

# Trustee Vacancy

The Gold Standards Framework (GSF) charity are seeking new Trustees to join our Board to support the important work of enabling generalist frontline teams improve care for people nearing the end of life. We are seeking in particular, new Trustees who have business development, finance, charity or fundraising expertise or experience, who might be interested in this area, as well as others interested in social care, education or palliative or end of life care.

The Gold Standards Framework (GSF) Centre recently celebrated 25 years of work improving end of life care given by generalist frontline teams. GSF is the leading provider of training in end of life care for generalist front line staff across health and social care. We have trained and accredited thousands of teams, influenced national policy and practice and GSF has improved the care for many millions of people and their families.

You can watch a summary video of the last 25 years and read more about the celebration [here](#).

We are also founder members of the new [Coalition of Frontline Care](#) and there is also a separate [GSF International](#) charity, lead by our Founder and Chair, Prof Keri Thomas OBE.

## Present – Where are we now ...

Gold Standard End Of Life Care - *spread, depth, joined-up*

### Spread



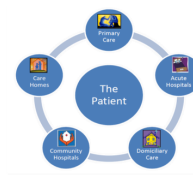
- 8 GSF training programmes
- all conditions
- all settings
- every part of UK
- thousands of staff

+ GSF International

### Depth

**Quality assurance**  
GSF Accreditation  
GSF Quality Hallmark Awards  
co-badged by national organisations,  
recognised by regulators

GSF principles in every GP  
practice, in NHS policy  
and CQC regulation



### Joined-up

**Integrated whole system care systems**  
a common language  
across a whole population



## Impact - What difference have we made?

### Impact on staff training:

- Over 5,000 teams trained
- About half a million staff members trained
- About 2,000 teams accredited/reaccredited
- many 5<sup>th</sup> time accredited



### Impact on care for people:

- Improved quality of care for millions of people and families
- More identified early so *proactive personalised* care
- More discussions - advance care planning
- more living well and dying where they choose
- reduced hospitalisation, fewer crises
- Fantastic exemplars in all sectors
- More receive gold standard end of life care

### Impact nationally:

- GSF is part of a national momentum in EOLC
  - GSF principles used in all settings, all parts of UK mainstreamed in primary care and in policy e.g. NHS, NICE, RCGP etc
  - Affirming generalists and specialists - 'end of life care is everyone's business'.
  - Support integration across health and social care
- UK recognised as world leader in Pall & EOLC

## Much has been achieved but there is still more to do ...

We have a bold and exciting vision to ensure that everyone experiences Gold Standard end of life care. We want to see a big increase in the number of people that are trained, and we want to influence policy to make Gold Standard end of life care a requirement. We have recently become a CIO charity and as we enter a new chapter of our story, we are seeking new trustees to help us to achieve our vision and contribute to our strategic purpose.

## Strategic Goal and Aims

***We believe everyone deserves Gold Standard end of life care  
Therefore we are seeking....***

### **To ensure Gold Standard Care for everyone in the last years of life**

*Call for national policy and funding to support improving EOLC in the UK.  
Work with others to increase focus on better care for people in last years of life.  
Influence EOLC nationally through national policy, government, academic research.  
Supporting more to live well until they die and no one to die badly. (External focus)*

### **To help to mobilise the generalist workforce in End of Life Care**

*'End of life care is everyone's business'.*

*Everyone caring for people near the end of life should receive specific GSF/EOLC training.  
More generalist frontline teams trained to improve care for more people nearing the end of life -  
through GSF training and accreditation. (External focus)*

### **To ensure The GSF Centre is sustainable long term - GSF trading income**

*To grow financial stability, capacity and impact to continues to benefit more people.  
Grow financial income by increased commission earned income from GSF activity.  
To deliver GSF as a well-functioning, efficient learning organisation, updated relevant  
developments and continuous quality improvement. (Internal focus )*

### **To ensure The GSF Centre is sustainable long term - charitable income**

*To grow financial stability, capacity and impact to continue to benefit more people.  
Grow financial income by becoming a CIO Charity, appealing to a new audience, seeking  
additional fundraised donated income, to build capacity and reach and help put GSF on a  
sustainable financial footing long term. (Internal focus )*

## Could you help us achieve these goals?

We are a small team and value the contribution of our trustees, partners, associates and professional reference groups. Trustees will typically attend 4-6 online board meetings a year, along with other communications and support between meetings, plus occasional strategy away days. Other requirements are listed by the Charity Commission in the Essential Trustee CC3a summarised [here](#).

For full details, [read more on the Gov.UK website](#).

We are looking for people with the same shared values and commitment to improving end of life care in our country. We need experienced and passionate trustees to help our excellent team to meet our vision. We are particularly interested in:

- Finance
- Fundraising
- Business management, especially in the charity or training sectors
- Marketing/communications
- Senior board level/charity experience
- Integrated Care Systems/Local Authorities

Please email [Keri Thomas](#), [Sue Richards](#), or [Julie Armstrong-Wilson](#) if you're interested in having an informal chat. More information on GSF can be found on our [website](#).