

Trustee Recruitment Information

November 2020

National arts and culture charity The Audience Agency is seeking new trustees to join our Board of Directors and guide our mission and development. We are passionate about the power of great culture to transform communities and society and committed to enabling brilliant public engagement through developing better insight, dialogue and strategic thinking. We are seeking trustees who share our passion and commitment and have the knowledge and experience to support the organisation and its Executive.

This pack gives more information about [The Audience Agency](#) and its [governance](#), [the role](#), and [how to apply](#).

We are seeking to enhance the Board skills and experience over the next 3 - 18 months. We are particularly seeking people with knowledge of:

- creative insight-driven consulting
- access and inclusion
- place-making and regeneration.
- legal practice (IP, international contracts)

We are also looking for people with experience/ networks in the cultural sector - particularly in in Scotland, Wales, the North East and in Europe. We value diversity of perspective and lived experience and particularly welcome disabled candidates, people of colour and from all regions.

The Audience Agency Mission and Activity

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 Governance

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.

Current Board Members & Executive

Information on our current Board members can be found [here](#).

The Chief Executive is [Anne Torreggiani](#). TAAS: [Patrick Towell](#)

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

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.

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.

Applications

Interested applicants should send a CV and a short covering letter, highlighting what skills and attributes you can bring to the role. You should demonstrate your experience in any similar role, as well as your reasons for wishing to become a Board member of The Audience Agency. Please complete and return the Equal Opportunities Monitoring Form also [downloadable from our website](#). Please contact jobs@theaudienceagency.org if you require this information in an **alternative format**.

For an informal discussion about the roles, please contact Julie Weston, Chief Operating Officer on Julie.weston@theaudienceagency.org who will put you in touch with the Chief Executive or Chair.



Applications should be sent to: jobs@theaudienceagency.org with “Board Recruitment” in the subject box. **Deadline for expressions of interest: 18 December 2020**

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.