

# A New Direction Chair Candidate Information Pack 2022



# Welcome from Our CEO

Thank you for expressing interest in the role of Chair of A New Direction's board of Trustees.

I am very pleased to invite you to join us at this exciting and ambitious time for us as an organisation. Our mission is clear - we strive to enhance the capacity and agency of children and young people in London to own their

creativity, shape culture and achieve their creative potential. Our work is largely London based, supporting individuals, networks, local places – but our influence is national and international. We are an award winning not-for-profit organisation generating opportunities for children and young people to develop their creativity.

For the last ten years we have been an Arts Council England Sector Support organisation for Children and Young People – a role we have taken seriously and had considerable success with. Working strategically across the capital delivering development work across boroughs, education settings supporting growth in cultural education infrastructure, employment opportunities in creative and culture and a diverse range of projects and programmes. We are a values driven organisation with inclusivity at our core. Our work is co-created and co-constructed with our stakeholders across a range of sectors, including Culture, Education, Employment and Skills and Place. I'm proud that our work is associated with excellence and quality.

Recent successes include the Steve McQueen Year 3 exhibition at Tate Britain. A partnership programme with Tate and Artangel involving 1,504 London Primary Schools and 76,146. Year 3 won the Visual Arts category at the 2020 South Bank Sky Arts Awards. We are currently working on the Dream Machine Schools programme with Collective Act as part of the Unboxed 2022 Festival of Creativity – a suite of resources, experiments and lesson plans for schools exploring perception and the power of the brain across the 4 nations. In 2021 the London Legacy Development Corporation appointed A New Direction to run the Good Growth Hub in the Queen Elizabeth Park. This five-year, £1.3m contract was announced in February 2021 and our Employment and Skills team now working in our new facility and delivering employment programmes at our new base in Hackney Bridge.







Much of our success is due to the energy, commitment, and passion of a highly skilled, flexible, and generous staff team and board of trustees. We work with our board collaboratively and have a successful partnership between the executive team and the trustees. We have created a dynamic range of voices to support and hold our mission, vision and values. Across the organisation we embrace challenge and have created a trusting environment where critical questioning and consensus decision making can thrive. We are committed to representation and inclusion at all levels of the organisation and have worked towards creating this at board level.

You will chair a passionate and dynamic group of Trustees from a range of sectors with the opportunity to build on the fantastic work of our current Chair Professor Maggie Atkinson who will stand down after 7 years in the role. We are looking for an exceptional individual who is committed to learning – passionate about young people's access to creative and culture and champions our cause over the next 6 years. A unique opportunity and we very much look forward to receiving your application.



*Steve Moffitt*  
Steve Moffitt  
CEO

**A NEW  
DIRECTION**  
We create **opportunity**



# About Us

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We were established in 2008 and have played a pioneering role in shaping the city's creative and cultural offer alongside children and young people. We are an influential advocate for arts and creative learning across the UK and internationally, encouraging an increase in the quality and ambition of work through high-profile programmes and seminal reports.

## What We Do

Our focus is children and young people's creative potential and their engagement with, and influence on, London's cultural ecology — the dynamic resources, assets, networks, places, neighbourhoods, and strategies that make London the global hub for culture and creativity that it is today.

We engage and support learning settings and the systems that work for and with children and young people to create the conditions for high-quality, relevant and accessible offers at key points during their lives, and during important moments for London. This means working across sectors to build an understanding of the problems and working collaboratively to create more and better solutions led by and centred around children and young people.

In recent years we have led award-winning learning and skills programmes fostering city-wide and localised engagement, and intensive development programmes and partnerships that support cultural leadership in schools, arts organisations and communities. We also host a range of popular digital platforms and deliver a significant level of communications activity supporting thought leadership and knowledge exchange for young people and practitioners working across cultural and creative fields.





## Our Vision

For a world where all children and young people achieve their creative potential.

## Our Mission

To enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years, and into employment.

# Our Values

**Our values are embedded in how we work with young people, partners, funders, and as a team. They are:**

## **Equity**

We believe in the talents and potential of all children and young people and demand a fair and level playing field. We challenge the structural and systemic inequalities that influence children and young people's lives and opportunities and prioritise those that experience these.

We are committed to an inclusive working culture, where everyone who works for or with us is treated with dignity and respect. We have high expectations of those we work with to share this value and will not shy away from challenging discussions where needed.

## **Connectivity**

We connect ideas, ways of working, and communities of people active in our spheres. By bringing people together, we can learn and move forward collectively; amplifying our voice and those of the children and young people we serve.

We can share and challenge our thinking and approaches, identify and address gaps, pool our resources, design and deliver new and exciting opportunities, increasing our collective impact.

## **Trust & Respect**

We listen to and respect the voices and views of all children and young people, our colleagues, partners, and stakeholders, and in turn, aim to earn their trust in us as a respected source of expertise and support.

The trust that develops between us is our most valued asset and translates into strong, successful partnerships and genuine collaboration.



## **Creative Culture**

We think creatively and value creativity within our team - it is an important element of what we do. Our creative culture enables us to dream and plan big, to connect in new ways, to innovate, and to create meaningful opportunities for children and young people. We believe that a creative culture at the heart of any school, place, organisation, or business can promote happiness and success, and the right conditions for children and young people to reach their potential.

We are passionate about unlocking and sharing children and young people's own concept of 'creative culture' and exploring where individual creativity and collective culture converge.

## **Kindness**

We act with kindness and generosity, understanding the challenges that children and young people in London are facing, and the pressures experienced by colleagues, stakeholders, and partners in all areas of our work.

Being present, listening and understanding the needs of those we work with is vital for us to be effective in what we do. We are open and supportive and aim to be a positive and welcoming organisation to all.





# Commitment to Equality, Diversity & Inclusion

A New Direction is an equal opportunities employer, committed to equal opportunities policies. We welcome applications from all backgrounds so that our board mirrors the community we serve. We welcome applications from anyone regardless of disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background and political beliefs.

A New Direction 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.

As an A New Direction trustee you will:

- Be part of a friendly and committed board of up to 12 trustees and the wider A New Direction team, with a wide range of backgrounds, experiences, and areas of expertise
- Have access to relevant training and development opportunities related to your role as chair of trustees, including charity governance, safeguarding, equality and inclusion
- Have the chance to engage with a wide range of our work and be a key strategic part of the collective impact we make

If there is anything else you are concerned about or think we could provide, please let us know by contacting [AND@inclusiveboards.co.uk](mailto:AND@inclusiveboards.co.uk).



# About The Role

**We have talented and passionate trustees with a range of experience and expertise from across education, youth services, policy, fundraising and development, human resources, and finance.**

We're looking for a new Chair of Trustees who shares our values and can provide leadership and direction to our board of Trustees and wider team as we work towards our mission to enhance the capacity and agency of children and young people in London to own their creativity, shape culture and achieve their creative potential.

This is an exciting time to join A New Direction, as we develop a new five-year plan and apply to renew or establish our relationship with some key funders, including an application to Arts Council England's National Portfolio.

A New Direction's Chair will be strongly committed to our values, share our vision and have the drive to help A New Direction continue to deliver for children and young people and those that support them in London.

The Chair will be actively engaged in discussion about the future of the organisation and help build alliances to help make its vision a reality. The Chair will be passionate about enhancing the capacity and agency of children and young people to own their creativity, shape culture and achieve their creative potential, and act as an ambassador for A New Direction.

The role of the Chair is to provide kind and effective leadership of our board of Trustees, enabling the board to fulfil its responsibilities for the overall governance and strategic direction of the organisation.

The Chair will ensure that the organisation complies with its business plan, charity law, company law and any other relevant legislation or regulations and to make sure that the organisation pursues its objects as defined in its governing document.

The Chair's role is also to work in partnership with our CEO, Senior Management Team and wider team, helping them achieve the aims of the organisation and to optimise the relationship between the board of Trustees and the staff.

# Main Responsibilities of the Chair

**In addition to the general responsibilities of a Trustee, the Chair has several responsibilities specific to their role, including:**

- To be an ambassador for the organisation, promoting its vision, mission and values
- To provide leadership for the board of trustees in their role of setting the strategy and policy of the organisation
- To work with the CEO and Senior Management team on diversifying the funding base of the organisation, actively contributing to the fundraising strategy, advising on and brokering relationships with funders and investors
- To catalyse and initiate strategic partnerships with a range of stakeholders
- To be a spokesperson for A New Direction in the media and at events as required and appropriate
- To plan, chair, and facilitate our quarterly board meetings
- To provide appropriate monitoring and oversight of the organisation in-line with Charity Commission guidance
- To support and advise our CEO as appropriate on the activities of the charity
- To lead on recruitment and succession planning of board members
- To lead on review and performance of Board
- To review and appraise the performance of our CEO, including a remuneration review
- To sit on appointment panels for senior roles in the team as required
- To act as final stage adjudicator for disciplinary and grievance procedures if required
- To attend other committees or working groups when appropriate in the role as Chair



# Person Specification

## **We're looking for someone who:**

- Shares our vision for a world where all children and young people can achieve their creative potential
- Would value and be committed to the opportunity to play a key leadership role in helping us achieve our mission and strategic aims
- Is strongly committed to and can work in line with our values of equity, connectivity, trust and respect, creative culture, and kindness
- Is passionate about children and young people's capacity and agency to engage with and shape creativity and culture in their broadest definitions
- Has excellent leadership skills and is a leader in their area of expertise
- Is committed to innovation, change and addressing issues around equity, access and quality and does not shy away from discomfort when engaging with difficult issues
- Has experience and knowledge of work with children and/or young people and understanding of high-quality impactful work with the cultural and education sectors (formal and informal)
- Is well networked with established relationships across the cultural, education and/or creative employment sector
- Is willing to devote the necessary time and effort to their duties
- Has excellent communication skills and experience of dealing with the media
- Has integrity, strategic vision, good judgement, and decision-making skills
- Is willing to speak their mind and listen to the views of others
- Works well as part of a team and enjoys collaborating with others
- Understands the legal responsibilities and liabilities of a trustee and has had previous trustee experience
- Has the ambition to support fellow trustees and the A New Direction team to continually improve our ways of working and increase our positive impact

## **Other experience that would be desirable, includes:**

- Knowledge of the type of work undertaken by the organisation
- A wider involvement with the voluntary sector
- A good practical understanding of child protection and safeguarding current legislation and policy



# Additional Information

## Time Commitment

The time commitment for the Chair is expected to be 2 days per month, on average.

Our Board meets at least 4 times a year, for quarterly 2-hour meetings, with planning and preparation time outside of this. It is also important that the Chair is able to be available to the chief executive on a regular basis.

The Finance and Human Resources Board Subcommittee meets four times a year. The Chair is not a member of this committee but may need to attend on occasion.

## Conflict of Interest

All candidates will be asked to disclose any actual, potential or perceived conflict of interest, and these will be discussed with the candidate to establish whether and what action is needed to avoid a conflict or the perception of a conflict.

## Terms of Appointment

An offer of appointment will be made once all candidates have been interviewed, and will be subject to satisfactory completion of eligibility checks, including reference checks. If you are offered an appointment you will receive a detailed summary of your main terms and conditions. Terms of appointment are usually 4 years, renewable once.

## Location

A New Direction  
50 Worship Street  
London  
EC2A 2EA

## Remuneration

The role of Chair is unremunerated, although expenses for travel and other pre-agreed items may be claimed.

## Safeguarding

The Chair is subject to the provision of all child protection legislation, and all policies governing staff that work with children and vulnerable adults.





# How to Apply

**The recruitment process is being undertaken by Inclusive Boards on behalf of A New Direction. If you wish to apply for this position, please supply the following by 23.59 20/03/2022**

- 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 have any questions or would like to arrange a call to discuss the role please email [AND@inclusiveboards.co.uk](mailto:AND@inclusiveboards.co.uk) or call 0207 267 8369.

**Please send your CV and cover letter to [AND@inclusiveboards.co.uk](mailto:AND@inclusiveboards.co.uk) or visit [www.inclusiveboards.co.uk/opportunities](http://www.inclusiveboards.co.uk/opportunities) to apply online.**