



CHARTER

1.0 MISSION STATEMENT

1.1 We are a privileged group of trusted partners working together to achieve the following objectives:


- Raise over £10,000 per year for local good causes
- Raise the credibility & profile for all partners
- Develop business relationships via this What's Right Charter

And most importantly.....

- Have fun and enjoy the experience.

2. PROFILE

2.1 The concept of 'What's Right' was conceived and registered in 2003. Following further development and assessment of the project and its members, it was formally launched in 2009. 'What Right' is a **not-for-profit organisation and is a registered Community Interest Company (CIC)** consisting of a team of selected individuals who are in business and who meet the following credibility criteria:

 Honest

 Trustworthy

 Proactive

 Diligent

 Local

2.2 Each member of the group is known as a **trusted partner**.

2.3 These trusted partners work together in an orchestrated relationship for the benefit of our chosen **good causes** with the aim of raising money and to secure strong advocacy.

2.4 Each trusted partner is nominated and selected based on the above criteria together with a high standard of **integrity** and their ability to work **proactively** with the other trusted partners.

3. OBJECTIVE

3.1 The aim of the group is to use their unique business skills to provide excellent products and services within the marketplace and to **add value** to each customer relationship within a framework that raises money for one or more good causes.

3.2 The trusted partners collectively agree that the success of this project is based on gaining credibility and profile by doing **good works and sharing best practice**.



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- 3.3 Each trusted partner agrees to **donate a percentage of profits** generated from business resulting from introductions produced by the 'What's Right' forum.
- 3.4 This percentage shall be agreed on an individual basis but shall be **no lower than 5%** of gross margin.
- 3.5 100% of all such donations will be shared amongst our chosen **good causes** unless they are as a result of an introduction directly from a good cause, in which case **the full amount** of that donation will be allocated to that single good cause.

4. GOOD CAUSE MEMBERSHIP

- 4.1 There is no restriction on who can be considered as a good cause and each is considered on an individual basis, usually as a result of an existing relationship with a trusted partner or there being some element of synergy and mutual benefit to all concerned.
- 4.2 Each good cause who would like to be considered for membership will be offered an **introductory meeting** with members of the group.
- 4.3 In the event of positive initial feedback, the good cause will then be invited to attend the next structured meeting and to give to the group an **overview** of their good cause and an introduction to the work conducted, its current supporters and plans for the future.
- 4.4 The good cause will subsequently be discussed by the trusted partners to ascertain whether they are to become a chosen good cause of the forum. **Written notification** will be given at the earliest opportunity.
- 4.5 There is **no charge** for being a good cause member of the group.
- 4.6 The good cause may ask to enter into a minimum term of agreement with the group. However, this is in no way a requirement of membership and all such requests will be formally proposed to the group, balloted and recorded.
- 4.7 Subject to any such aforementioned agreement, the group reserves the right to remove any good cause from the membership register by giving 30 days written notice.
- 4.8 As a project designed to help with **corporate social responsibility**, the group takes great care in selecting a cross section of good causes that embrace goodwill and responsible behaviour in a diverse range of areas covering the environment, animal welfare and society as a whole.
- 4.9 The group as a whole commits to constantly evolve and develop the issues and opportunities which arise in accordance with carrying out the commitment and duties detailed in sections 7.4 and 7.5.
- 4.10 The minimum total number of good causes is six and the first six are selected by the founders to reflect a balanced contribution to society.
- 4.11 The details of the current good causes are contained in the Appendix.



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5. TRUSTED PARTNER MEMBERSHIP

- 5.1 Membership is ***open to anyone*** within the business community.
- 5.2 Candidates for membership will need to meet the credibility criteria (see 2.1) of the group and be proposed by at least ***two existing members***.
- 5.3 Membership is then subject to consideration and a ballot amongst all of the existing trusted partners. Such consideration and voting is only open to full members.
- 5.4 Client references will be requested and if successful the individual will be granted ***introductory membership*** with a review after 3 months, at which point a final decision on full membership will be made.
- 5.5 Each member is selected on merit, meeting the criteria detailed in 2.1, and must be known to the group by an existing trusted partner, or one of their customers or clients, for a period of no less than ***three years***.
- 5.6 A non-refundable ***introductory fee*** of £50 per month is payable by each trusted partner upon acceptance as a full member of the group.
- 5.7 ***Introduction fees*** cover the cost of administration, promotion and development of the 'What's Right' group, these costs will be kept to a minimum and any net proceeds remaining at the end of the financial year will be donated to our chosen ***good causes***.
- 5.9 Membership of the group is subject to continually meeting the eligibility criteria, abiding by the code of ethics and code of conduct as well as being proactive in meeting the trusted partner commitments detailed in section 9.
- 5.10 Failure to act in accordance with section 5.9 or in any manner which brings the project into potential disrepute will result in the member being asked to leave.

6. MEETINGS

- 6.1 The essence of the group requires a regular meeting and continuous structured 121's to ensure the promotion of good working relationships amongst ***all existing members***.
- 6.2 The group shall meet at least once ***each month at 8am at www.bbsp.co.uk***.
- 6.6 The meeting on the second Tuesday of each month is deemed the ***Structured Meeting*** at which formal and procedural matters of the group shall be dealt with. All other meetings shall be deemed informal.
- 6.7 The ***formal agenda*** (example attached) shall be distributed prior to each structured meeting and minutes shall be taken and distributed to attendees as soon as is practicable thereafter.
- 6.8 The structured meeting shall be hosted by the Chairman who will also be responsible for the collation and distribution of the aforementioned agendas. The position of Chairman will run for a minimum period of 12 months with each new Chairman being proposed, seconded and then elected by majority vote of all existing full members.



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7. CODE OF ETHICS

- 7.1 Each trusted partner must act with the **highest ethical standards** and integrity. This includes, but is not limited to: being honest, trustworthy, open, reliable, dependable, environmentally friendly, socially responsible and respectful.
- 7.2 Each trusted partner must act in the **best interests** of each and every client or customer. This includes, but is not limited to: basing your decisions on a clear understanding of their needs, priorities, concerns and circumstances.
- 7.3 Each trusted partner must provide a **high standard of service**. This includes but is not limited to acting with skill, care and diligence; being transparent about fees and other costs; and communicating in a way that is accurate, straightforward and not misleading.
- 7.4 Each trusted partner agrees to act in an **environmentally friendly manner** and commits to a continual assessment of their business practices against accepted environmental standards associated with their respective industry and workplace.
- 7.5 Each member also has a duty to embrace the economic, social and environmental impact of their operations and to develop and promote a strategy of **corporate social responsibility** wherever possible within their workforce and business community.

8. CODE OF CONDUCT

- 8.1 Each group member will perform their role with the **utmost professionalism** and good conduct at all time.
- 8.2 Each customer or client introduced to the group via the 'What's Right' forum will be given **exemplary service**.
- 8.3 Each trusted partner must at all times exercise due diligence, treat customers fairly and perform with a duty of care that requires them to **act in good faith**; with the care of how an ordinary prudent person in a similar position would act and in a manner which is in the best interests of the customer or client.
- 8.4 Any **conflict of interest** must be drawn to the attention of the relevant member or members at the soonest possible time.
- 8.5 Any such conflict of interest must be addressed quickly within the guidelines of this charter and to the agreed satisfaction of all concerned.

9. TRUSTED PARTNER COMMITMENTS

- 9.1 It is the responsibility of each member to **understand each of the good causes** and the nature of their good work. This can include visiting their premises, meeting members of staff and understanding the history and drive behind the aims of the good cause.
- 9.2 It is the responsibility of each member to understand each and every trusted partner's skills and **professional capabilities**.



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- 9.3 Each trusted partner shall **build relationships via the What's Right structured 121 process** with other group members with a view to managing any synergy within their own businesses and harness such potential.
- 9.4 It is expected that each trusted partner meets with **at least two other trusted partners** each month in addition to the monthly meetings described in section 6. These meetings are intended to aid the understanding of each other's personality and business enterprise and are to be tracked via the drop box facility or the then current arrangements.
- 9.5 It is expected that each trusted partner should attend **at least six meetings** per year.
- 9.6 **Non-attendance** of any meeting should be notified as a matter of common decency at the member's earliest opportunity with a sound reason given by either registering non attendance on the then current web based meeting facility or sending an email or text to the group.
- 9.7 Any reasonable endeavour by a trusted partner to raise money for any of the current good causes shall be **supported and contributed to by** each member of the group equally. It is expected that each trusted partner shall contribute towards the group efforts for the current good causes.
- 9.8 The 'What's Right' website can be found at www.whatsright.co.uk and this will include a personal and business profile of each trusted partner. It is the duty of each trusted partner to make sure that all of the information contained on the What's Right website is accurate, relevant and up to date.
- 9.9 It is preferred that, where possible, the website of each trusted partner contains a clear link to the What's Right domain name.
- 9.10 It is expected that each trusted partners refers **at least one opportunity** per month.
- 9.11 Any introduction must be **followed up within 24 hours** and feedback quickly logged on the then current tracking mechanism.
- 9.12 Each trusted partner shall **register and track** all introductions via the drop box arrangement or then current facility.
- 9.13 Each trusted partner shall review any **meeting agenda** and make known in good time any matter which they formally wish to be added to the agenda.
- 9.14 Each trusted partner agrees to be bound by a **non-disclosure and confidentiality agreement** which forms part of their membership at both introductory and full member status.
- 9.15 If you are unable to meet outside of the structured monthly meeting, all attempts will be made to meet with other group members in order to **promote professional understanding** and bonding within the group.
- 9.16 There will be a number of **elective tasks** to ensure the smooth running of the group and each member is encouraged to offer their services to this end.



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10. CLIENT SATISFACTION GUARANTEE

- 10.1 The trusted partners collectively agree that the credibility of the 'What's Right' project depends on providing an **exemplary level of customer service**.
- 10.2 In the unlikely event of initial customer dissatisfaction this must be addressed **quickly and transparently**.
- 10.3 In the unlikely event of continued dissatisfaction the issue will be brought before the trusted partners under the jurisdiction of the **legal trusted partner** and or an independent legal representative mutually agreed by the trusted partners.
- 10.4 The **majority decision** of the trusted partners is final and may result but is not limited to expulsion from the group.

11. GROUP PROGRESS

- 11.1 The trusted partners collectively agree to **regularly review the progress** of the group in terms of funds raised, trusted partner integration, commercial visibility and agreed targets.
- 11.2 Although there is no predetermined time for such reviews this will be done no later than **quarterly**.
- 11.3 A **running total of funds raised** will be freely available and published via the website.

12. Group Promotional Events

- 12.1 What's Right is committed to supporting 4 key annual events to raise additional funds for our chosen good causes, enhance our profile and build good relationships.
- 12.2 All members are expected to support regular events for example:
 -  March – Spring event
 -  June – Summer event
 -  September – Autumn event
 -  December – A festive event
- 12.3 All members are to support where possible the AGM of our chosen causes



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Last updated - 2nd January 2014



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What's Right Meeting Agenda sample

Location: Bristol & Bath Science Park

Chair:

Time: 08:00 - 09:30

Attendees:

08:00 - Read Purpose Statement (different person each time)

Let's remind ourselves What's Right:

We are a privileged group of trusted partners working together to achieve the following objectives:

- *Raise over £10,000 per year for local good causes*
- *Raise the credibility & profile for all partners*
- *Develop business relationships via the what's Right Charter*

And most importantly.....

- *Have fun and enjoy the experience*

08:03 - 1 minute Power Pitch + 5 minute Case Study Kiss for 1 member

- Who are we/Strapline
- What we do
- Target Client
- Intro Request

08:20 - Admin updates

- 121 progress
- accounts update
- members status
- donations this month
- Events planned
- PR news
- Business card box
- Next month's purpose person

08:30 - Action Round (max 2 minutes on intros & proactive actions)

08:55 - AOB

09:00 - 30 minutes of 121's

09:30 - Meeting Ends