

# APPOINTMENT OF CHIEF EXECUTIVE

CANDIDATE INFORMATION

July 2019



## Stonewall

Acceptance without exception

Saxton Bampfylde

# INTRODUCTION FROM OUR CHAIR

It is exactly 30 years since a small group of people gathered in the kitchen of Sir Ian McKellen's house and signed what we now know of as the 'Second Limehouse Declaration'. We were set up in direct response to Section 28, a piece of legislation which effectively stopped teachers from talking about LGBT people in school. It forced teachers back in the closet or out of a job and it scarred a generation of LGBT people.

Since then, lots has been achieved for LGBT equality. We've lowered the age of consent, we're able to serve in the military, we've achieved the right to live and work without fear of discrimination, and to adopt and to marry. Even Section 28 was finally repealed and Stonewall became the leading organisation assisting schools and colleges in their efforts to educate teachers and pupils on LGB issues.

However, when I joined the board six years ago Stonewall was not trans inclusive in its work. Following the appointment of Ruth Hunt as CEO in 2014, and after a considerable period of consultation, the organisation became explicitly trans inclusive. For many, particularly public and private sector employers, this was an entirely logical next step in our evolution to represent LGBT identities. For Stonewall in particular, named after a civil rights uprising in New York led partly by trans women of colour, it had become increasingly untenable not to evolve and represent all of these communities.

We all suffer from the same hate, discrimination and bullying. We all need to change attitudes and behaviour by educating and empowering people in our schools, workplaces, sport and communities. This seemed utterly obvious to me, and to the Stonewall board and staff, and we remain committed to this course.

In spite of the huge progress that has been made in the UK in legal reform and changing

attitudes, the hard-earned rights that have been achieved are constantly under threat. In the recent outcry by opponents of LGBT equality to government plans to introduce relationships education in schools, we were reminded that LGBT people are not yet accepted. While we are encouraged that the number of children who experience bullying due to their sexual orientation in schools has decreased from 65 per cent to 45 per cent, the incidences of transphobia, racism and hate crime has been increasing over the last decade. There is still a huge amount to do here in the UK and internationally.

This is a moment for clear heads and courage as we continue to pursue our agenda to improve the everyday lives of LGBT people regardless of their age, ethnicity, faith, gender or background. We are working to achieve acceptance without exception during a time of increasing intolerance of all minority groups. It can be done. But it will require exceptional leadership to inspire commitment to ongoing funding and the effective delivery of campaigns and empowerment programmes.

Thank you for considering taking on the role of CEO of Stonewall at this critical time. There can be few jobs in the UK that will present a bigger opportunity to have a positive impact on social justice. Stonewall represents a beacon of hope and strength to LGBT people, their families and communities both in the UK and the rest of the world. I hope you feel inspired to take your place in our history. Many people will depend on it.

**Jan Gooding,**  
Chair of the Board of Trustees, Stonewall

## ABOUT US

Stonewall exists because lesbian, gay, bi and trans people everywhere are still unable to live full, authentic lives without fear of discrimination.

Recognised as one of the most effective charitable organisations in the United Kingdom, we're known for helping transform the legal and cultural landscape for Britain's LGBT communities.

Today, however, we face a new chapter that is as complex as it is challenging. We must secure genuine inclusion for all and create a world where all LGBT people everywhere are accepted without exception.

For a long time, we've recognised we need to engage beyond Westminster to achieve genuine equality, and to face the challenges of the next decade we'll need to reach further and deeper into communities and work with sports fans, faith leaders, teachers in rural counties, small-business owners and many more.

It also means recognising and representing the unique lived experiences of different LGBT people in all the work we do, ensuring that no one is left behind.

For us to achieve this, Stonewall must be more strategic in its approach than ever before. We must develop and capitalise on partnerships with influential organisations.

But we must also ensure that, as an organisation, we are led by the most passionate and proactive people.

We hope you will consider becoming one of them.



## EMPOWERING INDIVIDUALS

## OUR IMPACT LAST

We empower LGBT people to be their authentic selves, enabling them to realise and achieve their full potential, and we empower LGBT people and allies to create positive change. We support individuals to understand how they can make a difference for LGBT people at work, home and in their communities. We equip them with the tools and confidence to connect with, influence and enable others in their communities.

We attended **30** Prides across the UK, including a record seven Prides in Scotland.

**1,464** people attended our Role Models, Allies or Leadership programmes, and **96 per cent** said that they had a better understanding of LGBT experiences in the workplace after attending.

**243** people participated in our international programmes and events delivered in **4** countries and we trained **118** police, prosecutors and policy-makers in Europe on hate crime and LGBT equality and diversity.

Last year we empowered approximately **250** young people to attend Pride events, supported **40** to become young campaigners and hosted Youth Pride events at Birmingham Pride, UK Black Pride, Bristol Pride, Trans Pride Brighton, Pride Cymru and Manchester Pride.

Our Information Service dealt with over **5,550** calls and emails in the last 12 months and our GB, Cymru, Scotland and Young Stonewall websites received **1.3 million** visitors between them.



## TRANSFORMING INSTITUTIONS

## OUR IMPACT LAST

We work with institutions to create inclusive and accepting cultures, to ensure they understand and value the huge benefits brought to them by LGBT people, and to empower them as advocates and agents of positive change. We work with all type of organisations (including employers, schools, healthcare providers, sports organisations and religious institutions) to ensure they offer inclusive, equal and inspiring environments for LGBT people, and to empower them as advocates and agents of change in wider society.

We now have over **1,500** Stonewall School Champions working to make schools a safe and inclusive space for LGBT pupils – **458** of these are schools with faith values.

We trained over **2,300** teachers, **971** of whom are based in schools with faith values. Stonewall delivers training to teachers through Train the Trainer courses. These courses equip pastoral, anti-bullying and PSHE leads in schools to train colleagues in tackling homophobic, biphobic and transphobic bullying and create an inclusive space for LGBT pupils.

We worked with over **750** organisations through our Diversity Champions programme and more than **150** global businesses and organisations to create LGBT inclusive workplaces in the UK and across the world.

We launched our Diversity Champions programme in Northern Ireland, in partnership with The Rainbow Project. It already has **17** member organisations making it the largest LGBT workplace programme in Northern Ireland.

**13** of our Diversity Champions became launch partners for our trans allies programme.



## CHANGING AND PROTECTING LAWS

## OUR IMPACT LAST

We work to ensure that laws and rights essential for LGBT equality are created, maintained, protected and defended, so that LGBT people have equal rights here and abroad. We will ensure that laws already in place to protect LGBT people are not rescinded and we'll continue to campaign for improvements where the law doesn't go far enough. We are working with governments and others to improve equality for trans people, by collaborating on tackling hate crime and discrimination, and we're working with national bodies to ensure LGBT-inclusive policy across key areas of society (for example, health, education and sport).

Following our extensive lobbying, the UK government launched a consultation on reforming the Gender Recognition Act (2004), and we engaged over **40,000** people to take part.

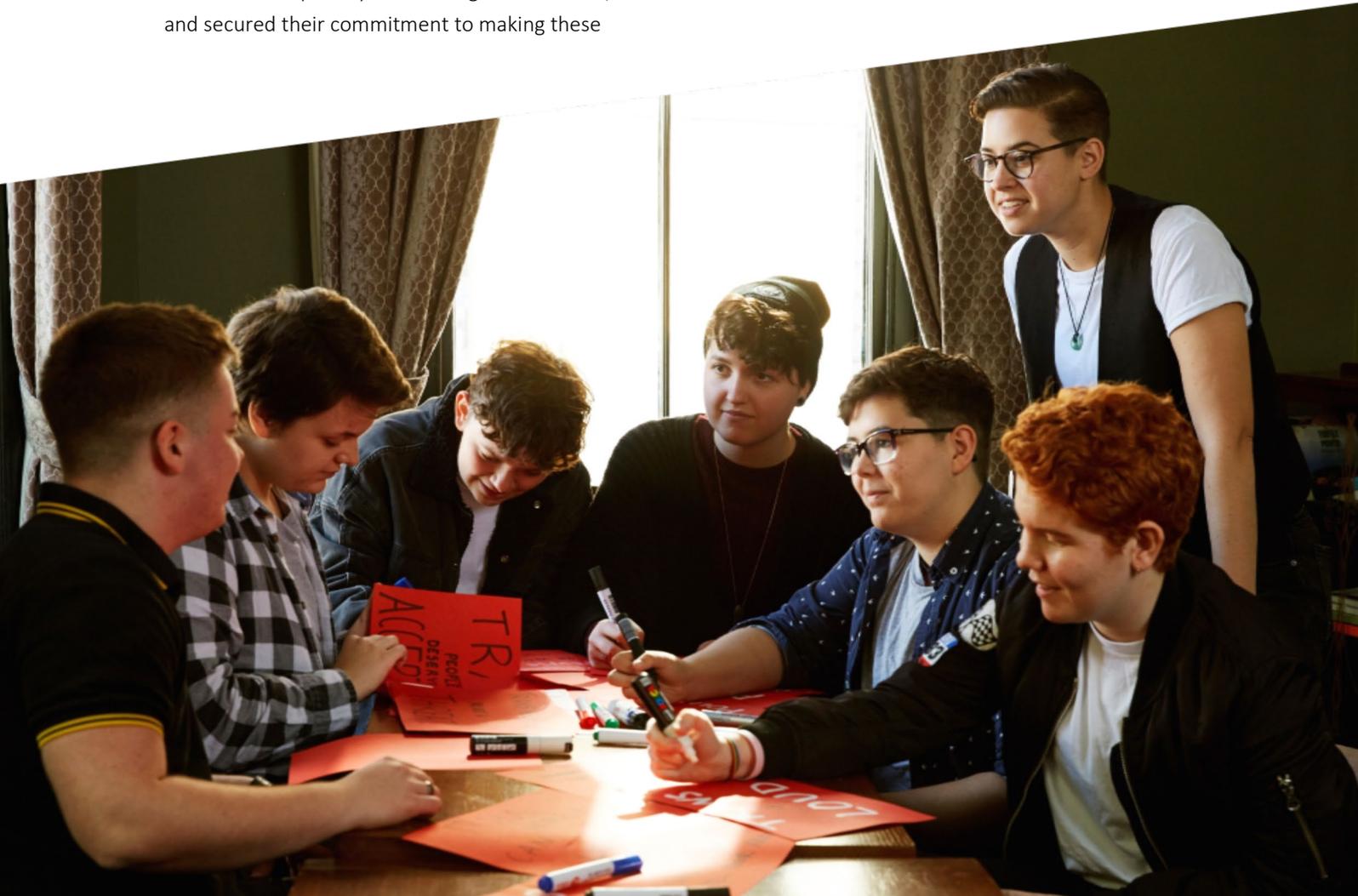
We engaged directly with the public, the Foreign & Commonwealth Office and parliamentarians to respond to LGBT crises in **8** countries. This included co-organising a solidarity action with Amnesty to mark one year since the crackdown on LGBT people in Chechnya.

We successfully lobbied the Government to make Relationships and Sex Education and Health Education compulsory in all of England's schools, and secured their commitment to making these

subjects LGBT inclusive. In Wales, we helped secure a commitment to a new, world-leading fully LGBT-inclusive approach to Relationships and Sexuality Education from the Welsh Government.

Our constant lobbying for LGBT equality across all areas of life, saw us respond to **38** Government consultations in England, Scotland and Wales and engage over **100** politicians in our work.

We successfully lobbied the Government to reduce the period (from 12 months to 3 months) that gay and bi men need to have not engaged in sexual activity before donating blood.



## CHANGING HEARTS AND MINDS

## OUR IMPACT LAST

We work to ensure that LGBT people, across all communities, are valued, welcomed by all and can participate fully in society, and to ensure that LGBT people better understand and respect difference across LGBT life. We will go deeper into communities than ever before, ensure that LGBT role models and allies are visible throughout public life, and work together, as diverse LGBT communities and allies, to change and win hearts and minds in wider society, and to tackle prejudice and discrimination within LGBT communities.

Over **325,000** people follow us on social media.

Media coverage for our campaigns, research and events totalled over **10,000** pieces, reaching millions of people.

In response to our Rainbow Laces campaign **33 per cent** fewer young sport fans think anti-LGBT language is acceptable.

**20 per cent** of the general public saw, and remembered, our Come Out For LGBT brand awareness campaign in its first full year of activity.

We mobilised supporters to respond to the Scottish government's GRA consultation, leading to an overwhelming **66 per cent** of Scottish responses being in favour of reform.

In summer 2018 we mobilised over **40,000** people to #ComeOutForTransEquality and respond positively to the Gender Recognition Act consultation via our webform – include this here if cut from changing and protecting laws.

We published **6** LGBT in Britain research reports looking at many of our key campaigning areas.





## OUR STAFF

In our most recent (October 2018) staff survey:

- 90% of our staff said they are proud to work for Stonewall
- 95% of our staff enjoy working with the people at Stonewall
- 86% of our staff said that they enjoy the work they do

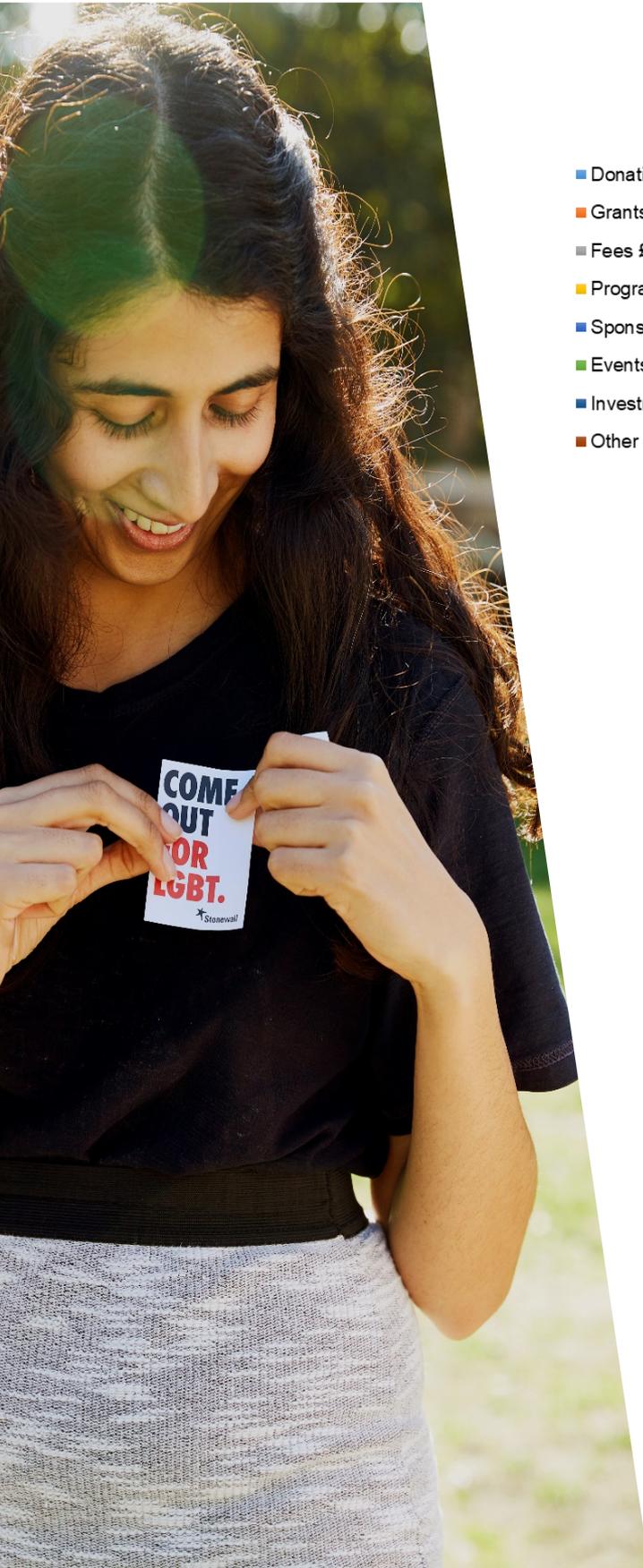
We believe we have an obligation to role model the objectives that we encourage others to set for themselves and have worked hard in recent years to diversify our workforce.

As of October 2018:

- 57% of our staff are women
- 12% of our staff are trans
- 13% of our staff are from black, Asian and minority ethnic communities
- 26% of our staff considered themselves to have an impairment, condition or disability
- 17% of our staff are heterosexual
- 23% of our staff are bi
- 40% of our staff are gay/lesbian
- 4% of our staff identify under the asexual/aromantic umbrella
- 74% of our staff are 34 and under
- 6% of our staff are over 45

## OUR FINANCES

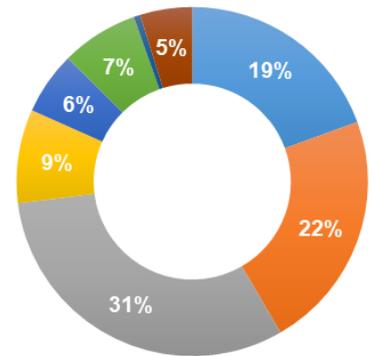
Stonewall's gross income has risen from £4.3m in 2013 to £8.7m in 2018. This growth is projected to continue. Our cash balance remains robust for the size of organisation that we have become.



### Analysis of Income

**Total Income for 2017/18 - £8,697,350**

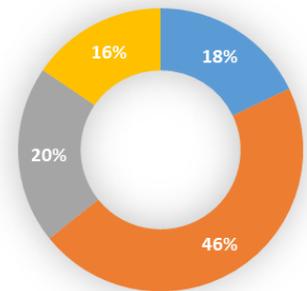
- Donations & Legacies £1,692,019
- Grants £1,927,407
- Fees £ 2,731,225
- Programme £754,996
- Sponsorship £504,903
- Events £616,745
- Investments £52,943
- Other income £417,112



### Analysis of Expenditure

**Total Expenditure 2017/18 - £8,791,152**

- Fundraising £1,573,743
- Campaigns & advocacy £4,073,920
- Workplace equality £1,781,939
- Empowerment programmes £1,361,550



## OUR FUTURE PLANS

The fight for equality is far from over. Not until everyone feels free to be who they are, wherever they are.

We are now in the early stages of developing our next strategy, which the new CEO will have the opportunity to shape and influence.

We know that there are increasing threats to LGBT people in the UK and across the world. The campaign for marriage equality in Northern Ireland and the reaction by some people against inclusive relationship education in schools shows that we still have much more to do. We know that the hostility against trans people is of grave concern and poses a threat to the rights and freedoms of all LGBT people, that racism is a significant issue within the LGBT communities and that some within our communities feel invisible or silenced.

Stonewall has a duty and responsibility to share our learning from the last 30 years and learn from activists who are facing new challenges.

Our new strategy will have to build on our achievements, and it must also set us on an ambitious plan to go deeper and further into our communities, so all LGBT are able to flourish and thrive, whatever their identity and wherever they live.

Progress is never straightforward, and we know through experience that hard-won rights can easily be lost.

We must use all the tools available to campaign for our rights and to retain them. We must be nimble, imaginative and highly strategic. We must leave no one behind.

# THE ROLE OF CHIEF EXECUTIVE

The Chief Executive is responsible for setting and delivering the overall Stonewall strategy, developing and nurturing external relationships, influencing our stakeholders and directing the activities of the management team. The role requires a detailed understanding of and empathy with Stonewall's objectives, a passion for change, and an ability to campaign effectively on the national and international stage.

## What does the role involve?

First and foremost, the individual has to be able to represent Stonewall, and influence a broad range of external stakeholders, including:

- Stonewall's individual and potential supporters
- Current and potential corporate donors and Diversity Champions, including the largest global corporations
- Public sector organisations, across education, the health service, law enforcement and the judiciary
- International organisations including the Foreign & Commonwealth Office, overseas development agencies, third sector organisations, foreign governments, and the EU
- UK governments and parliamentarians in Westminster, Edinburgh, Cardiff, Belfast and local government
- The media – national, international and LGBT – and social media

In addition, the individual is responsible for the direction and management of the organisation by:

- Working with the Board of Trustees to set Stonewall's strategy
- Implementing the agreed strategy
- Managing an organisation of c150 FTE across England, Wales, Scotland and Northern Ireland and ensuring the organisation is fit for purpose in terms of structure and skills
- Building and developing an outstanding senior leadership team
- Agreeing and delivering to budget, maintaining a healthy reserve level in line with policy, and determining appropriate longer-term investment
- Delivering large-scale service provision to the private, public and third sectors; meeting current commitments and identifying future opportunities
- Driving organisational, structural and cultural change through the organisation, in line with the strategy
- Leading and supporting the growth of our international work
- Maintaining and enhancing the organisation's diversity
- Responsibility for Stonewall's fundraising strategy and ensuring generation of income streams

# THE PERSON

## Who are we looking for?

We are seeking an individual who fulfils the following requirements:

- Demonstrable experience leading an organisation or a directorate of comparable scale and complexity. You will have managed significant teams
- Proven experience in delivering successful organisational change and growth
- An exceptional leader who can make change happen. A track record in campaigning, influencing policy, legislation and public affairs is essential
- Experience of working across the UK nations and internationally is desirable
- Media awareness, with a sense for the opportunities and risks associated with a high-profile organisation
- Previous experience of enhancing income streams and ideally engaging in major donor fundraising activity
- A passionate and powerful voice for LGBT communities
- Powerful influencing skills, with the flexibility and credibility to take a wide range of stakeholders with them, including staff, activists, policy makers, corporate partners and institutions
- A global outlook, ideally with experience of operating internationally
- Empathy with Stonewall's aims and objectives, and a strong understanding of the current issues with regard to taking the agenda of Stonewall forward, including an awareness of racism as an issue and the experience of marginalised identities within LGBT communities
- Exceptional resilience in the face of significant scrutiny
- The ability to expand the influence and activities of Stonewall in partnership with and through other like-minded organisations
- A mindset focused on measurable impact and outcomes
- A collaborative style, combined with generosity of spirit
- Well-tuned presentation and media management skills





## INCLUSION AND EQUAL OPPORTUNITY POLICY

Stonewall recognises the value of having a diverse group of stakeholders involved in the organisation, and wishes to use the differences that people bring with them as a resource to maximise efficiency and creativity in furtherance of our mission and objectives.

Stonewall sees diversity as the visible and invisible differences between people, such as gender, gender identity, race, ethnic or national origin, physical ability, sexual orientation, age, social class, language, religion, education and family/marital status, and recognises that these differences can lead to different ways of thinking, behaving, communicating and working. Stonewall believes that these differences enrich our organisation.

Stonewall will work to ensure that all of its staff, volunteers and consultants have equal opportunity to achieve their full potential in carrying out their activities. There may be occasions when the application of this policy is constrained in practice, but any such situation must be clearly justifiable and based solely on operational realities.

### **Stonewall will not tolerate:**

- Any form of discrimination
- Any form of harassment

Where such discrimination or harassment occurs action will be taken under the disciplinary procedure, and may include dismissal for serious offences. Stonewall is committed to promoting diversity and equality and to monitoring our progress in this area.

The Chief Executive is responsible for ensuring that this policy is implemented. In keeping with Stonewall's ethos and principles, it is expected that all staff, Trustees, volunteers and consultants become familiar with the policy and ensure that their language, behaviour and practice are consistent with its requirements.

# TERMS OF APPOINTMENT

The salary range offered for this appointment will be between £110,000 - £131,300.

This role will be based in our head office in Clerkenwell, London.

## HOW TO APPLY

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

Selection will be undertaken by the Appointments Committee, a group of existing Stonewall Trustees, which includes the Chair.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments), using code **XAEVA2**

Click on the **'apply'** button and follow the instructions to upload a CV and cover letter.

The closing date for applications is noon on Monday the **19<sup>th</sup> August 2019**.

### **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.

The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.



# Stonewall

Acceptance without exception



COME OUT FOR LGBT.

## Saxton Bampfylde

**LONDON**  
9 Savoy Street  
London WC2E 7EG

**EDINBURGH**  
46 Melville Street  
Edinburgh EH3 7HF

[saxbam.com](http://saxbam.com)

Partners in **Panorama** – Search around the world  
[panoramasearch.com](http://panoramasearch.com)