

## A Personal Profile

---



Well-organised, energetic & highly motivated self-starter

Business founder – eg:consulting; Civil Society Consulting (formerly Big Society Funding CIC)

35 years of senior public, community & voluntary sector management experience including leadership of international development charity & consultancy businesses

Sustained proven ability to motivate, lead & develop others

Excellent understand of complex social challenges having completed assignments across the country: Liverpool, Blackpool, Barrow-in-Furness, Ulverston, Wallsall, Blackburn, Ipswich, Peterborough, Thetford, Bradford, King's Lynn & London (Barking & Dagenham, Redbridge, Tower Hamlets, Harrow & Westminster).

A professional & creative team player with excellent project development skills

Achiever of ambitious organisational goals

Award-winning fundraiser; strategic business planning & governance advisor

Demonstrable ability to communicate at all levels, from 'grassroots' refugee, faith and community groups to business leaders & Government Ministers

Good traditional media handler & imaginative social media operator

Tenacious about social justice and ecology - having stood for Council eight times, House of Commons three times & European Parliament once

Co-directed [www.suffolkfestivalofideas.co.uk](http://www.suffolkfestivalofideas.co.uk) focused on individual and collective responses to climate change

Substantial local government decision-making experience as Group Leader, Deputy Council Leader, Chair of Committees & Working groups (elected representative for 22 years), Independent member of LGA Community Wellbeing Board

Strategic business planner with stamina

## Working strengths...and value to an organisation\*

---



**Gets results**

**Expedites action**

**Accepts challenges**

**Ventures into the unknown**

**Makes decisions**

**Challenges the status quo**

**Trouble shooter**

**Assumes authority**

**Creates solutions**

\* identified by D.I.S.C Profiling

---

***“Over the past two years, I have had the pleasure of working with Mark on an intensive, national project to help a network of local charities improve their sustainability. I couldn't have engaged someone better to deliver this project and working so closely with Mark on this important piece of work has been a highlight of my career. From co-creating the programme design to implementation and evaluation, Mark has delivered over and above my expectations. He is strategic, creative, collaborative, democratic, practical and - above all - people love to work with him. Mark is always driven by mission/what's right and has a deep knowledge of the social sector. For all these reasons, I recommend him and the services of eg Consulting without hesitation and hope to have the chance to work with Mark again in the future.”***

Rachel Whittington, Director of Partnerships, Church Urban Fund, 2019

---

mark@egconsulting.co.uk  
[www.egconsulting.co.uk](http://www.egconsulting.co.uk)

Twitter: @markereiraguyer

M: 07913 81 88 38

mark@civilsocietyconsulting.co.uk  
[www.civilsocietyconsulting.co.uk](http://www.civilsocietyconsulting.co.uk)

Twitter: @CivilSocietyCIC

Suffolk:  
Camperdown House,  
18 Albert Crescent,  
Bury St Edmunds, IP33 3DY

T: 01284 703526

London:  
8 Bryan House,  
Rotherhithe Street,  
Surrey Quays,  
London SE16 5HB

Portugal:  
Rua Manuel de Sousa Ramos, 28  
Ereira, Cartaxo  
2070 - 320

Mark Ereira-Guyer

## Professional experience

eg: consulting

Director

December 2006 to present

[www.egconsulting.co.uk](http://www.egconsulting.co.uk)



eg: consulting is an innovative, integrated advisory, development & fundraising support service targeted at small to medium sized civil society, faith, voluntary and community sector organisations, founded by myself. The consultancy has undertaken a wide range of assignments.

RAISED £15,650,450

HEADED UP CHURCH  
URBAN FUND'S  
SUSTAINABILITY &  
SUPPORT PROJECT

WORKED WITH  
114 VOLUNTARY  
ORGANISATIONS  
& 18 LOCAL  
AUTHORITIES AND  
PUBLIC AGENCIES

PRODUCED 128  
STRATEGIC  
REVIEWS, REPORTS &  
EVALUATIONS

SET UP 23 CICs &  
TWO PARTNERSHIPS

- In the first 14 years: I have raised £15,650,450 in grants, donations, Lottery and tender bids and worked for 114 voluntary and community sector clients; and 18 local authorities & public agencies.
- On a consultancy basis (Partnerships Manager) since 2017 I have headed up a major Sustainability & Support Project for the Church Urban Fund; this includes financial, business & fundraising planning and governance support with Trustee Boards, staff and volunteers teams which are all members of the Together Network, faith organisations working in the UK's poorest communities.
- I have produced 74 strategic reviews and evaluation reports focused on demonstrating impact and evidencing positive outcomes, and suggesting strategies for improving performance and organisational effectiveness. Much of this work has centred on consulting clients using services, organising and conducting focus group sessions, interviews and feedback surveys. I have organised seminars, workshops and impact exhibitions.
- I have researched, written (and overseen the design of) 54 annual reviews and other charity publications. This has included the provision of photographs, case studying and interviewing staff, Trustees and volunteers. I have compiled detailed documentation and research on the needs of particular charity clients, for advice service providers (CAB), people with disabilities, refugees, troubled families and isolated older people.
- I have enlisted the support of 34 well-known personalities (Helen Mirren, Tracy Emin & Joanna Lumley) and public figures (MPs & ministers from all political parties), in the work of the sector, as patrons, charity champions and keynote speakers.
- I have produced marketing and branding assignments include producing logos, websites, campaign themes/concepts, straplines and media campaigns.

I co-founded **Civil Society Consulting** (formerly Big Society Funding Community Interest Company) to develop capacity building, evaluation and income generation consultancy support services for struggling and financially fragile voluntary sector organisations: [www.civilsocietyconsulting.co.uk](http://www.civilsocietyconsulting.co.uk)

EVALUATIONS, RESEARCH, ORGANISATIONAL STRENGTHS REVIEWS & BUSINESS PLANNING  
DEVELOPING NEW INCOME WRITING FUNDING AND TENDER APPLICATIONS  
INCLUDING CREATING COLLABORATIVE PARTNERSHIPS AND FRESH WAYS OF WORKING  
CONSULTATIONS WITH BENEFICIARIES  
CARRYING OUT EVALUATIONS TO ASSESS THE IMPACT OF CURRENT  
WORK & PROMOTING THIS IN COMPELLING REPORTS AND MARKETING MATERIALS  
DESIGN AND BRANDING

Clients include Cambridgeshire ACRE (securing them a £1m Heritage Lottery grant); Harrow Council (setting up new support services for voluntary sector); Peterborough CVS (establishing new 18 member Partnership organisation); HLF-funded Breaking New Ground (legacy development consultations & report) leading to a fresh £2m Heritage Lottery grant) Ipswich & Suffolk Council for Racial Equality (evaluating work & three times securing 3 year funding from the National Lottery); Greater Cambridge Greater Peterborough LEP (providing outreach into voluntary sector & initiating new £1m LEP Prize Challenge); Harrow Women's Centre (producing evaluation report & getting £204k Lottery grant); New Anglia LEP (report into the state of the voluntary sector in Norfolk & Suffolk); Blackpool Queens Park Residents (evaluation, community consultations and £498k of funding), Promoting African Refugees Community Association in Peterborough and Barking & Dagenham Somali Women's Association (capacity building, evaluation work & significant £175-195k Big Lottery grants). We have secured five small grants to provide pro-bono support and initiate a far-reaching social action project to examine the barriers to civil society and inclusion faced by diverse disadvantaged groups; and managed a Heritage project: Portuguese Roots.



**Civil Society  
Consulting**

## Professional experience

**Action for Brazil's Children (ABC)**  
Chief Executive  
Sept 2002 – November 2006

ORGANISED 5  
MINISTERIAL  
MEETINGS & 9  
CONFERENCES  
CO-PRODUCED  
£1M LEP PRIZE  
CHALLENGE  
88% OF  
CLIENTS  
DESCRIBE  
MY WORK AS  
'EXCELLENT'

**Action for Brazil's Children (ABC) Trust was an international development charity working to improve & empower the lives of Brazilian children & young people at risk and those living/working on the streets [www.abctrust.org.uk](http://www.abctrust.org.uk). Budget for 2006/07 was £640k.**

- Lead responsibility for strategic development & overseeing implementation of business plan devised to grow the charity's income and profile, resulting in 10-fold increase in income (from £36k in 2002 to £574k in 2005/06) & selection as charity partner for both 2005 & 2006 Silverstone Grand Prix Ball
- Management, liaison, development, evaluation & the funding of up to 20 Brazilian projects involving 75 staff & providing services to over 3,500 beneficiaries every month
- Managing staff team inclusive of fundraising & PR consultants plus very active volunteer base of 30+ people worldwide
- Managing growth & development of sister-organisation in USA inc. Fundraising Manager
- Writing fundraising applications, meeting major donors inc. selection of 2004 charity partner for Selfridges in-store Brasil campaign & 2005/06 Brazilian Tourist Board, with a campaign against child sexual tourism
- Generating corporate support & sponsorship inc. VARIG Brazilian Airlines, Virgin Mobile, Barclays, Buena Vista International, Gibson Guitars, Virgin Megastore & Baglioni Hotels
- Management of campaigns and events to increase individual giving & Challenge fundraising initiatives: Samba Challenge & Minichill music festival in 2005 & 2006
- Promoting charity through media campaigns including BBC LIFELINE and special appeal films raising considerable profile & income
- Co-ordinating Trustee involvement providing organisational reports, financial & management information to assist with decision making
- Initiating and managing all Patron and Celebrity Champions involvement inc. high profile supporters: Jeremy Irons, Fernando Meirelles, Pele & Jimmy Page
- Ensuring compliance with charity & company law, annual accounts, VAT & good practice inc. membership of Consortium for Street Children.



## Professional experience

---

### **Lloyds Bank Foundation**

Regional Manager

Sept 1998 - August 2002

**Lloyds Bank Foundation is a national grant-giving charity (£35m) with head office in London, & East of England regional base. I had a regional budget of £1.4m, & reported to the Director. [www.lloydstsbfoundations.org.uk](http://www.lloydstsbfoundations.org.uk)**

- Managed regional grants programme inc. assessment, provision of advice & support to charities
  - Co-ordinated Lloyds TSB staff volunteering & fundraising programme, plus trustee involvement
  - Responsible for development of strategic plan & partnerships
- Initiator & manager of policy developments inc. on fatherhood, conferences & all public relations
- Founder & chairperson of Regional Funders Forum; member of national initiatives to strengthen voluntary sector organisations inc. NACVS, Directory of Social Change, Home Office Partnership Development Fund.

### **Suffolk ACRE**

Asst Chief Executive

(Community & Policy)

1994 - 1998

**Suffolk ACRE (Action with Communities in Rural England) was a rural charity providing for community services, development & support. In 1998 annual budget was £1.2m. I reported to Chief Executive. [www.suffolkacre.org.uk](http://www.suffolkacre.org.uk)**

- Lead responsibility for community development programme & management of new initiatives & bids (incl. securing £1.5m of external funding for Rural Regeneration project; Home Office youth citizenship project; £300k Millennium Awards scheme; £500k Big Lottery support for Rural Resource centre)
- Led a team of nine staff, five volunteers plus consultants (e.g. Low Pay Unit)
- Designed & delivered staff training, seminars & conferences with high profile speakers
- Responsible for rural policy development, research, advocacy and campaigning
- Acted as media spokesperson for TV, radio and print.

### **Home Office**

Project director – Lewisham Safer Cities  
(fixed term contract)

1989 – 1993

**Home Office (Safer Cities Programme) was a localised inner-city crime prevention in Lewisham concluding in 1993. In final year annual budget was £600k, I reported to Head of Crime Prevention Unit.**

- Lead responsibility for driving forward multi-agency partnership initiatives to tackle crime & the fear of crime, development of individual projects inc. their management, funding & evaluation
- Liaised with partner agencies, especially Police, Probation Service, local authority & voluntary groups, other government departments, providing leadership to new arrangements & initiatives
- Commissioned research, wrote speeches for Ministers, oversaw delivery of seminars & press conferences
- Line managed three staff members & co-ordinated inputs of diverse steering committee.

### **Other previous employment**

from 1984 to 1989 includes:

LB Islington, Tufnell Park Neighbourhood Office -Project Manager (six month contract)

Refugee Council (Asylum Network) - Campaign Co-ordinator (Interim)

LB Tower Hamlets, Homeless Persons Unit - Homeless Persons Officer

Community Education Trust, Islington - Community Worker (Temporary)



# Mark Ereira-Guyer

## Education

Msc International Development Studies (part-time evening study)	South Bank University	1991 – 1993
GSCE Spanish (B)/Portuguese (A) (evening study)	Morley College	1989 – 1991
BA (Hons) 2:1 Politics & Government (full-time study)	University of Kent	1981 – 1984
3 A' Levels	Cambridge College	1978 – 1980
7 O' Levels	King's School, Ely	1975 – 1978

## Professional Training & Development

I have attended a wide range of conferences and residential training events to ensure professional on-going development including most recently as a participant in LEAD East for inspiring leadership training in 2013; and at Schumacher College (Ecopsychology) in 2016.

Discovering Psychology	Open University	2011 – 2012
AS Level – French	National Extension College	2006 – 2008
Certificate in Portuguese Proficiency	Brazilian Ministry of Education	2006
As a Second Language - Intermediate		
Adv. Diploma in Com. Development	Cheltenham & Gloucester College	2001
Professional Certificate in Management	Open University	1995 – 1995
Managing Voluntary & Non-profit Enterprises		
Certificate in Teaching Basic Skills	City & Guilds	1992
Institute of Housing, Part 1	UNISON Correspondence	1986 – 1987

## Community Activities, Board Membership & Directorships

County Councillor	Suffolk County Council	2009 – 2017
	Leader, Green & Independent Group	2012 – 2017
	Ind Member: LGA Community Wellbeing Board	2013 – 2017
	Deputy Leader, Green & Independent Group	2009 – 2012
	Member & Group Spokesperson of Scrutiny Committee	
	Ind Member: LGA Culture, Tourism & Sport Board	2010 – 2013
Candidate	European Parliament, East of England	2014
Member	East of England Economic Forum	2008 – 2010
Trustee	Community & Voluntary Forum: Eastern Region	2006 – 2013
Borough Councillor	St Edmundsbury Borough Council	1995 – 2011
	Chair of the Overview & Scrutiny Committee	2007 – 2009
	Leader of the Opposition	2007 – 2009
Previously - 1995 – 2003	Deputy Leader & Culture Cabinet Member	2002 – 2003
	Chair, Transport & Public Works Committee	1995 – 1999
	Member, LGA Rural Commission	1998 – 1999
Founder/Treasurer	Risbygate Arts (community arts with lottery funding)	1999 – 2008
Chairperson	Anglian Ballet Company (small dance charity)	2001 – 2005
Candidate	Parliamentary Elections	1997, 2001, 2010
Governor	St Edmundsbury Primary School	1994 – 2002
Co-founder/Chair	Make Votes Count (Norfolk/Suffolk)	1999 – 2002
Commissioner	Suffolk Commission on the Voluntary Sector	1999 – 2000
Director	Bury St Edmunds Volunteer Centre	1997 – 2001
Teacher (English)	Lisbon, Portugal (community centre for refugees)	1993
Literacy Teacher	Blackfriars Settlement, Southwark	1992
Director	Downtown Review (newsletter in Bermondsey)	1988 – 1991
Chair/Governor	Scott Lidgett School, Bermondsey	1986 – 1991

## Hobbies

Reading, Languages (mainly Portuguese, Spanish & French), Philosophy, Poetry, Art, Photography, Wildlife & Birdwatching, Dog Walking, Travel (extensively in Brazil, central America & Africa), and Child Development.