

# **MAYOR OF LONDON**

## **London Area Council Arts Council England**

### **Application Pack**

**Chair and Area Council Member positions -  
London Area Council**



Dear Applicant,

Thank you for your enquiry regarding the Arts Council England London Area Council.

This pack provides you with information on the role and responsibilities of the Chair and Area Council Members of the London Area Council and includes details about the application process. The information provided is designed to help you participate fully in the selection and appointment process, and to assist you in providing the information we need to understand how you meet the requirements of the roles. After reading the information, we hope you will feel encouraged to apply.

I am looking to appoint a Chair and 2 Area Council Members who share my ambitions for culture in our great city. Culture is London's DNA and this is why I have made it a core priority. It is the thread that joins us all together and creates a city we can be proud of. My vision is to embed culture in all aspects of the city's work for the benefit of all Londoners. Culture enriches people's lives, it makes people happier, healthier and it helps bring different communities together.

I want to open London's culture to more of London's communities – particularly those least likely to make the most of them. I want to encourage participation in culture in all parts of the city. Culture helps people enjoy London and flourish personally – and it creates jobs. I want all Londoners regardless of their background to have access to the world class culture we have in the capital.

London not only tolerates but celebrates its diversity. I am striving to achieve diversity in the board appointments I make, and I welcome applications from leaders from all parts of the community.

If you would like to discuss any aspect of the role, person specification or appointment process in confidence, please contact: Shonagh Manson, Assistant Director - Culture & Creative Industries, 020 7983 4832 or email [Shonagh.Manson@london.gov.uk](mailto:Shonagh.Manson@london.gov.uk).

**Sadiq Khan**  
Mayor of London

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## 1. Introduction

The Arts Council's aims are to champion, develop and invest in artistic and cultural experiences that enrich people's lives. Culture is what makes London great, and London's culture must embody its amazing diversity and be accessible to all.

The Mayor of London appoints the Chair of the London Area Council of Arts Council England, with the agreement of the Secretary of State for Culture, Media and Sport, and 4 general members.

He is seeking to appoint a new Chair and 2 members of the London Area Council. The Chair of the London Area Council has membership of the ACE National Council.

The Greater London Authority (GLA) will run the appointment process for these roles, with support from Arts Council England.

## 2. About the Arts Council England

Arts Council England is the national development agency for arts and cultures in England. The Council's aim is to bring great art and culture to more people. Between 2015 and 2018, the Arts Council will invest £1.1bn of public money from government and an estimated £700m from the National Lottery to help create art and culture experiences for everyone, everywhere.

Arts Council England supports a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

The Arts Council's regular funding underpins the artistic ambition of established national companies and seeks to develop opportunities for future generations.

The Arts Council promotes excellence and challenges barriers to participation. It offers the chance of funding to anyone in England who has an arts-related project and support the potential and skills of our national talent wherever it emerges.

The Arts Council operates according to a ten-year strategy for the period 2010-20, developed in consultation with the sector. The Council's mission is to deliver 'great art and culture for everyone' and has five key goals by which success will be measured:

**Goal 1:** Excellence is thriving and celebrated in the arts, museums and libraries.

**Goal 2:** Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries.

**Goal 3:** The arts, museums and libraries are resilient and environmentally sustainable.

**Goal 4:** The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled.

**Goal 5:** Every child and young person has the opportunity to experience the richness of the arts, museums and libraries.

Constitutionally speaking, the Arts Council is a non-departmental public body sponsored by the Department for Culture, Media and Sport (DCMS). The founding document is the Royal Charter. Arts Council England is a registered charity, monitored by the Charity Commission, and all national Council members have the status of a 'charity trustee'.

Further information on the Arts Council's current aims and priorities is set out in the ten-year strategic framework 'Great Art and Culture for Everyone' and the current corporate plan Arts Council Plan 2015-2018. Copies of these documents are available from the Arts Council's website.

The latest annual review and accounts are also available from the Arts Council's website at [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

## **The National Council**

The governing body of Arts Council England is the National Council comprising 14 people. This includes a Chair, five members who chair the Area Councils, as well as 8 other members. They are all appointed by the Secretary of State for Culture, Media and Sport, other than the National Member for London who is appointed by the Mayor of London.

The National Council is supported by five Area Councils which advise it on and promote the work of the Arts Council in the five English regions (London, the South East, South West, Midlands and the North) who all fulfil a similar role i.e. ensuring that the work of the Arts Council continues to be informed by the perspectives of artists, local authorities and other key stakeholders across the country.

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 the arts and culture

Collectively the Council is expected to embody:

- Artists, arts and culture practitioners and managers.
- Finance and management expertise, public and private sector.
- The Chairs of the Area Councils.

There are currently 14 members of the National Council.

## **Area Councils**

Area Councils work to ensure that the Arts Council develops creative talents and the arts and culture ecology in the area. Members also make sure that the Arts Council invests public money effectively, and they are collectively responsible for making decisions on applications to the National Portfolio - organisations that receive regular funding from the Arts Council - currently for a period of three years.

More specifically, they:

- deliver and uphold Arts Council England's mission and objectives in the area
- agree the area strategy and priorities within the context of the national framework
- monitor progress
- inform and contribute to national policy through the Area Chair
- advocate for arts and culture and the work of Arts Council England

Membership of the London Area Council comprises:

- the Chair appointed by the Mayor of London
- six members appointed by the National Council and
- four members nominated by London Councils (which represents the London boroughs) and appointed by the National Council
- four members appointed by the Mayor of London.

The membership and their biographies can be found at <http://www.artscouncil.org.uk/our-organisation/area-council>

## **The Executive**

The executive leadership of the Arts Council rests with the Chief Executive and Accounting Officer, Darren Henley, and his executive board, who are responsible for developing the long-term strategy for the Arts Council and the day-to-day running of the organisation. The executive board comprises the chief executive and six executive directors.

## *How Council Members Contribute*

### **Principles and values**

Council members are required to understand and embrace the seven principles of public life as defined by the Nolan Committee. These are selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

### **Decision-making processes**

Council members must have the ability to think imaginatively and strategically, and prepare for, and contribute to, effective decision-making.

### **Advocacy and representation**

Council members must have the ability and willingness to act as an advocate for arts and culture and to represent the work of Arts Council England to a broad audience.

### **Communication**

Council members should be prepared to work with the Chief Executive and Arts Council England staff to facilitate a free exchange of advice.

### **Conflict of interests**

Following appointment, council members must be prepared to declare and actively manage any pecuniary and non-pecuniary interests including, whenever a matter arises in which the member has an interest, those which might be perceived to conflict with those of the Arts Council.

### **3. Arts Council England London Area Council – Member**

The Mayor is seeking to recruit two new members for the London Area Council.

Arts and culture are vital to the social, economic and cultural life of London, and Arts Council England plays a critical role in providing strategic support and investment in order to nurture, develop and promote arts and culture for the benefit of as many people as possible.

Becoming a member of Arts Council England provides you with the opportunity to get involved and play an active role in something that matters to you. This is a chance to contribute to your community and the nation, use your skills and experience, improve your contacts and develop new skills and knowledge.

#### **The Role**

Responsibilities of a Member of the London Area Council include

- Being an ambassador for the Arts Council and a passionate advocate for arts and culture.
- Sharing corporate responsibility for the work of National Council, attending meetings and sitting on committees and working parties.
- Contributing to the work of the London area Council and providing guidance and advice to the Executive Board and Area Director.
- Contributing to the development of Arts Council policies and strategies considering the wider work of the Council and any requirements imposed by law.
- Contributing to the development of the Arts Council's priorities, including the determination of headline budgets for the financial planning period.

#### **Person Specification - Board Member**

Candidates will be assessed against the following person specification criteria:

- A strong knowledge and understanding of arts and culture.
- The ability to think strategically and imaginatively, to make an effective contribution to decision making across the full range of the Arts Council's responsibilities
- A commitment to Arts Council's mission - 'Achieving Great Art and Culture for Everyone' as set out in the strategy framework for the arts:  
<http://www.artscouncil.org.uk/advice-and-guidance/browse-advice-and-guidance/great-art-and-culture-everyone>

- Knowledge and understanding of the area and the ability to command respect amongst key stakeholders, including the arts sector, local authorities, the business sector, MPs and the media
- The ability to act as an advocate for the arts, libraries and museums and to represent the work of the Arts Council in the area
- Commitment to championing diversity and ensuring that the benefits of arts and culture are available to the widest range of people.
- Good communication skills

Candidates must be able to demonstrate knowledge and/ or experience in one or more of the following areas:

- Higher Education
- Cultural Policy
- Digital Marketing
- Diversity
- Local Government

### **Profile of Successful Candidates**

We aim to achieve a diverse board, containing a broad range of experience. Applications are welcome from leaders from all parts of the community, and we particularly welcome applications from candidates with expertise and an understanding within the following sectors:

- Music
- Dance
- Theatre
- Literature
- Visual Arts
- Libraries
- Museums
- Philanthropy
- Private Sector/ commercial
- Entrepreneurship
- Business/ retail/ customer experience

The successful candidates will be the individuals who best meet the criteria laid out in the person specification.

## **4. Arts Council England London Area Council - Chair**

This role offers candidates the chance to play a significant role in shaping the future of our national cultural life, at an exciting but challenging time.

The Arts Council has supported artistic ambition, and while there has been progress on greater inclusion, more must be done to ensure the arts reach and reflect all communities.

The Arts Council has encouraged greater resilience, both financially and in terms of skills. It has championed the importance of cultural education and encouraged new partnerships with local government, the media, technology, business, charities and higher education.

Importantly, it has also maintained and strengthened the spirit of unity across the arts and cultural sector.

The new London Area Chair will have the chance to use this momentum; to build on good relations with stakeholders; to further develop the resilience of the sector and its approach to new funding streams; to skills, diversity and the use of technology; to increase its reach and to ensure that all children and young people have access to the arts.

However, we are in a tough environment for public finances. In particular, many arts organisations, museums and libraries are seeing their local authority funding squeezed or removed altogether.

Moreover, we do not yet know what the long-term economic impact will be of the decision to leave the EU. However, we are sure that the arts and culture will be ever more important in our national life – and can help strengthen our relationships internationally.

Throughout this, the Arts Council will need to ensure that public investment delivers public benefit and life opportunities for everyone, everywhere.

The Arts Council are excited about the role that art and culture can play in leading the re-emergence of cities – as shown by the recent success of Manchester and Hull. The London Area Chair will be helping to build cultural capacity across the nation, driving engagement with communities presently excluded from the arts – while preserving London's place as the showcase of our national culture.

The London Area Chair will have a significant influence on the Arts Council's direction.

They will also 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, bringing in new voices to advocate what the arts do for us as a nation. The London Area Chair will be a

networker and champion, keeping the importance and many benefits of arts and culture high on the political agenda, through engagement at a personal and public level.

Strong relationships with other sectors will be valuable – across government, business, charities and local authorities. The arts are increasingly business-like, 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.

Finally, the London Area Chair will make a vital contribution to maintaining organisational morale, inspiring the Arts Council to approach this new era with confidence, sure of the value of what it does.

## **The Role**

As the Chair of the London Area Council you will be a member of the Arts Council's governing body (Council Member) and a trustee with responsibilities for:

- Upholding the Arts Council's mission and objectives;
- Setting the strategic direction of the organisation and making key investment and policy decisions;
- 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 National Chair of the Arts Council and its senior executives' attention to the issues as appropriate.

## **Duties and Responsibilities**

The Chair of the London Area Council has a crucial role in providing leadership to ensure the proper and effective running of the Area Council.

The Chair has particular responsibility to lead the Area Council, working with the Area Director to ensure that the Area Council:

- Is diverse and has the right mix of knowledge and experience;
- Makes timely and effective contributions to the development of Arts Council strategy, policies and investment decisions;

- Oversees and supports the delivery of the Arts Council's ten year strategy – Great Art and Culture for Everyone – in the area;
- Makes investment decisions in accordance with Arts Council England policy and the Seven Principles of Public Life; and
- Monitors the impact of the Arts Council's investment and other initiatives in the area.
- 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, making the case for their continued investment in the arts and culture.

### **Person Specification - Chair**

In addition to the Area Council Member person specification, candidates considered for the Chair of the London Area Council will also need to demonstrate:

- Deep knowledge of, and commitment to, arts and culture and an understanding of the importance of the arts and culture to society.
- Knowledge and understanding of the challenges and opportunities facing the arts and culture in London.
- The ability to effectively Chair meetings and lead an area council.

The successful candidate will be the individual who best meets the criteria laid out in the person specification.

### **Diversity Statement**

London's diversity is its biggest asset and we strive to reflect London's diversity in all Board appointments. The aim is that the London Area Council contains a broad range of experience and reflects the international nature of the capital. We welcome applications from all sections of the community, regardless of age, gender, ethnicity, sexual orientation, faith or disability or whether or not you have dependents.

## **5. Appointment Details**

### **Eligibility**

Area Council Chairs live or work in the area they are representing.

### **Term of Office**

The Term of Appointment for the two Area Council Member roles will be to 31 December 2020, with the possibility of reappointment.

The Term of Appointment for the Chair of the London Area Council will from 01 July 2018 to 31 December 2020, with the possibility of reappointment.

### **Time Commitment, Remuneration and Expenses**

#### Area Council Members

Area Council Members will be expected to attend around five area council meetings a year in venues around the London area. Some additional time will be required to study papers, attend events and represent the Arts Council at functions. In total, a time commitment of around 10 days a year is estimated.

Area Council Members are unpaid but all Area Council Members can make claims for travel, accommodation and subsistence expenses incurred while on Arts Council England business and according to the expenses policy

#### Chair

In addition to chairing the London Area Council five times a year, the Chair will also attend ten formal national Council meetings a year (meetings sometimes take place outside London).

The Chair may also be asked to chair or participate in one or more of National Council's sub-committees or panels, away-days, blue-sky meetings and other meetings. Again, some additional time will be required to study papers, attend events and represent the Arts Council at functions. In total, a time commitment of up to 36 days a year is estimated.

Under the terms of the 2002 Charter, the chairs of area councils can receive remuneration in recognition of their role. The responsibility for establishing the rate of remuneration lies with the Secretary of State, in consultation with the Chair of the National Council. The Chair of the National Council is also entitled to remuneration, with the rate set by the Secretary of State for Culture, Media and Sport. Other members of the National Council are not entitled to remuneration. In 2016/17 area council chairs were paid an annual fee of £6400 per annum.

## 6. The Appointment Process

Following assessment of applications against criteria for appointment, shortlisted applicants will be interviewed.

The GLA promotes an equal opportunities policy. Appointments are made on merit, following a fair and transparent process, and these appointments are governed by Nolan principles and the Mayor of London's protocol on appointments. Please view our [Protocol on Mayoral appointments](#) for further details.

### **The Chair – London Area Council**

Interviews are currently expected to be on Friday 1 December 2017. Please try and ensure your availability on this date. If this is not possible, please notify us in your application.

The Mayor of London appoints the Chair of the London Area Council of Arts Council England, with the agreement of the Secretary of State for Culture, Media and Sport. The term of office of the current Chair of the London Area Council ends on 30 June 2018. The Chair-elect is being recruited now to allow adequate time for handover from the outgoing Chair. The new Chair's term will commence formally on 01 July 2018.

### **Member – London Area Council**

We expect interviews for the Area Council Member positions to take place in January or February 2018 following approval by the Secretary of State to appoint the Chair of the London Area Council.

We anticipate the two Area Council Member appointments to be made by March 2018.

The Mayor of London will confirm the member appointments to the London Area Council.

### **How to Apply**

You are asked to submit a CV and covering letter (max 5 sides in total) giving details of the relevant experience that equips you to serve as Chair or Member of the London Area Council, addressing the criteria listed in the person specification.

**It is important you specify in your cover letter if you wish to be considered for the role of Chair, Area Council Member or if you wish to be considered for both roles**

The CV should include details of employment, public appointments, qualifications history, any directorships you hold.

Applications are submitted via our online recruitment system and you will be asked to provide recruitment monitoring information and the name and contact details of two referees.

If you would like to discuss the position informally, please contact Shonagh Manson on 020 7983 4832.

If you have any queries regarding the application process or require information in an alternative format, please contact [andrew.baxter@london.gov.uk](mailto:andrew.baxter@london.gov.uk)

### **Managing Conflicts of Interest**

Candidates should provide details of any business, or other interests, or any personal connections which, if appointed, could be misconstrued or cause embarrassment to the Mayor or the Greater London Authority. This includes financial interests or share ownership, active connections or memberships of societies or associations.

If you have any queries regarding the application process, or require information in an alternative format, please contact [andrew.baxter@london.gov.uk](mailto:andrew.baxter@london.gov.uk)

All data will be processed in accordance with the provisions of the Data Protection Act.

**The closing date for submission of applications is Sunday 19 November 2017 at 23:59 GMT**

Thank you for taking the time to apply for this role.