

# Become a Chair of our South East Area Council



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# Introduction

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**We are looking to appoint a new Chair to our South East Area Council. We are interested in hearing from candidates who are passionate about the arts, culture and creativity and understand the positive contribution that they can make to our lives, our communities and the economy.**

The role of the Area Chair is rewarding and varied. As well as leading the Area Council and acting as an advocate for creativity and culture in the area, you will help to set the strategic direction of the organisation and make key investment and policy decisions. You will also be a member of the Arts Council's governing body – National Council – and a trustee of the charity.

This information pack is designed to answer some of your questions about the role and the appointment process. We look forward to receiving your application.

The Secretary of State for Culture, Media and Sport is responsible for making these appointments in accordance with the

Cabinet Office's Governance Code on Public Appointments. The appointments process is regulated by the Commissioner for Public Appointments. The Department for Culture, Media and Sport (DCMS) will manage the appointment process with support from Arts Council England.

DCMS is committed to eliminating discrimination and advancing equality of opportunity in its public appointments. We particularly encourage applicants from under-represented groups and applicants who have achieved success through non-traditional educational routes. This ensures that boards of public bodies benefit from a full range of diverse perspectives and are representative of the people they serve.



# About Arts Council England

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Arts Council England is the development agency for creativity and culture in England. We develop talent in every corner of the nation, and support artists, practitioners and cultural organisations to work in partnership and to be world-leading in their fields. Our Strategy for 2020-30, Let's Create, was developed in consultation with the sector and is an invitation to those who share our beliefs to come together and create new opportunities for every person in England to get creative and enjoy brilliant culture.

We believe creativity and culture not only inspire us, but they bring us together and teach us about ourselves and the world around us, helping us feel proud of the place we live in. In short, they make life better.

We support combined arts, dance, libraries, literature, museums, music, theatre and visual art. Through a range of funds, we provide both short- and long-term investment for individual artists and arts projects, arts organisations, museums, galleries and libraries.

This is an exciting time for the Arts Council, as we work towards achieving the aims of Let's Create. Between 2018 and 2022, we invested £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help deliver this vision.

The strategy focuses around three Outcomes:

- Creative People: Everyone can develop and express their creativity throughout their life
- Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture
- A Creative and Cultural Country: England's cultural sector is innovative, collaborative and international

Each outcome is important and will work together with four Investment Principles:

- Ambition & Quality: Cultural organisations are ambitious and committed to improving the quality of their work
- Dynamism: Cultural organisations are dynamic and able to respond to the challenges of the next decade
- Environmental Responsibility: Cultural organisations lead the way in their approach to environmental responsibility
- Inclusivity & Relevance: England's diversity is fully reflected in the organisations and individuals that we support, and in the culture they produce

Our funding will help support creativity and culture for the benefit of the English public. Our total annual income for 2021-22 (the most recent year available) was £943 million. Our main sources of income are Grant-in-Aid – that is, the money we received directly from government (which totaled £690 million in 2021/22), and National Lottery funding (£283 million in 2021/22).

You can find out more about our Strategy and read our previous annual reports and accounts on our website.

# How we're governed

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We are an independent charity, registered with the Charity Commission, as well as an arm's-length non-departmental public body sponsored by the Department for Culture, Media and Sport. We were established as a distributor of National Lottery funds under The National Lottery Act 1993.

Our [National Council](#) is our main governing body, or non-executive board. National Council members are also the trustees of the charity.

It consists of 15 members, including each of our five Area Council Chairs. The Council membership also has finance and management expertise from both the public and private sector, as well as creative and cultural practitioners and managers.

The role of the Arts Council's National Council is to:

- determine and uphold Arts Council England's mission and objectives
- be accountable to the Secretary of State for fiduciary matters and delivering the charitable objectives
- agree high level priorities and strategies
- approve Arts Council England's Grant-in-Aid and Lottery accounts
- monitor delivery of Arts Council England's strategy against stated priorities
- advocate for creativity and culture

The Arts Council's Chair, Sir Nicholas Serota, is strongly committed to improving the diversity of the Council. Its ability to represent England's diverse national identity and include a range of voices is key to ensuring that the Arts Council's programmes meet the creative and cultural needs of everyone.

Each of [our five Arts Council Areas](#) also have their own Area Council.

Each Area Council consists of 15 members (including the Chair). They:

- Help to ensure that we spend public money in accordance with our agreed strategy
- Make decisions and recommendations on the Area's National Portfolio of funded organisations
- Act as a forum for artists, organisations and stakeholders ensuring their views are heard as we develop programmes and priorities.

Working together our five area councils help to ensure that the Arts Council's work and decisions are informed by a diverse range of perspectives from artists, local authorities and other key stakeholders across the country.

# Becoming an Area Council Chair

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Arts organisations, museums and libraries are great for people's wellbeing; they drive local economies and maintain our international reputation as a nation of innovators. As an Area Council chair, you will play a significant role in shaping the future of our national cultural life.

The key responsibilities of the role are to:

- Lead and chair area council meetings
- Be a voice for the Area on our National Council
- Contribute to collective decisions on our strategies and policies
- Support the delivery of Let's Create both nationally and in the area
- Act as an advocate for the Arts Council and sector in the area

**This is an opportunity to utilise, and further develop, your leadership skills** in a role that has an impact on a sector that helps contribute £29 billion to the UK economy. You will influence the direction of our work at a vitally important moment for Arts Council England, the sector we serve, and wider society.

**As an Area Council Chair, you will gain a unique perspective** of the broad-ranging benefits of creativity and culture, and deepen your understanding of our sector's national contribution, the quality jobs we help create and the many direct and secondary economic benefits of our work. You will also see the personal impact we make: lives enriched through individual creativity.



Adrian Cassidy for The Story Museum Nov 2021

**You will join us at a time of huge ambition.**

In November 2022, we announced our National Portfolio and Investment Principles Support Organisations: the arts organisations, museums and libraries that will receive regular funding from 2023 to 2026 under our new strategy Let's Create. Our National Portfolio Organisations will ensure that people in villages, towns and cities across the country will have access to ambitious and high-quality creativity and culture, which reflects and is relevant to them. Meanwhile our Investment Principles Support Organisations will ensure that those NPOs, and others working in the creative and cultural sector, are future-facing and organisations are well-run.

**Publicly-funded cultural infrastructure also brings life to our villages, towns and cities.**

Ongoing investment will do much to jump-start our highstreets, attracting footfall from both local people and tourism, which in turn bring business to shops, bars and restaurants, and life back to our high streets.

As we look to the future following the Covid-19 pandemic, we know that creativity and culture provides good jobs, and has a role in developing the workforce for the broader creative industries. Subsequently, through initiatives like Creative People and Places, and our capital investment, **we are recognised as a key partner in realising the commitment to level-up and address inequalities across the country over the years to come.**

As a country, we are looking to redefine our place on the world stage following our exit from the European Union. Creativity and culture has always been one of our nation's strengths, and will continue to act as a calling card for all that we do internationally. We have embraced our role as champions of the importance of cultural education for our young people, and the social and economic benefits of encouraging lifelong participation for everyone. Arts participation has a measurable impact on health and wellbeing, which is why we've invested in social prescribing programmes for GPs to refer patients to. It also allows us to express our unique experiences and perspectives, build interpersonal understanding and create cohesive, connected communities, making us proud of the places where we live.

**Despite the challenges we have faced, and continue to address, we are optimistic.**

Our new South East Area Council Chair will have the chance to carry this optimism into a new era for the Arts Council, to build on the strong relations we have built with stakeholders, and to further develop the resilience of the sector and its approach to identifying new funding streams to help navigate the challenging times we find ourselves in.

# Role Specification

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## As an Area Council Chair you will:

- Lead the Area Council, working with the Area Director at Arts Council England, to ensure that the Area Council:
  - o Reflects and is able to serve the whole community with the appropriate mix of knowledge and experience
  - o Makes timely and effective contributions to the development of Arts Council strategy, policies and investment decisions;
  - o Oversees and supports the delivery of the Arts Council's ten year strategy – Let's Create – in the area;
  - o Makes investment decisions in accordance with Arts Council England policy and the Seven Principles of Public Life;
  - o Considers the broader mission of DCMS and the Government and the views of Parliament, mindful that it is responsible for public money
- Act as an advocate for the Arts Council and the arts and culture sector in the area and represent the Arts Council at events in the area (and nationally from time to time).
- Work with the Area Director to identify and exploit opportunities, and address challenges in ensuring great art and culture for everyone in the area; offering advice, counsel, strategic challenge and support.
- Work with the Area Director, to maintain a dynamic relationship with local authorities in the area, and making the case for their continued investment in the arts and culture.

## As a member of National Council you will:

- Be a trustee of Arts Council England with responsibility for:
  - o Upholding the Arts Council's mission and objectives;
  - o Setting the strategic direction of the organisation and making key investment and policy decisions;
  - o Ensuring that the Arts Council has effective management arrangements and is managing its resources responsibly.
- Individual Council members may be asked to advocate for the arts and culture sector and represent the work of the Arts Council.
- From time-to-time Council members may be asked to lead or assist with specific aspects of policy development.
- Council members are expected to remain up to date with developments in the sector including opportunities, challenges and risks, drawing the Chair of the Arts Council and its senior executives' attention to the issues as appropriate.
- Council members have an important ambassadorial part to play. Over the last few years, the Arts Council has made progress in broadening the conversation about the arts, museums and libraries, bringing in new voices to advocate for their contribution to our nation.
- Strong relationships with other sectors will be valuable – across government, business, charities and local authorities. The arts and culture sector provides jobs and is vital to the local and national economy, and must be both locally and globally ambitious. Wide and practical skills, different perspectives and experience of other business environments, communities and countries are all useful.

## The Person

### Essential criteria:

- The ability to effectively Chair meetings and lead an area council. Area Chairs must also live or work primarily in the area they are representing.
- Specific knowledge and understanding of the challenges and opportunities facing the arts and culture in the area they are representing.
- A broader knowledge of, and commitment to, arts and culture and an understanding of the importance of the arts and culture to society across the UK.
- The ability to act as a credible advocate of the Arts Council with key stakeholders in the sector and the ability to support the Arts Council's work in building networks and effective partnerships with the arts and culture sector.
- Commitment to ensuring that the benefits of arts and culture are available to the widest range of people.
- The ability to think imaginatively and strategically, and contribute to effective decision-making.
- A successful track record in business and culture, or strong business, financial or organisational skills.
- A commitment to preserving cultural heritage, and improving education and understanding of British and world history.

### Desirable criteria:

- Experience of working in the fields of education, business, public bodies, local government, media, charitable institutions, philanthropy, health or welfare would be welcome.

## Time commitment

- Up to 36 days (this may increase slightly in years where the National Portfolio process is taking place).
- You will be expected to chair at least 5 Area Council meetings a year and attend and contribute to National Council meetings. You may also be asked to chair or participate in one or more of National Council's sub-committees or panels.

## Term of office

- 4 years.

## Remuneration

- £6,858 per annum.

## How to apply

To apply, please send:

- a CV of no more than two sides of A4; this should provide details of your education and qualifications, employment history, directorships, membership of professional bodies and details of any publications or awards
- a supporting statement of not more than two sides of A4, setting out how you meet the criteria – please make sure you refer to the contents of this document;
- the Conflicts of Interest form
- the Diversity Monitoring form which must be completed by clicking [this link](#) before submitting your application

Completed applications should be sent to: [publicappointments@dcms.gov.uk](mailto:publicappointments@dcms.gov.uk). Please put 'Arts Council England Application' in the subject line.

Deadline **Friday 19 May**.

If you have any questions about the appointments process, please contact [lucy.allinson@dcms.gov.uk](mailto:lucy.allinson@dcms.gov.uk)

If you would like to speak about the role itself, please contact [David.Bryant@artscouncil.org.uk](mailto:David.Bryant@artscouncil.org.uk)

## **Diversity and inclusion**

We want to ensure any appointee is committed to promoting diversity in its broadest possible sense. This will include embedding a commitment to the principles of levelling-up and championing opportunity for all across the organisation, helping to ensure that the organisation is one in which a genuinely diverse range of views can be expressed without fear or favour. We ask all applicants to complete a diversity monitoring form. We hope you will help us by providing this information. Your data is not disclosed to the panel, but allows us to constantly evaluate any potential barriers to becoming a public appointee and what we can do to encourage a more diverse field to apply.

## **Disability confident**

We guarantee to interview anyone with a disability whose application meets the minimum criteria for the role. By 'minimum criteria,' we mean that you must provide evidence in your application which demonstrates that you meet the level of competence required under the majority of the essential criteria.

If you wish to apply under this scheme, state this in the covering email or letter when submitting your application. This will in no way prejudice your application.

## **Reasonable adjustments**

If you would like a confidential discussion regarding any reasonable adjustments ahead of making your application or during the process, please contact us.



# About DCMS

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Our department operates at the heart of government on some of the UK's biggest economic and social issues. Our mission is to drive growth, enrich lives and promote the UK to the world. We champion innovation and creativity. From the arts to artificial intelligence, a quarter of UK businesses are in our sectors, and are among the fastest growing of our economy. Emerging technology is opening up new possibilities for human endeavour and self-expression. But we need to harness it, create new norms for the online world and build a strong civil society so that the benefits are shared by all.

Our actions over more than 25 years of DCMS have become woven into the fabric of our nation. Today we continue to shape the world we want to live in – building a future fit for everyone.

DCMS is a ministerial department, supported by 45 agencies and public bodies.

## If you are not completely satisfied

We aim to process all applications as quickly as possible and to treat all applicants with courtesy. If you have any complaints about the way your application has been handled, please contact [publicappointments@dcms.gov.uk](mailto:publicappointments@dcms.gov.uk).

## Supporting information

This appointments process adheres to the Cabinet Office [Governance Code on Public Appointments](#), which is regulated by the Commissioner for Public Appointments.

All applicants are expected to abide by the [Seven Principles of Public Life](#) and the [12 Principles of Governance](#).

## Eligibility criteria

You cannot be considered for a public appointment if:

- you become bankrupt or make an arrangement with a creditor

- your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors
- you are disqualified from acting as a company director under the Company Directors Disqualification Act 1986
- you have been convicted of a criminal offence, the conviction not being spent for the purposes of the Rehabilitation of Offenders Act 1974 (c. 53)
- you become subject to a debt relief order or a bankruptcy restrictions order
- you fail to declare any conflict of interest and due diligence

## Conflicts of Interest and Due Diligence

If you have any interests that might be relevant to the work of the Arts Council and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application. If you have queries about this and would like to discuss further please contact the Public Appointments Team.

Given the nature of public appointments, it is important that those appointed as members of public bodies maintain the confidence of Parliament and the public. If there are any issues in your personal or professional history that could, if you were appointed, be misconstrued, cause embarrassment, or cause public confidence in the appointment to be jeopardised, it is important that you bring them to the attention of the Advisory Assessment Panel and provide details of the issue(s) in your application. In considering whether you wish to declare any issues, you should also reflect on any public statements you have made, including through social media.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity.

This will include us undertaking searches of previous public statements and social media, blogs or any other publicly available information. This information may be made available to the Advisory Assessment Panel and they may wish to explore issues with you should you be invited to interview. The information may also be shared with ministers and the Cabinet Office.

### **Expenses**

Expenses incurred by external candidates during the recruitment process will not be reimbursed, except in exceptional circumstances, and only when agreed in advance.

# More information on our South East Area

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## The Arts Council in the South East

The South East Area consists of the East of England and the South East of England regions, comprising of the second and third largest regions in England. It is an area in which culture helps establish a sense of place, and of local pride. The South East's cultural infrastructure is dispersed across a wide range of villages, towns and smaller cities, rather than being centred around major metropolitan areas. This, as well as its proximity to the capital, gives the area a unique feel, at once locally and internationally focused.

The South East is home to 139 National Portfolio Organisations with a total investment of more than £136.8 million between 2023-26. It is also home to four Investment Principle Support Organisations with a total investment of more than £1.5 million between 2023-26. We also invest in many more artists, creative practitioners, and arts and cultural organisations through our Arts Council National Lottery Project Grants and Developing your Creative Practice.

The South East has a network of arts centres and companies supporting cultural activities at a range of scales, including rural touring programmes and festivals. This includes a strong network of cultural organisations including Project Artworks, Tiata Fahodzi and Rifco and venues like Turner Contemporary in Margate, New Wolsey Theatre in Ipswich, Norwich Castle Museum and Britten Pear Arts in Aldeburgh. The area also hosts two of the country's largest multi-artform festivals: Norfolk and Norwich Festival, and Brighton Festival.

In 2019 Turner Contemporary hosted the Turner Prize and now the Towner Gallery in Eastbourne is due to host the prize in 2023, which Project Artworks was also shortlisted for. In addition, Towner Gallery won Museum

of the Year in 2020 and Firstsite in Colchester won the title in 2021.

The South East Area also has a wide range of artform strengths that we can harness to create more arts and cultural opportunities and activities. Strengths such as theatre, visual arts, rural touring, outdoor arts, contemporary dance, with a growing combined arts offers. We have a high number of well performing libraries and Accredited museums across the Area.

The South East has the greatest proportion of amateur and voluntary arts in England, which provides us with a powerful opportunity to support a wide variety of grassroots driven creative activity. It is also home to an extraordinary wealth of Higher Education Institutions and Creative Industries, which collectively create important pathways for children and young people to explore.

Place sits at the heart of our work, and we know that there are distinct cultural identities where people associate themselves with place. The Arts Council is looking at ways in which we can deploy our time and expertise to support our ten identified Priority Places and twelve Levelling Up for Culture Places; helping them to develop their cultural infrastructure, and ultimately the cultural offer that they can put in place for local communities. As part of this we play an important role demonstrating that creativity has to play in regenerating our high streets and helping attract local communities back to them.

We work with a range of stakeholders including local authorities, County and City councils and Unitary Authorities, as well as local and national politicians, Local Enterprise Partnerships, cultural organisations and their leaders and National Lottery distributors.

The South East is an important cultural area for the country, including within its areas of

high economic potential such as the Thames Estuary Production Corridor, a significant programme to unite east London, the North Kent Coast and South Essex to create a world-class centre for creative and cultural production.

Publicly funded creativity and culture has an important part to play in the ongoing regeneration of the area's coastal towns. There are a number of Creative People and Places (CPP) partnerships in the area, which have driven increased engagement in areas where people were traditionally less likely to participate in publicly funded art and culture. We want to ensure that more people, in more places are experiencing and taking part in cultural experiences.