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## **OPPORTUNITY! Help Shape the Future of Creativity in North East Lincolnshire - Seeking Members for a New Creativity Board**

### **I. OVERVIEW**

Are you a passionate advocate for the power of creativity in North East Lincolnshire (NEL) - Grimsby, Cleethorpes, Immingham and the Wolds?

Could you bring local, regional or national expertise and knowledge to the role of Creativity Board Member?

There is huge potential for the development of creativity across NEL right now, with funding poised to provide a catalyst for the growth of the arts, cultural, heritage and creative sectors. The Creativity Board will play a pivotal role, with the resources and scope to transform the area for this and future generations.

North East Lincolnshire Council is looking to establish a Creativity Board to support them in overseeing and championing this once-in-a-generation opportunity for creativity through the delivery of a recently developed Creativity Strategy. The aim is to maximise the impact of culture, heritage and the arts in the strategic development of NEL for the next five years and beyond.

*NB For those working within organisations this role is voluntary and unpaid, however in order to ensure diversity of the Board we are able to offer some limited financial contribution (see section 6) to enable freelancers or the unwaged to take a role on the Board.*

## **2. INTRODUCTION**

This is an exciting time for CREATIVITY - Culture, Arts and Heritage in North East Lincolnshire (NEL).

A Creativity Strategy for the area is emerging which will shape a new vision for culture, arts and heritage, in collaboration with stakeholders from across the area and from a broad range of backgrounds and sectors. The strategy has been funded by North East Lincolnshire Council (NELC), Arts Council England (ACE) and the National Lottery Heritage Fund (NLHF) and is being developed by Beam.

Following the announcement in September 2021 of NEL as a Priority Place for Arts Council England investment, it was agreed that the current Cultural Strategy (2017) needed updating to reflect the significant strides which have been made in the borough in relation to culture, arts and heritage. Since 2017, significant amounts of government and National Lottery money has been awarded for programmes such as Grimsby Creates - Cultural Development Fund programme; Heritage Action Zone; Cleethorpes Townscape Heritage Programme; and Towns Fund programme. NEL is also an Area of Focus for the NLHF.

The new Creativity Strategy will explore:

- How to build leadership to champion the role of creativity across the borough
- How to engage young people
- How to celebrate North East Lincolnshire's rich and varied heritage with a wider range of audiences.

In summary it's about bringing creativity into the lives of everyone in some form or another.

*"The use of the word 'Creativity' for this strategy, rather than culture, arts or heritage is a deliberate choice. Many areas develop cultural strategies but people often hear the word culture and feel it "isn't for them", it can bring with it certain preconceived ideas, creating barriers from the start."*

*This strategy covers culture, arts and heritage but it is felt that creativity better captures the spirit of the aims for Grimsby, Immingham and Cleethorpes. This strategy aims to encourage people, businesses and organisations to think in the broadest sense about creativity and the role it does or could play in their lives."*

Excerpt from draft 'Creativity Strategy'.

When we refer to North East Lincolnshire this is the administrative boundary of North East Lincolnshire Council that includes Grimsby, Immingham, Cleethorpes and the Wolds.

### **3. ABOUT THE ROLE OF THE CREATIVITY BOARD**

The Creativity Board will be a new unconstituted Board that is enabled by North East Lincolnshire Council (NELC).

Board members will -

- Have an advisory and strategic role and oversight of the delivery of the 5 year Creativity Strategy and collectively make decisions about the approach to Creativity in NEL and its future direction.
- Help develop and shape the annual actions plans that contribute towards the strategic objectives of the Strategy.
- Champion the role of creativity in transforming NEL and demonstrate the impact of investing in culture, arts and heritage on economic growth, health and wellbeing, education and skills development.
- Provide support, ideas, connections, local knowledge and constructive challenge to ensure the Creativity Strategy achieves the best it can for local residents and businesses.
- Align work with partner agencies, networks and cultural providers regionally and nationally, including developing clear alignment with the work of national funders including ACE and NLHF and local networks such as the Local Cultural Education Partnership and Heritage Network.
- Instil a collective and partnership approach to cultural development, in a region which currently has limited delivery capacity.
- Ensure that NEL is making an effective contribution to national and international programmes and opportunities.
- Ensure Equity, Diversity & Inclusion principles and ACE's Creative Case for Diversity' are embedded throughout creativity in NEL.
- Raise the profile of NEL across the arts, culture and heritage sectors.
- Provide a voice for the local creative sector and the opportunity for constructive challenge.
- Board members are not expected to be involved in running day-to-day operations, as this will be enabled by NELC and partners (including administration of the Creativity Board).

### **4. STRUCTURE OF THE BOARD**

The Creativity Board will be recruited through a combination of targeted selection and open application. The maximum membership of the group will be 12 individuals plus advisors, comprising:

- Up to 12 Independent Members (including the Chair) (*all of whom we seek to recruit through this call out*)

- Independent Members will be joined on the board by a senior representative from NELC and will be supported by Arts Council England, National Lottery Heritage Fund and NELC representatives

## 5. REQUIRED SKILLS, EXPERIENCE & ATTRIBUTES

- **Chair (x1)** – A local, regional or national arts leader with a strong understanding of arts, culture and heritage sector development, local government and the current funding landscape. Will be able to act as a spokesperson for NEL nationally. Board Members will ratify the role of Chair as a key action of their first meeting.
- **Board Members (up to x11)** - Will bring professional skills or lived experience in one or more of the following areas:
  - Creative & Digital Industries
  - Creative Freelancer / Individual Artist/ Practitioner
  - Health, Wellbeing & Inclusion
  - Heritage
  - Creative Education and Young People
  - Community Arts
  - Equity, Diversity & Inclusion
  - Business with strong links to or interest in the creative or heritage sectors
  - Voluntary sector organisations
  - People from other backgrounds with a strong interest in the role of creativity and heritage
- Expertise in one or more of the following areas is also desirable but not essential: *Senior Leadership; Strategic Planning; Fundraising; Policy & Research; Governance.*
- It is important that our Board reflects NEL. We particularly welcome applications from those under 30 or with one or multiple protected characteristics as defined by the 2010 Equality Act (age; disability; gender reassignment; marriage or civil partnership status; pregnancy and maternity; race (including ethnic or national origin); religion or belief; sex; or sexual orientation) as well as socio-economic background.
- **Key Attributes** - all Creativity Board Members will -
  - Have strong local knowledge and connections, either through being based in the area or through work or family connections
  - Be a passionate advocate for creativity and heritage in NEL
  - Commit to delivering on the vision and key objectives of the Creativity Strategy
  - Be committed to equity, diversity and inclusion
  - Have a positive outlook and be open and transparent
  - Be non-confrontational and adopt a collaborative approach to addressing

- barriers
- Work well as part of a team and adopt a listening approach
- Be willing to challenge any behaviours that limit the scope for collaboration
- Give the time and commitment that's needed to carry out the role successfully
- Act with integrity and honesty at all times
- Understand that being a Creativity Board member is an important leadership role that has specific responsibilities and take the time to fully understand and commit to these

## **6. BENEFITS & COMMITMENTS**

There are many benefits to being part of the Creativity Board, including:

- Induction, training and reimbursement of expenses
- Opportunities to inform strategic decisions and develop new skills
- Opportunities to network with senior professionals
- Influence to shape innovative projects
- Making a difference to people's lives through creativity

The role requires the following commitments:

- Board membership for those working within an organisation is an unpaid, voluntary role.
- In order to support the diversity of the Board those working in a freelance capacity, outside of an organisation, will be offered a fee for meeting attendance to cover time and reasonable expenses.
- Board Members who do not attend two meetings in a year without notifying the Chair will be required to step down from the Board.
- For reasons of continuity we would like to keep the same membership of the Creativity Board for the first two years, after which the membership may be reviewed. Individual places on the board may become available prior to this depending on the individual circumstances of members.
- Board members are asked to attend up to 6 meetings per year, dates for which will be set annually. We will take a flexible approach to meetings and will adopt a hybrid approach of both in person or virtual meetings to best accommodate existing commitments of Board Members.
- There is also the potential to feed into specific, targeted task and finish groups.
- Board members may also be invited to attend events as ambassadors for Creativity in NEL.
- If you are interested in applying but are concerned about managing the time commitment with your personal / professional circumstances please get in touch. We'd be happy to discuss what support we can offer.

## **7. APPLICATION PROCESS**

To express your interest in joining the Creativity Board for NEL please send a copy of your CV and a cover letter (max 2-sides A4) or a short video or audio recording (up to 5 minutes) telling us:

- What inspires you about Creativity and Heritage in NEL?
- Why do you think creativity and heritage matters?
- Tell us about your connection to the area.
- What difference do you feel you could make to creativity and heritage in NEL?
- What skills and experience will you bring to the Creativity Board?  
*(please indicate if you are specifically interested in the role of Chair)*
- Any other points you would like us to consider?

Please submit your application to [frances@beam.uk.net](mailto:frances@beam.uk.net) by **Friday 22nd April 2022**, 12pm noon

### **Access**

- Please contact us if you have access needs that require you to submit your application in a different format or which would need to be met in order for you to be part of the Board.
- Beam's Equity, Diversity & Inclusion Policy will be applied to the Creativity Board recruitment process and in line with this anyone applying will be requested to complete an anonymous equality and diversity monitoring form which can be accessed here -  
<https://docs.google.com/forms/d/1dzyorwfhyfbU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

### **Selection Criteria**

- Candidates will be scored against how they meet the needs of the Creativity Board as laid out in section 5.
- The diversity of both skills, and the background of candidates will be closely considered at recruitment stage to ensure that the Creativity Board has a diverse mix of professional expertise and different lived experiences to fully represent creativity across NEL.
- Applications will be assessed by representatives of Beam and NELC.

## **Process and Timeline**

- Call out issued for Creativity Board Members (Thursday 17th March 2022)
- Deadline for expressions of interest (Friday 22nd April 2022, 12pm noon)
- If required interview conversations will take place in early May 2022 via video conference/ phone or in person as agreed with individual candidates.
- Chair and Board Members appointed - (May 2022)
- 1st meeting (May 2022)
  - From a draft version provided, shape and influence the Creativity Strategy year 1 Action Plan
  - Agree terms of reference
  - Feed into the process of a series of artist commissions which will engage with communities in NEL to share and test the Creativity Strategy and its key themes
- 2nd meeting (July 2022)
- 3rd meeting (September 2022)
- 4th meeting (November 2022)
- 5th meeting (January 2023)
- 6th meeting (March 2023)

## **Get in Touch**

If you have any questions, need any more information or require any support please contact [frances@beam.uk.net](mailto:frances@beam.uk.net) / 07718 564 376

