

Trustee Candidate Pack



ABOUT US

The Audience Agency is a mission-led organisation, which exists to give people better access to culture, for the public good and the vitality of the sector. Our purpose is to lead insight-driven, audience-focused practice and policy.

We hope to contribute in increasing the number and diversity of people engaging with a broad range of culture, and the depth and scope of their involvement. Everyone should be able to enjoy the benefits of cultural participation. We use our data, skills and knowhow as agents for positive change, to make sure people's voices inspire the way the creative industries engage, make, curate, channel and communicate. We think it is the key to being relevant as well as resilient.

Our team of specialists provide bespoke consultancy and research services in audience engagement, digital transformation, and creative economy/place making. Our unique, world-first data platform Audience Finder provides data insight and solutions about actual and potential audiences to cultural organisations in the UK and, through our trading subsidiary, internationally.

The Audience Agency is a registered charity and a company limited by guarantee and is governed by its charitable objects and Memorandum and Articles of Association. It owns a trading subsidiary, The Audience Agency Services TAAS), which covenants profits back to the charity. The subsidiary is the vehicle through which the development of the data platform is funded and managed and some commercial consulting is offered.

Members of the Boards of both companies are Directors in company law and Trustees in charity law, with certain legal, financial and fiduciary duties. The Board is also responsible for conditions placed on grants from public and private funds.

It is important that Board members fully understand and support The Audience Agency's mission and aims, having a good understanding of the complexities of a non-revenue funded, not-for profit organisation working entrepreneurially within the cultural sector.



OUR MISSION

We enable organisations in the cultural sector to engage larger and more diverse audiences, with the ultimate objective to widen public access and increase the nation's participation in the arts and other cultural activities.

Our mission is to give the public a voice in shaping a vibrant, relevant culture.



ABOUT THE ROLE

The Audience Agency has developed a successful mixed economy, mission-led model which combines a thriving research/ strategy agency and a world-first data platform which aggregates data and insight on UK cultural consumption, with multiple applications at policy level but also in very practical ways for cultural organisations on the frontline. We are particularly looking for trustees that can extend the vitality and impact of this model.

To be effective, the Audience Agency needs to understand a wide range of practices, sectors and perspectives. As champions of access and inclusion and social justice through culture, we rely on our trustees to ensure a diversity of perspective and lived experience and particularly welcome disabled candidates, people of colour and people from across the UK. Benefits of joining The Audience Agency Board include:

- Engaging with key audience engagement issues facing the cultural sector
- Developing a better understanding and deeper relationship with sector
- Helping to drive access and to develop more democratic culture
- Shaping a rapidly developing organisation and realise the potential of its national role
- Extending networks of contacts
- Driving innovation in data-driven decision-making



ABOUT THE ROLE (CONT)

Attributes of a Director

- A commitment to the work of The Audience Agency
- An ability and a commitment to carry out the duties of a Board Member
- Understanding of the legal duties, responsibilities and liabilities of trusteeship
- Strategic vision
- Good independent judgement
- The ability to work as a member of a team and a willingness to state personal convictions and, equally, to accept a majority decision and be tolerant of other views
- An established reputation or profile with a willingness to use their contacts to advance the Company's mission
- A preparedness to offer personal and professional skills and experience to support the work of the staff when required.
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

We are seeking trustees who share our passion and commitment and have the knowledge and experience to support the organisation and its Executive. We are particularly keen to hear from people with knowledge in the following 4 areas as we are look to enhance our Board skills and experience:

- Creative insight-driven consulting
- Access and inclusion
- Place-making and regeneration.
- Legal practice (IP, international contracts)



COMMITMENT TO EQUALITY, DIVERSITY & INCLUSION

We are an inclusive organisation that supports a diverse range of people. We want this diversity to be reflected on our Board.

We welcome applications from anyone regardless of their age, experience, sexuality, religion/beliefs, disability, ethnicity, heritage, gender and socio-economic background.

Audience Agency is deeply committed to inclusive working practices, so during the application process we commit to:

- Paying for childcare whilst you are at interviews where these take place in person.
- Paying for your travel costs to the office and back for interviews held in person.
- Making any reasonable adjustments – for example ensuring we have a sign language interpreter organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview with Inclusive Boards for disabled candidates who meet the minimum requirements for the role.
- If there is anything else you are concerned about or think we could provide, please let us know.

ADDITIONAL INFORMATION

Specific Duties

- Ensuring that TAA pursues its stated objects as defined in its governing document, by developing and agreeing a long-term strategy, and evaluating performance against targets.
- Ensuring that TAA applies its resources exclusively in pursuance of its charitable objects for the benefit of the public.
- Safeguarding the good name and values of TAA.
- Ensuring the effective and efficient administration of TAA, including having appropriate policies and procedures in place.
- Ensuring the financial stability of TAA.
- To provide advice and support to senior staff as appropriate
- To keep up to date with both funding and sector issues for the Company

Board members are also required to act with integrity and in the best interests of the Company, avoiding personal conflicts of interest, or misuse of the Company's funds or assets.

Terms of Appointment

- The appointment will be made initially for three years and board members are eligible for two consecutive terms of three years before retirement. No remuneration will be made, but travel and out-of-pocket expenses can be reimbursed where required.

Attendance and Availability

- Board meetings (currently quarterly), 'emergency' meetings and Annual General Meetings (which coincide with Board meetings). Quarterly Board meetings are usually held in London with at least one in another English city, currently in the afternoon and during the week. This year all meetings have been held remotely using 'Teams'.
- Annual awaydays which may include an overnight stay or be held at the weekend.
- Sub-committee and working party meetings if a member. There is a standing finance sub-committee meeting which meets quarterly.

Appointment

- Shortlisted candidates will be invited to an interview with the Chair and Chief Executive. Prior to a decision being made, prospective Board members will be invited to attend a Board meeting in an observer capacity.
- Successful candidates will be recruited to start immediately or within 12 months of applying.
- An induction will be offered to all new Trustees.



HOW TO APPLY

The recruitment process is being supported by Inclusive Boards on behalf of The Audience Agency . If you wish to apply for this position, please supply the following by 23.59 17/02/2021

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter (maximum two sides) highlighting your suitability for the role and how you meet the person specification. Please note that the covering letter is an important part of your application and will be assessed as part of your full application.
- Please provide details of two professional referees together with a brief statement of their relationship to you and over what period of time they have known you.
- Referees will not be contacted without your prior consent.
- [Diversity monitoring form](#) - your data will be stored separately from your application and will at no time be connected to you or your application.
- If you would like to discuss this role informally before applying, please call 0207 267 8369 to leave a message for Ros Hollinghurst or send an email to theaudienceagency@inclusiveboards.co.uk.

To submit a full application please send your CV and cover letter to:
TheAudienceAgency@inclusiveboards.co.uk

