector but also for the Interim Management Market as the skills that Interim Managers can provide, on a short term basis, will become increasingly important to the third sector as this development proceeds.

Watch this space if you are an Interim Manager and more importantly if you are a voluntary organisation with expectations of offering services under contract.

Finally, I think it is important to state that whilst these developments are good not only for the sector and those agencies wishing to make use of third sector experience, they will not detract from the need for the sector to continue to be innovative and to push boundaries.

## ***This was also addressed at a recent conference attended by the Prime Minister;***

The Prime Minister talked about the third sector's role in public service delivery and reform. He affirmed the Government's commitment to move towards a mixed economy of provision and a greater role for the third sector. Empowering greater user choice and enabling contestability amongst providers remain key aims for Labour's third term agenda.

During this Ed Miliband announced the establishment of a children's forum with DfES to explore better ways of partnership working with the third sector, and highlighted future work with IdeA to encourage innovation and an 'ideas bank.' He also said that his new office would be working closely with the new Compact Commissioner to improve uptake of Compact Plus.



Ed Miliband

# Record Attendance from Key Leaders at the Russam GMS Seminar with Professor Cary Cooper - "Stress Well Being and the Bottom Line"

The evening began when Charles Russam, Chairman of Russam GMS, introduced this unique event to the audience of Chief Executives and Senior Managers many from the Third Sector to Professor Cary Cooper, world renowned well-being expert, Pro Vice Chancellor at Lancaster University and Director of Robertson Cooper Limited. Drawing on research, Cary outlined the main causes of stress, illustrating the different ways in which they can impact the bottom-line for organisations. Cary then shared new research that has proved a direct link between stress and productivity and went on to explain how senior managers can mitigate against the organisational effects of stress by taking a proactive approach to managing well-being.

For the Full Notes of the Presentation please [click here](#)

