

PLAY
TO THE
CROWD

Arts & Education Charity
Winchester



Trustee Information Pack

Potential Trustee Information Pack

Hello!

We're very glad you're reading this. Thank you for being interested in getting involved with our vibrant arts organisation based in Winchester.

Play to the Crowd is looking for people who want to be involved in taking care of the work we do, who have a love of the arts and a commitment to enabling more people to share that love.

We are looking for individuals to join the Board of our charity, Play to the Crowd, and help shape its future. Our aim is to build the collective diversity of our trustees to include a greater range of ages, backgrounds and experience. At this time, we are particularly looking for a Trustee who can represent young people between the ages of 18 and 35 who do, or would like to, access theatre and the arts. Applications from those within that age range will therefore be prioritised on this occasion.

We look forward to hearing from you, reading your expression of interest and discussing what our charity does, and what we can do together.

Best wishes,

Deryck Newland, Chief Executive & Artistic Director, and Mark Byford, Chair of the Board of Trustees



About us

Play to the Crowd is an arts and education charity that incorporates Theatre Royal Winchester, a beautiful middle scale heritage theatre, Hat Fair, the UK's longest continuously running Outdoor Arts Festival; and Playmakers, a range of community engagement programmes and activities. The charity also runs a trading subsidiary, Trade to the Crowd

Our fundamental purpose

Is to Delight and Unite

We believe in

- Bringing people together in wonder
- The power and value of live performance
- Nurturing talent
- Improving lives through participation

Play to the Crowd's strategic objectives:

Our three strategic watch words, which enable us to prioritise and from which we hang most of our measure strategic action are our 3Rs:

- **Reach**
 - Increase the range of people experiencing live performance and deepen their engagement
 - Unlock creative potential, particularly of young people and emerging or local artists
- **Relevance**
 - Bring communities together to share experiences, ideas & themes relevant to them
 - Encourage laughter, thought and amazement to boost people's mental health and empathy
- **Resilience**
 - Support & empower our team & develop the capacity of the team to deliver our ambition
 - Sustain & develop our buildings & spaces to benefit residents, visitors, artists & businesses
 - Build a sustainable, resilient business model, working in innovative, progressive partnerships

About You

Who are we looking for?

Play to the Crowd believe that our Trustees should be a diverse, skilled and committed group of individuals that reflect our audiences and believe in our purpose. As an organisation we aspire to be friendly, bold and collaborative; this would also be an excellent description of our Trustees!

Why should I be interested?

The world is changing rapidly. We want to stay ahead and bring relevant experiences to our programme and services and also right to the heart of our major decision making forum, our Board. Trustees are there to act as catalysts, spark debate and ideas, to be powerful advocates for the charity and to act as supportive 'critical friends' to the staff team.

Becoming a Trustee means getting a deeper look at what goes on behind the scenes at Play to the Crowd. It enables you to contribute your own unique skills and life experiences for the benefit of a charity and it diversifies your own portfolio of experience. You will connect with senior staff and key figures in the community to help decide the direction Play to the Crowd is headed and help to ensure a sustainable and thriving charitable organisation continues to grow and develop for the benefit of its community.

What does being a Trustee mean?

As a Trustee you would help to guide the management and administration of Play to the Crowd, overseeing the charity, ensuring we fulfil our mission and purpose.

One of the Board's roles is scrutinising the activity of the organisation. This isn't necessarily influencing the artistic programme, but exploring why the senior team have made specific choices. The Board should act as a critical friend which can include speaking out when they think things aren't working, encouraging and assisting on business developments, or acting as a sounding board for projects and ideas.

You can find out more about the legal responsibilities of a Trustee here:

[The Essential Trustee: What you need to know](#)

Be reassured that the law generally protects voluntary Trustees who act reasonably and openly. If you have any concerns about this element of Trusteeship then please have a chat with us; our team will be more than happy to have an informal discussion prior to your application.

What would I be doing?

The Play to the Crowd Board of Trustees meets once every three months (quarterly) in central Winchester; Board meetings are usually on Mondays from 4pm to 6:30pm.

Board papers are sent out one week before the meeting; it is expected that you would read these thoroughly and come prepared with any questions or queries you may have.

If you have a particular interest or skill, you may be asked to sit on one of our Action Groups; groups that scrutinise or assist on particular areas of the charity e.g. Finance, Buildings and Facilities, Marketing and Development or Outdoor Arts and Community Engagement.

Our Trustees may also be asked to represent the charity at events and meetings.

Who else is in the room?

Meetings are attended by all available Board members, Observers from Hampshire County Council and Winchester City Council, a representative from Winchester Theatre trust which owns the theatre building and the leadership team of Play to the Crowd which consists of:

- Deryck Newland, Chief Executive and Artistic Director
- Andrew Loretto, Hat Fair & Playmakers Director
- Kirstie Mathieson, Communications and Development Director
- Dan Angus, Business and Operations Director

On occasion we may invite other members of staff to speak about specific projects or business areas.

How do I find out more?

If you would like more information about becoming a Trustee please email recruitment@playtothecrowd.co.uk with an expression of interest. If you are certain you want to apply please include your CV, with two referees and a short covering letter about why you want to be considered – no more than two sides of A4.

If you would like to speak further about becoming a Trustee, you can request an informal chat or phone call Deryck Newland or our Chair, Mark Byford. We'll do our best to answer any questions you may have and tell you a little more about the broader organisation.

You can also look at our website, playtothecrowd.co.uk for more information about what we do and how we do it.

Role Description for Play to the Crowd's Voluntary Trustee

Purpose:

Responsible under the Trust's Memorandum & Articles of Association for guiding the management and administration of Play to the Crowd.

The Board's collective responsibilities are:

As the highest leadership body of the charity and to satisfy its statutory duties, the Board is responsible for:

- Determining the mission and purposes of the charity
- Selecting and evaluating the performance of the Chief Executive
- Strategic and organisational planning
- Ensuring strong organisational oversight and financial management
- Fundraising and resource development
- Approving and monitoring the organisation's programmes and services
- Enhancing the organisation's public image
- Assessing its own performance as the governing body of the organisation

Essential Duties

- To ensure that the charity complies with its governing document, The Memorandum and Articles of Association, charity law, company law and any other relevant legislation or regulations.
- To ensure that the organisation pursues its objects as defined in its governing document.
- Ensure that the charity's governance is of the highest possible standard.
- To attend and fully participate in Board meetings quarterly.
- Support the Chair of Board in the leadership and management of the Chief Executive
- To contribute actively to the board of Trustees' role in giving firm strategic direction to the organisation.
- To safeguard the good name and values of the organisation.
- To ensure the management and administration of the organisation is delivered effectively and efficiently, making best use of the charity's resources at all times.
- To ensure the financial stability of the organisation.
- To act as an advocate for the organisation at functions and meetings, and be an ambassador for its work as appropriate.
- To sit on, Chair and facilitate Board Action Groups and their goals as appropriate.

A Trustees individual responsibilities are:

- Be guided by the Nolan Principles of public life in relation to the trust's work: selflessness, integrity, objectivity, accountability,
- Bring openness, honesty and leadership to the role
- Know the organisation's vision, mission, values, activities and needs
- Faithfully read and understand the organisation's financial statements
- Serve as active advocates and ambassadors for the organisation and fully engage in identifying and securing the financial resources and partnerships necessary for the organisation to advance its mission
- Leverage connections, networks, and resources to develop collective action to fully achieve the organisation's mission
- Help identify personal connections that can benefit the organisation's fundraising and reputational standing, and can influence public policy
- Prepare for, attend, and conscientiously participate in board meetings
- Participate fully in one or more committees or action groups

In addition:

- A Trustee must use any specific skills, knowledge or experience to help the Board of Trustees reach sound decisions.

Person Specification

- A commitment to Play to the Crowd; Hat Fair, Theatre Royal Winchester and Playmakers community work
- A willingness to embrace the organisations beliefs of:
 - Bringing people together in wonder
 - The power and value of live performance
 - Nurturing talent
 - Improving lives through participation
- An understanding and acceptance of the legal duties, responsibilities and liabilities of Trusteeship, or a desire to develop these skills
- Strategic vision
- A willingness to devote the necessary time and effort and commit to an initial term of one year, with the option to extend to three
- Good, independent judgement
- An ability to think creatively

- A willingness to speak one's mind in debate while maintaining respect for other Trustees and their views
- An ability to communicate effectively as a member of the Board, actively contributing to the organisations ambitions and building relationships with the Leadership and wider team
- Be able to attend training and events to support the organisation and its future

The above list of duties is indicative only and not exhaustive. The Trustee will be expected to perform all such additional duties as are reasonably commensurate with the role.

Play to the Crowd aspires to have a diverse range of Trustees bringing the widest possible skills, knowledge and experience to the role.

Expressions of interest should be sent with a CV or background summary and two referees to recruitment@playtothecrowd.co.uk.

