

Arts Alive Trustee Recruitment – 2020

Arts Alive is a rural touring scheme funded as an Arts Council England, National Portfolio Organisation. Working in partnership with local promoters and local and regional organisations, Arts Alive, incorporating Flicks in the Sticks, brings high quality live arts, big screen films and live satellite screenings to communities across Shropshire and Herefordshire, Mid-Wales, Malvern and surrounding areas.

We aspire to take arts to people in rural areas, to take audiences and promoters on journeys of cultural discovery, where they feel able to take risks in choices and to be stimulated and moved by what they encounter.

These events are local, professional and affordable, bringing local communities together in a stimulating, shared experience. Through these events the wider world will be brought into these sparsely populated often mono-cultural counties, enriching the lives of those who live there.

Arts Alive Trustees are currently looking for new individuals to join their passionate, motivated and committed Board who will bring extra skills, energy, commitment and dynamism to our important work with rural communities.



Our mission is:

To ENRICH rural communities and the lives of those living within them by giving EVERYONE in our area the opportunity to see HIGH QUALITY Film and Live Events in a local venue.

Since 2019, our focus has been on 5 key strands of work;

1. Reaching new audiences
2. Skills development for staff, Trustees and Promoters
3. Reaching new places
4. Diversifying our offer
5. Working in partnership

History of Arts Alive

Arts Alive in Shropshire and Herefordshire was established as a Charitable Trust in 1999.

It was formed from a merger between two distinct touring schemes covering the two counties of Shropshire and Herefordshire. The merger was seen as an opportunity to develop a stronger organisation with a more cost effective administration base and a grant from the Baring Foundation assisted us through the transition.

Arts Alive in Shropshire was originally formed by a group of promoters from large venues within Shropshire at a time when West Midlands Arts (as was) was developing a Rural Strategy. It wasn't long before this group was bidding to WMA for an annual touring programme. Arts Alive in Herefordshire was formed as a result of a successful tender that Artful Management (the administrators of Arts Alive) made to Leominster District Council and subsequently extended into South Herefordshire District Council before unitary reorganisation created Herefordshire Council.

In 2019 Arts Alive's status changed to become a Charitable Incorporated Organisation (charity no. 1182373) and is managed by a Board of Trustees.

Current activities and projects

Arts Alive (incorporating the award winning Flicks in the Sticks) coordinates well over 1,000 events a year including theatre, music, dance, film, spoken word and live satellite screenings. Arts Alive is dedicated to providing local people in rural areas with the opportunity to choose and promote high quality professional arts events in their local venue.

Over 50,000 people attended an Arts Alive event last year.

Local volunteer promoters are the lifeblood of Arts Alive, be they young, old or anything in between. The promoters and their teams of volunteers devote thousands of hours of volunteer time for their community. Volunteers are crucial to the success of Arts Alive, making events happen in over 120 venues, including village halls, community centers, churches, and in fact any suitable local space.

Cultural Coordinators. Arts Alive and Flicks cover a huge geographical area, and with only a small team it is almost impossible to find out what is happening on a local level. Thanks to funding from the BFI (*British Film Institute*), in 2019 Flicks in the Sticks was able to employ five young people as Cultural Coordinators based in and around market towns in Shropshire and Herefordshire, in a bid to reach and engage new audiences, venues and partners and encourage them to engage with our service.

Working with other partner organisations locally can help us maintain a long-term programme of work with young people and new venues, as well as helping us to make the most of our resources. To date, events organised by the Cultural Coordinators have taken place in collaboration with Shrewsbury's iconic Flaxmill Maltings, Herefordshire's No Wrong Door youth project, local pubs, and Shrewsbury's creative hub The Hive.



Creative Conversations. In 2018 Arts Alive received funding from Arts Council's Celebrating Age Fund and Garfield Weston to deliver a three year innovative approach to improving the health and well-being of older people and those suffering with dementia in Shropshire through engagement with the arts. Two years in, we are finding the impacts of this experimental project, in partnership with MediaActive, Qube, Wem Town Hall, Shropshire Council and Age UK, to be profound for all older people, carers, artists and families involved.

Core Funding

In July 2019 Arts Alive's application to Arts Council England NPO fund was accepted, giving support to the organisation up to 2022.

Trustees

Arts Alive currently has 7 Trustees who take overall responsibility of the organisation. Trustees are from a mix of backgrounds, with a wide range of collective expertise & experience in the arts, law and business. Two trustees are also promoters.

Trustees represent Arts Alive and attend national forums: the annual National Rural Touring Forum (NRTF) & the ACE creative case conference. Each trustee is responsible for an area of the business plan, reporting back at trustee meetings on progress against targets.

Following recent changes, the trustees are currently seeking new members to join them.

Arts Alive welcomes all applications, but trustees wish to increase their diversity and expertise in particular areas, and would particularly welcome applications from:

- Individuals aged 18-30 – to bring a younger voice and outlook to the organisation
- Individuals who have experience in fundraising – to offer experience and advice to the organisation
- Individuals knowledgeable in digital practices – to act as a Digital Trustee to drive and support Arts Alive's future digital development
- Anyone with Human Resources skills as we have a growing number of staff members

We do not expect any one individual to fulfill all these roles!

We would be particularly interested in application from individuals who would like to promote diversity in all its forms.

All trustees will be expected to:

- Assist in monitoring financial information
- Support fundraising strategies
- Advocate on our behalf
- Assess priorities for action planning
- Have knowledge and enthusiasm for the arts, cultural and heritage sectors
- Comply with all legal requirements, e.g. Charity Commission
- Monitor Arts Alive in delivering its mission, aims and objectives
- Evaluate the performance of the organisation and the board

Trustees will be involved in:

- Regular attendance and contributions to our quarterly board meetings and our bi-annual away day
- Acting as a sounding board for our staff team and sharing your individual areas of expertise
- Feeding into the business planning process and policy development to ensure Arts Alive is operating strategically
- Building, strengthening and maintaining relationships with our core funders, donors and audiences
- Supporting us to find new sources of income and feeding into the development of our fundraising strategy
- Bringing a range of connections from the wider artistic and business communities

Other Information

The time commitment for trustees is attendance at 4 meetings per year, plus a biennial away day. There may be some work between meetings to help fulfil specific strategic issues, but this will depend on the Board members and their availability.

Board papers are emailed in advance of meetings and are available on our online portal. Preparation prior to the meeting is expected. We will also encourage board members to provide additional time to support specific tasks or initiatives and to provide a sounding board to the staff and other board members. Meetings are normally located in Ludlow, but this can change to suit Trustees.

The role of a trustee is a volunteer position and is not remunerated, but expenses including travel and child care may be claimed.

We believe it is vital board members see our artistic work and would also encourage board members to represent the organisation at networking and other events. You can find more information on the organisation and its recent productions at www.artsalive.co.uk

How to Apply

Please send your CV and a covering letter expressing your interest in joining our board of trustees. In your covering letter please outline how you feel your skills and experiences meet the requirements outlined within this document, and what experience you have that you feel would benefit the organisation. This should be sent to ian@artsalive.co.uk If you wish to discuss the trustee role prior to expressing an interest, please contact Paul Graham, chairman of the Board of Trustees 01531 633760.

Deadline – March 31st 2020

Arts Alive is committed to working towards Equal Opportunity for all and is determined that in its provision of services it will seek to ensure equality of opportunity. We are particularly interested in receiving applications from potential trustees from culturally diverse backgrounds or who would consider themselves to have a disability.

We value diversity and recognise that artistic excellence relies on the richness and innovation that diversity brings. Exclusion based on individual characteristics and experiences represents a waste of talent and opportunity. We expect commitment and involvement from all our staff, board, partners and providers of goods and services in working towards the achievement of our vision of becoming a fully integrated arts organisation at all levels of our activities.