



NATIONAL
EMERGENCY SERVICES MEMORIAL

AMBASSADOR ROLES

Keith Fraser, Trustee

NATIONAL EMERGENCY SERVICES MEMORIAL, 25 FEBRUARY 2019

Vision

To strive to maintain the values of NESM and work to achieve NESM's objectives

Objectives

1. Uphold the values of NESM.
2. Increase awareness of the NESM and its aims.

Overarching view

The Ambassadors at all levels are currently volunteers. They are vital to the National Emergency Services Memorial being able to conduct its work across the UK. It is vital that all emergency services are represented. Ambassadors will generate funds, raise awareness, help run local and national initiatives, as well as influencing at a local, regional, national and sometimes international level. They enable the charity to operate and function and are key to its success. It is therefore incumbent upon the Board of Trustees to ensure that Ambassadors are valued, supported, kept informed and made to feel part of the team.

This policy will set out their roles and responsibilities.

Governance

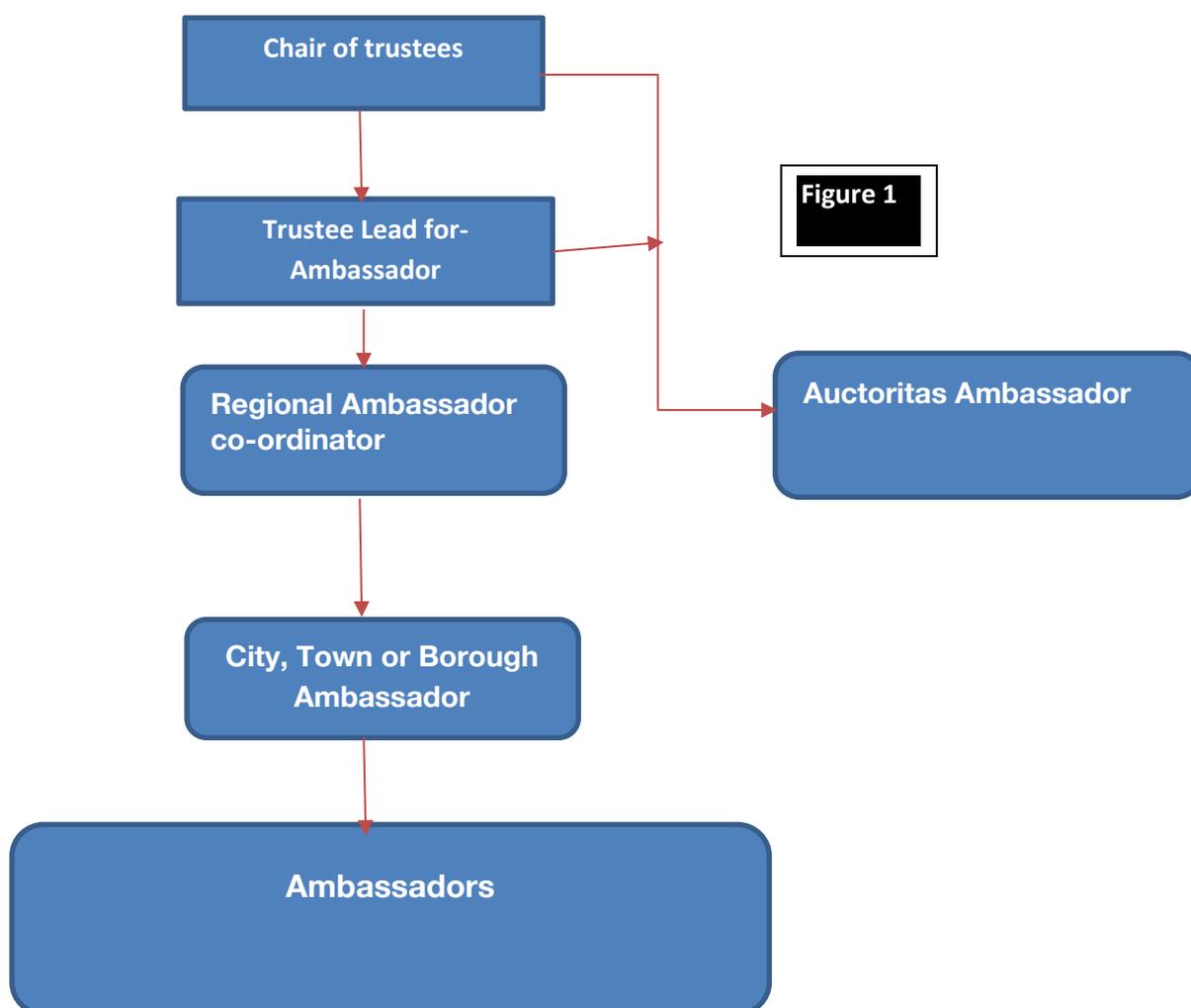


Figure 1 above identifies that a lead trustee will take responsibility for all Ambassadors and the strategy and policy relating to them. The trustee with lead responsibility will also be responsible for reporting to the chair of trustees and the Board of Trustees in relation to relevant matters. E.g. producing annual reports and thematic reviews. The structure should allow for national oversight but not stifle local innovation and action.

The lead trustee for the Ambassadors will be identified by majority vote through the Board of Trustees. There will be a minimum of two reports per year regarding the Ambassadors. One will be light-touch and the other will be in-depth overview and thematic. The light-touch report is likely to be more appropriate for the annual general meeting.

Please find below the job description and roles and responsibilities of each level of Ambassador. This policy also takes into consideration the findings of the Ambassador review which was conducted in the final quarter of 2018 and the 2018 Ambassador Strategy.

The regions:

 United Kingdom	
North East	Tees Valley & Durham , Northumberland & Tyne and Wear
North West	Cumbria , Cheshire , Greater Manchester , Lancashire , Merseyside
Yorkshire and the Humber	East Yorkshire & Northern Lincolnshire (Humberside) , North Yorkshire , South Yorkshire , West Yorkshire
East Midlands	Derbyshire , Nottinghamshire , Leicestershire , Rutland , Northamptonshire , Lincolnshire
West Midlands	Herefordshire , Worcestershire , Warwickshire , Shropshire , Staffordshire , West Midlands
East of England	East Anglia , Bedfordshire , Hertfordshire , Essex
Greater London	Inner London – West, Inner London – East, Outer London – East and North East, Outer London – South, Outer London – West and North West
South East	Berkshire , Buckinghamshire , Oxfordshire , Surrey , East Sussex , West Sussex , Hampshire , Isle of Wight , Kent

Figure 2



<u>South West</u>	<u>Gloucestershire</u> , <u>Wiltshire</u> , <u>Bristol</u> , <u>Dorset</u> , <u>Somerset</u> , <u>Cornwall and Isles of Scilly</u> , <u>Devon</u>	
<u>Wales</u>	<u>West Wales</u> , <u>The Valleys</u> , <u>East Wales</u>	
<u>Scotland</u>	<u>Eastern Scotland</u> , <u>South Western Scotland</u> , <u>North Eastern Scotland</u> , <u>Highlands and Islands</u>	
<u>Northern Ireland</u>	<u>Northern Ireland</u>	

To support local energy and initiative the UK will be split into regions along previously identified lines. England will be split into nine regions, Scotland will be one region, Wales one region and Northern Ireland one region. Each region will have appointed a Regional Ambassador. Below that will be City, Town and/or Borough Ambassadors as the Regional Ambassador decides. Each region will be coterminous with groups of Police and Crime Commissioner areas.

AUCTORITAS AMBASSADOR - JOB DESCRIPTION

Job Title: Auctoritas Ambassador

Introduction

We are the National Emergency Services Memorial, a registered charity (1172996 and SC048678) which is raising £3 million to build a national '999 cenotaph' for all emergency services personnel and animals. The NESM was founded in August 2016 by Tom Scholes-Fogg. The memorial will be a national symbol of gratitude, sacrifice and remembrance for those who serve and have served our great nation. We are delighted to have the Prime Minister's support for our charity, and the support of all living former Prime and Deputy Prime Ministers, the Home Secretary, Health and Social Care Secretary, Minister of State for Police and Fire, the First Ministers of Scotland and Wales, all Opposition leaders in Parliament and the devolved Bodies and many more.

In addition to building a national 999 cenotaph we hold an annual Emergency Services Festival of Thanksgiving. The service is multi-denominational and is an opportunity for the country to pay tribute to the incredible bravery, sacrifice and duty of the more than 2 million people who work in the emergency services today, and to remember the more than 7,000 emergency services personnel who have lost their lives in the course of their duties. This Service rotates across the UK on the nearest Friday to 9th September. Attendees for the Service of Thanksgiving include government representatives and personnel from all emergency services from all corners of the UK.

In addition to the National Emergency Services Memorial and the Festival of Thanksgiving, there is an annual Emergency Services Day held annually on 9th September, starting at 09:00 (9th hour of the 9th day of the 9th month). The 999 day is aimed at educating the public about using the emergency services responsibly, promoting the many volunteering opportunities available, enabling the public and services to engage and build relationships, and a chance for the public to tweet and promote their good news stories about the emergency services. Where 9th September falls on a weekday, there are open day style events on the nearest Sunday.

Auctoritas Ambassador role description

- Promote our vision.
- Champion the charity.
- Influence action and change at senior/executive levels stop, (nationally and internationally).

Person specification

- Whose influence is significantly above average.
- Agrees to the Nolan principles as identified at appendix A.

Support

- A lead trustee and the chair of the Board of Trustees will take direct responsibility for your support and liaison. This will be bespoke and agreed on individual basis.

Time commitment

- Limited attendance at events and meetings. This will be agreed on an individual basis.

Review of position

- The relationship with you will be reviewed tri-annually or earlier if deemed necessary by either party.

REGIONAL AMBASSADOR JOB DESCRIPTION

Job Title: Regional Ambassador

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Regional Ambassador role description

- Promote and implement our vision.
- Champion the charity.
- Regional/national lead for all the ambassadors in their geographical area.
- Report to lead trustee.
- Contribute to the work of any working groups to benefit the advancement of the charity and its objectives.
- Support City, Town and/or Borough Ambassador.
- Manage City, Town and/or Borough Ambassador.
- Leads the standards of conduct in Appendix A.
- Sustainability of the region.
- Lead regional events.
- Strategic overview of operational activity in the area.

Person specification

- Confident public speaker with excellent communication skills.
- Good organisational skills.
- Reliable and professional.
- Flexibility and available where deemed appropriate.
- Use your own initiative and to work unsupervised.
- Ability to work as part of a team and willingness to take responsibility for the activities of our charity.
- A willingness to utilise existing knowledge and experience in pursuit of our charitable activities.
- A willingness to support other Ambassadors in pursuit of NESM and 999 Day activities.
- Extensive networks and a willingness to draw on contacts as appropriate.
- A demonstrable commitment to NESM and the 999 Day.

Support

- Induction to The NESM and 999 Day.
- The Lead Trustee will be your direct support.
- The Lead Trustee will endeavour to provide any equipment and information necessary to carry out your role.

Time commitment

- As agreed with Lead trustee.

Review of position

- The relationship with you will be reviewed tri-annually or earlier if deemed necessary by either party.

VILLAGE, TOWN, CITY OR BOROUGH AMBASSADOR JOB DESCRIPTION

Job Title: City, Town, Village or Borough Ambassador

The Village, Town, City and Borough Ambassador will have the same role description and person description as the Regional Ambassador except they will perform their responsibilities at Village, Town, City and Borough level. Also supports the Regional Ambassador and their time commitment in the review of their position will also be conducted by and agreed by the Regional Ambassador.

AMBASSADOR JOB DESCRIPTION

Job Title: Ambassador

Introduction

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Ambassador role description

- Promote and implement our vision.
- Champion the charity.
- Contribute to the work of any working groups to benefit the advancement of the charity and its objectives.
- Work to the general principles in Appendix A.
- Lead local events.
- Stakeholder single point of contact, e.g. 999 services, other charities local dignitaries.
- Report to the city, town, village or borough ambassador.
- Support local, regional and national events as appropriate.
- Take part in fundraising activities.
- Promote the charity by social media, traditional media and other methods as appropriate.
- Select from a suite of options additional responsibilities.

Person specification

- Preferable but not essential confident public speaker with excellent communication skills.
- Desirable but not essential good organisational skills.
- Reliable and professional.
- Flexibility in availability where deemed appropriate.
- desirable but not essential to use your own initiative and to work unsupervised.
- Ability to work as part of a team and willingness to take responsibility for the activities of our charity.
- A willingness to utilise existing knowledge and experience in pursuit of our charitable activities.
- A willingness to support other Ambassadors in pursuit of NESM and 999 Day activities.
- Preferable but not essential, extensive networks and a willingness to draw on contacts as appropriate.
- A demonstrable commitment to NESM and the 999 Day.

Support

- Induction to The NESM and 999 Day.
- Pastoral support will be provided by the city, borough, village or town ambassador.
- Receive at least four update newsletter a year.

Time commitment

- As agreed with ambassador representative.

Review of position

- The relationship with you will be reviewed on a five yearly basis or earlier if deemed necessary by either party.

NOTE FOR ALL ROLES:

- Persons interested in becoming a Trustee or Ambassador, must meet the Charity Commission's 'fit and proper persons' requirements, not be struck off from being a trustee of another charity, and must be willing to undertake an Enhanced DBS where one cannot be produced at the point of application.
- More information about the fit and proper persons test can be found here: <https://www.gov.uk/government/publications/charities-fit-and-proper-persons-test>
- This is a volunteer role with expenses paid.
- This job description is not exhaustive.
- Trustees and Ambassadors will be required to undertake safeguarding training and may be required to undergo a DBS check.
- Trustees and Ambassadors will be required to undertake necessary training as and when required.
- The Trustee and Ambassador roles will be for the NESM, 999 Day and the 999 Festival. If you only wish to volunteer for one particular 'strand' of NESM please state.

Contact:

For an informal conversation or if you have any questions, please contact the Founder and Chair of the NESM, Tom Scholes-Fogg at tom[AT]nesm.org.uk or the Ambassador SPOC, Keith Fraser at Keith[AT]nesm.org.uk

@TheNESM / NESM.ORG.UK / @Official999Day / 999DAY.ORG.UK / @999FESTIVAL

The NESM is a Registered Charity in England and Wales (1172996) and Scotland (SC048678) and is Registered with HM Revenue and Customs.

Appendix A: Principles – standards behaviour.

1. Selflessness

Ambassadors should act solely in terms of the public interest.

2. Integrity

Ambassadors must avoid placing themselves under any obligation to people or organisations that might try to inappropriately influence them in their work as an ambassador. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships which a conflict of interest.

3. Objectivity

Ambassadors must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

4. Accountability

Ambassadors are accountable for their decisions and actions in relation to the National Emergency Services Memorial.

5. Openness

Ambassadors should act and take decisions in an open and transparent manner. Unless it is not in the best interests of the National Emergency Services Memorial to do this.

6. Honesty

Ambassadors should be truthful.

7. Leadership

Ambassadors should exhibit ABOVE principles in their own behaviour. They should actively promote and robustly support the principles.